

THE LARGEST CIRCULATION OF ANY RADIO MAGAZINE

Radio Stars

OCTOBER

10

CENTS



THE
DANGERS
OF
STARDOM

See page 14

*Bing
Crosby*

THE HEADACHES AND HEARTACHES OF CAPT'N HENRY, FRANK PARKER, JOE COOK, DICK LIEBERT, GRAHAM McNAMEE

PAUL WHITEMAN solves a mystery

and gives a clue to finer radio music



1 ON THE DANCE FLOOR

OH, MR. WHITEMAN, HOW DIFFERENT YOUR MUSIC SOUNDS —IT WAVERS SO ON MY RADIO

STRANGE—IT MUST BE YOUR RADIO

2

HOW WOULD YOU TWO LIKE TO SEE INSIDE A RADIO STUDIO? I'M GOING OVER IN A FEW MINUTES

OH, HOW THRILLING—I'VE ALWAYS WANTED TO SEE THEM BROADCAST

3 IN RADIO CITY

THESE ARE THE BIG RCA TUBES ALL THE LARGE STATIONS DEPEND ON

AND, OF COURSE OUR ENGINEERS CHANGE THEM REGULARLY TO INSURE THE VERY CLEAREST TONE

4

AHA—MAYBE THAT'S WHAT YOUR SET NEEDS —NEW TUBES

THAT'S THE ONE THING WE FORGOT. THEY'RE ABOUT A YEAR OLD, I'LL HAVE THEM TEST-ED FIRST THING

5 A WEEK LATER

OH, MR. WHITEMAN, YOUR MUSIC COMES IN FINE ON OUR RADIO NOW. WE HAVE A NEW SET OF MICRO-SENSITIVE RCA RADIO TUBES

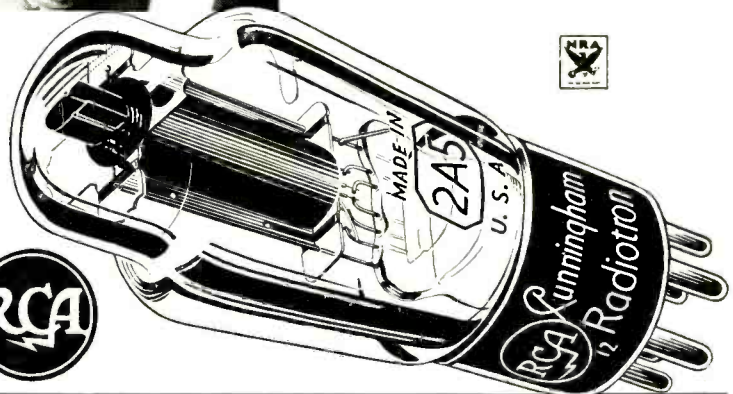
THAT'S GREAT—TELL YOUR FRIENDS ABOUT IT. THEY WANT BETTER RECEPTION, TOO

NEW LIFE FOR OLD RADIOS!

Quicker start! More power! Better tone! It really means *new life* for your set when you replace old, worn radio tubes with these new Micro-Sensitive tubes by RCA. These are the only tubes *guaranteed* by RCA Radiotron Company to give you 5 important improvements in tube performance... Have your dealer test your tubes today and replace those that are worn. Insist on RCA Radio Tubes —and bring back the thrill of radio.

New Micro-Sensitive
RCA Radio Tubes give you:

- 1 Quicker Start
- 2 Quieter Operation
- 3 Uniform Volume
- 4 Uniform Performance
- 5 Every Tube is Matched



Lunningham Radiotron





Tintex

Makes Faded Home Decorations **NEW**—for Just a Few Cents

Keeps your Wardrobe Color-Fresh, too . . .

HERE'S money-saving news for Fall! There's no need to buy new slip-covers, curtains, drapes, or other home-decorations just because your present ones are faded or out-of-fashion in color. For a few pennies Tintex will make them like new...or give them a different color, if you wish. No bother, either . . . simply "tint as you rinse."

Remember, too, Tintex is color-magic for your wardrobe. It gives *professional* results in the twinkling of an eye...without muss, without fuss. That is why smart women always depend on it to keep their apparel color-fresh—color-new. 35 brilliant, long-lasting colors from which to choose. Keep your favorite colors always on hand!

PARK & TILFORD, *Distributors*

Use **TINTEX** for Underthings —Negligees
Dresses • Sweaters • Scarfs • Stockings • Slips
Men's Shirts • Blouses • Children's Clothes
Curtains • Bed Spreads • Drapes
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On sale at drug stores and
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Tintex

*World's
Largest
Selling*

Tints & Dyes

LARGEST CIRCULATION OF ANY RADIO MAGAZINE

Radio Stars

CURTIS MITCHELL, Editor

ABRIL LAMARQUE, Art Editor

FEATURES

LITTLE MAN, WHAT NEXT!.....	Helen King	8
<i>Bill Bacher is a behind-the-scenes big-shot</i>		
"CANNED" MUSIC COMES INTO ITS OWN.....		10
<i>Transcription programs are getting bigger and better</i>		
AT YOUR SERVICE.....		12
<i>An NBC page boy may be an in-the-money star tomorrow</i>		
I'LL BE SINGING YOU.....	Dora Albert	14
<i>Human leaches use the law to mulct our radio heroes</i>		
HE'S THROUGH WITH LOVE.....	Helen Hover	16
<i>Frank Parker has been burned once . . . and it's enough</i>		
BIRTHDAY GREETINGS.....		19
<i>RADIO STARS Magazine starts its third year</i>		
MRS. PRESIDENT.....	George Kent	20
<i>Don't miss this revealing story of Eleanor Roosevelt</i>		
KEEP THE AIR CLEAN.....		22
<i>Timely, hard-hitting, frank opinions from people you know</i>		
HERE'S LUCK.....	Paul Myers	25
<i>Dick Liebert is the sort who doesn't need a rabbit's foot</i>		
LOST—A WOMAN'S LOVE.....	Lester Gottlieb	30
<i>Joe Cook threw too many parties</i>		
RADIO SPOOKS.....	Ecks Ray	32
<i>An inside expose of all those Mexican wise men</i>		
YOU CAN'T OUT-SHOUT DEATH.....	Adele Whitley Fletcher	36
<i>Conrad Thibault sings valorously . . . but in vain</i>		
YOU HAVE TO LEAVE HOME.....	John Skinner	37
<i>The Landt Trio and White found a pot of gold</i>		
MR. DYNAMITE GETS MARRIED.....	Helen Hover	42
<i>Graham McNamee whirls a Southern girl into matrimony</i>		
WINDING UP THE SEARCH FOR MISS RADIO.....		45
<i>The most beautiful woman in radio is . . . ?</i>		
ISHAM JONES WITH HIS MASK OFF.....	Eddie Stone	50
<i>Jones' singer reveals an interesting side of the band master</i>		
THE MARIA YOU DON'T KNOW.....	Iris Ann Carroll	52
<i>This woman has done what no other woman could do</i>		
BEHIND THE SCENES WITH AMERICA'S GREAT STATIONS.....	Cecil B. Sturges	54
<i>KMOX is a surprising station and a successful one</i>		
STRANGE TALES OF STRANGE GIFTS.....	Mary Jacobs	58
<i>You'd never guess the odds and ends that come through the mail</i>		
I TRIED TO SEE A BROADCAST.....		63

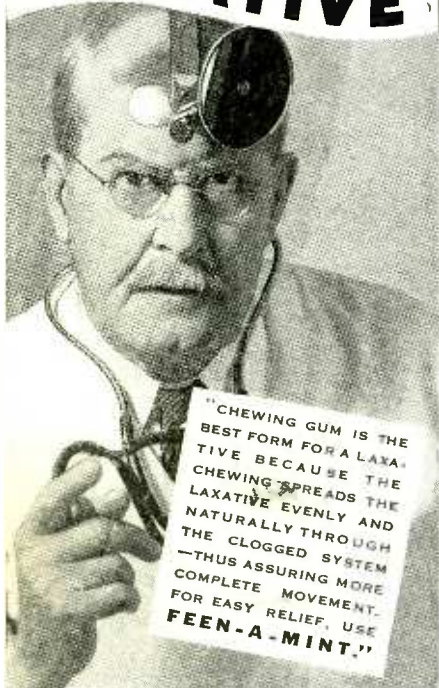
DEPARTMENTS

BOARD OF REVIEW.....		6
KILOCYCLE QUIZ.....		9
CHATTERGRAPHS.....		26
FOR DISTINGUISHED SERVICE TO RADIO.....		34
STRICTLY CONFIDENTIAL.....	Wilson Brown...	38
GADDING ABOUT WITH OUR CANDID CAMERA.....		46
THE BAND BOX.....	Nelson Keller	60
UNCLE ANSWER MAN ANSWERS.....		62
FOOD FIT FOR KINGS OF THE AIR.....	Mrs. Alice Paige Munroe	64
KEEP YOUNG AND BEAUTIFUL.....	Carolyn Belmont	65
PROGRAMS DAY BY DAY.....		66

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for effective relief from Constipation

CHEW YOUR LAXATIVE



"CHEWING GUM IS THE BEST FORM FOR A LAXATIVE BECAUSE THE CHEWING SPREADS THE LAXATIVE EVENLY AND NATURALLY THROUGH THE CLOGGED SYSTEM—THUS ASSURING MORE COMPLETE MOVEMENT. FOR EASY RELIEF, USE FEEN-A-MINT."

Headaches—dizzy spells—sleeplessness—these are often caused by constipation. If constipation troubles you relieve it with FEEN-A-MINT.

FEEN-A-MINT is a thoroughly effective laxative in chewing-gum form. It works better because when you chew it the laxative is spread smoothly and evenly right down to where it does its work. That's why over 15 million people already know about and use FEEN-A-MINT. It's pleasant to take, too—a great point, especially in caring for children.

Whenever you suffer from constipation take the doctor's advice—chew FEEN-A-MINT. It's inexpensive, too, 15¢ and 25¢ at your drug store.

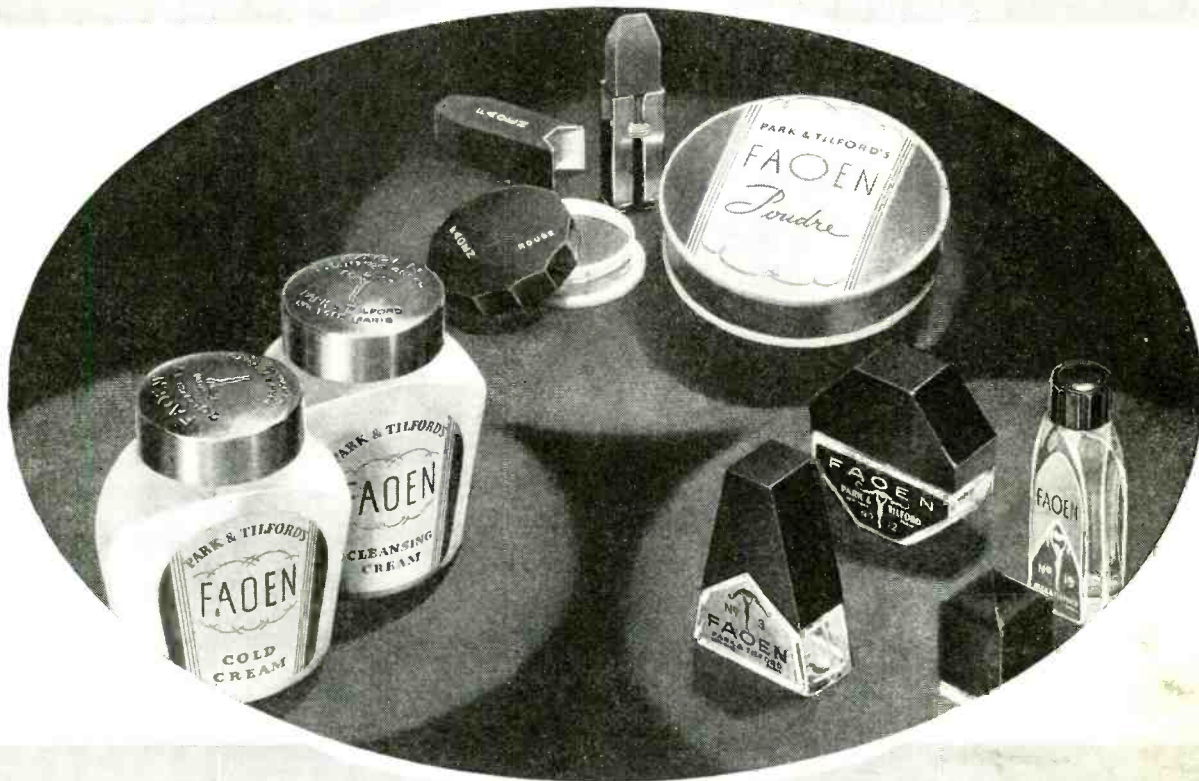
MAMA SAYS IT'S MEDICINE, BUT IT'S JUST LIKE THE NICEST CHEWING GUM I EVER TASTED.



Feen-a-mint
The Chewing-Gum LAXATIVE

RADIO STARS

Why does the Smart Woman use FAOEN BEAUTY AIDS?



... BECAUSE SCIENTIFIC TESTS HAVE PROVEN
THEM EQUAL TO \$1 TO \$3 BRANDS IN QUALITY
AND PURITY — YET THEY COST ONLY 10¢!

THERE isn't a law in the land that prevents you from paying \$1 to \$3 for your beauty aids, if you wish. But common sense dictates that if you can buy similar quality and purity for 10¢ — that is the smart thing to do.

And that's exactly why more and more women every day are turning to Faoen Beauty Aids. Their

FAOEN BEAUTY AIDS
ARE 10¢ EACH

exquisite fineness is proven by the following report from a famous Research Laboratory:

"every Faoen product tested is as pure and fine as products of like nature sold for \$1, \$2 and \$3."

No longer must you pay high prices for the best. Faoen has made loveliness inexpensive. Be smart—start using Faoen Beauty Aids—today!

AT THE BETTER
5 & 10¢ STORES

PARK & TILFORD'S
FAOEN
(FAY-ON)
Beauty Aids

● CLEANSING CREAM • COLD CREAM • FACE POWDER • ROUGES • PERF

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Gladys Swarthout, star of the Palmolive Beauty Box Theatre.



John Barclay, male lead in the show which ranks first this month.



THE MONTH'S LEADERS

Here are the five hit shows of radio as voted upon by our Board of Review. They all received 4-star ratings, but their fractional averages place them at the top.

1. The Palmolive Beauty Box Theatre (NBC).
2. The Fleischmann Hour with Rudy Vallee (NBC).
3. Ipana and Sal-Hepatica program with Fred Allen (NBC).

4. General Tire program with Jack Benny (NBC).
5. (The following programs tied for fifth place.)
 - (a) The Maxwell House Show Boat (NBC).
 - (b) One Man's Family (NBC).
 - (c) Kraft-Phenix Hour with Paul Whiteman and Al Jolson (NBC).
 - (d) The Colgate House Party (NBC).

***** Excellent

**** Good

*** Fair

** Poor

* Not Recommended

***** PALMOLIVE SHOW WITH GLADYS SWARTHOUT AND JOHN BARCLAY (NBC).

***** FLEISCHMANN VARIETY HOUR WITH RUDY VALLEE (NBC).

***** TOWN HALL TONIGHT WITH FRED ALLEN AND LENNIE HAYTON (NBC).

***** GENERAL TIRE PROGRAM WITH JACK BENNY, MARY LIVINGSTON, FRANK PARKER AND JIMMY GRIER'S ORCHESTRA (NBC).

***** CAP'N HENRY'S MAXWELL HOUSE SHOW BOAT (NBC).

***** ONE MAN'S FAMILY (NBC).

***** KRAFT-PHENIX PROGRAM WITH PAUL WHITEMAN AND COMPANY AND AL JOLSON (NBC).

***** COLGATE HOUSE PARTY WITH DONALD NOVIS, FRANCES LANGFORD AND JOE COOK (NBC).

**** FORD PROGRAM WITH FRED WARING (CBS).

**** DETROIT SYMPHONY (CBS).

**** CAREFREE CARNIVAL (NBC).

**** THE FIRESTONE PROGRAM WITH GLADYS SWARTHOUT (NBC).

**** "IN THE MODERN MANNER" WITH JOHNNY GREEN (CBS).

**** WARD'S FAMILY THEATRE WITH JAMES MELTON AND GUESTS (CBS).

**** BROADWAY MELODIES WITH EVERETT MARSHALL AND ELIZABETH LENNOX (CBS).

**** HALL OF FAME (NBC).

**** SCHLITZ BEER WITH STOOPNAGLE AND BUDD, EVERETT MARSHALL, VICTOR YOUNG'S ORCHESTRA AND THE EIGHT GENTLEMEN FROM MILWAUKEE (CBS).

**** GULF PROGRAM FROM EUROPE (NBC).

**** A. & P. GYPSIES WITH HARRY HORLICK (NBC).

*** AMERICAN ALBUM OF FAMILIAR MUSIC WITH FRANK MUNN (NBC).

*** ARMOUR PROGRAM WITH PHIL BAKER (NBC).

*** PHILCO NEWS COMMENTATOR—BOAKE CARTER (CBS).

*** CHASE AND SANBORN COFFEE HOUR WITH RUBINOFF AND DURANTE (NBC).

*** CITIES SERVICE WITH OLGA ALBANI (NBC).

*** FIRST NIGHTER WITH CHARLES HUGHES (NBC).

*** PHILLIP MORRIS PROGRAM WITH LEO REISMAN (NBC).

*** CUTEX PROGRAM WITH PHIL HARRIS (NBC).

*** EDWIN C. HILL (CBS).

*** LADY ESTHER SERENADE WITH WAYNE KING (NBC) (CBS).

*** REAL SILK WITH CHARLES PREVIN (NBC).

*** MANHATTAN MERRY-GO-ROUND (NBC).

*** YEAST FOAMERS WITH JAN GARBER (NBC).

*** SINCLAIR GREATER MINSTRELS (NBC).

*** LOWELL THOMAS (NBC).

*** ACCORDIANA WITH ABE LYMAN AND VIVIENNE SEGAL (CBS).

PALMOLIVE BEAUTY BOX THEATRE RANKS FIRST IN MONTH'S REVIEW

RADIO STARS

- *** CORN COB PIPE CLUB (NBC).
- *** NESTLE, WITH ETHEL SHUTTA AND WALTER O'KEEFE (NBC).
- *** EX-LAX WITH LUD GLUSKIN (CBS).
- *** ELDER MICHAUX AND HIS CONGREGATION (CBS).
- *** WALTZ TIME WITH ABE LYMAN AND FRANK MUNN (NBC).
- *** SOCONYLAND SKETCHES (NBC).
- *** WLS BARN DANCE (NBC).
- *** CRAZY CRYSTALS WATER PROGRAM WITH GENE ARNOLD & THE COMMODORES (NBC).
- *** HOOVER SENTINELS (NBC).
- *** TALKIE PICTURE TIME (NBC).
- *** CONTENTED PROGRAM (NBC).
- *** CLARA, LU 'N' EM (NBC).
- *** BETTY AND BOB (NBC).
- *** HOUSEHOLD MUSICAL MEMORIES (NBC).
- *** PLOUGH PROGRAM WITH GUY LOMBARDO (NBC).
- *** CHASE AND SANBORN TEA PROGRAM WITH JACK PEARL (NBC).
- *** FORTY-FIVE MINUTES IN HOLLYWOOD WITH ETON BOYS, MARK WARNOW AND GUESTS (CBS).
- *** BROADCASTS FROM THE BYRD EXPEDITION (CBS).
- *** THE MYSTERY CHEF (NBC) (CBS).
- *** LITTLE MISS BAB-O'S SURPRISE PARTY WITH MARY SMALL (NBC).
- *** THE TRUE STORY COURT OF HUMAN RELATIONS (CBS).
- *** METROPOLITAN TOWER HEALTH EXERCISES (NBC).
- *** TODAY'S CHILDREN (NBC).
- *** THE MOLLE SHOW WITH SHIRLEY HOWARD (NBC).
- *** DAVID ROSS IN POET'S GOLD (CBS).
- *** NICK LUCAS (CBS).
- *** LAZY BILL HUGGINS (CBS).
- *** MORTON DOWNEY'S STUDIO PARTY (CBS).
- *** CONFLICT—A DRAMA (CBS).
- *** THE SINGING STRANGER WITH WADE BOOTH (NBC).
- *** GENE & GLENN (NBC).
- *** MME. SCHUMANN-HEINK (NBC).
- *** RICHARD HIMBER AND THE STUDEBAKER CHAMPIONS (CBS) (NBC).
- *** COLUMBIA VARIETY HOUR (SUNDAY EVENINGS) (CBS).
- *** CONOCO PRESENTS HARRY RICHMAN, JOHN B. KENNEDY AND JACK DENNY'S ORCHESTRA (NBC).
- *** ANN LEAF AT THE ORGAN (CBS).
- *** EDITH MURRAY (CBS).
- *** ROY HELTON "LOOKING AT LIFE" (CBS).
- *** "FATS" WALLER, songs and organ (CBS).
- *** THE PET MILKY WAY (CBS).
- *** METROPOLITAN PARADE (CBS).
- *** FRAY AND BRAGGIOTTI (CBS).
- *** VOICE OF EXPERIENCE (CBS).
- *** ONE NIGHT STANDS WITH PICK AND PAT (NBC).

LET ME TELL YOU HOW A
GOLDEN NAPTHA SOAP GAVE
ME A MILLION-DOLLAR WASH



Ann Prescott:

"Ticked?...you bet! My clothes aren't gray any more—they're *white*, Betty. They're gorgeous! And I found out what was wrong... That 'trick' soap I used to wash with wasn't getting all the dirt out of my clothes. Then..."



Ann Prescott:

"I bought a few bars of Fels-Naptha Soap—and I never saw the beat of it for hurrying out dirt. Here, smell the reason yourself—there's *lots of naptha* in that golden bar!"



M-M-M!... Linens so white they fairly gleam! Clothes that are fresh as a breeze! Washes that make you pop with pride!

Here's the *easier* way to get them—*change to Fels-Naptha Soap!* You'll like the way it loosens grimmest dirt. You'll like the way it makes *suds that stay sudsy—nice and creamy and rich.* You'll like the way it hustles along the wash.

What is Fels-Naptha's secret? . . . It is two lively cleaners instead of one. Golden soap that's richer—and *plenty*

of dirt-loosening naptha in every bar.

Fels-Naptha Soap is so gentle, you can use it for daintiest things—lingerie, silk stockings, woolens. It's kind to hands, for there's soothing glycerine in every bar. It's a willing worker in tub or machine—in hot, lukewarm or cool water—whether you soak or boil clothes.

And more happy news—Fels-Naptha now sells at the lowest price in almost twenty years! Get a few bars today! . . . Fels & Co., Philadelphia, Pa.



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Little MAN, WHAT NEXT!

**BILL BACHER LAID ASIDE HIS
DENTAL TOOLS AND HIS LAW
BOOKS TO RUN RADIO SHOWS**

By Helen King

RADIO has a hero whose name is never shouted by announcers, or whose voice never speaks a word into the microphone. Radio has a hero who works completely behind the scenes—and whose brain-children people your parlors each Thursday night. His name is William Arthur Bacher, and we bet buttons against dollars that you never heard it before.

Who is he? What does he do? Bill Bacher is the writer and director of radio's most famous make-believe show, Captain Henry's Show Boat. The Palmolive Beauty Box Theatre never presents an operetta until he has completely rewritten and directed it into its radio form. Maria's Certo Matinee is part of his polished artistry.

Which isn't so bad for a guy who used to be a dentist, is it?

In a few words, I want to show you a side of radio that is rarely mentioned. We have been told that the really glamorous people are those whose voices sing in the sky. We have been told that the stage folk, the screen celebrities and the moon-struck crooners are the most important people in this business of broadcasting. Let me tell you that there is another side to radio just as interesting. There is a side where things happen with machine-gun rapidity. In this other kingdom Bill Bacher is a king.

Actually, he was a dentist before he entered radio. Even that wasn't an easy career to achieve. Back in 1916, he had arrived in Chicago to enroll in the University of Illinois with exactly two dollars in his pockets. A part time job in a shoe shop paid his way through college. His days were spent pulling teeth (*Continued on page 97*)



(Above) Bill Bacher, the dentist who turned to producing radio shows. He's the silent man behind "Show Boat" and the Palmolive show. (Below) In his garden.



Kilocycle Quiz

No. 2

(You should be able to pass this quiz in five minutes!)

HOW'D you come out in last months quiz? Or did you come out? Now that September is here, and schools are opening up all around us, maybe it would do us all good to start off with such a quiz as this. At least it ought to be a lot easier, and much more fun, than ancient history, chemistry and philosophy.

1. What well known band is incorporated with each member holding an equal share of stock—each man his own boss?
2. Who is the father of radio's latest twin babies?
3. What is Cap'n Henry's real name?
4. Who is the president of the Columbia Broadcasting System.
5. Is Kate Smith married?
6. Who does Annette Hanshaw's speaking parts on "Show Boat?"
7. What announcer delights in reading poetry over the air?
8. Is Rudy Vallee still married to Fay Webb?
9. How many radio receiving sets are there in the world? (Make a guess and see if you can come within 4,000,000 of the actual number.)
10. Are Jack Benny and Jack Denny related?
11. Where are the headquarters of the National Broadcasting Company?
12. How old is Paul Whiteman?
13. What product is advertised on the Byrd Antarctic broadcasts?
14. To which network would you tune to hear Ann Leaf?
15. Who is Carlyle Stevens?
16. Is Jane Froman married?
17. Who is the girl vocalist with Don Bestor's orchestra?
18. Where is Lanny Ross?
19. Who is the star of the General Tire program on NBC.
20. Who is the regular announcer on Lowell Thomas' broadcasts?

YOU CAN FIND ALL THE ANSWERS ON PAGE 99

Think of TOMORROW when you take that laxative TODAY!

It's easy enough to take a laxative that "works"! But what of tomorrow? What of the harm that might be done to the intestines? What of the danger of forming a habit?

Violent laxatives are bad for you. They shock your system—you feel weak—your day is marked by embarrassing moments. And worst of all—you may find yourself more constipated than ever. For the frequent use of "purging" cathartics often encourages chronic constipation—they may form a habit.

EX-LAX—the laxative that does not form a habit

There is a laxative that avoids these bad features. Ex-Lax, the chocolated laxative, acts so easily and so gently that you scarcely know you have taken anything. You take Ex-Lax just when you need a laxative—it won't form a habit. You don't have to keep on increasing the dose to get results.

Ex-Lax is gentle—yet it is thoroughly effective. It works over-night without over-action.

Children like to take Ex-Lax because they love its delicious chocolate taste. Grown-ups, too, prefer to take Ex-Lax because they have found it to be thoroughly effective—without the disagreeable after-effects of harsh, nasty-tasting laxatives.

At any drug store—in 10c and 25c boxes.

WATCH OUT FOR IMITATIONS!

Ex-Lax has stood the test of time. It has been America's favorite laxative for 28 years. Insist on genuine Ex-Lax—spelled E-X-L-A-X—to make sure of getting Ex-Lax results.



Keep "regular" with

EX-LAX

THE CHOCOLATED LAXATIVE

TO "SINGING STRANGER" FANS Congratulations

YOU KNOW A GRAND PROGRAM WHEN YOU HEAR IT!

Wade Booth and Dorothy Day are tremendously popular. And no wonder! They're stars—stars on Broadway and stars on the air waves.



Hear them Tuesday and Friday afternoons at 4:15 Eastern Daylight Time over an NBC coast-to-coast network of 38 stations (WENR, Chicago, 3:30 D. S. T.)

AND YOU KNOW A GOOD PRODUCT WHEN YOU TRY IT!

Blue-Jay presents "The Singing Stranger"—and Blue-Jay sales have hit new highs since our radio friends have learned about this safe, scientific corn remover. Here's how Blue-Jay gets rid of that painful corn for you!



1. Soak foot ten minutes in hot water, wipe dry.
2. Apply Blue-Jay, centering pad directly over corn.
 - A is the B & B medication that gently undermines the corn.
 - B is the felt pad that relieves pressure, stops pain at once.
 - C is the strip that holds the pad in place, prevents slipping.
3. After 3 days the corn goes. Remove plaster, soak foot ten minutes in hot water, lift out the corn.

25c at all druggists. Special sizes for bunions and calluses.

BLUE-JAY
BAUER & BLACK'S SCIENTIFIC
CORN REMOVER

'Canned' Music Comes Into Its Own



Remember those "Penrod and Sam" broadcasts? Here are the characters making a transcription. Left to right: Billy Halop, Eddie Wragge, Jimmie McCallion and their director.

THE days are gone when listeners look on electrical transcriptions as distastefully as on a set of false teeth. Now people don't yell "canned" and "fake" and think they've been cheated every time they hear a record. Chances are, many of you listen to electrically transcribed programs every day and never know it. Of course, sometimes it's announced, but unless it is you can't tell. And, after all, what does it matter? If the program is good, it's good, and that's that.

Sure, they used to be fakes—just ordinary phonograph records played in front of a microphone. But not today. Instead, they are specially made and designed to plug directly through the control board of your radio station the same as is any network broadcast.

Maybe you claim that something is lacking when the broadcast comes off a disc. Well, did it ever occur to you that a chain broadcast comes over a telephone wire from the network headquarters and does not actually go out over the air until it reaches your local station? All right, then, say the disc people, what difference does it make whether a program comes to you on a telephone wire or a record? The only difference is that the network program comes to you immediately, while the recorded program is put on "ice" and comes to you at a later date. Does it matter if a word or musical note is held up temporarily on its way to you?

Maybe you are one of those who say, "A transcribed program is inferior to a live broadcast." Actually, the recorded program is the one that

DO YOU CALL ELECTRICAL TRANSCRIPTIONS "THE BUNK?" THEN MAYBE YOU'VE BEEN FOOLED

more nearly meets perfection. Why? Simply because on a live broadcast an actor might forget a cue, an announcer may mispronounce a word or a singer's voice may crack. Should this happen on a record, it is thrown away and the cast keeps on working until a perfect one is made.

WHAT about the fellow who claims he can tell a transcription by the noise it makes from the needle? As a test, Pedro de Cordoba, the CBS actor, sat within one foot of a record while it was being played, trying his best to catch a needle noise. There was absolutely none. On another occasion, a group of people were placed in a room adjoining a studio. Two programs were broadcast. One was recorded and the other alive. The people were asked to tell which was which—they couldn't.

Have you ever stopped to think how convenient it is to the artists and to the stations to be able to use records? As many as ten can be made in one day. That means ten weeks of programs are finished at one time. The artist is then free to go about his other work.

What happens when a station out in Nebraska can't broadcast "Aunt Tessie's Beauty Talks" at the time Aunt Tessie speaks before a mike in New York? The station perhaps has a local program buying that time. Shall the people of Nebraska be deprived of that feature? Certainly not, for it can be recorded and shipped out to Nebraska and used any time the station wishes. When you stop to consider that maybe six different stations scattered all over the country can't carry live broadcasts at the time they are scheduled, then you'll realize records are the solution.

"Chandu" was one program which was entirely transcribed. Remember it? This drama originated on the Pacific Coast in August, 1931, and each episode of the mystery was recorded. Meantime, in New York, the Beechnut Company was on the hunt for new ideas. About this time "Chandu's" producers were looking for richer fields to exploit. So they packed up a set of records, fifty-two in all, and departed for New York. Pure chance led them to the audition room of the Beechnut Company. The executives of the company were assembled and all fifty-two transcriptions played to them. A contract was signed that very day for the eastern rights. Within a few days "Chandu" was on six eastern stations. Eventually the chain was increased to sixty-six.

We recite this story as an example of how transcriptions are used to sell programs. (Continued on page 90)

TAKE YOUR MIND OFF YOUR NOSE!



STOP
MAKING UP
IN PUBLIC
...
MEN DETEST
THE INTRUSIVE
POWDER PUFF

Any Face Powder

THAT NEEDS REPLACEMENT IN LESS THAN
4 HOURS ISN'T WORTHY OF THE NAME!

I get over ten thousand letters a week. Among them are not a few from men. And most of them have the same thing to say—or rather, the same kick to make.

By *Lady Esther*

It's this nefarious habit women have of constantly daubing at their noses in public and in private.

In a radio talk a few weeks ago, I said I wondered what young men think when a perfectly lovely girl takes out her powder puff and starts to dab at her face and here is the letter that answers my question from a young man of Detroit, Michigan, who signs himself simply "Dave."

"Dear Lady Esther: Your radio talk last night hit the nail squarely on the head. I know many of us would like to voice our opinion but can't. I hope you will repeat your message to the women of the world so often that not one will miss hearing you. What can be worse than seeing a woman using her make-up box in public, on the street, in the stores, at the table where she dines. Please, Lady Esther, I hope you will be the means of putting a stop to this."

Shiny Nose, No Longer a Bugaboo

There is no question that it is annoying, if not a wee bit disgusting, to see a woman constantly peeking into her mirror or daubing at her nose. It suggests artificiality! But to be perfectly fair to women there was a time when they were justified in worrying about their noses. The only face powder they could get did not cling or hold. It was no sooner put on than it was whisked off, leaving the nose to shine before the whole world.

But when I brought out Lady Esther Face Powder, I ended the bugaboo of shiny nose. Lady Esther Face Powder is distinctive for many things, not the least

being that it *clings!* By actual timing under all conditions it clings perfectly for at least four hours, not needing re-

placement once in that time. Yet, as adhering as it is, it does not clog the pores. It goes onto the skin, but *not* into it.

In other words, while this face powder forms a veil of delicate beauty over the skin, it lets the skin breathe. This not only permits the skin to function, which is essential to true beauty, but it also helps keep the powder intact. This is one reason why Lady Esther Face Powder does not cake or streak on the face.

All 5 Shades FREE

You may have tried all kinds of face powders, but none like Lady Esther. None so soft and smooth. None so adhering. None so flattering. But I don't expect you to accept my word for this. I expect you to prove it to yourself *at my expense!* So I say: Accept a generous supply of all the five shades in which I make Lady Esther Face Powder. Let your mirror prove which one is the most becoming to you. Let your clock prove to you that this powder stays on for four hours or longer and still looks fresh. Mail coupon today. Lady Esther, Evanston, Ill.

(You can paste this on a penny postcard)

LADY ESTHER
2010 Ridge Avenue, Evanston, Ill.

FREE

Please send me by return mail a trial supply of all five shades of Lady Esther Face Powder. (7)

Name.....

Address.....

City..... State.....



Nestle
**GOLDEN AND
 HENNA
 SHAMPOOS**

● Wash glorious color into your hair—and have the loveliest of shampoos—all at the same time! That's what these Nestle color shampoos mean to you. Wonderfully fine cleansers, made by Nestle formulas from the purest ingredients, they add the shimmer and sparkle of youth to hair that is faded and tired-looking.

The Golden Shampoo for glorious blond hair. The Henna Shampoo gives entrancing highlights for all darker shades of hair. Why permit your hair to look drab and listless when these dependable products—2 shampoos per package—will give you the happiness of well groomed hair. Use in connection with ColoRinse to insure perfect results.



Here are two of the boys in uniform and ready for work. They are Bill Neubeck, left, and Andy Ferry.

AT YOUR SERVICE

WHO KNOWS BUT THAT ANOTHER RUDY VALLEE OR BING CROSBY MAY BE AMONG THE NBC PAGE BOYS

IF you ever visit Radio City, you'll be greeted by an army of pea-jacketed young men decorated in gold braid. The army will stand at attention while you step from your elevator to the hall of massive black marble pillars. They will come up and say, "May I be of service?" And an army will be at your command.

They are the pages and guides of NBC—that group of fine looking chaps who someday may be radio celebrities themselves and be pointed out just as the big names of radio are being singled out today by this same group of boys.

It's nothing unusual for a thing like this to happen. Last March, 23-year-old Ellis Andrews came to New York looking for a job as a radio announcer. He met refusal after refusal at studio doors. But Andrew had another idea. He went around to the back door at NBC, obtained a job as a guide and finally gained an audition. Today he is an

NBC announcer of front rank.

George Ansbro, NBC's youngest announcer, a year Andrew's junior, is another of NBC's page boys who studied the technique behind stage and was rewarded with a job. His page buddy, Dan McClosky, aspired to be an engineer and succeeded. Another guide recently left the NBC staff to take a thrice-weekly commercial program on a local New York station, refusing an audition at Radio City because he felt he needed more training.

That's the way of these boys. Some are ambitious to become another Vallee or Crosby. Others dream of becoming a Lawrence Tibbett or a John Charles Thomas. Still others are interested in engineering and other phases of radio production.

These are not ordinary boys. Your guide on a tour of Radio City studios may be a Harvard graduate, or a youngster from Hawaii who is attending a New York university. And he will be physical fit and drilled in

proper posture and good appearance. Those are points which NBC stresses. College men have the preference over other applicants as conversation in the lounge rooms will reveal. Physical requirements are high. Medical examinations are necessary and the boys must stand at least five feet ten inches.

Once employed, their schedule is almost military. Senior officers grade them on appearance, and all must pass inspection before going on duty. A physical training instructor supervises gymnastics during forty-minute classes which each guide and page must attend each of his five working days. Semi-weekly discussion meetings are held where all can air complaints, suggestions for improvements in service and such other matters that come to their attention.

The work of these fellows is making them nationally known and giving them a real insight to a varied picture of human nature. You see, each visitor to Radio City comes in contact with from four to six guides and pages. And it is estimated that a million and a quarter persons visit the studios annually. And when people visit the studios, they usually remember faces—even of page boys—in their hunt for celebrities.

It's interesting to hear the boys tell about things that happen in the studios. Some young girl from Oklahoma wants to know if Al Jolson always wears those glasses. A kind old lady from Boston can't understand why she can't keep her seat in the studio and see all the other broadcasts that follow. A gentleman from Milwaukee asks a page to introduce him to Rudy Vallee. Some people offer bribes to gain admission to the studios. People making a tour of Radio City at 8 o'clock on Thursday can't understand why they aren't permitted to watch Rudy Vallee's broadcast. Some little girl asks for an explanation of why Muriel Wilson and Rosaline Greene are both introduced as "Mary Lou" when surely Lanny Ross can't be in love with but one girl at a time.

But with the chances of becoming a celebrity of tomorrow, these NBC soldiers of fortune like it. They're seeing the inside workings of this big broadcasting machine. They're rubbing elbows and being called by their first names by every big radio star in town. Who wouldn't like that?

NEXT MONTH RADIO STARS WILL GIVE AWAY FIVE BEAUTIFUL DRESSES TO ITS READERS. WATCH FOR THIS SPECIAL OFFER



Copy this girl and send us your drawing—perhaps you'll win a COMPLETE FEDERAL COURSE FREE! This contest is for amateurs, so if you like to draw do not hesitate to enter.

Prizes for Five Best Drawings—FIVE COMPLETE ART COURSES FREE, including drawing outfit. (Value of each course, \$190.00.)

FREE! Each contestant whose drawing shows sufficient merit will receive a grading and advice as to whether he or she has, in our estimation, artistic talent worth developing.

Nowadays design and color play an important part in the sale of almost everything. Therefore the artist, who designs merchandise or illustrates advertising has become a real factor in modern industry. Machines can never displace him. Many Federal students, both men and girls who are now commercial designers or illustrators capable of earning from \$1000 to \$5000 yearly have been trained by the Federal Course. Here's a splendid opportunity to test your talent. Read the rules and send your drawing to the address below.

RULES FOR CONTESTANTS

This contest open only to amateurs, 16 years old or more. Professional commercial artists and Federal students are not eligible.

1. Make drawing of girl 4½ inches high, on paper 8 inches wide by 7 inches high. Draw only the girl, not the lettering.
2. Use only pencil or pen.
3. No drawings will be returned.
4. Write your name, address, age and occupation on back of drawing.
5. All drawings must be received in Minneapolis by Sept. 25th, 1934. Prizes will be awarded for drawings best in proportion and neatness by Federal Schools Faculty.

• FEDERAL SCHOOLS, INC. •

1029 D Federal Schools Building, Minneapolis, Minnesota

'TILL BE SUING



(Left) Ginger Rogers is suing Madame Sylvia because she mentioned her name and a bread wafer in the same breath. (Above) Eric Madriguera thinks if he ever proposed he ought to remember it.

WHAT would you do if a radio star called you a cow? Or a "doggoned thieving, lying, plundering, corrupt crook"?

Suppose you claimed to be a scion of royalty, and someone said over the air that you were an impostor, a Russian spy, how would you feel about it?

Or suppose you were a movie star, young and beautiful, and you heard someone say over the radio that you'd never make a decent dramatic actress and that if you ever wanted to amount to anything at all you'd better take a rest and go on a diet. What would you do about it?

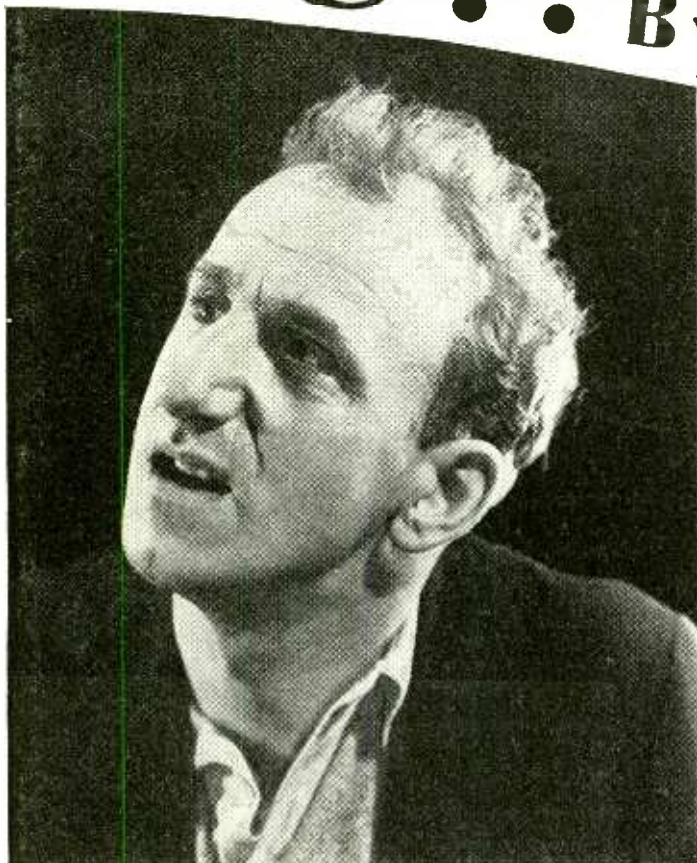
If you're anything like a million other people, you'd sue those radio stars, and you'd sue them for plenty of do-re-mi.

The radio stars are among the most sued people in the world. Libel suits, slander suits, damage suits, alienation of affection suits, breach of promise suits—all of these are slapped upon them continually. Sometimes they're sued for things they say. Sometimes they're sued for things they do. Sometimes they're sued just because they're in the public eye and the person who sues them thinks they'll settle rather than be dragged through a lot of mud.

On the whole, radio stars themselves are a peaceable lot. Believe me, brothers and sisters, they're more sued

MONEY! MONEY! WHO ARE THE

YOU" • • By Dora Albert



Now, Jimmy Durante—he'd never hurt nobody, would our Jimmy. Yet a poet of modern hexameters claims Schnozzle's gone and put his bee-u-teeful words of art to ill use.



This is the lady referred to on the left—the petite Madame Sylvia. This is the lady who might have her bank-roll sliced for annoying that lady on the left, Ginger Rogers.

against than sting. Take the case of the royal prince who was said to be a Russian spy. Maybe you'll recognize the name, Prince Matchabelli. He's famous for his perfumes.

Walter Winchell was the lad who put his foot into it that time. Most people think that Walter is careful to stay within the law and he has never been sued. And in a way they're right, for he has been sued only once for an item published in his column. And the only time he was sued for anything he said over the radio was this Matchabelli case.

THAT turned out to be a comedy of errors. On November 18, 1931, the *New York Mirror* published a story stating that Federal agents were looking into the activities of Prince Matchabelli. It further said that the Prince was not one of the eight native princes of Georgia in the Caucasus, and that he was suspected of being an agent of the Russian secret police.

The next day Walter Winchell mentioned over the radio something about Prince Matchabelli's activities. As a result, Prince Georges Matchabelli, his wife Princess Norine, and the Prince Matchabelli Perfumery Company launched suits against Walter Winchell, the American Tobacco Company, his sponsor, and the National Broadcasting Company. Their lawyer claimed that Winchell had called the Prince one of the world's most glamorous

masqueraders, a self-styled royalist and supreme agent of the Russian Cheka. And that he had described the perfume business as a racket.

The lawyer announced that an investigation was being made to determine how many people had heard Winchell's broadcast. When he found out he said he'd demand a dollar a head for each listener. This scheme proving slightly impractical, he decided to sue instead for the nice, flat sum of \$500,000.

