RUTH ETTING Says
SMART GIRLS STAY SINGLE
I'm your best friend
I am your Lucky Strike

Luckies

LUCKIES USE ONLY THE CENTER LEAVES
—THE CENTER LEAVES GIVE YOU
THE MILDEST SMOKE.

They Taste Better
A fortune in Luxuries

YET SHE PAYS BUT 25¢ FOR HER TOOTH PASTE

Mrs. Munds finds Listerine Tooth Paste perfect for cleansing and so refreshing that she prefers it to other dentifrices costing much more.

Women of Mrs. Munds’ station in life are perhaps the sternest judges of a product and are the most critical of buyers. Since price is no factor, their choice can be based upon but one thing: The results a product gives.

When Mrs. Munds says of Listerine Tooth Paste—“After trying many kinds of tooth paste I have found real pleasure in using Listerine Tooth Paste. It is so cool and refreshing and has such a pleasant taste”—she expresses the sentiment of more than two million women in every walk of life. On sheer merit alone Listerine Tooth Paste has supplanted older and costlier favorites everywhere.

If you haven’t tried this proud product made by the makers of Listerine, do so now.

See how quickly and thoroughly it cleanses the teeth, attacking tartar, film, and discolorations.

See what a brilliant lustre it imparts to teeth. The precious enamel, unharmed by this gentle dentifrice, seems to gleam and flash with new brilliancy.

Note that wonderful feeling of mouth freshness and invigoration that follows the use of this unusual dentifrice—a clean, fresh feeling that you associate with the use of Listerine itself.

Incidentally, if you have children, it is no task to get them to brush their teeth. They look forward to that refreshed feeling and to this tooth paste’s pleasant flavor.

If you are interested in economy, see how far this tooth paste goes. Get a tube today. Lambert Pharmacal Company, St. Louis, Mo.

The living-room of Mrs. Munds’ New York home with its valuable portrait of Joseph Black by Sir Henry Raeburn.

(Right) Unusual ruby and diamond spray brooch, a valuable family heirloom in Mrs. Munds’ jewel collection.

Mrs. Munds’ Queen Anne highboy, a priceless possession with unusual patine markings.

(Below) The Louis XVI girandoles with their bases of burnished gold and their trappings of 18th century Irish glass.

Reg. 25¢ New Double Size 40¢
PERSONALITIES

Ruth Etting Says—"Smart Girls Stay Single" ................................................................. 12
But She's Been Happily Married for 15 Years
By BEVERLY GRAY

"No! No! A Hundred Times No!" .......................................................... 16
The Romance of Those Amazing Easy Acres
By MARY WATKINS REEVES

Vivienne Segal—Born to Be a Star
Opportunity Keeps Knocking at Her Door
By RUTH ARELL

That Daring Young Man—Walter O'Keefe ......................................................... 20
He Pounded the Man on the Flying Trapeze
By DOROTHY ANN BLANK

The Case of Bing and Rudy ........................................................................ 46
That Eventful Crosby-Vallee Meeting
By BILL VALLEE

Rumors That Almost Wrecked Them ................................................................ 26
Gossip Threatened the Careers of Lanny Ross, Frank Parker, Phillips Lord and Paul Whitman
By MARY JACOBS

A Front Seat at the Biggest Show on Earth ......................................................... 32
Studio Action Photos of Beatrice Lillie, Lanny Ross, Hitz and Dawson, Roxy, and Lawrence Tiptett

SPECIAL FEATURES

Flashes From the News .................................................................................. 6
A Step Forward ................................................................................................. 11
RADIOLAND'S Crossword Puzzle ................................................................. 62

DEPARTMENTS

Summer Makeup and Daintiness ................................................................. 54
By WYNNE MCKAY

On the Care and Feeding of Husbands .......................................................... 56
By GRACE ELLIS

Questions and Answers ............................................................................. 74
(Cover Painting of Countess Albani, NBC singer, by Tempsta Inman)

FEATURES

Rudy Vallee's Music Notebook ................................................................. 14
The Latest Song Hits Analyzed
By RUDY VALLEE

What to Do About Radio Madness ............................................................. 15
An Important Article by a Noted Medical Psychologist
By DR. LOUIS E. BISCH

Hats Off to Spring! ..................................................................................... 18
The Latest in Fashions, Posing by Kathleen Wells and Rosalind Graeme

Just a Gagolo ............................................................................................... 22
The History of the "low Gag"
By NELLIE REVELL

Beauty and the Beach ................................................................................ 27
The New Mode in Bathing Suits

Mike Says ................................................................................................. 28
News and Gossip from Behind the Microphone
By ARTHUR J. KELLAR

The Loudspeaker Speaks Out .................................................................. 34
In Which the Readers and the Critics Get Together

Racketeers of Radio .................................................................................. 36
The Menace of the Radio Chiseler
By SAM BLAKE

The Coming Radio War ............................................................................ 40
You Are Slated to Take Part in It
By PERRITON MAXWELL

The Hill Billy Menace ............................................................................... 48
How the Taste for Mountain Music Got Started
By WELDON MELICK

Breaking Into Radio .................................................................................... 70
The Step-by-Step of How it's Done
By HAROLD S. KAHM

The Radio Review

Bernice Claire ....................................................................................... 23
Mary Davis ......................................................................................... 24
Nelson Eddy .......................................................................................... 24
Gogo Delys ............................................................................................ 25
Irene Beasley ......................................................................................... 25

Published Monthly by Fawcett Publications, Inc., 1100 West Broadway, Louisville, Ky., U. S. A.
Executive and Editorial Offices, 1402 Broadway, New York City

W. H. Fawcett, President
Roscoc Fawcett, Vice President
S. E. Nelson, Treasurer
W. M. Messenger, Secretary

ROSCOE FAWCETT, Editor
LAURENCE REID, Managing Editor
DONALD G. COOLEY, Executive Editor

10 cents a copy in United States and Possessions; $1.50 per year. In Canada 15 cents and $1.75 per year. Inside-by-mail or overseas money order or checks in U. S. funds.

Changes of address must reach us 5 weeks in advance of next issue date, giving both old and new addresses. All manuscripts should be addressed to editorial office of 1402 Broadway, New York City.

Los Angeles, 1184 Main Ave.; San Francisco, 414-426, Rass Block; Minneapolis, 323 South 7th St.; Chicago, 318 N. Michigan Blvd.; Toronto, 1125 Bay St.; Montreal, 764 Peel St.; London, 100, Charlotte Street. Entered as second-class matter, July 12, 1930, at the Post Office at Louisville, Ky., under the Act of March 3, 1917. Copyright 1933. All rights reserved.
ENCHANTING

Radiant Charm for YOU!

For all women who would retain the thrill of youth and grace in mature beauty.

Marchand's Golden Hair Wash is a rare blend of the sunny golden hues and natural luster of real blonde hair. Brunettes insist of lasting highlights, a glorious stenciled to your dark hair to lightens any golden tint of "blondness" you desire. You can get exactly the effect you want at home. But even at home, Marchand's Golden Hair Wash is so simple to use that you can apply it to your own hair and watch your hair slowly change utterly, for new, blonde beauty over a period of weeks or months. Every woman's moneymaker friend will adore your changing brightness, color, and natural beauty beyond measure.

SMOOTH ARMS AND LEGS ADD TO THE CHARM OF YOUR APPEARANCE

Enamored especially, and blonde, why not you? Marchand's Golden Hair Wash is the only formula of its kind, that is safe, dependable, and most effective, resulting in shining or entire repulsive color! Don't remove the "superfluous" hair, but-let it be! You should have. Make your arms and legs smooth and alluring with Marchand's Golden Hair Wash. Your druggist has Marchand's Golden Hair Wash in the new gold and brown package. Start using it now. Time is money.

ASK YOUR DRUGGIST FOR MARCHAND'S TODAY, OR USE COUPON BELOW

CHARLES MARCHAND CO. 251 West 19th Street - NEW YORK CITY

Please let me try for myself the sunny, golden effect of Marchand's Golden Hair Wash. Enclosed 50 cents in stamps, coin, or money orders convenient for a full-sized bottle. Also send me, FREE, trial sample of Marchand's Castile Shampoo.

Name:...........................................
Address:...........................................

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

P.M.-120
I was sallow and sort of logy

Everything I ate seemed to give me gas—I just couldn’t get my system regulated properly. My little boy suffered from constipation, too, and didn’t like the taste of castor oil. His teacher advised me to give him FEEN-A-MINT. He thought it was just nice chewing gum and took it without the usual fuss. It gave him such a prompt and complete movement that I chewed one myself. That was over a year ago and I want to tell you that FEEN-A-MINT has been a welcome friend in relieving constipation. I wouldn’t have any other laxative in the house.

Used by over 15,000,000 people

Our files are full of letters telling what FEEN-A-MINT does for people. Doctors know that FEEN-A-MINT does a more thorough job, and does it gently, because you must chew it—and chewing spreads the laxative evenly through the intestines so that more complete relief comes without straining and gripeing. Try FEEN-A-MINT yourself—you’ll join the 15,000,000 people who are boosters for FEEN-A-MINT—15 and 25¢ at any druggist’s.

