

# RADIOLAND

May

10¢

Use in Canada



*Radio You*

Movie Stars Choose Their Radio Favorites  
Will You Be One of Radio's Future Greats?

# Hollywood caters to *Vitality!*

In the Green Room of Warner Brothers' First National Studio Cafe, a tableful of Halley Berle's dining location are enjoying rolls with their lunch.



MOTION PICTURE STARS TAKE NO CHANCES WITH THEIR DIET . . . INSURE THE ENERGY ESSENTIAL TO GLOWING BEAUTY AND VITALITY . . . INCLUDE BREAD IN EVERY MEAL!

## SCIENCE REVEALS WHY BREAD IS OUR OUTSTANDING ENERGY FOOD

### Proves that Bread:

- 1 *Supplies energy efficiently.* Abundantly provided with capably stores, which furnish endurance energy (largest need of diet), important in proper combination of foods necessary for complete diet.
- 2 *Builds, repairs.* Contains also proteins, used for building muscle and helping daily repair of body tissue. Thus bread, and other baked wheat products, used freely for essential energy needs, do not unbalance diet in respect to proteins as do large amounts of energy foods lacking other essential nutrients.
- 3 *Is one of the most easily digested foods, 96% assimilated.*

The above three statements have been accepted by the noted authorities on diet and nutrition who comprise the Committee on Foods of the American Medical Association, largest and most important association of medical men in the world.

For full explanation by eminent scientists, read the valuable new free book on bread, "Vitality Demands Energy".



Bread plays an important part in the daily menu of Hollywood stars. Katherine Higgins, Manager of Warner Brothers First National Studio Cafe that caters to all the talent under contract to Warner Brothers, makes this significant statement: "It is constantly impressed on me that my job is to make available to our actors and actresses the kind of nourishment that will sustain vitality and allure. Energy food is essential. For this reason, I serve liberal amounts of bread prepared in many tempting ways."

## CLEVER NEW USES FOR BREAD . . . BY BETTY CROCKER, COOKING EXPERT

Free! A fascinating collection of new recipe and menu ideas, in this intriguing book "Vitality Demands Energy (109 Smart New Ways to Serve Bread, Our Outstanding Energy Food)". 109 suggestions for appetizing, well-balanced meals. New uses for bread and the other delicious baked wheat products made for you, fresh every day, by your Baker. Include Breads in every meal! Products Control Department of General Mills, Inc., Minneapolis, Minn.

SEND FOR BETTY CROCKER'S FREE BOOK  
*Offer good only within continental limits of U.S.A.*

Betty Crocker, Minneapolis, Minn.

Please send me your valuable new free book on bread "Vitality Demands Energy" . . . in which science states facts about bread . . . and you suggest 109 delightful new ways to use it.

Name

Street or R.F.D. No.

City  State

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Mary Crocker

"I always eat some bread at every meal."



Route 66

"No diet had ever induced me to give up bread. I know bread helps me keep up my vitality."



Ann Dvorak

"No meal is ever complete without bread. I eat plenty of it."



Margaret Lindsay

"Bread . . . it is one of my favorite foods. I wouldn't think of doing without it!"

# Bread ENERGY FOR *Vitality!*



The girl  
nobody wants  
to be

**Who is she?**

She is the girl about whom men say to themselves: "She certainly doesn't live up to her stunning looks! Why on earth doesn't she get wise to herself?"

She is the girl whom other girls discuss in cruel little huddles: "Wouldn't you think she'd notice it herself? There's no excuse for it these days!"

Nothing so quickly sidetracks a girl socially as the ugly odor of underarm perspiration on her person and clothing.

It's an offense that up-to-date people find hard to excuse. And no wonder! For it's so simple and easy to avoid. With Mum!

Just a quick fingertipful of Mum to each underarm when you dress, and you're safe for all day or evening.

And think of this—if you forget to use Mum when dressing, use it afterwards. It's harmless to clothing, you know.

It's soothing to the skin, too; even a sensitive skin. You can use Mum right after shaving the underarms.

Remember, this dainty deodorant cream does away with unpleasant body odor without preventing perspiration itself.

The girl or woman who is careless about underarm odor always pays for it in lost popularity. Use Mum and be sure of yourself. All toilet counters have it. Mum Mfg. Co., Inc., 75 West St., New York.



**TAKES  
THE ODOR OUT OF  
PERSPIRATION**



"WE PRIZE MUM FOR THIS, TOO," women say. "We simply couldn't get along without it to use on sanitary napkins. It relieves us of all worry."



ROSCOE FAWCETT, Editor

DONALD G. COOLEY, Executive Editor

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## Next Month—"Where Do Those Huge Radio Salaries Go?"

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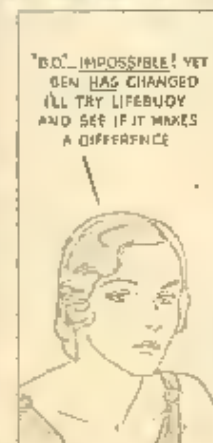
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LIFEBOUY has improved countless complexions—it will do the same for yours! Its gentle, purifying lather—abundant in hard or soft water, hot or cold—deep-cleanses pores of

clogged wastes. Leaves skin exquisitely clean. IMPORTANT! Warm or cool days, we perspire a quart. Take no chances with "B.O."—bathe regularly with Lifebuoy. Its hygienic, quick-vanishing scent tells you Lifebuoy purifies, deodorizes pores—stops "B.O." (body odor).



# THE RADIO PARADE

*RADIOLAND cannot be responsible for unexpected changes in schedule. All time given is Eastern Standard Time. Subtract hour for Central Standard Time, two hours for Mountain Time, three hours for Pacific Time*



## Lower Cost Than Ever Before

Rail fares cut again! Just see these round trip fares from Chicago:

In 1932 . . . . . \$59.35  
 In 1933 . . . . . 51.75  
 This year . . . . . 46.95

Complete tour of the Magic Wonderland, including meals, lodging, motor transportation, is cut from \$54 to \$45 (hotels); from \$45 to \$38 (lodges)!

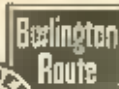
An exciting free travel book tells the story. A story of roaring geysers . . . magic pools that boil like witches' cauldrons . . . a waterfall twice as high as Niagara.

Ride the famed *North Coast Limited* direct to the Cody or Gardiner gateways—Shortest route, fastest time.

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Your ticket can be routed through Colorado at no extra cost. And include transportation to Glacier Park for a trifling additional fare—a fine 2-day motor tour of the Black Hills of South Dakota for only \$24.75 extra.

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Please send free Yellowstone Vacation Book.

Name .....

Street .....

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Mark here if you wish Escorted Tours Book

### Variety

**MAJOR BOWEN'S CAPITOL FAMILY**—NBC-WEAF, Sun. at 11:15 a. m.

**BOND PROGRAM**—Frank Crumit and Julia Samlerston. CBS, Sun. at 8:30 p. m.

**SONGS MY MOTHER USED TO SING**—Marjell Wilson, soprano, and Jacques Reuault's Orchestra. CBS, Sun. at 8:00 p. m.

**WARD'S FAMILY THEATRE IN TWO ACTS**—Lean and Mayfield, comedy team; James Melton. (tenor; Green Stripe Orchestra directed by Tilly Arlet and guest stars. CBS, Sun. at 6:45 and 7:30 p. m.

**AMERICAN REVUE**—Guest stars and Jack Denny's Orchestra. CBS, Sun. at 7:00 p. m.

**THE BAKER'S BROADCAST**—Featuring Joe Penner, Ozic Nelson and Harriet Hilliard. NBC-WEAF, Sun. at 7:59 p. m.

**CHASE AND SANGORN HOUR**—Eddie Cantor and Rubinoff and his violin. NBC-WEAF, Sun. at 8:00 p. m.

**AN EVENING IN PARIS**—With Claire Maffette, Katharine Carleton and Milton Watson. CBS, Sun. at 8:00 p. m.

**FRED WARING'S PENNSYLVANIANS**—Also the Lane Sisters, Babs Ryan, Polay McClintock and a guest artist. CBS, Sun. at 8:30 p. m. and Thurs. at 9:30 p. m.

**SEVEN STAR REVUE**—An all star revue with Nino Martini, Jane Frowan, Julius Tannen, Ted Husling and Erno Rappe's Orchestra. CBS, Sun. at 9:00 p. m.

**GULF HEADLINERS**—George M. Cohan, The Revelers Quartet and Emil Coleman and his orchestra. NBC-WJZ, Sun. at 9:00 p. m.

**MANHATTAN MERRY-GO-ROUND**—Tamara, blues singer; David Percy; The Men About Town and Gene Rodemich's Orchestra. NBC-WEAF, Sun. at 9:00 p. m.

**CHEVROLET PROGRAM**—Victor Young and his orchestra. NBC-WEAF, Sat. at 10:00 p. m.

**HALL OF FAME**—Nat Shilkret's Orchestra and a guest from the stage or screen. NBC-WEAF, Sat. at 10:00 p. m.

**BILL AND GINGER**—Otherwise known as Len Murray and Virginia Baker. CBS, Mon., Wed. and Fri. at 10:15 a. m.

**WILL OSBORNE AND HIS ORCHESTRA WITH PEDRO DE COROONA**—CBS, Mon., Wed. and Fri. at 10:45 a. m.

**MUSIC ON THE AIR**—Orchestra directed by Robert Amster. CBS, Mon., Wed. and Fri. at 7:30 p. m.

**THE MOLLE SHOW**—Shirley Howard, The Jesters Trio and Tony Caluochi. NBC-WEAF, Mon., Wed. and Thurs. at 7:30 p. m.

**SEALED POWER SIDE SHOW OF THE AIR**—Harold Sinker's Orchestra, Cliff Soubier and the King's Jesters. NBC-WJZ, Mon. at 8:00 p. m.

**HAPPY BAKERS**—Phil Dues, Frank Luther, Jack Parker and Vivian Ruth. CBS, Mon. and Wed. at 8:00 p. m.

**A & P GYPSIES**—Harry Harlick, director. NBC-WEAF, Mon. at 8:00 p. m.

**SINCLAIR GREATER MINSTRELS**—Directed by Harry Kogen with Gene Arnold and a male quartet. NBC-WJZ, Mon. at 9:00 p. m.

**DEL MONTE SHIP OF JOY**—With Captain Dobbsie and his crew. NBC-WEAF, Mon. at 9:30 p. m.

**THE BIG SHOW**—Gertrude Nissen, torch singer; Paul Douglas as m. e. and Humph Jones' Orchestra. CBS, Mon. 9:30 p. m.

**JACK FROST MELODY MOMENTS**—Orchestra directed by Josef Pasternack. NBC-WJZ, Mon. at 9:30 p. m.

**PRESENTING MARK WARNOW**—Connie Gates and the Four Elton Boys. CBS, Mon. at 10:45 p. m.

**SILVER DUST SERENADE**—CBS, Tues., Thurs. and Sat. at 7:30 p. m.

**BLUE RIBBON PROGRAM**—Ben Bernie, the "ole maestro." NBC-WEAF, Tues. at 9:00 p. m.

**OLDSMOBILE PRESENTS**—Fritz Ering, John Green's Orchestra and a pleasing chorus. CBS, Tues. and Fri. at 9:15 p. m.

**TEXACO FIRE CHIEF PROGRAM**—Ed Wynn and Don Voorhees' Band. NBC-WEAF, Tues. at 9:20 p. m.

**GLEN GRAY AND HIS CASA LOMA ORCHESTRA**—Also, Stoopnagle and Budd and Connie Boswell. CBS, Tues. and Thurs. at 10:00 p. m.

**HARLEM SERENADE**—The Five Spirits of Rhythm and Claude Hopkins' Orchestra. CBS, Tues. at 10:45 p. m.

**INTERVALS WITH HOLLYWOOD STARS**—Louria Parsons, well known Hollywood columnist and Raymond Palge's Orchestra. CBS, Wed. at 1:15 p. m.

**ROYAL GELATIN**—Presents Jack Pearl and George Olsen and his orchestra. NBC-WEAF, Wed. at 8:00 p. m.

**WHITE OWL PROGRAM**—Burns and Allen and Guy Lombardo and his orchestra. CBS, Wed. at 8:30 p. m.

**FRED ALLEN'S SAL HEPATICA REVUE**—Fred Allen, Jack Smart and Mary McCoy with Ferde Grofe's music. NBC-WEAF, Wed. at 9:30 p. m. For NBC Pacific Coast listeners at 12:30 a. m.

**OLD GOLD PROGRAM**—Made by Ted Floto and his orchestra. CBS, Wed. at 10:00 p. m.

**PLOUGH'S MUSICAL CRUISER**—Vincent Lopez and his orchestra and the King's Jesters. NBC-WJZ, Wed. at 10:00 p. m.

**ANDRE KOSTELANETZ PRESENTS**—Evelyn McGregor and Evan Evans. CBS, Wed. at 10:45 p. m.

**FLEISCHMANN HOUR**—Rudy Vallee, his orchestra, and celebrities from the stage and screen. NBC-WEAF, Thurs. at 8:00 p. m.

**VOICE OF AMERICA**—With Alex Gray and Mary Eastman. CBS, Thurs. at 8:30 p. m.

**CAPTAIN HENRY'S MAXWELL HOUSE SHOWBOAT**—Charles Winninger, Lanny Ross, Annette Hanshaw and Gus Haenchen's Orchestra. NBC-WEAF, Thurs. at 9:00 p. m.

**KRAFT-PHENIX PROGRAM**—Al Johnson, Paul Whiteman's Orchestra and Deema Taylor. NBC-WEAF, Thurs. at 10:00 p. m.

**CALIFORNIA MELODIES**—Hollywood's famous and Raymond Palge's Orchestra. CBS, Thurs. at 11:00 p. m.

**ZOEL PARENTEAU'S ORCHESTRA**—With Harold Van Amburgh. CBS, Fri. at 6:45 p. m.

**THE NESTLE CHOCOLATEERS**—Walter O'Keefe, Ethel Shutta and Don Restor's Orchestra. NBC-WJZ, Fri. at 8:00 p. m.

**LET'S LISTEN TO HARRIS**—Also, Leah Roy. NBC-WJZ, Fri. at 9:00 p. m.

**THE ARMOUR PROGRAM**—With Phil Baker, the Neil Sisters and Roy Shields' Orchestra. NBC-WJZ, Fri. at 9:30 p. m.

**THE POWDER-BOX REVUE**—Starring Jack Whiting, Jeannie Long and Her Rascals and Jack Denny's Orchestra. CBS, Fri. at 9:30 p. m.

**SWIFT REVUE**—Harry Sennick's Orchestra and Olsen and Johnson. CBS, Fri. at 10:00 p. m.

**FORTY-FIVE MINUTES IN HOLLYWOOD**—The new movies; Cal York, reporter; Elton Boys Quartet and Mark Warnow's Orchestra. CBS, Sat. at 8:00 p. m.

**TRADE AND MARK**—Or Billy Hillpot and Scrappy Latober. Music directed by Nat Shilkret. CBS, Sat. at 8:45 p. m.

**COLGATE HOUSE PARTY**—Donald Novis, tenor; Frances Langford, Arthur Borman and Don Voorhees' Orchestra. NBC-WEAF, Sat. at 9:00 p. m.

**BROADCAST FROM BYRD EXPEDITION**—also, William Daly's Orchestra. CBS, Sat. at 10:00 p. m.

**HOLLYWOOD ON THE AIR**—Your movie favorites presented by James Fidler. NBC-WEAF, Sat. at 12:00 midnight.

**CAREFREE CARNIVAL**—Music furnished by Meredith Willson's Orchestra. NBC-WEAF, Sat. at 12:30 a. m.

### Children's Programs

**THE LADY NEXT DOOR**—Madge Tucker. NBC-WEAF, Mon. to Fri. at 4:45 p. m.

**SKIPPIV**—An animation of the famous cartoon. CBS, Mon. to Fri. at 5:00 p. m.

**JACK ARMSTRONG**—All American Boy. CBS, Mon. to Sat. at 5:30 p. m.

**THE WIZARD OF OZ**—NBC-WEAF, Mon., Wed. and Fri. at 5:45 p. m.

**H-BAR-O-RANGERS**—CBS, Mon. to Fri. at 6:15 p. m.

**BILLY BATCHELOR**—NBC-WEAF, Mon. to Fri. at 7:15 p. m.

**WINNIE THE POOH**—NBC-WEAF, Thurs. at 8:30 p. m.

**STAMP ADVENTURES' CLUB**—CBS, Thurs. at 5:45 p. m.

**ADVENTURE OF HELEN AND MARY**—CBS, Sat. at 10:30 a. m.

### Dance Music

**WAYNE KING** and his orchestra. NBC-WEAF, Sun. at 3:00 p. m., Tues. and Wed. at 8:30 p. m., CBS, Mon. at 10:00 p. m.

**LITTLE JACK LITTLE** and his orchestra. CBS, Sun. at 11:15 p. m., Tues. at 8:00 p. m. and Wed. at 11:30 p. m.

**MISCHA RAGINSKY** and his Hotel Edison Ensemble. CBS, Mon. at 1:30 p. m., Wed. at 12:45 p. m. and Sat. at 4:30 p. m.

**PHIL HARRIS** and his Hotel St. Regis Orchestra. NBC-WJZ, Mon. at 11:30 p. m., NBC-WEAF, Wed. at 12:00 midnight.

**LEON BELASCO** and his orchestra. CBS, Mon. and Fri. at 12:00 midnight.

**LEO REISMAN** and his orchestra. NBC-WEAF, Tues. at 9:00 p. m.

**EDDIE DUCHIN** and his Central Park Casino Orchestra. NBC-WJZ, Tues., Thurs. and Sat. at 9:30 p. m.

**PAUL WHITEMAN**—NBC-WEAF, Tues. at 11:30 p. m., NBC-WJZ, Sat. at 11:30 p. m.

**OZZIE NELSON'S ORCHESTRA**—CBS, Tues. at 11:30 p. m. and Thurs. at 12:00 midnight.

**VINCENT LOPEZ' ORCHESTRA**—CBS, Tues. at 12:00 midnight.

**ENRIC MADRIGUERA** and his Waldorf-Astoria Orchestra. NBC-WJZ, Wed. at 12:30 a. m., NBC-WEAF, Thurs. at 11:30 p. m.

**ISHAM JONES' ORCHESTRA**—CBS, Thurs. and Fri. at 11:30 p. m.

**JAN GABER** and his orchestra. NBC, Sun. at 3:30 p. m.

**JIMMY LUNCEFORD** and his orchestra. NBC-WEAF, Thurs. at 12:00 midnight, NBC-WJZ, Fri. at 12:00 midnight.

**GUY LOMBARDO** and his Royal Canadians. CBS, Sat. at 11:00 p. m.

### More Serious Music

**SALT LAKE CITY TABERNACLE CHOIR**—CBS, Sun. at 11:30 a. m.

**RADIO CITY CONCERT**—Radio City Symphony Orchestra directed by Erno Rappe. Also vocal and instrumental soloists. NBC-WJZ, Sun. at 12:30 p. m.

**THE NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA**—Under the direction of Arturo Toscanini. CBS, Sun. at 3:00 p. m.

[Continued on page 9]

MAY, 1934



## MRS. ERNO RAPEE

wife of Noted Conductor, 7 Star Revue Radio Orchestra  
laughed when she heard about the  
50¢ Lipstick for 10¢ and then...

Mrs. RAPEE tried the marvelous LINIT Beauty Bath, sent for a lipstick (see coupon below) and is now convinced of the genuine quality, delicate scent and attractive appearance of these exquisite lipsticks.

The makers of LINIT, The Bathway to a Soft, Smooth Skin, are offering YOU these astonishing values in lipsticks solely to introduce their famous product, LINIT, and prove that using LINIT in your bath will give you a new sensation and make your skin feel velvety soft—*immediately*.

Merely send a top from a LINIT package and 10¢ (wrapping and postage costs) for EACH lipstick wanted, using the convenient coupon below.



LINIT is sold by  
grocers and department  
stores.



CORN PRODUCTS REFINING COMPANY, Dept. P-5  
P. O. Box 171, Trinity Station, New York City

Please send me.....lipstick(s). Shade(s) as checked below, I enclose.....¢ and.....LINIT package top.

Light  Medium  Dark

Name.....

Address.....

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

**NRA**  
THIS OFFER  
good in U. S. A.  
only and expires  
Sept. 1, 1934

# To be correct TATTOO YOUR LIPS



To make sure that you are using your correct shade of lip color, test all four shades of TATTOO on your own skin

And Tattoo is certainly more interesting than old fashioned "indelible" lipstick. Imagine! No purpleishness. No pastiness either. Put it on . . . let it set . . . then wipe it off . . . nothing remains on the lips but transparent color . . . truly exciting color . . . the smartest ever seen . . . and it won't come off when it shouldn't! Positively non-drying too! Tattoo is a dollar. Try all four shades, on your wrist . . . at the Tattoo Color Selector featured on all leading toilet goods counters.



No. 1 has an exciting enough pink cast. Rather light. Rare shading on blondes and tawny blondes. It is called "Coral."

No. 2 is an exotic, new shade, brilliant, yet transparent. Somehow we just cannot find the right words to describe it. It is called "Lacini."

No. 3 is a medium shade. A true, rich, blond color that will be an asset to any brunette. It is called "Narcissus."

No. 4 is of the type that changes color when applied to the lips. Gives an unusually transparent richness and a depth of wash color that is truly amazing. It is called "Parrot."

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Tattoo Rouge exactly matches Tattoo Lip Color, thereby placing your lips and cheeks in perfect color

Harmony with each other. Used for lips, too. You'll love its smoothness. The price is 75c.

TATTOO, CHICAGO

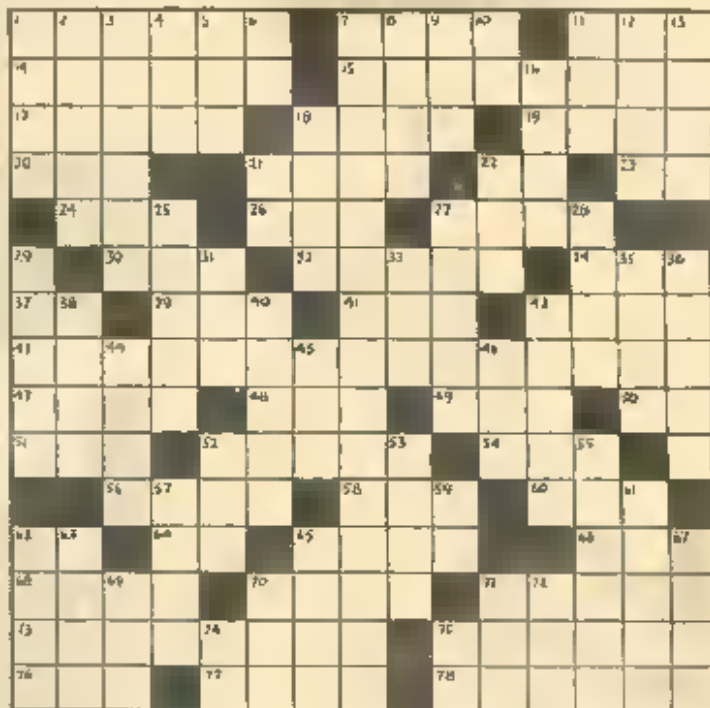
# TATTOO

Max. U. S. Pat. Off.

THE NEW *Transparent COLOR*  
FOR LIPS AND CHEEKS

## Radioland's Crossword Puzzle

F. GREGORY HARTSWICK, known as the country's most famous crossword puzzle expert, contributes another brain-teaser to this issue of *RADIO LAND*. The better you know your radio, the easier you will find it to follow out the clues in the puzzle.

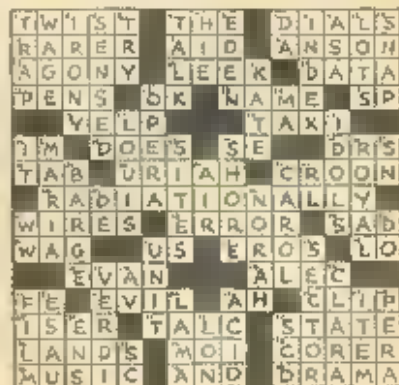


### ACROSS

- 1 Joe \_\_\_\_\_, comedian
- 2 Lenny \_\_\_\_\_, singer
- 3 Vera \_\_\_\_\_, singer
- 4 50% to 50%
- 5 The history of \_\_\_\_\_
- 6 John \_\_\_\_\_
- 7 Stuart Lytle partner
- 8 American Indians
- 9 Lady (Pr.)
- 10 Shocklike bird
- 11 Spedlike article
- 12 Measure of length (Ald.)
- 13 Musklike salt
- 14 Slew \_\_\_\_\_
- 15 Lane \_\_\_\_\_
- 16 "Hogan's \_\_\_\_\_"
- 17 Military stockpile
- 18 Period of time
- 19 Kilt \_\_\_\_\_
- 20 \_\_\_\_\_ Hitting
- 21 Yale \_\_\_\_\_
- 22 Skills of trick
- 23 Pertaining to optical scattering
- 24 Emeralds are full
- 25 Mail Depot
- 26 Club backwash
- 27 French maulerlike article
- 28 Latin "to"
- 29 Lushness by letter
- 30 Tip (colored)
- 31 Orator of vigor
- 32 A radio art that catches on
- 33 Capped article
- 34 One of the two words that begin the word "Tattoo"
- 35 Western continent (abbr.)
- 36 Musical sound
- 37 Tense train
- 38 The man who is giving the party
- 39 Mouth of a bell
- 40 Department of the Metropolitan Opera
- 41 Trick of device
- 42 Made by great teachers and composers
- 43 Bill \_\_\_\_\_, announcer
- 44 Black \_\_\_\_\_, announcer
- 45 Ben \_\_\_\_\_ (Fugate mt.)

- 14 Wind-instrument
- 15 Neutral pronoun
- 16 Consumed
- 17 Afterward
- 18 Mince
- 19 Part of hammer-head opposite the face
- 20 Dwell
- 21 Ocean (Pr.)
- 22 Windlike appendage
- 23 Goshawk
- 24 Last name of Ford and Grant
- 25 Hebrew number
- 26 Make a picture
- 27 Kind of expedition on which Ford and his crew are
- 28 Children
- 29 Highest note in G-clef scale
- 30 Linn
- 31 Wateringplace
- 32 Kate Smith, Rudy Vallee, Willard Gibbs, and others all do this
- 33 James \_\_\_\_\_, artist
- 34 Italian wine
- 35 Tellurium (abbr.)
- 36 Angelo \_\_\_\_\_
- 37 Persian monarch
- 38 Get's name
- 39 Nervous trifolium
- 40 Quota
- 41 Pigeon
- 42 S-shaped river
- 43 Composed by a Jew
- 44 Spanish queen (Abbe.)
- 45 French (Ald.)
- 46 Initials of popular dramatic critic and author merrill

### Solution to April Puzzle



- ### DOWN
- 1 \_\_\_\_\_ Whittman
  - 2 \_\_\_\_\_ Hay
  - 3 What your two-spoken sometimes makes
  - 4 Member of the "Lucky Four"
  - 5 Consumed-point
  - 6 Conscience
  - 7 Devices for building distant connections without wires
  - 8 Perseus
  - 9 Robin (Ald.)
  - 10 Compass-point
  - 11 Large hat
  - 12 Supplied orthologous solar disk
  - 13 Choir name



# The Radio Parade

[Continued from page 7]

**AMERICAN ALBUM OF FAMILIAR MUSIC**—Frank Munn and Virginia Ren, vocalists; Ohman and Arden, piano duo; Bertrand Hirsch, violinist and Haaschen's Orchestra. NBC-WEAF, Sun. at 9:30 p. m.