Here's where the comedy of errors came in. Walter Winchell keeps a copy of every speech he ever makes over the radio. He proved to the astonished Prince and the astonished Prince's lawyer that he had defended, not attacked, Prince Matchabelli over the radio. What he had said was that he didn't believe the story in the *Mirror* was true, because Prince Matchabelli was so closely related to the Czar's family in Russia that it was impossible for him to be acting as a spy. When Prince Matchabelli heard that, he settled his suit with the *Mirror* out of court and dropped the suit against Walter Winchell.

NOT all lawsuits, of course, end so happily for all the parties concerned. Robert Gordon Duncan, of Portland, Oregon, had a habit of speaking his mind over the radio. He was the chap who called one man a "doggoned thieving, lying, plundering, (Continued on page 80)

GUYS AND GALS WHO PAY WHETHER THEY'RE GUILTY OR NOT?



Rotofotos

Irving Berlin, right, writes the songs. Frank Parker, radio tenor, sings them.

**WHY? BECAUSE HE CAN-
NOT FORGET THE GIRL
WHO LOVED HIM YET
MARRIED ANOTHER**

FRANK PARKER has fooled you! Yes, he has. For in spite of his matinee-idol smile, his slumberous eyes, his appealing love songs which are enough to make any girl melt, and his swash-buckling manner, *Frank Parker at the age of twenty-seven is through with love!*

Now wait a minute before you accuse this handsome young tenor of NBC's Friday night General Tire program of adopting a mock cynicism and adolescent bitterness. I happen to know that Frank really means it when he says, "I don't believe there is such a thing as real love." There's a reason for it. And when I tell you the whole unhappy story of his first serious encounter with love and its disillusioned end, you'll understand too.

Unfortunately, he never can forget the girl. She is tied up with his singing—is an integral part of his career, in fact. For you see, if it hadn't been for her there would be no Frank Parker, radio star, for he never wanted to sing. But the girl changed his mind.

It seems strange to think that he should ever have hated his voice. The reason for it dates back to his early childhood days.

Frank was born of a large, jovial Italian family on New York's shabby lower east side. Life was a bitter struggle

He's through with Love



Rotofotos

Here's the tenor at work with Frank Black at the piano. Just a couple of Franks.

for the brood, and early in life all the little Parkers had to find some way to earn pennies for shoes. It was the Sunday school teacher who first discovered that Frank could sing, and placed him in the choir.

The sheer beauty and clearness of his voice made it stand out from the others.

"Just like a girl," gushed one enthusiastic church member. Frank caught the sly wink of one of his fellow-choristers and he knew he was in for it. That evening when he left the church, a pack of young rowdies was waiting outside, grinning, for him.

"Sissy" . . . "Sissy!" . . . "Sings like a gir-rl," they jeered.

HE rushed home, red and miserable. "I'm not going to sing any more," he announced hotly to the family that night. "I hate it!"

All the coaxing in the world couldn't make him change his mind. You know how a childhood jibe will nestle in the memory and assume exaggerated proportions. So it was with Frank. The cruel, childish taunts of his playmates had struck deep. Bang! went all plans for his singing career.

Somewhere in his makeup there must have been a dash

**By Helen
Hover**

Parker is more than a singer. He's one of radio's most handsome young artists.



Jackson

of Bohemian. You can guess it from his happy-go-lucky manner. At any rate, Frank hung around New York's colorful Greenwich Village, melting pot of artists and unconventional. Soon the stage bug hit him. It just had to happen. He got a job as chorus man in the "Greenwich Village Follies." But no singing, mind you. That was still a sore spot with him.

FRANK promptly fell in love with the young prima donna of the show. He never expected anything to come of it for he was just one of the boys who served as a background while she stood in the center of the stage bathed in a flood of lights. But he made up his mind that he was going to walk right over to her some day and ask her out to dinner.

There's something about Frank that makes him almost irresistible to women. Perhaps it's because of his lithe, young build. Because of his boyish, handsome features. Because of his charming, irresponsible nature. His curly hair never lies so flat that a woman couldn't smooth it down. His tie never lies so perfectly that a woman couldn't fuss with it. I tell you all of this so that you may understand how perfectly natural it was for the star of the show to throw all pride to the winds and accept an invita-

tion to dinner from this chorus boy.

FRANK discovered that this leading lady wasn't a haughty, temperamental star. She was only a year or two older than he, but her driving ambition had already sailed her to the top. She was all wrapped up in her work, and as she spoke about the stage and about singing, her eyes sparkled with animation. Frank had never come across a girl like her. When he left her that evening his heart was as light as a balloon. He was in love. And how he was in love!

Life suddenly was different—dinner every night with her. They talked endlessly of careers. Then one day he poured out the story of the childish humiliation that had made him detest his voice.

"I knew you could sing," she breathed. "I'm sure you're a fine singer. Go back to it."

After the show, she would sit down at the piano and Frank stood beside her, his lyric tenor soaring lightly and vibrantly to the dustiest corners of the theatre. They were two dark shadows on the dimly-lit stage, all alone. Frank's career, his whole future was in the making. He was going to be a singer. She was seeing to that.

"Wouldn't it be wonderful if (Continued on page 77)

The GIBSON FAMILY



Pretty Sally Gibson is getting a hand.

"Your eyes, your skin—golly, you're a knockout," breathes Ted.

"Oh, really!" blushes Sally. "You know the other girls won't believe that I just use Ivory Soap, but as Doctor MacRae says, a sensitive skin needs a pure soap."

Yes, doctors like their patients to use Ivory. They have no use for the exaggerated promises of many soaps. Doctors say: "Use a *pure* soap." Don't let impure soaps dry out your skin.

PROTECT your complexion. Pure Ivory Soap will help you.



"THESE SOCIETY LADIES'D give a mint for your skin, young feller," says Jenkins. Nurse Tippit smiles. "Do them a lot more good to use pure IVORY SOAP!"



THUMP! THUMP! THUMP! . . . Pete Clancy's loving heart pounds like mad every time he takes a cup from Julia's smooth hands. And when his hand touches hers (by accident, we trust) he goes all pink in the ears!

As for Julia—she silently thanks Mrs. Gibson for saying, "Yes, Julia, use Ivory for everything. It will keep your hands looking nice when you serve the table!"

IVORY FOR DISHES KEEPS HANDS NICE



"GO ON, GRIN, Sally Gibson!" says Jane. "I wash-ee wash-ee stockings. And I know half of them have runs!"

"If you wash-ee every night with Ivory Flakes," teases Sally, "your stockings would not run-nee, run-nee so much."

"That's what the salesgirl at Baxton's said," says Jane. "She gave me a lecture on Ivory's purity, she did. So don't preach to me, Sally. From today I'm using Ivory Flakes."

FINE STORES ADVISE IVORY FLAKES

Birthday Greetings

Two years ago a red-faced infant named RADIO STARS Magazine was born. Twenty-four tempestuous months ago we pinned up our editorial diapers, took off our baby bonnet, and tossed it into the ring.

That ring, by the way, was empty until we entered it. Radio's thunderbolts had circled the globe and its voice had reached the poles, but no magazines had been born to paint for listeners the picture behind broadcasting. Then we came along.

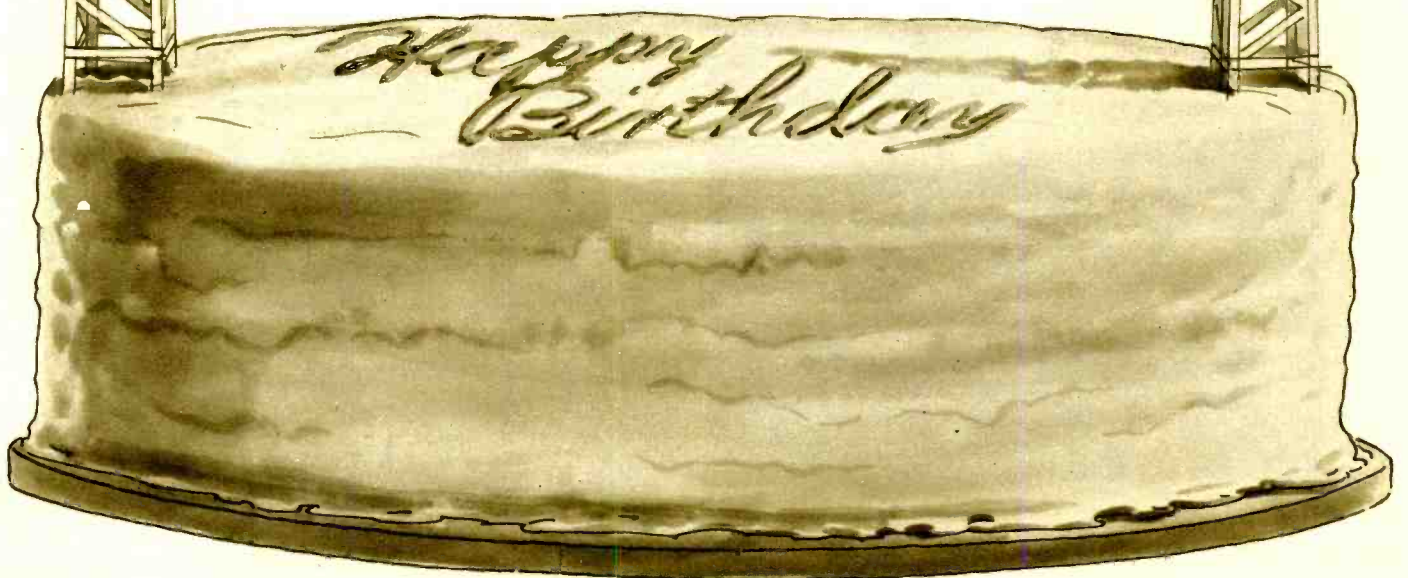
And look what happened!

From where we sit, we can see radio magazines to the right of us and radio magazines to the left of us . . . but we cannot see any radio magazines ahead of us. Which is an unobvious way of saying there isn't any radio magazine ahead of RADIO STARS.

For two years we have watched and reported the shennanigans of broadcastland. We've seen Radio City built and heard Byrd at the South Pole and listened to the musical surrender of the snooty Metropolitan Opera and Leopold Stokowski to the lure of cigarette money. We have dialed President Roosevelt in and Chancellor Hitler out and Singin' Sam under. And we have called it progress.

Now, at the end of our two-year parade down Radio Row, we find it more fascinating than ever. Behind each mike there lurks an unsuspected drama. For every baton that beats the tempo of our marching months there is a tale of heartbreak or hunger or triumph.

With finer pictures and brighter news and more abundant servings of the glamor that enwraps this great business of broadcasting, we stride into our Year 0003. It is our sincere wish that we may be of service to the hosts of folk who are radio's friends and listeners. And who, we hope, will become our friends and readers.



Mrs.

DOES MRS. ROOSEVELT SEEK PUBLICITY, OR IS IT AN HONEST INTEREST IN HER FELLOW CITIZEN THAT KEEPS HER IN THE LIMELIGHT? ONE WHO KNOWS TELLS YOU THE TRUTH ABOUT HER

**by
George Kent**

UNCLE Ted's favorite niece has grown into a remarkable woman. Probably the hardest working woman in America today. And one of the most intelligent and most human. Certainly, one of the most loveable. If you don't like her—you just don't know her. We are discussing, as you have guessed, Anna Eleanor Roosevelt, whose father was Theodore Roosevelt's brother; whose husband is the President.

The first Roosevelt to live in the White House was "Teddy" and he got himself the name, "trust buster." Franklin Delano Roosevelt will go down in history as the "depression buster." And his wife, a Roosevelt by blood and by marriage, will be remembered among First Ladies as the "*precedent buster*." In her desire to help the President and live a simple, unpretentious life without frills or flu-flu, she has cut the red-tape formalities and gone her own plain, hard-working way.

Her way has shocked the moss-heads and the hard-shells, the folk who think that a President's wife is a piece of Dresden china, or at best a sweet old gal whose business it is to stay at home thinking sweet, old fashioned thoughts and pouring pale tea for pompous diplomats. But there's red blood in them thar Roosevelts. She refused to sit around and be a glorified White House doll.

This she made clear to everybody when shortly after the inauguration she piled into her blue roadster—alone! She shooed away the guards. They retreated to her New York residence. She shooed them from that place, too.



Wide World

Mrs. Roosevelt pauses to autograph colonial furniture made by Hyde Park Community Craftsmen.

P R E S I D E N T



Wide World

The First Lady was the principal speaker at a conference in the City of New York, held at the Hotel Roosevelt.



Wide World

Attired as she often appeared at formal affairs. The gown is cut in a deep V at the back and has a long train.

She neither wanted nor liked the idea of armed protectors, so she dispensed with them. Simply, without emotion, regardless of precedent. And that—was the beginning.

Washington shuddered when she climbed into an airplane. A President's wife in an airplane, my, my! She not only rode in them, but insisted on paying her fare, every time, the same as any other passenger. When the line held up a plane for her, when she was late in arriving at the field, she almost wept with gratitude. She didn't and doesn't realize the privileges that go with being a President's wife. One trip took her as far as Porto Rico, another to California. Altogether she has flown more than 14,000 miles. Of course she rides in trains, too. She is always going somewhere, to a definite destination on a definite mission. In fact she travels so much that Emma Bugbee, the Washington correspondent, has called her *America's most traveled woman*. In the year and a half as First Lady she has clocked by train, plane and motor well over 60,000 miles.

ADD to that please, a few thousand miles on foot. In New York she goes about shopping and attending meetings of the various organizations in which she is interested, without conveyance of any kind. Visiting her friend Nancy Cook in Massena, New York, not long ago, she was seen frequently on the street laden with paper bags from which groceries peeped. And taxi drivers in New York have gotten over the excitement of being

hailed by the President's wife, its such a usual occurrence.

Where and why has she traveled so much, you ask, not without irritation? She has gone down to West Virginia to the coal mines and into the villages that surround them, to Warm Springs, to Albany, to the Virgin Islands, to conferences here, there and everywhere. To flower shows and dog shows and ship launchings and banquets. Why? Because she is interested. Long before F. D. came to the White House she was interested in a score of organizations and their ideas—educational, peace, social welfare, cultural groups and she sees no reason to quit her work now, simply because the family has moved to Washington.

Just to give you an example: Eight or nine years ago, she and a couple of friends had ideas about how kids should be educated. Instead of talking, they went out and bought the Todhunter School, a fashionable school attended by children of the upper middle-class. Mrs. Roosevelt at once put these infants of the rich over the jumps and showed them that life wasn't all satin. She took them to Ellis Island where the immigrants come in, showed them a prison, a magistrate's court, a police lineup—and they learned. Up to the day before the election this indefatigable lady, endowed with wealth and social position, shuttled back and forth between Albany and the school in New York. The round trip alone on the train takes about seven hours and, without compulsion or publicity, she did this twice every week for almost eight years. The school goes on (*Continued on page 99*)

KEEP THE



Wide World

DR. JAMES E. WEST

Air

CLEAN

Every so often a stink blows through my loudspeaker into my parlor. It is the odor that comes when a comedian spins an off-color yarn. It is the odor that comes when a singer croons the vulgar words of certain popular tunes.

Admittedly, these slips are not the fault of our broadcasting networks. Both the NBC and CBS do their utmost to guard our parlors from filth. Many, many times they have been criticized for banning certain lines and certain songs. In my opinion, they deserve our unreserved thanks.

Despite their vigilance, some performers do slip over forbidden gags. It is so easy. You are standing before a mike, a million ears or more listening. The joke that shocks gets a quick laugh. You say it before anyone can stop you. It is a temptation too great for some.

Let those few remember this: Radio broadcasting is a visitor in our parlors. Sometimes it shares our bedroom, or travels with us in our cars. We cherish those visitors only who have the good taste to consider our wishes. We like our visitors least when they forget to be ladies or gentlemen.

Let's keep the air clean.

THE EDITOR.



Wide World

MRS. FREDERICK EDEY



Wide World

DR. GEORGE DREW EGBERT

**SHOULD JOKES BE UNTAINTED? SONG LYRICS CLEAN? PLAYS
TONED DOWN? SOME FAMOUS PEOPLE GIVE THEIR VIEWS**

RAY LYMAN WILBUR, President, Leland Stanford University, Former Secretary of the Interior, says:

"When a child picks up a newspaper, he turns almost at once to the funny pages. That is the children's place in the newspaper. But except at certain hours there is no continuing program for children in radio.

"Children turn the dials and listen to adult programs, much in the same way as they listen to adult conversation. Most of it they do not understand. Words, sentences, anecdotes make an impression, sometimes deep, sometimes an influence for the good, often for the bad.

"The programs now being given children are not all that can be desired. Educators should be consulted before these breath-taking thrillers, which are broadcast for children, are permitted to go out. Considerable fault has been found with them. Inquiry will show that they are quite definitely not the type of story to be told to children before their bedtime, because they produce uneasy sleep.

"Eventually, however, we are going to develop—by co-operation between educators and broadcasters—a program of high quality incapable of harming the most delicate sensibility. But nothing namby-pamby. All subjects will have their hour. They simply will not be given vulgarly. Parents, health and educational authorities are for this, that is why it is inevitable."

JOHN S. SUMNER, Executive Secretary, Society for the Suppression of Vice, says:

"I listen to the radio a great deal and, by and large, I find very little to find fault with. The radio companies are doing a pretty good job. Occasionally, there is vulgarity and words and jokes with double-meanings that are heard, but these form so minute a part of the whole that no serious objection can be found.

"Naturally, this Society is on the alert for any trespassing of standards of morality and although in the past we have found much to criticize in the movies and the stage we have yet to find any serious ground for criticism in radio programs."

DR. WILL H. HOUGHTON, Pastor, Calvary Baptist Church, New York City, says:

"The radio, like a newspaper, must take account of every side of the individual's personality. It must provide entertainment, information, education and religion. And, like a newspaper, it must be careful to keep these things on a high plane—to avoid the coarse, the sensational, and the offensive.

"This is a day of air conditioning, when mechanical processes keep the air pure. Let us air condition radio, through the individual responsibility of each of the radio stations. Together with the school, the church and the home, radio is now influencing the character of youth.

It is partially responsible therefore for preserving the idealism of youth and for keeping the standards of youth high.

"We do not want radio censorship, but we do want such standards in radio broadcasting which will not permit vulgarity, obscenity or cheapness."

DR. JAMES E. WEST, Chief Scout Executive, Boy Scouts of America, says:

"By all means, the air must be kept clean. In my judgment there is a marked difference between liberalizing policies to permit of a frank expression of opinion from responsible sources and programs which permit vulgarity and salacious and suggestive material.

"The records of the responsible broadcasting companies have been on the whole very creditable, but I have had occasion recently to express concern, because of suggestive material, words and phrases which have been included in broadcasts by some of the so-called outstanding stars, who I am afraid, often innocently, have taken advantage of their popularity and assumed privileges because their material was not adequately reviewed and supervised in advance. This, in my judgment, unnecessarily gives offense and is not in keeping with the high ideals which should be maintained both for the benefit of the radio audience, as well as the radio industry.

"Please record me in favor of a policy, while liberalized to give freedom of expression of opinion from responsible sources, but safeguarded to avoid vulgarity and salacious and suggestive material."

DR. GEORGE DREW EGBERT, President of the Society for the Prevention of Crime, says:

"To hear a sound is a more vivid experience than to read a writing. While one does not retain the details presented to the listener for as long a period as those presented to the reader, the first impression of the former goes infinitely deeper than the first impression of the latter.

"For this reason those who do little thinking are more impressed by a radio broadcast than they are by a book. Yet, parents, who guard with utmost care the reading of children, will permit them to make continued and unsupervised use of the radio. There is danger here. Vulgarisms verging on the indecent are slipped into what is apparently an entirely innocent broadcast. Free and easy comments on atrocious crimes lower the resistance of youth to the temptation to confuse notoriety with fame. Keep the air clean!"

BIRDSALL OTIS EDEY, President, Girl Scouts, says:

"Because I am a Girl Scout, I think continuously in terms of teen-age girls, their interests and entertainments. So, naturally, I think often about the radio.

"Whatever comes over the air, goes in at the ear, for neither science nor society has ever found a way to prevent listening. We cannot escape the voice of radio at our own fireside, no matter what it says and how. A mother can tell her daughter what food to eat, clothes to wear, shows to see, books to read, but she cannot tell her just what to hear on the radio. And to banish the radio would be to banish probably the greatest medium of education and entertainment the earth has known.

"The power of the radio is something for which we should feel reverence, it seems to me, but that power puts a tremendous responsibility on those who possess it. Perhaps I am an old fashioned grandmother, but I believe that the speed and confusion of modern life should end as much as possible at the front door. And I believe that no one should knowingly project into a home an atmosphere that is degrading or destructive. It is impossible for the radio to exclude entirely from its programs all mention or reference to the forces that make life morally and physically dangerous today, but it is quite possible to exercise an intelligent supervision that will in no way impair the pleasure of the listeners.

"When people say to me that the radio industry should set a standard for its programs, I am apt to reply that the radio industry has already done so. All that I would ask is that the industry consistently maintain that standard. If it does, the home and our girls can listen as long as they like—and be much the wiser."

PROFESSOR CHARLES GRAY SHAW, Department of Philosophy, New York University, and author of a half dozen highly esteemed volumes. He is a man who said everyone who whistles is a moron! Of radio he says:

"The radio audience is practically helpless in the presence of the performer. Those who are listening in cannot register their approval or disapproval so the performer has no idea what sort of impression he is making. The innocent listener deserves some protection from any possible immoralities and imbecilities, too. Up to the present time, it has been the intellect rather than the conscience which has been offended by radio programs. The program may be moral enough but it may still be moronic.

"There should be censorship and there is. This censorship is in the right place;

not in the hands of those who would throw all restraint to the winds or in the control of such as would put censorship under the control of some outside agency. It is in the studios themselves. There it should remain. But the studios should recognize their responsibility and keep the air both clean and bright. The listener has been protected from the vulgarian but has not fared so well with performers who wish to indulge in silliness. The greatest pests of the air are impossible singers; men who sing like women and women who sing like men."



Wide World

RAY LYMAN WILBUR

**DICK LEIBERT IS THE BONNY, BLOND,
MUSICAL LAD WHO FINDS FOUR-
LEAF CLOVERS IN THE MUD**

by George Kent



Dick at the organ of Radio City Music Hall in New York City.

THE next time you get sick, Mademoiselle, don't weep—just sew a pretty smile on your face and think of bonny, blond Dick Leibert. Because it was a spell of sickness, forty-six weeks of it, that made him the most popular, the highest paid organist in radio!

What would have sunk most men simply lifted Dick from the ruck into the amber glow of the big time. His whole life has been that way. A series of episodes demonstrating the art of turning hard luck into good luck. If a black cat crossed his path, he was sure to find a horseshoe and if he knocked over the salt cellar, it invariably spilled on a rabbit's foot. His illness is simply a case in point.

Before it happened he was, to use his own words, "a cocky youngster." A fair to middling organist, exploiting his gift for dramatizing the instrument, at the Penn Theatre in Pittsburgh. He was especially successful coddling the kids at the matinee performances, so much so that one woman naively informed him that if he ever lost his job she would give him one taking care of her children.

Then came a nasty old germ. The illness that followed, or rather the suffering that went with it, changed him—and for the better. That is the way of Dick Leibert. For twenty-six weeks he lay in a hospital tortured by arthritic pains, too weak to hold a sheet of music in his hand, too wretched to listen to the radio. He lost his hair—long since returned more golden and curly than before—and his legs and arms and fingers gnarled and knotted. Added to his burden was the fact that his wife, an expectant mother, could visit him only at rare intervals.

When he left the hospital, he did so only to start a long, slow period of convalescence, which lasted another twenty weeks. It isn't fun at the age of twenty-four to see a year chiseled out of your life by a mere germ! His daughter Maryette, the same for whom he recently wrote a song, had been born in the meantime, but it was six long

weeks before Dick saw her.

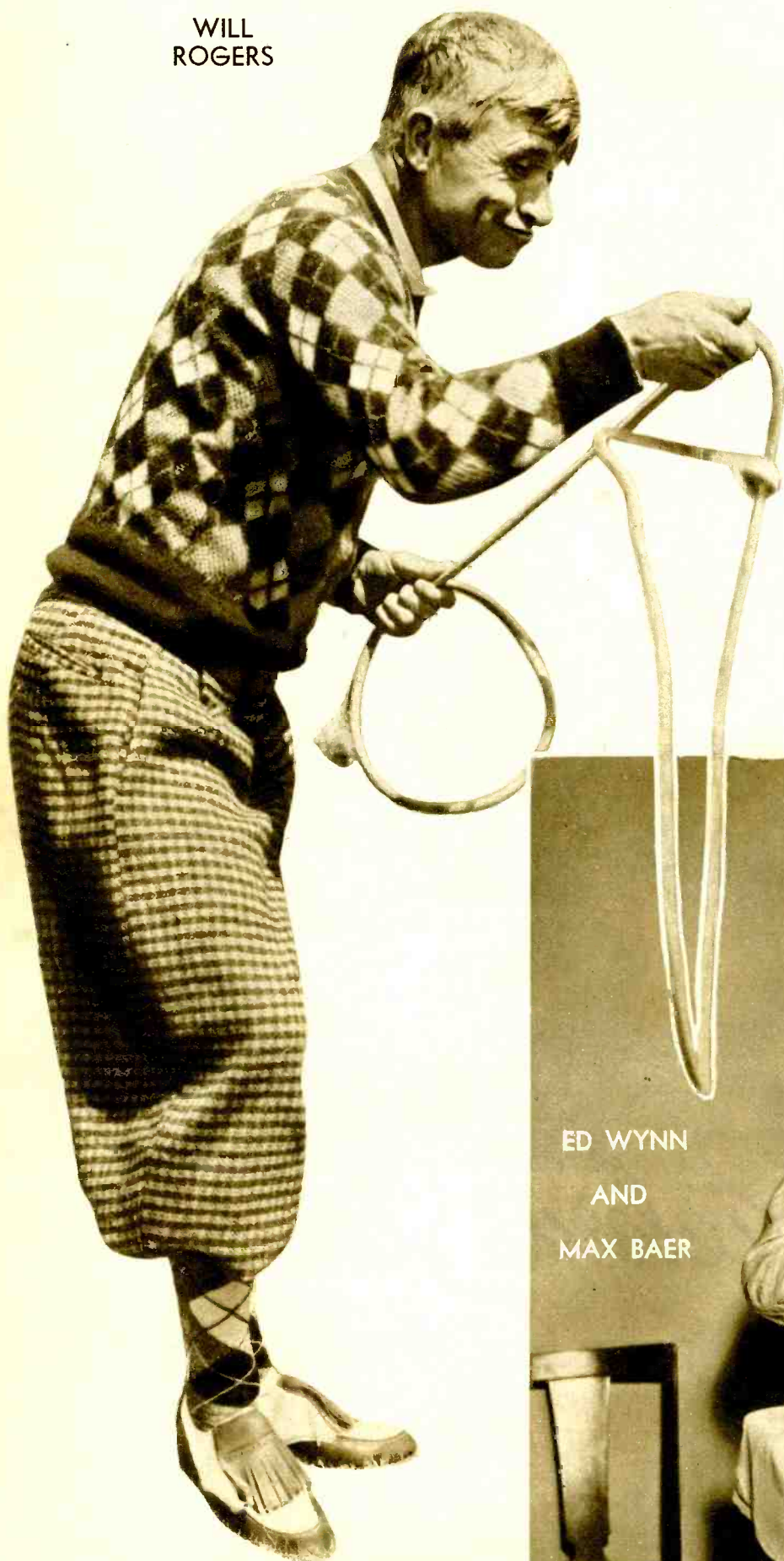
Never will he forget the day he returned to an organ console. Something had come out of those seemingly wasted weeks in the hospital, a new understanding, a greater depth, a remarkable power. Where formerly he was simply entertaining, he now laid a magic spell on his listeners.

BUT observe how hard luck and good played tag in his life. A general strike was under way in Pittsburgh and he couldn't get his old job back. Instead of hanging around, he went to Washington to take a job as organist in the Palace Theatre. Nothing in that, do I hear you sniff? It may help you change your mind when we tell you that's the theatre Mr. and Mrs. Coolidge liked to attend in their vice-presidential days.

Mrs. Coolidge liked music and used to ask him, via the usher, to play her favorites such as the Dawes' "Melody," Dvorak's "Humoresque" and others. After a time, the ushers would tip him off and when the Coolidges arrived they would be greeted by their favorite airs. It was a courtesy amply repaid for (Continued on page 70)

RADIO STARS

WILL
ROGERS



WILL ROGERS hauls out his bag of tricks and puts his rope into action as Gulf Oil, his radio boss, wafts a variety of voices and instruments from England, Germany, France and other debt defaulting nations just for the novelty of the thing. But we're told Will is coming back in time to run Congress when it convenes.

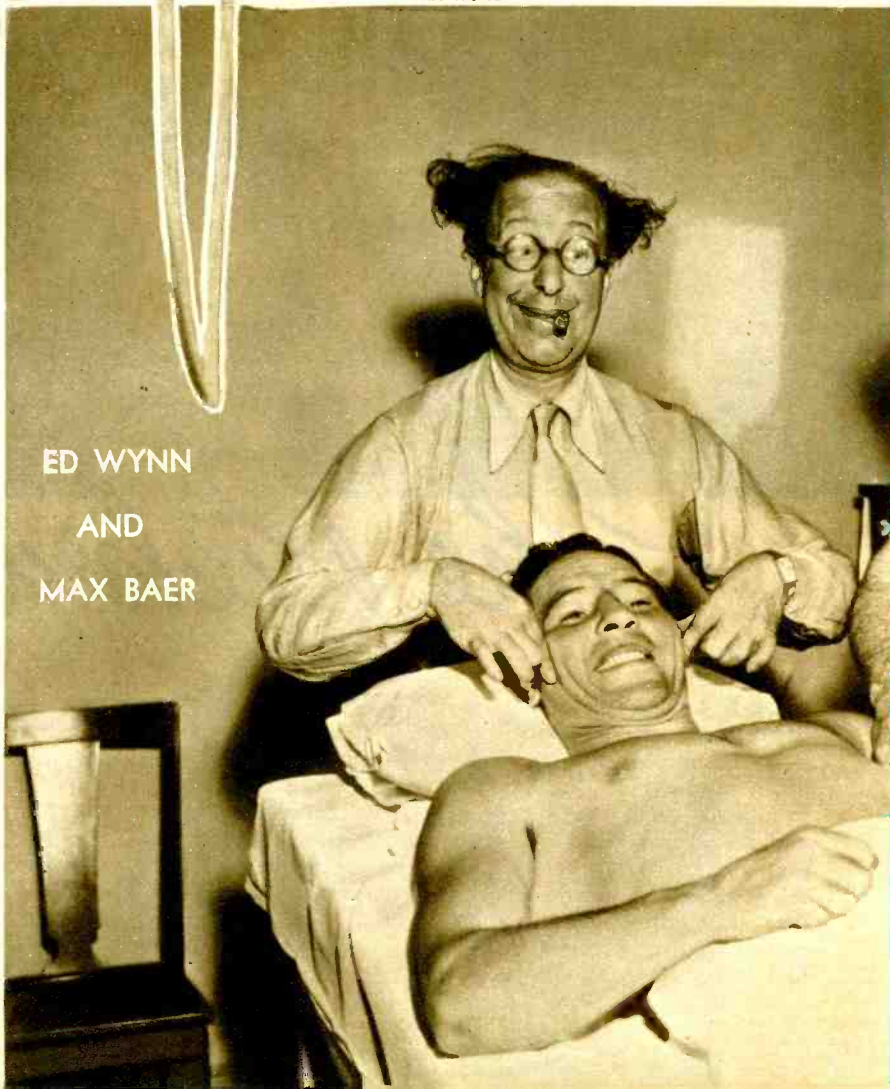
Have no fear of Max Baer losing the championship now that Ed Wynn is assisting Trainer Mike Cantweil. Wynn will put a punch in Max's fighting even if he has to do it with an old gag.

If this were the gay nineties and Col. Stoopnagle were a woman, and if Budd were a man-about-town and it were summer, the picture on the opposite page shows you how they would appear.

It's awfully hot and tiresome to walk over all the World's Fair grounds. That's why Lu insisted that Clara and Em join her in a bit of a drink before they tackled the Live Stock Exhibit

Wide World

ED WYNN
AND
MAX BAER



RADIO STARS

STOOPNAGLE
AND BUDD



CLARA, LU
'N' EM



RADIO STARS

LADIES and gentlemen, I do not claim to be infallible, but if anything is troubling you—any question relative to love, marriage, finance, the future—write to me. Enclose one dollar—

It is the voice of "Eckes, Eay, Ah, Doble-oo; la voz de el servicio internacional." Or of "Eckes, Eay, Pay, Enny; the voice of the western hemisphere." In other words, it is the voice of one of the powerful radio stations along the Texas-Mexico border whose call letters begin with "X-E" and are announced in both Spanish and English, and whose individual broadcasts reach almost as many listeners as does an entire network of American stations. And the benignant words which open this article come to you from one of the professional "spooks" connected with these stations.

Spooks, in the parlance of the radio profession, are not disembodied spirits. On the contrary, they are very materialistic gentlemen, and sometimes ladies, although women are not generally credited with good "commercial" voices; hence, "spooking" being a strictly commercial proposition, lady spooks are not as much in demand as their masculine competitors.

You have doubtless listened in—if only momentarily, in the course of twirling your dial—to these suave gentlemen beseeching you to permit them to solve all your vexatious problems: apprehend and drag into the light of day that coy and elusive fate of yours which is ever hiding just around the corner of the future; advise you on all your doubtful decisions, from planting your potatoes by the light or the dark of the moon, to choosing your life mate or investing in oil stock.

Have you taken any one of these radio spooks at his word, and sent him a dollar to exercise his mystic powers in your behalf? Was the veil rent, and did Astrologer Koran, or Brandon the Man of Destiny, reveal those secrets which only the Fates are supposed to know? Judging by the deluge of fan mail from "satisfied customers," you would say that the most extravagant claims of these modern knights of the Mystic Veil are not exaggerated. A handful of letters picked at random from the files of any one of them might convince the most sceptical of their magic powers.

A YOUNG man wrote Gayle Norman the 2nd, one of the leading psychologists of the Mexican border fraternity of radio spooks, stating there were no funds with which to meet a mortgage of \$4,500 on his mother's home; would the loan they were negotiating go through

in time to save the home? The reply was that the loan would not go through, but some money would come to the family from an unexpected source in time to save the property. The day before the mortgage fell due, the mother went into the attic to search for some lost articles. In the course of the search she found under a loose board exactly \$4,500 which had been hidden there by her grandfather!

Certain notorious criminals in Texas had evaded the law successfully for too long a time. A peace officer with different ideas consulted Ethel Duncan, dean of women spooks, who employs as her trade name "The Good Samaritan," and the outlaws were promptly apprehended!

Are such records as the above proof that these radio mentalists can, indeed, perceive things hidden from us ordinary mortals? Or do they merely prove the prevalence of coincidence?

Gayle Norman the 2nd, whose mystic influence is credited with the finding of the long concealed sum which redeemed the mortgage in Oklahoma, visited the Kentucky Derby recently, and dropped most of his savings on the ponies. Ethel Duncan was swindled and deceived by a business partner. Was the outcome of the races too much for

Gayle to foresee? And could not Ethel's powers of divination warn her that her partner was making misstatements to her?

Now, here is the most surprising thing of all. Gayle Norman never even saw the letter from the young man in Oklahoma, much less the answer foretelling the materialization of the cash to pay off the mortgage!

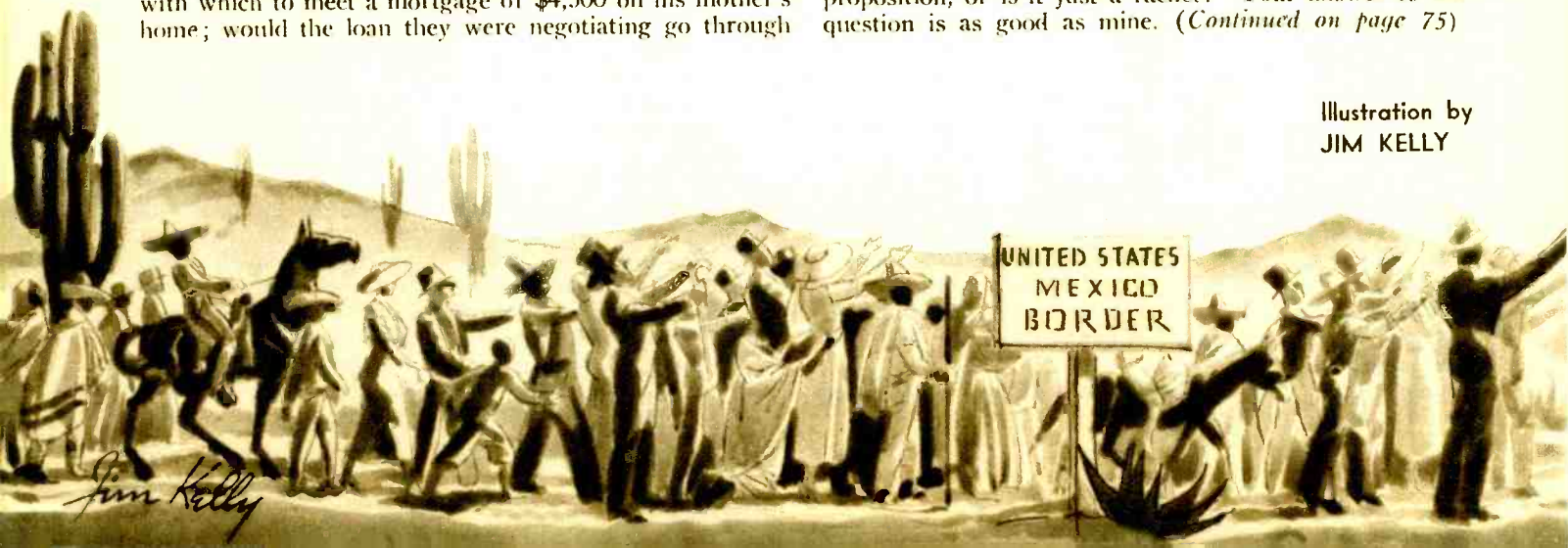
HE receives as high as 2,000 letters a day, many of them long, rambling and illegible. He does not attempt to read them, but employs a staff of trained secretaries who read the letters and answer the questions according to general rules laid down by Mr. Norman. These rules contain certain taboos. For instance, no advice must be given which might lead to suicide, murder, or any act of a criminal nature. Questions pertaining to marital affairs must be answered in a manner to harmonize rather than disrupt families. Crime must not be discussed, and neither must queries bearing on the policies of the United States Government.

Does his master mind operate through the minds of the secretaries who in reality answer the questions sent to Mr. Norman? Is there anything to this "spooking" proposition, or is it just a racket? Your answer to that question is as good as mine. (Continued on page 75)

RADIO SPOOKS

By Ecks Ray

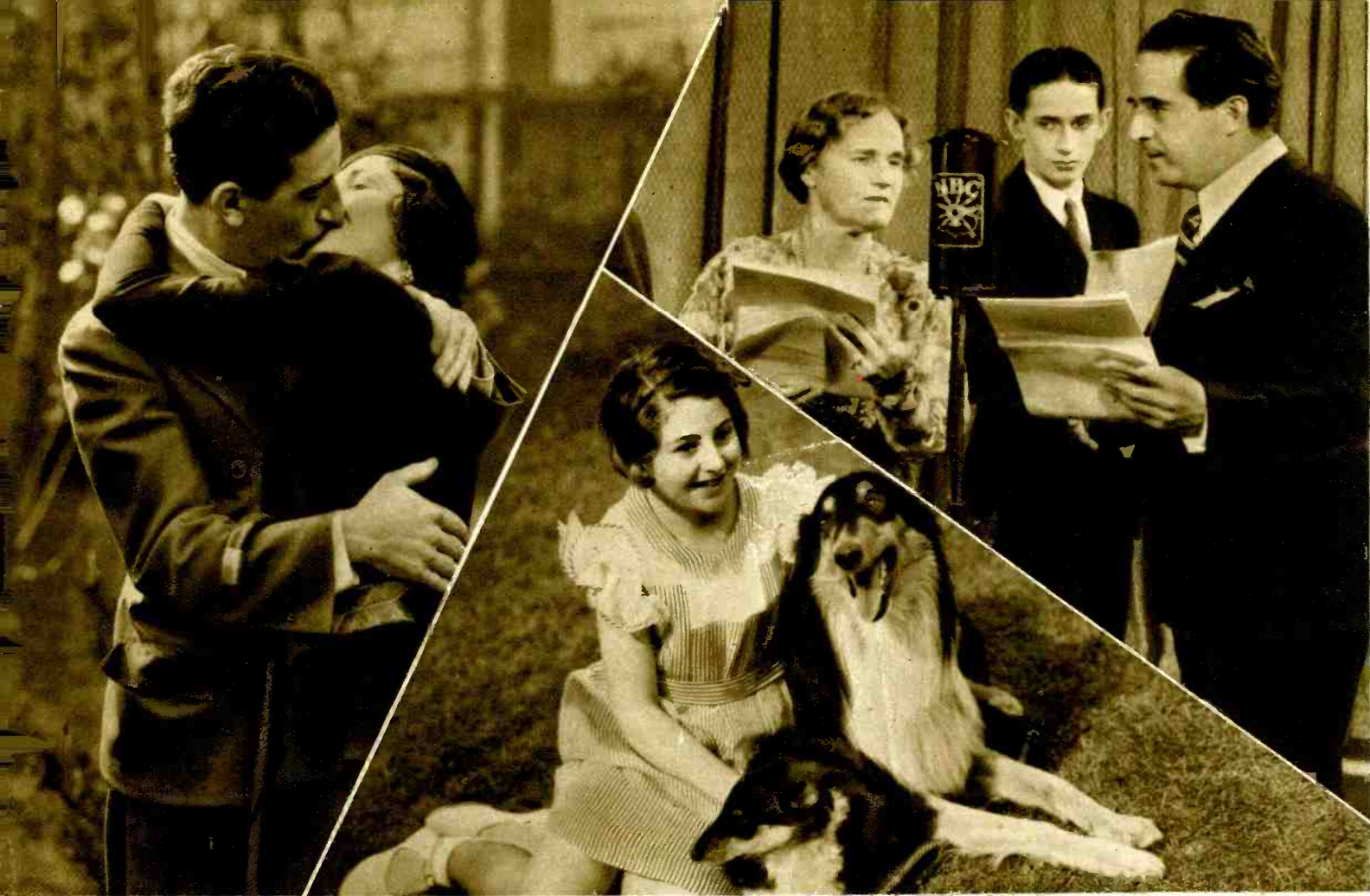
Illustration by
JIM KELLY



FOR ONE DOLLAR, LADEEZ AND GENTLEMEN, THEY WILL TELL YOU WHERE TO FIND YOUR SOUL MATE. OR A FORTUNE TO PAY OFF THE MORTGAGE. OR HOW TO FLY

Down on the Mexican border sit bogus Know-Alls handing out advice they know nothing about.





Joe DISTINGUISHED



SOME Friday or Saturday evening when you are tired of crooners and hysterical jazz and booming, and pretentious symphonies, set your dial for the NBC station that carries the program called "One Man's Family."

Already, it has won millions of listeners, but there must be others who have missed it. This message is for them. This message is to tell them that "One Man's Family" is a tonic and a stimulant, something that will add a new zest to their enthusiasm for this thing called radio broadcasting.



SERVICE *to* RADIO

"One Man's Family" captures something in life that most programs miss. It contrives artfully to reproduce experiences through which many of us pass. Or would like to pass. It does all this with a minimum of sugar-coating, with most of the stuff of life left raw and lusty as nature intended.

You probably don't know that this is a program born and built in California. First presented there about two years ago, its robust vitality soon attracted so many friends that NBC's eastern offices were forced to pay attention. Presently, it was offered to the entire nation. And presently the moods and movements of Mr. and Mrs. Barbour and Paul and Claudia and Jack and Clifford and Hazel became of national importance.

Today, "One Man's Family" has become Uncle Sam's family. Because it affords clean and virile entertainment, and because it pioneers the way toward a day when drama will rank with music as supreme radio entertainment, RADIO STARS Magazine tenders "One Man's Family" and its author, Carlton E. Morse, its monthly Award for Distinguished Service to Radio.

Carlton E. Morse

You Can't out-shout DEATH

By
Adele
Whitely Fletcher



Bert Lawson

CONRAD THIBAUT

ARM IN ARM SUCCESS AND TRAGEDY OVERTOOK CONRAD THIBAUT

FOUR times Conrad Thibault has faced vital decisions.

Four times he has made his choice.

Four times he has known grim disapproval, been accused of throwing his life away, of acting like a fool.

"You've heard Conrad on the "Show Boat" hour and the Certo program. Had he made different decisions and his life been shaped to another pattern, he would, of course, still have his fine baritone voice. But it's not at all likely it would possess the same emotional quality.

For—I give fair warning—this is a story with a tragic ending. Let those who relish only stories which conclude on a happy note read no further.

Today Conrad Thibault . . . But wait! Let's begin at the proper beginning for this story, with Conrad facing his first vital decision.