Radio Phenomenon

UNQUESTIONABLY the most amazing radio phenomenon of our day is the vast enterprise built up by Father Charles E. Coughlin through his personal persuasiveness and the fire of his economic convictions. A study of the photograph printed at the top of this page is extraordinarily revealing of the dimensions of the movement led by Father Coughlin.

The institution which the radio priest has become—almost, we were tempted to say a third political party—would manifestly have been impossible without radio. The medium of the printed word could not possibly have won as many followers of his doctrines. Certainly the three-sided argument waged by Father Coughlin, Huey Long, and General Johnson established a new peak of interest in a radio debate. We’re looking forward to some pretty warm ether battles around the time of the national elections in 1936!

ZaSu Pitts, she of the twittery and futile voice of movie fame, is considerably put out by the frequency with which her mannerisms have been mimicked by imitators on the radio—particularly by amateurs—and she has issued a warning to the studios that she won’t stand for such goings-on any more. As the lawyers say it’s an “invasion of privacy.”

Beetle Banished

BEETLE, the disembodied heckler whose rasping offstage voice has (ostensibly) been annoying Phil Baker for years, is no more. And a pity it is, too. He was the “different” touch in the Baker program, establishing himself as a trade mark, and perhaps, as the nostrum labels have it, the fans won’t regard the program as genuine without his signature. It was his anonymity which finally got Beetle into trouble. He never got his picture in the papers: nobody asked for his autograph or stared at him in the street. The situation rankled. Beetle emerged from the winter of his discontent and unburdened his heart to—

[Continued on page 8]
TEST the...
PERFOLASTIC GIRDLE
...For 10 Days at Our Expense!

REDUCE YOUR WAIST AND HIPS
3 INCHES IN 10 DAYS OR
...it won't cost you one penny!

WE WANT YOU to try the
Perfola Satic Reducing Garments, Test them for yourself for
10 days absolutely FREE. Then, if
without diet, drugs or exercise, you
have not reduced at least 3 inches
around waist and hips, they will cost
you nothing!

Reduce Quickly, Easily, and Safely!
The massage-like action of these
famous Perfola Satic Reducing Garments, takes the place of months of
tiring exercises. You do nothing,
take no drugs, eat all you wish, yet,
with every move the marvelous
Perfola Satic gently massages away the
surplus fat, stimulating the body once
more into energetic health.

Ventilated ... to Permit the
Skin to Breathe!
And it is so comfortable! The
ventilating perforations allow the
skin pores to breathe normally. The
inner surface of the Perfola Satic is
delightfully soft, satined fabric,
especially designed to wear next to
the body. It does away with all irri-
tation, chafing and discomfort, keep-
ing your body cool and fresh at all
times. There is no sticky, unpleasant
feeling. A special adjustable back al-
 lows for perfect fit as inches disappear.

Don't Wait Any Longer... Act Today!
You can prove to yourself quickly and
definitely whether or not this very effici-
cent girdle and brassiere will reduce your
waist, hips and diaphragm. You do not
need to risk one penny... try them for
10 days... then send them back if you
are not completely astonished at the won-
derful results.

JUNE, 1935
The late Mr. Bell's concern, but company officials earnestly deprecate any such assumption. Very few nickels roll into their coffers, they explain, for most of the incoming calls are placed by subscribers who are entitled to a minimum number of calls per month as part of their service charge. Be this as it may, there's something heartening to watch 200 nimble-fingered young women registering votes quicker than you can say "Major Bowes!"—all to the fantastic end that a yodeler or a man who extracts tenderest music from a saw may have his chance at fame.

** More Trade Names **

THE May issue of Radio Land, you may remember, carried an article by gagman David Freedman explaining his methods of writing shows for such comedians as George Givot, Black and Sally, and others. He supplied definitions used by jokesmiths to designate the various types of laugh provokers. Among these was the "shum ma shum," or sophisticated Park Avenue gag: and the "hup cha da hup cha," or the abdominal guffaw.

Now comes Capt. Jean V. Gronbach, writer and producer of Willard Robin's Deep River program, and the man who brought Max Baer to the air, with a few additional definitions in common use by the gag trade.
From him we learn that a "technocrat" is a great gag which cannot be fitted into the script. A "dragola" is an off-color joke dragged into the script by comedians who can't forego the temptation even though they are well aware that the sponsor will drag the gags right out again before the show hits the air. A "boilfarrow" is a powerful gag sure to evoke an enthusiastic response, while a "weakie" is exactly the opposite. Finally, "dynamite" is any sort of material which is sure-fire.

Carter on the Spot

OAKE CARTER, who hits out two-handed, regardless of how many brass hats his blows may dislodge, has recently been the center of a strange mixture of intrigue and political gangsterism which made him front-page news in the Washington papers.

Carter fans are perfectly well aware of the campaign he has been waging for the establishment of a separate aviation branch of national defense. His barbed shafts, directed at "swivel-chair aviators" and "desk aviators" in the army and navy, evidently penetrated some sensitive spots.

RARE PHOTO OF THE AMOS AND ANDY FAMILIES TOGETHER. CHARLES CORRELL (ANDY) AND FREEMAN GOSDEN (AMOS) STAND BEHIND THEIR RESPECTIVE WIVES, ON VACATION AT PALM SPRINGS, CALIFORNIA'S POPULAR DESERT RESORT.

Greek bearing gifts (strictly dialectal in nature) have so firmly entrenched themselves in the favor of radio comedy fans that the statisticians must regard them as a major trend. The influx of the Hellenic accent has become so widespread that the Greek now takes its place with the Dutch and the Hebrew as the most-used dialect for comedy purposes. George Givot and Parkyakaras, top this new field—making faces at each other, in a perfectly gentlemanly way, of course. It seems there is some professional jealousy as to who was first in this Greek business, anyway. At times we nearly toss up our hands about it all and turn to good old Aristotle.

"HERE I sit alone, evening after evening, reading or listening to the radio. What's the matter with me? Why don't men take me out? I'm not so hard to look at — and I love a good time!"

Poor girl! How surprised and chagrined she would be if she knew why she is left at home alone.

You can't blame people for avoiding the girl or woman who is careless about underarm perspiration odor. It's too unpleasant to tolerate in anyone, no matter how attractive she may otherwise be.

There's really no excuse for it when Mum makes it so easy to keep the underarms fresh, free from every trace of odor.

Just a minute is all you need to use Mum. Then you're safe for the whole day.

Use it any time — after dressing, as well as before. It's harmless to clothing. It's soothing to the skin, too — so soothing you can use it right after shaving your underarms.

Depend upon Mum to prevent all unpleasant perspiration odor, without preventing perspiration itself. Then no one will ever have this reason to avoid you! Bristol-Myers, Inc., 78 West St., New York.
See

HOLLYWOOD

Visit Hollywood as an honored guest! Meet and talk with the stars. See pictures actually being made! You can if you join RADIOLAND Magazine's two-weeks Western trip! As guests of RADIOLAND Magazine, you see and do things no ordinary traveler could hope for.

A special train leaves Chicago August 4th, returning August 18th. Every minute of the time is fun—dinner dances, bridge games, sight-seeing. We visit Seattle, Victoria, Los Angeles—then Hollywood, with the Royal Gorge, Colorado Springs and Pike's Peak on the return trip. The cost of this all-expense trip is amazingly low. Write now for full details.

Orange Grove

G. W. Rood, Monhore, S. J. Oxman, Burlington, Nebraska, 7500 Jack OR Route, 179 West Jackson Blvd., Chicago, Ill.

Please send free literature about your Western tour.

Name.
Address.
City.
State.

RADIOLAND

Flashes from the News

[Continued from page 9]

Maestro Leon Belasco announced his engagement to Julie Bruner, stage actress, at a cocktail party at the Stork Club. Left to right, we have Vi Bradley, Jack Pearl, Leon Belasco, Miss Bruner, and George Givot.

tive skins and caused the owners thereof to seek out a method of silencing the fighting commentator.

By devious means it was allegedly discovered that Carter was not a citizen, and efforts to deport him were got underway. As it happens, Boake took out his papers two years ago, so this effort was abortive. The next move was a kidnap threat in which Boake tried to communicate with the writers of several exortion notes, but failed to contact them. The whole episode won considerable front-page prominence in the capital's papers. But to date Boake has pursued his way with characteristic vigor, letting the chips fall where they may.

**\*\*

Vacation Time

The summer exodus of radio shows will probably occur with diminished vigor this season, thanks to a changed set of circumstances. Sponsors are frankly fearful that if they relinquish their choice hours during the slack summer season, they will be unable to regain them in the fall. There are more sponsors clamoring for evening program hours than there are hours available, which makes the sales task an easy one for the business departments of the networks.

It also makes the broadcasters a little more discriminating about the type of programs they will accept.

The March of Time, having established a precedent by presenting a modification of its radio program upon the screen in newsmag form, is learning that the formula is a reversible one. Pathe, one of the leading producers of movie newsmag, has laid plans to broadcast its product over the air. Their method will be to use the regular newsmag sound tracks, taken at the scene of the news event, to send out over the air. Because of a rigid rule forbidding the use of "canned" material of any sort, the two major networks have turned down this novel program, but independent stations are not so critical. The program, under the direction of one of the largest radio advertising agencies, is now being broadcast over stations of the mutual network.