**PHILADELPHIA ORCHESTRA**—Leopold Stokowski and Sylvan Levin conduct alternately. CBS, every day except Sun. at 9:00 p. m.

**ROCHESTER CIVIC ORCHESTRA**—NBC-WJZ, Tues. at 8:00 p. m.

**HOWARD BARLOW AND NEW WORLD SYMPHONY ORCHESTRA**—CBS, Wed. at 4:00 p. m.

**CASTORIA** presents Albert Spalding, eminent violinist; Conrad Thibault, tenor and Don Voorhees' Orchestra. CBS, Wed. at 8:30 p. m.

**NBC MUSIC APPRECIATION HOUR**—Directed by Dr. Walter Danrosch. NBC-WEAF-WJZ, Fri. at 11:00 a. m.

**CITIES SERVICE CONCERT**—Jessica Dragonette, soprano and the Cavaliers. NBC-WEAF, Fri. at 8:00 p. m.

**METROPOLITAN OPERA COMPANY**—NBC-WEAF-WJZ, Sat. at about 2:00 p. m.

**BOSTON SYMPHONY ORCHESTRA**—NBC-WEAF, Sat. at 8:30 p. m.

## Comedy Sketches

**CLARA, LU 'N' EM**—NBC-WJZ, every morning except Sat. and Sun. at 10:15 a. m.

**AMOS 'N' ANDY**—NBC-WJZ, every evening except Sat. and Sun. at 7:00 p. m. and again at 11:00 p. m. for those west of Chicago.

**THE GOLDBERGS**—NBC-WEAF, every evening except Sat. and Sun. at 7:45 p. m.

**EASY ACES**—Jane and Goodman Ace. CBS, Tues., Wed., Thurs. and Fri. at 1:30 p. m.

## Featured Stars

**LAZY DAN, THE MINSTREL MAN**—CBS, Sun. at 7:30 p. m.

**HELEN MORGAN**—And Jerry Freeman's Orchestra. CBS, Sun. at 2:00 p. m.

**ABE LYMAN** and his orchestra. CBS, Sun. at 2:00 p. m.

**SMILING ED McCONNELL**—CBS, Sun. at 6:30 p. m., Wed. and Fri. at 12:30 p. m.

**VOICE OF FIRESTONE**—Lawrence Tibbett and Richard Crooks, alternately. NBC-WEAF, Mon. at 8:30 p. m.

**BING CROSBY**—And Gus Arnheim's Orchestra. CBS, Mon. at 8:30 p. m.

**CHARLES CARLILE**—CBS, Mon. at 9:15 p. m., Tues., 11:15 p. m.; Thurs., 11:15 p. m.

**FRAY AND BRAGGIOTTI**—Grand piano duo. CBS, Tues. at 8:45 p. m.

**TITO GUIZAR**—CBS, Wed. at 6:45 p. m. and Thurs. at 6:30 p. m.

**ALEXANDER WOOLLCOTT**—CBS, Wed. and Sat. at 9:15 p. m.

**FIVE SPIRITS OF RHYTHM**—Syncopated songs. CBS, Wed. at 11:15 p. m. and Thurs. at 8:00 p. m.

**MARY EASTMAN**—CBS, Fri. at 10:45 p. m.

**MEET THE ARTIST**—Radio artists interviewed by Bob Topfner. CBS, Sat. at 6:00 p. m.

**GEORGE JESSEL**—Mildred Bailey, the Elton Boys' Quartet and Freddie Rich's music. CBS, Sat. at 7:30 p. m.

## Dramatic Programs

**BAR X DAYS AND NIGHTS**—Carron Robinson and his Orchestra. NBC-WJZ, Sun. at 2:00 p. m.

**PRINCESS PAT PAGEANY**—Dramatic sketches. NBC-WJZ, Sun. at 4:30 p. m.

**ROSES AND DRUMS**—Plays based on American history. CBS, Sun. at 8:00 p. m.

[Continued on page 10]

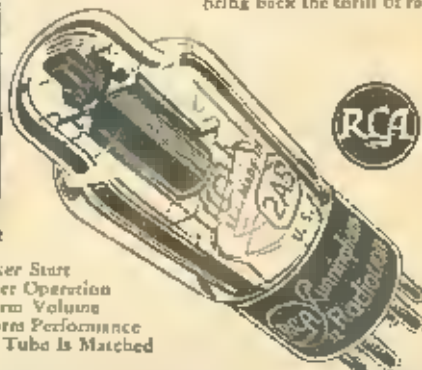
MAY, 1934

**PAUL WHITEMAN** solves a mystery  
and gives a clue to finer radio music



## 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. Have your dealer reconvert your tubes today. 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

**RCA** **Lunningham Radiotron** **RADIO TUBES**

# MY SECRET

to give  
*Beauty*  
ADDED Loveliness



As told to Florence Vandelle by **CLAUDETTE COLBERT**  
Starring in Paramount's "FOUR FRIGHTENED PEOPLE"

## Powder

...the first essential is face powder to harmonize with my colorings...black hair, dark eyes, olive skin. Max Factor's Olive Powder is correct. A color harmony tone, richly beautiful, to enliven the beauty of the skin. Fine in texture, it adheres perfectly, and creates a satin-smooth make-up that clings for hours.

## Rouge

...next, to impart a youthful, natural glow of color to the cheeks, rouge must, of course, harmonize with your face powder and your colorings. Max Factor's Raspberry Rouge is correct for me. A perfect color tone...and creamy-smooth, like finest skin-texture, it blends evenly...imparting a delicate, lifelike coloring.

## Lipstick

...last, and so very important, is lip make-up so accent the lovely appeal of your lips. Max Factor's Super-Indelible Crimson Lipstick completes my color harmony make-up. It is moisture-proof, the color is natural and permanent and once I've made up my lips I know they'll appear perfect for hours.

WHEN you see the lovely beauty of Claudette Colbert flash upon the screen, you know that she gives extra thought to her make-up.

"To me, make-up means the accentuation of nature's colorings," explains Claudette Colbert. "That is why color harmony make-up, created by Max Factor, is so perfect. The color tones of powder, rouge and lipstick harmonize to bring out a new enchanting loveliness."

New loveliness for you, too...for you may now share the luxury of color harmony make-up, created originally for the screen stars by Max Factor, Hollywood's make-up genius. Max Factor's Face Powder, One dollar; Max Factor's Rouge, Fifty cents; Max Factor's Super-Indelible Lipstick, One dollar. Featured by leading stores.

*Max Factor* \* *Hollywood*

SOCIETY MAKE-UP...Face Powder, Rouge, Lipstick, in COLOR HARMONY

TEST YOUR COLOR HARMONY in FACE POWDER and LIPSTICK

MAX FACTOR—Max Factor's Make-Up Studio, Hollywood, Calif.

CHEEK: Press the tip of powder in no color harmony shade of Olive Color Tester, one shade lighter in color for texture and finish. Also send me Color Harmony Web to 100th Street, New York, N.Y. (Enclosed instruction book, The New Art of Society Make-Up... FREE.)

Name \_\_\_\_\_

Address \_\_\_\_\_

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



COMPLEXION	EYES	HAIR
Very Light <input type="checkbox"/>	Blue <input type="checkbox"/>	BLONDES
Fair <input type="checkbox"/>	Gray <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Crepe <input type="checkbox"/>	Green <input type="checkbox"/>	BROWNETS
Milky <input type="checkbox"/>	Light <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Ruby <input type="checkbox"/>	Brown <input type="checkbox"/>	GRAYETS
Sallow <input type="checkbox"/>	Black <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Flashed <input type="checkbox"/>	Light <input type="checkbox"/>	BROWNETS
Other <input type="checkbox"/>	Dark <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
SEW Day <input type="checkbox"/>	Dark <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Do It Yourself <input type="checkbox"/>	ALL	Light <input type="checkbox"/> Dark <input type="checkbox"/>

## The Radio Parade

[Continued from page 9]

TALKIE PICTURE TIME—June Meredith in the lead. NBC-WEAF, Sun. at 5:30 p. m.

RIN TIN TIN THRILLER—With Francis X. Bushman. CBS, Sun. at 7:45 p. m.

PATRI'S DRAMAS OF CHILDHOOD—Stories from Life. CBS, Sun. at 10:00 p. m.

ROMANCE OF HELEN TRENT—CBS, Mon. to Fri. at 2:15 p. m.

BUCK ROGERS IN THE 25TH CENTURY—CBS, Mon., Tues., Wed. and Thurs. at 6:00 p. m.

MYRT AND MARGE—CBS, every day except Sat. and Sun. at 7:00 p. m.

SOCONYLAND SKETCHES—NBC-WEAF, Mon. at 8:00 p. m.

RED DAVIS—With Curtis Arnall. NBC-WJZ, Mon., Wed. and Fri. at 8:45 p. m.

MARIE, THE LITTLE FRENCH PRINCESS—CBS, Tues., Wed., Thurs. and Fri. at 1:00 p. m.

LITTLE ITALY—Of the Marino family. CBS, Tues. and Thurs. at 6:45 p. m.

ENO CRIME CLUES—Thrilling mysteries. NBC-WJZ, Tues. and Wed. at 9:00 p. m.

THE CRUISE OF THE SETH PARKER—NBC-WEAF, Tues. at 10:00 p. m.

MARCH OF TIME—Dramatic presentations of the news of the week. CBS, Fri. at 8:30 p. m.

FIRST NIGHTER DRAMAS—NBC-WEAF, Fri. at 10:00 p. m.

## Specialty Programs

CHURCH OF THE AIR—CBS, Sun. at 10:00 a. m. and 1:00 p. m.

FATHER COUGHLIN—WOR, Sun. at 4:00 p. m.

CHEERIO—NBC-WEAF, every day except Sun. at 8:30 a. m.

TONY WONS—CBS, every day except Sat. and Sun. at 11:30 a. m.

THE VOICE OF EXPERIENCE—CBS, every day except Sat. and Sun. at 12:00 noon and Tues. at 6:30 p. m.

AMERICAN SCHOOL OF THE AIR—CBS, every school day at 3:30 p. m.

KITCHEN CLOSE-UPS—Mary Ellis Ames. CBS, Mon., Wed. and Fri. at 11:00 a. m.

THE MYSTERY CHEF—CBS, Tues. and Thurs. at 9:45 a. m. NBC-WEAF, Wed. and Fri. at 10:00 a. m.

THE PET MILKY WAY—Mary Lee Taylor. CBS, Tues. and Thurs. at 11:00 a. m.

FRANCES LEE BARTON—NBC-WEAF, Tues. and Thurs. at 11:15 a. m.

MADAME SYLVIA OF HOLLYWOOD—NBC-WEAF, Tues. at 10:00 p. m.

JAN ELLISON'S MAGIC RECIPES—CBS, Wed. at 11:45 a. m.

SCIENCE SERVICE—By prominent scientists. CBS, Wed. at 4:30 p. m.

IDA BAILEY ALLEN—Rudeland's own home authority. CBS, Thurs. at 10:15 a. m.

ELDER MICHAUX AND HIS CONGREGATION—CBS, Sat. at 7:00 p. m.

LEADERS IN ACTION—H. V. Kaltenborn sketches some prominent government figures. CBS, Sat. at 10:45 p. m.

## News Commentators

JOHN B. KENNEDY—NBC-WEAF, Sun. at 4:00 p. m., Tues. at 11:00 p. m. and Thurs. at 8:30 p. m.

WALTER WINCHELL—NBC-WJZ, Sun. at 9:30 p. m.

H. V. KALTENBORN—CBS, Sun. at 11:00 p. m. and Fri. at 6:00 p. m.

LOWELL THOMAS—NBC-WJZ, every day except Sat. and Sun. at 6:45 p. m.

BOAKE CARTER—CBS, every day except Sat. and Sun. at 7:45 p. m.

EDWIN C. HILL—CBS, every day except Sat. and Sun. at 8:15 p. m.

FREDERIC WILLIAM WILE—CBS, Sat. at 8:30 p. m.

# RADIOLAND

MAY, 1934

## The Editor's Opinion

### Too Good To Be Through

ONE of radio's little ironies is found in the news that Jack Benny, who upset the applecart by placing first among radio comedians in the New York *World-Telegram* poll of radio editors—outdistancing Cantor, Wynn, Pearl, Fenner, and the rest by a comfortable margin—is rewarded by being yanked off his Chevrolet program in favor of an orchestra, because the new president of the company likes soft music. No doubt by the time these words appear in print, Jack will have been snapped up by some sponsor and restored to the ether, but that doesn't dull the point of the incident, which gives an illuminating glimpse into the topsy-turvy nature of the whole radio set-up. Imagine a film star having his contract canceled immediately after scoring a box-office hit, or a matinee idol getting his conge after winning a popularity contest. Little old John Q. Public can well slink back into his easy chair and ponder on what campaign to adopt to keep his radio favorites on the air.

.....

Father Coughlin, thought by many to be a sort of unofficial spokesman for the Roosevelt administration, doesn't always see eye-to-eye with the President. In declaring himself in favor of immediate payment of a soldier's bonus, the radio priest aligned himself with those opposed to President Roosevelt's wishes in the matter. Latest developments in the amazing story of Father Coughlin are presented in the concluding article on his career, in this issue.

.....

### The Free Show Bugaboo

AT LAST the radio studios with their network shows attended by free audiences have hit the movies in the spot which evokes the loudest response—the pocketbook. With an estimated weekly attendance of 100,000 at radio broadcasts throughout the country, theatre interests figure that there are at least \$50,000 worth of theatre admissions gone forever—money that has been

diverted from their own pockets. Complaints about unfair competition have been voiced and NRA or CWA or some other set of governmental initials is likely to inquire into the matter. At the moment there seems little possibility that the studios will abandon their free audiences, what with NBC in its new home having made lavish provision for audiences, and CBS leasing a theatre so that spectators may attend. Most local studios, too, have their invited audiences. Sponsors regard the privilege of inviting guests to their entertainments as one of the prerogatives of buying time on the air, and as they put up the cash there's some justice in their stand. But the theatre interests are rolling up their sleeves and digging in for a real fight.

.....

Radio seems far less cordial in its acceptance of colored entertainers than the theatre and the vaudeville stage. Ethel Waters, currently starring on Broadway in *As Thousands Cheer*, has been yanked from her radio spot following numerous protests from southern stations. Will Rogers got himself into a jam by using the term "nigger" over the air, and the writer of this column is in receipt of a letter of protest from a colored reader taking the magazine to task for using the word "pickaninny" in a story we ran an issue or two back on Ethel Waters.

.....

### Bigger And Better Summers

RADIO stations have become so accustomed to the idea that their audiences dwindle in the summer time that figures recently produced by a survey are rather astonishing. They indicate that the summer radio audience is but one and one-half per cent smaller than at the peak of the winter season, a fact attributable to the widespread use of automobile radios and the popularity of portable sets which can be carried to the beach or the summer resort. This being the case, studios are making special efforts to make their summer programs attractive and it is [Continued on page 72]

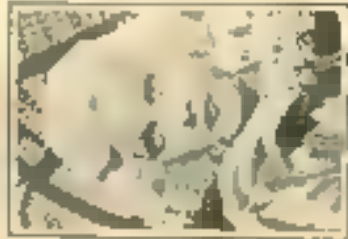


You're too good, Jack Benny! Jack lost his radio spot after winning a popularity poll

# Hollywood Stars Pick Their

By ISOBELLE GLASS

**W**IFES, you find in the dinner dishes and help her in her own program, as well as in her own life. It is—on a national level, of 24,000, she is the most popular of the stars. It is the most popular of the stars. It is the most popular of the stars.



Jane Bryan is an ambassador for the results of the Arts and the end of the world.

and more particularly that they would rather enjoy a life of their own than to have their lives in the hands of others. Probably you will be surprised to know that Mrs. Drexler, Queen of the 20th, would rather have a life of her own than to have her life in the hands of others. It is surely a noble and trying to get Mrs. Drexler to have a life of her own than to have her life in the hands of others.



Vera Zorina was Ed Wynn's wife. She is a woman of the stars, and she is a woman of the stars.



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.



Gladys Cooper is a woman who is a woman of the stars, and she is a woman of the stars.



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.

HOLLYWOOD

# Hollywood Stars Pick Their

By ISOBELLE GLASS

very much in the world, and she is a woman of the stars. It is the most popular of the stars. It is the most popular of the stars. It is the most popular of the stars.



Charles Coburn

The most popular of the stars. It is the most popular of the stars. It is the most popular of the stars. It is the most popular of the stars.



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.

# RADIO FAVORITES

Now when you tune in on your favorite radio program, you will know just which movie stars are listening in with you.



Jane Bryan has her own radio program and she is a woman of the stars.



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.

The most popular of the stars. It is the most popular of the stars. It is the most popular of the stars. It is the most popular of the stars.

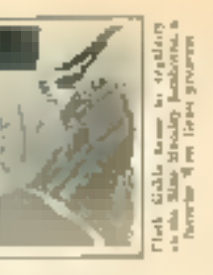
Charles Coburn is a man who is a man of the stars, and he is a man of the stars.

MAY, 1934



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.

The most popular of the stars. It is the most popular of the stars. It is the most popular of the stars. It is the most popular of the stars.



Charles Coburn is a man who is a man of the stars, and he is a man of the stars.



## RUTH ETTING'S OLD HOME TOWN



Top, the David City, Neb., little red schoolhouse of Ettings memories—not so little, but red as brick; center, the Congregational Church; bottom, the county courthouse where Ruth's uncle has his offices



Don't editors do funny tricks with Time, though? Below, Ruth Etting, at the age of three, points a chubby finger at her bicycle-riding self, several years later

# Back Home— *But Not Broke*

*A trip back to the old home town, David City, Nebraska, taught Ruth Etting a lot of new things about radio*

**By LESTER GOTTLIEB**

**H**AVE you ever been homesick? Come now, own up. Of course you have! How many times have you secretly pined for the little town you were born in? Haven't you missed its shady lanes and vine-covered houses, so quiet and peaceful? Don't you often wonder what ever happened to the boy you had such a terrific crush on when you were in the sixth grade?

Well, some of our famous radio stars often feel the same way. Remove the heavy mask that they wear when broadcasting, and you usually find a very simple, human being. They know too well that they are on the top of the heap for one good reason. They got the well-known "breaks." Down deep inside of them they never forget that they are really naïve kids from the sticks, and are quite proud of that fact. But alas and alack, there are other stars that are different. Once they scale the heights of fame, they affect foreign accents, and parade around in Hispano Suizas, with their pet poodles.

Fortunately, Ruth Etting, sweetheart of the ether waves, Ziegfeld beauty, motion picture star and present singer on the Oldsmobile hour, has remained quite natural. Believe it or

not, this girl with the sob in her voice, who sings as though her worldliness was a thousand years old, comes from way out west in Nebraska. Recently, she, too, became stricken with an old American malady, homesickness.

This dangerous ailment first showed signs of becoming serious when Ruth was on the coast making pictures. California with its languid breezes and tropical palm trees may be the appropriate Christmas background for its native sons, but to this girl, the Yuletide season had always meant heavy snowstorms, zero weather, and a running nose. Somehow it all seemed topsy-turvy out there in movieland.

Ruth pondered on this situation one day as she was making up in her dressing room on the lot. She was lonely. Back home, it must be 10 below by now. Christmas trees, dazzling in all their glory, would be majestically standing on the front lawns of every home. The air itself would be permeated with the aroma of roast turkey and chestnut stuffing.

"You're wanted on the set, Miss Etting!" It was the assistant director's bark that snapped Ruth out of her delightful reverie. If a doctor had been [Continued on page 66]

# Tuneful Topics

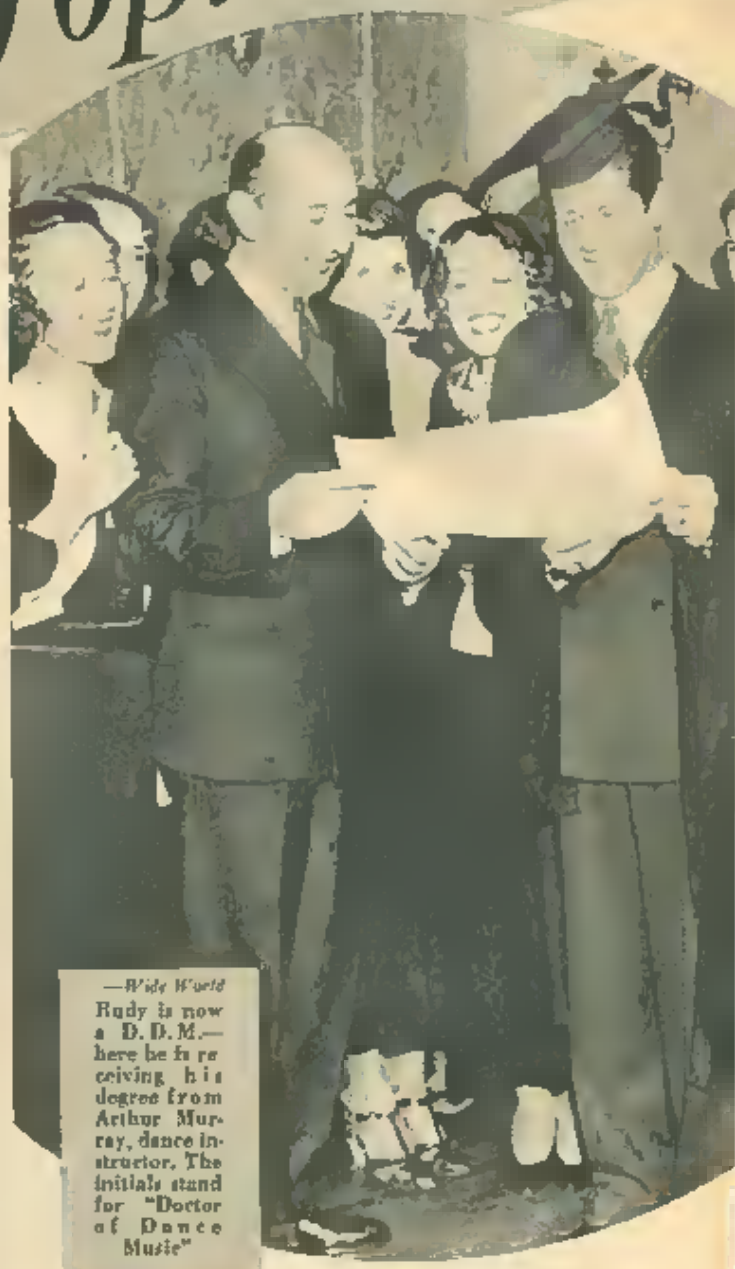
By  
**RUDY VALLEE**

*There are few shrewder judges of popular music than Rudy Vallee, and in this monthly feature he analyzes current hits and makes a few interesting predictions*

**I**NFLUENCED, no doubt, by the success of *Lazy-bones* and *The Last Round-Up*, Al Dubin and Harry Warren, the writers assigned to write the song for *Wonder Bar*—which, oddly enough, the company insists is not strictly a Jolson picture—unquestionably had Mr. Jolson in mind when writing *Goin' to Heaven on a Mule*. Yet, somehow, I do not feel that this is a typical Jolson number, or one which will enhance his part in the picture. When Al sang it at the Press Photographer's Ball recently, it was not one-sixth as well received as his old favorite, *Mammy*, or *Sonny Boy*. Of course part of the reason for the particularly deafening ovation accorded those two songs is that they are known, and that the audience was able to hunt along with him. Still, I have seen an audience stampede on hearing a song for the first time, so I still wonder. . . . I am curious to see just how and what Jolson does with it in the picture.

I honestly feel that this song is more adapted to Everett Marshall, and that he would have been much more fortunate to have had this song than *Wagon Wheels* in his present *Pollies*. *Wagon Wheels* does not call for the virility that *Goin' to Heaven on a Mule* does. I suppose there are many who wonder why I should attempt *Goin' to Heaven on a Mule*. Peculiarly enough there are certain songs which evoke from my esophagus more virility than I ever dreamt I was capable of producing, and this is one of them. That it is going to be one of the best things I have ever had in my repertoire has already been clearly demonstrated. It was given me to do it for the first time on any broadcast, on a recent *Fleishman Hour*. Personally there have been few songs that have thrilled me so in the singing. While the idea struck me as rather crazy at first, it grew on me and I believe this same growing effect will be the experience of all who hear the song.

Harold Spina and Johnny Burke are typical of Tin Pan Alley; they write, sing and demonstrate their songs in the typical, approved Broadway manner. Yet their new song, *Oh, the Pity of It All*, is as "un-Broadway" as anything could be. It has the flavor of a very smart Winan-Weatherly revue, and the quality of the smart East Side; it is the type of song one associates with Beatrice Lillie, or Frances Maddux, as she sits before her little piano in a smart, smoke-filled supper club. Perhaps its only "shanty-town" touch is contained in the



—*Wide World*  
Rudy is now a D. D. M.— here he is receiving his degree from Arthur Murray, dance instructor. The initials stand for "Doctor of Dance Music"

last eight measures, where they refer to "the smiling smithy"—the smithy, of course, being as "un-Park Avenue-ish" as anything could be. It is a cute melody, with the melody in the middle hauntingly reminiscent of parts of that English ballad, *I Never Dreamt*. I am hoping for the sake of the two boys who wrote it that the song is well received by not only orchestra leaders, their vocalists, and their dancing public, but by the great radio public itself.

**T**O MENTION *Smoke Gets in Your Eyes* without mentioning Max Gordon's *Roberta*, would be to fail to give the most charming operetta yours truly has ever witnessed its proper due. Every song in the show is delightfully done. Outstanding is the one which the mass public considered rather moronic in its musical taste, has taken to its heart—*Smoke Gets in Your Eyes*. Jerome Kern's music is such that one must hear it several times; rarely does it bowl one over the first time. Perhaps his exception to that was his writing of *Who, from Sunny*, but most of his tunes have endured because they were not light and tawdry. [Continued on page 60]

# Will YOU be One of

By DR. LOUIS E. BISCH

## RADIO'S

**WHEN** the present cur of stars is dead, what is to be in its place?

It is the question, perhaps first? As long as it will be long, it is a question. From what has been about a quarter of a century ago, we have seen the rise of a new type of "star" in the air, and the stars of today are different from those of yesterday. In the past, when a star was born, he was born in the limelight, and he was born in the limelight.

Yet the road to the limelight is not a simple one. It is a long and hard one, and it is one that many people do not want to take. It is a road that leads to the limelight, but it is a road that leads to the limelight.

It is a road that leads to the limelight, but it is a road that leads to the limelight. It is a road that leads to the limelight, but it is a road that leads to the limelight.

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It is a road that leads to the limelight, but it is a road that leads to the limelight. It is a road that leads to the limelight, but it is a road that leads to the limelight.

personality is better and that is the radio performer's greatest single asset.

Such then, your personality does not necessarily depend upon a deep, rich, laugh or low voice, but does it depend upon the way you talk, the way you think, the way you act, the way you live? It is these things that make a radio performer a radio performer.

It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer.

It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer.

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It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer. It is these things that make a radio performer a radio performer.

### Do you have an idea for a unique conception of microphone talent?



### Test Yourself for a Radio Career With this Radio Talent Score Card

#### How to Use the Self-Test Score Card

Ask yourself the questions in this test card and check off the number of answers you give. The number of answers you give will be the number of points you score. Each number answer is worth one point. Each letter answer is worth one point. Each letter answer is worth one point. Each letter answer is worth one point.