Conrad wasn't twenty when he fell in love. Her name was Madeleine and he first saw her the day his family moved to Northampton, Massachusetts, when he went out to look the town over.

Madeleine came down the street. "She was fair," he says, but he makes you see more than a girl with golden hair and soft skin and blue eyes. He gives you the essence of this girl as she lives in his heart.

"How do you do!" he said, tipping the hat he wore at an angle befitting his years. He was appalled at himself, for this girl, obviously, wasn't a girl to be picked up on the street. But something instinctive compelled him.

She didn't, strangely enough, rebuff him. She smiled. And Conrad had a strong feeling some deep-lying element motivated her, too. "It was," he says now, over ten years later, "love at first sight."

Conrad and Madeleine next met at the rehearsals for an entertainment the Elks were giving. Both were to

sing. "I remember," he says, "that we were shy with each other. As if that first time we had shown more of our feelings than we thought seemly."

One night when rehearsal was over, Conrad suggested to a friend that they invite Madeleine and her sister out. "Fine," his friend agreed, "only it's too late for any picture show. There's only the dance."

"Okeh!" Conrad felt he had already waited too long to know this girl better.

WHEN he tells about that first date he smiles. "I couldn't dance, but then Madeleine didn't dance every dance. So we did have an opportunity to sit and talk. And before that evening was over I knew, definitely, what I'd felt from the beginning, that this was the real thing."

Whereupon Conrad found himself in a spot, a tough spot, for he wanted to tell Madeleine of his love. He wanted to ask for her love. He wanted to marry her. But he had no money. And there was no indication that he would be able to support a wife, in even the simplest fashion, for years to come.

His social conscience told him he had no right to speak. But his heart and mind told him the love he held for Madeleine was something beyond the jurisdiction of such superficial things as social laws. Conrad made his first decision. Within that year he and Madeleine were engaged.

"What is that boy thinking of?" Northampton inquired of Northampton. "Doesn't he know it takes money to get married? Why, he hasn't even 'prospects.'" In a small New England town it's particularly difficult to face such censure. Conrad, fortunately, had courage. He needed it, for the necessity of making a second important decision came almost at once. (Continued on page 72)



Wide World

You Have to Leave Home

They sing to those who have never left home, these lads. Left to right, they are: Carl, Jack and Dan Landt and Howard White.

HAVE you ever wanted to take your talents to New York and do something really great?

If you have, what kept you from it?

Whatever it was, if you ever had that urge, you will understand deeply the story of how the broken hopes of the Landt Trio and White, those song and comedy fellows of the NBC networks, were miraculously welded into exuberant triumph.

1928! Four young men, two of them still in their teens, sit disconsolately in a shabby little room—for three and a half dreary weeks of shocking disillusionment their New York Home. The walls are pitted with bullet holes, grim reminders of a gangster shooting. The cries of grimy children playing on the sidewalk below punctuate the howling of a thousand raucous radios. In the slanting light of the October afternoon sun, the three brothers, Dan, Carl and Jack Landt, and Howard White, are counting their last few coins.

Only a few blocks away are their dream streets—Broadway of the glittering lights and Fifth Avenue of the radio studios—streets where millions of dollars are pouring into the laps of entertainers. But of which they had gotten not a penny. Nor had prospects of any.

Oh, they came riding high on hopes, those lads. Back home in Scranton, Pennsylvania, their families and friends told them they were pretty good. They had a loyal group of supporters in the listeners of WGBI, a local station.

It all started with hot cross buns. Dan, the eldest of the Landt brothers, called up a bakery one day to order the buns. He was startled to hear a familiar voice on the other end of the wire. It was an old friend he hadn't seen in years—Howard White.

"Drop in and see my shop some time," Howard invited. "I've something to show you."

"Nice layout," Dan observed politely when he did drop in and looked around.

"Wait'll you see what I've got back here," answered Howard with a grin as he led Dan Landt into a back room. He pointed proudly at the piano. "That's what I use to practice for my programs on WGBI."

DAN looked at it thoughtfully for a moment, then snapped his fingers triumphantly. "I've got it," he cried.

"Got what?" demanded White.

"Listen, Howard, how about (*Continued on page 84*)

**By John
Skinner**

SCHOOLBOY, BAKER, MILK TESTER, PAINTER—ALL TELL THE SAME STORY

Strictly



Ruby Wright
sings with Charlie
Davis' orchestra.



Kessler



Jackson

(Above, left) Tom Waring poses with Rosemary Lane. Both are soloists with Fred Waring's band. (Above) Frank Hazzard of the Climalene Carnival.

FRAY and Braggiotti, CBS pianists, are the latest to go to Hollywood. They're in Eddie Cantor's new flicker. Which reminds us, Ben Gross, radio editor of the *New York Daily News*, has a damage suit pending against Cantor as a result of the comedians blast against the ability and integrity of radio editors in general.

AMONG all your thousands of readers are three Misses whom we're very anxious to locate. Or, rather, Lanny Ross wants to locate. There's a lot of mystery about it all, but I promised Lanny I'd do my best. I really think he has something for them. So should you be Miss Vera Fisher or Miss Kathryn Davis or Miss Frances Collins, of lord knows where, please write me post haste. And be sure and give your address.

Confidential



Foto-Ad

This happy family is why Jean Paul King announces with a smile in his voice. Here he is with his wife and son, Paul Cogswell.



Kessler

(Above) Jimmy Kemper is the romantic singer who weaves dramatic incidents about popular melodies on his CBS programs.



Jackson

(Above) Here's the young girl who cries for a living. Yes, Miss Sally Belle Cox imitates all the babies you hear over the air.

ROXY is coming back. And via RCBS. The grand old fellow of "Roxy's Gang" fame, for whom the world's largest theatres have been named, is scheduled to have a forty-five-minute program starting this month. He takes the spot formerly filled by Albert Spalding's violin playing. Already the big showman is auditioning new talent. With his uncanny ability to find winners, we may be sure of a fresh and varied entertainment with new names added to the radio roster.

IF contracts materialize, you'll never hear Eddie Cantor on the Chase and Sanborn hour again. He's slated to switch to his new CBS toothpaste hour immediately, and Chase and Sanborn will follow Jimmie Durante with an all-star show which, according to advance notices, will knock us for a row of something or other.

TROUBLED waters nearly caused Ed Wynn serious injury recently. With friends, the comedian was boating off Long Island when his craft

By Wilson Brown

struck rock bottom, crashing boat and fishing plans. The entire party would have had an unexpected swim had not another fishing boat sighted their plight and come to their rescue.

WE understand the next big-time show to hit our ears will be an original musical of an hour's length. Original in the sense that both the text and the music will be written especially for that show. Looks like the setup will include Don Voorhees' orchestra, Conrad Thibault, Jack and Loretta Clemmens, Lois Bennett and a chorus. The product that's advertised as 99⁴⁴/₁₀₀ per cent pure is to foot the bill.

ANNOUNCER John Young of NBC packed his bags and crossed the big pond to lecture to Oxford students on the ways of cor-

rect radio speech. Or is it American speech? When John returns, maybe those marriage rumors that have been in the air will ring wedding bells. We've heard on good authority that the girl's papa has already given the couple his blessings.

CAMPBELL SOUP'S plans to hit the air waves this month with an hour show coming from California is an indication of the pick-up in business we might expect for the air this fall. In fact, we're told that so many new sponsors are clamoring for time that NBC and CBS find it impossible to take care of them all with present station hook-ups. Which means that maybe those contemplated third networks we've been hearing about will find it easier to develop and start operation—perhaps this fall.

NEW YORK newspapers screamed headlines of the marriage of Tommy McLaughlin, the baritone of Major Bowes' Capitol Family of NBC, and a pretty local miss. A few

SUITS, WIFE TROUBLE AND LOTS OF OTHER THINGS FIGURE IN THE NEWS



Ray Perkin's new piano playing.

strictly confidential

days afterwards, the newspapers denied the marriage. It seems that a Tommy McLaughlin was married, but not radio's Tommy. After all, there can be duplication of names.

BLUES singing into little black mikes usually brings fortune to the possessor of the voice. But Irene Taylor, who first sang at the Edgewater Beach Hotel in Chicago, where she was "discovered" by Paul Whiteman, says she's broke. She filed a voluntary bankruptcy petition listing liabilities of \$5,938, and said she had no assets except her voice, which isn't bringing her in any money at present. Irene's last program was the Camel half-hour on CBS. Since leaving that, she has been visiting her mother, who is ill, in Texas.

FRIDAY the 13th might be unlucky to some, but that's the day Mr. and Mrs. Bing Crosby presented the world with twin boys, establishing a record in such matters as far as radio and the movies are concerned.

Early on the morning of July 13th the twins put in an appearance, relieving the anxiety felt for months over the welfare of Mrs. Crosby, who was critically ill for weeks preceding the births.

We said the twins established a record. Well, so say the old-timers, who can't recall any big radio and movie name like Bing ever before having twins. Lawrence Tibbett has twin boys, but they were born long before their father ever appeared over the air or on the screen.

GEORGE JESSELL and CBS have parted company. There's a comedian who seems to be doomed as far as radio is concerned. Why he and the network split is a secret both are guarding. Some say CBS couldn't sell him to a sponsor. Some say they just didn't work in harmony. Others tell us that George wouldn't stick to his script and often added lines that hadn't been approved by the program department. So, the newly married Georgie isn't doing radio anymore. And it looks like that condition will extend many months.

PAGE the stork. Or the doctor. Or whatever it is. Mr. and Mrs. Fred Waring are auditioning for parenthood. The first baby to bear the famed band name is expected this fall.

PAUL DOUGLAS, the CBS announcer, and his wife, Sabyre Worth, are reported to be on the outs—even to the extent of going to court. Kenneth Roberts is another Columbia announcer who is having wife trouble, or so the rumors say. Also, Ted Husing was recently divorced.

NEWs of another contemplated hour show. This time it is the Continental Baking Company that's making the plans. CBS will get the program.

YOU "March of Time" fans will be glad to know that program will be back on CBS in another month.

IMAGINE, if you can, a 200,000 per cent increase in salary. Phil Baker, the Armour Jester, got it from Carl Laemmle, the movie producer. Twenty years ago



Irene Noble and Tim Ryan, comedians.



Leith Stevens and wife, Mary McCoy.

THE GOSSIP MAN GOT UNUSUALLY NOSEY THIS MONTH AND HERE HE GIVES YOU THE BACK-FENCE DATA

Phil was secretary to Laemmle. Today he's that producer's star in the musical movie, "The Gift of Gab." And there's all that difference between the two salaries.

IT was a little surprise to CBS when news came that Tony Wons and his sponsor were shifting to NBC this fall. Peggy Keenan and Sandra Phillips, the two-piano team on Tony's program, are going along, too.

Tony, by the way, vacationed in Eagle River, Wisconsin, spending his time writing a book which will review his ten years in radio.

THE new contract signed by Mme. Ernestine Schumann-Heink means her programs will continue until October 21st.

PAT PADGETT (he's the Molasses of "Molasses 'n' January") recently went to Decatur-Edgewood, Georgia, to bring his mother to New York for a visit. His mother has been ill since the night Pat opened with Captain Henry's "Show Boat" on the ether lanes twenty-two months ago.

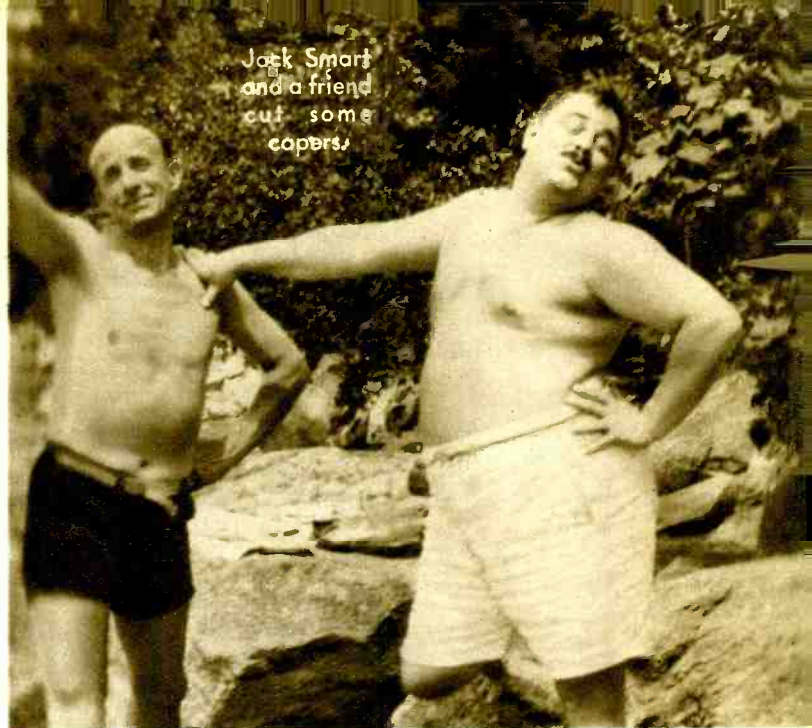
WHEN August 2nd rolled around, Paul Whiteman put his name on a paper which assures us of at least thirteen more weeks of his Thursday night NBC musical feasts.

CHOICE morsels: Harry Horlick, the A. & P. Gypsies maestro, has been signed by Warner Brothers for two movie shorts . . . Sponsors are reported after that Sunday evening NBC show featuring Ed Lowry . . . There was an accident on the Fourth of July in Little America where the Byrd broadcasts take place. Alton Wade, one of the crew, suffered a case of frost-bite . . . Jeannie Lang is playing theatres in the Middle West . . . RKO signed Ben Alley, tenor, for some flicker shorts . . . They say it's John Barclay doing the singing on the Palmolive Beauty Box Theatre, but it's really Theodore Webb. Barclay only does the speaking parts . . . Ray Heatheron, NBC baritone who sings romantic ballads in the "Wife Saver" programs, was selected by readers of the *Woman's Home Companion* as the ideal type of American boy . . . Eastern listeners haven't been hearing Ruth Etting all summer, but she has been on the air all the time on the Coast . . . Chevrolet will, in all probability, be back on NBC this fall. The nature of the program isn't as yet known . . . Camel cigarettes are also slated to return in October.

WHEN Bing Crosby returns to CBS this fall for Woodbury's Soap, Jimmie Grier's orchestra and the Mills Brothers will make up the balance of the talent.

AMOS 'N' ANDY are separated for the first time in a decade this summer. Andy, that is Charlie Correll, decided on a European vacation. He and Mrs. Correll sailed on the *Bremen* on July 17 for England. Amos (Freeman Gosden) also was to go out of the country. The Gosdens planned a steamer trip to Alaska with lots of fishing.

Despite persistent rumors that Amos 'n' Andy are all washed up, the noted radio duo (*Continued on page 74*)



Jack Smart and a friend cut some capers.



James Melton and his wife aboard their yacht.

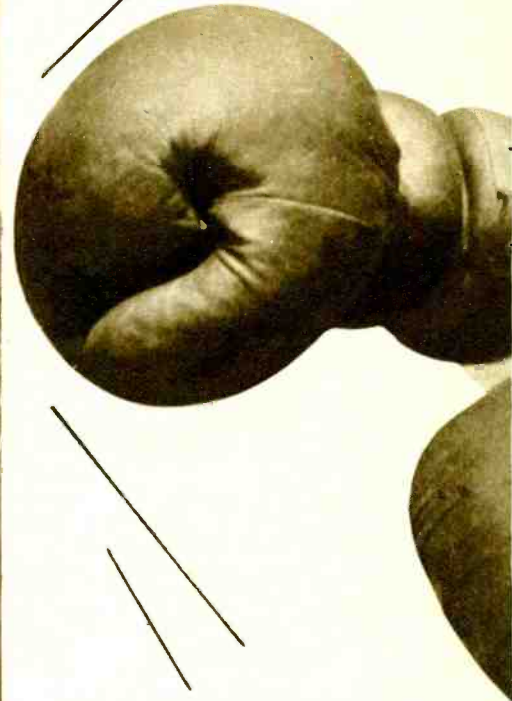


Nancy Carroll poses with Jack Benny.

By
Helen Hover



International News Photo



Graham McNamee scores a knockout. (Right) As he appeared in playful scuffle with Max Baer. (Left). With his wife, the former Ann Lee Sims.

MR. DYNAMITE

UP at NBC in New York, they call Graham McNamee Mister Dynamite. He's like that, you know. When he drove down to Elkton, Maryland, last January at a mile-a-minute clip and married pretty Ann Lee Sims, nobody was surprised. That's the way he goes about things. His courtship was a furious and hectic one.

Would you like to be "in" on this amazing romance? Would you like to know how Graham McNamee—world-scarred, knockabout Graham McNamee met, wooed and married an unsophisticated girl only five months after he first set eyes on her?

There was one obstacle that Graham had to tear down before he got Ann Lee to say yes. But did it stump him? Say, you don't know your McNamee. This romance reveals the man you and I never before knew—a nice, human Graham McNamee and not the effervescent,

glib announcer known wherever broadcasts are heard.

Here's how it started. Graham was in the Universal moving-picture studios one Tuesday afternoon working away like blazes. Besides all of his radio work, he is the "voice" of the Universal newsreel pictures, you know. This recording was a pretty strenuous job and, on top of it all, he had to rush through it, because he had to make a Texaco rehearsal at NBC. He was nervous and jittery and in a bad humor. This was certainly no time to meet Graham McNamee.

HE was in the midst of the recording when Jack Stewart, a friend, walked in. Graham stopped short. "What is it, Jack?" he asked impatiently.

Jack, fortunately, didn't recognize the dark look in McNamee's eyes. "I've got a friend outside," he said innocently. "She's from New Orleans and she begged me to



FAST, FURIOUS AND HECTIC WAS THE COURTSHIP. IT ENDED IN AN ELOPEMENT AT BREAKNECK SPEED WITH A WEDDING SUPPER OF HAMBURGERS TOSSED OFF IN AN "OPEN ALL NIGHT" LUNCH WAGON. YES, GRAHAM McNAMEE WAS THE MAN IN THE CASE

GETS *married!*

take her to watch you make a newsreel recording. Said she was crazy about your voice and—"

"What!" McNamee cried. "Do you think I'm going to stop in the middle of my work to act as a guide for a girl?"

"But, Mac—"

"No sirree. I can't be bothered. I haven't the time. Tell that to your little girl friend."

Suddenly he looked toward the door. He saw it opening slowly and then a slim ankle edged its way in. He looked up into the softest brown eyes and most dazzling young smile out of New Orleans.

"May I come in?" Her voice had a fascinating huskiness coupled with a delightful drawl.

"Why, yes, come right in," the erstwhile harassed announcer said in his most charming manner.

Do you believe in love at first sight? Well, there are some people who use snap judgment. Graham belongs to

that impetuous group. Before the day was over, the New Orleans stranger had been shown every nook and cranny worth seeing in the Universal studios. She listened to a rehearsal of the Texaco hour, she was introduced to jovial Ed Wynn, she went to dinner with the best known announcer in radio, and she sat in the exclusive clients' box and heard the whole Texaco program with that same announcer smiling right up at her from his position at the mike.

Graham, as impetuous and eager as his breathless voice implies, proceeded to rush her right off her tiny feet. He dated her up day after day. What girl wouldn't be thrilled at this exciting courtship, wouldn't be fascinated by this dashing man? Ann Lee knew that life would never be dull with Graham.

Things were going along beautifully. It was almost too good to be true and Graham had his fingers crossed. Then



Do you recognize the gentleman? Or the contraption in front of him. Well, it's McNamee way back when mikes looked like that ancient one in the picture.

the thing that he most feared happened. Slowly but surely, ugly whispered rumors began to reach Ann Lee's ears about himself.

Now you mustn't forget this: During the last twelve years that Graham McNamee had been associated with the mad whirl of radio, his life had been a hectic one. He was a gay fellow, a man's man, a "hail-fellow-well-met." The kind who could stay up all night playing poker with the boys, or visit one night spot after another. This floated to Ann Lee's ears, undoubtedly. How did she feel when she heard these reports? Well, let me put the question to you—how would you feel? And Lee tried to shut her eyes to them. Tried to pretend that they were nothing.

But there was one story she couldn't dismiss. Graham had been married before. He had married his first wife, Josephine Garrett, after he had heard her sing at a concert in the Dutch Reformed Church in Bronxville, New York. At that time he was broke and jobless—a baritone who just couldn't seem to get started on a singing career.

One day he strolled into the old WEA-F studio of the crystal set era and walked out with a job as announcer. During those exciting, formative years when he saw himself fast becoming radio's number one announcer, the story of the McNamees' devotion to each other was plastered in every newspaper. Their marriage was held up as one of the happiest and most ideal in radio. And then, suddenly, they split.

WHATEVER the reason, only he and the first Mrs. McNamee know. They refuse to talk about it. But gossipers had to blame someone for it, so the finger was pointed at Graham himself. Don't you see how that

could have happened? Here was a man, they reasoned, who had left his wife after he had tasted the fruit of success and fame. Who, when he finally reached the top, shook off the wife who had stuck by him through thick and thin. It seemed so logical. Of course, Graham could have dispelled all of these whispers by coming out with a statement defending himself. But he felt the real reason for the divorce was nobody's business but Josephine McNamee's and his own.

I wonder what Ann Lee made of all that? She certainly couldn't have tossed them aside lightly with a mere nod. Her young life had been molded in the conventional pattern of a sheltered New Orleans home girl. A man who had the ashes of one wrecked marriage over his head, she had been taught to believe, didn't have the makings of a good husband.

Then, too, he was forty-four years old, twice as old as she. His life had been lived, fully and recklessly. Hers was just beginning. How could they hope to get along? She couldn't escape these doubts. The more these facts twirled dizzily in her brain, the more inclined she was to heed those people who told her to give up Graham.

Once he caught that puzzled look in her eyes as she sat staring at him. And he understood what it meant. That was the snag that threatened to head his romance to the rocks.

Graham, if anything, is direct and honest. I can imagine him taking the bull by the horns and telling Ann Lee the whole story of his unfortunate marriage. I know that he would not twist and garble the truth in his own favor. He wouldn't hold himself up as the misunderstood, aggrieved husband. How many men would have had the courage to tackle that problem with the same forwardness and candor that McNamee did? That was probably what won Ann Lee over instantly. He was so awfully decent and outright about it all.

NOR did he have to tell her in so many words that those primrose days of wine, women and song were over. His life, as she saw it, proved that. His absorbing interest, she discovered, was the opera. He loved sports, too—fishing, tennis and golf. So did she.

With these mutual interests and hobbies, the bugaboo that threatened to come between them was shooed away. Ann Lee now really meant it when she smiled tolerantly at those who continued to rake up rumors about Graham. She knew better now.

For the first time, Ann Lee saw right into the heart of Graham McNamee. His hearty, chuckling laugh didn't fool her one bit. She saw right through his gay banter, right through his vivacious quips, and discovered a disillusioned, lonely man. Her heart went out to him.

That scare did something to Graham. When he realized that he had almost lost Ann Lee, he was determined never to let her go out of his life. There was only one way to keep her with him always. (Continued on page 88)

Winding up the search for *Miss* Radio



Seymour

Will Joy Hodges be the queen? She is the singer with Carol Lofner's orchestra from San Francisco and is a nominee.

ALL hail the Queen of Radio!

Who is she? We don't know yet. But, with your help, she'll be named and crowned before another page has been torn from the calendar.

What after that? Well, the world will know that the most beautiful girl in radio has been chosen, and chosen by capable judges. There'll be no more petty dickering as to whether this or that girl has it all over the others. Although there may be a beauty contest in Arkansas and one in New York and one in California, we'll all have the satisfaction that a national queen has been selected—and selected from your own nominations. After all, you readers make up the vast listening audience of radio. You are the ones to whom belong the right of nominations.

Of course, you readers know that RADIO STARS has the largest circulation of any radio publication. That's the assurance we have that the winner will really be a national favorite. And we're not going to pick three or four so-called beauty experts to do the judging. We're going to have as judges men and women who know radio,

ONLY A FEW DAYS LEFT UNTIL JUDGES START SELECTING A REAL HONEST-TO-GOODNESS RADIO QUEEN OF BEAUTY, PICKED AFTER A NATIONAL SEARCH. HAVE YOU MADE A NOMINATION?

Or maybe Barbara Jo Allen (below), NBC actress, will win. Friends of Annette Hanshaw (right), "Show Boat" singer, think she should be the queen.



Romaine



Jackson

whose daily work is with radio. These men and women, who are members of our Board of Review, are scattered from coast to coast. When the winner is picked, you'll know that her votes came from every section of these United States. Whoever heard of a more representative contest?

There'll be none of that goo-gooing and pretty smiling to win judges' favors. For this is a contest that will be judged entirely from photographs. And the camera, you know, doesn't lie. Retouched photos, hand paintings and otherwise fancy pictures don't count. Just plain, ordinary photographs allowed.

When Miss Radio of 1934 has been duly selected, her picture and facts about her will be given in RADIO STARS in the earliest possible issue.

Have you made your nominations? You've only the first ten days in September to do it. So read the rules on page 90, get out your pencil, do some writing on the coupon on page 90, and then send it in.

Perhaps your favorite will win.

And think how pleased she will be for your interest in her.

(Continued on page 90)

DID YOU HAVE A NICE VACATION? WELL, OUR CAMERAMAN DID. JUST



(Above) The lass in white is Lee Wiley who dramatizes her songs on Paul Whiteman's Music Hall broadcasts. With her is Deems Taylor who was the master of ceremonies on that program until recently.

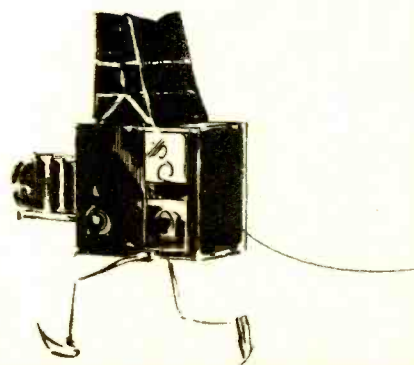


(Above) Here they are, the General Tire salesmen, enroute to New York after picture making in Hollywood. Left to right, Announcer Don Wilson, Singer Frank Parker, Mary Livingston and Jack Benny.



McElliott

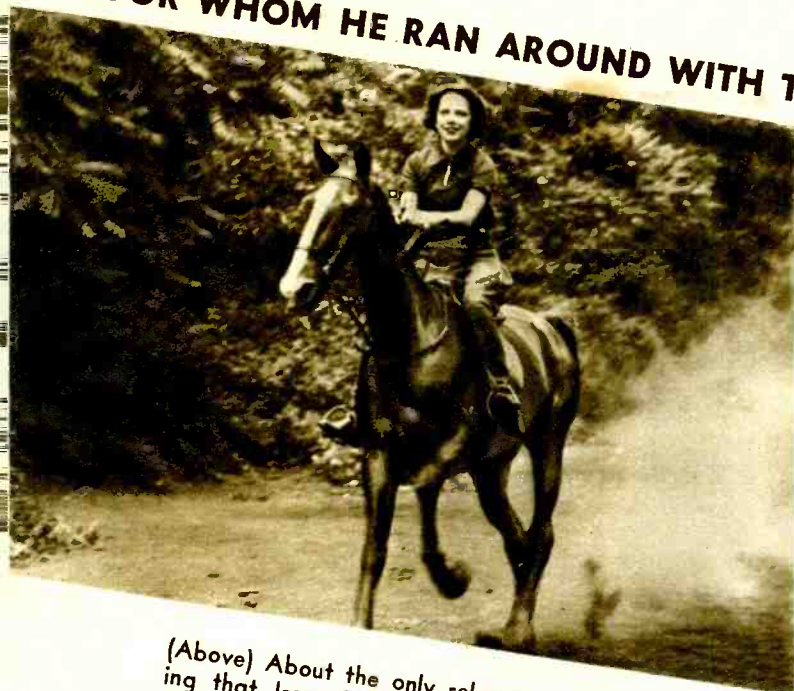
(Above) Joys reign. Here are Bruce, age 6, and Lois, age 5, with their mother, Alice Joy, dream singer. (Above, right) CBS Conductor Freddie Rich, left, and Crooner Nick Lucas, right, pause after golfing with Paul Runyon, professional.



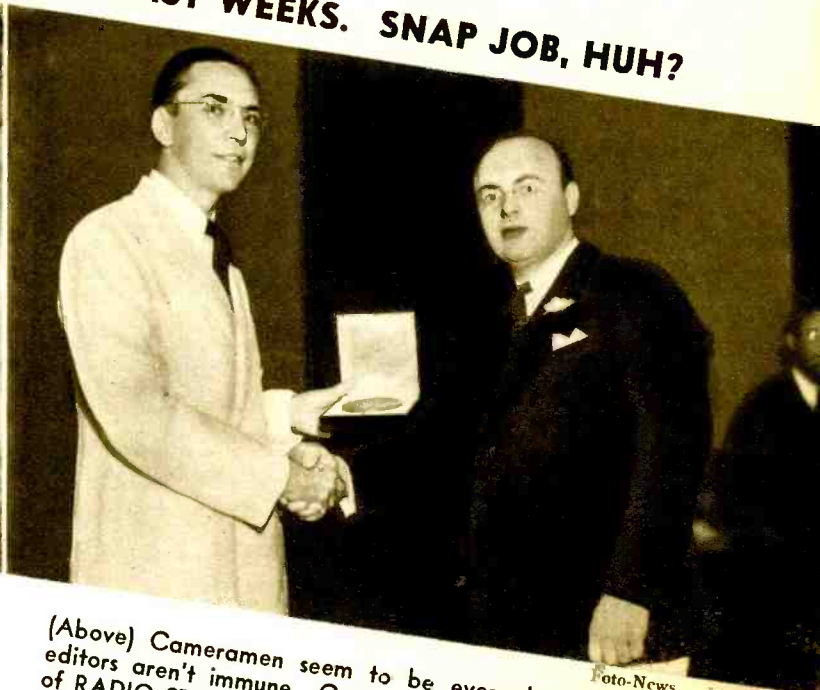
gadding about with

RADIO STARS

LOOK WHOM HE RAN AROUND WITH THESE PAST WEEKS. SNAP JOB, HUH?



(Above) About the only relaxation from broadcasting that Irene Wicker, "The Singing Lady," finds time for, is riding "Bourbon Bell" in Lincoln Park, Chicago. She always rides three days a week.



(Above) Cameramen seem to be everywhere and editors aren't immune. Curtis Mitchell, left, editor of RADIO STARS, presents Andre Kostelanetz, CBS orchestra leader, a medal for Distinguished Service.

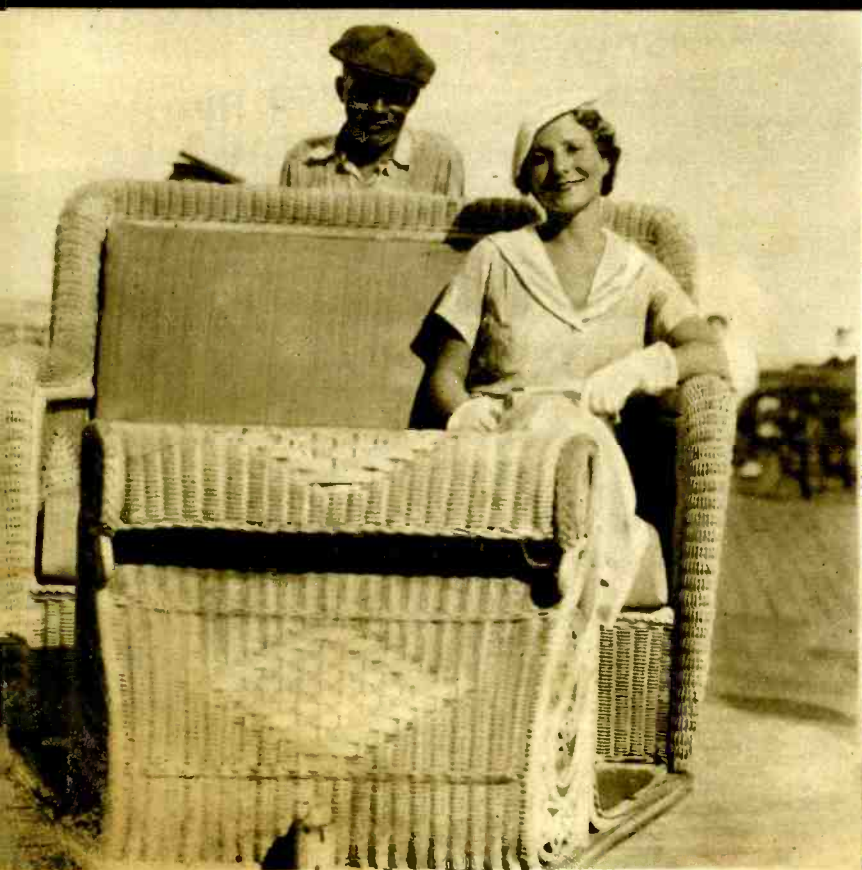
Foto-News



(Above, left) A stroke of the pen and Lanny Ross' contract with "Show Boat" is extended. With him are R. S. Butler, vice president of General Foods, and Muriel Wilson. (Above) Frances Langford and Donald Novis of the Colgate program.

our candid camera

gadding about with



(Above) after years of steady work, Jessica Dragonette had her first real vacation this summer. Here she is on the Board Walk at Atlantic City. (Below) "Eno Crime Clues" is on the air. Left to right, Edward Reese (Spencer Dean), Louis Hector and Jay Hanna, director.



(Above) "Eat your dinner like a good little man," says Phil Baker, the Armour Jester, to Bottle, his faithful butler who, in real life, is Harry McNaughton. (Below) Robert Simmons, the Missouri tenor who made good in the big city as radio tenor on many popular programs.



our candid camera



(Above) John White, the Lonesome Cowboy, has a vacation out west where he can gather songs for his "Death Valley Days" programs. (Below) Nothing to brag about, but a fish is a fish to Morton Downey.



(Right) Frank Crumit, left, and Parker Fennelly as "Uncle Abner" put the spice in "The Spotlight Revue," the CBS Friday night program of stars. (Lower right) Little Jackie Heller takes Gale Page out for a spin on his boat on the Great Lakes.





Isham Jones
**WITH HIS
 MASK OFF**

FOR two years he called me "the kid." Just "Kid," if he was speaking to me. For most of the first year I called him Mr. Jones," and when I spoke to him, which wasn't too often, I said, "Yes, Sir."

This is the story of how the man I work for, who happens to be top-hole with me, got to be "Ish" to me and to the rest of the band he got together about five years ago.

They say the first five years are the hardest. I can only hope that the next five of my life, and the five after that, will be as full of interest and fun—yes, and work too—as those I've spent on the first job I landed after I left college.

Some people finish school, or school finishes them. I hardly know how to describe my own exit, except that to have your school band booked into St. Louis for a twenty-seven weeks' run looks a lot more exciting to a fellow of nineteen than staying on the campus to finish

(Above, left) Eddie Stone the author of this story and soloist with Jones' band. (Right) The director-composer himself, Isham Jones, unmasked.

HOW OFTEN HAVE YOU WONDERED IF THIS DIGNIFIED AND RESERVED MAESTRO IS THE REAL ISHAM JONES? ONE OF HIS "BOYS" GIVES YOU THE INSIDE LOWDOWN ON THE "OLD" MAN BEHIND THE MUSIC

By Eddie Stone

(Right) Next to leading a band, Jones likes best to play the piano.



that course in second year chemistry and composition.

Came the dawn, however, of the last day of the twenty-seventh week. As head of the orchestra, I had been doing pretty well financially. I had bought a Packard and had plenty of money to spend. But when our booker got us St. Louis he had apparently done his day's work, for there weren't any more spots for us to move to. So I climbed into the Packard, with at least part of my last week's takings in my pocket, and headed for Chicago and the office of the erring agent.

"Why don't you take a run over to Milwaukee?" he suggested. "Isham Jones is there at the Shrader with a new band he's just shaping up. He's still short a singer and you might get the job."

"Thanks for the tip," I came back, "but I'm buying a round-trip ticket. Have another idea thought up by the time I get back tomorrow night."

That afternoon at the Shrader I tried to see Isham Jones, but instead I drew his manager. This gentleman wasn't impressed and didn't think the boss would care to interview me. There was nothing to be gained by giving him an argument, so I inquired of the bellhop as to where Mr. Jones ate breakfast.

The next morning I went down to the hotel's coffee shop and began drinking coffee. At about the fourth cup I saw him come in, alone, and order breakfast. I waited until it came and he began to eat. My heart was thumping. It was my first real attempt to land a job, but something made me resolve to get it or die in the attempt. I think it was annoyance at the manager's reception as much as the fact that I was down to my last six dollars.

When I made myself go over to his table, tell my little story, and ask for a hearing, Isham looked at me dubiously. He wasn't sure he needed a singer. But his kindness of heart got the better of him. Before he had finished breakfast he had agreed that it would do no special harm to listen to me sing.

Time for rehearsal came at last. I was hanging around and had tried to make friends with several of the boys.

All new themselves, they were sympathetic. The manager glowered at me, but I pretended not to notice. My knees were trembling. I hadn't even brought my violin and I was to play along with the band, as well as sing by myself!

Then Jones came in and with a borrowed instrument under my chin I stood up for my ordeal. The boys, as they had promised, carried on pretty strongly and covered up the sour notes on the fiddle.

When told to sing "just anything" I timidly waddled "I May Be Wrong." Jones looked non-committal and asked for another. I tried "Crying for the Carolines" and ended the second chorus on a note an octave higher than it was written. That smart trick was later to get me into trouble, but at the time Isham just said, "Okay. Kid, you're hired. Show up in your tux tonight at seven."

My strong liking for "the old man" began at that moment. "Thank you, Sir," I answered, trying to control my joy. "But I'll have to run back to Chicago for the tux. I didn't bring any clothes, because how did I know I'd get the job!"

The fact that I was *still* hired after this dumb crack will give you some idea of the decent chap that Isham Jones is!

The first week was so awful that I break into a cold sweat when I remember it. Nothing but Jones' faith in his hunches kept me with the band. Mrs. Jones, listening from Chicago to all of our broadcasts, sent word that: "Your new singer is pretty terrible. Isham, but he has something different." The fan mail confirmed the first part of her opinion in no uncertain terms! It looked as if everyone in Milwaukee and the environs had taken pen in hand to tell the conductor at the Shrader how little they thought of his scat singer.

Finally I got up courage to go to Jones and try to explain that that high note at the end of "Carolines" was just an accident. My voice is pitched very low and the songs I was being given were all too high in their arrangements. Again the boss looked (Continued on page 78)

THE *Maria* YOU

A SECRET LOVE AND DEVOTION DROVE HER FROM FAILURE TO SUCCESS. TODAY SHE IS QUEEN OF ALL SHE SURVEYS, AND HER DREAMS OF FAME FOR SOMEBODY ELSE ARE COMING TRUE



It takes food to get along in life. You see, a food company pays the salaries of these folk. Left to right: Lanny Ross, Irene Hubbard, Muriel Wilson and Conrad Thibault.

By Iris Ann Carroll

*"There's rosemary, that's for remembrance,
pray, love, remember . . ."*

A WOMAN'S sweet voice spoke those sad, heart-rending words of the mad Ophelia, driven into melancholy by the Melancholy Dane, Hamlet, whom she loved too well. Words conceived by the great Shakespeare, spoken now into an invention three hundred years younger than the great dramatist! Words spoken into a microphone by a woman who knew sorrow and torture and *hope!*

"Lousy!"

So spoke the busy executive listening, in his palatial office, to the audition of an unknown actress, Irene Hubbard.

"Lousy. Turn it off."

In the little audition room the woman waited eagerly.

"We have your name and address," said the girl who came in to her. "If we need you we'll let you know."

Weary, desperately weary, Irene Hubbard tried to

smile and left the great building on Fifth Avenue, New York, which in those days housed the National Broadcasting Company. As she started toward the elevator, out of sight of the smug secretary of the busy executive, her shoulders drooped with the weight of her heart leaden with sudden hopelessness.

Only the few people who know Irene Hubbard well—the same Irene Hubbard who is heard on the "Show Boat" hour with Cap'n Henry, and who early last summer was given a program of her own—"Maria's Certo Matinee"—know the secret that has driven her from failure to success.

When Irene Hubbard read those lines from "Hamlet" that was the fourth time she had tried to break into radio. No fame-hungry woman was this ambitious actress, for there was more at stake than just success. Yes, there was more—that secret about which I shall tell you.

But let me tell you first about Irene, so that you will better understand the amazing spirit that inspires her. Before she was born, her Russian mother and Cornish

DON'T KNOW . . .



(Left) Irene Hubbard, or the "Maria" you know, in the costume and pose of a story book character. (Below) Here is a good character study of Miss Hubbard, the actress and the mother.



Rehnquist

father left the East. Her father was interested in a mine in Mexico and there the young couple hoped to make the fortune that would mean comfort and happiness for the child that was on the way.

When the two lovers reached Texas they realized that it would not be long before that child would be born to them. Irene's father, knowing the turmoil and uncertainty of Mexico in those days, decided it was wiser to go alone. Before he returned from his dangerous sortie into the Mexican wilderness, a daughter was born to his wife. They named the child "Irene".

Irene Hubbard grew into an attractive, ambitious girl who, in her late teens, landed at Vassar and her destiny—dramatics. She loved every moment of it. And I don't need to tell you that her dearest love was Shakespeare. She tried out and was chosen for every Shakespearean play that the dramatic club put on.

When she left school, Irene persuaded a relative to put in a word for her with the producer of a Shakespearean repertory company. She got the job.

Then she fell in love with an actor. And Juliet told Romeo:

"My bounty is as boundless as the sea,
My love as deep; the more I give thee,
The more I have, for both are infinite."

The sonorous, inspiring words (Continued on page 79)

Behind the Scenes With

(Below) J. L. Van Volkenburg,
president and general man-
ager of station KMOX



KMOX spreads the Spirit of St. Louis



(Left) Frank Cas-
tanie, engineer, left,
and France Laux,
right, chief sports
announcer.



(Above) When KMOX asked for Christ-
mas gifts for Ozark mountaineers,
listeners sent in five tons of materials.

"YOU are listening to KMOX, the Voice of St. Louis."
For nine years that sentence has rung clearly in
the ears of the people of the Forty-ninth State.

The Forty-ninth State? you ask. But, I say, old man,
there are only forty-eight stars on the flag.

True, brother, true. But KMOX has its own state—
a territory extending over a radius of about 150 miles in
all directions. It's a listening territory. Also a reading
territory. You see, the St. Louis *Globe-Democrat*, one of
the early stockholders in KMOX, the 50,000 watt station
in St. Louis, Missouri, originated the idea. That terri-
tory was claimed as the *Globe-Democrat* reading area.
And those are the people who get KMOX best. Ask any
St. Louisian about the Forty-ninth State. He knows.

If you're curious about this modern, powerful station,
which, by the way, is one of the middle west's newest
stations, I'd suggest that you visit it on your next trip
to St. Louis. You'll find the studios in the Mart Build-
ing on Twelfth Boulevard, and there's a big room where
visitors may stand and watch the broadcasts through big
glass windows.

Like so many of the newer stations, KMOX is the last
word in modern studios. Take a look at the reception
room. There on the walls are murals depicting the his-
tory of St. Louis. That painting of the airplane soaring
over the ocean is in memory of Col. Charles Lindbergh's
epic making flight. The Colonel, you recall, flew the
"Spirit of St. Louis," and calls St. Louis his home town.

Down the hall behind the hostess desk you'll find a
row of studios all opening onto a long corridor. Notice the

HAVE YOU EVER HEARD OF THE FORTY-NINTH STATE, THE HOME OF KMOX?

America's Great Stations

(Below) The Standard Oil Company is one of KMOX's big clients and here is the cast of its "Live Power Parade" show. Members of the trio, in center, are: Vivian Griffin, left, Jean Chassels and Marie Hamilton, right.



By Cecil B. Sturges

control rooms, built like bay windows so the engineers can see every corner of the studio. Notice, too, the indirect lighting which is quite a help to performing artists.

FURTHER down the hall you'll find the big auditorium. From three to five hundred people crowd into it each morning at the gosh-awful hour of 5 o'clock to watch the "Home Folks Hour" broadcast.

Now here's something that's new in broadcasting. KMOX has its organ console in one studio and the organ pipes in still another room which is a hundred feet away. Imagine the organist in a room by himself playing the accompaniment for a soloist who stands in a sound proof studio in another part of the building! Well, KMOX does just that. The organist hears the singer by means of a loud speaker. But here's the unusual thing. The announcer for that program is in a third room, by himself, where he can hear the singer and the organ only through a loud speaker. And the control engineer is way off in another part of the building, listening in to all three with another loud speaker. Four studios for one program. Why? Oh, just to be different. It's novelty they want.

If you should go up the winding stairs, you'd see a setup not unlike Radio City itself. There are the observation rooms where clients or guests may sit behind glass walls and watch broadcasts. And sit in overstuffed chairs and divans with their feet on carpeted floors!