Jack Smart ("Cousin Willoughby" and others on Fred Allen's show) won a prize of a beautiful doll at the Lamb's Gambol.
BEGINNING with the July issue, RADIOLAND takes a step forward by enlarging its field of interest. In addition to its forceful articles on the glamorous world behind the microphone, its pictures of stars who are daily welcomed into your home through the loudspeaker, its intimate, exclusive presentation of news and stories on radio personalities, the magazine will publish stories from the pens of men and women who have lived romantic stories. In keeping with this forward step, the title of the magazine will become ROMANTIC STORIES Combined with RADIOLAND.

During the past two years RADIOLAND has won a loyal and discriminating audience through its vigorous word pictures of the fascinating world of radio—a world which has become a part of practically every American home, as a source of entertainment and culture. The same fresh and authoritative type of articles will appear in the enlarged magazine, as well as a fascinating type of romantic narrative. There will be no increase in price—ROMANTIC STORIES Combined with RADIOLAND will still come to you for 10 cents at any news stand. Watch for the magazine in its new and sprightly dress, beginning with the next, the July, issue!
“Smart Girls stay Single. It’s the only sensible thing to do.”—so says Ruth Etting, who didn’t stay single and isn’t sorry about it at all. But when she discusses marriage as related to radio fame, she knows what she is talking about.

By BEVERLY GRAY

And that, so help me, from a smart girl who didn’t stay single and isn’t sorry about it at all! Every song she sings on the College Prom broadcasts Thursdays at 7:45 p.m. over NBC, she sings to an attractive brunette man she loves.

For fifteen years now, Ruth’s private life has been lived in the capacity of Mrs. Schneider. And when Colonel Schneider slipped his mother’s wedding ring on Ruth’s fourth finger and promised it wouldn’t put an end to her ambitions, she was a sixteen-year-old dancer in a Chicago night club. Came then, to a strictly marital accompaniment, recordings, musical comedy, the networks, talkies. With the slender gold band a help instead of a hindrance. Until, for a long time now, La Etting has mixed romance with radio to complete the makings and breakings of scores of radio, theater and movie marriages.

But sit next to Miss Important at a dinner or cocktail party and that’s a different matter. You’ve a chance to be a personality then. You’ve a chance to make and leave a social impression on that person which will be infinitely more valuable to you than almost anything else that could happen. The next time an air spot arises which you might fill you’re apt to be remembered by that person and given an opportunity.

And getting to that dinner or cocktail party is where your husband comes in. It’s plainly understandable, and to be expected, that single girls should just simply be asked more places than married ones. They date a lot, they’re seen about, they’re available fill-ins to even up a radio host’s or hostess’ extra male guests.

And whether those reasons are very flattering or not they are, nevertheless, the usual ones whereby Miss Unknown takes her first social radio steps. She’s more accessible than a Mrs. Unknown could ever be, for it isn’t exactly Emily Post to invite a married woman to a function and not invite her husband. Not that her husband wouldn’t be as charming a guest as herself, but simply that he’d be totally unknown and something of an outsider to the closed clique of Radio Row.

Whereby, states Ruth Etting, in the beginning the girl with air ambitions is apt to find a husband a handicap instead of an asset.

The chances are ten to one you’ll lose your husband if you do get your start in radio.

For he’s a rare man who is willing to play second fiddle to his wife’s career. Ruth Etting knows plenty about that too, since her fifteen years of professional life have intimately witnessed the makings and breakings of scores of radio, theater and movie marriages.

Even if you are very terribly in love, even if you’re sure you can manage the dynamic combination of career-plus-home-life, you’d be wise to contemplate, if only for your husband’s sake, the heavy percentage of those who have found it wouldn’t work. Despite their noble efforts and often their more noble sacrifices.

Holding your own on the air (Continued on page 72)
WHAT TO DO ABOUT 'RADIO MADNESS'—

Perhaps you don't know there is such a disease as radio madness—but Dr. Bisch, leading New York medical psychologist, explains what it is and gives you valuable pointers on getting the most out of your radio set

By DR. LOUIS E. BISCH

Frankly, I had to admit that radio madness was a new one on me.

"But why not take the radio away from her?" I inquired. "Surely you could exercise a much stronger influence!"

Which suggestion was exactly what the father wanted me to say, while the mother, fearful lest her child might become more nervous if force were exercised, admitted that the desire for settlement of this question had really precipitated their visit to my office.

It turned out subsequently, of course, that said young lady was no more mad than I and that her nervousness was not caused by too much radio but rather that she overdosed the radio because she was nervous. After curing her of her nervous state, I was quite naturally to use her radio in sensible amounts after that.

NEVERTHELESS, that cases do exist, especially among women, in which the cause for the neurotic make-up which is responsible for their restlessness, dissatisfaction, and general emotional instability. In addition, however, thousands also exist who are not neurotic yet who do not get the best out of their radios simply because they, too, overdosed.

Shall I call these people the careless ones or the indifferent ones? Why not the deaf ones? In designating this class of persons as deaf I do

CONTARY to all the tenets of showmanship, I invariably begin this discussion and analysis of popular songs of the day with the climax in the popular song field instead of beginning with what the publishers call the "dogs"—i.e., the worst of the crop.

Gordon and Revel have done it again! This time, though, they've added a new dimension to the familiar, and wrote by Gordon . . . Here Comes Cookie, and My Heart Is An Open Book.

Cookie has all the swing, lilt and freshness of Love Is Just Around The Corner, though the latter was written by two other individuals. Who sings it in the picture I do not know; how it is presented again I know not. But it is a bright, delightful and breezy composition.

My Heart Is An Open Book is one of the loveliest of tony love songs written in a long time. It is Mack Gordon at his "typicalist," and the phrase, "I've nothing up my sleeve, only an arm to caress you with, " is so typical of Mack Gordon that it will achieve a definite popularity as a popular waltz is expected to.

It turned out subsequently, of course, that said young lady was no more mad than I and that her nervousness was not caused by too much radio but rather that she overdosed the radio because she was nervous. After curing her of her nervous state, I was quite naturally to use her radio in sensible amounts after that.

NEVERTHELESS, that cases do exist, especially among women, in which the cause for the neurotic make-up which is responsible for their restlessness, dissatisfaction, and general emotional instability. In addition, however, thousands also exist who are not neurotic yet who do not get the best out of their radios simply because they, too, overdosed.

Shall I call these people the careless ones or the indifferent ones? Why not the deaf ones? In designating this class of persons as deaf I do

Frankly, I had to admit that radio madness was a new one on me.

"But why not take the radio away from her?" I inquired. "Surely you could exercise a much stronger influence!"

Which suggestion was exactly what the father wanted me to say, while the mother, fearful lest her child might become more nervous if force were exercised, admitted that the desire for settlement of this question had really precipitated their visit to my office.

It turned out subsequently, of course, that said young lady was no more mad than I and that her nervousness was not caused by too much radio but rather that she overdosed the radio because she was nervous. After curing her of her nervous state, I was quite naturally to use her radio in sensible amounts after that.

NEVERTHELESS, that cases do exist, especially among women, in which the cause for the neurotic make-up which is responsible for their restlessness, dissatisfaction, and general emotional instability. In addition, however, thousands also exist who are not neurotic yet who do not get the best out of their radios simply because they, too, overdosed.

Shall I call these people the careless ones or the indifferent ones? Why not the deaf ones? In designating this class of persons as deaf I do

Frankly, I had to admit that radio madness was a new one on me.

"But why not take the radio away from her?" I inquired. "Surely you could exercise a much stronger influence!"

Which suggestion was exactly what the father wanted me to say, while the mother, fearful lest her child might become more nervous if force were exercised, admitted that the desire for settlement of this question had really precipitated their visit to my office.

It turned out subsequently, of course, that said young lady was no more mad than I and that her nervousness was not caused by too much radio but rather that she overdosed the radio because she was nervous. After curing her of her nervous state, I was quite naturally to use her radio in sensible amounts after that.
"No! No! a Hundred"

By MARY WATKINS REEVES

If a yellow slice of June moons had stayed behind a clod just five minutes longer on a certain midnight in 1928, you'd never have heard that gay and completely charming story called Easy Aces.

Yellow slices of June moons didn't have a way of boosting a fellow's nerve. Goodman Ace would never have kissed that blonde.

But if he hadn't kissed that blonde she wouldn't have slapped his face the way she did.

And if she hadn't slapped his face... Well, that was the last straw for that young man. The damned, craziest love story you ever read started then and there. Because one smarting sock on the cheek was all the topdest, craziest love story you ever read started then and there.

The only trouble was that she didn't have much regard for the robust, prankish kid who sat across the aisle and spent most of his time watching her instead of the blackboard. She was the teacher's pet and she made the honor roll every month, and those two jobs didn't leave a loophole for puppy love in her young life. No sir, she was prissy as well as pretty; she didn't even like boys, she told him emphatically one day.

So he had to make his move against the school and said nothing.

And just as naturally, you'd think, she would have told him she'd love to go with him and they would have danced together and had a ball until romance blossomed.

But not Jane. High school had done things for her in a big way. Teachers' pets and honor rolls lost their interest as soon as she discovered that canyon-colored curls and big brown eyes were meant for more exciting things than books. She took to cosmetics instead of Caesar and afternoon dates instead of the theater, for the first time in her young life. No sir, she was swell even if she didn't even like boys.