Radio, says Dr. Bisch, will discard "stepchild talent" when it finds its unique type of entertainment—and he supplies a chart to test your own talents

# Future GREATS?

radiation; in fact, their voices are such, are nothing special to him about as far as radio transmission is concerned.

Yet it is undoubted that all about him I have employed have voice personality. That is, they provide a something which is something that makes you want to listen to them. That something is their voice. And this radio itself is the best of the best. And this radio itself is the best of the best.

Therefore the performer you offer to yourself as a radio performer must have the personality and the voice which will make him a radio performer.

types of radio entertainment apart from these six great classes if you have, Radio needs you for one of its future stars



### Test Yourself for a Radio Career With this Radio Talent Score Card

1. Have you ever been in radio?
2. Do you have a good voice?
3. Are you able to carry a long sentence in speaking or singing?
4. Can you tell a story, without rehearsal, before an audience?
5. Have you a sense of timing?
6. Does your voice remain clear even in the most noisy place?
7. Do you entertain a variety of subjects?
8. Do you have a sense of humor?
9. Can you tell a story, without rehearsal, before an audience?
10. Have you a sense of timing?
11. Does your voice remain clear even in the most noisy place?
12. Do you entertain a variety of subjects?



# KNIGHT LIFE THROUGH THE DAY



8:00 A.M.—A daily doxen—at least



9:00 A.M.—Work begins in the study



LUNCHEON—But the work must go on



4:00 P.M.—A game of pool, all wet



5:00 P.M.—“Billy Batchelor” at rehearsal



7:45 P.M.—On the air, with the Mrs. checking up



Ray Knight does the Curb Hour and Billy Batchelor

*They*

# Dubbed *Him* Knight



An after-party party for the personnel of the new Cuckoo cast: James Stanley, Wilfred Pelletier, Raymond Knight and Robert Armstrong

—but Raymond Knight is no dub, judging from this impressive list of activities and accomplishments

By WARD BYRON

THE above snapshots give a glimpse into a day in the life of Knight—i. e., Raymond Knight, one of radio's most dependable entertainers, and probably the most versatile in the business. If this statement sounds rash, consider Knight's accomplishments.

He is heard five times a week on the *Billy Batchelor* program which he writes. He plays the leading rôle, and “doubles” several other characters. This program alone keeps him busy turning out an average of a script a day! He contributes stories and articles to magazines and newspapers. He has recently been asked to write a motion picture scenario, and he is working on a burlesque autobiography. There are also personal appearance dates to be filled.

To this imposing list will soon be [Continued on page 71]

# RADIOLAND NEWS



## Amazing Upsets in Radio Popularity Poll

Some surprising reversals of form were exhibited by radio stars in the national poll of radio editors recently conducted by the *New York World-Telegram*. Ed Wynn must have spent some uncomfortable moments when he learned he wasn't even listed among the 20 best-favored programs of the poll participants. Eddie Cantor had to be content with sixth place, with one-fourth the votes received by Rudy Vallée's Variety Show, which won first honors, followed by Jack Benny, Waring's Pennsylvanians, March of Time, and N. Y. Philharmonic Orchestra.

The most amazing upset was scored by Jack Benny, a comparative newcomer to the air, who, in the strictly comedian division, placed first, trailed by Eddie Cantor and Joe Penner, whose rise has been meteoric. Wynn and Fred Allen tied for fourth honors.

Columbia Broadcasting stars captured the lion's share of first places in the various divisions but NBC showed up strong in the field of air comedians.

## Field Day for Pets

Pet fanciers who are also radio fans will be interested in the above portraits of two dogs whose owners are doing pretty well in the radio business. Rudy



—*Wide World*

Rudy Vallée, Joe Penner, and pets

Vallée's dog is named "Windy," while Joe Penner calls his "Musse." They were snapped at a cocktail party which radio stars attended with their pets. It is reported that Penner's duck is considerably incensed over his defection.

MAY, 1934

## President Urges Radio Bill

At the insistence of President Roosevelt, a bill creating a Federal Commission on Communications is expected to be pushed through the present session of Congress, abolishing the present Federal Radio Commission. The board will probably be composed of seven members—two for broadcasting, two for telephone and telegraph, two for radio communications, and one member at large. All American stations at present operate under the authority of the Federal Radio Commission on wave lengths allotted to them.

## Mexico Clamps Down on Brinkley Station

March **RADIOLAND** carried a pertinent article on the fight being waged by Dr. John R. ("Goat Gland") Brinkley against the Mexican authorities to keep his radio station, XER, broadcasting medical and other programs from across the Rio Grande by remote control.

Latest developments prove the article to have been absolutely accurate in its predictions of trouble for Dr. Brinkley. XER had advertised medical services and supplies without a Mexican license, has broadcast solely in English, has overrun its allotted time on the air—all contrary to Mexican regulations.

A few days ago, when a Mexican radio inspector appeared at Villa Acuna, where XER is located, to enforce a governmental closing order, he fled the town when villagers threatened to lynch him. But the inspector had the last laugh when he returned with troops, silenced station XER, and announced that the station would be dismantled by Dr. Brinkley within a month or the authorities would do the job for him at his expense.

Dr. Brinkley has carried his case to the Mexican courts, but the possibility that they will uphold him against the government is remote. XER, as far as Mexico is concerned, seems permanently silenced.

## Maestro Rubinoff's Alleged Income

A civil suit by Ruth Blanche Rubinoff, divorced wife of the maestro Dave Rubinoff, reveals her claim that in 1927 and 1928 he earned \$40,000, cleared \$390,000 in the next three years, and played his violin \$260,000 worth during 1933. The former Mrs. Rubinoff asserts that they were married in 1924 and divorced in Minnesota in 1927.

## Newspapers Compel Radio to Cut Down on News Broadcasts

One of the most rigid censorship agreements in history has been put into effect to call a truce to the guerrilla warfare between radio stations and newspapers in the matter of news broadcasts. The new czar who will enforce the drastic provisions of the agreement, which practically eliminates radio from the field of spot news, is James W. Barrett, fighting city editor of the old *New York World*.

There are real teeth in the agreement under which stations are now operating. Only two five-minute news broadcasts can be made each day, and these must be presented after 9:30 a. m. and 9 p. m., this to make sure that morning and evening newspapers are first in the field. No news item can be longer than thirty words, except in the case of particularly important items which may be broadcast as a matter of public service.



—*Price Studios*

James W. Barrett, radio news czar

providing they are written in such a manner as to stimulate the reading of a newspaper!

Finally, stations will not be permitted to sell their news broadcasts to sponsors, and they must force their own commentators to eliminate all references to "hot" news and to concentrate on "general" (i. e., comparatively stale) items. Commentators such as Boake Carter will be handicapped, with what effect on their popularity remains to be seen.

Radio will thus be seen to have gotten somewhat the worst of the bargain, but reasons for capitulation are understandable enough. The principal weapon of the newspapers, aside from possible suits rested in the threat to refuse to print the daily schedules of local station programs unless paid for as advertising.



**What's Funny?**

1. I saw a man with a mustache and a woman with a mustache.  
 2. I saw a man with a mustache and a woman with a mustache.  
 3. I saw a man with a mustache and a woman with a mustache.  
 4. I saw a man with a mustache and a woman with a mustache.  
 5. I saw a man with a mustache and a woman with a mustache.  
 6. I saw a man with a mustache and a woman with a mustache.  
 7. I saw a man with a mustache and a woman with a mustache.  
 8. I saw a man with a mustache and a woman with a mustache.  
 9. I saw a man with a mustache and a woman with a mustache.  
 10. I saw a man with a mustache and a woman with a mustache.



# DIC-NAGLE for STOOP-tator!

By RALPH DAIGH

"**T**HINK Colonel and Dadi are at the Green House doing a rehearsal for their first Grand Dictatorship program, it is to be the largest communital hold-up in the history of really dignified relations?"

This question was supposed to be serious. The man who asked it had only two hundred people with him through the program, dimwit and ignorant crowd. Dadi's goal is to make the beautiful Dictatorship come through the kitchen relation. All other doors were closed and shut.

What is pulling power. And the "power" is that been at this according to Dadi's program and Dadi.

And he was the writer? He said he that covered in the Dictatorship body completely terminated by Dictatorship.

"Are the Colonel and I, Dadi?" Dadi said. "I'm not a Dictatorship and I'm not a Dictatorship."

"You're a Dictatorship?" Dadi said. "I'm not a Dictatorship and I'm not a Dictatorship."

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"You're a Dictatorship?" Dadi said. "I'm not a Dictatorship and I'm not a Dictatorship."



Colonel Dictatorship and Dadi Dictatorship at the top of the new Grand Dictatorship staff.

"Go by Colonel Dictatorship and get the delicious of what is going on the other hand Dadi?" Dadi said. "I'm not a Dictatorship and I'm not a Dictatorship."

But the Colonel was already his and it had to be taken for time. Dictatorship was supposed to be taken for time to be taken.

The program Dictatorship was supposed to be taken for time to be taken.

The program Dictatorship was supposed to be taken for time to be taken.

The program Dictatorship was supposed to be taken for time to be taken.

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The program Dictatorship was supposed to be taken for time to be taken.

The program Dictatorship was supposed to be taken for time to be taken.

## (Stoopnagle for Dictator)

The regular Stoopnagle magazine you can purchase in large or small quantities. The program was already his and it had to be taken for time to be taken.

The program was already his and it had to be taken for time to be taken.

The program was already his and it had to be taken for time to be taken.

The program was already his and it had to be taken for time to be taken.

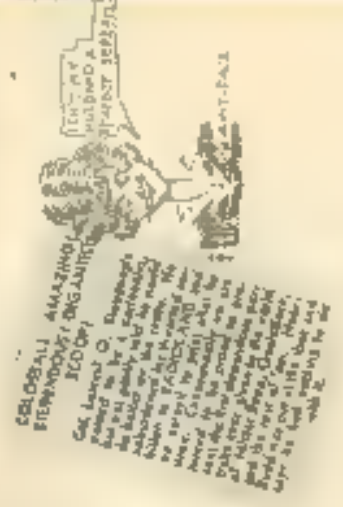
The program was already his and it had to be taken for time to be taken.

The program was already his and it had to be taken for time to be taken.

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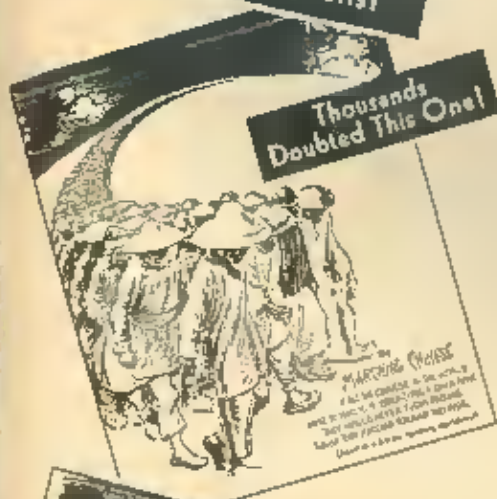


# You've Got to Believe HIM



By ETHEL CAREY

Bob Ripley—He traveled 10,000 miles to keep a blind date made over the radio—believe it or not!



They Said This  
Proved Ripley  
a Liar!

**B**ELIEVE it or not, a ball game decided the destiny of Bob (Believe-it-or-not) Ripley. Since his boyhood in California, Bob had always been interested in baseball. He had played on the local team, dreaming of making a major league. Finally he came to New York and tried out with the Giants. McGraw was enthusiastic, predicted great things for the young recruit. All Bob's time was spent practicing and watching the others. All his dreams were coming true. 'Came one black day. While at bat, he was struck by a pitched ball. *Crash*, went all his dreams. His arm was broken, his ball career ended.

Ripley felt disheartened; life hardly seemed worth living. Little did he know that that "lucky break" was destined to make a millionaire of him. It was in the cards that his salary would one day exceed that of any baseball player who ever lived.

The arm was slow in healing. Bob got sick of hanging around brooding about his tough luck. He took some sketches of his favorite athletes over to the old New York *Globe* and got himself a job doing cartoons for sports pages. This was his job for several years.

One night, he simply ran out of ideas. He sharpened his pencils . . . racked his brain. Nary an idea. Absentmindedly, he began to draw a picture of an odd sporting event he had witnessed that week, a man who jumped backwards fifteen feet. Then he drew another of somebody who had stayed under water for three minutes. At last, an inspira-

tion! He put together a few more athletic feats and made them up into a cartoon, never suspecting that it means more than killing that night's assignment. He labeled it *Chumps & Champs* and handed it in. The name didn't click with the editor, so Bob changed it to *Believe It or Not*. That name has stuck to his work ever since.

**H**IS *Believe-it-or-nots* caught on; the public clamored for more. He started to do one cartoon weekly, then two a week; then it became a daily feature. That was the start of his career as commentator extraordinary of the whole cockeyed world, creator of the famous series of pictures illustrating odd, fantastic and often well nigh incredible facts.

When you hear his little stories or dramas over the air, they sound simple enough. There is often quite a history behind them, however. Believe it or not, Ripley often spends months tracking down a single incident. To assist him, he employs a staff of eighteen research men, artists, secretaries. One of his assistants speaks thirteen languages. All their combined effort is used to unearth strange facts—"queeriosities," Bob calls them. In his search for new material, he travels to the far corners of the earth; last year he covered more than 75,000 miles. To date, he has visited 167 countries. There are forty left, but he expects to cover them soon.

Robert LeRoy Ripley was born Christmas Day, 1893, at Santa Rosa, California. He [Continued on page 67]

RADIOLAND



George Gershwin is the famous modern composer, graduate of Tin Pan Alley, who is heard on the new Feenstain program, "Music by Gershwin." Painting is his hobby, the portrait on the wall being a specimen of his work.

Helen, Jane, and Patti Pickens are three gals from Georgia who have made such a hit on the air as a harmonizing sister team that they turned down a contract for a series of movies, after completing one on the road, to return to the networks. Jane does the program arranging, Helen designs clothes as a hobby, and Patti collects—of all things—goldfish!

—Roy Lee Jackson





MARY MCCOY is the daughter of Florida operators based on Pier 2, Port's Beach. She is a participant of the Florida Film, 20th.



LASHLY SMITH of Memphis, Miss., has been named Miss Memphis during the election of the year. Her name appears to have been the favorite.



MIKE PROCTOR, secretary of the Florida Film, 20th, is the son of Mike Proctor, 20th.



MARY O'LEARY is a beauty queen of the Florida Film, 20th, and is the daughter of Mike Proctor, 20th.



JEFF PUGH, M.D., is a beauty queen of the Florida Film, 20th, and is the son of Mike Proctor, 20th.



MARTHA MEYER is the beauty queen of the Florida Film, 20th, and is the daughter of Mike Proctor, 20th.



JACK WARRINGTON is the beauty queen of the Florida Film, 20th, and is the son of Mike Proctor, 20th.



WILLIAM CLARK is the beauty queen of the Florida Film, 20th, and is the son of Mike Proctor, 20th.



# RADIO Love Song

*A glamorous story of life on the ether waves, where Fame comes overnight—and goes just as quickly*

By  
**NINA WILCOX PUTNAM**

**STUDIO 2** at Sheffield WOOD was lullabyed by a downy silence, an atmosphere of calm, as the spring of the air and the soft notes of the piano were the only music to be heard. In the next room, a young woman was playing a waltz. The door opened and a young man entered, his eyes on the floor. He looked up at the young woman who was sitting at the piano. She looked at him and smiled.

"That's just what I want to do," said the young man, looking at the young woman. "I want to play the piano." "You want to play the piano?" she asked. "Yes, I do," he answered. "I want to play the piano."

"I want to play the piano," she said. "I want to play the piano." "I want to play the piano," he said. "I want to play the piano." "I want to play the piano," she said. "I want to play the piano." "I want to play the piano," he said. "I want to play the piano."

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Illustrated by  
Haskell  
Esmer  
Savien



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From left to right: Ed Kessler, Arthur J. Keller, and other radio personalities gathered for a meal in the Radioland studio.

At bottom, the radio personalities gathered for a meal in the Radioland studio.

By  
**ARTHUR J.  
KELLER**

# Mike

**T**ED HUNTING, former sports editor, and Mike Hellinger, now paper columnist, are the green peas in the soup. The latter is a radio personality who is usually afraid of his belt and afraid to get out of his room. He is a comedian on the radio.

He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio.

He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio.



From left to right: Ed Kessler, Arthur J. Keller, and other radio personalities gathered for a meal in the Radioland studio.

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He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio.

Intimate News of Radio Personalities Gathered from Behind



At left, the radio personalities gathered for a meal in the Radioland studio.

# Says

**M**rs. [Name] says that she is a comedian on the radio, and she is a comedian on the radio. She is a comedian on the radio, and she is a comedian on the radio. She is a comedian on the radio, and she is a comedian on the radio.

He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio.



At left, the radio personalities gathered for a meal in the Radioland studio.

# —

He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio. He is a comedian on the radio, and he is a comedian on the radio.

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the Scenes at the Studios by RADIOLAND'S News Sleuth





Honorable Mrs. M. J. McLaughlin in her home at 1000 N. 10th St. She is seated at the table with her mother-in-law, Mrs. J. J. McLaughlin.



Chas. E. La. is in the picture with his wife, Mrs. E. La., and their daughter, Mrs. J. J. La., at the table during the dinner.



They are the Honorable Mrs. J. J. La., Mrs. E. La., and their daughter, Mrs. J. J. La., at the table during the dinner.



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They do it by hand. The labor is all done by the women. It is not a very profitable business, but it is a good one for the women. They do it for the love of it. They do it for the love of their country. They do it for the love of their fellow citizens. They do it for the love of their God.

Although the working women are not as well paid as they should be, they are still doing a noble work. They are the backbone of the nation. They are the ones who keep the world going. They are the ones who raise the children of the future. They are the ones who are the heart of the home.

ANSWER to several correspondents. The question of the day is whether or not the working women should be paid more. The answer is yes. They should be paid more because they are the ones who are the backbone of the nation. They are the ones who raise the children of the future. They are the ones who are the heart of the home.

More who-ally: The man who is the backbone of the nation is the man who is the heart of the home. He is the man who is the backbone of the nation. He is the man who is the heart of the home. He is the man who is the backbone of the nation. He is the man who is the heart of the home.

for a year and a half before discovering that they were profitable. The working women are not as well paid as they should be, but they are still doing a noble work. They are the backbone of the nation. They are the ones who raise the children of the future. They are the ones who are the heart of the home.

When the working women are not as well paid as they should be, they are still doing a noble work. They are the backbone of the nation. They are the ones who raise the children of the future. They are the ones who are the heart of the home. They are the ones who are the backbone of the nation. They are the ones who are the heart of the home.

WILLIE BURGESS says he is "lonesome" for a girl who is "lonesome" for him. He is a man who is "lonesome" for a girl who is "lonesome" for him. He is a man who is "lonesome" for a girl who is "lonesome" for him. He is a man who is "lonesome" for a girl who is "lonesome" for him.

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ANOTHER, saying the afternoon session in the lobby of the H.C.C. building in Toledo, Ohio, where an award of the American Society of Artists was given to a woman who had made a valuable contribution to the art world. The woman is the artist who has made a valuable contribution to the art world.

Yield has probably heard how much the men of the H.C.C. building in Toledo, Ohio, where an award of the American Society of Artists was given to a woman who had made a valuable contribution to the art world. The woman is the artist who has made a valuable contribution to the art world.

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# The Amazing Rise of FATHER COUGHLIN

By EDWARD R. SAMIS

BACKGROUND. Proceeding intelligently of Father Coughlin, has the story here almost its origin. Coughlin, the author of the book "The Hour of the Crucifixion," has a number of other books to his credit, including "The History of the Catholic Church," "The History of the Catholic Church," and "The History of the Catholic Church."

**B**'s THE story of FRANKLIN D. Roosevelt's election to the White House is a story of the triumph of the underdog. It is a story of the triumph of the underdog over the established powers of the world. It is a story of the triumph of the underdog over the established powers of the world.

into the middle of his battle for inflation, his plan for "symmetrical" and "municipal" installment of credit, and Father Coughlin's life story carries the radio priest, leaping to him where he now stands—at the forefront of a break with the Roosevelt administration to have so ardently supported.

As a result, he is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

It is not only in the United States that Father Coughlin's influence is being felt. It is being felt in many other parts of the world. It is being felt in many other parts of the world.

only means of writing themselves from a business situation. All of them, leading Father Coughlin, have their own way of doing things. They are all different. They are all different. They are all different.

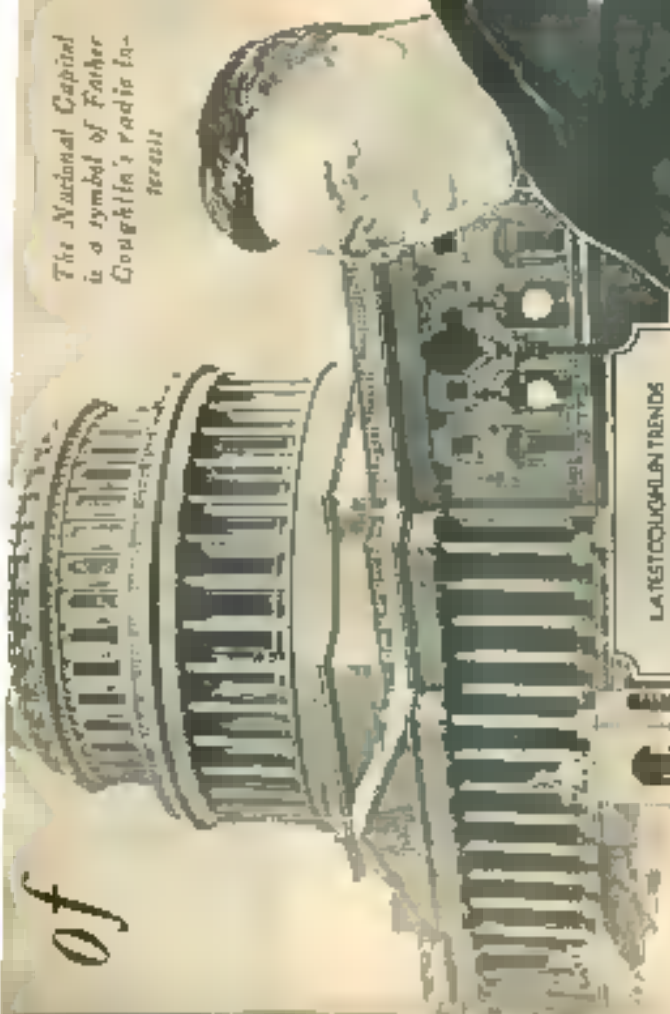
Although there seems to be no other way of doing things, Father Coughlin has shown a way. He has shown a way. He has shown a way. He has shown a way. He has shown a way.

It is not only in the United States that Father Coughlin's influence is being felt. It is being felt in many other parts of the world. It is being felt in many other parts of the world.

WASHINGTON



The National Capital is a symbol of Father Coughlin's radio message



**LATEST COUNCIL TRENDS**  
It is not only in the United States that Father Coughlin's influence is being felt. It is being felt in many other parts of the world. It is being felt in many other parts of the world.

As THE Indianapolis eight show in his belief about the first of the opening of the Congress, Father Coughlin became a popular figure in the eyes of the millions of Americans who were listening to his broadcast.

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MAY, 1934

# Burns & Allen

take the

## Witness Stand



Gracie William Tell Allen plays Cupid with a bow and arrow, but George Burns figures he's safe as long as she's aiming at him

and try to give intelligent answers to the questions of **RADIO-LAND** readers

**GRACIE:** Oh George, he wants us to take that great big heavy stand! However will we get it home? And what will we do with it when we get there? Oh-h- I know! It would be just the thing for that rubber plant my aunt gave us!

**GEORGE:** Listen Gracie, listen! He doesn't want us to take the witness stand! Can't you see—it's fastened down!

**GRACIE:** Oh, so you can't take it!

All right, Here's one for you. Why doesn't Gracie sing oftener on the radio?

**GRACIE:** Well, it's this way. I have such a beautiful voice that whenever I sing on the air a lot of people offer me contracts. And when people offer me contracts I can't help signing them. And if I signed more than one contract at one time I would be in hot water and when I'm in hot water I always start washing dishes. And I hate washing dishes so—

**GEORGE:** You mean you've heard Gracie sing and still ask why she doesn't sing oftener over the radio?

How long have you been on the air?

**GRACIE:** Oh, I've been walking on air, ever since I met George.

No. No. How long have you been appearing on the radio?

**GRACIE:** Oh that's different. About five years. And it just seems like yesterday.

Who do you think is the greatest guy that ever lived?

**GRACIE:** Guy Lombardo.

How long do you rehearse before each broadcast?

**GEORGE:** Until Gracie gets what I'm trying to tell her through her head.

And how long does that take?

**GEORGE:** Oh about three years if everything goes all right.

Gracie, what is your favorite hobby?

**GRACIE:** George is my favorite hobby. In fact he's the only one I ever had. (Continued on page 65)

**H**EAR ye! Hear ye! Hear ye! George Burns and Gracie Allen—for some months now, readers of **RADIOLAND** have been curious to know how you got that way. In order that you may answer any and all questions that they should wish to put to you, will you kindly appear before the bar?

**GRACIE:** No sir. You don't catch me letting George appear before the bar! Whenever George gets in front of a bar, I never see him again till morning.

**GEORGE:** Gracie! Will you be quiet? Take the witness stand, please.

### Help Us Quiz Fred Allen

**RADIOLAND,**  
52 Vanderbilt Avenue,  
New York, N. Y.

Please ask Fred Allen to answer the following questions:

My Name .....

Address .....

(Mail coupon before April 20)

Is it true that Fred Allen is seven other people? Is his favorite pet a South African hartebeest? Does he prefer pomegranates to pickles? He will answer important questions like these through **RADIOLAND** if you ask him on the coupon.

# The Charmer on the Cover

THERE used to be a song *I'm in Love with a Girl on a Magazine Cover*. It's due for a revival as soon as this issue, with Babs Ryan on the cover, bursts on an unsuspecting world. We shouldn't wonder if they'd start serenading the news-stands.

Babs, as you and you and you know, is the young smoothie who helps her brothers Ryan sing about an old smoothie, as a star attraction of the Ford program, featuring Fred Waring and the suave Pennsylvanians. Her real name is Blanche but you needn't bother to remember it—she never can.

Harmony and rhythm come just as natural to Babs as having golden hair and brown eyes. Her mother was a piano teacher, and Babs was practicing scales when she was three years old! She graduated to duets and learned about striking minors before she started school; when she was twelve, she had a dance orchestra and was booked solid locally.

She then decided to go into competition with her mother in the piano teaching business, and (we trust by fair means) secured a dozen pupils. All through school she was interested in music and dramatics. She also learned to play pretty tunes on the typewriter at the rate of a hundred words a minute, but she preferred the tone of a Steinway to that of an Underwood, which was certainly radio's gain.

She was fifteen years old when she first went on the air in Kansas City, terrified in spite of the fact that she was an old piano teacher. Her family didn't approve of a career for her, at least not just yet, and begged her to go to college. But Babs took herself

off to Chicago, where her brothers were playing on the vaudeville stage. At first they didn't know whether they were so crazy about the idea—you know how brothers are. Babs felt pretty small and not very smooth, but she soon learned showmanship and now the other Smoothies are plenty proud of their little sister. Incidentally, it's Babs who does those trick

arrangements that "Little" and Charlie and herself put over so well with Waring's Pennsylvanians, and which probably have a great deal to do with their very original and individual style of singing. She has also written a few tunes of her own, but doesn't feel like braving crowded Tin-Pan-Alley with them yet. With that new hair-cut, it seems probable that as a song writer Babs would go over with a bang. If we are annoying anyone, come up and sue us sometime.