How did this whole business of KMOX start? Well, it began about ten years ago when Thomas Patrick Con-

vey had the idea that St. Louis and the middle west needed another radio station. Convey was able to sell that idea to several leading organizations like the *Globe-Democrat*, the Hamilton-Brown Shoe Company and the Stark Brothers Nursery. So the St. Louis Radio Trades Association was formed and KMOX went on the air in the spring of 1928 as a 5,000-watt station.

THE Hotel Mayfair was a stockholder and KMOX's three studios were located in that building. Before long, a fourth studio was added. Then Mr. Convey resigned after about eight months and Nelson Darragh stepped in. By 1928 he had secured control.

You should know, however, that the Columbia Broadcasting System had always been interested. KMOX was one of the twenty stations making up the original CBS network. In fact, KMOX carried the first program ever broadcast by the network in 1928.

Columbia executives in New York saw great possibilities in a powerful transmitter on the banks of the Mississippi. So, when KMOX went to 50,000 watts, CBS helped foot the bill and bought an interest. By May 1, 1933, Columbia had assumed full control.

Today there sits behind the door labeled "President" a man who knows radio. He knows it from an entertainment viewpoint because not so many years ago he was a radio artist, singing and playing over Minneapolis stations. He knows it from the advertising angle, for he was an executive in a big advertising agency which produces some of the air's best fare. (Continued on page 80)

THIS ST. LOUIS STATION GIVES US MANY OF OUR NETWORK PROGRAMS

Behind the Scenes With



Meet the Ozark Mountaineers who get up before daybreak to play on the "Home Folks Hour."



Lee Little is the poet of "Songs at Eventide," a CBS program broadcast from KMOX studios.



Ken Wright at the console of his new organ. Lots of work, huh, with all those keyboards?

WHEN you hear the terse statement "This is the Columbia Broadcasting System," it doesn't necessarily mean that the program you have just heard came from the stately studios of New York, or the modern new building in Chicago or even the sun-kissed microphones of California. At least twenty-five times a week it means KMOX, the Voice of St. Louis.

KMOX is an amazing station really. Surprising things happen there. For instance, there's an advertiser out in the middle-west still wide-eyed at the results he got when he placed a brief announcement on a program which hit the air at the unholy hour of 5.30 in the morning.

And the countryside is still jittery from the shock it received when it heard that, if anyone wished to witness a broadcast, he would be admitted to the studio if he brought with him a piece of wearable or eatable merchandise. Imagine using baby shoes, long underwear or a can of beans for a ticket! Things like that happen at KMOX.

If you live in that great territory where KMOX reception is possible, and if you've ever been up early enough to see the sun come up to stretch, then maybe you've heard the "Home Folks Hour" on this Missouri station. It's a program that rides the waves at 5:30 o'clock every morning except Sunday.

And believe it or not, people from Missouri and Illinois

flock to the KMOX studios to the tune of 500 every morning. How do they do it? Well, those mid-western folk, especially on the farm, have to get up early. Their work demands it. And when they drive into St. Louis to market their produce, they go around to KMOX to see the show. They've told others, and so the steady stream continues.

Don't think this is just a novelty program. Missourians have to be shown, and KMOX does it with ninety minutes of wholesome variety. If letters are any indication, listeners have put their stamp of approval securely upon the show. KMOX is on the air seventeen hours a day, but "Home Folks Hour" draws more mail than any other single program.

Look what happened last March on this program. And remember—at 5:30 A. M.

The Interstate Nurseries of Hamburg, Iowa, bought an announcement on this program offering ten gladioli bulbs for twenty-five cents postpaid. And Uncle Sam's letter carriers haven't gotten over the ordeal yet. More than 4000 quarters came in response. The exact number was 4370 or an average of 146 daily for thirty consecutive days. This was a cash return to the advertiser of \$1092.50. His bill for the use of KMOX was \$450.

But that isn't all of the mail story. During the same month workers at the Geppert Studios of Des Moines had

WHILE MOST OF US ARE ASLEEP, 500 PERSONS ARE AT KMOX WATCHING

America's Great Stations



KMOX

**their studios
are crowded
at sun-up...**

(Right) Jane Porter runs KMOX's "Magic Kitchen" where food is prepared while recipes are being broadcast. It's a daily feature.

to roll up their sleeves and work over time just because they made an offer on "Home Folks Hour" to make picture enlargements at twenty-five cents each. Three short announcements weekly—and before 6 A. M.—brought in 1080 quarters.

Add to that 1700 letters from listeners who merely wanted to compliment the program. Mix in 2000 more letters coming in response to other advertisements on that program. Call your totals and you'll find there are a lot of people up and about while some of us are snoring away the time.

"Home Folks Hour" is a program with something popping every minute from the time the rooster crows until the 7 o'clock time signal is given. There's Ken Wright, the young organist, who romps all over four keyboards. There's a five-piece hill billy band that does "Turkey in the Straw" like "Turkey in the Straw" should be done. Comedians, singers, yodelers, mandolin players and even a little old busy-body known as "Aunt Sarah" parade before the mike.

This is a program that has done more than mere entertaining. It's the one that brought in five tons of food, clothing and toys as tickets of admission. Last December, the artists (*Continued on page 76*)



THE "HOME FOLKS HOUR." IT'S AN EYE-OPENER PROGRAM FOR MISSOURI

STRANGE TALES OF STRANGE *Gifts*



THEY ARE SYMBOLS
OF HEARTACHE,
TRAGEDY AND
MURDER—YES, AND
REJOICING AND
APPRECIATION

**By Mary
Jacobs**

Bradley Kincaid, the Kentucky Mountain Troubador over NBC, is on one old lady's parole for life.

WALK into the office of M. Sayle Taylor, the Voice of Experience. The first thing that catches your eye is a set of lovely alabaster Italian eagles on his desk. Look down—you're standing on a Persian prayer rug, as soft as silk, in subdued shades of tan and maroon and gray.

Come with me to Jessica Dragonette's beautiful apartment. On her library table is a crudely carved wooden inkstand, simple and cheap, strangely out of keeping with the rest of the furnishings.

Visit almost any star's home. You'll see strange and beautiful gifts from fans, from huge paintings to little nick-nacks. Usually there is one gift in particular that each star cherishes. Not because of its value in money, but because of the amazing tale behind it.

For instance, let's go back to the alabaster Italian eagles. They're fit to grace any art collector's gallery. The man who gave them to Dr. Taylor had received them from one of the reigning heads of Europe.

Why were they given to Dr. Taylor? I'll tell you. For the most heart-rending of all reasons. Because the Voice of Experience saved this man's sweet old mother from heartbreak, perhaps even from insanity.

You see, it was this way. Five years ago this man was worth sixteen million dollars. He lived on a gorgeous estate with his mother. Came the stock market crash, and he lost all his money. He pawned everything of value he possessed for their living expenses. Finally there was no money to pay the rent; the landlord grew ugly, threatening. He was dispossessing them, and insisted upon seizing the genteel old lady's belongings for the money due him. They weren't worth much to anyone—just an odd assortment of rings and locket and pictures. But how much they meant to his mother! In these evil days that had come upon her she would finger these trinkets over and over again, for now she lived only in her memories of the past.

THE ex-millionaire was afraid that if she was deprived of these heirlooms, she might lose her reason. What could he do? He had heard Dr. Taylor on the air. This man, he felt, was sympathetic and understood that people did not live by bread alone. It took lots of nerve, let me tell you, to go to the Voice of Experience and ask for charity. But he did it!

Dr. Taylor spent \$300 from the special radio fund he has set aside for such emergencies to pacify the landlord. He moved the two people into new quarters, staked them to a few more dollars, and got the ex-millionaire a job. In appreciation the man sent Dr. Taylor these alabaster eagles.

And now about that prayer rug we walked over so carelessly. It came from a man who had murdered his own child! For sixteen bleak years this father had tossed about on his pillow night after night, unable to think of anything but his horrible crime.

It happened in Greece during the World War. Men and women everywhere were fleeing from the pursuing Turks. To be caught meant certain death. A small band of Greeks, all neighbors, managed to escape into the hills. There were grizzled grandfathers and tense mothers and fathers in that group. There were women hugging infants to their breast. Their only hope of salvation lay in flight across the border.

In this group were Mr. X., his wife, and his young son. Slinking in dark caverns by day, fleeing by night, this band gradually drew near its goal. But a new problem arose. Soon there was no food at all, and the babies and children began to scream in hunger.

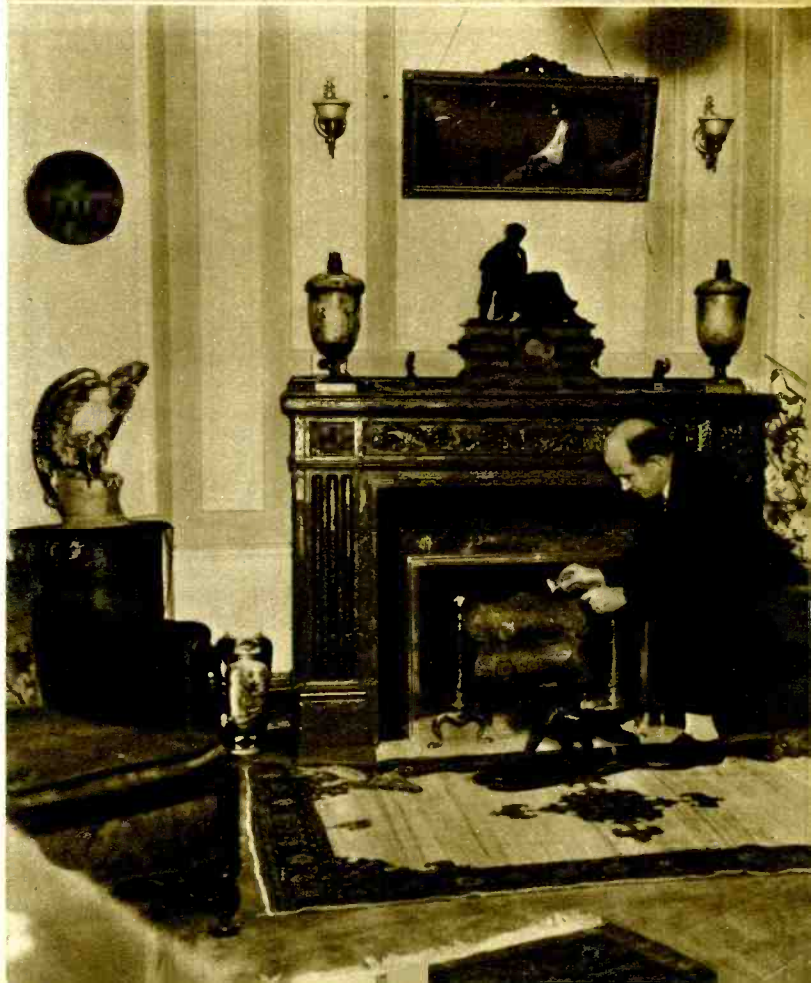
The men shivered. They knew what this meant. Certain death for all of them. Or else. . . .

One of them voiced the thought that was in all their minds:

"The Turks will surely hear (Continued on page 85)



(Above) Gene and Glenn, the kidders, on NBC. Gene's voice once saved the life of a grieving mother. (Below) The eagle, and the rug on which the Voice of Experience kneels come from those whom he has saved from cruel insanity.



RADIO STARS

WHAT'S NEW WITH BANDS? WELL, DON BESTOR AND BUDDY ROGERS HAD A TILT. BERNIE WILL BE BACK THE 18th

(Below) Sam Robbins is the bandman at the Hotel McAlpin in New York. Hear him on CBS. (Right) Leonard Keller, the tone poet, holds forth at Chicago's Bismarck Hotel.



Jackson



(Left) Charlie Davis directs the Hollywood Restaurant band on NBC. The little maestro below is David Jones directing for his dad, Isham Jones.



Seymour

The BAND

MORE years ago than he cares to admit, Jack Denny, the ork batonist, ran away from De Pauw University to follow his fortunes and carve a musical career. Now, after all these years, De Pauw is awarding Jack the honorary degree of Doctor of Music. This is the college where Jack's father occupies a chair in history.

● Don Bestor, pilot of the Hotel Pennsylvania orchestra, and Buddy Rogers, the ex-movie actor who took up band work, had long distance blows not so long ago when broadcasts showed both men using a vibroharp in their orchestras. Don had been given exclusive rights to the instrument for one year. Somehow, Buddy got hold of one. Telegrams between the two keep Western Union and Postal boys' legs busy. Don won. He still has his vibroharp—and exclusively, too.

● The father and mother of Claude Hopkins, the Negro band director featured by CBS, are members of the faculty of Howard University at Washington. Claude is a graduate of that school.

● Sam Robbins, the diminutive director at New York's McAlpin Hotel, spent part of his summer packed in cracked ice. Sammy was threatened with an appendix operation, but the packs relieved his pain (and the summer heat) and now perhaps an operation won't be necessary.

● NBC officials attempted to gauge the radio wishes of listeners by giving each visitor to its studios a questionnaire to be filled out. If the results really mean anything, then dance music should demand 27.3 per cent of all broadcasting time. But did you know that actually 30.4 per cent of all radio programs are made up of dance music?



RADIO STARS



McElliott

(Left) Lud Gluskin came from Europe to direct the band on CBS's "Summer Interlude." (Below) Emil Velazco built a dance combo around an organ for the CBS.



Kessler

PROF. JACK DENNY IS TO BECOME DR. DENNY. BING CROSBY'S BROTHER PLANS TO ORGANIZE A BAND



Lawson

**By Nelson
Keller**

BOX

(Right) Al Kavelin and his band is the reason so many New Yorkers are flocking to the Hotel Lexington. You can hear him over NBC stations.

- Did you ever hear of an orchestra leader directing his men while sitting down? That's what Mark Warnow does when playing for Lazy Bill Huggins over at CBS. It's really the laziest program we've ever seen. Singer Huggins sits, Director Warnow sits, the bandmen sit, the announcer and the production men sit.
- Up to the first of August the following were the most played songs of radio: *Cocktails for Two*, *All I Do Is Dream of You*, *Sleepyhead*, *I Wish I Were Twins*, *For All We Know*, *With My Eyes Wide Open*, *Spellbound*, *Got a Warm Spot*, *My Hat's on the Side of My Head*, *Never Had a Chance* and *I Ain't Lazy*.
- Ben Bernie, who is having his first real vacation in four years, is due to return to NBC September 18th.
- "Judy" is the title of a new song by Hoagy Carmichael which you'll be hearing soon. Carmichael is the man who has produced such hits as "Lazy Bones," "Star Dust" and "Old Rocking Chair."

- Joe Morrison, after appearing in "The Old Fashioned Way," a Paramount movie, shows great promise of being a big name in Hollywood. But isn't it odd how the whole matter of Joe's climb came about? Less than ten months ago, he was singing vocals with George Olsen's orchestra at the Hotel Pennsylvania in New York. Then along came Billy Hill's song, "The Last Round-Up," which was intended for the Ziegfeld Follies but which, by mere chance, Joe first sang over the air. As that song caught on, so did Joe. Paramount featured him on its Broadway stage, then signed him for pictures. In the meantime, everyone has forgotten that there ever was written such a song as "The Last Round-Up."
- When Morton Downey and Henry Busse were traveling with Whiteman, Henry would often steal into Mort's room about noon with a quart of ice cream and wake the tenor, just to see him beam. That was over ten years ago, but Mort still blames ro-

tund Henry for adding to his poundage, although everyone knows that Mort always puts away from two to six ice cream sodas a day. Recently, however, Barney McDevitt, Mort's boss, has been cracking down on him and the tenor has developed a more sylphlike form. Then Morton went to Chicago's Chez Paree for an engagement. Henry Busse's orchestra provides the music there and the two former Whiteman followers renewed old times. First morning of the engagement Henry was up early and hurried to Downey's suite at the Lake Shore Drive hotel with a quart of ice cream, woke Downey and saw his face light up as of old. Now Downey is on the gain again. And he's already no underweight.

- Al Donahue, the ork leader, is the proud father of a boy, born in July. Albert Gallatin is the name given the baby. Papa has been spending the summer playing at the Monte Carlo Casino, but will be back on NBC. He's due for a buildup.

The ANSWER MAN ANSWERS

(Right) Frank Buck, the animal bringer-backer, is on the air while Amos 'n' Andy have a vacation. Reposing on his neck, and disguised as a garter snake getting some inside information, is the good old Answer Man.



SATISFY YOUR CURIOSITY AND PERHAPS YOUR POCKETBOOK'S HUNGER BY JOINING THE ANSWER MAN'S CURIOSITY POPULARITY CONTEST

FLASH! FLESH!! FLUSH!!!
Which blatant, Winchellesque clarion call means that Uncle Answer Man in the flesh is flush with ideas flashing through his mind.

Jealous of the success of RADIO STARS' popularity contests, he is conducting one of his own among question askers, with prizes of \$5.00, \$3.00 and \$2.00. The winners will be judged on the merits of the things they DO NOT do, such as, for example, f'rinstance:

1. Do not ask for personal replies to their questions.
2. Do not ask for the addresses of radio artists.
3. Do not ask about non network stars.
4. Do not ask their replies be answered in the next issue. (You'd be surprised how practically impossible that is.)
5. Do not ask a question that has just been answered an issue or two before.
6. Do not ask more than two questions.

The three letters that do these things least, yet ask two straightforward, sensible questions in the neatest, most concise manner possible, win \$5.00, \$3.00 and \$2.00 in order of their merit. Letters mailed before midnight, September 15th, 1934, will be eligible. Address questions, whether you want to be a curiosity popularity contest winner or not, to The Answer Man, RADIO STARS, 149 Madison Avenue, New York City. Winners will be announced in the November issue.

If all this works out, maybe we'll create an award for Distinguished Service to Uncle Answer Man.

Q. Hey, Toots, howabout straightening out this business of who plays Mother Moran and Kay Norton in "Today's Children?" Also who plays Eileen Moran and Bob Crane? Also who writes the sketches. Also—oh, let it go at that.

A. Well, Mother Moran is played by Irna Phillips. But on the other hand, Kay Norton is played by Irna

Phillips. Then again, the sketches are written by one Irna Phillips. So there you are. Eileen Moran is played by Irene Wicker, and Bob is Walter Wicker, her husband in real life.

Q. Are Marion and Jim Jordan engaged?

A. No, that's all over. They're married now.

Q. At least fifty-one people believe your Uncle when he says that the questions asked the most number of times are the ones that will be answered. That number of people signed Miss Matilda Landsman's plea to know more about Eddie Duchin.

A. Matilda and Company, if you'd had one more person asking about Duchin, I could have answered it. I could have told you that he was born and brought up in Boston, Massachusetts. I could say that his drug store chain owning father intended that he should be a pharmacist. I could write that he got his start when he organized a three-piece orchestra, consisting of a saxophone, piano and fiddle, at a summer camp where he worked. I might even tell you that in the summer of his junior year at Pharmacy College, Eddie won an audition with Leo Reisman and played with him at the old Waldorf Astoria in New York and later at the Central Park Casino. It was there, while tables full of adoring debutantes looked at this handsome young musician that his piano playing became so popular he was given an opportunity to lead his own orchestra there. Yes, and I could have said that he is tall, dark and handsome, but I don't think I'd have mentioned the fact that he swears he is a confirmed bachelor. I might have disappointed too many of you. But then, since you haven't quite enough names, Matilda, I can't write anything at all.

Q. Caught you fibbing again, Unkie. You said Little Jackie Heller wasn't married. He is.

A. He is not.

Q. He is so.

(Continued on page 88)

"I tried to see a BROADCAST"

IT'S SUPPOSED TO BE EASY TO GET INTO A BROADCAST, BUT HERE'S THE EXPERIENCE OF ONE WHO TRIED



The above picture was taken in Studio 8-H at Radio City where 1200 people may be accommodated during a broadcast. Here you see a crowd watching a Cities Service broadcast.

(From the correspondence of Stanley Nelson)
Cedarhurst, Long Island
April 10, 1934

Editor, RADIO STARS
149 Madison Avenue, New York, N. Y.
Dear Friend:—

Every month I read your magazine, which I think is the best radio magazine published. It certainly has some swell stories in it and I can't hardly wait to get it each time it is printed.

Now I wonder if you would do a little favor for me. A fellow like you must certainly have some "drag" with the radio stations and it wouldn't be any trouble for you to get me a couple of tickets to a broadcast. I would much rather have the tickets for a Radio City broadcast, as I would also like to see Radio City. So would you please send me two tickets for the Chase & Sanborn program for next Sunday night?

Very truly yours,
STANLEY NELSON.

RADIO STARS, 149 Madison Avenue
New York City, April 13, 1934

Mr. Stanley Nelson,
Cedarhurst, L. I.
Dear Mr. Nelson:

I am very sorry that I cannot comply with your request

for tickets to a broadcast, but so many readers write letters similar to yours that it would be impossible to take care of them all. My suggestion is that you write directly to the National Broadcasting Co., 30 Rockefeller Plaza, N. Y. C., or the Columbia Broadcasting System, 485 Madison Ave., N. Y. C., and request tickets from them.

Very truly yours,
Curtis Mitchell, Editor.

May 6, 1934

Mr. Curtis Mitchell, Editor, RADIO STARS,
149 Madison Avenue, New York, N. Y.
Dear Friend:—

Well, Mr. Mitchell, your idea of writing to the broadcasting company was not so "hot". Like you said, I wrote a letter to the National Broadcasting Company and said, "Would it be possible for me to get a pair of tickets for the Chase & Sanborn program? If so may I have them for the soonest possible Sunday night?"

Well, I sent them that letter, Mr. Mitchell, and then I just sat and sat and waited and waited.

Finally I got an answer. They didn't bother sending me a letter. They just sent me a printed card saying, "We appreciate your desire to attend a broadcast and regret that it is impossible to comply with your request for broadcast tickets. Although we are not in a position to admit you to a broadcast, we" (Continued on page 94)



Ray Lee Jackson

A gang of huskies, these Revelers. And they owe it to three squares a day. L. to r.: Wilfred Glenn, Elliot Shaw, Lewis James and Robert Simmons.

Food Fit for Kings of the Air

It took a visit to the home of Wilfred Glenn, basso of the Revelers, to show me that the greatest invention was not the radio, nor the submarine, nor the harvesting machine.

No joking, folks, science's greatest gift to mankind is the lowly tin can.

After the dinner Mrs. Glenn set before us, no one could disprove this. And it suddenly occurred to me that many of you may not know about some of the wonders that come in cans. Such things as cakes ready to add milk and put into the oven. Roasts that take less than fifteen minutes to cook and serve. Every conceivable kind of soup and vegetables, all fruits and juices. Besides jars of olives, spices and sauces, relishes, pickles, all shapes, sizes and kinds, conserves, preserves and hor d'oeuvres.

Bill Glenn was once actually noted for making a nuisance of himself—and I have this from no less an authority than his wife—by his hobby in kitchen concoctions. Along Radio Row he is known for the strange and wondrous dishes that suddenly appeared after he went through long, elaborate and mysterious rites

behind a stove. Everyone was welcome at the Glenn domicile to partake and praise.

That was quite all right, says his Missus. Guests are a pleasure, but Bill was not always at home to greet them in his white starched apron. And more than once his frau had been put on the spot, for she doesn't boast her husband's skill in his self-imposed art.

This went on for years, but now, she tells me, her problems are solved. No unexpected guest, be it the president of NBC himself, can jolt her into a dither. For when said guest arrives at the dinner hour, insisting that he can't possibly tarry, she calmly steps into her pantry and runs an experienced eye over well-stocked shelves.

It's always a good idea to be sure your first course, whether for breakfast, luncheon, or dinner, is an appetite-inducer. Because there is some psychic connection in which the mind assures

the stomach that the rest of the meal will measure up if the first course is tasty.

Breakfast is a difficult meal to put over. But it's very important for it starts the day and (Continued on page 70)

**By Mrs. Alice
Paige Monroe**

**Do you know the surest way
of getting sufficient vitamins?**

**Do you know that there are
many ways to prepare one
can of food?**

**Do you know there are roasts
that take only fifteen minutes
to cook and serve?**

HOW DO YOU TREAT THE GUEST WHO ARRIVES UNEXPECTEDLY AT DINNER?

RADIO STARS

Keep young and Beautiful

WHEN YOUR SUN-TAN
TURNS SALLOW-TAN,
DEPEND ON YOUR
MAKEUP TO COME TO
THE RESCUE

By *Carolyn*
Belmont

You all know Babs Ryan, orchid snatcher with the Waring band. She says it's a wise lass who takes off that faded sun-tan when she puts away her summer clothes. Note Bab's lovely hair and hands.



Seymore

YOU may have thrilled the lifeguard at the beach this past summer, but it would be a hard job to turn that young man's head in the cool, clear light of an autumn day, for while you may still boast your nymph-like figure, your hair looks like the top of a faded haystack and your glorious sun-tan is fast becoming sallow-tan. After being buttoned up in fall frocks for a week or so, your face takes on one shade and your neck, arms and shoulders several others, until you are ready to give up in despair when you slip into an evening gown.

Well, first of all, let's consider your hair after the summer sun. Some of you have been telling me that you just can't do anything with it. But you can, and quickly get it back to normal, besides enhancing its natural beauty.

What your hair needs more than anything is plenty of

oil and attention to remedy what the sun has done to it. Get any good oil. Warm it and then rub thoroughly into the scalp. If your hair is discolored and streaked and the ends are brittle and split, apply the oil to the hair itself.

After the scalp and hair are saturated, steam with Turkish towels wrung out in very hot water. This opens the pores and lets the oil penetrate. After the third hot towel, massage the scalp. Begin at the base of the skull. Place fingertips of both hands on the head and with a rotary movement of each finger move and twist the scalp. Do this until the scalp feels loose, then steam with several more towels. Now wrap the head carefully in a dry towel and hop into bed. The next morning, shampoo, washing with three or four soapings and at least half a dozen rinsings. Be sure to get every speck of soap out of the hair. If it squeaks when *(Continued on page 82)*



Debonair Eddie Duchin, NBC orchestra pilot.

Jackson

Programs Day by Day

SUNDAYS

(September 2nd, 9th, 16th, 23rd and 30th.)

- 9:00 A.M. EDT (½)—The Balladeers. Male chorus and instrumental trio. WEAJ and an NBC red network. Station list unavailable.
- 9:00 EDT—Sunday Morning at Aunt Susan's. Children's program. WAAC, WADC, WOKO, WNAC, WGR, CKLW, WCAU, WJAS, WEAN, WFBL, WQAM, WDBO, WGST, WPD, WICC, WDOD, WBNS, WLBW, WGLC, KLRA, WRBC, WLAC, WDBJ, WHEC, WTOG, WMAS, WSJS, WORC. (Network especially subject to change.)
- 9:00 EDT (1)—NBC Children's Hour. Milton J. Cross, master of ceremonies. WJZ and an NBC blue network. Station list unavailable.
- 9:30 EDT (¾)—Ellsworth Vines, Jr. Serving tennis talks. WEAJ and an NBC red network. Station list unavailable.
- 10:00 EDT (½)—Southernaires Quartet. Melodies from Dixie. WJZ and an NBC blue network. Station list unavailable.
- 10:00 EDT (½)—Sabbath Reveries. Dr. Charles L. Goodell. Mixed quartet. WEAJ and an NBC red network. Station list unavailable.
- 11:00 EDT (5 min.)—News Service. WEAJ, WJZ and NBC red and blue networks. Station list unavailable.
- 11:05 EDT (25 min.)—Morning musicale. WJZ and an NBC blue network. Station list unavailable.
- 11:30 EDT (1)—Major Bowes Capitol Family. Tom McLaughlin, baritone; Hannah Klein, pianist; Nicholas Cosentino, ten.; The Guardsmen; male quartet; symphony orchestra, Waldo Mayo, conductor. WEAJ and an NBC red network. Station list unavailable.
- 11:30 EDT (1)—Salt Lake City Tabernacle Choir and Organ. WAAC, WADC, WOKO, WCAO, WNAC, WGR, WHK, CKLW, WHAS, WJAS, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WPG, WRBC, WICC, WBT, WDOD, KVOR, WBNS, KLZ, WLBW, KTRH, WGLC, KFAB, KLRA, WFEA, WREC, WISN, WCCO, WLAC, WDSU, KOMA, WMBD, WDBJ, KSL, WTOG, KSCJ, WACO, WMT, KFH, WSJS, WORC, WKBN. (Network especially subject to change.)
- 12:30 P.M. EDT (1)—Radio City Concerts; Symphony Orchestra; Chorus; Soloists. WJZ and an NBC blue network. Station list unavailable.
- 1:00 EDT (½)—Ann Leaf at the Organ. WAAC, WOKO, WCAO, WAAB, WGR, WADC, WDBO, WCAU, WHAS, WIP, CKLW, WDRB, KMBC, WJAS, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WPG, WBT, KVOR, WBNS, KRLD, KLZ, WLBW, WGLC, KLRA, WREC, WISN, WCCO, WLAC, WDSU, KOMA, WMBD, WDBJ, KSL, WTOG, WHEC, KSL, KSCJ, WSBT, WSJS, WORC, WNAX, WKBN, WALA, WDNB, WHK, CKAC, WHP, KDB, KTRH, KOIN. (Network especially subject to change.)
- 1:00 EDT (½)—Road to Romany; Gypsy Music. WEAJ and an NBC red network. Station list unavailable.
- 1:30 EDT (½)—The Sunday Forum. Dr. Ralph W. Sockman. Music and male quartet.

ONE MORE MONTH, BOYS AND GIRLS, AND WE'LL KNOCK THE DAYLIGHTS OUT OF SAVING TIME. UNTIL THEN, USE THE TIME CONVERSION CHART BELOW. IT SAVES HEADACHES

Eastern Daylight Saving Time	Eastern Standard and Central Daylight Time	Mountain Daylight and Central Standard Time	Pacific Daylight and Mountain Standard Time	Pacific Standard Time
1 A.M.	12 Mdt.	11 P.M.	10 P.M.	9 P.M.
2 A.M.	1 A.M.	12 Mdt.	11 P.M.	10 P.M.
3 A.M.	2 A.M.	1 A.M.	12 Mdt.	11 P.M.
4 A.M.	3 A.M.	2 A.M.	1 A.M.	12 Mdt.
5 A.M.	4 A.M.	3 A.M.	2 A.M.	1 A.M.
6 A.M.	5 A.M.	4 A.M.	3 A.M.	2 A.M.
7 A.M.	6 A.M.	5 A.M.	4 A.M.	3 A.M.
8 A.M.	7 A.M.	6 A.M.	5 A.M.	4 A.M.
9 A.M.	8 A.M.	7 A.M.	6 A.M.	5 A.M.
10 A.M.	9 A.M.	8 A.M.	7 A.M.	6 A.M.
11 A.M.	10 A.M.	9 A.M.	8 A.M.	7 A.M.
12 Noon	11 A.M.	10 A.M.	9 A.M.	8 A.M.
1 P.M.	12 Noon	11 A.M.	10 A.M.	9 A.M.
2 P.M.	1 P.M.	12 Noon	11 A.M.	10 A.M.
3 P.M.	2 P.M.	1 P.M.	12 Noon	11 A.M.
4 P.M.	3 P.M.	2 P.M.	1 P.M.	12 Noon
5 P.M.	4 P.M.	3 P.M.	2 P.M.	1 P.M.
6 P.M.	5 P.M.	4 P.M.	3 P.M.	2 P.M.
7 P.M.	6 P.M.	5 P.M.	4 P.M.	3 P.M.
8 P.M.	7 P.M.	6 P.M.	5 P.M.	4 P.M.
9 P.M.	8 P.M.	7 P.M.	6 P.M.	5 P.M.
10 P.M.	9 P.M.	8 P.M.	7 P.M.	6 P.M.
11 P.M.	10 P.M.	9 P.M.	8 P.M.	7 P.M.
12 Mdt.	11 P.M.	10 P.M.	9 P.M.	8 P.M.

- WJZ and an NBC blue network. Station list unavailable.
- 1:30 EDT (½)—Mary Small, juvenile singer; William Wirges Orchestra; guest artists. (B. T. Babbitt and Co.) WEAJ, WTAG, WJAR, WFI, WFBR, WGY, WBEN, WCAE, WSAI, WTAM, WEEI, WMAQ, WCSH, WRC, WWJ, WOC, WHO, WOW, WDAF.
- 2:00 EDT (½)—Crazy Water Hotel Company. WEAJ, WWJ, WWNC, WTAG, WEEI, WJAR, WCSH, WFBR, WRC, WGY, WBEN, WTAM, WCAE, WMAQ, WPTF,

- WKY, WLW, WFAA, KPBC, WOAI, KVOO, WOW, WRVA, WIS, WJAX, WFLA, WMC, WAPI, WSMB, WOC, WHO.
- 2:30 EDT (½)—Landt Trio and White with Peg LaCentra, singer and Eddie Connors' Novelty Orchestra. Songs and comedy. WEAJ and an NBC red network. Station list unavailable.
- 3:00 EDT (1)—Detroit Symphony Orchestra—Victor Kolar, Conductor. From Century of Progress, Chicago. WAAC, WADC, WOKO, WCAO, WNAC, WGR, WHK, CKLW, WDRB, WFBL, KMBC, WHAS, WCAU, W3XAU, WJAS, WBAN, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WLBZ, WRBC, WICC, KVOR, WBNS, KRLD, KLZ, WLBW, WBIG, WGLC, KFAB, KLRA, WFEA, WREC, WCCO, CKAC, WLAC, WDSU, KOMA, KOH, WDBJ, KSL, KTS, WTOG, WHP, WADC, KSCJ, WSBT, WMAS, WIBW, CFRB, KTUL, WMT, KFH, WSJS, WORC, WNAX, WKBN, KTRH, KOIN, WALA, WDNB, WNOX, WISN. (Network especially subject to change.)
- 3:00 EDT (½)—Bar X Days and Nights. (Health Products.) WJZ, WBAL, WSYR, KDKA, WMAL, WBZ, WBZA, WGAR, WJR, WCKY, KWK, KWCR, KSO, WREN, KOIL, KYW.
- 3:00 EDT (¾)—Talkie Picture Time. Dramatic sketches. (Luxor, Ltd.) WEAJ, WTAG, WEEI, WJAR, WCSH, WLIT, WRC, WFBR, WGY, WCAE, WSAI, WOW, WMAQ, WDAF, WSM, WMC, WOC, KSD, WBEN, WTAM, WWJ, WHO, WAPI, WSB, WJDX, WSMB.
- 4:00 EDT (½)—Buffalo Variety Workshop—Featuring Harold Austin's Orchestra with Jack Quinlan, baritone, and Olive Adams, blues singer. WAAC, WADC, WOKO, WCAO, WNAC, WGR, WHK, CKLW, WDRB, WFBL, KMBC, WHAS, WCAU, W3XAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WLBZ, WRBC, WICC, WBT, KVOR, WBNS, KRLD, KLZ, WLBW, WBIG, WGLC, KLRA, WFEA, WREC, WISN, WCCO, WSPA, CKAC, WLAC, WDSU, KOMA, WMBD, KOH, WDBJ, KSL, WHP, WTOG, KSCJ, WSBT, WMAS, WIBW, CFRB, KTUL, KFH, WSJS, WALA, WDNB, WNOX, KDB, WADC, KTRH, KOIN. (Network especially subject to change.)
- 4:00 EDT (1)—Chicago Symphony Orchestra from Century of Progress. WEAJ and an NBC red network. Station list unavailable.
- 5:00 EDT (½)—National Vespers: Visiting ministers. Music and mixed quartet. WJZ and an NBC blue network. Station list unavailable.
- 5:30 EDT (½)—Chicago A Capella Choir; Edward Davies, baritone; Koestner's orchestra. (Hoover.) WEAJ, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WMAQ, WOW, WDAF, WLW.
- 5:30 EDT (½)—Julia Sanderson and Frank Crumit. (General Baking.) WAAC, WOKO, WCAO, WAAB, WGR, WHK, CKLW, WDRB, WCAU, W3XAU, WEAN, WFBL, WSPD, WJSV, WICC, WBNS, WTAR, WHEC, WWVA, WORC, WMAS, WADC, WFBL, KMBC, WHAS, KMOX, KTUL, WDSU, KOMA, KFH, WBSX.

(Continued on page 87)

"This is why I prefer Camels —"

Mrs. Henry Field
OF CHICAGO



Copyright, 1931, R. J. Reynolds Tobacco Company

■ Before her marriage to the grandnephew of Marshall Field, the founder of the family, Mrs. Henry Field went to school in Washington, in Switzerland, and in England. She collects French and American contemporary paintings, she writes, she plays, she is keenly interested in the theatre, and she prefers traveling by air. She loves to dance, goes constantly to balls and parties, and always smokes Camel cigarettes.

"The main reason I like Camels so much better than other cigarettes is because they taste better," says Mrs. Field. "I can smoke as many as I want because they are mild and don't make my nerves jumpy. I find, when I am tired, that smoking a Camel renews my energy, gives me a 'lift.'"

Camel smokers have noticed for a long time that they do get an increase in their flow of energy from Camels. This release of your latent energy is produced by Camels in a wholly safe and natural way. So, whenever you feel tired—smoke a mild, fragrant, refreshing Camel.

Camels are Milder

CAMELS ARE MADE FROM FINER,
MORE EXPENSIVE TOBACCOS—
TURKISH AND DOMESTIC—THAN
ANY OTHER POPULAR BRAND.





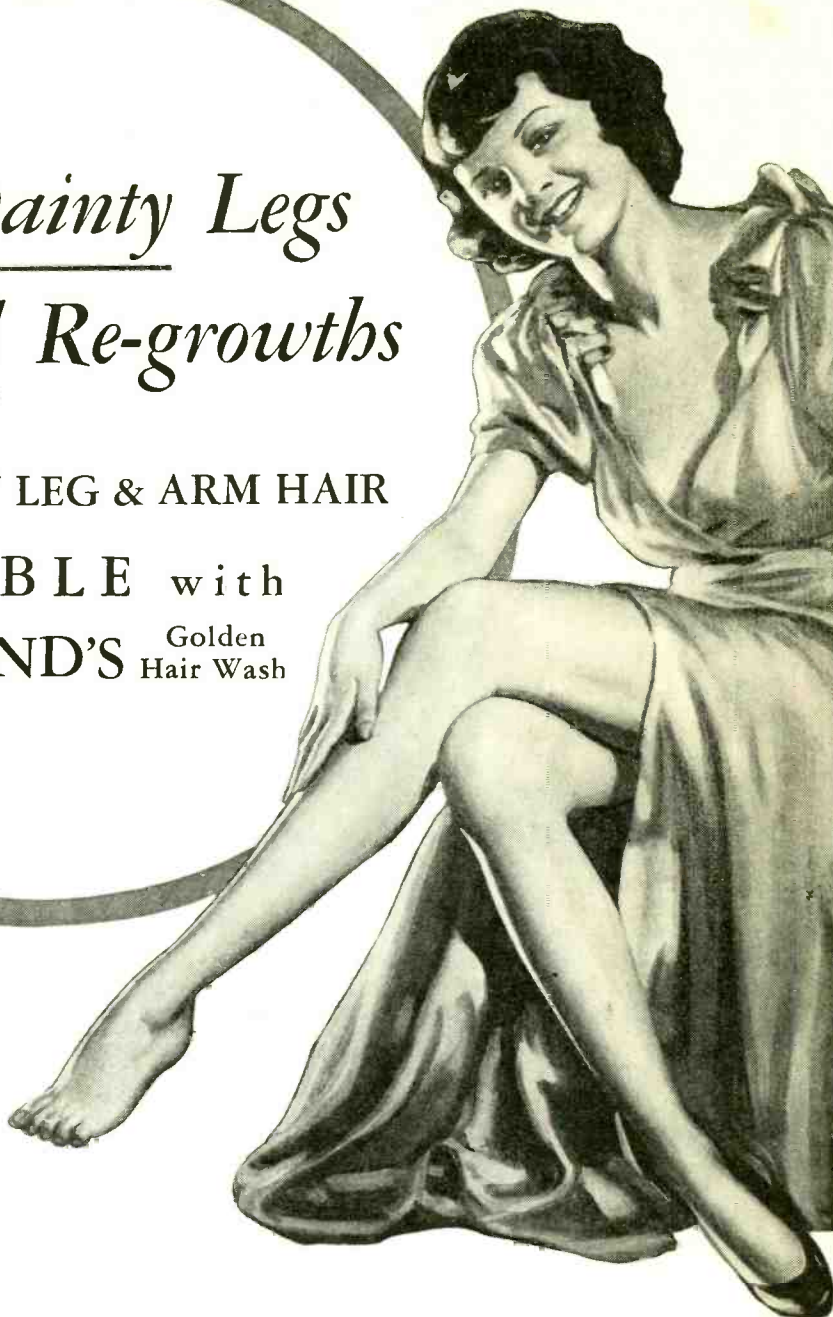
...fred waring

*Have Dainty Legs
Avoid All Re-growths*

MAKE UGLY LEG & ARM HAIR
INVISIBLE with
MARCHAND'S Golden Hair Wash



New Black & Gold Package 1934



"DARK hair on arms and legs used to drive me to tears," writes a woman. "I shaved it off. I tried rubbing it off with a sand paper gadget. But back it grew every time, coarser and blacker than ever. On a friend's advice, I used Marchand's Golden Hair Wash. (*It actually made the hair invisible.*) Everything you say about it is true. I have no more worries about re-growths or skin irritations. I'm not afraid to show off my arms and legs now!"

Just another case of a girl who tried to stop natural hair growth, but only stimulated it instead. Nature won't let you destroy hair growth. But nature will let you take the blackness, the real ugliness out of excess hair. Marchand's Golden Hair Wash makes it like the light, unnoticeable down on the blonde.

Easy, safe to do at home. Excess hair stays invisible indefinitely. Takes only 20-30 minutes. Inexpensive. Refuse substitutes if you want the results. Get genuine Marchand's Golden Hair Wash.

*Marchand's Hair Experts Develop
Marvelous New Castile Shampoo
to Cleanse All Shades of Hair*

Now a shampoo that brings out the hidden beauty of the hair—Natural lustre and color—soft, caressable texture. The new Marchand's Castile Shampoo cleanses perfectly and rinses completely—that's why it leaves hair so lustrous.

For everyone—brunettes, blondes, titians. Does not lighten or change the color of hair. Ask your druggist for Marchand's Castile Shampoo. This New product is entirely different from Marchand's Golden Hair Wash, which is used to lighten hair.

**MARCHAND'S
GOLDEN HAIR WASH**

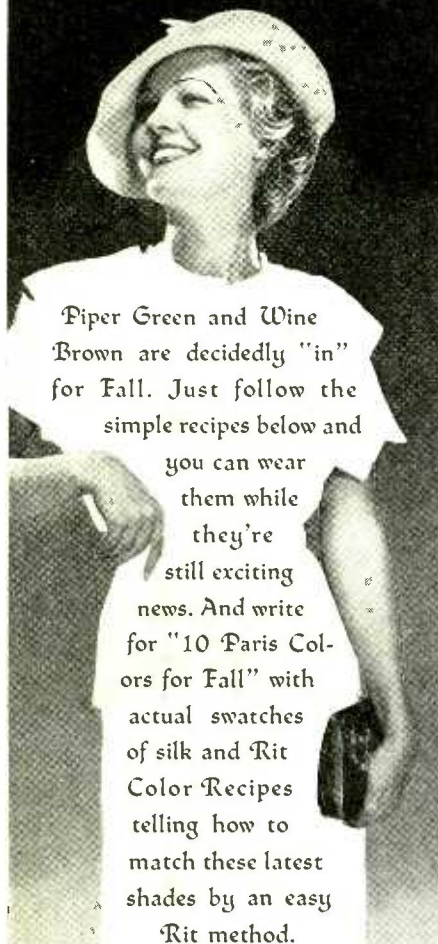
Ask Your Druggist Or Get By Mail—Use Coupon Below

C. Marchand Co., 251 W. 19th St., N. Y. C
45c enclosed (send coins or stamps) Name.....
Please send me a regular bottle of Marchand's Golden Hair Wash. M.M.1034. Address.....City.....State.....

Food Fit for Kings of the Air

(Continued from page 64)

ADVANCE
Paris Colors
**WILL MAKE LAST YEAR'S FROCK
THIS SEASON'S SENSATION**



Piper Green and Wine Brown are decidedly "in" for Fall. Just follow the simple recipes below and you can wear them while they're still exciting news. And write for "10 Paris Colors for Fall" with actual swatches of silk and Rit Color Recipes telling how to match these latest shades by an easy Rit method.

PIPER GREEN

1½ Wafer Dark Green Rit
½ Wafer Gold Rit

WINE BROWN

1¼ Wafer Dark Brown Rit
1 Wafer Wine Rit

Instant Rit (not a soap!) penetrates the fibres as "surface dyes" never do—provides clearer, longer lasting, more brilliant colors. Remember, re-coloring is best over white material, so take old color out with White Rit—quick, easy, harmless. 15c at drug stores and notion counters everywhere.

YOU'LL HAVE BETTER LUCK WITH RIT



RIT

... in the convenient scored wafer; easier to measure; won't sift out of the package.