Jane would be sorry. When he got it. Plenty. She had so many dates you couldn't get near her. The closest Goodman ever got was to board the same streetcar she did after school, or maneuver a few brief cuts-ins at a dance. And blindly adoring, he still thought she was swell even if she did treat him like dirt. That gal, that snaky, snooty gal, he guessed, had always just sort of gotten under his skin. And some day, some day, so help him, he'd win her!

She got it. Plenty. She had so many dates you couldn't get near her. The closest Goodman ever got was to board the same streetcar she did after school, or maneuver a few brief cuts-ins at a dance. And blindly adoring, he still thought she was swell even if she did treat him like dirt. That gal, that snaky, snooty gal, he guessed, had always just sort of gotten under his skin. And some day, some day, so help him, he'd win her!

So he worshipped from afar and said plenty—asking her for dates. And it didn't do him a speck of good. But he kept it up anyway, for four years.

After they graduated, Goodman entered the journalism school of Kansas City Junior College, and Jane continued her career of sentimental manslaughter.

But not Jane. High school had done things for her in a big way. Teachers' pets and honor rolls lost their interest as soon as she discovered that canyon-colored curls and big brown eyes were meant for more exciting things than books. She took to cosmetics instead of Caesar and afternoon dates instead of the theater, for the first time in her young life. No sir, she was swell even if she didn't even like boys.

Jane would be sorry. When he got it. Plenty. She had so many dates you couldn't get near her. The closest Goodman ever got was to board the same streetcar she did after school, or maneuver a few brief cuts-ins at a dance. And blindly adoring, he still thought she was swell even if she did treat him like dirt. That gal, that snaky, snooty gal, he guessed, had always just sort of gotten under his skin. And some day, some day, so help him, he'd win her!

So he worshipped from afar and said plenty—asking her for dates. And it didn't do him a speck of good. But he kept it up anyway, for four years.

After they graduated, Goodman entered the journalism school of Kansas City Junior College, and Jane continued her career of sentimental manslaughter. And Goody was still crazy about her and couldn't do anything about it. And Jane had so many other beau's to think about she didn't care whether he could do anything about it or not. And something had to be done about that!

So Goody hit on the bright idea of courting Jane's younger sister who didn't charm him so completely as his heart's desire, but who might serve a very useful purpose. Perhaps Jane would get jealous, he figured; and if she didn't do that, he'd at least have a lot of chances of changing her at home. So regularly, three nights a week, he'd go over to help her sister with her lessons. They were, says Goodman, the only lessons he ever did. But they didn't do him much good. For nine times out of ten Jane would slip out of the house with another Romeo five minutes after he got there and leave him holding a history book in one hand and the kid sister's palm in the other.

After a while he landed a job as a reporter for the Kansas City Journal-Post. Night work, most of it, which sort of took the blithe little blonde off his mind. Furthermore, he liked the idea of writing for a newspaper. He'd work so hard, he decided, that he'd be famous some day; and then Jane would be sorry. When he was rich and a Winchell or something and married to a beautiful movie star, maybe.

For a long time he was so much the young-man-getting-ahead-in-the-world that he didn't even bother to see her. For three years, in fact. Until one day, one balmy spring afternoon when a young man's fantasies are apt to turn hand-springs, his boss handed him two passes to an Al Jolson show that night. And he called Jane and asked her to go with him. And solely because it was Jolson, none of her other suitors had asked to take her, she accepted. Walking home from the theater, for the first time in his life, Goody made a little headway with the girl.

Not that she fell for him, or was even extra sweet to him or anything like that. She simply told him the evening had been fun and she'd consider giving him another date sometime.

The dates she did have, with much considering, give him during the next six months were all the encouragement he needed. Before very long he was proposing regularly, about five times a month.

They laughed, telling me about it. About the crazy places he picked to pop the

[Continued on page 71]
HATS off to SPRING

Whether it's a dashing sailor creation or an off-the-face model, the new mode in headgear is a jaunty salute to spring.

VIVIENNE SEGAL—Born to be a Star

When she couldn’t get the star rôle in a Shubert production at the age of fifteen, Vivienne Segal turned down a chorus part with scorn—and two months later this favorite child of Lady Luck was offered the very rôle that had been refused her because of her inexperience.

By RUTH ARELL

TO SOME folks, opportunity comes but once in a lifetime. If they’re at home when the summons arrives, all well and good. They’ll probably find their way in the sun. Rarely, however, does it come continually banging at the same door—again and again—offering new, bigger and better things. But when it does, you can be sure that that fortunate one is indeed Lady Luck’s favorite child. Such a person is Vivienne Segal, who has been given stardom in the theatre, the movies, and on the radio. And if you had the opportunity to talk to her and study her as I did, you’d know in a minute that she was just “born to be.” For you can almost see the stardust in the eyes of this singing star of Abe Lyman’s alluring radio programs.

First, let me tell you about her entrance into the theatre. Believe it or not, she got her first critical notice in a school show at the age of eight, and at fifteen she was a full-fledged prima donna, starring in a Broadway production. Here’s how it happened.

Vivienne received her early vocal training in Philadelphia, where she was born. When she was eight and attending a well-known private school, she organized a dramatic club among her classmates. Under the coaching of a teacher, they gave a performance of A Midsummer Night’s Dream, to which came dramatic critics from the city’s leading papers. Vivienne played the part of Puck. The whole show was praised, but she was the only one mentioned by name in the reviews, for about her performance the critic wrote that “the role fitted her better than her tights.”

IMMEDIATELY she had dreams of becoming a famous actress. In this she was secretly encouraged by her mother who, as a young girl, had also wanted to go on the stage. Her father, on the other hand, a conservative doctor who was well-known as a specialist in children’s diseases, disapproved of a career in the theatre. Yes, he wanted her to take piano lessons and to cultivate her voice, but these talents were to be used to increase her popularity as a society girl when she grew up.

Vivienne studied diligently. But not with her father’s idea in mind. Privately she had decided that making a debut and winning on the stage were at home when the summons arrives, well and good. They’ll probably find their way in the sun. Rarely, however, does it come continually banging at the same door—again and again—offering new, bigger and better things. But when it does, you can be sure that that fortunate one is indeed Lady Luck’s favorite child. Such a person is Vivienne Segal, who has been given stardom in the theatre, the movies, and on the radio. And if you had the opportunity to talk to her and study her as I did, you’d know in a minute that she was just “born to be.” For you can almost see the stardust in the eyes of this singing star of Abe Lyman’s alluring radio programs.

First, let me tell you about her entrance into the theatre. Believe it or not, she got her first critical notice in a school show at the age of eight, and at fifteen she was a full-fledged prima donna, starring in a Broadway production. Here’s how it happened.

Vivienne received her early vocal training in Philadelphia, where she was born. When she was eight and attending a well-known private school, she organized a dramatic club among her classmates. Under the coaching of a teacher, they gave a performance of A Midsummer Night’s Dream, to which came dramatic critics from the city’s leading papers. Vivienne played the part of Puck. The whole show was praised, but she was the only one mentioned by name in the reviews, for about her performance the critic wrote that “the role fitted her better than her tights.”

IMMEDIATELY she had dreams of becoming a famous actress. In this she was secretly encouraged by her mother who, as a young girl, had also wanted to go on the stage. Her father,
That Daring Young Man

His most daring stunt—although he didn’t know at the time—was to resurrect and popularize “The Daring Young Man on the Flying Trapeze.” His friends call him a city slicker who has been metamorphosed into a Broadway hillbilly.

By DOROTHY ANN BLANK

O’KEEFE was smooth, his clothes immaculate. And he didn’t act tired. He has the look of a nervousness of a called spring. There is no room for languor in him . . . But let’s get back to the story of the metamorphosis of a city slicker into a hillbilly.

THAT type of vocalizing has always fascinated me,” he said, and there was no twang in his voice, but a new trace of a brogue. “One day—in 1916, I believe, when I was about sixteen—I followed a group of singing evangelists all over town. It bewitched me, the way they sang. They had that gnosiveness in their voices—you know, like this.” (We wish we could reproduce that sound for you, but it’s impossible.)

Get Walter to do it for you sometime.)

“They sang ‘Brighten the Corner Where You Are,’ and things like that, and it was exciting to find out where they sang it, and I followed them around until I got it. That was just before I went to Notre Dame. I had to sing for fun at school and ever since I’ve been doing it at parties, and at home. I even wrote some songs of that vintage, for my own amusement. But so far as I was concerned, it was just a parlor trick. I never expected to do it professionally. And then one day I came across—”

“The Man on the Flying Trapeze!” we exclaimed brightly.

Walter put his hand in front of his eyes in a gesture of mock despair.

“You too,” he said sadly, “Promise you won’t ask me to sing it. I can’t get away from that, you see. Mr. Blake here, and I moved recently, to escape That Man. We used to live in the Fifties. Things were comparatively pleasant until Rudy Vallee started singing long after I introduced it. Suddenly Trapeze became a Ford—you know, one of those spots you see before your eyes all the time? They started singing spectaculars in the speaking. It drove me mad. In fact, it drove us both mad.