For people who like to gather miscellaneous bits of information about their favorites, Babs isn't married, but don't crowd; she is never on time for appointments or rehearsals, but makes trains (and broadcasts) when she has to, which is all that's necessary, really; she would rather be Hannah Williams than anyone else, which seems quite futile; she believes in dreams, because a lot of things really happen just as she dreamed them; she adores prize fights, and goes to them whenever she has a chance; she has never had a diamond and is crazy about them. Well, that shouldn't be so difficult. If anyone wishes to send a diamond to Babs Ryan addressed in care of this magazine, we will put her name on the box, remove the diamond and leave town immediately.

*"She's an old smoothie"  
Babs Ryan, singing  
with Waring's Pennsylvanians on the Ford  
Program.*



# A RADIO

# Freshman Speaks His MIND

By WILLIAM LYON PHELPS

Radio is a challenge to the famous Yale professor—and radio itself is challenged by his statement that what it needs is editors who can "get excited."

THEY ARE THE "FRESHMEN" of Yale who are challenging the famous Yale professor, William Lyon Phelps, to edit his radio program. They are the "freshmen" who are challenging the famous Yale professor, William Lyon Phelps, to edit his radio program. They are the "freshmen" who are challenging the famous Yale professor, William Lyon Phelps, to edit his radio program.



William Lyon Phelps, Center, and the young man and woman who are challenging him to edit his radio program. Phelps is the Yale professor.



William Lyon Phelps in his study at Yale. He is the Yale professor.



Phelps, center, and his students in his study at Yale. Phelps is the Yale professor.

...there are those who... I would like to see the... of the radio... I am going to... the radio... I am going to... the radio... I am going to... the radio...

THE other day I was fortunate enough to... in the... of the... I was... the... of the... I was... the... of the...

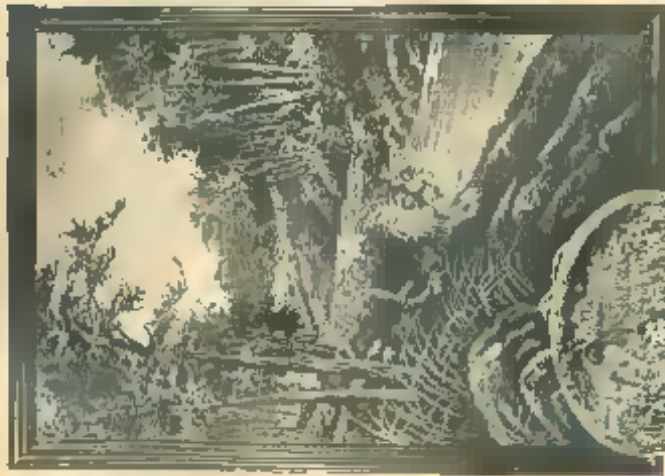
that half your audience will... the... of the... I am going to... the radio... I am going to... the radio... I am going to... the radio...

...I am going to... the... of the... I am going to... the radio... I am going to... the radio... I am going to... the radio...

Let's answer this for question first I have... the... of the... I am going to... the radio... I am going to... the radio... I am going to... the radio...

...I am going to... the... of the... I am going to... the radio... I am going to... the radio... I am going to... the radio...

# A FATHER Answers His SON



The Voice of Experience  
man was born under  
the star of the  
Lion, the Lion, and this  
surfact Chinese know  
ten, anteddy built an  
bordered, adorns his  
office walls. The two  
religious parables at  
the left are preferred  
wisdom pines, and  
second from French  
day, also to be seen in  
that Yoh's offer.

**O**N CHRISTMAS DAY I conducted a severe with my  
Father and I am glad to have before me now my  
Father's reply to that broadcast, which reads as follows:

"My dear Son:

"When you broadcast your message to me across the Con-  
tinent Christmas Day, I was so and blessed; have been up for  
three days, I am also recovered from the operation, but am  
still quite weak. However, I find that I have lost not only about  
ten pounds.

"So, you spoke of your 'dear' Father, I, like you, used to  
think of one who had passed the age of three score years and  
ten as being aged; but I still feel so young and am so well  
preserved I have changed my mind. One is only as old as  
he or she feels.

In April RADIOLAND you read  
that very human document which  
the Voice of Experience broadcast  
Christmas Day to his aged father.  
This month the Voice (M. Sayle Tay-  
lor) presents his father's answer.

## By THE VOICE of EXPERIENCE

"I put it mildly when I say my horizon widened with pride  
when I listened to you over the radio. I was moved deeply  
at the cultured you, my dear Mother. You may well be proud  
of that. Neither do you, for no boy ever had a nobler, more  
self-sacrificing and consecrated Christian Mother.

"You spoke of your childhood, Son. Let me tell you back-  
ground that perhaps you remember, in a confusion when you  
greatly surprised me with your reasoning mind. You had just  
turned four when one day you addressed me:

"Father, how big is God? Is He as big as you?"

"Yes, Son, He's bigger than I, I answered you.

"Is He bigger than a tree?"

"Yes, bigger than a tree."

"Father, is God bigger than the world?"

"Yes, Son, God is bigger than the world."

I thought surely you must be through by this time. But  
after a little thought, you came back with:

"Father, if God is bigger than the world and God is in  
Heaven, how can anybody else get man Heaven?"

"You were too young then for me to explain that God is  
spirit and not matter. This is just one occasion of the many  
when you propounded questions far beyond your years."

**Q**UESTIONS far beyond my years, eh? So that's the  
reason you let my questions go unanswered! I was old  
enough to ask questions but too young to get replies! Well,  
Father, let me repeat another question or two that I well re-  
member that you didn't answer, and for that matter have never  
answered for me.

Do you remember when we were living on Second Avenue  
in Longville— I guess I was about six then—and we were  
sitting at the table eating and I was directly opposite you,  
and suddenly I stopped eating and seriously contemplated your  
Adam's apple, and after a few moments I said, "Father, why  
is it that when your food starts down your Adam's apple  
comes up, then goes back down when you swallow?" do you  
remember what your reply was? Three silent ups and downs  
of your Adam's apple, that's all!

When I repeated the question you finally rebuked me  
following reply: "When you're old enough to have an Adam's  
apple you'll find that out for yourself. You wouldn't under-  
stand now."

Well, Father, I've had an Adam's [Continued on Page 64]

RADIOLAND



Temple things, a distant island  
and Elsie Hitz, who  
combine to make Paradise  
a magnet for thick lips.

# PERIL in Paradise

By  
DENA REED



**F**AN letters (at least a thousand a week) indicate that there are a lot of people who wonder about Elsie Hitz, the girl who provides not a little of the danger element for Nick Dawson in Woodbury's *Disgraceful Paradise* hour. It's impossible to be in love with a voice and not be curious about the person behind it—and plenty of people are to love with the voice in question. Because Elsie Hitz used to be in *Magic* radio, in fact, commentators will refer to her that way. She has what has been described as the most beautiful speaking voice on the air.

Voluntarily selected here for the *Disgraceful Paradise* program because of her voice, and also because the girl behind it looked very unlike the girl in their advertisements. There the large brown eyes and brown hair, which looks almost gold in the sunshine. Equipped as she is with a great sense of humor and intense modesty, she would laugh at the idea of being called beautiful. She never forgets "the air actress." She is a member of the Junior League—and looks it.

She is one of five sisters, born in Cincinnati. At fourteen she joined a stock

company during summer vacation—her early she had an eye on a dramatic career. When she was sixteen she made the rounds of Broadway agencies; and several jobs were offered her. She un-derestimated Helen Hayes in one play. However, the name "Elsie Hitz" was not a big name in the theater.

But when radio came into its own, that young woman up in electric light—literally speaking, Elsie was the first girl in radio drama to be given credit over the air as a star. And after she had done a number of plays, real stardom came to her in the *Stage* plays.

Her tremendous fan mail is a certain ability also takes seriously. She answers every letter she receives from a student by hand. Sometimes there are as many as fifty of these a day, she also gives her personal attention to letters from girls who want to know how to break into radio. But the "lucky ones" also has to turn over to a secretary—because if she answered them she wouldn't have time for anything else.

Her secret vices, as disclosed by her favorite sister Thelma, are "red lips," calls and an occasional swear word. However, she only indulges in these at home, and her family are the only ones who would know that she breathes life in a little more and let a passion for red lips pop.

Elsie Hitz, the girl behind the magic voice that thousands of people love for obvious reasons

MAY, 1934

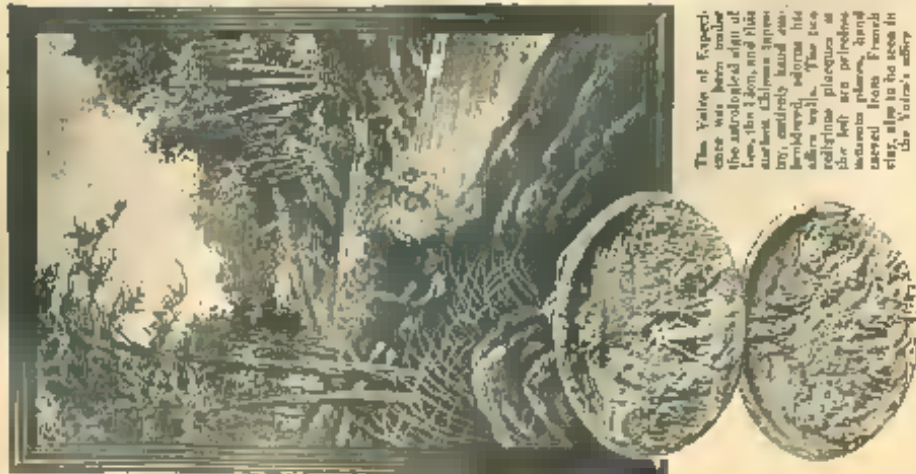
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41

# A FATHER ANSWERS HIS SON

In April **RADIOLAND** you read that very human document which the *Voice of Experience* broadcast Christmas Day to his aged father. This month the *Voice of Experience* (Mr. Sayle Taylor) presents his father's answer

By THE VOICE OF EXPERIENCE



The *Voice of Experience* once was been under the astrological sign of Leo, the Lion, and this author, Edna M. Taylor, and her husband, address his religious placques at the left are pictures taken from France, and are to be seen in the *Voice's* office.

**O**N CHRISTMAS DAY I conducted a reverie with my Father and I am glad to have before me now my Father's reply to that broadcast, which reads as follows:

"My dear Son:  
When you broadcast your message to me across the Continent Christmas Day, I was up and dressed; have been up for three days. I am also recovered from the operation, but am still quite weak. However, I find that I have lost only about ten pounds.

"Now, you spoke of your 'aged' Father. I, like you, used to think of one who had passed the age of three score years and ran as being aged; but I still feel so young and am so well preserved I have changed my mind. One is only as old as he or she feels.

"I put it mildly when I say my bosom swelled with pride when I listened to you over the radio. I was moved deeply as you educated your aged Mother. You may well be proud of that Mother of yours, for no boy ever had a nobler, more self-sacrificing and consecrated Christian Mother.

"You speak of your childhood, Son. Let me take you back, greatly surprised as I will, your fascinating mind. You had just turned four when one day you addressed me:  
"Father, how big is God? Is He as big as you?"  
"Yes, Son, He's bigger than I, I answered you.  
"Is He bigger than a tree?"  
"Yes, bigger than a tree."  
"Father, is God bigger than the world?"  
"Yes, Son, God is bigger than the world."

I thought, surely you must be through by this time. But, address a little thought, you come back with:  
"Father, if God is bigger than the world and God is in Heaven, how can anybody else get into Heaven?"

"You were too young, then for me to explain that God is spirit and not matter. This is just one occasion of the many when you propounded questions far beyond your years."

**QUESTIONS** far beyond my years, eh? So that's the reason you let me question you unanswerably! I was old enough to ask questions but too young to get replies! Well, Father, let me recall particular incidents of two that I well remember, for me.

Do you remember when we were living on Second Avenue in Littleville—I guess I was about six then—and we were sitting at the table eating and I was already appreciative you and especially I stopped eating and seriously contemplated your Adam's apple, and after a few moments I said, "Father, why is it that when your food starts down your Adam's apple comes up, then goes back down when you swallow?" do you remember what your reply was? Three silent ups and downs of your Adam's apple, that's all!

When I repeated the question you finally ennobled the following reply: "When you're old enough to have an Adam's apple you find that out for yourself. You wouldn't understand now."

Well, Father, I've had an Adam's [Continued on page 64]

RADIOLAND



Temple Island, a desert island, and Elsie Hitz's ambition to make Paradise headquarters for Nick Dawson

# PERIL in Paradise

By  
**DENA REED**



**F**AN letters (at least, a thousand a week) indicate that there are a lot of people who wonder about Elsie Hitz, the girl who provisioned Nick Dawson in Woodbury's *Dangerous Paradise* hour. It's impossible to be in love with a man and not be curious about the person behind it—and plenty of people are in love with the voice in question. Because Elsie Hitz tried to be the *Magic Voice*, in fact, commentators still refer to her that way. She has what has been described in the most beautiful speaking voice on the air.

Woodbury selected her for the *Dangerous Paradise* program because of her voice, and also because the girl behind it looked just unlike the girl in cloth advertisements. Elsie has large brown eyes, and brown hair, which looks almost gold in the sunlight. Equipped as she is with a grand voice of burlesque and sincere melody, she would laugh at the idea of being called beautiful. She never dresses "like an actress." She is a member of the Junior League—and leads it.

She is one of five sisters, born in Cincinnati. At fourteen she joined a stock

company during summer vacation—quite early she had an eye on a dramatic career. When she was sixteen she took the reins of Broadway agencies; and several jobs were offered her. She anticipated Helen Hayes in one play. However, she gave "Stage Hitz" was not a big name in the theatre. But when radio came into its own, the radio went in in electric light—dramatically speaking. Elsie was the first girl in radio drama to be given credit over the air as a star. And after a vacation with successful programs, real stardom came to her in the *Magic Voice*.

Her tremendous fan mail is a responsibility she takes seriously. She answers every letter she receives from a student in her hand. Sometimes there are as many as fifty of these a day. She also gives her personal autographs to letters from girls who want to know how to break into radio. But the "blush notes" she has to turn over to a secretary—because if she answered them she wouldn't have time for anything else.

Her secret vice, as disclosed by her favorite sister Thelma, are "red fingers" nails and his occasional "sweat wear." However, she only indulges in these at home, and her family are the only ones who would know that she always once in a while nibbles and has a passion for red hot Irish.

MAY, 1934

41

# Random REVIEWS of

# Popular PROGRAMS

Wherein the Radio Rounder Expresses a Few Highly Personal

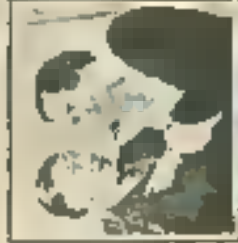
Opinions on Various Radio Programs He Has Seen Tuning In On



Raymond Payne, Lone Star

### POSTHUMOUS SURPRISE PARTY

Just when Mr. program seems to be settling into a comfortable groove, it is abruptly interrupted by a surprise party. This is the case with the Posthumous Surprise Party, which is a weekly radio program on the Lone Star station. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Chad Cook, Cleo Mayfield

### WARD'S FAMILY THEATRE

Chad Cook and Cleo Mayfield bring to the air an interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Jimmy Mumford

### MUSIC ON THE AIR

Jimmy Mumford brings to the air a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Charles P. Hughes

### FIRST NIGHTER

The radio program which is broadcast every night at 11:30 p. m. is a very interesting and entertaining one. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



William Lang—Daisy

### MARVELOUS MELODIES

William Lang and Daisy bring to the air a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Waring and Leona Steiner

### FRED WARING

It is hard to find an author who writes as well as Fred Waring. The Fred Waring program is a very interesting and entertaining one. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Cheryl and Spalding

### CRISART AND SANDERSON

In this story, three women are told that they are going to be married. The program is a very interesting and entertaining one. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Tommy Middleton

### ROMANTIC BACHELOR

Tommy Middleton's program is a very interesting and entertaining one. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Betty Morgan, Old Gold

### OLD GOLD

Old Gold is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Fred Allen

### FRED ALLEN

Fred Allen's program is a very interesting and entertaining one. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Taylor and Whitman

### KARTPHENIK

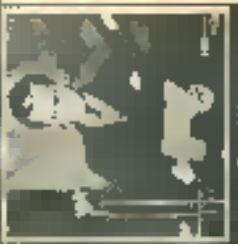
Kartphenik is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Miss Wagoner

### POINTS-FIVE MINUTES FROM HOLLYWOOD

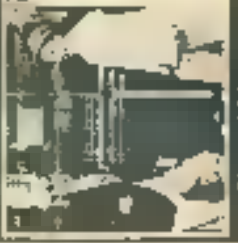
The hostess brings to the air a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Tony Wons

### TONT WONS

Tont Wons is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Olsen and Johnson

### OLSEN AND JOHNSON

Olsen and Johnson is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Al Pearce

### AL PEARCE'S NINES

Al Pearce's Nines is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



Miss Wagoner

### NINES OF MELODY

Miss Wagoner's Nines of Melody is a very interesting and entertaining program. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener. The program is a very interesting one, and it is well worth the time spent by the listener.



SIDBITS

Served by the

Smart Hostess

Edited by

IDA BAILEY ALLEN

Lead over CBS on Thursday at 10:15, and reach winners of World's Fair's popular radio dinner program.

Whiffs and darts are creating a new excitement of invitation and entertainment. We don't do this kind of thing for the wrong reason... We don't do it for the sake of the thing, but for the sake of the people who are invited to it.

The word 'invitation' has come into our lives in a new way. We call it 'invitation' but we don't mean it in the old-fashioned way. It is a new word, a new word, a new word...

This dinner is the first of its kind... It is a new word, a new word, a new word... It is a new word, a new word, a new word...

Mrs. Allen says:

Serve salads with soups... This dinner may also be served with beer to the late evening... the date type, but substitute and watch like a pendulum and dance skeletons.

In planning for men, do not let get the good old standby are as popular as ever, however, introduce new trends and biggest success very quickly and biggest occasionally on complete



HABILL-3011

DRAPES for Spring Sunshine

THE spring air feels warm and comforting. You even get a sense of it in your nose. You feel it even in the back of the house with its pitiful rays. You hear the sound of draperies. They look better, and comfortable, and you feel the bright sun with little sheets.

At this point, if you are fortunate, your mind will begin to think of the various draperies for each room. You will begin to calculate the probable cost, decide that they can be done, and begin to look for the best draperies.

The apartment to be selected and the way the draperies are to be made depends on a very great many things. You must be sure that the draperies are to be made in the best way possible.

There are many things to be considered in the selection of draperies. You must be sure that the draperies are to be made in the best way possible.

The same old house - but new draperies and curtains will give you a new lease on Life!

They felt yellow, shabby, and faded. But now they are new and bright. Look! The room is a different world. The draperies are the answer.




MAY, 1934

# HANDS *are* Important

*—and there's no reason why they should be rough or unsightly if you apply the practical methods described in this article*

By WYNNE MCKAY



Rough, dry hands can be made beautiful by massaging tissue cream into the skin, applying a final layer of cream, and donning loose, soft white gloves to be worn all night

**P**RACTICALLY all women today know how to care for their hands and nails. Of course, they do not use their knowledge each day, as they should, but they are never at a loss when called upon to give themselves manicures. This is partly due, no doubt, to the low price of professional manicures; but largely, I think, to the complete home manicure sets, with detailed instructions, available at all toiletry counters for ridiculously small amounts.

But in spite of this wholesale dissemination of manicure lore, I still find in my mail numerous questions touching on special problems in the care of the nails. Brittle nails, one of the most common and exasperating problems, are often caused by cutting the nails instead of filing them, or by the too-frequent use of cheap, strong polishes and removers. Keeping hands in hot water continually, especially when the water contains caustic soap, will also make nails brittle and soft. To remedy this condition throw away your nail scissors and buy a flexible file or emery boards. Use only a high grade polish and remover, one that you can be sure contains no drying ingredients. Wear rubber gloves if you must keep your hands in water much of the time.

In addition to these precautions, you should treat the offending nails to daily

warm oil baths—almond or castor oil, preferably. Heat the oil until it is quite warm, then transfer it to a low dish and park your ten fingers in it for a half hour if possible, or ten minutes at least. These oil baths, taken regularly, will soon make your nails flexible. Anyone subject to brittle nails should give herself oil manicures instead of the ordinary kind. An oil manicure is exactly like any other except that after the nails are filed and dead cuticle removed, the fingers are allowed to soak in a bowl of warm oil instead of soapy water.

White spots on the nails, purported to have some mystic significance, are simply annoying blemishes to well-groomed women. These white patches are caused either by excessive dryness of the nails or by bruises. The treatment described above will remove the first cause, while a little care and judgment will do away with the second. When you manicure your nails, treat them gently. The use of a sharp steel instrument to push back the cuticle at the base of the nail is definitely harmful. Never use a steel instrument either here or under the free edge of the nail. Instead, use the end of an orangewood stick, covered with cotton.

Chronically ridged or striated nails make it quite impossible to file evenly or to apply polish nicely. They are usually due to an acid condition of the blood that needs medical correction, but they can be made more presentable by frequent oil applications and by smoothing them off gently with the finer side of an emery board. Another trick, often used by professional manicurists, is to put powdered pumice on a wet buffer and then buff [Continued on page 73]

## BEAUTY SERVICE FOR READERS

Wynne McKay, RADIO-LAND'S beauty editor, will be glad to give readers the names of the various preparations mentioned in her monthly department, or to answer other questions. Address Wynne McKay, RADIOLAND Magazine, 52 Vanderbilt Ave., New York, N. Y.—and be sure to enclose a stamped self-addressed envelope!



# Reduce...



YOUR WAIST AND HIPS 3 INCHES IN 10 DAYS



The  
PERFOLASTIC  
GIRDLE  
and  
UPLIFT  
BRASSIERE



## In 10 Short Days You Can Be YOUR SLIMMER SELF...

WITHOUT EXERCISE, DIET OR DRUGS!

■ "I REDUCED MY HIPS NINE INCHES WITH THE PERFOLASTIC GIRDLE," writes Miss Jean Healy. "Without your girdle I am lost," says Mrs. Ouida Browne. "I reduced almost twenty pounds," writes Mrs. Noble. "The fat seems to have melted away," says Mrs. K. McSorley. "I have not only reduced a number of pounds, but find my waistline several inches smaller," writes Mrs. Carolyn Jennings. "I reduced my waist from 43½ to 34½ inches," writes Mrs. B. Brian. "It massages like magic," writes Mrs. K. Carrol.

*These are only a few of hundreds of letters from women who have tested the Perfolastic Girdle!*

## with the PERFOLASTIC GIRDLE

...or it will cost you nothing!

**W**E WANT YOU to try the Perfolastic Girdle. Test it for yourself for 10 days absolutely FREE. Then, if you have not reduced at least 3 inches around waist and hips, it will cost you nothing!

THE MESSAGE-LIKE ACTION  
**REDUCES**  
QUICKLY EASILY and SAFELY

- The massage-like action of this famous Perfolastic Reducing Girdle takes the place of months of tiring exercises. It removes surplus fat and stimulates the body once more into energetic health.
- The ventilating perforations allow the skin pores to breathe normally. The inner surface of the Perfolastic Girdle is a delightfully soft, satinized fabric, especially designed to wear next to the body. It does away with all irritation, chafing and discomfort, keeping your body cool and fresh at all times. A special adjustable back allows for perfect fit as inches disappear.

... TEST the  
PERFOLASTIC GIRDLE  
at our expense!

- You can prove to yourself quickly and definitely whether or not this very efficient girdle will reduce you. You do not need to risk one penny... try it for 10 days... then send it back if you are not completely astonished at the wonderful results.

Don't wait any longer... act today!

### PERFOLASTIC, Inc.

41 EAST 42nd ST., Dept. 75 New York, N. Y.

Without obligation on my part, please send me FREE BOOKLET describing and illustrating the new Perfolastic Girdle and Brassiere also sample of perforated Rubber and particulars of your 10 DAY FREE TRIAL OFFER!

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Use Coupon or Send Name and Address on Penny Post Card

# YOU Can Make These *Harriet Hilliard* Frocks



**T**HIS month the spotlight in our RADIOLAND pattern department rests on a young lady who is quite accustomed to spotlights—lovely blonde Harriet Hilliard, featured soloist with Ozzie Nelson's orchestra. From her summer wardrobe she chose her two very favorite frocks, and so that her admirers may, if they like, make themselves duplicates of them, we have prepared patterns of these two stunning models.

At the right, you see Miss Hilliard wearing an ultra-smart cape ensemble. It is fashioned of rough crépe in that exquisite new shade of blue called aqua, and the yoke and sleeves are a soft flesh tone flat crépe. The smart cape just brushes the hip tops, and fastens close to the throat with a pert bow. Miss Hilliard wears it both with or without the cape, as it looks equally well either way. This is pattern L323, designed in sizes 12 to 20 and 30 to 40. Size 16 requires 3 $\frac{3}{4}$  yards 39-inch fabric and 1 $\frac{3}{4}$  yards contrasting. This frock would be also grand in any of the new smart cotton fabrics.

**T**HE afternoon frock at the left centers its interest above the waistline, as the smartest models do, this season. It features one of the new "toppers" worn over the bodice, and delightfully casual tie ends that will prove flattering to every type of figure. Fashioned of black and white striped silk or exotic Roman stripes, this innovation furnishes striking contrast to the pastel crépe frock. Raglan sleeves slashed to the shoulder add to the interest. This is pattern L324, available in sizes 14 to 20 and 32 to 42. Size 16 requires 3 yards of 30-inch fabric and  $\frac{3}{4}$  yards contrasting.



A charming neckline characterizes L324, in pastel crépe with smart "topper" in black and white stripes, worn over the bodice. Back view below



Isn't this a luscious ensemble for summer? Harriet Hilliard wears L323 in aqua blue crépe, with yoke and sleeves in flesh tone flat crépe. Lined in green and daffodil yellow would be another delectable combination for this outfit. Back view shown at left

## RADIOLAND'S PATTERN SERVICE

RADIOLAND Pattern Dept.,  
579 South Seventh Street,  
Minneapolis, Minn.

For the enclosed, send me Pattern No. L323. Size.....  
Pattern No. L324. Size..... and the Spring edition of the Pattern Book  
(check if mailed).....

Name .....  
Street .....  
City ..... State .....

Each Pattern 10c — Fashion Book 10c  
(Our Pattern and Book 25c)



# Want to earn BIG MONEY IN BROADCASTING?

This *Free Book* tells you how

**DO YOU** want to earn more money than you ever thought possible before? Do you want to get into Broadcasting—the most fascinating, glamorous, highly paid work in the world? Do you want fame—your name on the tongue of thousands? If you do, then send at once for this free book, "How to Find Your Place in Broadcasting," which tells how anyone with talent can train for a big pay Broadcasting job.

## Broadcasting Needs New Talent

Can you sing? Can you describe things? Have you a good radio voice? Can you write plays and sketches for Broadcasting? If you can, then you are the exact kind of person Broadcasting Stations and advertisers are looking for—if you are trained in Broadcasting technique.