Miss Rit, 1401 W. Jackson Blvd., Chicago
Please send me your folder A-74 "Ten Paris Colors for Fall" with silk swatches and your new Rit Color Recipes.

Name

Address

City..... State

(If more convenient, paste on penny post card)

a good beginning promises a similar ending. Inject a dash of color and charm into the menus, linens and china.

Fruit juices (no, you don't have to squeeze any more), tomato and kraut juice awakens the appetite. Followed with, say, muffins with jam, jelly or marmalade and a beverage—and the breakfast is on.

BY the way, don't hesitate on hurried week-day mornings to tackle muffins, biscuits, waffles, flap-jacks and quick breads, for now all you have to do is add milk or water to flours already prepared.

Not many of us have difficulty with luncheons, for a hot dish and a salad is sure to satisfy. Macaroni in green peppers, or spaghetti in pimento cups are simple to prepare and nourishing, too. Ramekins of hot baked beans, creamed vegetables, or a creamed soup also take care of the hot dish. Vegetable plates are becoming more and more popular. Can you think of anything more attractive than sauted mushrooms, green asparagus, yellow kernel corn, brussels sprouts or cabbage, and diced beets? Or mashed potatoes, spinach, tomatoes, carrots and peas? There are any number of combinations.

It's dinner that is apt to prove a Waterloo. It's a good idea to plan the first course as a special surprise each evening. One night serve cocktails of juices—fruit, clam, tomato, kraut. Another time have crab, oyster or clam cocktails with piquant sauces. For the next dinner, serve canapes. They can be spread with almost any kind of butters, pastes, garnishes and relish. And what is ever so exciting as a large platter of hors d'oeuvre? Dabs of leftovers will supply these. You can serve canapes with them if you like. Remember to marinate all the vegetables.

Suggestions for hors d'oeuvre are hearts of artichokes, asparagus tips, little pickled beets, cauliflower, balls or cubes of alligator pear, hard cooked eggs, green and ripe olives, stuffed and plain, radishes, pickled onions, anchovies, smoked salmon, tomatoes, and garnishes of chopped parsley, water cress, chives and pimiento. And would you believe it, these are only a few which you will discover for yourself when you begin to think about hors d'oeuvre.

When it comes to soups—there is every conceivable kind on the market with many new and delicious consommés that can be served hot or jellied.

For the main course, I find it simplest when unexpected guests arrive, to choose a fowl or ham all ready prepared, which can be quickly heated and garnished to suit the individual taste. Fish ready to serve, or various potted and deviled meats also fill the need. Choose the vegetables with an eye to the color and thought of the combination of flavors.

DSSERTS. Everybody has a favorite. Pies are popular with men, and the Revelers are no exceptions. So you shall have each of their recipes for the asking. Just fill in the coupon, at the end of this

article, with your name and address and mail it to RADIO STARS to learn how the Revelers do it.

Just in case you haven't a recipe for pie crust handy, here is an excellent one:

- 2½ cups sifted cake flour
- ½ teaspoon salt
- ¾ cup cold shortening
- ¾ cup cold water

Sift the flour once. Then measure, add salt and sift again. Cut in shortening until pieces are about the size of small peas. Add water (preferably ice water), a very small amount at a time, mixing lightly with a fork *only enough to make flour hold together*. Continue until all flour is mixed in separate portions, neither sticky nor crumbly. Handle as little as possible. Wrap in waxed paper, press together, flattening slightly, and chill thoroughly before rolling. Roll out on a slightly floured board to ⅛ inch thickness. Bake in a hot oven (450°F.) for 15 minutes. Make enough pastry for one 9 inch two-crust pie. Use one-half of the recipe for one pie shell.

Important secrets to achieve tender pie crust are to have your ingredients icy cold, chill the dough before rolling, and to handle just as little as possible. A hint to beginning cooks: Roll the chilled pastry two inches larger than the pie tin to allow for sinking down into the tin and for making the fold at the edge.

I'd like to remark that if your oven hasn't a thermometer that you can get a reliable little one at the Five and Ten. Remember that success in bakery depends to a great extent on the temperature of the oven.

There are many ready desserts. Gelatine is always a sure bet, because you can dress it up so attractively. As one woman says, "You can have a lot of fun giving it something to wiggle on and at the same time crowning it." If you know your fruits, you know the secret. Some sink, others float. Here are the sinking ones: canned cherries, Maraschino cherries and peaches, pineapple, raspberries, blackberries, and apricots, all canned and stewed prunes. Floating crowns are broken nuts, diced apples, sections of fresh grapefruit and orange, sliced bananas, marshmallows, fresh strawberries and fresh diced pears.

Tapiocas and custards are other successful quickies. And all of you have probably used the special cake flours that assure success in baking. Not only are there these, but there are others that merely require the addition of wet ingredients such as eggs and milk.

FRUIT salads all ready mixed can take the place of both salad and dessert.

If Mrs. Glenn is in doubt as to what the menus are to be, with a flip of her manicured fingers—she can keep them that way now—she turns the pages of recipe booklets, provided by manufacturers for just such emergencies, and makes a selection. Even friend Hubby is becoming converted to her new methods.

Have you ever glanced through one of these booklets? Well, there are many ways to serve one can of food. Not that you have to toil over preparation, for you can open the can and serve the contents as is. But the various ways to make them different, in practically no time at all, just goes to show you the time, wisdom and effort that has gone into the creation of one canned product. And there are endless varieties of food, foods packed full of vitamins and minerals for which everybody is searching.

YOU can depend on manufacturers to cooperate to achieving health. First of all the foods, whether string beans or hams-to-be, are raised in the best territory suitable for their particular production.

Immediately on being gathered they are taken to the factory. Few hands handle them and no time is allowed for drooping and wilting which happens to so much fresh produce that comes to our kitchens. At the factory all the food undergoes a rigid inspection for uniformity, color, nutritious value and general wholesomeness.

Then under scrupulous care they are prepared for canning, far safer than any we can do at home for there is never any prolonged or over-heating to destroy vitamins, colors and flavors.

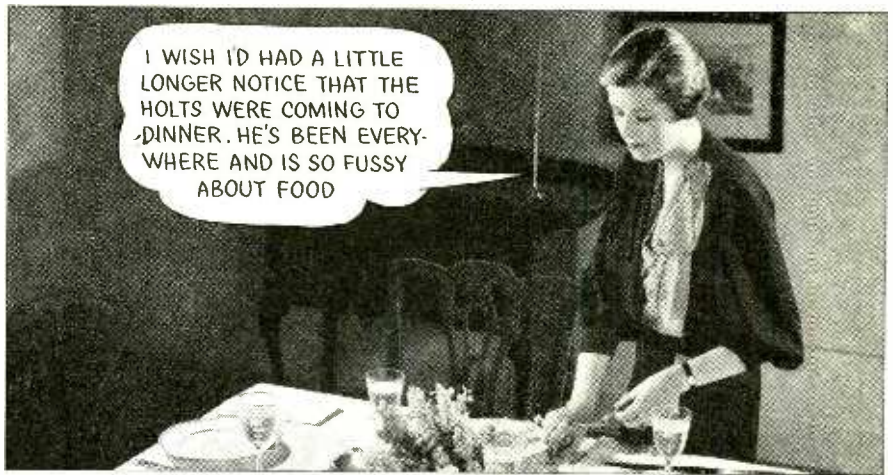
With scientific exactness, each and every food is canned. And then within a few minutes after opening, it comes to our tables delicious and beneficial. What's more, the fragrant aromas do not disappoint—as they often have a way of doing when the housewife prepares raw vegetables. Uniformity and unmatched standard is what reliable manufacturers boast.

Women are finally becoming tin can minded so even the can opener has come in for its share of improvement. You used to have to pump a blunt piece of steel up and down, sawing around the top of a can. Today, with a few turns of a little handle, the entire top of the can is removed.

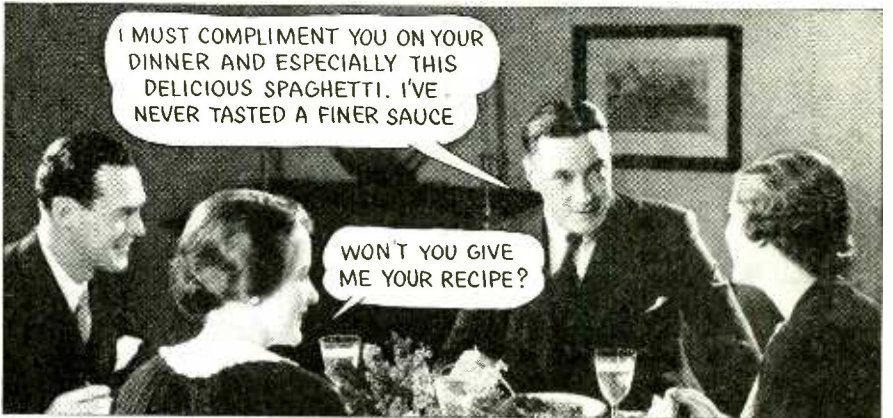
It occurred to me that perhaps some of you may not know the contents of the various size cans. No. 1 size holds 1½ cups; No. 2—2½ cups; No. 2½—3½ cups; No. 3—4 cups. Thus you can avoid waste and left-overs by choosing the one that will fit the recipes and your families' appetites.

Nowadays, wise timing in the kitchen gives us more time for recreation. It lessens irritation and nervous strain from fatigue, because we get a chance to rest.

In summing up, you know that the health and therefore the happiness of your family depends, to a great extent, on the wholesome, delicious foods attractively served to them by you



I WISH I'D HAD A LITTLE LONGER NOTICE THAT THE HOLTS WERE COMING TO DINNER. HE'S BEEN EVERYWHERE AND IS SO FUSSY ABOUT FOOD



I MUST COMPLIMENT YOU ON YOUR DINNER AND ESPECIALLY THIS DELICIOUS SPAGHETTI. I'VE NEVER TASTED A FINER SAUCE

WON'T YOU GIVE ME YOUR RECIPE?



MY RECIPE IS—GET FRANCO-AMERICAN SPAGHETTI, ALL READY PREPARED, JUST HEAT AND SERVE. NO WORK AT ALL—AND A FAR BETTER SAUCE THAN I COULD MAKE

"I was proud of my spaghetti but this kind beats mine —and what a lot of work I'm saved!"

MY FRIENDS SAY I'm a good cook. I think too much of my family to serve ready-cooked food purely for my own convenience. But, frankly, all of us prefer Franco-American Spaghetti to the spaghetti I used to make. So I use Franco-American now."

To make spaghetti à la Milanaise as Franco-American chefs prepare it, you'd need eleven different ingredients for the sauce. Plump, juicy tomatoes. Zestful old

Cheddar cheese. A long list of seasonings. You'd have to stir, taste and watch constantly. Why go to all this bother? Franco-American requires no cooking or fussing. You simply heat and serve.

Why not order from your grocer today? One taste will tell you how different Franco-American is from ordinary ready-cooked spaghetti. Truly economical, too. A generous can holding three to four portions costs only ten cents.



RADIO STARS RECIPE DEPARTMENT
RADIO STARS Magazine,
 149 Madison Avenue, New York, N. Y.

Please send me the REVELERS' Recipes.

Name.....
 (Print in pencil)

Address.....
 (Street and number)

(City)..... (State).....

(Continued from page 25)

The Magic of Maybelline Eye Beauty Aids



will instantly transform
your eyes into glowing
pools of loveliness

● Beautiful, expressive eyes are within the reach of every girl and woman in the simple magic of the famous Maybelline eye beauty aids. Their magic touch will reveal hitherto unsuspected beauty in your eyes, quickly and easily.

Just blend a soft, colorful shadow on your eyelids with Maybelline Eye Shadow and see how the color of your eyes is instantly intensified. Now form graceful, expressive eyebrows with the smooth-marking Maybelline Eyebrow Pencil. Finish your eye make-up with a few, simple brush strokes of harmless Maybelline Mascara to make your lashes appear *naturally* long, dark, and luxuriant, and behold—your eyes become twin jewels, expressing a new, more beautiful YOU!

Keep your lashes soft and silky with the pure Maybelline Eyelash Tonic Cream, and be sure to brush and train your eyebrows with the dainty, specially designed Maybelline Eyebrow Brush. All Maybelline eye beauty aids may be had in purse sizes at all leading 10c stores. Accept only genuine Maybelline products to be assured of highest quality and absolute harmlessness.



when shortly after the Coolidges moved into the White House, Dick Leibert became what amounts to concert master to the President. It gave him the contacts and publicity which, coupled with his new found capacities, brought him to New York as the Radio City organist.

Today he is probably the hardest worker in radio. He plays the organ for four and sometimes five shows at the Radio City Theatre in addition to his broadcasts at eight o'clock in the morning and in the afternoons and in the evenings. Sunday is the same as any other day. A fifteen-hour day is nothing in the life of this young Apollo. Five hours sleep is all he gets.

That early morning broadcast is still another example of Dick's uncanny gift for finding a four-leaf clover in the mud. You'd think he'd hate it, getting up early after a short sleep, rushing over to the studio with a breakfast frown, but he loves it.

"There's no broadcast I like better," he says. "I sit at the console high up in the studio building and see the people scrubbing their teeth, getting the children off to school, driving to the station, scraping with their wives, and I play to them all."

YET, he's a modest, retiring young fellow. His great passions, apart from music and his wife and child, are golf and fishing. Golf clubs and fishing tackle stand side by side in a corner of his Radio City office.

Illustrative of his modesty are the things he said when Roxy gave him the job playing the \$250,000 Radio City organ, largest in the world: "I kept my mouth shut because I was afraid I'd say the wrong thing. I let him do the talking. It was the realization of the dream of a lifetime for I had always wanted to play the organ in the old Roxy." He got more than that.

Of all the stories of the Leibert luck, the story of his marriage is the best. They fell in love when she was fourteen and he was eighteen. She was the daughter of Representative James V. McClintic of Oklahoma, he the son of a Bethlehem business man who played the trombone. Having fallen in love they ran away and got married, but the families got together and had the marriage annulled.

How's that for a bad start? But five years later, the two kids were still in love and ran off and did it all over again, this time to the delight of both clans.

You Can't Out-Shout Death

(Continued from page 36)

He wasn't happy in his job, a job good enough as jobs for boys under twenty go in a small town, but was there any future in it? Furthermore the choirmaster of the church in which he sang began urging that he have his voice trained.

It was all very confusing. After all did a young man engaged to be married have any right to give up a job and risk what little he had saved on something which might prove a wild goose chase?

Conrad and Madeleine talked things over and he gave up his job. With the little he had saved he set out for New York. Can't you just hear the talk this caused? Can't you just imagine the tight-lipped disapproval? Madeleine came in for her share of it too. "You'd actually think," they said "the way she goes around smiling, that a beau giving up his job and leaving you to run away to New York was something to be proud about."

Conrad found work as a floor-walker in New York. He lived in a small furnished room and ate meagre table d'hot.

EVERY day he and Madeleine wrote each other long letters. Once in a while he was able to go to Northampton for a week-end. But not often. It was then that Conrad suddenly seemed to sense that the years he and Madeleine would have together would be too few as it was. No longer was he willing to wait.

"Well," said the home town, "that Thibault boy certainly seems set upon ruining his life. Wouldn't he get married now and tie himself down! Now of all times! When it began to look as if, in time, with study, his voice really would

amount to something really great!" "We eloped," Conrad told me.

"When we reached the marriage license bureau it was closed. But we finally discovered a little light in a rear window and we pounded on the door until a man let us in. We took the license he gave us to a priest I knew uptown and were married that same night. It was Thanksgiving Eve . . ."

A fitting time for this marriage to take place, in spite of all the disapproving tongues, for during the seven years it lasted it was often cause for thanksgiving.

Madeleine had understanding. It was Madeleine who insisted Conrad accept the scholarship at the Curtis Institute of Music in Philadelphia. Madeleine remained in Northampton and took a job.

"I didn't always eat," Conrad will tell you with a slow, reminiscent smile, "but I always managed to have the railroad fare to Northampton ready in case a few free days came along." This went on for a long, lonely year. And brought Conrad Thibault to his fourth decision, the most momentous decision of all. By continuing at Curtis he stood every chance of considerable success in the musical world, but he doubted that any success could be worth the loneliness and heartache he and Madeleine were experiencing.

QUITE frankly he told the Board of Directors how he felt. Unless it was possible for him to have his wife with him he would not stick it. He had, he explained, had several radio offers.

"Thibault's completely mad!" croaked the croakers. "Can you imagine him

RADIO STARS

ready to throw away a scholarship!"

And, as always, there was something in what they said. But fortunately the Board of Directors proved more human than such Boards are prone to be. It was arranged that Madeleine might join him.

They took a little flat. And there was great rejoicing. In the summers they went to Paris, where Conrad continued his studies.

Madeleine Thibault fell gravely ill.

Beyond the money allotted him by Curtis, Conrad was making a little on the radio. Nevertheless with the added expense of this illness he didn't have enough.

At the Curtis Institute one day he fainted. He told me no part of this himself. He wouldn't. Nor did he tell Madeleine. Lying alone there in the hospital bed, she had plenty to worry about.

"You might," a fellow pupil told Conrad's instructor, "see if it isn't plain everyday hunger that ails Conrad."

It was. But medicines required his money, and hospital board required a careful husbanding of his slender resources. Since the Institute had been generous enough to allow him to have Madeleine with him, he would not complain.

The National Broadcasting Company sent for him. At any other time, this would have been a moment of triumph. Now, it was hard to sing. One of his numbers was a love song and while his thoughts were with the girl who lay in Philadelphia desperately ill, he poured his emotions into the words and melody of this number.

EVEN the arrival of an enthusiastic executive, contract in hand, did not raise his spirits. Even his signature on the promising contract which later brought him to the "Show Boat" hour failed to quiet his growing unrest.

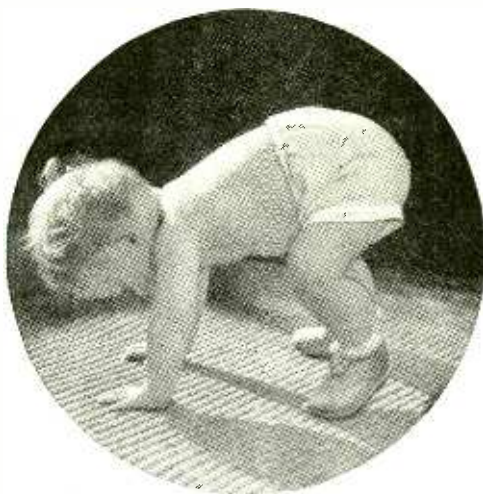
If you had known Conrad in those days, you would have understood that this nervousness was unusual, that it portended something significant. That night, he went back to Philadelphia and took a taxi from the train to the hospital. This was the moment for which he and Madeleine had lived. But at the hospital he met doctors and nurses who could not meet his eyes. They told him, reluctantly, that Madeleine had died.

ALL of this happened almost two years ago. But today when Conrad Thibault talks of his wife the words come slowly as if they cost him pain.

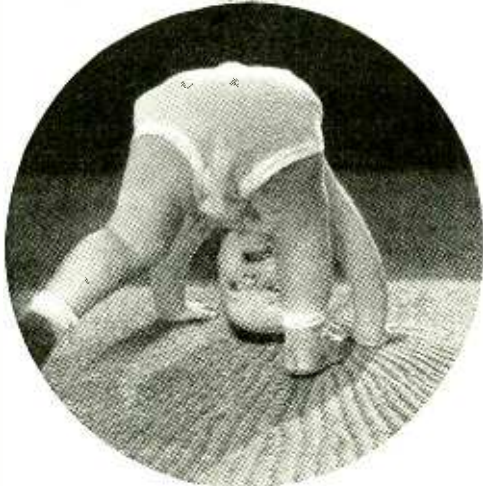
It was several days after Madeleine's funeral that Conrad sang over the NBC hookup for the first time. Letters poured in. The writers all explained how convinced they were that Conrad had experienced their particular sorrow; how they could tell this from his singing.

There's no doubt the love he has known and the sorrow he still knows color his song—for you can't out-shout Death.

It would take a man with the courage to make four such decisions as Conrad made, to take his life and love where he found them, to give that song the emotion and meaning which he brought to it. And it would take a man with such courage to carry on as Conrad carries on—walking alone, and all too lonely, along that high road of success he and his fair Madeleine dreamed of traveling together.



● *"Well, well, am I feeling good this morning! All bathed and powdered and full of pep!... Got to work off steam somehow. Guess I'll try that somersault Brother Bill was trying to teach me yesterday."*




● *"Boy—what a queer feeling! Where do I go from here? This wrong-side-up business certainly gets a fellow hot and bothered... Gee, have I got enough nerve or haven't I? — Come on, you scare-cat — PUSH!"*



● *"Uump! — Ouch! Shucks, that was easy! I'd do it again — only I'm a little warm and tired. Better get Mother to give me another rub-down with my Johnson's Baby Powder. And listen, all you other baby athletes..."*

● *"Tell your Mothers to test different baby powders with their finger-tips. They'll find some gritty—but Johnson's is softer than a bunny's ear. No zinc stearate or orris-root in it, either."*

Send 10c in coin (for convenience fasten coin with strip of adhesive tape) for samples of Johnson's Baby Powder, Soap and Cream. Dept. 135, Johnson & Johnson, New Brunswick, New Jersey. 



JOHNSON'S *Baby* **POWDER**

KOOL

MILDLY MENTHOLATED
CIGARETTES—CORK-TIPPED



**NOW THE LEADER IN
MENTHOLATED CIGARETTES**

Steer your course for true throat comfort. Light a KOOL! Refreshing as the forward deck in a spanking breeze!

The mild menthol cools the smoke, eases your throat—and yet brings out the flavor of the fine tobaccos to the fullest. KOOLS are cork-tipped—they don't stick to the lips.

Each pack carries a valuable B & W coupon good for desirable nationally advertised merchandise. (Offer good only in U. S. A.) Write for illustrated premium list.



15¢ for TWENTY 25¢ in CANADA

Brown & Williamson Tobacco Corp., Louisville, Ky.

Strictly Confidential

(Continued from page 41)

will return to the air under the sponsorship of Pepsodent, according to the firm's advertising manager, at 7 o'clock E. D. S. T. Monday evening, September 17th, over the same NBC hookup as heretofore. The Goldbergs will return the same evening after a sixty day vacation. The firm will continue its sponsorship of the Leido Typica orchestra from Mexico City, its Tarzan series in Australia, and the new Frank Buck Jungle series.

THERE is nothing to the report published in New York papers that Phil Baker was kidnapped in Chicago. Phil laughs at the idea; Police Chief James P. Allman knows nothing about it.

AN Episcopal rector, with an exclusive contract with Paramount pictures in his pocket, backed the family automobile out of a garage at Highlands, New Jersey last June and headed for Hollywood.

Believe it or not he had been engaged to write songs and dialogue for Joe Penner's new Paramount picture, which you will soon be seeing. Writing under the name of Hal Rainor, he is really the Reverend Henry Scott Rubel, a clergyman who married Dorothy Deuel, former Broadway dancer and musical comedy star.

For a year the Reverend Rubel has been writing a substantial portion of Joe Penner's shows. But inasmuch as his parish services kept him occupied at 7 o'clock Sunday evenings he had never heard any of his work over the air until he left on his summer's jaunt.

The Reverend has also been writing "Wooley the Moth," the insect sketch heard on WENR, Chicago. His exclusive Hollywood contract forced him to give that up. Thereupon the agency handling the show turned the job over to his wife.

THE four year old son of Virginia Clark, who has the title role in "The Romance of Helen Trent," nearly lost his life playing with matches. Severe burns landed him in a Chicago hospital for many days.

KATHERINE AVERY, heard as Mary Lee on the CBS Joan Marrow program, missed a broadcast the other day. As she drove the car out of the garage at her Evanston home to start for the studio she noticed a piece of child's clothing floating in the garden fish pond. She went to investigate and found that her two year old son, Peter, had tumbled into the water. She pulled him out, started artificial respiration and after forty-five minutes revived the child. Katherine Avery was a swimming expert at Northwestern University and learned about life saving there. And she is thankful!

AN infection of the ear put Wendell Hall off his NBC program five weeks before he had intended to take his summer vacation. Irene Beasley stepped into the Sunday evening gap. The Red Headed Music Maker will be back earlier in the fall.

PHIL WRIGLEY has lots of faith in Myrt and Marge. When he brings them back to Columbia Monday evening, October 1st, they will be spotted in the midwest and far west opposite Amos 'n' Andy from 10 to 10:15 P. M.

CHARLES P. HUGHES, the genial "First Nighter", who also turns out "Talking Picture Time" has a third brain child on the way. In the fall he proposes to bring out a new dramatic program tentatively titled "Madame Oracle." The show may become a competitor of Columbia's "Voice of Experience."

FARMERETTE Ruth Etting always has her voice to fall back on when the drought hits her. The dry weather burned up her crops on her David City, Nebraska, farm. So she went back on the air for a coffee maker on the west coast.

LUM and Abner (Chester Lauck and Norris Goff) slipped into Chicago recently for their new radio series over WGN without the publicity attendant upon their debut in Minneapolis a few weeks earlier. In the twin cities Goff was awakened rudely by a crew of police armed with machine and riot guns. They were hunting John Dillinger. The presence of Goff's babies soon dispelled the idea that he was the notorious fugitive.

WHEN Amelita Galli-Curci sang recently on the Contented hour, it was her third appearance before the microphone—the first, however, in almost a decade. She faced the mike twice during the old Victor series. Brought to Chicago to sing Brahms' "Cradle Song," which had been chosen by Contented listeners as the most popular of all lullabies, the renowned soprano expressed doubt, during rehearsal, that Brahms would have approved the extra flourishes which Conductor Morgan L. Eastman had added to the famous "Wiegenlied."

The noted diva has a decided coolness for the microphone and she dislikes singing without an audience. During rehearsal, to avoid singing to a studio full of empty chairs, she turned about and addressed the orchestra members.

JESSE CRAWFORD, the poet of the organ, is on the air from Chicago where he made his first bid for fame. Jesse is playing the organ at the Swift bandshell at the Fair.

MUTUAL friends of Goodman Ace and Jack Benny are disappointed because Ace and Jane turned down an opportunity to play in that picture with Jack and Mary Livingstone. Their appearance together might have helped to dispel the illusion of so many listeners that Benny and Ace are really one and the same man, because there is such a remarkable similarity in their voices.

Radio Spooks

(Continued from page 33)

I have spoken of Gayle Norman the 2nd, in particular, because for over two years he has been the most popular mentalist operating over the Texas-Mexico border stations. He has been located both at XEAW in Reynosa, Mexico, and at XEPN, at Piedras Negras. His announcer introduces him as the man who knows and has experienced life. You may think of him as an elderly sage, or at least a middle-aged man of pensive gravity and the experience which comes only with mature years. As a matter of fact, he is under thirty, good looking, with large, brilliant, blue eyes, wavy brown hair, and is a natty dresser.

WHEN recently pending Mexican legislation threatened to abolish radio psychologists—"spooks" to the profession—XEPN, at Piedras Negras, Mexico (with remote control broadcasting studios on this side of the line at Eagle Pass, Texas), concluded to cash in on such remaining time as was vouchsafed before the new laws went into effect. Three other spooks were engaged: Brandon, "Man of Destiny," an astrologer; Ethel Duncan, the "Good Samaritan," a secess somewhat on the order of Norman himself; and Marjah, a mysterious, Hindoo type of mentalist. Mr. Norman resented the intrusion of all this competition. The newcomers might be Indian princes, or second sighters or seventh sons of seventh sons, but Gayle did not care what they were sons of; they were poaching on his particular psychic preserves.

He informed the station owners that if the intruding spooks continued on the air, XEPN would be closed by the Mexican government not later than the middle of March, and would remain closed until the contracts of the other spooks were cancelled and his own contract renewed. The owners scoffed at such a prediction. Their spooks were engaged to minister to the superstitions of their audiences, not to put any "hoodoos" on the station itself. Plenty of red tape lay ahead, before Mexico would be ready to act on the new laws, just then being discussed, relative to border stations licensed by the Mexican government. Besides, XEPN had inside connections in Mexico City. Mr. Norman, however, made his preparations to leave for Kentucky during the enforced shut-down which he had predicted.

ON March 15th, Mexican officials ordered XEPN off the air. XER, the station owned and operated by Dr. John Brinkley, of rejuvenation fame, had already been closed because Dr. Brinkley's broadcasts conflicted with medical laws of the Republic of Mexico. XENT, at Laredo, was just opening, with a less powerful wattage than the older stations. XEAW, at Reynosa, was closed for repairs and internal changes.

XEAW, which, by the way, is having its call letters changed to XEM, is scheduled to open again early in July, with Ethel Duncan, the Good Samaritan, occupying its chair of psychology.

*"I keep
my teeth
brilliantly
white for
only . . .
\$1 A YEAR!"*



Actual Size
Ten Cents



"I HAVE found a marvelous toothpaste that costs only 10¢ for a tube as big as the regular 25¢ size—and it lasts me more than a month!" You can have teeth so white that they sparkle and save up to \$5 a year by merely asking for Kay Milk of Magnesia Toothpaste at any Kresge store. It is the choice of hundreds of thousands who want just the kind of tooth protection that Kay Toothpaste gives.

Containing over 50% milk of magnesia, Kay Toothpaste fights the acid that is so ruinous to brilliant teeth. Leading dental books agree that tooth decay begins with acidity. Kay proves that a toothpaste need not be expensive to keep teeth clean and sparkling. No toothpaste contains finer cleansing and polishing ingredients, free from grit, than Kay.

If you have been waiting for cut-rate toothpaste sales, you need wait no longer. Kay Toothpaste, in a tube as large as the ordinary 25¢ size, is only 10¢ at any time in any Kresge store. You can also buy Kay Toothpaste in a tube more than double the 10¢ size for only 20¢. Ask for it by name; identify it by the red, white and black tube, and remember that Kay Toothpaste is for sale only in Kresge stores.

RADIO STARS



I wondered why my face always had a dull, pasty look until I discovered that I was using the wrong face powder that clogged my pores and irritated my skin. Fortunately, I found another powder—so delicate—so fine in texture that I never have that powdery look. It is called MELLO-GLO.



If you want a face powder that spreads with velvet-like smoothness, try MELLO-GLO. Don't worry about tiny lines and wrinkles. MELLO-GLO will hide them. I have simply amazed my friends with the magic of this wonderful face powder. They all say I look years younger.

WONDERFUL FACE POWDER Stays On Longer

Beautiful women everywhere are raving about new, wonderful MELLO-GLO, the face powder that stays on longer. Apply it in the morning, and without constant retouching, your face will have a glorious, youthful glow. No trace of shiny nose—no blotches—no pasty look. Perspiration does not show through. Prevents large pores. Make this test yourself. Notice how much younger you look. Enjoy the smoothness, the exquisite fragrance, the delicate texture of MELLO-GLO. One of the largest selling \$1.00 face powders in America. Special purse size 10¢—now on sale at your favorite 5 and 10¢ store. Get a box today!

All the rival spooks have filtered out of XEPN, with the exception of Brandon, Man of Destiny, and Gayle Norman "foresees" his early egress. Mr. Norman has returned from Kentucky to resume his sway at XEPN. Whether the return of the prodigal spook at this time is due to the fact that he dropped his bank roll at the Derby and desires to replenish it, or to some occult assurance that the conditions of his prediction are about to be fulfilled and XEPN is about to reopen with himself as the station's sole mentalist, is also a question which only a radio spook may answer.

Certain it is that these border stations

would have hard financial sledding without their spooks. Most of them receive their principal revenue from their split from the spook acts. Each of these psychic features draws from \$400 or \$500 to \$2000 a day through the mails. Is the advice they dispense worth that much to those radio listeners from the Philippines to Cuba, from Mexico City to Alaska and Greenland, who tune in daily to their far-flung broadcasts? "Curiosity killed a cat," and curiosity to see just what one of these radio mystics will say in answer to a set of questions has killed many a good dollar bill.

And made dollars for the spooks.

Their Studios Are Crowded at Sun-Up

(Continued from page 57)

undertook to make Christmas a bit more joyous for a group of several hundred unfortunates in the Ozark Mountains of Missouri who eke out an existence by digging a rapidly diminishing mineral known as "tiff." Saturday, December 16, was set aside as "Tiff Day" and KMOX listeners were invited to come to the studio that morning for a special show, the admission being a piece of merchandise.

By 4:30 o'clock on the morning of the 16th, the KMOX studios began to fill, and when the show started at 5:30, there were 1200 people crowded into the little auditorium built for 500 and in the doorways and halls surrounding it. And five tons of food and clothing had been contributed.

There is one studio at KMOX, built for an extra special program, that has it all over the carpeted studios of Radio City or the mural decorated ones at CBS in New York. Instead of pianos and bass viols, it's filled with electric refrigerators and pots and pans. Running water and flour cabinets take the place of sound effects tables.

It's a modern kitchen. The kind every honeymooning couple dreams about. KMOX spared no expense in fitting up this kitchen studio for its "Magic Kitchen" broadcast by Jane Porter. You see, this station takes great pride in the fact that it has pioneered in home service programs.

While Jane Porter stands before a nuke, perched on a white enameled cooking table, telling listeners whether to put the eggs in before the flour or whether to use salt or soda in making a certain dish, a colored maid, all decked out in a white uniform, carries out the instructions. She really makes, right there in that kitchen, the dishes that Miss Porter discusses. When the announcer and the singers help Miss Porter taste the completed dishes, and voice their likes or dislikes, then Miss Porter knows if her broadcast to the housewives has been a success.

But what about those network programs? After all, you won't find many stations west of the Mississippi broadcasting twenty-five network programs a week.

There are three good reasons for this. One is that KMOX is ideally located as one of the key stations for the west. Another is that KMOX is owned and operated by the Columbia Broadcasting System.

And most important, there is an abundance of good talent in and around St. Louis.

Only last month, 10,000 people were going nightly to the giant out-door theatre in Forest Park to witness the performances of such musicals as "The Show Boat," "The Student Prince," "New Moon" and "Music in the Air." Magnificent performances requiring the best of voices. It is there that KMOX finds so many of its singers. Russell Brown, for instance, the baritone whose programs are carried over twenty odd stations. Less than a year ago he was singing in the chorus of this Municipal Opera.

Such a theatre, nestled among high trees with a real brook behind its stage for the "Show Boat" scenes, is a finishing school for singers and actors.

I want you to know Jurien Hoekstra, concert baritone of the network. Here's a man who has played Broadway, appeared in concert in Europe and America, and had the honor of playing and singing for ten consecutive months at the Queen's Theatre in London. He started his radio career at WOR'S New York studios.

Another man of the network is Martin Wickett, musical director of KMOX. He's a young fellow from Nebraska who was raised with a baton in his hand. "St. Louis Blues," "Songs at Eventide," "Rus Brown and the Harmonettes" and "The Knaves and a Queen" are some of the network programs on which his orchestra appears.

That "Songs at Eventide" program is one which, you'll recall, uses poetry as its theme. And always Lee Little closes with the same verse.

Shadows of night are falling,

On towns and fields and seas,

The plaintive voice of the nightingale

Comes echoing through the trees,

And up from ten thousand gardens.

Wherever the flowers bide,

There comes the gentle whisper

Of songs at eventide.

And then, "Songs at Eventide came to you from the studios of KMOX in St. Louis. Lee Little speaking. This is the Columbia Broadcasting System."

So the work of KMOX goes on, making the "Voice of St. Louis" the Voice of the Middle West.

He's Through with Love

(Continued from page 17)

you could sing like this in the show," she would tell him. "I do hope your chance comes."

It did come. Sooner than either of them expected. The leading man and understudy fell ill at the same time and she got the stage manager to listen to her idea.

AND that night was the first time Frank Parker ever sang before a theatre audience. Everyone noticed how his thrilling voice pulsed with emotion, how real the love scenes between him and the leading lady appeared. "Almost as though they really were in love," they whispered.

You see, of course, what she meant to Frank. And why he had every reason to believe that her love for him was as sincere. Little did he know what the cards held for him. I wonder how things would have turned out if, when the show closed, he hadn't suddenly found himself without a job.

Weeks passed, months passed and still no job for Frank. Those were lean days for him. No more could he take the girl he loved out to dinner or shows.

Now you mustn't forget that she was used to luxury. She had been catered to and pampered by wealthy men. So perhaps you can't blame her for what she did.

One evening Frank found her with a strange look on her face, her eyes shining, her mouth hard. Then she started to talk, the words tumbled out of her mouth in embarrassed confusion—"He's very, very wealthy . . . can do a lot for me . . . wants to marry me . . . of course you understand . . . must be the end . . ."

SHE was leaving him to marry money! That's what it amounted to. Couldn't she have stuck by him? Couldn't she have had faith in him? He'd show her she was wrong!

Well, he did. We all know that. He toured the Keith circuit for a while and then sang opposite Hope Hampton in "My Princess." Harry Horlick, leader of the A and P Gypsies, heard his silvery tenor float across the footlights and sent for him. Then began Frank's sensational climb in radio. First as featured singer with the A and P Gypsies, then in rapid succession becoming one of the Cavaliers on the Cities Service broadcasts, male soloist opposite Jessica Dragonette, featured tenor of the Revellers' quartette, singing star on Jack Benny's program and several others. This winter he was featured on five programs a week. He was referred to as radio's most sought-after singer.

I wonder if his unfortunate love was the impetus he needed to drive him up the ladder of success. I personally, think so. But I wonder, too, if he doesn't feel some days that he'd like to swap his present-day fame for those blissfully romantic days in the "Greenwich Village Follies."

Since then, Frank has taken no girl seriously. But his good looks and his



...When the Neighbors Saw My 15¢ WINDOW SHADES!"

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"NO wonder my neighbors thought I was joking when I told them my lovely Clopay window shades cost only 15c each. They surely are wonderful. Those lovely chintz patterns harmonize nicely with decorative plans in my bedrooms and plain colors in others. I've never found their equal in any other kind of shade. Their attractive *creped texture makes them hang straight, roll straight and wear amazingly. Won't crack, fray or pinhole. So easily attached to rollers with their *patented gummed strip, too — no tacks or tools. And you only *trim one side to fit narrow windows. With all these advantages at such an unbelievably low price, can you blame my neighbors for following my lead in switching to Clopays? They're all doing it now." Send 3c stamp for color samples.

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16 PATTERNS Plain or Colored

*Patented Exclusive Features



AND SAVE 1/3 TO 1/2 ON OIL CLOTH NEEDS TOO!



New FABRAY
Outdoes Oilcloth
—Resists Cracking and Peeling

Same in looks and feel as oilcloth, but has tough fibre back instead of cheesecloth. Can be creased without cracking. Does not peel or chip. New, lovely patterns and colors — yet costs far less than oilcloth. See FABRAY at 5c and 10c Stores, or send 25c in coin or stamps for a 39" x 46" table cover, edges bound. State color preference.

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LOVELY EYES

How to have them
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GIVE yourself unforgettably charming eyes in 40 seconds! All by a magic touch of the eyelashes with Winx, the super-mascara. Remember, your eyes are your fortune—I urge you not to neglect them.

You'll never realize the power of beautiful eyes until you try Winx—my perfected formula of mascara that keeps lashes soft, alluring. Your eyes—framed with Winx lashes—will have new mystery, new charm, I promise you.

So safe—smudge-proof, non-smarting, tear-proof—Winx is refined to the last degree. Yet so quick to apply—a morning application lasts until bed-time.

Millions of women prefer Winx to ordinary mascara. New friends are adopting Winx every day. Without delay, you, too, should learn the easy art of having lustrous Winx lashes. Just go to any toilet counter and buy Winx. Darken your lashes—note the instant improvement.

To introduce Winx to new friends, note my trial offer below. Note, too, my Free Booklet offer, "Lovely Eyes—How to Have Them". I not only tell of the care of lashes, but also what to do for eyebrows, how to use the proper eye-shadow, how to treat "crow's feet", wrinkles, etc. . . . LOUISE ROSS.

For Lovely Eyes

WINX

Darkens lashes perfectly



FREE

Merely send

Coupon for "Lovely Eyes—How to Have Them"

Mail to LOUISE ROSS, M-10
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Name

Street

City..... State

If you also want a generous trial package of Winx Mascara, enclose 10c, checking whether you wish Black or Brown.

prominence leave him wide open for trouble. This past spring, for instance, he was faced with a \$60,000 heart balm suit. A certain Louis G. Christy claimed that his wife, Ann Green Christy, had lost all love for him because of Frank. According to the man's amazing story, he and his wife were living together happily until 1924 when they met Parker. Then, the hubby claims, Ann walked out on him and lived with Parker as his wife.

Christy told the court, "She is still madly infatuated and in love with the defendant whose picture is constantly around her room. She listens to him daily on the radio . . . and openly disavows any love

or affection for me." There was more.

Frank was furious when he learned about this suit. It seemed to him like just another extortion game. To fight the case in court would only bring him unpleasant publicity, whatever the outcome. But he determined that he would rather do that than pay off the couple. When the man realized that Frank would be willing to go through with the mess, he promptly dropped the case.

Perhaps that's another reason why Frank sidesteps love so warily. He's been burnt once. He's been threatened once. That's enough for any man. But I wonder how long he'll hold out.

Isham Jones with His Mask Off

(Continued from page 51)

dubious, but he found I did ring the bell oftener in the lower keys. Instinctively I had a healthy respect for Jones, and I was determined to justify his faith in me.

Gradually Ish began to unbend a little, with his boys at least. It does not come naturally to him to meet people and give them the glad hand, and he has never cultivated the art of social contact.

This quality is most evident when interviewers hover round a dance spot where we are playing. They will ask for Isham. His face will redden with embarrassment and he will say to me, "You go and talk to them. Kid. Tell them anything they want to know, including the coal story."

It is true that Isham's father was a coal-miner and it is true that Isham after he finished high school, went to work in the mines. He has certainly never tried to conceal the facts of his background, but I think he has grown a little weary through the years of people who exclaim in surprise that an orchestra conductor should once have worked in a coal mine.

By the time he was six, the boy was a fair pianist. During his school days he learned to play every available instrument. Although he has never taken a lesson, unless you count those administered on the dining room table, Ish to this day can pick up any instrument which makes a musical noise and play it.

After the early exit from the mines, heredity had its unchallenged way. Isham began playing in local dance bands. He saved his money and went to Chicago where he registered at the hand agencies. He could answer any call, for he could play any instrument. Composition was his pastime. He gravitated into the employ of a music publisher, worked on the writing staff, tried out vaudeville acts using the publisher's tunes, and wrote some of his own first "pop" songs. Among them was "I'll See You In My Dreams."

Ish was in the war, of course, but all the time he was writing and publishing. As soon as this interlude was over he organized his own band, played five years at College Inn, in Chicago, and then came to the El Fey Club in New York.

Which brings us up to his "retirement." He left the game at the height of his fame, found he didn't like being out of it, and made a beautiful comeback. Ever since the day that he walked out of the mines

he has accomplished just what he wanted to, including making Margie Kirk, a singer in a Chicago band, Mrs. Isham Jones.

One time I tried to talk to Ish about what might seem to strangers a lack of cordiality. "You wouldn't need to say anything," I urged, "if you would just turn around once in a while and smile."

He couldn't see it. "People don't want a band leader to try to be chummy with them," he protested. "What's the use? They want good music—not to have somebody they don't know smile at them."

All he got out of that talk was an idea for a song! Only a few days later he asked us to try a little thing he had been working on. Its title was "What The Use?" and the first line went: "I tried to smile, and pretend all the while . . ."

That's the kind of person Isham Jones is. Absolutely earnest, sincere—but a dreamer whose mind and heart and soul are wrapped up in music.

And where does he gets song ideas? Well, one of the first things I noticed about him was that he always carried a little black book in his pocket. Every once in a while he would take it out and make a note. It was months before any of us discovered this book was for song ideas, most of them suggested by incidents as casual as the one I've just told you.

To cite another example: One time the publicity man, of a hotel where we were playing, announced that everyone who wrote in would be sent a picture of Isham Jones and his band. Over six thousand letters arrived within twenty-four hours. When he was told this, Jones looked dazed and said, "Why . . . I can't believe it's true!" He must have reached for the little black book, and later came the number "Why Can't This Night Go on Forever?"

Another time we were playing on election night. Like all such celebrations, it just went on and on. Some one mopped his brow and muttered, "Looks as if this night would go on forever." Out came the little black book, and later came the number "Why Can't This Night Go on Forever?"

Of the original group of musicians who started out with Isham in Milwaukee there are four left beside myself.

But all the boys in the band believe in him. His stooge, yours truly, swears by him, with him, and at him!

The Maria You Don't Know

(Continued from page 53)

of the Bard of Avon were the lyrics to the melody of their love. Together they played the masterpieces that today are little more than torture for high school seniors. And when audiences yawned at Shakespeare they got jobs with a stock company.

In the year when war clouds were bursting into murderous torrents, thundering with the impact of the Archduke's murder at Sarajevo, a child was born to Irene Hubbard. They called him Sam.

The secret which those few friends of "Aunt Maria's" know is summarized, then, in three letters—S-A-M. It was Sam and his destiny, and his mother's passionate hopes for him which propelled her into that heart-breaking routine which spelled only failure and disappointment for years.