So we moved up to 96th Street. We took a lovely eleven-room apartment, in place of the four-room flat we’d been living in. The first morning we were awakened at four by the milkman singing—you know. I can’t say it . . . . A little later, it was a fruit peddler, then a couple of street singers beneath our window. And now it’s worse than ever, because we have eleven rooms. Did you ever try going mad in eleven rooms?”

WALTER O’KEEFE, had he never encountered the daring young man who made a hillbilly out of him, might have been several things. He might have been a priest, for one thing. He might have been a real estate salesman; in fact, he was that. Once. He has been soda jerker, bartender, liberal, coal salesman and columnist, and all of them well enough to get by—but not long, he says.

But the thing he wanted was to go West to Notre Dame. It was his intention to work his way through school: but first he must find a place to live. He went on a critical tour of inspection: all so much deliberation he chose a house he liked the look of. It happened to belong to Knute Rockne. Although Walter was not over a football possibility, he lived with the Rockne a year.

Within a few short weeks he arrived in South Bend, Indiana, and was registered at the university of his choice. It was his intention to work his way through school: but first he must find a place to live. He went on a critical tour of inspection: all so much deliberation he chose a house he liked the look of. It happened to belong to Knute Rockne.

Walter O’Keefe claims to be the only Broadway Hillbilly with a dress shirt . . . he went mad in eleven rooms.

From home . . . But Walter wanted to go to Notre Dame. It was his intention to work his way through school: but first he must find a place to live. He went on a critical tour of inspection: all so much deliberation he chose a house he liked the look of. It happened to belong to Knute Rockne.

A T COLLEGE he did everything from running a newspaper to working in the botanical laboratory. He was an excellent student, and stuck his engaing grin into almost every activity on the campus. With such contemporaries as Charles Butteworth and East and Danke, radio’s “Sisters of the Skillet,” he contributed to school dramatics. He worked sixteen hours a day and threw on seven. Then came the War: suddenly America was in, and O’Keefe decided he must be in it also. He was at home on vacation at the time; all Notre Dame went and shouted and waved flags at the depot when he left, as he announced, to join the Marines. The band played. Everybody, including Walter himself, had forgotten the fact that he was just seventeen. Of course they turned him down flat. He rushed out, bought all the Hartford papers, rushed back and spread them out before the recruiting sergeant.
You hear a lot these days about how radio comics have changed their style of delivery by going in for "situation" comedy. Instead of the stooge asking the question and the comedian immediately making the snappy reply, they build up a sally into a scenario. The crack (wise or otherwise) comes as the climax to the conceit.

To illustrate, let's suppose this scene between Ed Wynn and Graham McNamee:

Wynn makes his entrance grotesquely garbed in his conception of what a well-dressed man would wear at a wedding. McNamee, when he gets through chuckling and the laughter of the studio audience has subsided, asks:

"Why, Chief, wherever in the world have you been in that get-up?"

"I've been to a wedding, Graham," explains Wynn.

"Well, well," comes from Graham, "so you've been to a wedding. Chief. And what did you give the bride for a present?"

"I gave her a barrel of wheat flour and a barrel of rye flour," Wynn tells him.

"What a ridiculous wedding gift!" exclaims McNamee.

"What was the big idea giving her two barrels of flour?"

"Why, Graham, I wanted to say it with flours," gurgles the Fire Chief.

That's a situation gag.

If Wynn had merely said: "Well, Graham, I've been to a wedding and gave the bride a present; I gave her a barrel of wheat flour and a barrel of rye flour because I wanted to say it with flours," it would have been just a plain gag and it wouldn't have been so funny. The building up process made it better.

This method of arriving at the point of a joke isn't new, however. It's no more new than the joke itself. It is merely relating an anecdote just as an after-dinner speaker does when he starts out, "Once there were two Irishmen named Mike and Pat." The only difference is that the man springing the gag tells it to a companion who helps reach the denouement by apt inquiries and observations.

It is still just a gagolo, or a low gag, if you prefer to put it that way.

AND MASTERS OF SITUATION COMEDY ON THE AIR LIKE EDIE CANTOR, FRED ALLEN, JACK PEARL, JACK BENNY, PHIL BAKER, ED WYNN

That's Nellie Revell's amusing description of what you and I would call a "low gag." But it's just that sort of gag, transformed into "situation comedy," which has maintained the popularity of radio's funny men and which will apparently enable them to pun on forever, to the fans' delight.

By Nellie Revell

SITUATION GAG

Ed Wynn makes his entrance grotesquely garbed, convulsing Graham McNamee with laughter.

"Why, Chief, wherever in the world have you been in that get-up?"

"I've been to a wedding, Graham," says Wynn.

"A wedding. Well, well! What did you give the bride for a present?"

"I gave her a barrel of wheat flour and a barrel of rye flour," chuckles Wynn.

"What was the big idea giving her two barrels of flour?"

"Why, Graham, I wanted to say it with flours," quips the Fire Chief.

ORDINARY GAG

"Well, Graham," says Wynn, "I've been to a wedding and gave the bride a present; I gave her a barrel of wheat flour and a barrel of rye flour because I wanted to say it with flours."
You know her better as Mrs. Jack Dempsey. A busy wife and mother, she is regarded as one of New York's best-dressed women, and recently found time to inaugurate a radio career with an appearance on Ben Bernie's program.
NELSON EDDY
Long a reigning favorite with the radio fans as singing star of the Firestone concerts, Nelson Eddy now flashes to the very pinnacle of movie fame as the romantic hero of the musical picture, "Naughty Marietta."

MARY DAVIS
Hats off to this charming vocalist whose voice lends a touch of springtime and youth to Enrich Light's music. And why shouldn't it—for she's just the type of girl you imagine as sweet sixteen in a gingham dress.

IRENE BEASLEY
No newcomer to the air, Irene has been steadily forging ahead in popularity and is now recognized as one of the First Ladies of Radio. She hails from way down South in Dixie.

GOGO DELYS
She's a bright spot on the new Lucky Strike program, where Lennie Hayton's orchestra also comes into new prominence, and an old favorite with Phil Baker's Friday evening show.
Gossip, innuendo, insinuations—these are hazards which constantly threaten the stars behind the mike.

By Mary Jacobs

Gossip—vicious, untrue, feeding on human gullibility, on thoughtlessness. It can ruin your life, besmirch your reputation, break up your home. On its dangerous rocks many radio careers have been smashed; and some stars have just barely managed to save themselves from the slimy effects of scandalmongers' stories.

Like a bombshell, without warning of any kind, base rumors may descend upon you, may tear down in a short time what his taken you years to build.

Frank Parker, the gypsy tenor, just barely escaped this fate. Last spring he awoke one morning to find that a man whom we shall call Mr. X had launched a $50,000 suit against Frank Parker in 1924; had come home; and again left him for the handsome tenor in 1934.

You can imagine the furor on radio row when these accusations burst upon Frank's fans. They had always considered young Mr. Parker their idol, the kind of upstanding, decent, moral young man anyone could be proud of. Here's their chance to learn the other side of the story, Frank's side.

"I first met Mr. X when we both were in the chorus of No Other Girl, which was on tour. Naturally, we all spent a good deal of time together, in a spirit of friendly camaraderie. But we were just friends.

"When the show broke up, each of us went his own way. If Mrs. X's husband believed I had stolen his wife's love, why didn't he bring suit in 1926? Or 1931? Why did he wait till 1934?"

"I didn't hear from Mrs. X till 1931, when she besieged me with a series of phone calls and notes, telling me how unhappy she was with her husband. Finally she begged me to see her for old times' sake, and I did. I listened sympathetically while she told me of her troubles. I haven't seen her since 1931."

Three years later, after Frank had forgotten all about the existence of this ex-show girl, the $50,000 alienation suit was slapped on him.

Parker is not the only radio star to suffer from insinuation and rumor. Lawrence Tibbett, Seth Parker, Mildred Bailey, Paul Whiteman and Lanny Ross have all felt its dread touch. And only managed by the skin of their teeth to shake themselves free.

Let's take the case of Lanny Ross. Lanny Ross has been built up as a romantic figure, every girl's ideal sweetheart, a very eligible young bachelor. All the tender (Continued on page 60)

Gossip spread vicious rumors of "wild parties" abroad the Seth Parker. Above, an actual party: Antonio C. Gonzalez, American minister; Dr. Ramonio Arista, president of Panama, and Phillips Lord, their host.

Lawrence Tibbett, below, "last his voice"—according to a rumor which plagued him for months.

Lanny Ross and Muriel Wilson. Unfounded rumors said that Lanny is married and a father.

Anne Darling, Universal pictures star, selects a Jantzen suit for beach wear. The woven belt, continuing around the neck and caught up in the back in a fetching bow, adds a piquant touch of color in the 1935 mode.

Irene Ware chooses a Bando-Wikie suit by Gunner and Mattern. The woven anchor hounds and the waffle-weave trunks are distinctive. The rope weave of the belt and neck strap imparts a nautical note.

Beauty and the Beach...
Rise Of The Stooge

WONDER what would happen to radio comics if their stooges organized a union and suddenly walked out on them for higher wages, or something? It's a cinch many of them would be left hanging in the air high and dry.