For Broadcasting is growing so fast that no one can predict how gigantic this new industry will be in another year. Only four years ago no more than four million dollars were spent on the air—last year advertisers alone spent more than \$35,000,000, or 9 times as many millions. Then add to this the millions spent by Broadcasting Stations and you can see that this new industry is growing so fast that the demand for talented and trained men and women far exceeds the supply.

## Your Opportunity Now

Many more millions will be spent next year—more men and women will be employed at big pay. Why not be one of them—why not get your share of the millions that will be spent? You can if you have talent and train for the job you want.

Let the Floyd Gibbons Course show you how you can turn your hidden talents into fame and fortune. For if you have a good speaking voice, can act, sing, direct, write or think up ideas for Broadcasting, you too, may qualify for a big paying job before the microphone.

But remember that training is necessary. Talent alone is not enough. Many stage and concert stars failed dismally when confronted with the microphone. Why? Simply because they did not know Broadcasting technique. And at the same time others, unknown before, suddenly jumped into radio popularity—because they were completely and thoroughly trained for the microphone.

## How to Train

Broadcasters and radio stations haven't the time to train you. And that is just why the Floyd Gibbons School of Broadcasting was founded—to bring you the training that will start you on the road to Broadcasting success. This new easy Course gives you a most complete and thorough training in Broadcasting technique. It shows you how to solve every radio problem from the standpoint of the Broadcaster—gives you a complete training in every phase of actual Broadcasting. Now you can profit by Floyd Gibbons' years of experience in Radio. Through this remarkable Course, you can train for a big paying Broadcasting position—right in your home—in your spare time—entirely without giving up your present position or making a single sacrifice of any kind—and acquire the technique that makes Radio Stars. Out of obscure places are coming the future Amos and Anny's, Graham McNamees, Kate Smiths, and Floyd Gibbonses and their future earnings will be enormous.

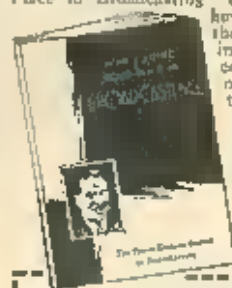
## Complete Course in Radio Broadcasting By FLOYD GIBBONS

A few of the subjects covered are: The Studio and How It Works, Microphones Technique, How to Control the Voice and Make it Expressive, How to Train a Singing Voice for Broadcasting, the Knack of Describing, How to Write Radio

Plays, Radio Dialogue, Dramatic Broadcasts, Making the Audience Laugh, How to Arrange Daily Programs, How to Develop a Radio Personality, How to Build Correct Speech Habits, Money Making Opportunities Inside and Outside the Studio, and dozens of other subjects.

## Valuable Book Sent Free

An interesting booklet entitled "How to Find Your Place in Broadcasting" tells you the whole fascinating story of the Floyd Gibbons School of Broadcasting. It shows you how to qualify for a leading job in Broadcasting. Let us show you how to turn your undeveloped talents into money. Here is your chance to fill an important role in one of the most glamorous, powerful industries in the world. Send for "How to Find Your Place in Broadcasting" today. See for yourself



how complete and practical the Floyd Gibbons Course in Broadcasting is. No cost or obligation. Act now—send coupon below today. Floyd Gibbons School of Broadcasting, Dept. 4E46, U. S. Savings Bank Building, 2000 14th St., N. W., Washington, D. C.

This Book Sent to You FREE

Floyd Gibbons School of Broadcasting, Dept. 4E46, U. S. Savings Bank Building, 2000 14th Street, N. W., Washington, D. C.

Without obligation send me your free booklet, "How to Find Your Place in Broadcasting," and full particulars of your easy payment plan.

Name  Age   
Address   
City  State

# Radio Love Song

[Continued from page 29]

don't know as we care to work for you at all."

"Oke! Make it an even hundred!" said Gregory reluctantly. Dolph signalled hysterically, and Chick nodded slowly.

"One hundred a week," he repeated, "and a year's contract. Done, Gregory, and you're gettin' the biggest bargain of your life!"

"Done, nothing!" shouted Raymond so abruptly that all three conspirators nearly jumped out of their skins. "What are you boxes trying to put over? Who the hell do you think I am, anyways? I'm still managing these birds," he went on, turning to Gregory, "and until I give them a release, they're mine."

"Go on," taunted the manager, "Give it to them. You're broke—what's the good of holding them?" Ignoring Gregory, Raymond strode over to Chick and grasped him by the coat lapels.

"Why, you white-livered little warbling whippoorwill!" he shouted. "Do you want to wreck your future and mine, too, for a measly hundred a week?"

"Well, what are you offerin'?" sneered the whippoorwill.

"A sponsor!" shouted Raymond. "What do you think I've been sweating over these last two weeks?"

"That so?" Chick asked eagerly. "Who's the sponsor?"

"The Acme Dog Biscuit Company!" Joe announced in triumph.

"Aw, can I sing a love song to a dog biscuit?" Chick demanded in disgust.

"You'll sing all right!" Raymond replied ironically. "It's all set except for the audition. Six-fifty a week for three months on JKK!"

Chick whistled. "I told you guys those letters meant something!"

"You ain't had that audition yet," growled Gregory. "How do you know it won't flop?"

"It can't flop," said Chick aggressively. "I never flop."

"Afraid I'll have to turn down your offer, after all, old man!" said Chick, turning to Gregory with a new degree of superiority in his manner.

"Turn down, hell! I withdraw the offer!" he bellowed. "And when you've made a fool out of yourselves over at JKK, you needn't come crawling back here, either!"

"WELL, boys," Raymond broke in briskly, "the audition is all set for two-thirty this afternoon. The sponsors will be over there to have a look-see for how you'd go in personal appearances. I guess you'll get by," he added, with a dubious glance in Dolph's direction, "Meanwhile, how about a bite of lunch?"

"Who said lunch?" asked Sally, sticking her head in at this moment, a trim head in the smartest of little hats.

"I did!" Raymond announced grandly. "Come on, Miss Blaine—we're going to celebrate!"

On the way down in the crowded elevator, Chick and Sally, pressed together in a back corner, exchanged whispers.

"Oh, Chick, dear!" she said, "I'm so happy for you! This is a real chance. You're not nervous, are you?"

"No, sweet!" he whispered back. "I'll be lookin' at you while I sing, so I'll do all right."

"Does it really make a difference?" she asked. "Having the right people in the audience?"

"All the difference in the world," he answered her. "Some people drive me nuts, while others—well, that's one reason I'm so suited for radio. I don't have to see the audience."

"I'll say you're suited!" She snuggled closer, a trifle jealously. "And hun-

dreds of other women are beginning to think so, too."

The building in which JKK was situated proved a revelation to the partners, who stared about them, while Joe made the final arrangements.

Beyond the glass partition lights went up and a group of men filed in—the sponsors, Jelkes explained.

"We won't wait for the chief, Mr. Raymond," Jelkes added. "He's a busy man. But he'll be listening, in his private office. Let's get going!"

Mr. Jelkes led Raymond from the studio; presently they could be seen taking their places behind the glass. The sponsors registered alertness; Sally, in a front chair, rested her trembling chin on a small gloved hand and smiled tenderly at Chick. He smiled back, and then, the world in his palm, walked over to Dolph and put his hand on his shoulder.

"Play for your life, Bozo!" he whispered. "Back up! Look at me, I ain't nervous!"

For answer, Dolph crashed out the opening chords of the song, surely and sweetly. With a flash of his brilliant smile, Chick stepped up to the mike and began to sing, his eyes on the audience beyond the glass. And the first thing he saw was that someone had taken the seat next to Sally. It was the little man whom Chick had crowned with the trayful of beer-mugs!

WHEN Chick was finally able to grasp the fact that the vision before him was not an hallucination, but his ancient enemy in the flesh, it seemed for one awful moment as though the end of the world had come. Despite his uttermost efforts at self-control, his lips were growing dry and with a chill of horror, he began to experience that tightening of the throat which presaged disaster. Dolph heard the crack coming two bars away and turned his head to see what was wrong. One glance was enough to show him the victim of the beer-deluge. At that instant Chick's voice began to shake. Without warning, Dolph burst into song, improvising a lyric.

"Take it easy, pally," Dolph sang in his flat, thick, baritone voice:

"Take it easy, pally.  
This tune is up your alley!"

Through the glass, he could see a quick movement of surprise from the listeners. But the sound of Dolph's voice had somehow restored his poise as nothing else could have done. He motioned for a second refrain of *The Door of My Heart* to be taken slowly. And now, completely without fear, he sang as he had never sung before—quietly, deliciously, his voice liquid gold.

When the last sobbing note had faded upon the air, there was a long moment before the audience shook off the spell sufficiently to stir. Then a telephone tinkled discreetly and Jelkes answered. After a little pause he turned to the others. "The boss says it's oke!" he announced smiling. "What do you think, gentlemen?"

"I'd like an introduction to them fellers," said the president of the Acme

[Continued on page 52]



"All the others can play 'The Grand Canyon Suite'—I'm going to play my wife's request number or I'll never hear the end of it!"

# 9 OUT OF 10 WOMEN Suffer Pain—Needlessly

Medical authorities discover new scientific facts about cause and relief of pain—new formula stops pain by relaxation—quickly—safely—scientifically

## What Pain Is

**M**ODERN doctors have discovered important new facts about pain. They have known for years that pain is caused by pressure on the sensitive ends of your nerves. Now they have discovered that as you grow tired, your muscles, tense and hard from over-work, contract like a clenched fist on blood vessels and capillaries. The capillaries, (minute blood vessels) become congested, causing that pressure on nerve ends which results in "pressure" headache, neuralgia and other severe pain.

## New Method of Relief

HEXIN—an amazing new formula—relieves pain simply, quickly, and properly by relaxation—the newest and safest scientific method. As HEXIN relaxes the taut, cramped fibres and tiny muscles, (1)

blood again starts to flow normally, (2) Capillary congestion is relieved, removing pressure from your nerve-ends, (3) pain vanishes like magic—quickly, safely and naturally.

Don't confuse HEXIN with old-fashioned tablets which drug your nerves into insensibility and encourage acid stomach. HEXIN relieves pain safely by relaxation. Its

## Originally Developed for Children

Give us a formula—mothers asked—that our children can take with safety. Give us a relief for pain and fever that is milder and better adapted to the delicate systems of children than ordinary tablets so strong and so acid.

HEXIN—an alkaline formula—was, therefore, developed for children originally. Its action had to be gentle and safe. What's mild enough for your child is better for you. But don't be misled about the effectiveness of HEXIN for adult use. The action of HEXIN is immediate for children or adults.

# HEXIN, Inc.

8 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS

HEXIN, INC., 8 South Michigan Avenue, Chicago P-5534

Please send me a generous FREE sample of HEXIN.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

I SAW JANE YESTERDAY. SHE WAS ONE OF MY BRIDESMAIDS AND NOW—POOR THING—SHE LOOKS OLD ENOUGH TO BE THE MOTHER OF THE OTHER GIRLS!

NO WONDER—SHE HAS SUFFERED FROM SO MANY HEADACHES SHE IS BOUND TO LOOK OLD. WHY DON'T YOU TELL HER TO TAKE HEXIN?



alkaline formula will not injure the heart nor upset the stomach. Don't take a chance with old-fashioned tablets. Modern science has long since discarded them in favor of HEXIN.

## To Sleep Soundly

The next time you have trouble getting to sleep try 2 HEXIN tablets with water. Too many cigarettes—that extra cup of coffee—nervousness—worry—any one of these things can rob you of your rest and steal your energy.

Let HEXIN relax tired nerves and gently soothe you to sleep. HEXIN is not a hypnotic or a narcotic causing artificial drowsiness. Why ruin your health and lower your efficiency needlessly by lying awake? Let HEXIN help you to sleep naturally and soundly.

## Take HEXIN for Colds

Doctors may differ as to the cause of colds but all agree that the resultant distress is directly due to congestion. HEXIN relieves congestion safely by relaxing taut tissues and reestablishing the normal flow of blood.

Colds and headaches often start because your system has an over-balance of acidity. Be careful, then, not to add acid\*\* tablets to an already acid stomach. It stands to reason that the strong vinegar acid of some old-fashioned formulas may only serve to aggravate your condition.

HEXIN is alkaline (non-acid). It relieves the direct cause of cold-distress by the only safe method—relaxation.

Most people find that 1 HEXIN tablet with water every hour until a total of 6 or 7 have been taken keeps a cold from starting or greatly relieves one that has started.

## How to Test HEXIN

The only test of any pain-reliever that means anything is how it acts with you. Make this test yourself. Take 2 HEXIN tablets with a glass of water. At once tense nerves start to relax. At once HEXIN starts to set up an alkaline reaction in your stomach. You'll never know what quick relief is till you try HEXIN. Insist on HEXIN today at any modern drugstore. Nothing else is "just as good". Or make your personal test FREE by mailing the coupon NOW.

\*HEXIN is remarkably effective in relieving the muscular pain or cramps from which many women suffer periodically.

\*\*HEXIN IS ALKALINE (non-acid).



## Modern Druggists Prefer HEXIN

Buy a box of HEXIN today. If your druggist should not have it on hand, insist that he order it. You can buy HEXIN in convenient plus containing 12 tablets and in economical bottles of 50 and 100 tablets. Don't let your druggist give you anything but HEXIN. Nothing else is "just as good".



I HAVE A SICK HEADACHE, I CAN'T EAT A THING!



WILL IT UPSET MY STOMACH? HE MEANT TO TRY HEXIN. I THINK I WILL!



I'M CERTAINLY GLAD YOU GAVE ME THAT HEXIN. I FEEL LIKE A DIFFERENT PERSON ALREADY!

"WHAT A  
Treat FOR  
YOUR Feet"



Lillian Bowd  
Columbia Star  
in "Highway Dance"

Slippers with Slipperettes and you're in  
States with Hallowe'en. Wash-  
SLIPPERETTES are...  
ab... limited slip... they fit your  
feet like a glove. You'll love them upon  
arm... or for... soft and  
les... they... tonic to  
4-t... they...  
sch... and...  
light... hardly know...  
thing... SLIPPERETTES...  
Beach... between fatiguing...  
home... whenever and whenever...  
smart appearance are desired. At... de-  
partment stores; or order direct with coupon.

ON THE FOOT  
Fit All Feet

OFF THE FOOT  
Tucks In Everywhere

- WOMEN — Beige, Lavender, Nile, French Blue, Olympic Blue, Pink, Rosalor Malin, \$1 a pair.
- MEN — French Blue, Beige, Olympic Blue, \$1 a pair.
- CHILDREN — Nile, Lavender, Olympic Blue, Pink, \$1 a pair.

THE SLIPPERETTE CO.  
3216 Irving Park Blvd. Dept. L-1, Chicago, Ill.  
Trade Mark Reg. No. 224720 Pat. Nos. 2222422,  
2222423, 2222424



FOR STYLE and COMFORT

—BE FIRST WITH THE LATEST!

THE SLIPPERETTE CO., Dept. L-1,  
3216 Irving Park Blvd., Chicago, Ill.  
Conventional Write—The Radio-Pu Co., Ltd., Dept.  
B-1, Montreal, Canada

Please send me.....pairs of SLIPPERETTES.  
I enclose \$.....in money order or stamps.

QUANTITY..... COLOR.....

Women's.....  
 Men's.....  
 Children's.....

Name.....  
Street.....  
City..... State.....

# Radio Love Song

[Continued from page 50]

Dog Biscuit Company. "Can we talk to them?"

"Sure!" said Raymond, springing to his feet. "Come right along. I am glad to report that the head of this great concern shares my—*our* opinion of Allen and Rose. A wonderful voice—original lyrics! . . . This way, gentlemen!"

Mr. Greenwold, the Dog Biscuit King, accompanied by a little man, presumably his partner, practically lost in a large fur-collared overcoat, followed Joe into the studio, Mr. Jelkes bringing up the rear, with proper deference to a possible new account, with the representatives of the advertising agency. Impulsively Sally sprang to her feet, intending to follow—then decided she should keep out of Chick's business conference. She glanced at her neighbor and was about to ask his reaction to Chick's performance when she became aware that he had settled back, closed his eyes and apparently fallen asleep.

In repose, the man's face, deprived of the spark which lay in his remarkable eyes, took on the appearance of an ancient, somewhat battered comedy mask. But Sally noted that his clothes were of the finest material, fashionably cut; and that he wore, on the little finger of his left hand, a carved emerald of extraordinary size and beauty. But while she was wondering who this strange person could be, an animated discussion from the studio reached her ears. The sound had not been cut off.

"I like your voice fine, Mr. Allen," the president was saying. "You got that certain something—know what I mean? It's a lady-catcher. Get me up a little theme song about a man's best friend is his dog, or som'pin' . . . You lead an orchestra, of course," he added.

Chick's eyes, for one hasty second, betrayed his alarm, but he rallied.

"Lead an orchestra?" he said scornfully. "After goin' to the Hester Street School, where every kid was a Ben Bernie in the making? I don't have to lead—they follow me like fish follows soup!"

"That's good!" said Mr. Greenwold. Then, turning to Raymond, he added, "I figure it's more class if you advertise 'Chick Allen and his Orchestra.' . . . Well, what'll we fly at next?"

"We might," said the advertising man, "go into a huddle on the contract."

"O.K.," snapped Raymond. "How about Jelkes' office? . . . You boys wait for me," he added to Chick as the others left the studio.

AS SOON as they were alone, Dolph grabbed Chick's hand and pumped it enthusiastically.

"Gee, this is great, Chick," he said. "Only you can't lead an orchestra!"

"Sure I can!" Chick exulted. "All you got to do is stand there wearing a trick suit and wave a lollypop at 'em. Besides, you can do the writing-out for me—what did you learn orchestration for, anyways?"

"Gee," said Dolph, "you know I'll be glad to do it, Chick!"

Sally got to her feet to greet Chick as he entered. But he brushed her aside and made straight for the hunched figure in the chair.

"Just a minute, Sally," he said. "I got

something to say to this bird before I'm two minutes older."

The sound of Chick's voice aroused the stranger, who now got to his feet.

"So?" he remarked, in a surprisingly deep, cultured voice. "So—no beer-trays today?"

"No!" shouted Chick. "Nor tomorrow, either! And let me tell you something, you poor insignificant shrimp, you keep outa my way, see? Or I'll punch you one you won't forget!"

"No cheap threats," said the other quietly, "or I'll have you thrown out of here."

"Oh, yeah?" scoffed Chick. "Well, it wasn't me was thrown out the last time! And lemme tell you something else—if all you got to do is bum around chiseling free entertainment, you better stick to the museums from now on. I don't like you and if I catch you crabbing my act again, I'll—"

"Aw, Chick!" Dolph interrupted. "Cut it out. Don't do that in here!"

"I'm quite capable of looking after myself, thanks," said the little man drily. Disaster was averted by the entrance of Mr. Jelkes, who walked briskly toward the stranger, beaming.

"Sorry I've seemed neglectful, Mr. Van Schuyler!" Jelkes began ingratiatingly. "But I had to get this audition out of the way. Is there anything in particular I can do for you?"

"Yes," said Van Schuyler, pointing to Chick with his cane. "Remove this." Jelkes laughed nervously, glancing from Chick and Dolph to Van Schuyler.

"Didn't you care for the performance?" Jelkes queried. "This is Mr. Allen, who just sang, Mr. Van Schuyler."

"I know!" said the little man. "It's not the first time I've heard him. Any more auditions this afternoon?" Van Schuyler inquired, ignoring the question. "No? Then I'll be getting along." At the door he lifted his head and sniffed deeply.

"You ought to air this place out—it smells!" he said.

WHEN the door closed upon his curiously powerful, squat figure, Jelkes turned back to the boys.

"Well, boys!" he exclaimed. "What a break for you! Van Schuyler himself. He never sits through a performance unless he's really going for it!"

"Van Schuyler?" said Chick, frowning. "Who's he?"

"Man alive, who's J. P. Morgan?" Jelkes was impatient. "The Van Schuyler, of course—the one who's building the Van Schuyler Foundation—biggest radio center in the world!"

"My gosh!" said Dolph.

"Oh, Chick!" gasped Sally.

But Chick was nonchalant. "I don't believe it!" he announced firmly. "That old bird? Why, I saw him in Tony Kelly's—he came there three nights running, just to razz me, I guess."

"Three nights!" exclaimed Jelkes, seizing Chick by the hand and shaking it enthusiastically. "Man, you're made! Why, old Van has more power than anybody in the radio world. If he listened to you three nights, you've got nothing more to worry about!"

[Continued on page 54]



# ALL HOLLYWOOD NEWS FIRST!



*Especially posed  
by Ruth Channing,  
Astro-Goldwyn-Mayer  
player in Men In White*

## READ These Last-Minute Hollywood Scoops

- Ann Harding's Love Affair with Her Ex-Husband
- The Most Shocking Woman In Hollywood
- Jungle Jinx Endangers a New Hollywood Romance
- Hepburn's "Father" Talks
- Hollywood's Secret Phone Numbers Revealed
- Sweetheart of the South Seas At Last Finds Love

## Brilliant Stories by Famous Authors

THE May issue of Screen Book is filled with choice stories and articles. *J. P. McEvoy*, one of America's foremost humorists, contributes a rib-tickling letter to Baby Le Roy. *John Peere Miles*, prominent author and movie scenarist, tells "Why the stars shy at motherhood." *Henry Albert Phillips*, editor, world traveler and literary genius, presents a heart to heart talk with Clark Gable. *Val Lewton*, author of "No Bed of Her Own" and "Yearly Lease," uncovers the real truth about Joan Crawford. These and many others make Screen Book Magazine the biggest dime's worth on the stands today. Get your copy before your newsstand is sold out.

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# Radio Love Song

[Continued from page 52]

Chick was finally impressed. "Say, am I nuts, or are you really trying to stand there and tell me that little squirt was Peter Van Schuyler, the great millionaire? What would he be doing at Kelly's?"

"Well, Jelkes explained, "he's always been eccentric—and he's mad on the subject of radio. He spends most of his time sleuthing around looking for new talent, and he never makes a mistake. There's no limit to what he can do for you."

"And vice versa, probably," Sally put in. "Certainly," said Jelkes. "Mr. Van Schuyler makes a bad enemy. Heaven help anyone who got into his bad graces—he sure could put them out of this business overnight!"

There was a brief pause, broken by Chick's low whistle. "I'll be damned!" he said, finally.

"So'll I!" said Dolph, gloomily. Suddenly Chick brightened, his indomitable egotism coming to the front once more.

"Aw, nuts!" he said. "Who the hell does Van Schuyler think he is, anyway? Who's the important guy on the air—the one who entertains the public, or the one who merely puts up the dough? I should sob over his opinion. C'mon, folks, let's find Raymond. What's worrying me right now is will I wear a white suit or a tux, conducting that orchestra!"

THE central figure in a scandal or a tragedy is the only person who remembers it after the proverbial nine days. And so it was that Chick Allen was the only one who remembered that he had mortally offended the powerful Mr. Van Schuyler; and even Chick, as the fame and favor of his music began to sweep the country, thought less and less of his dangerous enemy, until finally he thought of him no more.

*The Door of My Heart* was not only open wide, but had reached the stage where it had become a public nuisance.irate husbands snapped off the radio as

the first strains, sung in Chick's liquid, all-too-reductive tones, invaded the privacy of homes from coast to coast. Messenger boys pierced the night hideously with whistled interpretations of it; bank presidents caught themselves humming it as they rang for their stenographers, and on a lonely island off the coast of Maine a bachelor lighthouse keeper was found dead with a phonograph record of the song in his hand—to Joe Raymond's enthusiastic delight.

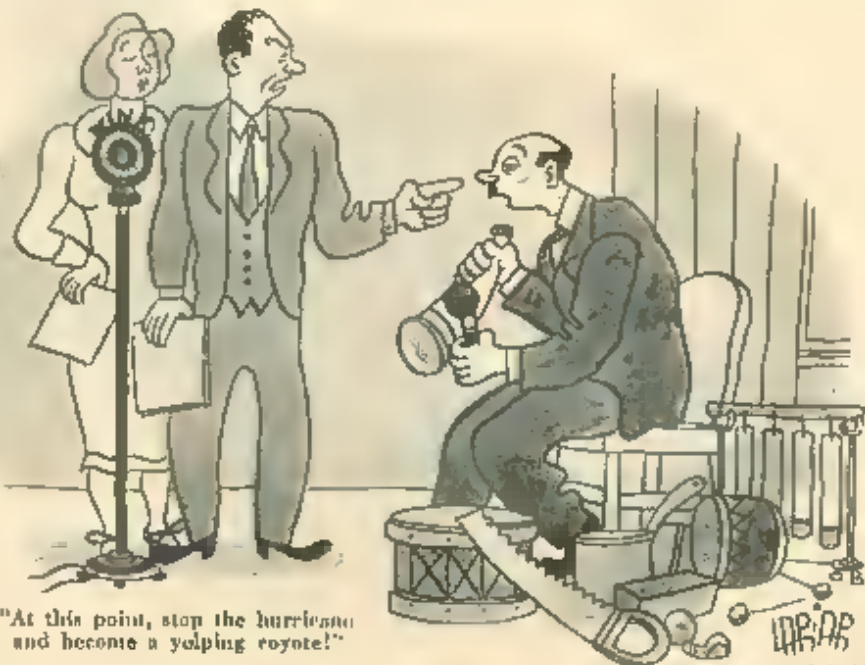
There were newspaper photographs—always of Chick. Occasionally, in a fan magazine, Dolph's figure could be glimpsed at a piano somewhere in the background. But the dazzling smile, the slender figure in the white suit, and the gleaming yellow head, were what people pictured when they spoke of Allen and Rose. The wonder of it was that Dolph's name was not dropped altogether.

Then came electric, blazoned across the front of the *Palace Theatre*, "Chick Allen and His Orchestra," booked by popular demand, was hitting Broadway straight between the eyes. And the dance numbers, "arranged by Allen and Rose," were captivating dancing feet everywhere.

Next, came the day when Joe Raymond, telephoning from a drug store at the roaring intersection of Forty-second Street and Times Square, broke the news of the greatest triumph so far.

"That you, Chick?" he roared into the transmitter, his voice hoarse with excitement. "Listen, you lucky stiff! I've just booked you at the Park View Hotel Grill for six weeks at thirty grand... What? Aw, shut up, you smart mug. You're not worth ten per cent of it!"

IT WAS Joe Raymond who took Sally to the opening night. The grillroom of the big hotel was well padded with stools, for the management was taking no chances on Chick's welcome; but when Sally, charming in white chiffon, walked in with Raymond, the erstwhile



"At this point, stop the hurrahs and become a yelping coyote!"

neglected grill was already overflowing with representatives from Park Avenue. The Park View had never drawn a distinguished clientele—but Chick Allen was doing it! The head waiter showed Raymond to a table on the edge of the dance floor and Sally, spreading her petal-like gown, looked about her with dancing eyes—eyes which lit up when Chick noticed their entrance and smiled. He was to join them for supper during intermission.

Raymond's increasing interest in Sally made him realize that she was not quite her old self. But she chattered on. "It's wonderful, isn't it?" she asked tremulously. "Our boys doing all this! I don't see much of them, between the theatre, rehearsals and the broadcasts. Now, with this," she gave a nervous little laugh, "I don't suppose I shall see them at all!"

"Nonsense!" said Raymond. Then, because he felt rather responsible for her distress, he ordered a more expensive brand of champagne than he had intended. Sally's eyes sparkled again and when the orchestra swung into Chick's newest composition, *Dearest, Believe Me*, she sang a little in a low, throaty whisper. Raymond, who had never heard her sing before, squeezed her gently to him as they danced.

"It's lovely," he told her.