Four years ago Irene Hubbard made her first try at radio. Shakespearean lines were the ones she read most beautifully. She was turned down. Again she tried, six months later, and again, failure. A third attempt. And a fourth.

All those years she knew that she was an accomplished actress—but she knew, too, that the actor's destiny had narrowed down to a part in a Broadway show—or an assignment in radio for Stock companies all over the country had lost their appeal with the growing popularity of talking pictures. Only radio held forth promise. That's why Irene Hubbard worked so desperately to make the grade. Because she knew that, in his way, Sam was a genius. Sam doesn't talk much—he produces.

Most people have a tremendous curiosity. They want to know *what*. Sam has a tremendous curiosity. But he wants to know *why!* And *how*.

Today Sam Hubbard is twenty years old. His list of inventions totals three hundred. He's invented labor saving devices that make things easier for Mother Irene—Aunt Maria to you. He's invented little gadgets that speed up the efficiency of all sorts of machinery. He's created toys and worked out plans for great bridges, as important and awe-inspiring as the new Washington Bridge over the North River in New York, in such detail that great architects, who have training and knowledge, have hailed as perfect!

It was several years ago that Irene Hubbard's voice caressed the lines, "There's rosemary, that's for remembrance . . ." and was turned down by the busy executive. Her fourth try! She was at her wit's end. Things hadn't gone so well for her and her husband. And the destiny of her dearly-beloved Sam hung in the balance. No money—no career for Sam. Little wonder that her mind was tortured with desperation, knowing that her fourth attempt had been futile!

Two years after her first unsuccessful audition, she tried for the fifth time. Her voice struck a responsive chord in the ear of a desperate executive who needed an actress to fill a minor role. Irene Hub-

Does Your Face Wear "Dirty Underclothes"?

Horrible, but True!

A Blackhead is Dirt that is 3 and 4 Months Old!

By *Lady Esther*

Is your skin guilty of "dirty underclothes"? In other words, dirty underneath? You may not know it, but Blackheads, Whiteheads, Enlarged Pores and Muddy and Sallow Skin, are signs of concealed dirt.

Yes—shrink as you will—a blackhead is dirt that is three and four months old!

You may be the most fastidious woman in the world and still have blackheads. Why? Not through any carelessness on your part, but simply because you're an innocent victim of inadequate cleansing methods. You think you are reaching the dirt in your skin, but you are not. You are only reaching the outer and not the under layer of dirt.

Make This Test!

If you want to see how a real face cream works, make this test.

First, cleanse your skin as you now do it. If you use soap and water, use plenty of it. If you use cream, use three or four applications. Keep cleaning your skin until you think it absolutely immaculate.

Now, take Lady Esther Face Cream and clean it. Just smooth or pat on the cream and leave it there a few minutes. Now take a clean cloth or tissue and wipe off the cream. Look at the cloth! That skin you thought absolutely clean has left it streaked and smudged.

It Reaches Pore-deep Dirt

Ordinary face creams stop at the top layer of dirt. Lady Esther Face Cream penetrates to the bottom of the pores and dissolves the underneath layer of dirt. It gives your skin a complete pore-deep cleansing. Lady Esther Face Cream reaches the bottom of your pores because it is a unique, readily liquefying cream. It melts the instant it touches the skin. Thus, without the necessity of being rubbed in and without stretching the pores, it penetrates the little openings all the way to their depths. There it dissolves the accumulated dirt and grime and floats it to the surface where it is easily wiped off.



When you get through cleansing your skin with Lady Esther Face Cream, you KNOW it is clean because your cloth will show no sign of soil.

Also Lubricates the Skin

As Lady Esther Face Cream cleans your skin, it *also* lubricates it. It resupplies it with a fine oil that ends dryness and keeps your skin soft, smooth and supple.

There is no face cream you ever tried that is at once so thoroughly cleansing and delicately lubricating as Lady Esther Face Cream. One trial will show you an amazing difference in your skin.

At My Expense!

Write today for the liberal 7-day trial tube I offer and see for yourself how thoroughly clean and how exquisitely soft Lady Esther Face Cream leaves your skin. There is no cost for this 7-day tube. Your name and address on the coupon below or on a penny postcard bring it to you free and postpaid.



Pass your fingertips all over your face. Does your skin feel satin smooth? Or do you feel little bumps? If you do, then be sure your skin is suffering from "dirty underclothes."

(You can paste this on a penny postcard)

FREE

LADY ESTHER
2010 Ridge Avenue, Evanston, Illinois (7)
Please send me by return mail your 7-day tube of Lady Esther Four-Purpose Face Cream.

Name

Address

City..... State.....

LIPS THAT MAKE A MAN SAY "will you?"



Colorful, yet never coated with paint

THESE are the lips that men long to kiss. Soft, natural lips. Never coated with red paint. Simply alluring with natural-looking color... color that you, too, can have by using the lipstick which isn't paint.

Tangee contains a color-change principle which makes it intensify the natural coloring in your lips... so much so, that men think Tangee color is your own!

LOOKS ORANGE—ACTS ROSE

In the stick, Tangee looks orange. But on your lips, it changes to rose—the one shade of blush-rose most natural for your type!

Moreover, Tangee's special cream base soothes and softens dry, peeling lips. Stays on all day. Get Tangee—39¢ and \$1.10 sizes. Also in Theatrical, a deeper shade for professional use. (See coupon offer below.)

UNTOUCHED — Lips left untouched are apt to have a faded look...make the face seem older.



PAINTED — Don't risk that painted look. It's coarsening and men don't like it.

TANGEE — Intensifies natural color, restores youthful appeal, ends that painted look.



Checks mustn't look painted, either. So use Tangee Rouge. Gives same natural color as the lipstick. Now in refillable gun-metal case. Tangee Refills save money.

Don't be switched! Insist upon Tangee. And patronize the store that gives you what you ask for.

World's Most Famous Lipstick

TANGEE

ENDS THAT PAINTED LOOK

★ 4-PIECE MIRACLE MAKE-UP SET
 THE GEORGE W. LUFT COMPANY MM104
 417 Fifth Avenue, New York City
 Rush Miracle Make-Up Set of miniature Tangee Lipstick, Rouge Compact, Creme Rouge, Face Powder. I enclose 10¢ (stamps or coin).

Check Shade Flesh Rachel Light Rachel

Name _____ Please Print
 Address _____
 City _____ State _____

hard got the job. It was only a sustaining program and Irene drew a weekly fortune of twenty-two dollars and fifty cents.

When that program proved unsuccessful she took another minor role, a part that most actresses would turn down. Irene wouldn't. She was thinking about Sam and that laboratory which she wanted to outfit for him.

At last she got a break. Bill Bacher, production man on the "Show Boat" program, heard her. The show had been on the air for almost two months and they needed a woman to play opposite Cap'n Henry. "That's the person," he said, when he heard her.

Irene got the part and has had it ever since!

An actress makes good in radio! That's almost a miracle in these days when a warble is worth a thousand spoken words.

The Aunt Maria you don't know is the woman who became an important "second" on a big program and a mistress of ceremonies on another because deep in her heart there's a burning desire to make an Edison out of a kid named Sam. A kid who's lucky enough to be her son, a kid who comes every Thursday night to the Show Boat broadcast and sits in the first row to root for the mother who's carried a heavy cross to assure him success.

KMOX Spreads the Spirit of St. Louis

(Continued from page 55)

Around the studios they call him "Mr. Van." He is J. L. Van Volkenburg, young and energetic. He became KMOX's president in October, 1932.

Don't think that interest in KMOX is limited to the Forty-ninth State. Not at all. In fact, the Columbia network uses KMOX as one of its key stations. Those of you who live in the Southwest, West and Northwest will recall that a lot of your CBS programs originate from KMOX in St. Louis. At the moment, about twenty-five programs go on over the network from KMOX. There's the Pet Milk commercial on Tuesdays and Thursdays. Jerry Hoekstra's baritone. A Monday program called "And the Crowd Roared," which relives sports events. Then, too, the Harmonettes, Russell Brown, the Shumate Brothers and others.

Every few minutes during the day the station gave bulletins. And when the record was broken, KMOX stayed on the air for 186 continuous hours, the length of time the flyers stayed in the air after the old record was passed.

When it comes to high music, KMOX again takes honors. This time the music was about 2,000 feet high. A band was placed in an airplane with Billy Sunday, and KMOX listeners got music and religion from the heavens. That was in 1929 and a stunt quite new to radio.

Airplanes have really played an important part in KMOX history. Take, for instance, the time a cornerstone was laid from a plane. The stone was set up on an electric winch. Up in a roaring plane were city officials and a KMOX engineer and announcer. As the plane rushed over the building, a voice broadcast by short wave and rebroadcast by KMOX closed the circuit of the electric winch, dropping the cornerstone in its place. That, to be sure, was a pioneering move by radio.

So don't forget to visit "The Voice of St. Louis" when you're out that way. You'll find out for yourself the wonders of the Forty-ninth State—the state you didn't know existed.

The home of KMOX.

CAN you remember when airplane endurance flying took the country by rage? Then you'll recall that Jackson and O'Brien, of St. Louis, established the first big record back in 1929. Newspapers from coast to coast gave column after column of space to this extraordinary event. And radios gave out special bulletins of the progress of the flight. KMOX was the first station on the air to report the flight.

I'll Be Suing You

(Continued from page 15)

doggoned corrupt crook, that goes out there and jams a milk contract through the schools and has the little children of his town a-drinking putrid milk."

Those were pretty mild words coming from Mr. Duncan, for he had a much better vocabulary than that, when he saw fit to use it. He went on to say of the chap he was attacking that he is the "lowest of the low, the vilest of the vile, the dirtiest, thievin' grafter that ever disgraced the school board in any city." He called another person the "lowest, dirtiest, vilest grave robber on the Pacific Coast."

Eventually the people he was calling names got a little sore. They didn't like to sue him for slander, because then they

might have to disprove what he said. But when he called his pet enemy a "damn scoundrel, by God," he got into hot water. The courts convicted him of using "obscene, indecent and profane language." A higher court, to which he appealed, said it could see nothing obscene or indecent about his language, but that it was decidedly profane. The broadcasting station over which he had been accustomed to speak his mind could not get its license renewed.

You probably know about that other lively libel suit pending at the present time in the courts. Sylvia Ulbeck, Hollywood's famous masseuse, who claims to be "death to fat," is being sued for \$100,000 by Ginger Rogers, who says Madame Syl-

via injured her professional standing.

One day Ginger, according to her own story, turned on her radio and listened in on Sylvia's program. To her surprise she heard Sylvia talking to someone who was supposed to be Ginger Rogers. In sweet, dulcet tones she heard the impostor say that she was tired of comedy parts. Sylvia answered that she was not suited for heavy drama and remarked that she was working too hard, and needed a rest and plenty of a certain kind of bread that Sylvia was advertising.

Ginger claims the whole interview was a phoney.

Of course, libel and slander are just two law suits of which radio stars must beware. There are plenty of others. Every time a star opens his mouth to sing he's likely to be sued by someone who claims that the song is just like one he once thought of and maybe even wrote. When Bing Crosby sang "At Your Command," Serge Walter and Ross Mobley, the authors of "Jealous," began a suit against him, saying that the song "At Your Command" was almost identical with their "Jealous."

Rudy Vallee had to go through quite a lot of court proceedings to prove his right to croon "I'm Just a Vagabond Lover," for he was sued for the modest little sum of \$1,000,000 by Roberta H. McKay, who insisted she composed it.

Rudy's lawyer said at the time, "Vallee and Zimmerman collaborated on the words and music. You can say that Mr. Vallee hasn't any fear of the consequences of this suit, the existence of which he just heard today. He does not know Miss McKay. It is strange how many people have written him about that song, claiming to have written it or to know someone who did. All of them wrote after the song had been a success for a long time. I wonder why Miss McKay didn't make her claim sooner. A year and a half is a long time to wait."

In the end Rudy was given the right to croon his pet song, but he had to pay Miss McKay \$400 and another \$150 as attorney's costs. Considering the fact that she sued for \$1,000,000, you might call that a moral victory, anyway.

Gertrude Berg is very much disturbed right now over a suit started by Mrs. Sophia Civoru. Gertrude Berg, you know, has for a long time been known as the mother of the Goldbergs, but Mrs. Civoru says that she's only their step-mother. According to Mrs. Civoru, the original idea for the Rise of the Goldbergs was hers. She says that she and Mrs. Berg formed a partnership in 1929 whereby she was to furnish the ideas for the sketches and Gertrude was to develop them and write the continuity. After a short time the two women quarreled. But Mrs. Civoru thinks she's entitled to some do-re-mi.

PRACTICALLY no radio star counts until he's been sued for breach of something or other and alienation of affections. Robert Ripley, the Believe-It-or-Not man, has been sued three times, once for breach of contract by Famous Speakers, Inc., once for breach of promise by a Japanese singer, Haru Onuki, and once for alienating the affections of a Mrs. Ruth Goldstein, whose husband Julius asked for a divorce. Fa-



Easy to end pimples, blackheads, large pores, oily skin

Thousands report quick improvement with famous medicated cream.

DRESS SMARTLY! Make yourself as attractive as you can! But what's the use if a blemished skin ruins your charm for men?

Don't despair—your skin can be made clear, lovely, alluring. Not with ordinary creams, though! They remove only the surface dirt. Follow the advice of doctors, nurses and over 6,000,000 women who have already discovered this priceless beauty secret! Use Noxzema, the medicated

cream that actually helps correct complexion troubles—be they pimples, blackheads, large pores, oiliness or rough skin.

HOW IT WORKS

Noxzema's penetrating medications work deep into the pores—purge away clogged, blemish-causing poisons—leave pores medically pure and clean. Its balmy oils soothe and soften irritated skin. Then its ice-like astringents refine the coarsened skin texture to exquisite fineness.

Your first application will do wonders. In 8 hours—overnight—Noxzema will show a big improvement. Morning will show blemishes are far less noticeable. You can touch your skin and feel how much softer and finer it is!

HOW TO USE: Apply Noxzema every night after all make-up has been removed. Wash off in the morning with warm water, followed by cold water or ice. Apply a little Noxzema again before you powder as a protective powder base. Noxzema is greaseless—vanishing—stainless! With this scientifically perfect complexion aid, you'll soon glory in a skin so clean and clear and lovely it will stand closest scrutiny.

Special Trial Offer

Try Noxzema today. Get a jar at any drug or department store—start improving your skin tonight! If your dealer can't supply you, send only 15¢ for a generous 25¢ trial jar to the Noxzema Chemical Co., Dept. 510, Baltimore, Md.



New Beauty in 10 Days

Noxzema was first prescribed by doctors for skin irritations. Nurses discovered its use for red, chapped hands and as a corrective facial cream. Today Noxzema is featured by beauty experts and is used by over 6,000,000 women!

Get a trial jar of Noxzema—use it for 10 days to correct skin flaws—see how clearer, lovelier your skin becomes.

Noxzema



Be a Radio Expert
Learn at Home--Make Good Money

J. E. Smith, Pres.
 Nat'l Radio Inst.

Mail the coupon. Many Radio Experts make \$40, \$60, \$75 a week. Find out about the spare time and full time job opportunities in Radio--how I train you quickly to service sets, operate broadcasting, commercial, police and aviation radio stations; and for other good jobs in connection with the manufacture, sale and servicing of Radio, Television and Loud Speaker apparatus. My free book explains my practical 50-50 method of home study training, gives letters showing what N.R.I. graduates are doing and making, and how many made \$5, \$10, \$15 a week extra in spare time while learning. Money Back Agreement given. Mail coupon for free book of facts and proof.

J. E. Smith, President
National Radio Institute, Dept. 4KM7
Washington, D. C.

Dear Mr. Smith: Without obligating me, send free book about spare time and full time Radio opportunities, and how I can train for them at home in spare time. (Please Print Plainly.)

Name.....Age.....

Address.....

City.....State.....

amous Speakers lost their suit against Ripley; heaven only knows what happened to the breach of promise suit; Julius got his divorce from Ruth, and Ripley and Ruth Goldstein were ordered to pay him \$153.

Harry Richman was sued once by Flo Stanley, a former Mack Sennett actress. She valued her broken heart at \$250,000.

Gay Delys, a showgirl, is suing Enric Madriguera for \$100,000, claiming he promised to marry her. The orchestra leader said that he was sure that if he ever proposed to a girl he'd remember it. And who should know better than he if he ever breathed the words "love" or "marry" to Gay Delys?

Who is the most sued man along Radio Row? It's a toss-up between Ed Wynn and Rudy Vallee. Recently Ed Wynn boasted that doubtful honor. He said he was one of the most sued presons on the air, having 138 lawsuits against him at the present time. Most of them were probably caused by the collapse of the Amalgamated Broadcasting Company.

But Rudy Vallee has a peacherino of a record for lawsuits. He pays \$20,000 to \$40,000 a year for attorney fees. It's cheaper for him in the long run than hiring attorneys by the case.

I'm not talking, either, of all those goofy suits about whether he's to divorce Fay Webb or she's to divorce him, and whether it's to take place in New York, California or the Fiji Islands. I'm talking about the honest-to-goodness lawsuits that have been started against Rudy. Then everyone knows about the feud between Will Osborne and Vallee as to which was the original crooner.

Most amusing of all the suits that have ever been slapped against Rudy is one now pending. Do you recall the name Danny Ahearn? The newspapers were full of it a short while ago.

Danny is an ex-convict, author of "How to Commit a Murder--And Get Away with It." Since 1919 he has been arrested twelve times--maybe he's gathering material for

another book. And it should be good.

It seems a few years ago, when Vallee was playing and singing there, Danny visited the Villa Vallee. A self-confessed big, bold man, he claims Vallee assaulted him and kicked him in the pants. So he's suing.

No matter how regular you are, the chances are that if you're a radio star you're going to be sued. Take Jimmy Durante, for instance. He wouldn't harm anyone for anything. Still Poet Alfred Kreymborg sued him a short while ago. Alfred Kreymborg said he was mortified. Jimmy said he was mortified that Kreymborg should say that Jimmy had mortified him.

You see, Jimmy read some of Kreymborg's modernistic poetry over the air. Jimmy recited them as if they were funny. Kreymborg said they weren't funny, were never meant to be funny, and that his reputation had been damaged.

Kreymborg writes verses like this, from the play "Jack's House": "She likes to make shades, yellow shades for the window, but if you ask her why she likes to make shades for the window she would not tell you why she likes to make shades, yellow shades, for the window, she would not tell you why she likes to make yellow shades for the window, except she likes to."

Kreymborg's lawyer said they were "fine poems destroyed by Jimmy Durante's sense of humor." He thought Jimmy ought to pay Kreymborg \$100,000 for reading his serious poems as if they were funny. But the court decided otherwise--against Kreymborg and in favor of Jimmy.

You can see from all this that no matter what they say or do, radio stars are likely to be sued. Somebody is always having his feelings hurt or her heart broken, and when that happens they ask for a nice, round sum. Funny, the power that money has to ease a broken heart, isn't it? So what?

So they keep suing.

Keep Young and Beautiful

(Continued from page 65)

you pull it through your hands, you can be pretty sure its free of soap.

Always use a liquid cleanser--never rub cake soap directly on the hair. There are many excellent shampoos on the market and you can also make your own by shaving a good toilet soap into boiling water and letting it dissolve. I want to mention here a perfect cleanser that normalizes all types and conditions of scalp and hair and glorifies the drabest. This is a soapless olive oil shampoo that I have been using for the past several months. If you care to know the name of it, drop me a postcard.

OIL shampoos are beneficial to every type of hair, including bleached. Although it will remove the color from dyed and hennaed hair, it is often recommended between dyeings and hennas. Incidentally, it is a safe and quick method of removing artificial coloring. You will also discover that oil shampoos will make

your permanent look more soft and natural.

To give the hair sheen and lustre, finish up with a color rinse. This not only brings out the high lights and tones, but adds that touch of glamor.

Dry the hair thoroughly. Then dampen with a wave-setting lotion to set the waves and curls. If you will supplement these shampoos with five or ten minutes of massage and brushing each day, you will soon achieve a crowning glory.

As most of you know, brilliantine is not only beneficial to the hair, but adds a gloss and keeps it in place. Pour a bit into the hand and dip the brush into it. Apply first to the ends of the hair, which of course are dryest, and then brush lightly over the head.

Oily hair is no doubt the hardest to correct. A teaspoon of baking soda in the last rinse water will help. I also advise a special tonic. Combine this with daily massage and brushing.

There's good news going 'round ...has anyone told you?

BRUSHES and combs should be washed in hot soap suds to which a tablespoon of household ammonia is added. Rinse the brushes in cold water in which a little alum has been dissolved and the bristles will remain stiff. Dry lying on backs.

If your problem is dry and brittle hair with splitting ends, try herbal and soapless shampoos. Use towels to dry hair. When thoroughly dry, apply a good skin food to the scalp. Do this several times a week until condition is corrected.

All the above suggestions will help to defeat dandruff. Of course, there are preparations especially prepared for this purpose and I'll be glad to tell you of several reliable ones.

Now for the sun-tan that has become fallow-tan. Don't feel too concerned about it, for while you are clearing it up you are at the same time achieving a soft, youthful skin by getting rid of roughness and clogged pores.

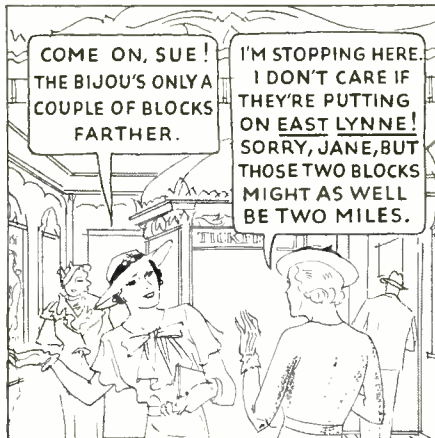
Cover the face, neck, shoulders and arms with cream. Cleanse the skin. After removing the cream, apply a good bleach.

Then, remember to choose your make-up with an eye to the change in your complexion. You will find, until the tan disappears, that powder with yellow tints are more becoming than the shade you regularly use. A brighter lipstick and rouge is more suitable. Mascara and eye shadow need not be changed. Eyes—they are practically every woman's best feature and you should do everything to enhance them. Yet how many of us know how? Well, I have a booklet called "Lovely Eyes" that will teach you. Write for one. It takes up all conceivable details of eye make-up and tells you just how to make eyes your loveliest asset.

In making yourself attractive—remember—that what you are within has a great deal to do with the beauty of your skin, figure and health. Right now you are probably full of new vigor and energy from hours spent in the open. Nature provides the summer with sun and fresh air for the body to catch up on its repairs. But winter is just around the corner, so begin right now to safeguard against the long months of work and emotional strain indoors. Prevent headaches and indigestion and skin troubles by keeping your system clean. Get enough sleep each night and do a daily dozen in the mornings. Drink plenty of water and eat simple foods. Above all, be sure you get lots and lots of vitamin D. Yeast is very rich in this. It helps to take care of the lack of sunshine and makes it simpler to keep the internal system free of waste.

Really, if it weren't for cosmetics and many health-giving products most of us would have to curl up in our own private corners and become old ladies at twenty-five, as they did in bygone days. But now even grandmother is young and beautiful.

If you enjoyed the story "I'll Be Singing You," then you must read next month's story called "Alimony Blues."



Vacation Special

For a limited time only—two regular boxes of Modess (12 napkins in each box) with special gift "Travel Package" of 4 Modess napkins . . . All for **39¢**

At your druggist's, or your favorite department store

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THE NEW MODESS BOX IS IN BLUE AND GRAY WITH A CONVENIENT SIDE OPENING



MONEY BACK GUARANTEE

Use Travel Package first. If Modess is not the finest sanitary napkin you have ever tried, you may return unopened the full size packages to the Modess Corporation for refund.

You Have to Leave Home

(Continued from page 37)

HOLLYWOOD GOES MIDWEST!



AMAZING NEW 1935

Super Deluxe
16-TUBE
ALL-WAVE
RADIO

9 TO 2,400 METERS
12,000 MILE TUNING RANGE

GUARANTEED WORLD-WIDE RECEPTION

WORLD'S GREATEST RADIO VALUE

\$57.50 with New **Deluxe Auditorium Type SPEAKER**

Terms AS LOW AS \$5.00 DOWN

BEFORE you buy any radio, write for FREE copy of the new Midwest 1935 "Fifteenth Anniversary" catalog. Learn why popular movie stars like Jean Harlow, Richard Arlen, Claudette Colbert and Ginger Rogers prefer the Midwest Super De Luxe 16-tube All-Wave Radio. Learn why over 110,000 customers saved $\frac{1}{2}$ to $\frac{3}{4}$ by buying direct from Midwest. You, too, can make a positive saving of from 30% to 50% by buying this more economical way. Why be content with ordinary so-called "All-Wave," "Dual Wave" or "Tri-Wave" receivers when Midwest gives you more wave lengths in today's most perfectly developed 16-tube Super Deluxe ALL-WAVE radios that are proven by 4 years of success... that carry an iron-clad guarantee of foreign reception. These bigger, better, more powerful, clear-toned, super-selective radios have FIVE distinct wave bands: ultra-short, short, medium, broadcast and long. Their greater all-wave tuning range of 9 to 2400 meters (33 megacycles to 125 KC) enables you to tune in stations 12,000 miles away with clear loud-speaker reception. Now, you can enjoy super American, Canadian, police, amateur, commercial, airplane and ship broadcasts... and derive new excitement from unequalled world-wide performance.

50 ADVANCED 1935 FEATURES
 TRY this super de luxe 16-tube All-Wave radio in your own home for 30 days—before you decide. The new 36-page catalog pictures the complete line of artistic consoles and chassis. See for yourself the 50 advanced 1935 features.

DEAL DIRECT WITH LABORATORIES..

INCREASING costs are sure to result in higher radio prices soon. Buy before the big advance... NOW while you can take advantage of Midwest's sensational values... no middlemen's profits to pay. You save 30% to 50% when you buy this popular way... you get 30 days FREE trial... as little as \$5.00 down puts a Midwest radio in your home. Midwest gives you triple protection with: A one-year guarantee, foreign reception guarantee, money-back guarantee. Send today for FREE catalog.

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 Dept. 633
 Cincinnati, Ohio.

Without obligation on my part send me your new FREE 1935 catalog, and complete details of your liberal 30-day FREE trial offer. This is NOT an order.

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Address _____

Town _____ State _____

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my bringing my brothers here to practice? We've sung a few club engagements around town. We'll get up a crack entertainment foursome and if you'll play our club dates with us, we'll go on the air with you and help you fill your time."

For days, while unattended customers fretted in front, the Landt Trio's harmony floated through the sweet bakery air from the back room. Two weeks later, armed with a repertory of seven songs—they knew three of them by heart—they approached the manager of WGBI.

"Glad to have you boys," he said. He should have been—at a price of \$5.00 an hour for the group. But then, with a repertory which made it necessary for them to repeat songs when they were on hour long broadcasts, what could they expect?

They were happy to be on the air, of course, but they weren't satisfied. The fan mail made them sure they were worth more money than that. Even when the club engagements began to be more frequent, they were hardly wallowing in wealth. And something discouraging always seemed to happen.

On one occasion Dan has been approached by a club entertainment manager to find out how much they wanted for singing at a party.

"Is fifteen dollars apiece too much?" Dan asked timidly.

"No, that's fine," the manager said. During the course of the evening, the manager approached White, who didn't know of the price agreed upon. "How much did you fellows say you wanted?" the manager asked.

"Oh," said White with all the casual confidence he could master, "I guess ten dollars apiece will be all right."

Total loss for the group, twenty dollars. But it was just that sort of thing that made the first glimmerings of their dream of going to New York and making a lot of money, burst into full brilliance.

THEY consulted their friends and families. To their surprise, the ones who had been most enthusiastic about their entertaining in Scranton now shook their heads most dubiously. Howard had a good bakery business. Carl was doing well as a milk tester and Dan was building up a good business as a painting contractor. Jack was still in high school. Why should they leave home for the risks of a city.

"But you've got to leave home," the boys argued, "if you want to get anywhere."

Their arguments fell on deaf ears. And in their turn, their spirited confidence drowned out all protests. Dan and Carl and Howard gave up their work. Jack left school. With \$400 in borrowed money, their sole financing, safely in Carl's pocket, they boarded the New York train. No feeling of doubt as to the wisdom of what they were doing disturbed their high spirits. That was to come later. So sure were they of success, so certain their time would be entirely occupied with entertaining, they made an agreement among themselves that the first to marry should forfeit

\$500 to the other three. The second would do the same to the remaining two.

They set their bags down in that bullet scarred, ill-furnished New York room and began to think. What to do now? What does one do when one wants to go on the air or the stage and knows no one?

"Why not see Vincent Lopez?" Howard suggested. But Lopez was a busy man. Wouldn't he be too busy to see them?

To their astonishment, Lopez not only saw them but was willing to listen to them. And when he said he liked their work, their spirits bubbled ecstatically.

"How much do you boys think you ought to get?" Lopez asked them.

"Would \$250 a week be too much?" they asked shyly.

"I guess not," Lopez laughed. The orchestra leader was playing at the Concourse Plaza Hotel in New York and said he'd give the boys a try up there.

THEIR happiness was boundless when their songs were applauded vigorously. But a day later came disheartening news.

"I'm awfully sorry boys," Lopez told them. "I thought I'd be able to use you, but I've had to change my plans. Sorry."

"But what are we going to do?" protested the boys.

"Why don't you go over to NBC? I'll see that you get an audition," Vincent promised.

"Say," whispered Carl, "suppose they ask us to sing more than three songs. We haven't got our music and all we know by heart is 'Voom Voom' and 'Ice Cream' and 'Mississippi Mud'."

"Shh!" cautioned Howard. "We're going to start."

They sang "Mississippi Mud." The audition director asked for another. They sang "Voom Voom." They began to perspire. How long was this going to keep up? As they ended the final note of "Ice Cream," they looked despairingly at one another. If they were asked to sing one more they were sunk.

Even when the director said, "Okay boys, that's enough," their relief was short lived for with an air of finality he concluded, "I'll let you know when I can use you."

The boys were no fools. They knew that nine times out of ten this was a polite way of saying, "Sorry, can't use you at all."

Each hour forced them further toward the end of their rope. In a last frantic attempt to stave off the seemingly inevitable failure, they hurried about to booking offices, theatres and studios. The answer was always the same.

THEN of a sudden came a faint glimmer of hope. The National Broadcasting Company had informed them that they could be among a number of groups of singers to audition for the Lucky Strike hour. After their discouragements, they placed little faith in it, but it was a chance and they had to take it.

When they saw the number of other singers outside the audition studio, they were aghast. And when they were told

they would have to sing "Varsity Drag," they started to leave. There were but fifteen minutes before the audition was to go on and they didn't know the song.

But Scrappy Lambert, the singer, stopped there. "Come on in this studio here," he commanded. "I'll teach you the song."

Despite the fact that Scrappy was competing with them on the audition, he generously went to work with them. They finished seconds before they were to go on.

The audition over, they waited long, awful minutes. Finally an NBC official approached them. "Well boys," he said slowly, "you might as well go home now. You passed the audition."

Those fortunate ones who have been listening since the fall of 1928 know the rest of the story pretty well. You remember the enormous success of their "On the 8:15," the morning program which ran for two years. Since that first audition, there have been but three setbacks.

These setbacks consist of three marriages. Howard White was the first. When he married Madelyn Corrigan, a girl he had known in Kingston, Pennsylvania, he had to pay his \$500 to the three Landts. Dan Landt went next, marrying Lois Benson, a girl he had met while on vaudeville tour. He paid Jack and Carl. The third \$500 is being paid by Jack, the youngest of the Landts, to Carl, for as this is being written, he is about to marry Marion Bergeron, Miss America of 1933. Carl, counting the \$500 he has not yet had to pay is still \$1,466.66 to the good—or bad, whichever way you want to look at it.

But of course those aren't really setbacks. Anyone who can afford to hand out \$500 just like that for the privilege of getting married, must have had some degree of success. And it remains as proof to the Landt Trio and White what they contended from the beginning:

"If you want to get anywhere, you have to leave home."

Strange Tales of Strange Gifts

(Continued from page 59)

these children," he said. "They'll trail us through their cries."

They held a council. The blood-curdling and heart-rending decision was that every child should be put to death. By his own father.

"I won't do it," Mr. X shouted pitifully. "I won't kill my own child."

"You must," said the stern-faced leader of the group.

LIKE Abraham of old, the father took his little son by the hand and crept into the woods. The child looked at him trustingly. With quaking hands, the father picked up a stone. . . .

With all the children dead, the band of Greeks escaped safely to the border. Mr. X and his wife came to America, where they prospered. But this man's mind burned with the idea that he had murdered his own child.

Try to imagine, if you can, how you

GLAMOUR! ROMANCE! BIG MONEY!

RADIO Broadcasting

offers you these and more



Do you, too, want to get into Broadcasting—the most fascinating, glamorous, good-paying industry in the world? Do you want to earn good money—more than you ever dreamed possible before? Do you want to have your voice brought into hundreds of thousands of homes all over the land? If you do, you'll read every word of this amazing opportunity.

For no matter where you live—no matter how old or how young you are—if you have talent—then here is a remarkable new way to realize your life's ambition. Broadcasting needs new talent—in fact, the demand far exceeds the available supply.

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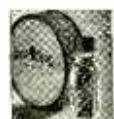
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would feel if a rock clutched in your own hand had stoned out the brains of your child. Well, Mr. X lived with thoughts like these for sixteen years.

In desperation he appealed to the Voice of Experience. The Voice of Experience told him there was nothing he could do now to bring back his dead son. Mr. X had not really committed a murder, for the motive decided the deed. Does a soldier who kills in battle consider himself a murderer, fit for hanging? Mr. X had merely done what his superiors ordered.

It took a good deal of persuasion to do the trick, but finally the Greek gentleman was convinced. In grateful appreciation he sent on this beautiful prayer rug.

Jessica Dragonette has received hundreds of gifts. She'll proudly show you a hand-carved grotto with the Virgin Mary, made of yellow and pink and white candy roses, a girl fan sent to her. A dainty lace handkerchief yellow with age, which an old Southern lady had cherished since her wedding day and that she now sent for Jessica to wear on hers.

But I think she likes best of all this crude, wooden inkstand. Because it represents a boy who was saved from a life of crime. It happened about six months ago.

Let's call this boy Tony. Tony was a victim of the depression, one of the forlorn brigade of roaming, penniless, hopeless boys who wander from state to state. He had drifted into Lebanon, Pennsylvania, with his buddies. Going into a restaurant he offered to wash dishes or scrub floors for a real meal.

Tony got the job with five dollars a week, meals and a pallet in the back of the store.

Tony began work on Monday. Came Friday night. Cities Service was on the air. Jessica Dragonette began to sing. The clatter of dishes died away. Tony stood there, a dripping plate in one hand, a towel in the other.

"Gee, it's beautiful," he breathed when she finished her song. He seemed preoccupied for the rest of the evening. Just before closing time he asked the boss for his wages. A bit shamefaced he was. He mumbled that he was restless, was headin' for New York, and had better move on.

The next morning his buddies showed up. They seemed greatly excited that he had taken French leave, almost threatening. The proprietor never saw them again.

A FEW days later Jessica received a scribbled note on brown store paper. It was from Tony. He poured out his troubled heart. "I might as well come clean," he wrote. "Me and my buddies were going to rob the restaurant that Friday night when everyone was gone. My five bucks couldn't keep all of us. We were tired of floating around and thought once we'd get to New York we could all get something to do there.

"But I've always loved music since I was a shaver and, somehow, lady, when I heard you sing, I just couldn't go through with it. Maybe I was a sap.

But I couldn't steal from the restaurant man after he'd been so nice to me. I was afraid of my buddies, though, so I cleared out. I'll manage somehow, and I'll keep straight now."

A while later Miss Dragonette received the inkstand from Tony.

There is one gift that Gene and Glenn, champion kidders, never kid about. It is a big, old-fashioned gold watch.

Mrs. Elsie Ferguson, of Maybee, Michigan, gave it to Gene. You see, Mrs. Ferguson was ill when she first tuned in on a Gene and Glenn program. The doctors insisted nothing was physically wrong with her. It was just that she didn't want to live any longer. Her only son had been killed in an auto accident, and now she lay broken in spirit.

WHEN she first heard the program she couldn't believe her ears. Why, Gene sounded just like her dead son! It was as if he had come back to her. Fascinated, she followed the adventures of the pair daily. She lived for their skit. Finally she wrote to Gene, timidly explaining just what his broadcasts meant to her. She told him that she was picturing him as her son, she hoped he didn't mind.

He didn't. On the contrary, he told her that if she were ever in Cleveland, he'd be delighted to see her. Last year she came to Cleveland especially to see him. Her worn old eyes caressed his face. As for Gene, he treated her as if she were really his mother. He took her to the studio where he was broadcasting, he showed her the sights of Cleveland. When she came back home she sent him the watch engraved, "To My Hero."

Jewelry and nick-nacks aren't the only gifts fans send their pet performers. Some send cold cash. One fan sent Lanny Ross a fifty-dollar bill, anonymously, which he turned over to charity. Bradley Kincaid, the Kentucky mountain singer, receives a five-dollar bill every month from an old lady of seventy-two. She asks him to sing a certain song in acknowledgment of her letter.

This has been going on for years. Since she always signs her letters "A Listener," Kincaid doesn't know how to return the money. He's written repeatedly to the town post-office, but his notes always come back unopened.

A few months ago the money stopped coming suddenly. So did the old lady's letters. Kincaid thought perhaps she had tired of his songs. But last week a nice, long letter came with a twenty-dollar bill enclosed to make up for the time skipped. She said she had been very ill and could not write. On account of her illness, she was going to the hospital to undergo a serious operation, but Kincaid was not to worry about her. If he didn't hear from her for quite a while, he'd understand she couldn't write. In case she doesn't come back, she has left an envelope for him with her attorney, "with something that may come in handy some day, if you are ever up against it."

Watch next month's RADIO STARS for details about the five dresses to be given away. They are designed by Gladys Parker, famous New York clothier, and modeled for you by Annette Hanshaw, pretty NBC singer.

Programs

(Continued from page 66)

SUNDAYS (Continued)

5:30 EDT (¼)—Tony Wons "House by the Side of the Road." (S. C. Johnson & Son, Inc.)

WTMJ, KSTP, WEBC, WFYR, WAVE, WSM, WMC, WSB, WAPI, WJDX, WSMJ, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR. (Stations above to be added to network as available.)

5:30 EDT (¼)—Radio Explorers Club. Talks by Museum of Natural History explorers. (Bosch.)

WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, WLS, KWK, KWCR, KSO, KOIL, WREN, WCKY, WENR, WBBF, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYR, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, WAVE, WSM, WMC, WSB, WAPI, WJDX, WSMJ (Above stations to be included in network as available.)

5:45 EDT (¼)—Albert Payson Terhune's Dog Drama. (Spratt's.) (Starts September 23rd.)

WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, WLS, KWK, KWCR, KSO, KOIL, WREN, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ.

6:30 EDT (½)—The Iron Master. Fifty piece band; guest artists; Bennett Chapple, narrator. (Armo.)

WEAF, WEEI, WVIC, WJAR, WTAG, WCSH, WFI, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, KVOO, WKY, WFAA, WBAF, KPRC, WOAI, KTBS, KTHS, WDAF.

6:30 EDT (¼)—Smilin' Ed McConnell, songs. (Acme Parts.)

WABC, WCAU, WDRG, WEAN, WFBL, WFPA, WGR, WHK, WHP, WJAS, WJSV, WKRC, WNAC, WWVA, CKLW, KMOX, WBBM, WCCO, WFBM, WHAS, WISN.

7:45 EDT (¼)—Wendell Hall, the Red-Headed Music Maker. (Fitch.)

WEAF, WLIT, WTAG, WJAR, WCSH, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, CFCF, WHO, WMAQ, KSD, WOC, WOF, WVIC, WKBF.

8:00 EDT (1)—Variety Hour.

WABC, W2XE, WOKO, WCAO, WNAC, WGR, WHK, CKLW, WDRG, WFBM, KMBC, WHAS, WCAU, W3XAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WLBZ, WBRC, WICC, WBT, KVOR, WBNS, KLZ, KRLD, WLBW, WBIG, WGLC, KFAB, KLRA, WFPA, WREC, WISN, WCCO, WSFA, WLAC, WDSU, KOMA, KOH, WDBJ, WHEC, KSL, KTSA, WTOC, KSCJ, WMAA, W11W, CFRB, KTUL, WMT, WWVA, KFH, WSJS, WORC, WNAX, WKBN, WDNC, WNOX, WALA, KFRH, KFAB, WHP, WADD, KDB, KOIN, OMA, KVOR.

(Network especially subject to change.)
8:00 EDT (1)—Demure Durante (Jimmy); Wistful Wallington (Jimmy too); Retiring Rubinoff and his violin. (Chase and Sanborn.)

WEAF, WVIC, WTAG, WIOD, WFLA, WBEN, WCAE, WTAM, WWJ, WLW, CFCF, WWNC, WIS, CHCT, WFBR, WRC, WGY, WPTF, WJAR, WCSH, WRVA, WJAX, WLIT, WMC, WJDX, KSD, WOC, WHO, WDAF, WSB, KPRC, KPRC, WKY, WTMJ, KSTP, WEBC, WDAY, KVOO, WFAA, WOAI, WSM, WMAQ, KTHS, WSMB, WAVE, KTAR, KDYL, KOA, KGO, KFI, KGW, KOMO, KHQ, WAPI, WBZ, WBZA.

9:00 EDT (½)—Ward's Family Theatre. Guest Stars; orchestra.

WABC, WOKO, WCAO, WNAC, CKLW, WDRG, WCAU, WADC, WHK, WFBL, WLBZ, WICC, WFPA, WMAA, WWVA, WORC, WKBN, WMBR, WBNS, WBBM, WJAS, WEAN, KMOX, WBRC, WSFA.

9:00 EDT (½)—Manhattan Merry-Go-Round. Tamara, blues singer; David Percy, orch.; Men About Town. (R. L. Watkins Co.)

WEAF, WVIC, WJAR, WFBR, WRC, WGY, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOV, WDAF, KI-Q, KOA, KDYL, KGO, KFI, KGW, KOMO, WFI, WTAM, WTMJ, KSTP, WEBC, CFCF, WTAG.

9:00 EDT (½)—Gulf Headliners. (Gulf Gasoline.)

WJZ, WBAL, WRZ, WBZA, WHAM, WJAX, WWNC, WFLA, WIOD, WGAR, WJR, WLW, WSYR, WMAL, WRVA, KDKA, WIS, WJDX, WSMB, WFAA, KTBS, KPRC, WOAI, WSM, WMC, WSB, WAVE.

9:30 EDT (¼)—Walter Winebell. (Jergen's.)

WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWK, KWCR, KSO, KOIL, WREN.

9:30 EDT (½)—Fred Waring's Pennsylvanians with Babs and her brothers; Priscilla and Rosemary Lane; Tom Waring; Poley McClintock; Stuart Churchill, and Johnny Davis. Hilarity in song. Sweetness in harmony. (Ford Dealers.)

WABC, WGLC, WNAC, WSJS, WADC, WGR, WBT, WBNS, WCAO, WCAU,

(Continued on page 89)



Skinny? New easy way adds pounds —so fast you're amazed!

Astonishing gains with new double tonic. Richest imported brewers' ale yeast now concentrated 7 times and combined with iron. Gives 5 to 15 lbs. in a few weeks.

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Concentrated 7 times

This amazing new product, Ironized Yeast, is made from specially cultured brewers' ale yeast imported from Europe—the richest and most potent yeast known—which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This super-rich yeast is then scientifically ironized with 3 special kinds of iron which strengthen the blood, add abounding pep.

Day after day, as you take Ironized Yeast, watch flat chest develop, skinny limbs round out attractively. Constipation and indigestion disappear, skin clears to new beauty—you're a new person.



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No matter how skinny and weak you may be, or how long you have been that way, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. It is sold under an absolute money-back guarantee. If you are not delighted with the results of the very first package, your money instantly and gladly refunded.

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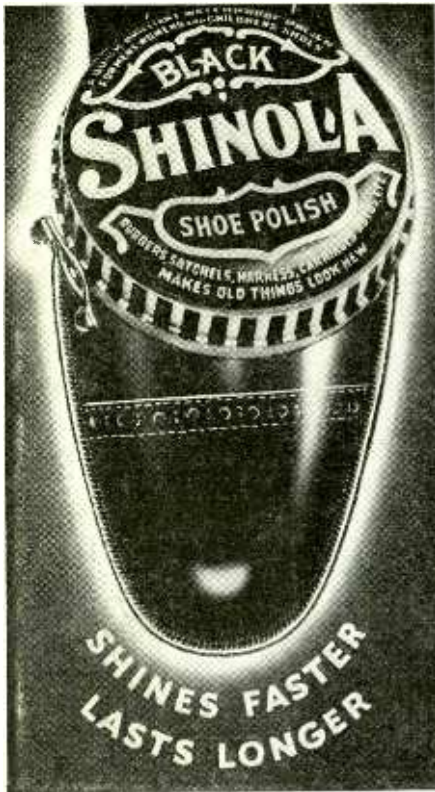


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Mr. Dynamite Gets Married

(Continued from page 44)

So that's why, on January 20th, a car sped out of New York carrying Graham and Ann Lee and Leslie Joy, of the NBC staff, with his wife. They drove at break-neck speed to Elkton, Maryland, called the elopers' mecca because of the speed with which weddings are performed. There they snatched a license and were married. Their wedding supper was held in the only "open-all-night" lunch wagon in Elkton. And Graham and Ann Lee, sitting on the high stools munching hamburgers and giggling, wouldn't have swapped that lunch wagon for New York's swankiest supper room.