A comedian without a stooge is as rare as a horse without his horse and rider. The rest are just getting by as emcees, or radio comics if their stooges or—though he has been seen too often in this connection—on the air. Replacing is Major Edward Bowes', broadcasting bug bit him ...

Victory For Cantor

CHALK up another victory for Eddie Cantor, the pet pree of the New York City radio receivers. His erstwhile employers, Chase and Sanborn, found him too big an attraction to buck with their opera in English, and that ambitious program has faded from the air. Replacing is Major Edward Bowes' amateur hour, moved over to the NBC networks in time to WNEW, New York's independent station where it originated. The Chase and Sanborn Opera Guild, with Dennis Taylor as narrator and arranger, a fine orchestra conducted by Maestro Wilfred Pellier of the Metropolitan Opera, a chorus of forty and distinguished guest singers, costs $6,500 per broadcast to produce. It attracted and held a large audience until Cantor appeared as opposition on Columbia for Pepe. Then Listeners dwindled so rapidly the sponsors scurried about for a program with wider appeal. The Bowes amateur show, deemed the most entertaining of such exhibitions because of the personality of the paternal Major, costs $3,500 per week to operate—C. & S., thus saving $3,000 a broadcast, as well as getting a program attractive to a larger audience.

Miscellany

WILLIE Morick, the girl singer with the mannish looks, named the Palomino program, was christened William by her parents. She was dull as a doorknob, but at 16, work was bringing a boy ... Don Al- vare, the Columbia Pioneer, was a company engineer in Mexico when the broadcasting bug bit him. ... The Voice Of Romance on NBC is Maurice Abrams, a comedian without a stooge is as rare as a horse without his horse and rider. The rest are just getting by as emcees, or radio comics if their stooges or—though he has been seen too often in this connection—on the air. Replacing is Major Edward Bowes', broadcasting bug bit him ...

The Voice Of Romance on NBC is Maurice Abrams, a comedian without a stooge is as rare as a horse without his horse and rider. The rest are just getting by as emcees, or radio comics if their stooges or—though he has been seen too often in this connection—on the air. Replacing is Major Edward Bowes', broadcasting bug bit him ...

The Voice Of Romance on NBC is Maurice Abrams,
The sponsors of The Gumps had a problem to solve which had embarrassed Solomon. A stack of 5,000 letters, each containing a dime, sent in accordance with an offer made on the air, was stolen from their safe. Announcement was made of the theft and of the desire of the advertiser to make good if the dime-contributors would just drop a post card with their name and address. In response, over 12,000 solemnly attested they had sent the 5,000 letters. Acting on the theory the customer is always right, the 12,000 claims were recognized.

Fast One By A Bandsman

You have got to go to see a resourceful bandsman. A popular Broad- way resort and one of radio's best known mischievous arguers who should be credited in the sales talk on the air—the cabaret or the conductor. The restaurant insisted its food and service came first and the announcer's spiel was unprinted. So what happened? When the microphone man did his stuff, the band leader directed his men in soul-stirring—and resounding—matches which drowned out the talk! P. S.—That band leader doesn't work there any more.

You Can't Scare Charlie

Charlie Hamp, who is the Voice of Hollywood over station KNX, is one of those rare souls who never suffers from Mike fright. He doesn't even bother to prepare his programs in advance—simply sits down at the piano, ad lib into a funny story or a bit of gossip, and the fans love his spontaneous chatter. He refuses to tune in a radio after working hours, but is a camera fan likely to be encountered in unexpected corners snapping pictures.

Passing Of A Veteran

Radio's oldest actress Adelaide Fitz-Allen, died of pneumonia recently at the age of 78. For four years she played the part of Nancy, the old crone in The Witch's Tale. This popular feature, created on Station WOR by Alonzo Dean Cole, now reaches a world-wide audience by electrical transcription. Reference to WOR reminds that the New York outlet of the Mutual Broad- casting System, is now operating its 50,000-watt transmitter at Carteret, N. J. It is a directional antenna system, something new in broadcasting, which focuses its greatest power where a largest num- ber of listeners reside and diminishes the signals over thinly settled areas.

What-No Harmonica Union?

The musician's union doesn't recognize the harmonica (nor the ukulele either, for that matter) as a musical instrument, thereby making miserable Borah Mine- vitch, the harmonica king. "It's ridiculous," says Minevitich. "Half the world plays the harmonica and the other half wishes it could." In support of this claim, Borah points proudly to 125,000 mem- bers enrolled in his Harmonica Institute, a school which teaches youngsters how to play the musical organ in four lessons.

We Can't Radio The Planets

Somebody is always taking the joy out of life. For a long time people have dreamed about talking to other planets by radio. Now comes a scientist, point- ing out that since radio waves travel at the speed of 180,000 miles a second it would take four and a half years for the signals to cover the 23,000,000,000,000 miles to a world in a system of the nearest star. And another four and a half years to get the answer.

Eve Sally, with the encouragement of Jane Black, offers a banana to a friendly and hungry bear in the Bronx Park Zoo.

Jack Dempsey, now proprietor of the New York restaur- ant, approves plans for a testimonial dinner to Paul Whitman, assisted by Abe Lytten and Dick Hiner

Bernie the high seas! The crew of the ill-fated Seth Fisher being taken aboard H. M. S. Amethyst after a mid-Pacific storm disabled the radio celebrity's schooner

50% Honest

A graduate of Temple University. . . . Amos 'n' Andy may be emas of the other, but they aren't air-minded when it comes to traveling. After an unsavory mishap in an airliner, trains and motors are now speedy enough for them... Composer-Conductor Johnny Green is dieting and reducing at the rate of two pounds a week... When Ignaz Jan Paderewski makes his much-anticipated radio debut near Fall he will be starred simultaneously in a movie.

All-Time Salary Law

Actors' Equity, the union of legitimate players, is meeting with apathy in trying to persuade new performers. Assuming the first thing a union does is to raise salaries, this is rather surprising, for the fees collected by sustaining artists and those who play minor roles in the various script shows are frugal, indeed. The talent least paid are the actors who dramatize commercial plugs by exchange of dialogue. The average pay for this type of work is $5.23 per broadcast. Dramatic actors are paid notoriously low salaries, too, but they look on radio as a stepping-stone to the stage.

60,000 Miles Of Wire

The telephone wires which carry broad- cast programs from station to station across the continent are not ordinary telephone wires. They are thicker and heavier. There are 60,000 miles of them in cables in this country, and 50,000 more miles of special aerial wire. And they represent a tidy sum to the American Telegraph and Telephone Company, for it costs $20,000,000 to install the equipment necessary for transmission.

What—No Harmonica Union?

The musician's union doesn't recognize the harmonica (nor the ukulele either, for that matter) as a musical instrument, thereby making miserable Borah Mine- vitch, the harmonica king. "It's ridiculous," says Minevitich. "Half the world plays the harmonica and the other half wishes it could." In support of this claim, Borah points proudly to 125,000 mem- bers enrolled in his Harmonica Institute, a school which teaches youngsters how to play the musical organ in four lessons.
Dangerous Paradise is our drama this evening, folks! Nick Dawson, at your extreme left, takes the hero's role as Dan; Elsie Hitz plays Gail, his sweetheart, and Bradley Parker is imitating a pack of hungry wolves. Honest—and Gail and Dan are pretty scared, all right.

Act I—BEATRICE LILLIE
In Songs and Dialogue

Act II—Songs by
LANNY ROSS

Act III—MELODRAMA WITH HITZ AND DAWSON

Act IV—CLASSICAL NUMBERS by LAWRENCE TIBBETT

DRAMA WITH GESTURES

Act V—VARIETY NUMBERS by ROXY & COMPANY

ROMANTIC PASSAGE

Tense moment during a Roxy broadcast—Leon Rosebrook, conductor, has just finished mopping his brow, and Roxy is busy introducing Lillian Tyorson to the microphone audience.
The Loudspeaker

PERSIMMONS to the sponsor of Ruth Etting's programs who, with the popular songstress under contract, hardly gives her a chance to sing ... but instead devotes far too much of the time to coaches and other persons who supposedly appeal to the college crowd, whereas nobody could, appeal to the college crowd half so much as Ruth herself ... Palms to Major Bowes' idea of the telephone vote on his amateur hour with the corresponding announcement of the returns which gives an hour, which now is but a repetition of something already pretty well done to death on the networks, the excitement of a contest and a flavor all its own.

Palms to Col. Stoopnagle and Budd and their swell series kidding radio, which is absolutely tops as far as anything comic on the air goes ... Persimmons to Rudy Vallee for his English imitations ... he ought to stick to orchestra conducting ... Palms to Ray Noble's program for Coty ... with the prediction that he'll be away up there before long ... Persimmons to the Cap'n Dobbie show for not staying longer ... and Palms to the sponsors who finally brought Ethel Merman to the airwaves ...

Persimmons to those planted performers on some of the amateur hours ... we mean the ones who are obviously brought before the mike for the express purpose of getting the gong ... Palms to Jack Benny for walking away with Radioland's popularity poll ... and palms to Tom Howard and George Sheldon on the Vallee Hour for the freshest bit of comedy routine to hit the ether in many moons ... Persimmons to the plague of Greek dialect artists who are getting too numerous for comfort ... the original masters are okay but most of their imitators are pretty sour.