"I can't sing," she said, blushing. "All I can croon is caramel custards and caudles recipes."

The evening was an undoubted success. The music was intoxicating. The crowd danced with a frenzied enthusiasm or snuggled together below the orchestral platform when Chick Allen sang, his handsome face lighted by a blue spot, his special microphone, with his monogram in jewels, dangling before him. Dancing couples fought for the coveted position where they could look up and catch every movement of his lips, every flash of his famous smile. Overnight fame had come and Chick was riding the wave well, his eyes, pointed apparently at the painted ceiling, looking toward the crest which even yet he had not reached.

Breathless from the last encore, Sally and Raymond had scarcely reached their table when Chick joined them.

"Well, folks," he caroled, "how'm I doin'?"

"Marvelous," said Raymond. "You've clicked big here, Chick."

"Where's Dolph?" Sally asked.

"Oh, he's doctoring up the next number," Chick replied, carelessly.

"I've so much to tell you," Sally began, "I scarcely know where to begin—it's weeks since we've really talked."

"Nice to see you, too," Chick's eyes were roving about the room, even as he spoke, and when an instant later the *maitre de hotel* touched his arm, he sprang to his feet without apology. There was a whispered consultation.

"Gee, folks, this is too bad," said Chick, "but I'm afraid you'll have to excuse me."

"Why, you said—" Joe began angrily. Chick calmed him with a gesture.

"It's Mrs. Perry Huston," he explained. "You know, the society dame. Wants to meet me. She's got a big party over there in the corner. What about it, Joe—better go, hadn't I?"

"Yeah—go if you want," Raymond growled. "I suppose it's all part of the game!"

[Continued on page 56]

MAY, 1934

## Get the Clear, Lovely Skin Men Can't Resist!



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### Read How a Remarkable Pasteurized Yeast Ends Ugly Spots and Blemishes and Keeps the Skin Youthful and Alluring

**A** CLEAR, lovely skin, a fresh, radiant complexion, eyes that sparkle—have you these charms that win men's hearts? If not, try eating this new type, scientifically pasteurized yeast that is bringing beauty and vivacity to thousands of women.

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Yeast Foam Tablets contain concentrated stores of these corrective substances. These tablets are pure yeast and pure yeast is the richest known food source of the vitamins B and C.

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Ever hear of "cathartic constipation"? Medicine laxatives cause it. Most of them work by irritating the delicate membranes of the digestive tract—lose their force when taken regularly—compel you to keep increasing the dose.

That's why more than 70,000 physicians recommend Pluto Water. For Pluto is not a drug or medicine-laxative but a saline mineral water. The same amount each time—no need to increase it—always performs, does not gripe, gives positive results in less than one hour. It cannot give you the laxative habit!

Pluto Water is gentle—but speedy. It promptly opens the pylorus valve—permitting the flush to enter the intestines without anxious hours of waiting.

The proper dilution—one-fifth glass Pluto in four-fifths glass hot water—is practically tasteless. Take it whenever sluggish—get results within an hour—and end that laxative habit! In two sizes: Splits (8 ounces)—large bottles (3 times the quantity). At all druggists.



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PYLORUS  
...VALVE...  
That's Why  
You  
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ACTION

# PLUTO WATER

America's Laxative Mineral Water

## Radio Love Song

[Continued from page 55]

"Good business!" exclaimed Chick happily. "Never does any harm to be clubby with the rich!" And with a wave he melted into the crowd, steered by the solicitous head waiter, Joe turned to Sally and shook his head.

"It can't be helped, my dear!" he said. "It's part of what he must pay for success."

"He likes it," she said in a low tone not looking at him.

"A crooner," said Raymond sententiously, "is apt to be misunderstood by several millions of women."

"Women are always hounding Chick," Sally admitted, nibbling at a roll. "And he falls for it. But it's none of my affair."

"You don't fool me!" Raymond exclaimed. "You two have been darned good friends. But more than one can play that particular game. Look here, I want to talk to you seriously about something. I'm coming to your office at WOX tomorrow morning. Will you be there?"

"I always am!" said Sally with a forlorn little laugh.

THE little private office which Gregory had rigged up to accommodate his star domestic expert had looked very grand to Sally when it was first turned over to her. Many of the women who constituted her audience came to the studio for personal interviews.

That morning, following Chick's debut at the Park View, Sally saw the room as it really was for the first time. Contrasted with the splendor in which the boys worked and lived, it was a little depressing. Sally sighed wistfully as she opened her mail, sorted it with Doris, her personal secretary, and began planning for her evening talk, reading while Doris held the stop-watch. In the midst of a seventy-two-second recipe for baked oysters, the door opened to admit Joe Raymond.

"My Gawd!" Doris exclaimed. "Look what got up before lunch!"

"How do you know I've been to bed?" Joe grinned at her. "Don't destroy my reputation for night-flying, Doris." He turned to Sally, kissing her hand elaborately. "The Whispering Soprano wasting time on oysters!" he accused her. "Tell that animated cook-book of yours to scram, Sally. I want to talk about your private life!"

"She hasn't any," said Doris pertly. "That's what's the matter with her!" She slammed out of the room, a huge pile of fan-letters under one arm. Left alone with Sally, Joe lit a thin, expensive cigar and regarded Sally with keen, friendly eyes.

"Look here, Sally," he said. "I'm going to talk pretty plain. And you know I'm on the up-and-up, so you won't mind."

"My conscience is clear," said Sally with a puzzled little laugh. "So go ahead—shoot!"

"Well, it's this," he began. "You've done an awful lot for Chick and Dolph; in fact, Chick would never have got over if you hadn't held him down, smoothed him out. And now you're letting him run away from you!"

"I don't understand," Sally said stubbornly.

"Oh, yes you do!" he insisted kindly. "This thing you do, this kitchen magician act—it's steady, but it's peanut time! You've got a nice voice, Sally. When I called you the Whispering Soprano just now I wasn't fooling. I was thinking of how it would bill."

"Me sing?" she exclaimed. "On the radio? You're crazy!"

"Not so crazy that I'd try to put you over just out of the kindness of my heart," said Raymond drily.

"But why?" Sally was less bewildered than she pretended to be. "I'm established in my line; the United Groceries are taking up my option at better money."

"That's not the point," he insisted. "Sally, you can see what I'm driving at. You're typed. If you go on, you'll be in the dish-washing class forever—it'll be too late to change."

"So what?" She was trying to sound impudent.

"To give yourself a break," he went on slowly, "you've got to put yourself in the running with the white-light babies. You're good-looking enough; all you need is a different class of job, the clothes, and a sharp eye on the boyfriend." Sally flushed scarlet.

"And if I'd rather just be myself—?"

"His fans will come between you," he warned her. "All these crazy dames—last night's performance will go on forever, Sally, unless you get into Chick's sort of a set-up. Look here, the boys are going on a coast to coast tour with the orchestra. Let me try you out while they're gone! You won't be sorry."

There was a long pause but Sally finally shook her head. "I see what you mean," she said honestly. "But I can't do it. Thank you, Joe, just the same." Joe got to his feet as she stood up and took both of her hands in his. The door opened and Chick Allen stood in the entrance.

"Even though you've turned me down," said Joe hastily, with a twinkle in his eye, "just remember you can change your mind any time—I'll be waiting!"

"Oh, yeah?" said Chick, marching in and flourishing the square florist's box he carried. "Well, Joe, you'll probably have quite a long wait—would you mind doing it outside?"

"Hello, Chick," said Sally, her cheeks flushed. "We were talking of you."

"You and the rest of the world," he declared gaily. "Sorry I had to break our date last night," he added, "but you know how it is!"

"That's the trouble, we do!" said Raymond sarcastically. "Well, guess I'd better blow. So long, Sally—remember what I said, So long, Chick." He went whistling down the corridor. Chick turned to Sally with a frown.

"That guy's getting too big for his hat!" he said. "If it wasn't for me he'd still be harmonizing try-outs in Tin Pan Alley." He opened the florist's box with pride, producing an immense corsage of orchids which he presented to Sally.

"Chick!" she cried. "They're wonderful! I never had flowers like these before!"

She ran across and kissed him impulsively, holding the flowers over their heads. Suddenly Chick had crushed her

RADIOLAND

to him in a long embrace, his mouth on hers for what seemed a breathless eternity. Then he pushed her away and held her at arms' length.

"Gee, baby!" he said, a trifle shakily. "It looks like we have a lot to talk over. What do you say to a bite of lunch? A little place I know where it's quiet..."

He broke off into an eloquent silence and Sally's heart filled her throat. Her great chance had come—that delicate moment when a woman knows she has only to play her cards right and her man will commit himself. But suddenly, without warning, Sally's golden second crashed to earth, lying in shattered, irreparable fragments about her—as the door was flung wide to admit Mr. Gregory, heading a delegation of women.

One glance was enough to tell Sally who they were—a momentarily forgotten delegation from the Iowa Cooking School Convention, on tour. With a chill of horror, Sally remembered that she was entertaining them at luncheon. Starting at a minimum age of sixty, the ladies presented a front of cheery respectability, hostile formality and self-conscious virtue. However, at Mr. Gregory's introduction of Chick, a fluttering wave of revived femininity stirred in them, like a placid lake suddenly storm-struck. They crowded around him, begging for autographs. One thin spinster insisted upon shrieking to him that she sang, herself.

"Ladies, ladies!" cried Gregory, in an effort to quiet them. "Remember, lunch is waiting! You are Aunt Hattie's guests!"

Over the seething mass of female enthusiasm, Sally managed to catch Chick's eye as he struggled toward the door. But the glance he gave her was cold now—even faintly angry. Her fans, thought Sally bitterly, had separated her from Chick even more definitely, more dangerously, than the intervention of the society women the night before.

"See you when I get back!" Chick called to her from the doorway. "I'll send you a post-card from California!"

He was gone. It would be weeks before she could hope to see him again—weeks during which a million other women would write him love letters, offer him gifts, adulation. The ladies of the Iowa Society were flocking about her now, praising Chick extravagantly, the silly old fools! Sally went to get her hat and to pin on the corsage of orchids. As she looked at herself in the mirror, she unpinned the delicate purple blossoms and put them in water, instead.

"I'm typed," she told her reflected self. "A hausfrau—inescapably tagged by my job. No orchids for me!"

She deliberately set her hat at a less rakish angle, turned back to her guests, and was swallowed into their chatty, motherly midst.

Is radio fame carrying Chick away from Sally? This radio romance achieves a breathless pace in the next installment appearing in the June issue of  
**RADIOLAND**

# NEW BEAUTY IN 10 DAYS

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**Refines Skin Texture, Ends Large Pores, Pimples, Oiliness, Blackheads, Flakiness.**

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Just think! In 10 days your skin, even if blemished, has again begun to look new and fresh as a baby's—texture finer, pores reduced, blackheads and oiliness gone, pimples (if any) clearing up.

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THAT  
*Fascinates*  
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Beware Drastic Drugs

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**"Hot from Heaven"**

[Continued from page 15]

vernacular, slang and popular allusion. But he is less vitriolic than Sunday, and always bubbling over with humor.

Elder Michaux was tired, he confessed, and was hurrying home for a bite and a brief rest. He was scheduled to return to the pulpit again at nine.

His magnetic presence gone, the church and congregation took my attention. One of the ushers whose duty it was to give every stranger the "glad hand of welcome," spelled with a capital W for white folks, took charge of me.

I was taken up to a seat directly in front of the Mourners' Bench, a few feet away from the Elder's rostrum.

**THINGS** were beginning to happen on the "stage," which was railed off from the main hall. A narrow platform several feet higher was the pulpit, with the microphone placed in front of it. Three very ornamental plush arm-chairs were the only furniture. One for Elder Michaux (which he never used, for he never sat down or rested). Two dignitaries in evening dress came in and sat down with the others, with all the minstrel touch of Mr. Sambo and Mr. Bones—which they continued to display in character throughout the service. And don't mistake me when I say, with all solemn respect, that such was the happy and sincere pattern of their minstrelsy to God—no less solemn than that of the Jongleur de Notre Dame!

The choir stalls rose in banks of seats behind the chairs. Twenty or more women choristers came down a curved stair out of deep folds of blue velvet hangings that enveloped the sanctuary, clad in gray flowing robes with sleeves resembling wings, suggesting angels fluttering down on the scene from above. The men singers slipped in unostentatiously. The guitarist and harpist took places on the ends. The organist was out of sight, while the grand piano stood out in the auditorium.

The choir and its accompanying instruments burst into the happy melody

which for piercing sweetness of timbre and melancholy tenderness of tone, in my opinion, is unapproached and unapproachable in the whole radio field. True, it may be uncultivated and primitive, but it has all the flutelike sylvan purity of a woodwind Pipe of Pan. Gorgeous ear music! The airs have the simplicity of Mozart, thrown naturally into syncope that delights all but the too-tutored ear.

**THE** Testimonies followed. So eager were many to testify how evil they had once been—but were now saved and happy in their new life—that a half dozen sprang up at a time. A score of whites were no less zealous than their black brethren and sisters. Some were tragic, others comical; but none was ridiculous. The whole audience was a-quiver with holy excitement. Simple, humble folk; their souls vibrant, bared and a-flame. A white man with tears in his eyes said he had dropped in to scoff and remained to pray. A black mother with her baby asleep on her breast swore that she had stayed pure from the moment she first stepped foot in this place. "Hallelujah! Lawd help us all!" they shouted. A white-haired Southern gentleman testified that the black man had showed him the Way and the Truth.

Ever and anon, they spontaneously broke into song. Never in all your life have you heard that old salvation hymn, "Bulah Land", sung as they sang it. And seven times did an oldish deacon sitting out front at a table leap up to start his favorite hymn, screaming out the opening high notes. But each time someone beat him to it and he would sink down and lay his head on his arm and laugh hilariously at the spectacle he had made, and we with him. "Try again, brother! Yo' rotter put lightnin' in yo' wings!" encouraged fat Mr. Sambo from the platform. At last the old deacon got in his inning. It was a weird, unfamiliar but melodious hymn, and he let go with



"This is our broadcast we've scooped WXX on"

what had once been a sonorous voice, holding his head on one side with closed eyes. He did everything but yodel, singing with harmonious sliding scales and daring variations that were astonishing but not unbeautiful. . . . It was that kind of a gathering of children of all ages.

Next on the program came Mrs. Mary Michaux, wife of the Elder, singing two compositions of her own. She has a sweet voice with a lovely Southern cadence, but she is altogether too ambitious, too operatic in style. After the songs she started to preach. She too had that incisive style, that darky flare of fancy and wit, with a flow of astonishing metaphor that pictorialized the most abstruse passages of the Bible like a child's story-book. Suddenly she stopped dead in the midst of her sermonette. . . .

**A HUSH** fell on the congregation. There was a slight commotion in the back of the hall. Then came three small boys, followed by a huge usher—like acolytes before the Archbishop, heralds before the King! All prancing, each bearing something personal—his brief case, his hat, his Book. Then Elder Solomon Lightfoot Michaux in an ordinary brown business suit, stepping at a lively pace. Straight through the antechamber on the right he pranced, almost immediately reappearing on the platform. Turning, he let us have it before anybody could say Jack Robinson!

"I been married twenty-seven years today, pilgrims. And I thank God I love a godly woman. 'How do you hold on so long?' a brother asks me. That's easy! That's easy! Just love your wife like bee-fere you married her!" (He laughs and the whole hall laughs with him.) "And always love a good woman, 'cause if she ever gets bad on your hands—" He pauses to chuckle. "God help you, brother!" (The audience goes crazy: "Ya-as-suh! . . . Yo' sho' is right!" they scream.)

From now on, he has them going, fascinated, adoring; laughing or crying by turns.

This is truly the Lord's Minstrel Show. The three little boys are hooked in from the wings to do their stuff; the smallest, not more than seven, is actually fast asleep. They all still wear their new leather reefers with lambs'-wool collars, although it is stifling hot. They sing a whole melody of spirituals, improvising with their own astonishing syncopations and imitations of animals and musical instruments, finally pulling out their mouth organs and going to town. The next number, a grown-up male quartet, two of whose members were horn mimics, threw in low comedy that convulsed the audience. But what harmony!

"Happy am I!" shouted the Elder, springing into the arena, a thousand shining, happy, laughing eyes looking up at him. "When the Devil comes, folks, just yell out, no matter where you are, 'I got you on the run, Satan!' The Devil ain't no reformer, but a transformer. You never recognize him, for he never comes as the Devil. He comes as your good friend, my precious ones! He can sing like a mocking bird!" ("Yea! Yea! . . . Amen!" they yell.) "I don't care how wise you are, brother, if you're a sinner, you are a fool! The Devil started the sin business, so those who sin are in business with the Devil, my brethren!"

MAY, 1934



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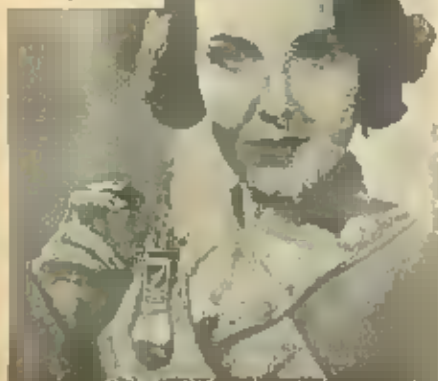
# The Amazing Rise of Father Coughlin

[Continued from page 35]

## "Here is the SECRET"

says

Mary Brian



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10¢ per 2 1/2 oz. jar. Harper, of Pa., writes: "Made \$122 in 3 weeks." Mrs. Amy Reed, of Ohio, made \$12 first day. Ambitious Men and Women wanted in every town to demonstrate Sew-No-More. Big money pay. Fully trained. No investment necessary.

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at any time. With the nationalization of gold accomplished, Father Coughlin has taken up the cudgels in his recent broadcasts for the nationalization of banking and credit.

Such a move would be considered by many highly socialistic. Yet he has been careful in recommending it to damn both socialism and capitalism in the same breath, dubbing them "Siamese twins—systems which both ask for more work when it is more leisure that we need."

He evidently has in mind something of the Roosevelt idea, which he says might be termed either State capitalism or socialized capitalism.

THERE is much speculation as to what Father Coughlin will do next. He himself has said that some day he intends to retire to a monastery and devote the end of his days to meditation and study. That time, however, would seem to be far away.

It has been rumored that within a few months he will forsake the radio and his pulpit at the Shrine of the Little Flower in Royal Oak to accept an important office with the Administration in Washington.

Such a development appears doubtful. He has remained throughout first and foremost a priest, speaking with the sanction of his bishop. His career has been bound up with the microphone. The eloquence of his Irish brogue, going ringing out over the air waves, his gift for reaching masses of listeners with the complicated subjects of the moment turned into understandable and beguiling phrase, has won him his huge following. It seems dubious that he would abandon that following at a time when it was never larger, never following more closely on his words. He may take a vacation from the air this summer as he has done before, but chances are that if he does leave for a time, the fall will find him back on his old four o'clock Sunday afternoon spot, belaboring such adversaries as the rapidly changing course of events brings up over the horizon.

AFTER a lull of several weeks during which he devoted himself to such comparatively tame generalities as capitalism and socialism, Father Coughlin, in his latest sermon before this article went to press, once more plunged recklessly into the hot water of controversy.

In an effort to enlist mass support for his "nationalization of credit" theory, he addressed himself directly to veterans and urged that they agitate for such a scheme as one means of insuring payment of the bonus.

Doing so, he reiterated his belief, stated some time back, that the bonus should be paid.

At the time he spoke, the question of bonus payment was scheduled to come up for a vote shortly on the floor of Congress. Ex-service men were hard at work circulating thousands of petitions asking that the bonus be paid immediately.

The whole troublesome question, once shoved into the background, promised to flare out again. Once more Father Coughlin, with his keen sense for news had anticipated the trend of public interest.

But how does Father Coughlin reconcile his advocacy of the bonus payment, the extreme inflationary measure of his "nationalization of credit" plan, with his avowed endorsement of President Roosevelt's middle course, opposing both such moves? Will he be forced to break with the President's policies as time goes on? Or will he go along with public opinion if the bonus payment is defeated as it very likely will be, and extreme inflation is abandoned as unsound while prosperity returns?

These are questions that cannot be answered now. The pace of events is far too swift. But whatever course he takes with his huge following gained through the magic of the microphone, he is now a force in public life to be reckoned with. Other men may surpass him in logic, in soundness of judgment, but none is able to couch his thoughts in terms that carry so much appeal to the mind of the average man. Wisely or foolishly, it is to such that the masses look in times of stress for leadership.

Driving on with that inexhaustible energy which his classmates remarked even in college days, going for days without sleep, smoking endless cigarettes while he paces the floor, shaping his ideas into phrases of fire, Father Coughlin continues his crusades.

What his future will be no one can say. But whether you are for him or "agin" him, he remains the most powerful private man in public life today, and one of the most interesting.

## Tuneful Topics

[Continued from page 17]

but required repetition. Such is his score from *Roberta*, and all of them are lovely and grow on the listener.

*The Touch Of Your Hand, You're Dazzling, I'll Be Hard To Handle*, all are extremely popular with bands and the public. Once again—a salute to Jerome Kern, and to an able lyric writer who has been writing for many years—Otto Harbach.

THE RKO picture, *Flying Down To Rio*, most of which takes place in airports or in the air, gives the talents of

one of the directors of my picture, George White's *Scentists*. Mr. Thornton Freeland, a chance for much fantasy and creative effort. The music is by two of our most able writers, Vincent Youmans and Gus Kahn. Although the three songs, *Flying Down To Rio, Orchids In The Moonlight* and *Carrioca* are all introduced in the picture, and fairly popular by this time, it is *Carrioca*, and the dance in the picture, which is the most outstanding. Already our dancers are doing the *Carrioca* in the native manner, with the foreheads touching.

When I received the sheet music of

RADIOLAND



*Let's Fall In Love*. I should have been impressed at once by the fact that it was written by Harold Arlen and Ted Koehler, who always do an excellent job of composition. This, however, was their first delving into the field of writing for pictures, and their first really melodic composition. Every composition they have written, such as *Minnie The Moocher*, *Between The Devil And The Deep Blue Sea*, *Hitting The Bottle*, etc., have been rhythmic and essentially designed for colored dancers and dance ensembles to strut. I knew the boys would not fail regardless of the fact that they were in a new field, but it was not until after seeing a preview of *Let's Fall In Love* that I realized how well they had done their job.

Both *Let's Fall In Love* and *Love Is Love Anywhere* are beautifully written, beautifully played and performed throughout the picture, as those of you who have witnessed this picture will, I am sure, agree.

*Everything I Have Is Yours* is one of the songs from *Dancing Lady*, with Joan Crawford, Clark Gable, Franchot Tone and Fred Astaire. We were fortunate enough to have included this song on one of our Victor recordings, and it is now, with *Old Spinning Wheel* and *Smoke Gets In Your Eyes*, one of the outstanding songs of the day. Bing Crosby does a beautiful job of the song, which is published by Robbins, Inc., and written by two musical comedy writers, Harold Adamson and Burton Lane.

WHAT would a song list be without a waltz? Rather than air my oft-repeated views on the advisability of playing and singing waltzes, I will simply say that *You Have Taken My Heart* is one of the loveliest melodies that has come my way in a long time. The Brunswick recording of it by the Casa Loma Orchestra with Kenny Sargeant's vocal is a gem. In fact, The Casa Loma recording is something that any band might well keep as a pattern.

Beyond saying that it is the sort of waltz that is the answer to an orchestra leader's prayer, I rest my case. Wayne King will literally eat it up.

Two of Leo Feist's current songs are certainly worthy of mention, *One Minute To One* and *Throw Another Log On The Fire*. The latter has a hit of the quality of *When You And I Were Young, Maggie*—the old-fashioned type of song—which was what the writers wished they might convey in its melody and lyrics.

The other tune—*One Minute To One*—is a typical popular song by two of the best in the business—Freddy Coats and Sam Lewis—one that I wished I had played earlier. Now it has been so much over-played that I am afraid it is one of those tunes for whose popularity I will take no credit whatsoever.

My good friend, Eddie Cantor, finally did finish *Roman Scandals*, the picture that was so long in production. Messrs. Dubin and Warren, borrowed from Warner Bros., contributed three excellent songs; two of them, *Keep Young And Beautiful* and *Build A Little Home* were admirably done by Mr. Cantor, I do believe that Ruth Etting would be the only person who would sing *No More Love*, and it was not entirely due to her clear-cut rendition of this unhappy and somewhat maudlin type of song that it was the outstanding one of the three. It incidentally has more depth and beauty than the other two mentioned, which were designed more or less for Mr. Cantor's cavortings.

MAY, 1934

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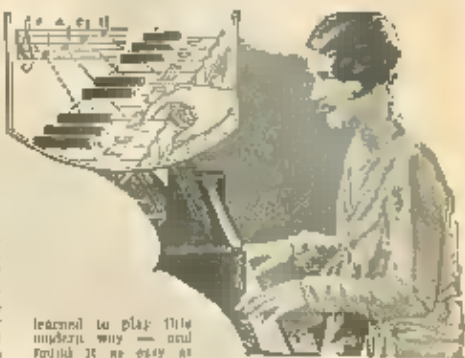
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Write for literature. Send check or money order—no cash.

Dr. J. J. E. Walter, 383 Fifth Ave., New York

## Dic-Nagel for Stoop-tator!

[Continued from page 23]

on account of he is on his way to New Jersey for dinner with his wife and baby. Whenever he isn't here I'm both of us. Come on in. I'm just working up an idea for next Thursday's broadcast. You will excuse me for a little while?"

The typewriter keys started clicking and I glanced around.

I might have known it! So close that I could have reached out and knocked them from the shelves of the built-in bookcases, were working models of the comedy team's famous coo-coo inventions.

"How does this idea sound?" The Colonel interrupted his own typing. "Budd and I will start a campaign for a dictatorship in this country. Our slogan will be 'Dic-nagel for Stoop-tator.' Pretty peachy, isn't it?"

"Sure, but what kind of a campaign will you have?"

"We'll have a whispering campaign," he said gravely, "and start rumors for people; sort of a 'rumors for rent' idea."

THE living room is enormous. Bookshelves line the walls on either side of the fireplace. A gigantic bay window overlooks a garden.

"Here is my game room," he gestured, rising from his work. "All work and no games would make the Colonel and Budd poor bridge players."

And what a game room!

The walls are covered with cartoons and drawings, all drawn and painted by the Colonel. "I worked here last night until after midnight putting the finishing touches on jiggs. He's goody pretty—I mean, pretty good, don't you think?"

Then he told me of his early desires to be a cartoonist. "I've always wanted to draw for the magazines and newspapers," he said soberly.

"Would you draw some for this

article, say of yourself and Budd, Mr. Bopp, his wife, Quaintace, Hezey and Newton?"

"Would I? You Boy! What Fun!" There was a scampering for drawing materials as the Colonel explained that *RADIOLAND* would be the first to publish pictures of any of the characters the team use in their air-sketches.

"Where do you get the funny ideas you use in your broadcast?"

"WE GET most of our sketches by taking the pomp and ceremony out of events and people who put up false fronts," he replied, pausing to sharpen his pencil. "When anyone is a starched shirt we get out the old de-starching machine and have some fun with him. Some times we glorify the little known man of industry, like the chap who puts the third bend in hair-pins."

"Now please, Mr. Stoopnagle, give me a definition of what is fun—"

"Well, here they are, all finished and everything." He held up the drawings. "I shall surely look forward to seeing them in the magazine and I hope you will tell all our listeners, both old and new, 'hello' for Budd and myself. Good-bye."