NOW his young bride is always at his side. When he hops about from one place to another, broadcasting special news and sports events, he takes Ann Lee with him. Recently he took her to Kentucky, where he was to broadcast the famous Derby. The assignment was a ripe plum thrown right into his lap.

But when he reached Kentucky and looked over the grounds, he got a little panicky. A sudden fear seized him—that he might fall down on the job. You see,

McNamee's fame as an announcer is based on his intense enthusiasm. Well, he had announced so many horse races before that this Derby, as stirring as it was, was no longer new to him. All of its fascinating features were dulled, because he had seen them so often. He was afraid, you see, that he might sound flat.

But Ann Lee, beside him, was hopping with delight. She asked him a hundred questions—petty questions that might even have annoyed some other husband. Graham answered them patiently at first, and then fell in with her eagerness. Before he realized it, he was joining in with her fresh enthusiasm for the race. In a moment they were both babbling and talking about the Derby, and only then did McNamee really get the "feel" of the exciting race.

When he yelled excitedly into the mike, he spoke not as a horse-race expert, burdening the listeners with technical details, but in a personal, yet thrilling way, as he might be explaining it to Ann Lee. And that's why Graham McNamee is one husband who really means it when he says of his bride, "She is my inspiration."

Uncle Answer Man Answers

(Continued from page 62)

A. He is not. At least that's what NBC in Chicago says. Can I help it if you won't take their word for it.

Q. How about Frank Munn?

A. No, he's kept his head so far. But there is a rumor that he's weakening—he's supposed to be engaged.

Q. We gotta know about Ted Fiorito.

A. Well, if you gotta know, you gotta know. At one time, he did spell it Fio Rito, but it mixed up so many people he put it together and now he only mixes up half as many. He was born December 30, 1901, in Newark, N. J., and is of Italian descent. He was educated musically at the American and Chicago Conservatories of Music. You probably know some of the seventy-two song hits he's written. They include "Laugh Clown, Laugh," "King for a Day" and "Now That You've Gone." He is five feet six inches tall, weighs 160 pounds and has black eyes and hair. He likes Italian cooking—naturally. As for the opposite sex—he likes jolly, interesting women. But he's not married. Nor is he engaged. He's divorced.

Q. Are Billy and Florence Halop, the juvenile actors, related?

A. Distantly. They're brother and sister.

Q. If you please, kind sir, give us the names of the Commodores Quartet which sings with Gene Arnold.

A. Right. Reading from top to bottom: Cyril Pitts and Thomas Muir, tenors; Herman F. Larson, baritone; Reinhold

Schmidt, bass; and Robert Stewart Child, accompanist.

Q. Hi-de-hi. Uncle, tell us the story about Cab Calloway.

A. Ho-de-ho, nephews and nieces, here you are. The stork didn't drop him down the chimney that day in Rochester, N. Y. It was Santa Claus, the day being December 25th, 1907. He has three sisters, Blanche, Bernice and Camilla, and two brothers, Elmer and John. It was one of those sisters, Blanche, a professional singer, who trained him. Before his band went on the air from the Cotton Club in New York's Harlem, he appeared in vaudeville and musical comedies in the middle west. He is five feet eight inches tall, and weighs 163 pounds. His eyes are brown and hair is black. He prefers spicy foods and Italian cooking. He is married.

Q. You say in the April issue that Don Ameche is not married. He is.

A. Who said so?

Q. You did.

A. Oh, no, we didn't. We said "etc." Of course he's married.

Q. Isn't it time you explained that "Show Boat" situation again?

A. Omigosh, that is right. I haven't explained it for three months. Lanny Ross and Mary Lou are not in love. The cast does not wear costumes. They do not learn their parts by heart. The broadcast is not done from a real showboat, but from a New York studio. In fact, nothing seems to be sacred any more. But you asked for it. Now see if you can take it.

Programs Day by Day

(Continued from page 87)

SUNDAYS (Continued)

WDAE, WDBJ, WDBO, WDRC, WEAN, WFBL, WMBR, WHEC, WHK, KFH, WICC, WJAS, WJSV, WKBN, WPG, KRLD, WREC, WSFA, KSCJ, WNAX, WKRC, WLBW, WLBZ, WMAA, WOKO, WORC, WQAM, WSPD, WTAR, WTOC, CFRB, CKLW, KLEA, KMBC, KMOX, KOMA, KTRH, KTEA, WACO, WRBM, WBRB, WCCO, WDOD, WDSU, WFBM, WGST, WHAS, WIBW, WISN, WLAC, WMT, WOVO, WKAC, KTUL, WFFA, KLZ, KSL, KVOR, KOH, KERN, KMJ, KHJ, KOIN, KFBK, KGB, KPBC, KDB, KOL, KFPY, KWG, KVI, KFAB, WDNC, WALA.

9:30 EDT (1/2)—American Album of Familiar Music. Frank Munn, tenor; Virginia Rea, soprano; Ohman and Arden, piano team; Bertrand Hirsch, violinist; Haenschen Concert Orchestra. Sweet old melodies. (Bayer.)
WEAF, WTAG, WEEL, WMAQ, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBBN, WCAE, WTAM, WJX, WSAI, WIOD, WFLA, WRVA, WJAX, WPTF, CFCE, CRCT, KSD, WVNC, WOC, WHO, WOW, WMC, WSB, WOAI, WJDX, WFAA, WSMB, WKY, KPEC, WDAF, KVOO, WTMJ, KSTP, WSM, KDYL, KOA, KFI, KGW, KOMO, KHQ, KGO, WIS.

10:00 EDT (1/4)—Mme. Schumann-Heink. Harvey Hays. (Gerber and Co., Inc.)
WJZ, CRCT, CFCE, WMAL, WMAL, WBZ, WRZA, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWCR, KSO, KWK, WREN, KOIL.

10:00 EDT (1/2)—Wayne King waltzes to you. (Lady Esther.)
WABC-W2XE, WADC, WOKO, WCAO, WAAB, WKBW, WEEM, WKRC, WHK, CKLW, WOVO, WDRC, KMBC, WHAS, WCAU-W3XAU, WJAS, WDSU, KMOX, WFBL, WSPD, WJSV, KLZ, WCCO, KSL, KERN, KMJ, KHJ, KOIN, KFBK, KGB, KPBC, KDB, KOL, KFPY, KGW, KVI, KRLL, WFBM, WIBW, WBSN, KFAB.

10:00 EDT (1/2)—Hall of Fame. Guest orchestras. (Lehn & Fink Products Co.)
WEAF, WTIC, WTAM, WTAG, WEEL, WWJ, WJAR, WCSH, WLW, WFI, WFBR, WRC, WGY, WBBN, WCAE, CFCE, WMAQ, WFAA, WOW, CRCT, WDAF, KTBS, WSM, KPBC, WMC, WOAI, KTHS, KSTP, WJDX, WSB, WKY, WSMB, WKBF, WOC, WHO, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, KCD.

11:00 EDT (1/4)—Wendell Hall singing again for Fitch's.
KSTP, WOAI, WDAF, WTMJ, WIBA, WEBC, WDAY, KFYR, WKY, WBAP, KPBC, KTBS, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ.

11:15 EDT (1/4)—Mme. Schumann-Heink and Harvey Hays.
WKY, WBAP, KPBC, WOAI, KFI, KGO, KGW, KOMO, KHQ.

MONDAYS

(September 3rd, 10th, 17th and 24th.)

6:00 EDT (1/4)—Buck Rogers. Sketches of imaginary adventure in the 25th century. (Cocomalt.)
WABC, WCAU, WGR, WJAS, WNAC, WOKO.

6:15 EDT (1/4)—Bobby Benson and Sunny Jim. Glenn Western drama for youngsters. (Hecker H-O.)
WABC, WOKO, WAAB, WGR, WHK, WDRC, WCAU-W3XAU, WEAN, WFBL, WLBZ, WHEC, WORC, WJAS. (See also 5:15 P.M. EDT.)

6:30 EDT (1/4)—Jack Armstrong. All American Schoolboy adventures. (Wheaties.)
WBBM, WCAO, WHK, WJSV, CKLW, WOVO. (See also 5:30 EDT.)

6:45 EDT (1/2)—Dixie Circus. Roars of laughter and lions in big-top life. (Dixie cups.)
WABC, WBT, WCAO, WCAU, WJSV, WNAC, WOKO, CKLW, WBBM, WCCO, WGST.

6:45 EDT (1/4)—Lowell Thomas. News by the adventurer-journalist. (Sun Oil.)
WJZ, WGAR, WLW, CRCT, WBAL, WBZ, KDKA, WHAM, WJR, WSYR, WBZA, WJAX, WIOD, WFLA, WMAL, CFCE.

6:45 EDT (1/4)—Billy Batchelor. Small town sketches with Raymond Knight and Alice Davenport. (Wheatena.)
WEAF, WEEL, WTIC, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBBN, WCAE, WTAM, WWJ, WSAI. (Subject to change.)

7:15 EDT (1/4)—Gene and Glenn. Songs and comedy. (Gillette.)
WEAF, WTAG, WEEL, WJAR, WCSH, WRC, WGY, WBBN, WFBR, WPTF, WVNC, WIS, WJAX, WIOD, WFLA. (See also 11:15 P.M.)

7:30 EDT (1/4)—Buck Rogers. Sketches of imaginary adventure in the 25th century. (Cocomalt.)
KMOX, WBBM, WCCO, WFBM, WGST, WHAS.

7:45 EDT (1/4)—Dangerous Paradise. Dramatic sketches with Elsie Hitz and Nick

Dawson. (Woodbury's.) (Starts September 19th.)
WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, WLS, KWK, KWCR, KSO, KOIL, WREN, WSM, WSB, WSMB, KVOO, WFAA, KPBC. (Above stations to be added to network as available.)

7:45 EDT (1/4)—Frank Buck. Dramatized jungle adventures. (Peppodent.)
WJZ, WBAL, WMAL, WBZ, WBZA, WHAM, KDKA, WIOD, WJR, WCKY, WENR, CRCT, WRVA, WPTF, WFLA.

7:45 EDT (1/4)—Boake Carter. (Philco.)
WABC, WCAO, KMBC, WNAC, WJSV, WHK, CKLW, WCAU, WJAS, WBT, WBBM, WGR, WHAS, KMOX, WCCO.

8:00 EDT (1/4)—Kate Smith.
WABC, WADC, WOKO, WCAO, WNAC, WGR, WHK, CKLW, WDRC, KMBC, WHAS, WCAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, KOIN, KDB, WGST, WIC, WLBZ, WBRB, WICC, WBT, WDD, KLZ, KVOR, WBSN, KRLL, WLBW, WBIG, WGLC, KFAB, KLRA, WFEA, WREC, WISN, WCCO, WSFA, CKAC, WLAC, WDSU, KOMA, KOH, KSL, WMBG, WDBJ, WHEC, KTSB, WTOC, KSCJ, WSBT, WMAA, WIBW, CFRB, KTUL, WACO, WMT, WVVVA, KFH, WJSJ, WORC, WNAX, WNOX, WALA, WDNC, WHP, KTRH.

8:00 EDT (1/2)—Jan Garber and his Yeast Foamers orchestra.
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, KDKA, WGAR, WLW, WLS, WHAM, KWCR, KSO, WREN, KOIL, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, KWK, WKBF, WJR.

8:00 EDT (1/2)—Richard Himber's Orchestra. Joey Nash, vocalist. (Studebaker Motor Co.)
WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WRC, WGY, WBBN, WCAE, WTAM, WSAI, WMAQ, KSD, WHO, WOW, WDAF, WLIT, WFBR, (WVJ off 8:15.)

8:30 EDT (1/2)—"Raffles," Amateur Cracksmen. Safe bet for detective drama devotees.
WOKO, WCAO, WNAC, WGR, WBRB, WICC, WHK, CKLW, WDRC, WFBM, KMBC, WHAS, WCAU-W3XAU, WJAS, WEAN, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WLBZ, WBT, KRLL, WHP, WADC, KDB, KTRH, KOIN, WLBW, WBIG, WGLC, KFAB, KLRA, WFEA, WREC, WCCO, WSFA, CKAC, WLAC, WDSU, KOMA, KOH, WMBG, WDBJ, WHEC, KTSB, WTOC, KSCJ, WSBT, WMAA, WIBW, CFRB, KTUL, WACO, WVVVA, KFH, WJSJ, WORC, WKBN, WALA, WDNC, KZL, KOMA. (Network especially subject to change.)

8:30 EDT (1/2)—Voice of Firestone Garden Concert. Gladys Swarthout; vocal ensemble; Wm. Daly's symphonic string orchestra. (Firestone Tire & Rubber Co.)
WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBBN, WTAM, WWJ, WLW, WKBF, WCAE, WMAQ, KSD, WOC, WHO, WOW, WDAF, WFAA.

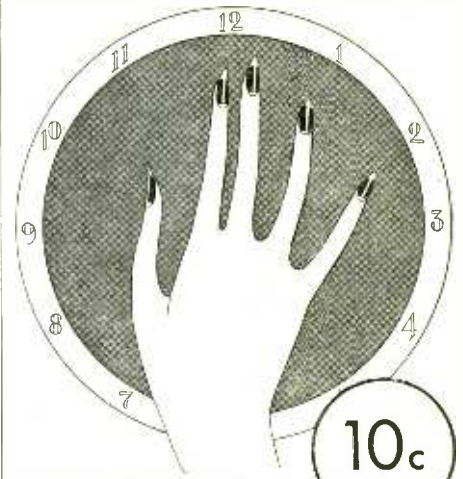
9:00 EDT (1/4)—Sinclair Greater Minstrels. Gene Arnold, interlocutor; Joe Parsons, basso; male quartet; Bill Childs, Mac McCloud and Cliff Soubier, end men; band direction Harry Kogen.
WJZ, WGAR, WRVA, WVNC, WLW, WIS, WJAX, WIOD, WFLA, WBAL, WBZ, WBZA, WHAM, KDKA, WSB, WLS, KWK, WREN, KSO, KVOO, KSTP, WEBC, WDAY, KFYR, WTMJ, WFAA, WMC, WSM, WSMB, WJDX, WIBA, KPBC, WOAI, KTBS, WKY, KOIL, KOA, WSOB, WJR, WPTF, WAPI.

9:00 EDT (1/2)—A & P Gynieses Orchestra direction Harry Horlick. Frank Parker, tenor.
WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WWJ, WLIT, KSD, WGY, WBBN, WCAE, WTAM, WOW, WDAF, WHO, WMAQ, WOC.

9:30 EDT (1/2)—Joe Cook's cookoo comedy; Donald Novis, tenor; Frances Langford, blues singer; Rhythm Girls and Melody Boys Trios; Voorhees Orchestra; Brad Browne, master of ceremonies. (Colgate-Palmolive-Peet.)
WEAF, WTAG, WEEL, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBBN, WCAE, WTAM, WWJ, WSAI, WJAS, WJAX, WJDX, WJAX, WIOD, WFLA, WMAL, CFCE.

9:30 EDT (1/2)—Lud Gluskin and his Continental Orchestra with Henrietta Schumann, pianist; The Three Marshalls, vocal trio. (Ex-Lax Co.)
WABC-W2XE, WADC, WOKO, WCAO, WNAC, WKBW, WBBM, WKRC, WHK, (Continued on page 91)

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"Canned" Music Comes Into Its Own

(Continued from page 11)

It enabled the sponsor to hear, at one sitting, a complete radio campaign. He knew exactly what he was buying. Furthermore, all he had to do was send the records to the stations. There was no waste of time, no scripts to be written and passed on for approval and no talent to be rehearsed.

in time in various sections of the country and unavailable stations brought about the decision to record the programs. Canadian listeners, for example, get transcriptions.

"Eno Crime Clues" is another NBC program which uses recordings. There is a live broadcast, of course, each Tuesday and Wednesday evening. While some of you hear this live broadcast, others get the "delayed" one but it's exactly the same.

A new angle of transcriptions was offered recently by an executive who said, "You like your evenings at home—in fact they are pretty important to you. The radio entertainer likes them just as much as you do. Maybe more so, because he has fewer of them. In making the electrical transcriptions he works in the day time as do you and I, and so can be home more often to spend an evening with the wife and kids."

BOTH NBC and CBS make use of transcriptions. Not over their own key stations, because that's where the live broadcasts originate and it isn't necessary, but they send records of these to other stations throughout the country.

NBC, for example, broadcasts a program now for the Fitch Company on which Wendel Hall, the red-headed music maker of "It Ain't Gonna Rain No More," is featured. This company wanted an extensive network and such things as difference

Lost—A Woman's Love

(Continued from page 31)

experiences, came tramping home quite happy, for in his possession were twelve bottles of the very excellent patent medicine. He was sure it would cure his step-mother's rheumatism.

ing agents, who stranded him in tank towns. For weeks he went without a job and got to know every cheap beany on the road. Somehow the sordidness could not shade the color and confidence Joe had. He knew he would have to experience such things and took them in his

(Continued on page 92)

Winding Up the Search for Miss Radio

(Continued from page 45)

RULES

1. Candidates for "Miss Radio of 1934" shall be nominated by a reader of RADIO STARS Magazine, or by an officer of any radio station authorized by the Federal Radio Commission.
2. Candidates shall have been employed for at least six months or more in the business of broadcasting on either sustaining or commercial programs, three months of which radio time shall have been during 1934.
3. Candidates may be from any field of radio entertainment, including singing, playing, acting, announcing, news commenting, orchestra leading.
4. Nominations may be made by using the coupon on this page or by letter.
5. Nominations will be received up to midnight, September 10, 1934.

FIRST ANNUAL SEARCH FOR "MISS RADIO"
RADIO STARS Magazine,
149 Madison Avenue, New York City.

Gentlemen:

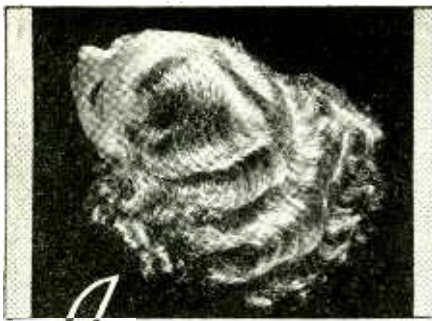
I nominate for Miss Radio of 1934:

Name	Type of entertainer	Station	City
_____	_____	_____	_____
_____	_____	_____	_____

Note—you may nominate any number of candidates you wish.

Sign your name

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Programs Day by Day

(Continued from page 89)

MONDAYS (Continued)

CKLW, WOWO, WDRC, WFBM, KMBC, WHAS, WCAU-W3XAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV.

9:30 EDT (1/2)—Princess Pat Players. Dramatic sketches.
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWCR, KSO, KWK, WREN, KOIL.

10:00 EDT (1/2)—Wayne (Waltz) King's orchestra. (Lady Esther.)
WABC, WADC, WOKO, WCAO, WAAB, WKBW, WKRC, WHK, CKLW, WDRC, WCAU-W3XAU, WJAS, WEAN, WFBL, WSPD, WJSV, WBBM, WOWO, KMBC, WHAS, KMOX, WCCO, KLZ, KSL, KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRG, KDB, KOL, KFPY, KWG, KVI, WJW, WDSU, KRLL, WBNB, KFAB.

10:00 EDT (1/2)—Contented Program. Soothing words and music. Gene Arnold, narrator; the Lullaby Lady; male quartet; Morgan L. Eastman orchestra. Jean Paul King, announcer.
WEAF, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WTIC, WGY, WBN, WTAM, WCAE, WWJ, WLW, KSD, WOC, WHO, WOW, WDAF, WFAA, WMAQ, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ.

10:30 EDT (1/4)—Singin' Sam. (Pour a glass of Atlas Brew.)
WBBM, WFBM, KMBC, WHAS, KMOX, WBT, WDOD, KRLL, KTRH, KFOR, WLAC, KOMA, WMBD, KSCJ, KTUL, WMT, WNAX.

11:00 EDT (1/4)—Frank Buck. Dramatized jungle adventures. (Pepsodent.)
KWK, WKY, KOA, KGO, WREN, WDAF, KOIL, KSTP, WSM, WMC, WSB, WSMB, KTHS, KGW, KFI, KDYL, KOMO, KHQ, WTMJ, KPRC, WOAI, WFAA. (See also 7:45 P.M. EDT.)

11:15 EDT (1/4)—Gene and Glenn. Songs and comedy. (Gillette.)
WMAQ, WHO, WOW, WTMJ, WIBA, WEBC, WSM, KSD, WSB, WCAE, WJDX, WSMB, WAVE, WKY, KTBS, WOAI, WTAM, WWJ, WSAI, WOC, WDAF, WKBF, KSTP, KHQ, KFSD, KTHS, WFAA, KPRC, KGO, KFI, KGW, KOMO, KTR, KDYL. (See also 7:15 P.M.)

11:30 EDT (1/2)—Voice of Firestone Garden Concerts.
KSD, WOW, WIBA, KSTP, WDAY, KFYR, KOA, WOC, WHO, WEBC, KFSD, KTR, KGI, KDYL, KTR, KGH, KGO, KFI, KGW, KHQ, KOMO, WTMJ, WKBF. (See also 8:30 P.M. EDT.)

1:00 A.M. EDT (1/2)—Richard Himber's Orchestra. Joey Nash, vocalist. (Studebaker.)
KOA, KDYL, KGO, KGW, KOMO, KHQ, KFI. (See also 8:00 P.M. EDT.)

TUESDAYS

(September 4th, 11th, 18th and 25th.)

6:00 EDT (1/4)—Buck Rogers. Sketches of imaginary adventure in the 25th century. (For stations see Monday.)

6:15 EDT (1/4)—Bobby Benson. (For stations see Monday.)

6:30 EDT (1/4)—Jack Armstrong. (For stations see Monday.)

6:45 EDT (1/4)—Lowell Thomas. News. (For stations see Monday.)

6:45 EDT (1/4)—Billy Batchelor. Small town sketches. (For stations see Monday.)

7:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)

7:30 EDT (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th century. (For stations see Monday.)

7:30 EDT (1/4)—The Silver Dust Serenaders.
WABC, WOKO, WGR, WDRC, WCAU, WJAS, WFBL, WHEC, WMAS, WWVA, WORC, WCAO, WJSV, WHP.

7:45 EDT (1/4)—Frank Buck. (For stations see Monday.)

7:45 EDT (1/4)—Boake Carter. (For stations see Monday.)

8:00 EDT (1/4)—Call for Philip Morris. Also for Philip Ducey, baritone, with Leo Reisman's orchestra.
WEAF, WTAG, WEEL, WJAR, WCSH, WFL, WFBR, WRC, WGY, WBN, WTAM, WWJ, WMAQ, WCAE, KSD, (WSMB, WSM on 8:15), WOC, WHO, WOW, WSB, WTIC. (See also 11:30 P.M. EDT.)

8:00 EDT (1/2)—"Lavender and Old Lace," songs of other days, with Frank Munn, Tenor; Muriel Wilson, Soprano, and Gustav Haenschen's Orchestra. (Bayer's Aspirin.)
WABC-W2XE, WADC, WOKO, WCAO, WNAC, WGR, WBBM, WKRC, WHK, CKLW, WOWO, WDRC, WFBM, KMBC, WHAS, WCAU-W3XAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV.

8:30 EDT (1/2)—"Accordiana" with Abe Lyman's Orchestra, Vivienne Segal, soprano, and Oliver Smith, tenor. (Phillips Dental Magnesia.)
WABC-W2XE, WOKO, WCAO, WNAC, WGR, WBBM, WKRC, WHK, CKLW,

WDRC, WFBM, KMBC, WCAU, WEAN, KMOX, WFBL, WJSV, WCCO, WHEC, CFRR.

8:30 EDT (1/2)—Lady Esther Serenade. Wayne King's undulating dance music.
WEAF, WCAE, WBBN, WFL, WGY, WCSH, WTAG, WEEL, WJAR, WRC, WTAM, WWJ, WSAI, WTMJ, KSD, WOC, WHO, WOW, KSTP, WMAQ, WKBF, WDAF, WKY, KPRC, WOAI, WSM, WSB, WMC, WSMR, WTIC.

9:00 EDT (1/2)—Bing Crosby, songs. (Woodbury's.)
(Starts September 18th.)
WABC, WADC, WBT, WCAO, WCAU, WDRC, WEAN, WFBL, WGR, WHK, WJAS, WJSV, WKRC, WNAC, WOKO, WSPD, CKLW, KMBC, KMOX, KRLL, WBBM, WCCO, WDSU, WFBM, WHAS, WOWO, WREC, KTUL, KLZ, KFPY, KFRG, KGB, KHJ, KOIN, KOL, KVI.

9:00 EDT (1/2)—Edgar A. Guest, verse; Alice Mock, soprano; vocal trio; Josef Koestner's Orchestra, make up Household Musical Memories. (Household Finance Corp.)
WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, WSYR, WCKY, WREN, KSO, KWK, WLS.

9:30 EDT (1/2)—Real down-East sketches with Arthur Allen and Parker Fenelly. (Socony.)
WEAF, WEEL, WTIC, WJAR, WTAG, WCSH, WGY, WBN.

9:30 EDT (1/2)—Mrs. Franklin D. Roosevelt; Josef Koestner's orchestra. (Simmons, Co.)
WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, WLS, KWK, KWCR, KSO, KOIL, WREN.
(Above stations to be added to network as available.)

9:30 EDT (1/2)—Richard Himber's Orchestra. (Studebaker.)
WABC, W2XE, WADC, WOKO, WCAO, WNAC, WCRV, WBBM, WKRC, WHK, CKLW, WDRC, WFBM, KMBC, WHAS, WCAU-W3XAU, WBNB, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV, WCCO, WFAA, KFH, WKBF.

10:00 EDT (1)—Palmolive Beauty Box Theatre with Gladys Swarthout, mezzo-soprano; Frank McIntyre, Peggy Allenby, Charlotte Walker, John Barclay and others. Nat Shilkret's orchestra.
WEAF, WTAG, WEEL, WJAR, WCSH, WFBR, WRC, WGY, WWJ, WBN, WCAE, WTAM, WLW, WMAQ, KSD, WOC, WHO, WOW, WTMJ, WEBC, WDAY, KFYR, WRVA, WPTF, WUNC, WIS, WJAX, WIOD, WFLA, WSM, WMC, WKBF, WJDX, WSMB, WAVE, WSOC, WKY, KTBS, WOAI, KOA, KDYL, KGR, KGH, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTR, KTRC, CRCT, KVOO, WBAF, WSB, KSTP, KTHS, CFCF.

11:00 EDT (1/4)—Frank Buck. (For stations see Monday.)

11:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)

11:30 EDT (1/2)—Leo Reisman's orchestra with Phil Ducey. (Philip Morris.)
KOA, KDYL, KGO, KFI, KGW, WTMJ, KOMO, KHQ, WLW, WDAF.

12:30 EDT (1/2)—Richard Himber's orchestra. Joey Nash, tenor. (Studebaker Motor Corp.)
KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRG, KDB, KOL, KFPY, KWG, KVI, KLZ, KSL.

WEDNESDAYS

(September 5th, 12th, 19th and 26th.)

6:00 EDT (1/4)—Buck Rogers. Sketches of imaginary adventure in the 25th century. (For stations see Monday.)

6:15 EDT (1/4)—Bobby Benson. (For stations see Monday.)

6:30 EDT (1/4)—Jack Armstrong. (For stations see Monday.)

6:45 EDT (1/4)—Lowell Thomas. (For stations see Monday.)

6:45 EDT (1/4)—Billy Batchelor. Small town sketches. (For stations see Monday.)

7:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)

7:30 EDT (1/4)—Irene Rich in dramatic sketches. (Welch's.)
WJZ, WBAL, WMAL, WSYR, WBZ, WBZA, WHAM, WENR, WAVE, WSM, WSB, WMC, KDKA, KSO, KWCR, WREN, KOIL.

7:30 EDT (1/4)—Buck Rogers. Sketches of imaginary adventure in the 25th century. (For stations see Monday.)

7:45 EDT (1/4)—Dangerous Paradise. Dramatic sketches. (For stations see Monday.)

7:45 EDT (1/4)—Frank Buck. (For stations see Monday.)

7:45 EDT (1/4)—Boake Carter. (For stations see Monday.)

(Continued on page 93)



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Lost—A Woman's Love

(Continued from page 90)

stride. Each time another dismal disappointment popped up, the struggling trouper would trudge back to his tiny hall-room and relive the scenes of his childhood.

THROUGH wet eyes he saw quite clearly four-year-old Joe Lopez. Holding tightly to his arm was his younger brother, waiting in a blinding rain for a train to bring back the body of his father. Two years before that, his mother had died. Now his father—drowned. Standing there on the deserted platform, a wave of responsibility swept over his tiny frame. He had heard terrible things about orphanages, but he'd live through it. Shortly afterwards, a Mrs. Cook adopted the two boys. Having no children of her own, she gave them all her devoted attention. The boys worshipped her.

Ringling in his ears was the boastful statement ten-year-old Joe Cook made on that triumphal day of the circus. Then he would get up from the cold, hard bed, clench his teeth and continue his search for a job.

Vaudeville men got to know the plucky kid. They admired his fight. It's hard to keep an Irishman down, but when the Irishman also has a bit of Spanish blood, too, there's no stopping him! He got bookings in better theatres. He married the little girl in the next act. They had children. Children who smelt grease paint before fresh air; who were rocked in swaying day coaches instead of cradles. But this was incidental to Joe. The one burning goal must be reached, no matter what the cost.

An engagement in Earl Carroll's "Vanities" was the turning point. He stole the show right under Peggy Hopkins Joyce's nose. In the next edition of the revue, he was to be co-starred with Sophie Tucker of red-hot mamma fame. Sophie objected to sharing the top billing with this unknown. Twenty-four hours before the curtain rose, Joe made the famous blues singer a sporting proposition. Would she toss for the highest honors? As silken ladies and their meticulous escorts filed into the theatre, electricians were busily engaged in putting the name of Joe Cook above the title of the show. He had won the toss.

In the background stood Mrs. Cook and the four children, Josephine, Joe, Jr., Doris and Leo, the last named for Joe's brother who had just died. Their lives were irregular and spasmodic. Yet they waited patiently for the day when the great home on the blue lake would be built. Their father never stopped telling them about it. Mrs. Cook would take the four stage-struck children aside and impart to them knowledge they could never learn behind footlights. She took them to church, and taught them how to read and write for they were never in one city long enough to enroll in public schools.

Morris Green, a producer willing to gamble, offered Joe the chance to star in his own musical comedy. Green was certain that this man, who could keep

audiences in continuous laughter with his timeless story of why he couldn't imitate four Hawaiians, could carry a big show all by himself. Skeptics disagreed. "Rain or Shine" opened without a try-out. The next day, critics heralded Joe Cook as the greatest comedian of them all. At last the time had come to start building his dream castle. However, he didn't let success go to his head. Even today, there is no veneer around Joe Cook. Weekly he sends checks to his step-mother back home in Evansville.

ONE bright morning the family motored to Lake Hopatcong. Joe took one look at the large expanse that real estate man showed him and bought it. Months of planning and consultation with architects followed. It must be perfect. Joe insisted, it must be perfect! There would be more tricks and devices than in any other house in America. Sliding doors, invisible chairs and a miniature theatre with real footlight were included in the blue-prints. Silently his wife watched. Eagerly his children waited for the chance to live in this story-book house.

Finally it was completed. Tennis courts, motor boats, open fireplaces, trees that sprouted pineapples, a golf course that had its first tee on a four-story water tower, conic butlers garbed in rococo liveries, speakeasies, one with the largest collection of steins in the world, spread over the grounds. Alexander Woollcott, the Town Crier, called it "the ninth wonder of the world." Epicureans raved over the delicious barbecues and ravioli. One round of parties followed another. When Joe went to California to make pictures, intimate friends, and not so intimate friends swarmed the place. Mrs. Cook never saw her famous husband anymore. He was lost in a sea of faces.

She had luxuries of every description. The children went to fine schools. Servants carried out her every whim. But this could not make her happy. In the maelstrom of confusion and carnival, she had lost her mate. Sometimes she thought if going back to cheap hotels and roaming about like gypsies would bring Joe back to her, she would gladly forsake her luxuries and her wonderful home.

The parties became famous. Small fortunes were spent on food and drink. Joe would invite a person at the drop of a hat. And people, hearing of his hospitality, came by car, by train, and by plane.

Frank Capra, clever director of "It Happened One Night" and "Lady for a Day" spent one Christmas week there. The next Yuletide he wired his extravagant host, "Joe you have spoiled all other Christmases for me." It is that kind of a place.

Have you ever thrown a party? Well, then you know what your place looks like the day after. Empty bottles, cigarette burns, tired servants, and mounting bills are the aftermath. Mrs. Cook had no day after. The next day meant more

(Continued on page 94)

Programs Day by Day

(Continued from page 91)

WEDNESDAYS (Continued)

8:00 EDT (1/2)—That glib fibber Jack Pearl (Baron Munchausen); Cliff (Charlie) Hall; Peter van Steeden's orchestra. (Chase and Sanborn's Tea.)
WBAF, WVIC, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WTAG, WKY, CFCF, CRCT, KSD, WOW, WDAF, WOC, WHO, WMAQ, WIBA, WEBC, WKY, WDAY, KFYR, WPTE, WNBC, WMC, WJDX, WSMB, WAVE, KVOO, KTBS, WOAI, KOA, KDYL, KGO, KGW, KOMO, KHQ, KTR, KFI, WIS, WRVA, WJAX, WFLA, WSM, WSB, KPRC, WJON, WTMJ, KTHS, WBAP.

8:30 EDT (1/2)—Broadway Vanities. Everett Marshall; Victor Arden's orchestra. (Bi-So-Dol.)
WABC-W2XE, WCAO, WNAC, WGR, WBBM, WKRC, WHK, CKLW, KMBC, WHAS, WCAU, WJAS, KMOX, WJSV, KERN, KMJ, KHJ, KOIN, KFBK, KGB, KPRC, KDB, KOL, KFPY, KGW, KVI, WBT, KRDL, KLZ, WCCO, CKAC, WLAC, WDSU, KOMA, KSL, WIBW, CFRB.

8:30 EDT (1/2)—Lady Esther Serenade—Waxie King and his orchestra.
WBAF, WTAG, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WKBF, WMAQ, KSD, WOW, WOC, WHO, WDAF, WSM, WKY, WMC, WSMB, WTMJ, WVIC.

9:00 EDT (1)—Town Hall Tonight. Allen fun with Portland Hoffa; Songsmiths Quartet; Lennie Hayton's orchestra and others. (Bristol-Myers Co.)
WBAF, WJAR, WCAE, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WTAM, WWJ, WMAQ, WOW, WIS, WJAX, WIOD, WSB, KSD, WVIC, WTMJ, KSTP, WDAF, WRVA, WSMB, KPRC, WOAI, KTBS, WPTE, WSM, WEEL, WMC, WLW, WTAG, KVOO, WKY, WEBC, WOC, WHO on 9:30-10:30.

10:00 EDT (1/2)—Cool customers. Broadcasts from Byrd Antarctic Expedition. (Grape Nuts.)
WABC-W2XE, WADC, WOKO, WCAO, WKBW, WHK, CKLW, WDR, WBBM, KMBC, WHAS, WCAU, WJAS, KMOX, WFBL, WJSV, WQAM, WDAE, WGST, WBT, WBNS, KLZ, KRDL, KTRH, KFAB, KLRA, WREC, WCCO, WLAC, WDSU, KOMA, WMBG, WHEC, KSL, KTSB, WACO, WMT, KFH, WORC, WNAC, WBBM, WLBZ, WKRC, WEAN, KERN, KMJ, KHJ, KOIN, KFBK, KGB, KPRC, KDB, KOL, KFPY, KGW, KVI, WHP, WNAX, WTBW, WWOV.

10:00 EDT (1/2)—Lombardland. Guy Lombardo and his Royal Canadians orchestra. Pat Barnes, master of ceremonies. (Plough, Inc.)
WBAF, WVIC, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WLW, WMAQ, WOC, WHO, WOW, WDAF, WKBF, WPTE, WNBC, WIS, WJAX, WIOD, WFLA, WSOB, WSM, WMC, WSB, WJDX, WSMB, WAVE, WKY, KTHS, KFAA, KPRC, WOAI, KTBS.

10:30 EDT (1/2)—Conoco presents Harry Richman, Jack Denny and his orchestra and John B. Kennedy.
WJZ, WBAL, WMAL, WSYR, WHAM, KSTP, WGAR, WJR, WKY, WRVA, WENR, WOCR, KSO, WREN, WTMJ, WIBA, WERC, WDAY, KFYR, WKY, WFAA, WPRC, KOA, KDYL, KWK.

11:00 EDT (1/4)—Frank Buck. (For stations see Monday.)
11:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)
12:00 Midnight EDT (1)—Town Hall Tonight with Fred Allen and cast.
KOA, KDYL, KGO, KFI, KGW, KOMO, KIIQ.

THURSDAYS

(September 6th, 13th, 20th and 27th.)

6:00 EDT (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th century. (For stations see Monday.)
6:15 EDT—Bobby Benson. (For stations see Monday.)
6:30 EDT (1/4)—Football Talk. (Shell Oil.) (Starts September 13th.)
WABC, WBIG, WBT, WCAO, WCAU, WDBJ, WDR, WEAN, WFBL, WFEA, WGR, WHEC, WHP, WIC, WJAS, WJSV, WLBW, WLBZ, WMAS, WMBG, WNAC, WOKO, WORC, WSJS.
6:30 EDT (1/4)—Jack Armstrong. (For stations see Monday.)
6:45 EDT (1/4)—Lowell Thomas. (For stations see Monday.)
6:45 EDT (1/4)—Billy Batchelor. Small town sketches. (For stations see Monday.)
7:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)
7:30 EDT (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th century. (For stations see Monday.)
7:30 EDT (1/4)—Silver Dust Serenaders. (For stations see Tuesday.)

7:45 EDT (1/4)—Boake Carter. (For stations see Monday.)
7:45 EDT (1/4)—Bring 'em Back Alive Frank Buck. (For stations see Monday.)
8:00 EDT (1)—Rudy Vallee; stage, screen and radio celebrities and Connecticut Yankees orchestra. (Fleischmann's Yeast.)
WBAF, WCSH, WRC, WCAE, CRCT, WVIC, WTAG, WFL, WGY, WTAM, CFCF, WLW, WEEL, WFBR, WBEN, WWJ, WJAR, WMAQ, KSD, WOC, KSTP, WAPT, WJDX, WSMB, WSB, WERC, WDAY, WSM, WOAI, KTHS, KFYR, WHO, WOW, WMC, WTMJ, KVOO, KDYL, KOA, KTR, KFI, KGO, KOMO, KHQ. (WDAF on 8:30 WBAP off 8:30.)
8:00 EDT (1/4)—Kate Smith. (For stations see Monday.)
9:00 EDT (1/2)—Bar X Days and Nights. Carson Robinson and His Buckaroos. (Feen-a-Mint.)
WABC, WCAO, WCAU, WDR, WEAN, WFBL, WHK, WJAS, WJSV, WKBW, WKRC, WNAC, CKLW, KMBC, KMOX, WBBM, WFBM, WHAS.
9:00 EDT (1)—Maxwell House Show Boat. Captain Henry (Charles Winninger), Lanny Ross, tenor; Annette Hanshaw, blues singer; Conrad Thibault, baritone; Molasses 'n' January, comedy; Show Boat Band.
WBAF, WTAG, WEEL, WJAR, WCSH, WFL, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WRVA, WNBC, WIS, WJAX, WIOD, WFLA, WKBF, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, WJDX, WMC, WSB, WAPI, WSMB, KTBS, WKY, KPRC, WOAI, WSM, WAVE, KSTP, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTR, KOA, KDYL, KGR, KGHL. (WBAP off 9:30. WLW on 9:30.)
9:00 EDT (1/2)—Death Valley Days. Dramatic sketches. (Pacific Coast Borax Co.)
WJZ, WBZ, WBZA, WJR, WLW, WLS, KOIL, WREN, KDKA, WBAL, WHAM, WGAR, WMAL, WSYR, WOCR, KWK, KSO.
9:30 EDT (1/2)—Fred Waring's Pennsylvanians. Hilarity in song, sweetness in harmony. (Ford Dealers.) (For stations see Sunday.) (Starts September 13th.)
10:00 EDT (1)—Paul Whiteman and his gifted entourage. (Kraft Cheese.)
WBAF, WTAG, WFBR, WBEN, WWJ, WPTE, WJAX, WEEL, WCSH, WRC, WCAE, WLW, WMC, WIOD, WJAR, WFL, WGY, WTAM, WRVA, WIS, KSD, WMAQ, WOC, WHO, WOW, WSMB, WBAP, KPRC, WTMJ, KSTP, WDAF, WSM, WDAY, KFYR, WKY, KTHS, KTBS, WOAI, WIBA, WEBC, KOA, KDYL, KOMO, KGO, KFI, KGW, KHQ, CFCF, CRCT, WSB, WNBC, WFLA, WAVE, WAPI, WJDX.
10:45 EDT (1/4)—Heidelberg Students. (Blatz Co.)
WBBM, KMBC, WCCO, KSCJ, WMT, WNAX.
11:00 EDT (1/4)—Frank Buck. (For stations see Monday.)
11:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)

FRIDAYS

(September 7th, 14th, 21st and 28th.)

6:15 EDT—Bobby Benson. (For stations see Monday.)
6:30 EDT (1/4)—Football Talk. (Shell Oil.) (Starts September 13th.) (For stations see Thursday.)
6:30 EDT (1/4)—Jack Armstrong. (For stations see Monday.)
6:45 EDT (1/4)—Lowell Thomas. (For stations see Monday.)
6:45 EDT (1/4)—Billy Batchelor. Small town sketches. (For stations see Monday.)
7:15 EDT (1/4)—Gene and Glenn. (For stations see Monday.)
7:30 EDT (1/4)—Boake Carter. (For stations see Monday.)
7:45 EDT (1/4)—Bring 'em Back Alive Frank Buck. (For stations see Monday.)
7:45 EDT (1/4)—Dangerous Paradise. Dramatic sketches. (For stations see Monday.)
8:00 EDT (1)—Cities Service Concert. Jessica Dragonette, soprano; Cities Service Quartet; Frank Banta and Milton Rettenberg, piano duo; Rosario Bourdon's Orchestra.
WBAF, WVIC, WSAI, WEEL, WCAE, WRC, WBEN, WTAG, CRCT, WJAR, WLIT, WTAM, WWJ, WRVA, WCSH, WFBR, WDAF, WOAI, WOC, KPRC, KTBS, WRC, WJAR, KYW, KSD, WHO, WOW, WEBC, KTHS. (WTMJ, WDAF on 8:30 EDT.) WGY, WBEN, WTAG, WOAI, WOC, CRCT, WFBR, KVOO, KOA, KDYL. (WBAP, WFAA, KPRC off 8:30 EDT.)

(Continued on page 95)

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Ralph Kirbery, baritone, is "The Dream Singer" of NBC.

Lost—A Woman's Love

(Continued from page 92)

guests, more burns, more bills, more bottles.

The party-throwing became a mania with Joe. He never realized how much his wife hated it. I doubt if he does today. Married twenty years, her life became his. People who met her told her how lucky she was. She should be on top of the world.

Professor Pitkin once said that Life Begins at Forty. Mrs. Cook disagreed. She wanted peace at forty; with a quiet home, a husband and her children.

THE day following another twenty-four fiesta, she managed to see Joe alone. She told him frankly that unless he stopped making his home a public institution she would have to leave. He gave her his word it would stop. And deep down in his heart he meant to keep that promise. Can you ask Lindbergh to stop flying? Or keep Babe Ruth from hitting home runs? Well, you couldn't stop Joe Cook from giving parties.

With the children away at school, she decided that the break was imminent. Silently she left Sleepless Hollow, never to return. Disinterested lawyers arranged for a hasty divorce. Joe was given custody of the children. He couldn't quite picture his beloved home without her. The night after the judge handed down the decree, Joe called his children into the library. The open fire lit their anxious faces.

"Your mother is not dead. She has gone away. I want you children to remember one thing: If you want to go to

her at any time, let me know, and I'll find her."

The children nodded slowly. Somehow the subject was never mentioned again.

Fortunately radio came into Joe's life at the right time. It meant a new medium for his brilliant talents. Here was a chance to let the public know that Joe Cook could be funny without his crazy inventions and knockabout assistants. He went into the project like a drowning man, clinging to a reef to keep from drowning. It was his salvation.