In which the cash customers are given an opportunity to express their opinions

The chief complaint from writers-ininers this month seems to be one that the Loudspeaker has overlooked. It has to do with musical arrangements. When people think they're going to hear a tune they know, they evidently want it played so they can recognize it, not all dolled up with false whiskers and a putty nose.

Says Anne Church of Harrisburg, Pa.: "No one admires more than I the artistic ingenuity with which some band leaders can take a mere skeleton of melody and subject it to enchantingly intricate variations of color and tempo without sacrificing its identity. But other conductors so distort and torture a tune in their desire to be different that the piece either sounds discordant or is actually unrecognizable."

There seems to be some disagreement on the subject of Mary Pickford. Mrs. Ethel M. Gilman of Portland, Maine, proffers her a Palm for her performance in Rebecca of Sunnybrook Farm. Charles L. Downes of Mount Vernon, N.Y., has a word of praise for her too. But Geraldine Cleaver of Anita, Iowa, objects to "too much drama by non-dramatic actresses, particularly in the Mary Pickford plays."

The Loudspeaker didn't realize how popular Beatrice Lillie was until he made some uncomplimentary remarks about her material, whereupon the listeners proceeded to jump down his throat.

Declares John F. Dauphinée of Somerville, Mass.: "If you listen closely, you will find that she receives as much laughter and applause as any popular comedian."

Mrs. L. C. Da Costa of New Haven, Conn., remarks: "Beatrice Lillie is always good for a lot of laughs. What fun the people working with her must have!"

Fortunately, Miss Lillie's work has improved tremendously, so the Loud-
The Year in Review

MAK E a ring around the season of 1934-1935. It may go down in history as the year when radio really grew up...it has swooped down on us and gone its way so fast that it has left us a little breathless...but now all, or nearly all, of the entries in...the passage of time gives us perspective...so this may be the time to look at the world githorse in the mouth and scratch the chemistry on our presents from the sponsors.

Numbered thirty-four and thirty-five will be remembered among other things as the year when the term “million-dollar show” was first uttered in radio circles with an effect which was at first staggering but soon became commonplace...the year when the short wave craze got its firmest hold and slipped back into a class with DX listening...when there was more and a better grade of every kind of entertainment than ever before, more comedians, more symphony orchestras, more musical comedies, more script shows...the year that first saw baseball sponsored in a big way.

It was the year that saw drama on the air first come into its own...tops for the year in this field was the Lux Beauty Box Theater which made Sunday afternoon something memorable on the air...Mary Pickford, in her correspondence assault on the new medium also deserves a place in the front rank with her remarkably effective voice...her personality which set it apart...and mention should be made of the First Nighter programs in the Little Theater off Times Square, no newcomer, but a program which kept up a fine standard.

Perhaps the biggest splash of all was made in the direction of musical comedy. In that genre there was the Gibbon Family, launched with much fanfare, which had hard going at first, but settled down and entered a steady, even course of enjoyment...in its own field the Palatial Beauty Box was perhaps even more professionally done, bringing the old favorite musical comedies to the broadcast later in the year, Club Romance and the Otto Harbach show were to follow the trend much to the Gribun Family’s delight, Club Romance settling down into a straight musical show, and the Harbach show moving up into the field of first class entertainment...

Among the script shows, the old favorites Amos ‘n’ Andy and Myrt ‘n’ Marge carried on steadily, holding their old audiences...Easy Aces went on and off, switched networks and kept up the pace...but never reached the peak set by the imitators gag...One Man’s Family had a stormy time of it, now sustaining, now sponsored, now sustaining again, but at the very end of the season found steady sponsorship in the spot left vacant by Mary Pickford, which it had long deserved...Vic and Sade, Clara Lu and ‘Em ambled amiably along as before...but no single script act caught the fancy of the entire nation as Amos and Andy once did when at their peak...in fact, official ratings indicated that less and less would any one show command the fancy of a large segment of the listening audience...that each type of entertainment would be a smaller but more loyal and steady audience.

Boake Carter...gained ground

Disagreement Editor, RADIOLAND.

Dear Sir:

"Just Plain Bill" could be an interesting, appealing little sketch of real small-town life, if they’d eliminate the “sob stuff.” For some unknown reason, my little girl enjoys listening to it, but Daddy and I certainly tire of hearing the troubles of Bill, Nancy, Dave and Cary. (Daddy and I are the ones who buy, after all!) Not a sight goes by but Bill practically weeps all over us, then Nancy steps in with her shred, would-be comforting voice, Dave is filled with bitter reminiscence and old Cary contributes his share of tears and jealousy.

Personally, I feel that I’m a long-faces boy friend like Dave and Cary. I’ve been through both the air and go out looking for someone who knew how to laugh once in a while! And if I had a dad like honest Bill, I’d have town in a furry.

But to listen to something more pleasant! Orchids, and plenty of them, to the Singing Lady, The Lady Next Door, Myrt and Marge, and the Colombo Quartet. And then there’s the mother of four, my nieces, they certainly appreciate these splendid programs in a striking contrast to the too-exacting plays of children’s programs, which call for domestic airships.

Sincerely,

MARY KAY.

807-Sirch Street, South Boston, Mass.

March 13, 1935.

JUNE, 1935.
READ FREE OFFER BELOW

Now
AN IMPROVED
MASCARA

New Emollient Winx Widely Welcomed. Gives Your Eyes Alluring Beauty

My final achievement in cake mascara, my new emollient Winx is a nationwide sensation. It brings women everywhere the finest lash beautifier my experience can produce—one with a new, soothing effect that solves old-time problems.

It has three virtues, this new emollient Winx, which I can prove:

1. It has a greater spreading capacity, overcoming the artificial look of an ordinary mascara.
2. Its soothing, emollient oils keep lashes soft and silky with no danger of brittleness.
3. It cannot smudg or sting or cause discomfort. It is tear-proof, smudge-proof, absolutely harmless.

I'm so confident that I've won leadership in eye make-up that I can afford this offer—your money back, without question, if you don't agree that I can beautify your eyes. Give your lashes a long, silky effect with my Winx Cake Mascara. Shape your brows with a Winx pencil. Shadow your lids with Winx Eye Shadow. The result will delight you, giving your face new charm.

Buy any or all of my Winx eye beautifiers. Make a trial. If you are not pleased, for any reason, return the box to me and I'll refund your full price, no questions asked.

Louise Ross

Mail coupon for my free book—"Lovely Eyes—How to Have Them"

FREE

Mail to LOUISE ROSS
243 W. 17th St., New York City  K-6-35

[Continued on page 38]
OH, DARLING!... MY NEW WASHER IS BEAUTIFUL. I'M CRAZY TO TRY IT

AND ARE YOU CHANGING YOUR SOAP, TOO?

YOU BET—NO MORE ORDINARY, OLD-FASHIONED SOAPS FOR ME. RINSO WILL ALWAYS GIVE BEST RESULTS. THE WASHING MACHINE SALESMAN SAID.

WELL, HE OUGHT TO KNOW ALL THOSE SALES-MEN ARE WASHING EXCELS.

HE SAID RINSO GIVES THE BEST SUDS AND WASHES CLOTHES 4 OR 5 SHADES WHITER. THAT'S WHY 34 MAKERS OF WASHING MACHINES ENDORSE IT.

IF YOU have no washer, you'll appreciate Rinso even more. For Rinso's creamy, active suds soak out dirt get clothes 4 or 5 shades whiter without scrubbing or boiling. This safe "soak-and-rinse" method makes clothes last 2 or 3 times longer. You'll save money. And Rinso suds (too rich even in hardest water) make dishwashing and all cleaning easier. Kind to hands.

A PRODUCT OF LEVER BROTHERS CO.

The biggest-selling package soap in America

CUT OFF FROM GOOD TIMES UNTIL...

NOT A THING WRONG WITH YOU, ALICE. YOU'RE JUST BLUE AND DESPONDENT. GO OUT MORE. MAKE FRIENDS.

BUT, DOCTOR, I CAN'T SEEM TO. I'VE TRIED SO HARD AT THE OFFICE, BUT THE GIRLS ARE COOL AND DISTANT.

ALICE; ARE YOU ALWAYS CAREFUL ENOUGH ABOUT "B.O.?" I FIND SO MANY DON'T REALIZE HOW EASY IT IS TO...

CAN I HAVE BEEN GUILTY? IS THAT WHY THE GIRLS...

"B.O." GONE—girls (and men) like her!

HAS LUNCH WITH US TODAY, ALICE?

TOMORROW SURE? BUT TODAY PHIL CALLED UP AND...

WHAT'S THE SECRET OF YOUR LOVELY COMPLEXION?

A SECRET EVERY SMART GIRL KNOWS.

IT'S Lifebuoy, of course, as millions know! Its rich lather deep-cleanses; purifies pores; freshens dull, lifeless complexions. Yet tests on the skins of hundreds of women show Lifebuoy is more than 20 per cent milder than many so-called "beauty soaps".

Never take chances with "B. O." (body odor). Bathe regularly with Lifebuoy. Its lather is abundant in hardest water. It purifies, deodorizes, protects! Its own clean scent rinses away.

Approved by Good Housekeeping Institute.

JUNE, 1935
was the time that an executive of the National Broadcasting Company was called to the telephone by a "Detective Mayer."