His arm was under mine and I was already at the door, clutching the drawings in one hand, hat in the other, while my unwilling feet dragged the carpet.

"But you were going to give me your definition of 'what is funny.' That is what I came after."

"What's that? Oh yes, so I was. *What is Funny?* Mmmmm—You can tell the editor of *RADIOLAND* that—that—that Colonel stoopnagle and Budd are very funny, especially that prime old pipe organ player, Colonel Lemuel Q. Stoopnagle."



"If this piece doesn't end soon I'll have to stop playing!"

RADIOLAND

Editor of *RADIOLAND*,

My dear Sir:

I would appreciate your publishing this letter in your next issue of *RADIOLAND*. It concerns the article titled "Rudy Vallee, Radio's Loneliest Star," which appeared in the March issue. There were two points in the last part of the article which I feel were not properly explained.

I was not annoyed that Rubínoff had decided to choose a manager other than the one I had selected for him (at his own request) to manage his tour. It was the fact that after becoming dissatisfied with the manager I recommended, without the courtesy of a phone call, he made a change and selected a second manager. The amazing fact, however, was that this second manager had flatteringly turned him down several years previously when I had attempted to interest him in the talents of Rubínoff! Why Rubínoff should put himself in the hands of one who had refused to see his talents before they were brought out is, to me, the unpardonable sin.

Likewise in the case of Miss Langford, I left her in the care of a young man who is today actively managing and piloting her in everything she does. I knew she was still under this young man's direction, but the same manager who turned down Rubínoff when I sent Rubínoff to him years previously, likewise turned down Miss Langford when I asked him to do something for her on the NBC network. This manager has been profiting by her present day development, a development in which he played no part whatsoever. When this same manager published in the theatrical publication, *Variety*, an ad in which he described himself as her manager, what else was I to believe but that such was the case? Still, I have never definitely stated that he does manage her. What I did state was that I had seen the ad in *Variety* and was surprised to see her name under his.

Technically he may not call himself her manager, but at least he is assisting in her bookings, and has very definitely taken a percentage of her earnings. His failure to see something in her when I first brought her to him cost me several hundreds of dollars by withholding her from Station WOR who wanted her services immediately, but he is glad enough today to be able to cash in on her to help pay his expenses!

I do not believe anyone knows better than I that there is always an explanation and another side of the story; obviously both sides cannot be perfectly righteous, but in most cases one side is nothing but a very empty and half-hearted explanation. I have generally found that although there may be extenuating circumstances, even to the point of using the caprice of the elements or things even more far removed as alibis and explanations, viz: that one side is far more just and right than the other, though of course there are still the two sides, the one much more right, and the other leaning toward a wrong.

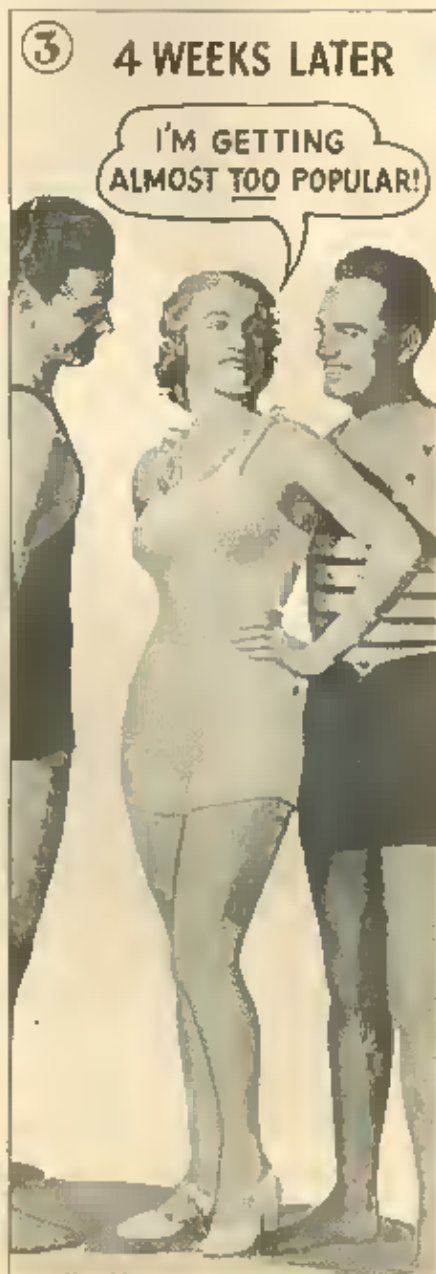
Perhaps the safest rule of all to follow is an old one: "Do unto others as you would have them do unto you."

Sincerely, RUDY VALLEE,

MAY, 1934

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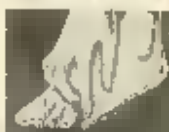
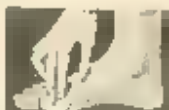


## Removes Cause—Eases Tight Shoes

That's the immediate effect when you apply Dr. Scholl's Zino-pads to corns, calluses, bunions or tender toes. These soothing, healing, protective pads lift nagging shoe pressure off the nerves and irritated tissues—instantly ending the *cause*. The result is no more pain, no more blisters or abrasions and no more discomfort from new or tight shoes!

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... SAFELY in 5 to 25 minutes

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Name .....

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# A Father Answers His Son

[Continued from page 40]

apple for a good many years but I never have found any anatomist that could explain that freak movement of prominent Adam's apples like yours and mine.

Too young to understand, you say? Well, let me remind you of the time only a few months after this that I said to you one day: "Father, when you're sleepy and rub your eyes, where do all the little dots come from that you see dancing in front of you?" And you were sleepy at the time I asked the question. Do you remember what your reply was? I do. You told me that if I didn't get to bed you'd show me how to see stars without rubbing my eyes. So I went to bed!

Now, Father, I am past forty and I haven't had the answer to these last two questions yet. So, if you think I'm old enough, I'd like for you to tell me about the Adam's apple and the dots.

But I'd better get back to your letter.

"You spoke of our work in Henderson, Son, and referred to the fact that your Father used to punish you on general principles. Let me relate one of the 'general principles' to which you referred and then, as the Voice of Experience, tell me whether or not you deserved the sound thrashing I gave you.

"We were living in a house on Alves Street that belonged to Dr. Sallee, who later went to China as a missionary. You and Willie Macklyn had a pet cat that suddenly decided to take fits. I think you will recall that she would get into the pantry and turn somersaults to the top shelf and turn over many times before hitting the floor, and then she would dash in circles, stick her head in the corner and scratch for dear life.

"I am sure you remember the occasion when some little friends of yours came to the house and you wanted to show them your cat that had fits. You couldn't find her anywhere upstairs and so you went down in the dark basement, you, Willie Macklyn, and your friends, just after we had unpacked a lot of dishes and earthenware, and started looking among the barrels of excelsior for the cat.

"Do you remember that you were lighting matches and, evidently, you didn't pay attention to where one of them dropped because suddenly you and the whole gang made a hasty exit from the cellar, leaving behind you several barrels burning in close proximity to cans of kerosene and gasoline?

"Do you remember that when your Mother learned of the fire she tried to carry even the piano out of the house single-handed? And then, through no efforts of yours, the fire department arrived and put out the fire and, incidentally, chased a half-drowned rat out of the cellar, and when the excitement was all over, your Mother fainted?

"Now, Mr. Voice of Experience, after nearly burning the house down, endangering the cat that you were looking for to cremation, causing your Mother to strain herself to the point that she fainted, I admit that I put my whole heart into the matter of administering the proper kind of punishment that I thought was due under the circumstances.

"And yet you say that these punish-

ments were given on general principles. If that was general, I'd hate for you to get specific!

"But why drag out any more skeletons?

"You spoke of travelling with your Father during vacations and playing the piano and organ, but, Son, you didn't refer to the fact that we were using in these Gospel services a hymnal with three hundred and eleven hymns and you would go through a whole evangelistic campaign without opening a song book, playing every number from memory.

"Yes, you loved your music. And you loved the girls, too, and they were foolish about you. I haven't forgotten the capers you played."

I AM going to interrupt you a minute, Father, when you speak of capers, because here is an incident I'll bet you have forgotten, since it didn't mean as much to you as it did to me:

Do you remember the summer there at Liberty, Mo., that I decided I'd like to go for a few days and visit with a nice little girl that I had met up in the Northeastern part of the State the summer before? And when I approached you about the matter you said no, that you wouldn't go if you were I? Do you recall grandfather was visiting us then and although he was getting well along in years he hadn't forgotten his days of romance and he said to me, "Grandson, if I were you I'd go see my girl?"

And then you found my suit case with all my clothes in it that I had packed and hidden in my room and you even got the other suit that I was going to wear and put it in the suit case and hid the case away in under one of the eaves of the house—how you ever got it there I don't know!

I had a heavy heart as I looked for that suit case.

You see, I hadn't yet gotten a sense of values, but, evidently, neither had grandfather because he not only helped me to find the suit case but, you remember, he was sleeping with me and how he helped me out the window and I took a night freight to Kansas City rather than trust going down to one of the passenger trains. Yes, and he even financed the trip. You may recall that I didn't stay very long and got back in time to keep you from getting out of practice with the use of the switch.

But, to quote again from your letter, Father:

"Son, you spoke of your Father using the switch and suggesting that there might be a better way to punish children. Long, long ago, my Son, the wisest of men told us, 'To spare the rod is to spoil the child.' And no one wiser than Solomon has yet risen to teach us another way.

"I have reared six children and I am mighty proud of them all and when I think of the wonderful work that you are doing for humanity and I listen daily to your wise advice to troubled souls, I am well pleased with the results of my method in your rearing and if I had it all to do over again I would not make any change.

"I never whipped you in a fit of anger

RADIOLAND

and if you remember we made definite appointments for these sessions."

Remember? How could I forget, Father? My appointment book was always full. And it's a good thing I didn't keep a diary!

But pardon me for interrupting your letter.

"No, Son, your Father knew something about boys before ever you were born. Remember, he was the oldest son of sixteen children, half of them boys, and your theories may be all right for those parents that whip their children in anger but I am very well satisfied with the results that I obtained in your case.

"Will you let me express through you to your many friends who remembered me in prayer at the time of my operation the heartfelt gratitude of myself, my wife, your brothers and sisters?"

"Speaking of prayer, Son, the radio somehow reminds me of prayer. For example, you speak in New York City every day and the instant that the word leaves your mouth, although several thousand miles separate us, I am able to hear you instantaneously and just as your earthly Father hears you, so I be-

lieve that those of us who are able to tune-in on the ear of Jehovah not only make Him hear but as I am replying to your broadcast to me He in turn answers the prayers of His children—not perhaps in the way we would have them answered because not always, you know, does a child know what to ask for of its earthly parent and certainly God would not be omniscient if He were to answer the appeals based on ignorance or selfishness of mortals.

"But here I'll start preaching again and I'm supposed to be a retired minister. But I do want your many friends to know how deeply grateful I am for their interest in my boy and the members of his family and not only you but your radio audience are carried to the Throne of Grace in my prayers."

And signed, "Affectionately, Father."

Do you wonder that I love that man, my friends? I am apologizing, Father, for having called you aged. That doesn't come from an aged pen, that letter, and as I soliloquized on its contents I'll tell you it recalled to me many happy incidents even though they did end in a little "convention" where you wielded the gavel and I seconded the motions.

## Burns & Allen Take the Witness Stand

(Continued from page 36)

**GEORGE:** No! No! Gracie. Hobby not hobby. Something you play.

**GRACIE:** Oh I know—the races!

**GEORGE:** I guess I'll have to answer that one. Mine is playing golf. I play the worst golf of anybody in our block because I play more of it. Gracie's hobby is reading. Give her a book and she's happy. In fact I'm always giving her a book because I like to see her happy.

**Which one of you is the boss?**

**GEORGE:** Well, I like to think I am. But I am really the nit-wit off-stage and Gracie is the smart one, so lots of times I do as she says because she really knows best.

**Who is your favorite screen actor?**

**GRACIE:** I really can't make up my mind between Bing Crosby and Jimmy Durante. I think they're both so handsome, don't you?

**Do you have any children?**

**GRACIE:** No, George thinks I am just a child and he thinks having one child around the house at a time is enough.

**Where can fan mail be sent?**

**GEORGE:** Fan mail can be sent in care of the Columbia Broadcasting System, 485 Madison Avenue, New York.

**GRACIE:** Then the Columbia Broadcasting System sends it on to us and we send our fan mail back to them and everybody's happy.

**GEORGE:** Gracie! Will you please—

**Do you always agree?**

**GRACIE:** Yes, George thinks I'm dumb and I think I'm smart, too, so we agree on that and a whole lot of other things except whether George is a good golf player or not.

MAY, 1934

**Where were you born?**

**GEORGE:** I was born in New York and Gracie was born in San Francisco, although San Francisco won't admit it. We decided to meet each other half way, so we got together in vaudeville one night in Union Hill, New Jersey.

**How do you get so many jokes and still not use old ones?**

**GEORGE:** Because we don't rely on strictly gag material. Gracie can just babble on forever. It is the way she says things that gets the laughs as much as what she says.

**Does Gracie Allen really speak on the radio in her natural voice?**

**GRACIE:** Oh, yes indeed. That is my natural voice. I have an artificial bass voice too. But I only use it at dinner parties and on policemen.

**What are your ages?**

**GRACIE:** We will never see twenty again, but we haven't seen thirty-five yet.

**Will you ever visit Baltimore, Maryland?**

**GRACIE:** Maybe. But we think Baltimore ought to visit us first.

**What is Gracie's height and weight?**

**GRACIE:** I am five feet tall on a clear day, weigh one hundred pounds before meals and one hundred and ten pounds afterwards.

**Do you answer your fan mail?**

**GRACIE:** Yes. As much as possible. George types the letters and I sign them with an X.

**Did you ever find your brother?**

**GRACIE:** Yes, but he got away again. That reminds me—please excuse us, we've got to go look for him right now.

## Now . . . MARCHAND'S CASTILE SHAMPOO



## NEW . . . WHY?

It's NEW—and that's news—great news for millions of women—and men and here's WHY . . .

When the hair is washed with ordinary bar soaps or inferior shampoos—tiny particles of soap stick to the hair, despite repeated rinsings. The soap particles contain alkali which has a harsh effect on hair and scalp. If this is continued hair will become dull and lifeless—scalp will become dry and dandruffy.

Now—after 30 years of experience in the care of the hair—Marchand's experts have developed a Castile Shampoo that RINSES COMPLETELY.

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### A Scientific Beauty Treatment

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## Back Home—But Not Broke

(Continued from page 16)

called in to prescribe some tonic for this nostalgia, he would have advised David City, Nebraska, in large doses.

Is it any wonder, then, that before many days had passed, Ruth was riding on a fast train bound for home, before coming East to take up her radio work on the Columbia Broadcasting System? This detour meant to Ruth a few days of peace and relaxation and a chance to "get away from it all."

**RUTH** had vividly remembered David City as she had left it, twelve long years back, to seek her career in Chicago. The town had but one thoroughfare, a church, a school and the traditional town hall. The farmers hardly left their places during the cold spell because they were snow-bound. Those who lived in the town proper, found entertainment at the weekly church dance, an occasional motion picture and the meagre gossip of the townfolk. It was this arid existence that lit the torch of Ruth's ambition.

Once in Chicago her money soon ran out, even though she roomed at the Y. W. C. A. Finally she secured a job in a cheap cabaret, which employed stalwart bouncers to evict drunks who annoyed the entertainers. In the daytime, she studied art, in the event that her voice should ever fail her. An opportunity came to sing *What Can I Say Dear, After I Say I'm Sorry* through the magic of the microphone, and booking agents soon started to look up this fresh-looking youngster who sang so humanly, so warmly and so clearly. Then came a part in the *Ziegfeld Follies* and a radio program that flashed her name from coast to coast. Ruth Eting took her place in the Radio Hall of Fame with the other celebrities.

If Ruth was seeking peace when she went back to David City, she would have been better off camping right in the middle of Times Square.

What the radio has done for Ruth, it has done for her home town, she discovered. They know almost as much about auditions, sponsors, Winchell, networks, mikes, as the most experienced executives at our major studios.

Neighbors came in droves to see this glowing representative of their town. The tiny police force (Lem Squires and Cal Jones) had all they could do to handle them, Ruth was smothered under a barrage of questions.

What did Kate Smith look like? Did the Mills Brothers really and truly imitate all those instruments? Is the food good at Lindy's? Is James Melton that-a-way about Annette Henshaw? Will Mary-Lou marry Lanny? During this onslaught of questions, the radio was going full blast.

**BETWEEN** breathing spaces, Ruth managed to find out some interesting things about Nebraska's reaction to the radio. They seemed to like best, Ruth, Eddie Cantor, Kate Smith and Jack Pearl. But first on their list, was one mysterious performer known only as *The Singing Milkman*. Ruth later learned that he broadcasts only in her native state, and is somewhat on the style of Singing Sam and Smiling Ed

McConnell. Ruth retired on the first night of her alleged rest-cure, a very weary young woman.

Next morning, Ruth sneaked out the back door, to re-visit the scenes of her childhood. The old Elax mill was still running, the same as it has been for four decades. It was her grandfather Elax who founded the town and established its first granary.

She then proceeded to the general store, where the town's centenarians bided their time. She questioned these old sages about her former friends. She discovered that the boy who used to give her an apple a day is now a prominent lawyer in Omaha.

She passed the little red school house, actually, a modern structure of red brick. Thank heavens, she sighed, with relief, it still looked the same. On closer examination, she heard the pupils singing a song that had never been taught when she went there. It was: *Who's Afraid of the Big Bad Wolf?*

Ruth was slowly beginning to realize that the radio had changed David City as much as it had her. She had luncheon with her uncles. Her parents had passed away before she reached the age of five. One is lizzoner, the mayor, and the other president of the town's bank.

On the night before Christmas, Ruth experienced another startling change in the daily pattern of the little village. Of course the glimmering trees were sparkling brighter than ever, as she had pictured them, that sultry day in her dressing room in Hollywood. But the children were being sent off to bed, much against their wishes. No, it wasn't because they wanted to wait up for Santa. It just so happened that their favorite air comedian hadn't made his ether appearance yet, and they were patiently awaiting his arrival!

**WHEN** we met Ruth upon her return to New York, she didn't seem at all upset by the revelations she had witnessed.

"I'm glad," she remarked, "that the place had changed. Those poor farmers who were snowed in year after year hadn't a single diversion on those long wintry nights. The radio has brought them the world's greatest entertainers every night in the week. They love it and they're real fans."

Now when Ruth sings on the air she always includes one old number for the folks back home. She always thinks of these people when she's planning her programs; for to use her own words, "They are the most representative radio listeners in America."

So when Ruth went to the opening of *Roman Scandals* on Broadway there were not only telegrams from such celebrities as Bing Crosby, Harry Richman, and Eddie himself, but from her well-wishers in David City.

She'll never forget the wire she received from old Uncle Zeke. After seventy years of plowing the rich soil, doing the same things, day in and day out, the radio gave him a new hobby; taught him a new language. His telegram read:

"Ruthie, I hope ya knock'em dead!"  
—And, needless to report, Ruthie did.

RADIOLAND

# You've Got to Believe Him

[Continued from page 24]

is of hardy American stock; his grandparents crossed the plains in pioneer days. His mother was born in a covered wagon.

At fourteen, he submitted a drawing of a girl bending over a washbasin, the caption reading "The Village Belle Was Slowly Wringing." Life paid him eight dollars for it. That clinched the matter.

He got a job with the San Francisco Chronicle, at six dollars per, doing sport cartoons. Several years passed, but always he thought of baseball. Whenever he could, he was at the field.

Reversing Horace Greeley's advice, young Ripley decided to go East. There, he felt, lay his future in baseball. After his tragic accident, he worked for several New York newspapers, finally joining the Hearst organization, with whom he is still under contract.

The Believe-it-or-Not Man has published two volumes of his queeriosities.

After his first book was published, he was asked to broadcast. He spoke on the Collier Hour, and started something right away. He said that if all the Chinese in the world were to march four abreast past a given point, they would never finish passing, though they marched forever and ever. Hundreds disputed his statement, but he convinced them that he was right. If U. S. Army regulations were followed, 26,280,000 Chinese would pass a given point each year. Assuming that the birth rate of Chinese is ten per cent, and that half of the children die before they can walk, there would be 30,000,000 new marchers each year to replace the 26,280,000 who passed the given point. And so they could march on forever.

So popular were his radio talks, that he was asked to inaugurate a new series over the NBC networks every Saturday night, as a feature of B. A. Rolfe and

his Terraplane Orchestra—three-minute dramas based upon his interesting stories of strange people and happenings.

Music is specially planned around the theme of his broadcast and realistic sound effects used.

The Believe-it-or-not man discovered that the word radio is not new; it goes back 3,000 years into the archives of ancient history. He was the first person to broadcast from mid-ocean. And he has come over the air from more distant spots than any other speaker. London, Buenos Aires, Australia, just to mention a few. As a result of his broadcast from Schenectady to Sydney, Australia, he started on a 10,000 mile journey to keep a blind date with a girl he had never seen!

It happened like this: Miss Irene Sterlitz participated in the two-way broadcast between the two countries. After the program was over, Ripley and Miss Sterlitz continued their conversation just for the fun of it. She asked him why he didn't visit Australia and he said, "Why, I will, within the next year." And he did.

His strange stories inspire his fans to try to go him one better. I asked him what was the most unusual fan mail he'd ever received. "I think it was the 47-word message I got, with the address written on the back of a two-cent stamp, which was mailed from San Francisco, believe it or not, without an envelope."

He told me about another funny one. It came from Brooklyn, and the writer asked Ripley's permission to witness one of his broadcasts in this fashion: "My wife and myself have always been interested in unusual things. We haven't missed a circus in the last thirty years. We have a peculiar fascination for curiosities, freaks, etc.; and now we should like to see you, Mr. Ripley."

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24x48	3.75	24x48	3.75
24x50	4.00	24x50	4.00
24x52	4.25	24x52	4.25
24x54	4.50	24x54	4.50
24x56	4.75	24x56	4.75
24x58	5.00	24x58	5.00
24x60	5.25	24x60	5.25
24x62	5.50	24x62	5.50
24x64	5.75	24x64	5.75
24x66	6.00	24x66	6.00
24x68	6.25	24x68	6.25
24x70	6.50	24x70	6.50
24x72	6.75	24x72	6.75
24x74	7.00	24x74	7.00
24x76	7.25	24x76	7.25
24x78	7.50	24x78	7.50
24x80	7.75	24x80	7.75
24x82	8.00	24x82	8.00
24x84	8.25	24x84	8.25
24x86	8.50	24x86	8.50
24x88	8.75	24x88	8.75
24x90	9.00	24x90	9.00
24x92	9.25	24x92	9.25
24x94	9.50	24x94	9.50
24x96	9.75	24x96	9.75
24x98	10.00	24x98	10.00
24x100	10.25	24x100	10.25
24x102	10.50	24x102	10.50
24x104	10.75	24x104	10.75
24x106	11.00	24x106	11.00
24x108	11.25	24x108	11.25
24x110	11.50	24x110	11.50
24x112	11.75	24x112	11.75
24x114	12.00	24x114	12.00
24x116	12.25	24x116	12.25
24x118	12.50	24x118	12.50
24x120	12.75	24x120	12.75
24x122	13.00	24x122	13.00
24x124	13.25	24x124	13.25
24x126	13.50	24x126	13.50
24x128	13.75	24x128	13.75
24x130	14.00	24x130	14.00
24x132	14.25	24x132	14.25
24x134	14.50	24x134	14.50
24x136	14.75	24x136	14.75
24x138	15.00	24x138	15.00
24x140	15.25	24x140	15.25
24x142	15.50	24x142	15.50
24x144	15.75	24x144	15.75
24x146	16.00	24x146	16.00
24x148	16.25	24x148	16.25
24x150	16.50	24x150	16.50
24x152	16.75	24x152	16.75
24x154	17.00	24x154	17.00
24x156	17.25	24x156	17.25
24x158	17.50	24x158	17.50
24x160	17.75	24x160	17.75
24x162	18.00	24x162	18.00
24x164	18.25	24x164	18.25
24x166	18.50	24x166	18.50
24x168	18.75	24x168	18.75
24x170	19.00	24x170	19.00
24x172	19.25	24x172	19.25
24x174	19.50	24x174	19.50
24x176	19.75	24x176	19.75
24x178	20.00	24x178	20.00
24x180	20.25	24x180	20.25
24x182	20.50	24x182	20.50
24x184	20.75	24x184	20.75
24x186	21.00	24x186	21.00
24x188	21.25	24x188	21.25
24x190	21.50	24x190	21.50
24x192	21.75	24x192	21.75
24x194	22.00	24x194	22.00
24x196	22.25	24x196	22.25
24x198	22.50	24x198	22.50
24x200	22.75	24x200	22.75

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"This concludes Professor Hundu's talk on magic!"





## Drapes for Spring Sunshine

[Continued from page 45]

**S**MALL, crowded rooms need draperies of plain fabrics with simple, narrow valances (if any), that hang preferably to the floor to give height. If the view is unpleasant, sheer rayon glass curtains may be used, for they are almost opaque in texture and color, let in the light and at the same time hide the view.

A dingy room needs bright draperies, of figured material if the walls are plain; of plain material if they are figured.

If draperies are to take the place of window shades, they must be made of a fairly heavy fabric, lined with a matching plain or contrasting fabric, preferably hung to the floor and so adjusted that they can be drawn across the windows with cords and pulls that come for the purpose.

If, on the other hand, the draperies are designed merely to frame the windows they are surmounted by a valance or horizontal strip of cloth at the top of the window—or the line of color maybe carried across by slipping a shirred casing of the material over the rod. Valances are made in two ways. There is the so-called valance, never more than twelve inches wide and often so narrow it is a mere ruffle, that hangs between the curtain lengths on the same rod. This should be used only in very informal rooms. The true valance hangs from a separate rod outside of the hangings, or from a valance board several inches above the window.

**T**HE greatest care should be exercised in measuring for drapery materials. For glass curtains, measure from the top of the inside of the window to the sill and add five inches for hems and

shrinkage (If the material has not already been pre-shrunk by the manufacturer, a tuck should be taken at the top under the casing to allow for shrinkage.) To estimate the correct width for glass curtains, measure across the inside of the frame and allow three-fourths as much again for fullness.

As drapes should always be hung from the top edge of the woodwork above the window, measure from the topmost moulding to six inches below the sill (for sill length drapes) or to the floor, adding the length needed for hems and draping. Most fabrics can be hung full width.

**F**OR drapes, cretonnes, plain and glazed, chintzes, poplin, damask, linens, plain and blocked, Portuoy prints and a wide selection of rayon fabrics are being shown. For glass curtains, mesh or sparingly figured or square meshed fishnet, fine net, rayon and cellulose materials are being shown in white, ivory, ecru and in colors. There are new wide mesh laces which are fascinating for complete window drapes. They come in shimmering gold with beautifully designed borders, as well as in gold and copper and in a brilliant beige. Before purchasing material for glass curtains be sure to hold it up and look at it against the light. It is amazing how the color disappears.

Plain, flowered or colored organdy, dimity, voile, marquisette and theatrical gauze are still suited to informal rooms where an effect of airiness is needed. Ruffled curtains should be used only in bedrooms or in living and dining rooms of very simple homes and summer cottages.

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## Will You Be One of Radio's Future Greats?

[Continued from page 19]

as a program must, of necessity, be *stimulating* to the imagination. It must rouse your audience; it must interest them, stimulate them, and, if possible, keep them stirred up. Excitement, as such, is not necessary but the stirring up of the emotions must be sufficient to give them a pleasurable feeling.