He'll never forget that first night of broadcasting. After the performance, he wandered around the National Broadcasting Company's immense studios half hoping to meet his wife. He asked everyone from excited press agents to busy page boys, if they had seen her. The answer was always the same.

I'd like to give this story a happy ending, but I can't. I'm writing facts, not a scenario.

Mrs. Cook re-married happily. Joe submerged himself in his new work. As for cruelly innocent Sleepless Hollow—it still stands. It's a lovely place, even with parties going full blast. When the crowd has gone, and quiet steals over the place, it's magic touches your heart. You know what it stands for. You admire it, and yet hate it. It gave happiness. It took some away.

I wonder if the little boy who stood so boldly on a slack wire so many years ago, and dreamt of its being, isn't really sorry he aspired to such dizzy heights!

For he has paid the price.

I Tried to See a Broadcast

(Continued from page 63)

can, however, offer you a guided tour through our studios. The charge for this service is forty cents. Tours may be made any day in the year from nine o'clock in the morning until eleven o'clock in the evening."

Do you think they would let me see the Chase & Sanborn program if I made the tour at 8:00 o'clock P. M. on Sunday night?

Very truly yours,
STANLEY NELSON.

May 13, 1934

Mr. Stanley Nelson,
Cedarhurst, L. I.
Dear Mr. Nelson:

I don't know whether or not you would get into a broadcast if you took the tour at the time you say. Why not communicate with the NBC? Incidentally, if you were to mention two or three programs you wish to visit, instead of limiting your choice to one, you might have a better chance of getting tickets. Another thought is that a letter to the sponsor of a pro-

gram might bring a more prompt reply than would a letter to the station.

Very truly yours,
CURTIS MITCHELL, Editor

May 26, 1934

Mr. Curtis Mitchell, Editor
Radio Stars
149 Madison Ave.,
New York, N. Y.
Dear Mr. Mitchell:

Since getting your letter I have written to the National Broadcasting Company asking them to send me two tickets to Walter Winchell, Rudy Vallee or the Lady Next Door, and I have written to Pepsodent whose address I got out of an advt in a magazine asking for two tickets to the Goldbergs, and to Mr. Ford in Detroit asking to let me see Fred Waring and to the Columbia Broadcasting System for Edwin C. Hill or Burns and Gracie Allen and to The Fire Chief and to Buck Rogers also asking for two tickets.

Well, Mr. Mitchell, the National Broad-

(Continued on page 96)

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NEVER SQUEEZE BLACKHEADS OR PIMPLES! Causes scars, infection! Treat Blackheads, Oiliness, Large Pores and Pimples with amazing NEW scientific discovery. See Patent Improvement! NO CHEMICALS! QUICK! SAFE! Makes Muddy, Sallow, Blotchy skin clear, healthy, beautiful. Approved by health authorities. Men, Women write NOW for valuable FREE "treatise to KLEERPLEX" (Dept. MR 8), 1 W. 34th St. N. Y. C. MONEY BACK GUARANTEE!

GRAY FADED HAIR

Women, girls, men with gray, faded, streaked hair. Shampoo and color your hair at the same time with new French discovery "SHAMPO-KOLOR," takes few minutes, leaves hair soft, glossy, natural. Permits permanent wave and curl. Free Booklet, Monsieur L. P. Valligny, Dept. 39, 254 W. 31 St., New York

DYE

Your Summer Shoes
BLACK

So easy with ColorShine Black Shoe Dye. Any color shoes made permanent black. Polishes beautifully with ColorShine Black Creme. Each only 10¢ at 10¢ stores. Twelve kinds of ColorShine for all colors and kinds of shoes. Wonderful! Try it!



10¢

AT TEN CENT STORES

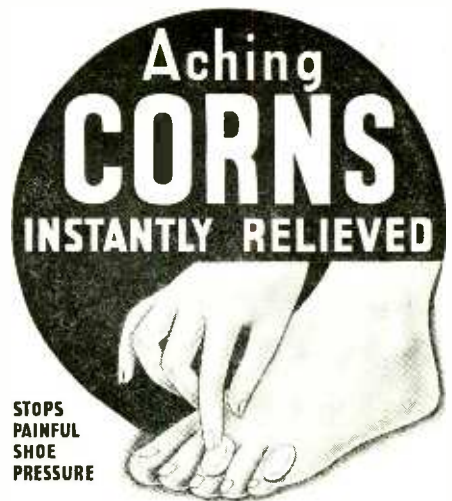
Programs

(Continued from page 93)

- FRIDAYS (Continued)**
 8:00 EDT (¼)—Kate Smith.
 (For stations see Monday.)
 8:00 EDT (½)—Nestle's Chocolateeers; with Ethel Shutta, vocalist; Walter O'Keefe, the Broadway Hill Billy; orchestra. WJZ, WMAL, WBAL, WCKY, WJR, WLS, KWK, WBZ, WBZA, WSYR, KDKA, WGAR, WHAM.
 9:00 EDT (½)—Let's Listen to Harris, Phil Harris' ingratiating, deep voice and Leah Ray's blues songs. (Northam-Warren.) WJZ, WBAL, KDKA, CFCF, WMAL, WBZ, WGAR, WBZA, WSYR, WCKY, WLS, KWCR, KSO, WSM, WAPI, WKY, WFAA, KWK, WREN, KOIL, WSB, WSNB, WOAL, KOA, KDYL, WHAM, KGO, KFI, KGW, KOMO, KHQ.
 9:00 EDT (½)—Vivienne Segal, soprano; Frank Munn, tenor; Abe Lyman's orchestra. (Sterling Products.) WFAF, WEEL, WSAI, WTAG, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBNB, WTAM, WWJ, WMAQ, KSD, WOW, WDAF, WCAE.
 9:00 EDT (½)—California Melodies. WABC-W2XE, WHCC, WDAE, CFRB, WKBW, WDRG, WADC, WCCO, WFEA, KFH, WLBW, WPG, WBNS, WSTS, WDBT, KLZ, KVOR, WNAX, WDBO, WLBZ, KFAB, WACO, WHAS, WADC, WLS, KTRH, WDSU, WBIG, WNOX, KMOX, WISN, KRLL, WFEA, WGST, WISV.
 (Network especially subject to change.)
 9:30 EDT (½)—Johnny Green, Music "In the Modern Manner." WABC-W2XE, WOKO, WCAO, WNAC, WKBW, WHK, CKLV, WDRG, WFBB, KMBC, WHAS, WCAU, W3XAU, WJAS, WEAN, KMOX, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WLBZ, WBRC, WICC, WBT, WDOD, KVOR, WBNS, KRLL, KLZ, WLBW, WBIG, WCCO, KFAB, KLRB, WFEA, WRBC, WLS, WJSV, WSPD, WRC, WLAC, WDSU, KOMA, KOH, KSCJ, WMBG, WDBJ, WHCC, KTSB, WTCO, WSBT, WHAS, WBBW, CFRB, KTUL, WACO, WORC, WKBW, WNOX, WALA, WDNC, WHP, KTRH, WADC, KDB, KOIN, WPG, WNAX, WBBM.
 (Network especially subject to change.)
 9:30 EDT (½)—He's jester ham salesman. Phil Baker, comedian; with stooges Beetle and Bottle. (Armour.) WJZ, WBZ, WBZA, WWNC, WBAL, WHAM, WJR, WJAX, KDKA, WGAR, WRVA, WLD, KPBC, WOAL, WKY, WTMJ, WERC, WPG, WAPI, WFAA, WENR, KWK, WREN, KOIL, KSTP, WSM, WSB, WSNB, KSO, KTRH, KOA, KDYL, KGO, KFI, KOMO, KGW, KHQ, WAVE, WFLA.
 9:30 EDT (½)—Pick and Pat, blackface comedians. Joseph Bonime, orch.; guest singers. (U. S. Tobacco Co.) WFAF, WDAF, WWJ, WTAG, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBNB, WCAE, WTAM, WSAI, KSD, WOC, WHO, WOW, WTC, WMAQ.
 10:00 EDT (¾)—Listen to Stoppagle and Budd on account of they're crazy, too. Frank Fenelly, Everett Marshall, Frank Crumit and Victor Young's Orchestra. (Schlitz Beer.) WABC-W2XE, WCAO, WNAC, WBBM, WHK, WOWO, WDRG, WFBB, KMBC, WHAS, WCAU, WJAS, WEAN, KMOX, WSPD, WJSV, WMBR, WDAE, WBT, KOMA, KSL, KTSB, KSCJ, KTUL, WBNS, KRLL, KLZ, KTRH, KFAB, KLRB, WRBC, WISN, WCCO, WLAC, WDSU, WTR, WMT.
 10:00 EDT (½)—First Nighter. Drama. (Campana.) WFAF, WEEL, WLIT, WGY, WTAM, WMC, WTC, WJAR, WFBR, WBNB, WWJ, WTAG, WCSH, WRC, WCAE, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, WAPI, WKY, KPBC, WTMJ, KSTP, WERC, WSM, WSB, WSNB, WFAA, WOAL, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ.
 10:30 EDT (½)—Jack Benny, funnier than many; Orchestra by Bestor, stands the stiffest test-or-something. (Poem by Mary Livingstone.) (General Tires.) WFAF, WTC, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WTAM, WWJ, KSD, WTMJ, WMAQ, WOW, WDAF, WRVA, WSM, WMC, WSB, WJDX, WSNB, WAVE, WKY, KTBS, KPBC, WOAL, KDYL, KGO, KFI, KGW, KOMO, KHQ, WIBA, WBC, WDAY, KPYR, WBNB, WCAE, KOA, WOC, WHO, KTHS, WTHS, WJAX, WIOD, WFLA, WIS, WFAA, WPTF.
 11:00 EDT (¼)—Frank Buck.
 (For stations see Monday.)
 11:15 EDT (¼)—Gene and Glenn.
 (For stations see Monday.)

SATURDAYS

(September 1st, 8th, 15th, 22nd and 29th.)
 6:00 EDT (½)—One Man's Family. Dramas of American Home Life. WFAF and an NBC red network. Station list unavailable.
 (Continued on page 99)



STOPS PAINFUL SHOE PRESSURE

PREVENTS SORE TOES AND BLISTERS

This great gift of science—Dr. Scholl's Zino-pads—no wonder it has the largest sale of any foot remedy in the world! It relieves painful corns, callouses, bunions or tender toes in *one minute*; ends the cause by protecting the sore spot; soothes and heals; lifts nagging pressure off the nerves; eases new or tight shoes and prevents blisters and abrasions.

REMOVES CORNS and CALLOUSES

With Dr. Scholl's Zino-pads you get separate Medicated Disks for quickly removing corns or callouses. A few applications of this double-acting treatment and the hard, dead skin will be loosened for easy, safe removal. Avoid caustic liquids or plasters—they can easily cause serious acid burn. Don't cut your corns or callouses and risk blood-poisoning. Dr. Scholl's Zino-pads are safe and sure. Sizes for corns, callouses, bunions and corns between toes. Sold everywhere. Get a box today.



Bunions



Soft Corns



Callouses

Dr. Scholl's Zino-pads

Put one on—the pain is gone!

HAVE YOU OTHER FOOT TROUBLES?

Dr. Scholl has perfected a Foot Comfort Remedy or Appliance for every foot trouble—assuring quick, safe relief. Ask your dealer. Write for valuable booklet on FOOT CARE to Dr. Scholl's, 232 West Schiller St., Chicago.

STYLSET

sold at 5 & 10¢ stores **10¢**

Makes Deep Lovely Lustrous WAVES for only **1c a Week!** Greaseless. Non-Alcoholic. Also NEW! Brilliantine in choice of 4 lovely fragrances, Gardenia Lilas Sweet Pea and Bouquet **GARRY & CO., 72 5th Ave. N. Y. C.**



I Tried to See a Broadcast

(Continued from page 94)

Look Years Younger
NEW BEAUTY QUICK
END WRINKLES
FREE AGE LINES
GIFT If You Send Quick
Amazing Results Overnight

No More Wrinkles
 I'm 51, but I look 20 years younger, thanks to Sem-Pray. I haven't a wrinkle. — Mrs. C. H. B.

Use amazing discovery. SEM-PRAY Creme tonight. Improved appearance by morning will astonish you. Cleanses, clears, whitens, softens, freshens, youthifies. Ends erasable wrinkles, age-lines. Reduces large pores. Tones skin tissues *without growing hair*. A marvelous discovery of rare Eastern youthifiers and beautifiers combined by secret process never used in other creams. Astounds even skin specialists. *3 minutes a day takes years away*. In dainty oval container with push-up bottom. Fingers need't touch. Fits snugly in handbag. Gives many beauty treatments a day, or whenever skin needs freshening. Wonderful foundation cream, too. Large, economical size 60c at drug or department stores. Smaller size at 10c stores. Or mail coupon.



Sem-Pray

FREE Mail Coupon for 7-day package Sem-Pray Creme. Will include introductory packets Sem-Pray Face Powder and Rouge FREE.

Madame LaNore, Sem-Pray Salons,
 Suite 1785-A, Grand Rapids, Michigan.

Send generous 7-day package Sem-Pray Creme. Includes introductory package Sem-Pray Rouge and Face Powder FREE. I enclose 10c for packing and mailing.

Name.....
 Address.....

DEAFNESS IS MISERY

Many people with defective hearing and Head Noises enjoy conversation, go to Theatre and Church because they use Leonard Invisible Ear Drums which resemble Tiny Megaphones fitting in the Ear entirely out of sight. No wires, batteries or head piece. They are inexpensive. Write for booklet and sworn statement of the inventor who was himself deaf.

A. O. LEONARD, Inc., Suite 986, 79 5th Ave., New York

SKIN TROUBLE?
PSORIASIS — ECZEMA
 and other obstinate skin eruptions

Is it necessary to suffer from these unsightly skin irritations? **PSORACINE**, a wonderful new discovery now relieving many stubborn cases where other treatments failed. Try it no matter how long afflicted. Write for sworn proof and free information.

EDWARD W. KLOWDEN
 619 N. Central Park, Chicago, Ill.

HOW TO WIN PRIZE CONTESTS. This book can make you rich, or at least help you make a good living. The purpose of this book, "How to Win Prize Contests", is to help you win by setting forth the best-known principles and methods. Send 25c to HALOEMAN-JULIUS CO. Box 749 Girard, Kansas

FREE CHARACTER READING CHART
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A "get acquainted" gift from REJUVIA, the favorite lipstick of more than a million women. A complete 17 x 25" scientific character reading chart absolutely FREE to you. Study your sweetheart's character. Analyze your friends. Learn what you are, and why you are. You will be amazed with the mysteries that this chart will reveal to you. Mail your name and address on penny post card. No cost. No obligation. SEND NOW TO Rejuvia Beauty Labs., Inc., Dept. K-42, 395 Broadway, N. Y.

Try REJUVIA Lipstick today, velvet smooth, permanent waterproof, indelible, in correct shade for your individual complexion. A tested quality full size lipstick for only 10 cents at most 5c and 10c Stores.

Be a Nurse

MAKE \$25-\$35 A WEEK
 You can learn at home in spare time. Course endorsed by physicians. Thousands of graduates. Est. 35 years. One graduate has charge of 10-bed hospital. Another saved \$100 while learning. Equipment included. Men and women 18 to 60. High school not required. Easy tuition payments. Write us now.
CHICAGO SCHOOL OF NURSING
 Dept. 710, 26 N. Ashland Blvd., Chicago, Ill.
 Please send free booklet and 32 sample lesson pages.
 Name.....
 City..... State..... Age.....

casting Company wrote to me and said, "Your request for broadcast tickets has been received and we regret that we are unable to accommodate you. The use of broadcast tickets is limited solely to urgent business requirements. Although our facilities are modern and sufficiently spacious for effective broadcasting, it is impossible to provide accommodations for the many thousands of interested listeners who request admittance each week. We have inaugurated a tour of our operating facilities here in Radio City for those interested in seeing the more intimate details of radio broadcasting. We are pleased to enclose a descriptive folder."

So I looked at the folder and right in the middle of it there is a picture of their biggest broadcasting studio, which they say is the biggest broadcasting studio in the world and seats over 12 hundred people. And on the back of this folder it says how it costs you 40c to see all the places they tell you about in the folder, which I am enclosing for you. So I wrote to them and said, "I can not understand why I can not get two tickets for a broadcast. Your letter says that the tickets are limited to urgent business requirements but the folder says your big studio seats 12 hundred people and it seems to me when a broadcast has been on the air for many months the business requirements should have been taken care of and you should be able to spare two tickets for me. I also see that it costs 40c to go through Radio City but it does not say that you see a broadcast too. I would be willing to pay the 40c each if I could see the Goldbergs or Jimmy Durante so please send me the two tickets for them and I will send you the 80c."

The Pepsodent Co., who put on the Goldbergs, said: "Thank you very much for your kind letter telling us of your interest in our radio program, The Goldbergs. We can assure you that it is a pleasure for The Pepsodent Company to be able to present a feature of such entertaining merits. We are very sorry but it will be impossible for us to grant you permission to visit the studio at the time of the Goldberg family broadcast. The program is presented in a small studio at the New York offices of the National Broadcasting Company and no one is permitted in the studio at the time. We appreciate your courtesy and interest in writing and hope this clever feature will continue to be a source of pleasure to you."

The Cocomalt people wrote me, "The staff of the Buck Rogers radio presentation has made a definite ruling that will not permit a studio audience. As you know the Buck Rogers adventures are supposed to take place in the 25th Century. The program is built entirely on the imagination. You can appreciate that the illusion of the program would be destroyed if a studio audience were permitted. Buck Rogers of course is pleased to hear that you greatly enjoy his program. He promises that he will do his utmost to give you the maximum entertainment during the future broadcasts."

But some guys I never even wrote to, the Liggett & Myers Tobacco Co., go and send me two tickets for the Chesterfield program on Saturday night at 139 West 44th Street. That strikes me as kind of funny, because that is not where the Columbia Broadcasting System is, but I guess I will go anyhow. That address don't sound right and I think maybe it is a gag of some sort and if it is a gag I think you ought to know about it.

Very truly yours,
 STANLEY NELSON

May 27, 1934

Mr. Curtis Mitchell, Editor
 Radio Stars
 149 Madison Ave.,
 New York, N. Y.
 Dear Mr. Mitchell:

Well, it was like I thought it would be. I have seen a broadcast, but I still can not get into a radio station. This broadcast was in a theater which has been remodeled and does not look like a broadcasting station like I see them in the magazines.

I got to this Columbia Radio Playhouse about a half an hour early at 8:30 P. M. and it was already more than half full. By the time it started the place was full of people and most of them were pretty noisy so I am glad I got there early and got a good seat.

Well, first a guy came out in front of the orchestra which was on the stage and not where the orchestra ought to be and I knew right away it was Andre Kostelanetz because everybody around me said, "Oh, look, that is Andre Kostelanetz."

And then out came a big blonde in a black evening dress and she was not a bad looking dame. And everybody said "Oh, look, that is Grete Stuckgold," so I knew who that was.

Well, I am still anxious to go to a real radio studio so I guess I will try again.

Very truly yours,
 STANLEY NELSON

June 1, 1934

Mr. Curtis Mitchell, Editor
 Radio Stars
 149 Madison Ave.,
 New York, N. Y.
 Dear Mr. Mitchell:

I am very much disappointed because it does not look as though it is possible for an ordinary person ever to get into Radio City to see a broadcast.

Here is another letter I got from the National Broadcasting Company. It says, "We are in receipt of your letter of May 25th and wish to advise that the guided tour of our studios does not include an entire broadcast. However, during the course of the tour you will doubtless see a broadcast going over the air for a few moments, or a rehearsal of one of the commercials. However, we cannot guarantee that this will be the case. We sincerely regret that it is not possible to take care of all our interested listeners in the

BLONDES

Wash golden sunshine into your hair!



BLONDE hair, like silk chemises, demands special treatment. That's why thousands of blondes shampoo their hair only with Blondex, the shampoo created especially for them. They know it not only helps prevent darkening, but also keeps the hair light, sparkling, and golden. Safely brings back the beautiful sheen and lustre that made blonde hair so attractive. It is approved by the Good Housekeeping Institute. Blondex is a powdery shampoo that bubbles instantly into a rich, creamy lather. At all drug and department stores in two sizes — \$1.00 and 25¢.

NO TRICKS

GROW genuine EYELASHES!



No false eye make-up can match the beauty of long, sweeping natural eyelashes—soft fringes of loveliness that give your eyes that "certain something" that is so alluring. Nu-Lash Creme based upon an astonishing French formula dating back to the reign of Louis XIV, will increase the thickness, length, become curve and natural drop of your lashes and bring back the beautiful arched line of brows that have become thin, scraggly. Simply apply nightly. Safe and economical. Quick results. Send \$1.00 for generous size jar, sent postpaid with money-back guarantee. Trees' Amour, Inc., 711A Fifth Ave., New York. 10c Size Jar at 5c & 10c Stores

NU-LASH GROWS LASHES



Martha Mears, NBC singer, poses between broadcasts.

* BALD MEN! WAKE UP YOUR DORMANT HAIR ROOTS!

If your hair roots are not dead but merely dormant, give your scalp a chance by stimulating the hair roots with Japanese Oil, the antiseptic counter-irritant. Thousands have reported astonishing results. Many who had given up in despair turned to Japanese Oil as a last resort, and have been rewarded with new hair growth. You owe it to yourself to try this highly successful preparation. You'll be amazed at the way it removes loose dandruff, stops scalp itch and helps promote new, strong, healthy growth. 60c a bottle at any drugist in America. (Economy size, \$1.)

FREE: Valuable book, "The Truth About the Hair." Write National Remedy Co., 56 W. 45th St., Dept. 22A, New York.

JAPANESE OIL

* This advertisement was reviewed and approved by a registered physician.

matter of broadcast tickets, but you may be assured that regardless of the number of months that a program has been on the air, we still have more requests from business associates than we can take care of. The two programs that you mention unfortunately do not have guests. Jimmy Durante originates from the Coast, and the Goldbergs never have visitors."

Well, what the hell, Mr. Mitchell, the first time I wrote to them Jimmy Durante was in New York, according to the radio columns in the papers, and why did he have to wait so long that Jimmy Durante went back to the coast? And why don't the Goldbergs have visitors? They don't deal with the 25th Century and they don't have to be in a small studio do they? And I never did hear from Henry Ford, and I got a card from Texaco saying that Wynn, who I wrote to May 16, is off the air since May 29 and won't be back until Fall. But this is what burns me up.

I walked into the NBC building which is very pretty and asked a guy with Watchman on his hat how to get a couple of tickets to see a program. And he told me to see the dame who sold the tourists tickets in the middle of the building. So I go up to her and say, "Say, can you tell me how to get a couple of tickets to see a broadcast? Can I get them here?"

And she says to me, "No. You have to get them through the sponsor."

And I say to her, because I have already tried it without any luck, "Oh, so all I got to do is write the sponsor and he'll send me tickets?"

And she says to me, "Oh, it won't do you any good to write the sponsor. You got to have a business connection."

So I went away from there. I'm lucky to have my job painting signs, let alone a business connection.

Maybe you can tell me how to get some tickets to see the program some time. What do you think my chances of seeing a broadcast if I take the tour?

Very truly yours,
STANLEY NELSON

June 1, 1934

Mr. Stanley Nelson
Cedarhurst, L. I.

Dear Mr. Nelson:

I have no idea what your chances are. But I do know your letters tell a very interesting story. I should like to purchase the right to publish your entire correspondence with me, paying you the same rate that we would pay a professional writer. If you consent please send your letters from the stations and sponsors.

Very truly yours,

CURTIS MITCHELL, Editor

June 4, 1934

Mr. Curtis Mitchell, Editor
Radio Stars
New York, N. Y.

Dear Mr. Mitchell:

Well I would have let you print those letters without paying for it if only to get the kick out of seeing my name in print, but your check will be mighty welcome. In the meantime, I am still anxious to see a real broadcast from a real studio. Now that I'm one of your writers, could you send me a couple of tickets?

Hopefully,
STANLEY NELSON

A GRAY HAIR OR TWO Spoils Your Whole Day



ARE YOU RESIGNED to settle down to humdrum middle age because your hair begins to show a little off color? It costs so little effort and expense to keep it natural, youthful looking, lustrous, soft and fluffy.

FARR'S FOR GRAY HAIR will keep you younger looking than your years; easy to use without instruction in hygienic privacy **AT HOME**. Odorless, greaseless, will not rub off nor interfere with curling. Once you've got the shade you wish a few occasional touches keep a uniform color. \$1.35. For sale everywhere.

FREE SAMPLE

BROOKLINE CHEMICAL CO., M.G.23
79 Sudbury Street, Boston, Mass.
Send for FREE SAMPLE in plain wrapping.

Name _____
Street _____
City _____ State _____
STATE ORIGINAL COLOR OF HAIR

ANY PHOTO ENLARGED

Size 8x10 inches or smaller if desired. Same price for full length or bust form, groups, landscapes, pet animals, etc., or enlargements of any part of group picture. Safe return of original photo guaranteed.

47c



SEND NO MONEY Just mail photo (any size) and within a week you will receive your beautiful life-like enlargement, guaranteed fadeless. Pay postman 47c plus postage—or send 47c with order and we pay postage. Big 16x20-inch enlargement sent C. O. D. 75c plus postage or send 80c and we pay postage. Take advantage of this amazing offer now. Send your photos today. Specify size wanted.

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No matter how dull and dark your complexion; how freckled and congested by sun and wind, tested and trusted Nadinola Bleaching Cream will whiten, clear and smooth your skin to new beauty the quickest, easiest way. Just apply tonight; no massaging, no rubbing; Nadinola begins its beautifying work while you sleep. Then you see day-by-day improvement until your complexion is all you long for: creamy white, satin-smooth, lovely. No disappointments; no long waiting; money back guarantee. At toilet counters, or by mail, postpaid, only 50c. NADINOLA, Box M-9, Paris, Tenn. Generous 10c sizes of Nadinola Beauty aids at many 5c and 10c stores.

Nadinola Bleaching Cream

ANNOUNCING AMAZING TYPEWRITER BARGAIN

New Remington Portable
only 10c a Day!

10 DAYS FREE TRIAL



Only 10c a day buys this latest model machine. Not a used or rebuilt typewriter. A beautiful brand new regulation Remington Portable. Standard keyboard. Carrying case included. Try it in your home or office 10 days free. If you do not agree that it is the finest Portable at any price, return it at our expense. Don't delay.

FREE TYPEWRITER COURSE

MAIL COUPON TODAY OR USE POSTCARD

REMINGTON RAND INC.,
DEPT. 140-10, BUFFALO, N. Y.

Please tell me how I can buy new Remington portable typewriter for only 10c a day. Also enclose your new catalogue.

Name

Address

KOOL TALC 10c

A New Improved Talcum Powder

You'll love its marvelous soothing and healing effect. Can be used for all purposes. This powder is a perfect deodorant. Let KOOL TALC help protect your body against chafing and all irritations. Ask for KOOL TALC at your drug, department or 10c store.

**BE A DESIGNER OF
HOLLYWOOD
FASHIONS**

EARN \$25.00 to \$50.00
A WEEK

Have your own Style Shop, design smart gowns for the best dressed women, mingle with the elite, win financial independence as the Hollywood Fashion Expert of your community.

DRESS LIKE SCREEN STARS
AT LITTLE COST

You can easily learn to design and make glamorous gowns like those of your favorite film star at a fraction of their cost. You may acquire the charm that such alluring gowns give to the wearer. You can have more clothes, and dress more smartly, at less expense.

Hollywood Fashion Creators
Train You AT HOME

With the aid of leading Fashion Creators of Motion Picture Studios, and Screen Stars themselves, this 50 year-old college will teach you Professional Costume Designing in your spare time at home by its easy-to-learn method—and prepare you for high-salaried position. Free placement service for students; graduates in demand. Woodbury College, Hollywood, Calif.

MAIL COUPON FOR FREE BOOK

WOODBURY COLLEGE, Dept. 13-K, Hollywood, Calif.

Send me FREE your new book, "Designing Hollywood Fashions," and full particulars of your home-study course in Costume Designing. My age is.....
(No student under 16 years accepted)

Miss—Mrs.....
Street.....
City..... State.....

Little Man, What Next!

(Continued from page 8)

and filling cavities, and his nights in lacing shoes. When the shop let him go, he turned to elevator running, binding books, working in a mail order house. Presently, with a dentist's sheepskin tucked under his arm, he returned to his old home in Bayonne, New Jersey, to practice. Thirteen years passed. During those thirteen years, many things happened. He married, for instance, and fathered a baby, blonde-haired girl. He studied law, going to school in the morning and practicing dentistry afternoons and evenings.

DURING that thirteen years he had a second graduation day—and found himself a consultant which involved medical and legal cases. With two careers safely tucked under his belt, you would think that any ordinary man would be content to face the future with no more than dreams of an estate or a yacht, or journeys abroad. But Bill Bacher has never been called an ordinary man. He discovered radio one night when he heard a program which was so inept that he set out to prove that he could write a better one. In twenty-four hours he stormed the doors of one of radio's high executives, announcing that he could produce as good shows as were on the air. It takes self-confidence to do a thing like that. It takes a certain sort of disregard of other men's opinions—plus a lot of ability with which to prove your worth. There is something about Bill Bacher when he stands before you that is impressive. Somewhat shorter than medium height, unusually thin, with a shock of hair that flares to the sky, you know that he is a positive personality. His positiveness must have impressed that important radio executive, because Bill was given a chance.

The executive wanted a sketch for a children's hour, dramatizing some well-known fable. That was on Monday. On Tuesday, Bill was back with his radio script.

To shorten a long story, Bill went out of that office with a check for one hundred dollars, and with an order to write six more of the series. And that was the beginning of his career as a creator of radio shows, and the end of his dentistry and law. Perhaps you remember that series several years ago when the National Dairy Company presented dramatized trials which never took place. Here Napoleon and Benedict Arnold and Aaron Burr were tried. Clarence Darrow, Dudley Field Malone and other famous attorneys were counsel. Bill Bacher wrote those programs.

Now exactly what does a radio writer and director have to do?

First of all, there are lines to be written, words to be put into the mouths of the characters he has created. After the original script is completed there must be conferences in which the musical director must fit his part of the program to Mr. Bacher's demands. And then there are conferences with actors. In these, the entire cast is assembled. Seated in a long

row of easy chairs, with Bill before them like a teacher facing his class, those actors that we hear on the "Show Boat" program go through their lines, placing on the words their own interpretation.

Quite often they are wrong, you know. Only an author understands just what he means to say. Only Bill Bacher, listening to them as they read, knows whether or not their interpretation is right. If it fails to achieve the proper significance, either he changes it or instructs the actors just how those words must sound. Only when the cast has been drilled until it is letter perfect are Mr. Bacher's duties in that direction completed. And then there must be conferences with the sound-effects men. In the "Show Boat" program and in the "Palmolive Beauty Box Theatre" presentations, many sound effects are evoked to secure a feeling of time and place. Quite often there are crowd noises. These crowd noises come from a mob of actors who are hired by Bill Bacher to cluster around a mike. Lest you think it is an easy accomplishment, a crowd noise is not a spontaneous thing except when heard in the raw. A crowd's noise when made in the studio must be carefully drilled; the voices must blend and not one may stand out so that its words acquire unmeant importance. All of which means more rehearsals for Mr. Bacher and his cast.

Sometimes the sound engineers can't provide exactly the noise he wants for a certain situation. In this event, Bill Bacher and the engineers confer and experiment. They have endless rows of trinkets and toys and little machines with which to achieve their microphonic results. Sometimes it takes two or three hours to get what they seek. But in the end, what you hear on the air is what Bill Bacher decrees is right for you to hear on the air.

If ever you are fortunate enough to visit Radio City during a "Show Boat" broadcast, or during a presentation of the "Palmolive Beauty Box Theatre," you will find him mounted on a platform a few feet removed from the orchestra director. Bill Bacher stands before his crew of actors, and out-acts them all. Never saying a word, never allowing his own voice to go out of the room, but throwing his personality into the voices and inflections of those about him he nevertheless colors every single syllable that enters the mike.

I hope sometime you have the luck to see him. In looks, he is a combination of Bernarr Macfadden, Percy Grainger and Harpo Marx. His jaws move endlessly and bets have been laid that he can chew gum against Will Rogers. Always his arms beat a delirious tempo, bringing actors up to the mike, sending them back, creating thunder and wind and lightning, and mixing them all like a master painter, until the finished product is the thing of beauty that you hear.

Decidedly, Bill Bacher is no ordinary man.

Kilocycle Quiz

(Continued from page 9)

Here are the answers to the Kilocycle Quiz questions on page 9. Were you able to answer them all in five minutes?

1. Casa Loma.
2. Bing Crosby.
3. Charles Winninger.
4. William S. Paley.
5. No.
6. Annette Hanshaw.
7. David Ross.
8. Yes.
9. 42,540,000.

10. No.
11. RCA Building, Radio City, New York City.
12. 43.
13. Grape Nuts.
14. Columbia Broadcasting System.
15. Columbia announcer.
16. Yes.
17. Joy Lynn.
18. In Hollywood.
19. Jack Benny.
20. James Wallington.

The August issue of RADIO STARS made the statement that "Play, Fiddle, Play" was not written by Emery Deutsch. The information was given this magazine by a

source considered authoritative, but we have just learned that Mr. Deutsch did write the composition. We are glad to make this correction.

Mrs. President

(Continued from page 21)

and she is still interested, but has time now only for long range supervision.

HER interest in education caused her to start the magazine with the rather absurd title "Just Babies," but it was a good magazine. Up near her home on the Hudson she observed that the farmer lads just sat around in the winter twiddling. Which was bad for their thumbs, their income and their morale. She and friends decided to find work for them and, about ten years ago, long before Henry Ford stumbled on the idea, they brought a factory to the Hyde Park farm by founding the Val-Kill Furniture Factory. Experts taught the hands how to make colonial furniture in the way the colonial craftsmen did, every inch by hand.

Mrs. Roosevelt is a member of at least a dozen different organizations, a great

many of them peace groups. Her membership dates back long before the election of her husband to his high office. When her husband fell ill years ago she went into the National League of Women Voters hammer and tongs for she saw a possibility of his lapsing into the state of a chronic invalid unless she could muster into her home the live and active men and women who were doing things in the world of politics. She succeeded. The Hyde Park table remained a place of animation despite F. D.'s illness. It kept him alive.

But the real reason she steams about the country is one which your ordinary common sense can explain. Out of your own experience you know that the recommendation of a show given by a friend means far more to you than all the fine

(Continued on page 100)

Programs Day by Day

(Continued from page 95)

SATURDAYS (Continued)

- 6:30 EDT (¼)—Football Talk. (Shell Oil.) (For stations see Thursday.)
- 6:30 EDT (¼)—Jack Armstrong. (For stations see Monday.)
- 7:15 EDT (¼)—Flying with Captain Al Williams. WJZ and an NBC blue network. (Station list unavailable.)
- 8:00 EDT (¾)—Morton Downey's Studio Party. Henry Busse's orchestra. Guest artists.
- | | | | |
|-------------|-------|-------|-------|
| WBBC-W2XE, | WADC, | WOKO, | WCAO, |
| WNAC, | WGR, | CKLW, | WDRG, |
| WCAU-W3XAU, | WJAS, | WEAN, | KMOX, |
| WFBL, | WSPD, | WJSV, | WQAM, |
| WDAE, | KDB, | WGST, | WBRC, |
| WBT, | WDOD, | KVOR, | WBNS, |
| KLZ, | WLBW, | KTRH, | WGLC, |
| KLRA, | WFEA, | WREC, | WISN, |
| WSPA, | CKAC, | WLAC, | WDSU, |
| WMBG, | WDBJ, | WHCC, | KSL, |
| WTOC, | KSCJ, | WSBT, | WMAS, |
| WACO, | WMT, | WVVA, | KFH, |
| WORC, | WBBM, | WHP, | WOWO, |
| WLBZ, | | | |
- (Network especially subject to change.)

- 9:00 EDT (1)—Jamboree. Variety show with Don McNeill, master of ceremonies; Harold Stokes Orchestra; The Hoopings, comedy team; King's Jesters; Morin Sisters; Mary Steele, soprano; Edward Davies, baritone. WJZ and an NBC blue network. (Station list unavailable.)
- 10:00 EDT (¾)—Fifteen minutes on the cuckoo clock. Ray Knight and his ga-ga gang. (A-C Spark Plugs.)
- | | | | | |
|-------|-------|-------|-------|-------|
| WEAF, | WTIC, | WTAG, | WEEL, | WJAR, |
| WCSH, | WFI, | WFBR, | WRC, | WGY, |
| WBEN, | WCAE, | WTAM, | WWJ, | WLW, |
| WKBF, | WMAQ, | KSD, | WHO, | WOW, |
| WOC, | WDAF, | CRCT, | CFCF, | WTMJ, |
| KSTP, | WBCB, | WDAY, | WRVA, | WWNC, |
| WFLA, | WSM, | WMC, | WSB, | WAPI, |
| WMB, | WSOC, | WKY, | KTHS, | WBAP, |
| KPRC, | WOAI, | KOA, | KDYL, | KGHL, |
| KGO, | KFI, | KGW, | KOMO, | KHQ, |
- KTAR.
- 10:30 EDT (1)—National Barn Dance. Rural Revue. (Dr. Miles Laboratories.)
- | | | | | |
|-------|-------|-------|-------|-------|
| WJZ, | WBAL, | WMAL, | WLW, | WBZ, |
| WBZA, | WSYR, | WHAM, | KDKA, | WJR, |
| WLS, | KWCR, | KSO, | KWK, | WREN, |
| KOIL, | WGAR, | KOA, | KFI, | KDYL, |
| KGW, | KOMO, | KHQ, | | |

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RADIO STARS

hifalutin' words of professional critics. White House dwellers are human beings and Mr. Roosevelt, naturally listens more attentively to his wife than to the reports of experts who surround him. She has a knack of finding out what people are thinking and has the ability to tell it to him in a way that produces results.

THE newspapers kidded her a great deal when she visited the West Virginia mining region, but out of that visit has come the various home subsistence projects, the home owning plan, and the President's vigorous relief action. He acted swiftly to roll up the red tape in order to bring relief directly to the people who needed it.

In the course of a speech delivered shortly after her return from this trip she told the following story: "I could not but think of the mother I had seen a few weeks before whose child had died. It had died because it had slept on a cold wet bed. It had slept on that kind of bed because there were no panes in the windows and the rain came in. They lived in that sort of place because a few days before they had been evicted from the home they could no longer keep with the father out of work. When the sheriff came to evict them she had pleaded with him to let them stay until her baby was better. But he had replied: 'I ain't here to nurse your goddam kid!'"

Yes, she said the naughty word. It was a speech which drew tears from a national gathering of relief workers accustomed to recitals of suffering. It was also instrumental in speeding up projects which brought material relief to those who were most sadly in need.

The friendship between her husband and herself goes back to childhood. They were both Roosevelts, sixth cousins, she the daughter of Elliott Roosevelt, born October 11, 1884. They met at the White House and they met at Oyster Bay when T. R. was alive—to her always Uncle Ted. And they met at Hyde Park and they met abroad. She was educated principally by private tutors, but later she attended the school of Madame Souvestre, a Frenchwoman, in England.

Both of them had in common a desire to do something for the good of the people. And both, born with the inexhaustible Roosevelt energy were moved to do something about the achievement of the aim, in spite of their wealth. Both were liberals and idealists, enamored of their age. Both had a love of the sea and of ships. They had definite ideas on marriage. In short, they had a great deal in common. They fell in love, were married March 17, 1905, Uncle Ted giving the bride away.

WHEN her son Elliott and his wife decided to get a divorce, it was Mrs. Roosevelt, his mother, who made the announcement. But not until she had flown to California to talk it over with her son! Another White House occupant, fearful of public opinion, might have bullied them into remaining together. But the President's wife is a woman of convictions. She feels that two people who cannot live happily together should separate.

Despite the variety and complexity of her outside interests Mrs. Roosevelt knows the job of housekeeping. Until she came to the White House she was her own housekeeper, managing ten servants, supervising expenditures, making menus, and attending to all the other details. To teach her children how to run a house she had a cottage erected at a remote corner of the Krum Elbow Estate, where they did all the work, unaided by servants who were not even allowed near the place.

The hospitality of the Roosevelts in their Hyde Park home has always been Southern in its lavishness. Mrs. Roosevelt once said that it is easier to set the table with extra plates for possible guests than to bother putting them on if and when they arrive. Since coming to Washington she has reduced the cost of White House housekeeping twenty-five per cent, yet the Roosevelts do more entertaining than any of the other families who have lived there. Guests come for breakfast, for dinner, for luncheon and for tea. Ramsay MacDonald will always remember the scrambled eggs Mrs. Roosevelt cooked one night after a late conversation when all the servants were in bed.

MRS. ROOSEVELT has written voluminously for the magazines and newspaper syndicates since entering the White House. She has also delivered a great many radio addresses and at this moment is preparing to deliver an entirely new series. For all of these things she has been paid. But she has in no instance kept the money for herself. The money for her current broadcasts, I happen to know, she will not even see. The \$3,000 she gets for each broadcast goes directly to the Friends' Service Committee, a group which has done what will one day be described as the most remarkable social welfare job of the depression. This committee has devoted itself to the rehabilitation of men and women broken by the unemployment, poverty, financial reverses, and other ravages produced by the crisis.

The money received for other of her activities have passed through her hands to a designated cause or charity with equal celebrity. She told Senator Schall, of Minnesota, who rather resented her earning this money, that she accepted money for her writing in order to play fair with all publications. When he questioned her about her other earnings she told him that neither the Todhunter School nor the Val-Kill Factory had ever earned enough to pay an income tax, that she had invested in both of them far more than she had ever withdrawn.

Senator Schall is not alone in his fault-finding and each day a certain portion of the mail contains criticism of the activity of the President's wife. Part of it is the result of an innate conservatism which would make of her a queen, gilded and almighty; part of it—and this part is going fast—is the suspicion that she was hindering the President in his work by all her semi-commercial activity. Well, she isn't. This you can have on the highest authority. She is the greatest help a White House occupant ever had.

Washington abounds with stories of her generosity and goodness. There is the story of the little girl she had noticed in her travels, who was threatened with blindness because of a cataract on her eye. Mrs. Roosevelt stood the expense of an operation.

In the West Virginia mud a miner's wife spoke dreamily of possessing an electric mixer some day. The expression in her eyes and the tone of her voice was such that the President's wife remembered and sent her one.

A mother wrote her that she was worried about her son in a C. C. camp. Mrs. Roosevelt found out for her, at great effort, that her son was all right.

THESE are the stories, and there are hundreds more. Wherever she goes, she finds things of this sort to do. The newspaper-women who went to the West Indies with her marveled at her goodness. She walked through slimy, malodorous alleys, into home after home, talking at length and in detail with the occupants, showing a sympathy and understanding beyond comparison. One woman said that when Mrs. Roosevelt found no human beings around to cherish, she gave her attention to the battered dogs that whimpered in boney hunger on the streets.

The reporters marveled most at her energy. She could walk all day, talk all afternoon and then fly a hundred miles to preside at a conference where she would deliver the principal address. When the guests had departed she would attend to a correspondence of several hundred letters before retiring. This is not a fragment of mythology, it is a fact vouched for by all who have known her.

For all her drive and devotion to the public interest, she is the simplest, most modest and least self-conscious First Lady the country has ever known. Most of the adverse criticism she has received is the result of her effort to be agreeable to those hard working men and women who report and photograph the news of the day. Mrs. Roosevelt, asked to pause and pose, pauses because she thinks—*poor devil, it's his job!* Out of her consideration has come the avalanche of publicity she has received.

Her habit of visiting places afoot, walking about unescorted, driving her own car without guards, and the other unconventional things she does, are all the result of a simplicity which will not be spoiled. She insists on regarding herself as an ordinary individual and acts accordingly. She is glad that her position in the White House enables her to earn large checks because the causes she is interested in are good ones and they need large checks.

Mrs. Roosevelt will continue to be the country's greatest woman traveler, just as she will continue to do everything possible to make world peace possible, lessen the suffering of mothers and children, give ambitious youth greater opportunity and fight suffering and oppression wherever encountered.

The country is just beginning to settle down to having a remarkable woman in the White House. The wife of President Franklin Delano Roosevelt.

What would you do if you were childless and had the opportunity to adopt a baby? That's the question facing many of our radio artists. RADIO STARS will answer it next month in a story called "Shall I Adopt a Baby?"

Cleopatra

**QUEEN OF ALL EGYPT
BUT RULED BY LOVE**



**15 Complete Stories
in this issue**

MARK ANTHONY could not see beyond her eyes. He could not think beyond her mouth. When she stepped towards him . . . closer, ever closer . . . her heart beat against his and the beat of both quickened.

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Mark Anthony's love for Cleopatra was just a small part of this woman's scheme to rule the Empire of the Romans. But though her will was strong her heart was only that of a woman's. Cleopatra, the Queen of all Egypt, fell in love . . . with a man.

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