Too many persons on the air at the present time either *under-emphasize* what they have to say, or the song they sing, or they go to the other extreme and *over-emphasize*.

For practice, I would suggest to any man or woman contemplating a radio career that he rig up a fake microphone and pretend he is broadcasting for fifteen minutes several times each day. For this it is best to select a small room which is as sound-proof as possible. The hanging of heavy draperies does very well in creating the atmosphere and "feel" of the average broadcasting studio.

WHAT bothers people the most when they have an audition, and makes them nervous and self-conscious, is not so much that one or more people are listening in on their performance, but rather that they are hearing the sound of their own voice in an unaccustomed situation.

Therefore try to become accustomed to the sound of your own voice. Learn how to talk *naturally*, in a conversational tone, while turned toward your home-made microphone. The tendency at first always is to talk too loud. Simply imagine that only one person is hearing what you say and that, although you cannot see him, he is really near at hand. Make your talk to him intimate and chummy. Accomplish this and you will have conquered that "mike" fright we hear so much about.

Another thing to remember is that radio talking or singing carries with it clear and distinct *articulation*. Practice in enunciation is therefore essential.

At first this must needs be exaggerated and it will sound artificial and stilted. But after a while you will be able to talk so that every syllable is distinctly heard, even the ends of sentences, and without seeming effort.

Lastly, when you practice talking before your home microphone do not attempt to do it extemporaneously but always read typewritten pages or from a book.

Studios, with only occasional exceptions, insist that scripts be read. This naturally is necessary for timing so that your particular program will neither run too long nor too short. The clock and radio time are enemies. Practice timing your talk to five, ten or thirteen minutes. Thirteen is the limit so as to allow one minute at the beginning and one minute at the end of a program for the announcer who introduces you and for station or advertising messages.

And frankly, that's about all there is to radio!

TO BE sure, one must consider the script. This is as important to the radio star as is the play to the actor. But just as a good actor can perfect a poor play by the way he acts, so can a radio performer, with a real voice personality, bring a poor script to perfection.

As for scripts, try to get hold of, or write yourself, something brand new if you would be a radio star in the future. Don't imitate; don't be satisfied to tread the already beaten path. Allow your ingenuity free play; think up novel ideas; don't be afraid to let your imagination run riot.

Radio needs new blood to keep it vitalized. In another ten years, perhaps even in five, we will look back upon present day radio entertainment as amateurish. It was so with the movies and it will doubtless be so with broadcasting.

## Hollywood Stars Pick Their Radio Favorites

[Continued from page 13]

Loretta Young goes in a great big way for the philharmonic orchestras, she doesn't care which, but she also likes Phil Baker and his accordion on the Armour program.

"I like good music, I don't care what kind, just so it isn't jazz," admits Loretta.

Eddie Lowe admits that he can even forget his wife, Lilyan Tashman, when the deep tones of the pipe organ begin to thunder in on his set. He goes for the philharmonic stuff too but doesn't think that any of the comic programs are good. A serious chap, off screen, is Eddie and no foolishness comes out of his radio.

FAY WRAY gets relief from *King Kong* and all her other horror rôles by tuning in on Ray Page and his Merry-makers while Ralph Bellamy is still a fan of Amos 'n' Andy. Sally Blane likes Russ Colombo's voice best and you know why. Jimmie Dunt keeps his

radio quiet at all times unless there's a news broadcast or a fight on. Lee Tracy likes the news programs too, Edwin C. Hill and Walter Winchell. Carole Lombard prefers Donald Novis to anyone else, while Gary Cooper likes to hear Ed Wynn.

Nearly every star in Hollywood is a radio fan, but many of them refuse to admit any special favorite. Such programs as that of the Blue Ribbon program with Ben Bernie, the old maestro, the Maxwell House Showboat hour, and Olsen and Johnson on the Swift Revue get many of Hollywood's most rabid fans when they come on. Wayne King, Guy Lombardo and his Royal Canadians, Isham Jones orchestra and Ted Fiorito as well as Gus Arnheim are favorite dance programs. Among the comics, Benny Rubin, Jack Pearl and Ed Wynn appear to lead. Scores of the more sophisticated listen to Edwin C. Hill and to Alexander Woolcott.

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**kränk (cleansing) LEMON CREAM**

## They Dubbed Him Knight

[Continued from page 20]

added a new *Cuckoo* Program, sponsored by the A. C. Spark Plug Company. The *Cuckoos* have been on the air with few interruptions for over four years and have a tremendous following. The new *Cuckoo* Program will be written, directed and also "m. c. ed" by Ray.

PERHAPS one might feel that so much work and no play would make Ray a dull boy. But in spite of his enormous industry, Ray Knight always finds time to play just as wholeheartedly as he works. He is an excellent mixer, whether we refer to drinks or to people. He loves to have people around him. He derives much enjoyment from the theatre and is a devoted follower of the opera.

Ray is in his early thirties and is married. His writing habits are a continual source of amusement to his wife, who is no mean scribe herself. She says Ray can write at any time of the day or night, and under the most trying conditions—for instance, stretched out on the sofa flat on his back and writing on a pad held over his head.

Writing seems as natural to Ray as breathing. He writes in pencil on lined yellow pads in a hand that is nothing short of deadly. As a sheet is completed, he tosses it to his secretary who is perhaps the only person in the world who can translate it. At times Ray has trouble deciphering it himself and has to call on her for help.

Raymond Knight was born in Salem, Massachusetts. He studied law at Boston University, and was later admitted to the Massachusetts Bar. Law did not hold the strong appeal for him that the theatre did, so he again became a student, but this time he studied drama at Harvard. He became a member of George Pierce Baker's famous 47 Workshop, and when Baker transferred his allegiance to Yale, Knight did likewise. Recognition came in 1927 when the Drama League awarded him their prize for the best one act play of the year. The play was called *Strings* and was adapted for radio in 1928 and broadcast by short wave to England.

RAY is a charming person to know and a great favorite around the studios. He never spares himself in the performance of a favor. I know of an instance where he spent not minutes, but hours, helping a page boy who aspired to become a continuity writer. (Incidentally, the page boy made the grade, and is now writing continuity.) Children love to work with him, because of his endless patience and good humor. He has the knack of keeping his cast in high spirits, and this cannot help but be reflected in their work.

Knight has two children of his own, who call him "Billy." This is perhaps the answer to the authenticity and human touch that has charmed parents all over the country in his *Billy Hitchhiker* sketches. His real children listen carefully to his dealings with his "air" children, and if he fails to practice what he preaches, they have him tied hand and foot!

NEXT MONTH—  
Wayne King's first Interview

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20x4 90-20	.....	1.05
20x4 90-15	.....	1.15
20x4 90-16	.....	1.25
20x4 90-20	.....	1.35
20x4 90-21	.....	1.45
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20x4 90-23	.....	1.65
20x4 90-24	.....	1.75
20x4 90-25	.....	1.85
20x4 90-26	.....	1.95
20x4 90-27	.....	2.05
20x4 90-28	.....	2.15
20x4 90-29	.....	2.25
20x4 90-30	.....	2.35
20x4 90-31	.....	2.45
20x4 90-32	.....	2.55
20x4 90-33	.....	2.65
20x4 90-34	.....	2.75
20x4 90-35	.....	2.85
20x4 90-36	.....	2.95
20x4 90-37	.....	3.05
20x4 90-38	.....	3.15
20x4 90-39	.....	3.25
20x4 90-40	.....	3.35
20x4 90-41	.....	3.45
20x4 90-42	.....	3.55

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20x4 60-21	.....	0.95
20x4 75-10	.....	1.05
20x4 75-20	.....	1.15
20x4 90-17	.....	1.25
20x4 90-20	.....	1.35
20x4 90-15	.....	1.45
20x4 90-16	.....	1.55
20x4 90-20	.....	1.65
20x4 90-21	.....	1.75
20x4 90-22	.....	1.85
20x4 90-23	.....	1.95
20x4 90-24	.....	2.05
20x4 90-25	.....	2.15
20x4 90-26	.....	2.25
20x4 90-27	.....	2.35
20x4 90-28	.....	2.45
20x4 90-29	.....	2.55
20x4 90-30	.....	2.65
20x4 90-31	.....	2.75
20x4 90-32	.....	2.85
20x4 90-33	.....	2.95
20x4 90-34	.....	3.05
20x4 90-35	.....	3.15
20x4 90-36	.....	3.25
20x4 90-37	.....	3.35
20x4 90-38	.....	3.45
20x4 90-39	.....	3.55
20x4 90-40	.....	3.65
20x4 90-41	.....	3.75
20x4 90-42	.....	3.85

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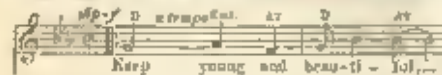
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WE wish every sufferer from such skin ailments as eczema, hives and itching could read a leading doctor's recent article in a well-known medical magazine. It told of the amazing relief obtained in several groups of skin sufferers with a "chemical aluminum compound" for (ACT) treatment. In one group every case showed improvement; results were "remarkable" in nearly all. (ACT) treatment has been so successful that doctors are taking it up right and left.

Now you can buy this "ACT" antiseptic in any drug store under the name HYDROSOL. Every liquid or ointment is highly effective—but only for hair and scalp. Ask for Hydrosol (Hy, hurn, cold and moisture. Wonderful on a simple face, in liquid form)—an excellent and refreshing. Remember to ask for HYDROSOL at any drugstore.

## Hydrosol

## A Radio Freshman Speaks His Mind

[Continued from page 39]

Stokowski and the Philadelphia Symphony Orchestra, both the advertiser and the radio have justified their entire existence.

ON THE other hand, there are places where the radio falls far short of what I should like to see it do. Whether it is because it is easier to put music on the air than drama, I do not know, but certainly radio drama is in no way comparable to radio music. In the production of dramatic scripts, radio has lagged behind, although it must be said that the scripts are now improving. It seems to me that, in the last analysis, what radio needs is great editors who would get excited and enthusiastic about new authors and playwrights for the air and who, when a new writer flashed across the horizon, would seek him out as eagerly as the moving pictures do now.

Let me be concrete. Two years ago a new figure rose to literary prominence. When Max Miller wrote *I Cover the Waterfront*—Max Miller, who had been merely a reporter on a small San Diego newspaper—the book was hailed as an event in the world of letters and Max Miller recognized as a new and significant interpreter of life. The moving pictures caught him up immediately. The radio didn't, but it should have.

I imagine the general belief in radio circles is that you have to know radio technique in order to write for the radio. You must, I think, know a great deal more than that. While technique is no doubt indispensable, the most important thing is to have a profound knowledge of men and women and a deep understanding of human reactions. It is the people who have these things who should be writing for the radio. The mechanical requirements of radio they can, it is certain, pick up without any difficulty, having learned far harder lessons.

I think that in this respect radio itself is being challenged. It has the power to reach millions of people, more than have ever been reached before. Has it the insight to give them those values of life which would broaden their horizons and increase their wisdom? Has it the penetration to see that the great writers and the great creative thinkers should form the backbone of the spoken word on the air? I except music, because it has proven itself intelligent and discriminating in that field. But aside from music, the gauntlet has been flung, and I think, in consideration of the remarkable progress the radio has made in the few years of its existence, that the challenge is going to be accepted.

## The Editor's Opinion

[Continued from page 11]

likely that there will be less dwindling away of the big name features than usual these coming months. A certain number of radio stars take the summer off to make movies and personal appearances here and there, but the seasonal exodus, though present in some degree, promises not to interfere seriously with the quality of the summer's radio fare.

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If you have talent, here's your chance to get into broadcasting. New Play's Gift-tube method trains you for the job you want. You learn at home in spare time. Course fully explained in Free Booklet, "How to Find Your Place in Broadcasting." Send for your free booklet. Give name, street address, school of broadcasting, 2000 14th St., S. W. Dept. 8K28, Washington, D. C.

## Has Lupe Been Tamed? LUPE VELEZ

—episode of dynamite—and Johnny Weissmuller, unperishable TAZZAN, met, loved and married. Can these exponents of two different environments, two civilizations, two widely divergent backgrounds, be blended in Hollywood—the world's greatest melting pot? They found that love could be an interpreter, an adjuster and a leveler of the differences in their temperaments.

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OUR STOLEN HEAVEN  
HER NIGHT OF FREEDOM  
TEMPTED BY HIS OFFER  
THEY CALLED ME  
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New occupation. Turn the money at once without investment. Intensive part-time. Special low time 4c and 10c successful to 50 cents. Get volume. Form sent postal business + 4c. Magazine Bureau Corp. 1414 S. Wabash, Chicago, Ill.

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What will be your lucky days? Will you rise in time? What occupation should you follow? Yogi Alpha, internationally known philosopher who has created thousands by his accurate predictions, offers a big 1000 word Life Reading for only 25c. Covers marriage, love, health, parenthood, lucky days, etc. You can follow this guide day by day throughout your lifetime and consult it before making any important changes in home, social or business affairs. J. T. Miller, "You have plans for new faith and hope." M. B. Walter, "Everything you predicted came true." R. M. Miller, "I have found your forecast absolutely correct. It shows exactly what you have had to go through." Send only 25c in coin or stamp and exact birth date for your Additional Forecast. No-charge Reading. Includes FREE. Money returned if not satisfied. Mail no. 100. N.Y.



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RADKOLAND

# ASTROLOGY

## What Do the Stars Predict for YOU?

Will your past investments finally prove profitable? Will you find the lucrative position you have wanted and waited for? Will your business show an improvement, and if so, when? What is your best FAVORABLE MONTH? MUST FEEL certain a new business venture? What will be your LUCKY PERIODS? Will you win or lose... inherit money... enjoy good health? Have you special activities in dramatics, art, singing, models, stock markets, etc.? Send for big 1000 word Life Reading based on your sun of the zodiac. You can follow this guide day by day throughout your lifetime and remain it before making any important move. Send only five cents stamps and we will hasten to your Reading. Handwriting Character Analysis included FREE. Money returned if not satisfied.



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**Wear this DIAMOND 30 days FREE**

The most outstanding offer ever made. We actually send you your choice of a genuine Certified, Perfect Blue White Diamond for 30 days' inspection in your own home WITHOUT A PENNY DOWN --or C.O.D. to PAY!

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## About Hay-Fever

There is an unknown condition about hay-fever which causes many people to believe it incurable. Mr. R. O. Murphy, Box 494, Stillwater, Minn., who freed himself from hay-fever will explain this condition without charge to anyone who writes him. Just send your name and address at once, because strange as it may seem, this is the time of year to treat and prevent hay-fever. Adv.

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You can learn all the modern dances—the latest Tango steps, the new Rumba, Mambo, Bolero, etc.—without leaving home. Our new "Learn to Dance" system makes dancing as simple as A-B-C. No music at all. Perfectly practical. Easy to learn. Learn to Dance. Complete course. 10 lessons. 10 illustrations. Sent for 5 Days' Free Trial. Return 75c in stamps. Good no money. We guarantee our 10 days teaching system a trial. Money back if not satisfied. Catalog 2c.

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**Be a Television Expert**

**LEARN Radio and Television Broadcast Service, etc.**

Ladies prefer new exciting television program... (text continues with details about the program)

**Mercolized Wax Keeps Skin Young**

It peels off aged skin in fine particles... (text continues with benefits of the wax)

MAY, 1934

## Hands Are Important [Continued from page 46]

the nails vigorously, following this with a generous application of oil or cream.

**NAIL** biting, unfortunately, is not confined to children. I receive numerous letters from grown-ups who are ruining, not only their nails but also their poise and self-respect by this ugly habit. Will-power, of course, is the foremost enemy of nail biting, but it can be fortified by painting the nails with tincture of aloe. The taste is so bitter that it quite cures you of any immediate desire to chew your fingernails. Frequent manicures are also a great help. They leave no loose bits of cuticle or broken nails to tempt nibbling.

If you are an inveterate smoker, do be careful of your hands. There is nothing that robs a woman's hands of their charm as quickly as nicotine stains. If you object to using a holder—most people do—remove the stains regularly every other day or so with a reliable commercial nicotine remover. I know a very effective one, that costs only fifty cents a bottle. If you like, I'll send you the trade name.

**NO MATTER** how nicely manicured your nails are, they still never look lovely if your hands are rough, dry or freckled. If your hands are unsightly because you are forced to keep them in soapy water the greater part of the day, wear rubber gloves, as I advise brittle-nail sufferers. If you simply can't work in rubber gloves, use a mild soap for your dish washing and laundry work, and a water-softener, if the water is extremely alkaline. There are one or two brands of soap flakes on the market that are bland enough to be used on the face, so they can't harm the hands even when used several times a day.

Before going to bed each night, heap lots of good, rich tissue cream on your hands and massage it gently into the irritated skin. Keep up this massage for five minutes, then apply another layer of cream and don a pair of loose, soft white gloves. Wear them all night. Repeat this routine for five nights in succession and you'll be amazed at the improvement.

During the day it is absolutely essential that you use a good hand lotion every time you wash your hands or have occasion to put them in water. There are several good brands on the market, as well as two or three hand creams. My favorite, however, is a milky fluid that seems to leave the skin softer and whiter each time it is applied. It's extremely soothing, too. Just recently the rather old-fashioned bottle was modernized and this good old stand-by is now very peppy and up-to-date in its brilliant red label and fluted bakelite cap. A fifty-cent bottle seems to last for months. Want the name?

They may not strike you as very wholesome—and your husband or "heart interest" may disapprove—but I must tell you about the new artificial fingernails. They are the answer to the prayers of typists or pianists who want long, pointy nails for dress-up but can't use them during working hours. They come twelve to a set (two extras) with adhesive stuff for applying and a liquid remover, and they can be tinted to match your frocks? One dollar a set.



**Be a Radio Expert**

Learn to Make \$40, \$60, \$75 a Week - I'll Train You at Home in Spare Time

5500 a Year in Spare Time

"Although I had never heard of Radio until I saw your ad, I have now received \$200 a year from it and am going to my regular job tomorrow. Will you send me more information? I have many friends who would like to know about it."

W. H. HARRIS, Raleigh, N.C.

Make \$5000 in 3 Years

"I don't know how you do it, but I feel myself without a job, but I have now received \$1000 a month from your radio system. I am now a full-time radio operator and I have made over \$5000 in a little over 3 years."

W. H. HARRIS, Raleigh, N.C.

850 to 875 a Week

"The National Radio Institute has sent me a picture of a radio from which I have made \$800 a month. I am now a full-time radio operator and I have made over \$5000 in a little over 3 years."

W. H. HARRIS, Raleigh, N.C.

Get my FREE book of information on the opportunities in Radio. Mail the coupon now. Get the facts about this field with a list of 200 N.R.I. training the you for jobs making, selling, servicing sets, to have your own business; to operate on board ship; to a broadcasting or commercial band station; for television, street Radio and many other branches. My FREE book gives full information on Radio's many opportunities and how you quickly learn at home in spare time. Stop struggling along in a dull job with low pay and no future. Start training now for the five-figure Radio field. I have doubled and tripled salaries of many.

**Many Make \$5, \$10, \$15 a Week Extra Almost at Once**

Find your job. I'll not only train you in a few hours of your spare time a week, but the day you enroll I'll send you instructions which you should master quickly. In about 25 Radio jobs minimum in most every neighborhood, I give you Radio Employment for radio-enthusiasts and making facts that teach you to build and service practically every type of receiving set made. Fred J. Fulmore, 18 Church St., Orange, N. Y. writes: "I have made about \$1200 in a little over two years' spare time Radio work."

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My book has shown hundreds of folks how to make more money and win prizes. It's FREE to any ambitious fellow over 15 years of age. Investigate. Find out what Radio offers! About my children, what others who have taken it by doing and making about my Money Back Agreement, and the many other N.R.I. features. Mail the coupon RIGHT NOW.

J. E. SMITH, Pres.  
National Radio Institute  
Dept. 4E85  
Washington, D. C.

**MAIL NOW for FREE PROOF**

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Dear Mr. Smith:  
Without obligating me, send me your book about spare time and full-time Radio opportunities and how I can learn for them at home. (Please print plainly.)

Name .....Age .....

Address .....

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

# QUESTIONS

## and Answers

# ANS

Will you please answer the following questions about Jack Pearl. Age? How long married? Any children? Nationality? Is Russ Colombo married?—*V. C. McTannan, Endicott, N. Y.*

Ans.—Jack Pearl is Jewish, thirty-eight and has been married for about eleven years. There aren't any children. Russ Colombo is still to be had.

Was it Muriel Wilson who took the part of Mary Lou on the Show Boat before Lanny Ross left for Hollywood.—*Mrs. M. E. G., Denver, Colorado.*

Ans.—Muriel Wilson formerly was Mary Lou but she left the Maxwell House Show Boat some time before Lanny went to the Coast.

What has become of Billie Jones and Earnie Hare? If they are on the air, kindly state when and from what station.—*Mrs. V. Lund, Uta, S. Dakota.*

Ans.—Billie Jones and Earnie Hare are the Tasty Losfers and can be heard every Monday, Wednesday and Friday evening at 8:15 p. m. They broadcast over the WOR network.

I would like to know how tall and what is the weight of Bing Crosby and also who is playing opposite in his new picture, *We're Not Dressing*.—*V. L., Omaha, Nebraska.*

Ans.—Bing is five feet nine inches tall and weighs one hundred and sixty-five pounds. Carole Lombard shares the honors with Bing in *We're Not Dressing*.

Please tell me how old Tiny Ruffner is. Is he married and if so to whom? What programs does he announce and what is his favorite recreation?—*E. Johnson, New York City.*

Ans.—Tiny Ruffner is in his very early thirties and has been married for a number of years. His wife is a former musical comedy star. Tiny announces on the Maxwell House Show Boat and his favorite game is bridge which he plays very well.

Will you please tell me on what day Rudy Vallée was born and where?—*B. M., Long Island.*

Ans.—Rudy Vallée made his entrance in Island Pond, Vermont on July 28, 1901.

How many people take part in the Myrt and Marge sketch? Also, do Myrt and Marge appear in any other radio programs?—*Miss A. A., St. Louis.*

Ans.—Six people appear regularly in the Myrt & Marge sketch. This

is the only program in which Myrt and Marge partake.

What day, year and where was Annette Hanshaw born? What color eyes and hair and how tall is she?—*M. Apperman, Pa.*

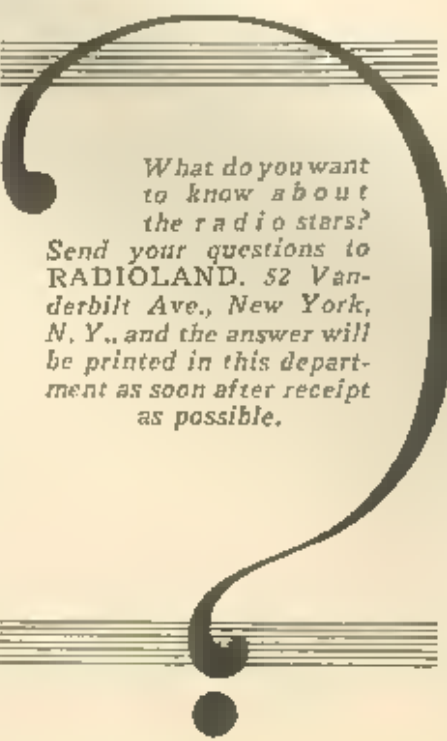
Ans.—Annette was born in New York City on October 18, 1910. She is five feet three inches tall, has blonde hair and lovely violet blue eyes.

Will you please tell me when George Cohan was born?—*F. Howard, Brookline, Mass.*

Ans.—Perhaps, George M. Cohan can attribute his greatness to the fact that he made his first debut on July 4, a great day in American history. The year was 1878.

Will you give me a description of Donald Novis? Namely: weight, height and color of eyes and hair. I would also like to know what he is doing at present.—*T. E., Los Angeles, Calif.*

Ans.—Donald Novis is an attractive young man of twenty-six. He is five feet eight inches, weighs 150 lbs. and has blue eyes and blonde hair. He returns to the air in the featured spot of the Colgate House Party, Saturday nights at 9 over NBC-WEAF.



What do you want to know about the radio stars?

Send your questions to RADIOLAND, 52 Vanderbilt Ave., New York, N. Y., and the answer will be printed in this department as soon after receipt as possible.

Will you kindly answer the two following questions in RADIOLAND? Are Lanny Ross and Mary Lou really sweethearts? Are Billy Batchelor and Janet Freeman of the Wheatsville Program really man and wife?—*P. A. B., W. Sayville, N. Y.*

Ans.—Lanny Ross is a bachelor and Billy Batchelor is married. Their relationships with their leading ladies are purely fictional.

Are Myrt and Marge mother and daughter in real life?—*C. Williams, Albany, Calif.*

Ans.—Yes. Myrtle Vail is the mother of Marge.

Would you kindly tell me how old Eddie Cantor is?—*B. Weeks, Battle Creek, Mich.*

Ans.—Eddie has just reached those dangerous forties. His birthday is January 31.

Will you please let me know the ages of Ozzie Nelson and Harriet Hilliard?—*H. B.*

Ans.—Both Ozzie and Harriet are in their twenties; Ozzie in the high numbers and Harriet in the low.

Please tell me the name of the organ selection used as a theme song in the program *One Man's Family*.—*M. G. D., Old Orchard Beach, Maine.*

Ans.—This charming number is *Destiny Waltz* composed by Baynes.

Who plays Pango on the *Dangerous Paradise* program?—*Kay, Long Island.*

Ans.—This part is played by Allyn Joslyn who also participates in the *Warden Lawes* and *Radio Guild* dramatic sketches.

To settle a wager will you kindly answer the following questions? Is Phil Harris married? If so, does he have any children?—*J. F. R., Los Angeles, Calif.*

Ans.—Phil is married to a very beautiful girl called Marcia Ralston who will be seen in the movies soon. They haven't any children.

Who plays the parts of: Nancy, Bill Davis, Kerry Donovan and David Ellis in the sketch *Just Plain Bill*?—*A. W. Brady.*

Ans.—Ruth Russell is Nancy; Arthur Hughes, Bill Davis; James Meighan, Kerry Donovan and Curtis Arnall, David Ellis.

Would you please print the names of the *Five Spirits of Rhythm*?—*Dick A., Corning, N. Y.*

Ans.—They are Leo Watson, Teddy Bunn, Douglas Daniels, Wilbur Daniels and Virgil Scoggins.



"I'm planning a trip for next week..

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**T**HERE'S a fair question! Let the ticket agent answer in his own words:

"Going to St. Louis? That's more than 700 miles from here. The one-way fare is \$11.50, and you can save 10 percent by taking a round trip ticket. Less than the cost of gas and oil for a small automobile—far less than other travel fares. You know, the dollar has come down to 60 cents, but Greyhound rates are actually less than they were before the revaluation! Now you're getting *double value*.

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"You'll follow highways famous for historic and scenic interest, and you can see everything worthwhile from wide observation windows. Return an entirely different route if you like—for Greyhound serves more optional highways, more transcontinental lines than any other travel system in the world. Your round-trip ticket will allow a long visit at your destination, and you can arrange stop-overs enroute, without any extra cost.

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 CHICAGO, ILL. . . . . 12th and Wabash  
 FORT WORTH, TEX. . . . . 8th & Commerce Sts.  
 CHARLESTON, W. VA. . . . . 601 Virginia St.  
 MINNEAPOLIS, MINN. . . . . 509 6th Ave., N.  
 LEXINGTON, KY. . . . . 801 N. Limestone  
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