"This is Detective Mayer," the caller said, "and I want to know where I can reach Grace Hayes. Her son, Lind, has been hurt in an accident and I want to notify her."

He got Miss Hayes' West 55th Street address. Soon thereafter the NBC warbler was so deluged with people wanting to sell her everything from gold mine stocks to diamonds, she was compelled, to save her peace of mind, to move to another hotel.

IRVING KAUFMAN. Before taking to the air as Lazy Don over WABC, Kaufman was one-quarter of the Avon Comedy Four. The act played for many years in all parts of the country. Several weeks ago Kaufman received a telegram from Cleveland with the names of two old trouper. The writers pleaded poverty and reminded Kaufman of the time they played on bills with him under the billing "Jesters of Three Thousand Years Ago." All they wanted was some money to tide them over for a week, after which time they expected to get a job and would repay the loan at once. If there is one thing a stage star never does, it is turning down an old-time fellow player.

Kaufman admitted he would have sent fifty dollars with his check, but the check was called in time that the act was called "Jesters of THREE Thousand Years Ago," and decided to do a little checking-up. He found that the same names of the wire were two men who had been cleaning up a fortune from magnanimous radio performers who were former vaudeville and stage players, by investigating their pre-radio activities and then preying on the more good-natured ones. A further check-up disclosed that the real team was playing at the Park Central's Cocoanut Grove in New York and were far from needing financial assistance. The gentleman who erred are now inside looking out.

George Givot. The Greek Ambassador of Good Will is an orphan. His parents were murdered in a pogrom; and he never knew them. He was adopted by an American family, years later. George will always give an audience to anyone who says they knew his folk. As a result he has been and is still the victim of many cruel tricks played by people who have as much heart and scruples as well, use your own simile. Thus far, racketeers have fleeced him out of thousands of dollars, mainly through the racket of public figures such as was originated by a ambassador. George Givot. The Greek Ambassador of Good Will is an orphan. His parents were murdered in a pogrom; and he never knew them. He was adopted by an American family, years later. George will always give an audience to anyone who says they knew his folk. As a result he has been and is still the victim of many cruel tricks played by people who have as much heart and scruples as well, use your own simile. Thus far, racketeers have fleeced him out of thousands of dollars, mainly through the racket of public figures such as was originated by a ambassador.

George Givot. The Greek Ambassador of Good Will is an orphan. His parents were murdered in a pogrom; and he never knew them. He was adopted by an American family, years later. George will always give an audience to anyone who says they knew his folk. As a result he has been and is still the victim of many cruel tricks played by people who have as much heart and scruples as well, use your own simile. Thus far, racketeers have fleeced him out of thousands of dollars, mainly through the racket of public figures such as was originated by a ambassador.

George Givot. The Greek Ambassador of Good Will is an orphan. His parents were murdered in a pogrom; and he never knew them. He was adopted by an American family, years later. George will always give an audience to anyone who says they knew his folk. As a result he has been and is still the victim of many cruel tricks played by people who have as much heart and scruples as well, use your own simile. Thus far, racketeers have fleeced him out of thousands of dollars, mainly through the racket of public figures such as was originated by a ambassador.

George Givot. The Greek Ambassador of Good Will is an orphan. His parents were murdered in a pogrom; and he never knew them. He was adopted by an American family, years later. George will always give an audience to anyone who says they knew his folk. As a result he has been and is still the victim of many cruel tricks played by people who have as much heart and scruples as well, use your own simile. Thus far, racketeers have fleeced him out of thousands of dollars, mainly through the racket of public figures such as was originated by a ambassador.
June HOLLYWOOD SCOOPS THE TOWN

New Price Five Cents

An old favorite becomes a new magazine. And a news magazine. For the first time on any newsstand, the real News behind the News of Hollywood. Presented comprehensively, concisely, brilliantly. You will have to read Hollywood to know all that is going on in Hollywood each month. Its News department is the talk of the town.

THE NEW HOLLYWOOD at
THE NEW PRICE

5¢

It is for Hollywood, now in its twenty-fourth year of publication, that the stars personally write. In the June issue, you will read two of the frankest, most self-revealing stories of the year, of any year:

"I've Been My Own Worst Enemy," by Joan Crawford
"I've Always Been A Show-Off," by Franchot Tone

JUNE, 1935
The Coming RADIO

H O HUM! What laxative shall we tune in on tonight?

With this ironic wartrack a columnists unwittingly epitomizes a raging war; a war of which the general public is unaware—the bitter Battle of the Radio with the pamphlled forces of corporate wealth ranged on one side, and rank upon rank of influential intellectuels—writers, authors, editors, preachers, publishers, publicists—drawn up against them in angry and bloy op­position. The munitions of the first of these forces are potent American dol­lars, the weapons of their opponents are words—but words that stir the souls of men, mould their thoughts, and sting them into action.

It is a war in which many millions in money are already pitted against the vast human resources of politics and propaganda, both paid for and voluntary. It is a war not yet reported as such, but which affects every corner of the coun­try where a radio set is installed. It is a war that will soon thunder through the halls of Congress and disturb the austere quibbles of the United States Supreme Court. It is a war that will change the character of radio broadcasting in five years as radically as the World War changed the map of Europe.

On the field of battle are drawn up, face to face, the regiments of Big Busi­ness represented by the various broad­casting companies and the advertisers who spend twenty-five million dollars every year on radio programs, while across the present non-mann-land of pub­lic indifference are solitarily intrenched the enemies of the aforesaid commercial troops, who may be roughly labelled the intellectuals. Among these are the big guns of journalism owning newspapers from Coast to Coast. And these talk contend they are fighting a holy war; they would save the people from the greedy, vulgar giant of the other whose prowess is being prostituted to the pur­poses of private profit and corporate gain.

The radio station managers will tell you that the public is cold to programs designed to disseminate mental stimula­tion; they will prove by graphs and figures that the majority of listeners prefer spirited dance music or soothing torch songs to a lecture on the cosmos. The average listener, they insist, is afrainned by any deliberate effort to "educate" him. All this seems amply borne out by the rising death rate of purely educa­tional programs on the air. "Long live crooning and the selling ballyhoos!" is the battle cry of the commercialists. "Down with the imbecile programs of menace peddlers, their cheap music and cheap twaddle!" shout the hight­brows. And that disposition is the cause of the national radio war—the motive of increasing hostilities.

It IS a great war if you and I don't weaken in allegiance to the side we believe to be right. Shall we submit to those interminable announcements telling how much better one tooth-paste or one laxative is than another? "It's the price of admission to our free show," say the advertisers. "But your gob is too long even if your show is good," say a hundred thousand listeners and tune out. Talk about gassing the enemy? That little knobby dongs on your receiving set does more to militate against your in­terest in a twinkling a broadcasting studio full of people and money today is a critic of radio programs; it is the one thing about which everybody knows something.

Of course, the objectors to popular entertainment on the air are not con­sidered with the unreasonable laws of economy. They don't care a darn whether the piper is paid or not, so long as he pipes learnedly, politely and the listener is uplifted mentally. They would rather see the Government take over the whole vast business of broadcast­ing, while President Roosevelt now threatens to do, than tolerate any longer the increasing volume of "hot number music, naive dialogues, political programs, vaudeville patter and those obviously fake letters from adoring first users of commodities—the revival of the old punctent medicine testimonial gag."

The people who assume a snooty atti­tude toward radio are not always the most progressive citizens of the land nor are they the best-informed (as is surpr­isingly revealed by some of the noted ones whose opinions I quote later on). It is a fact that the commercial broadcast dominates the air; there would be very little radio if this were not the case. The commercially-sponsored entertainment is at least a necessity of the moment, an essential step in the amazing evolution of this earth-shaking monster of science. In the vanguard of the forces opposing the current interest is not the President Herbert Hoover. He is on rec­ord as saying:

"It is inconceivable that the Ameri­can people will allow this new-born system of communication to fall ex­clusively into the power of any indi­vidual, group or combination . . . We are probably only at the threshold of the development of one of the most important human discoveries: hearing on education . . . We cannot allow any single person or group to place themselves in a position where they can censor the material which shall be broadcasted into the public . . . Radio communication is not to be considered as merely a business car­ried on for private gain, for private advertisement, or for entertainment . . . It would be interesting to know if Mr. Hoover still holds these views expressed through war; a war to the finish, and neither you nor I nor any other radio listener can avoid taking part in it.

By PERRITON MAXWELL

"Bath-time? . . . Oh! Well, that's different, Will you let me spank the water and poke a hole in the soap? And do I get some soap? Smooth Johnson's Baby Powder all over me afterward?

"Harry! When I'm under that dandy powder shower I could just squeal for joy. And I never have a rash or a prickle or a chafe, do I? What do I care if things go wrong in my work!"

"Oh darn! Darn! Double-darn! Every time I get him part way up, he falls down again! I'd like to break his old ladder in a trillion pieces! I will not be quiet—and I won't be good! I'm mad!"

"It's a war to the finish, and neither you nor I nor any other radio listener can avoid taking part in it."

vaudeville patter and those obviously fake letters from adoring first users of commodities—the revival of the old punctent medicine testimonial gag."

The people who assume a snooty atti­tude toward radio are not always the most progressive citizens of the land nor are they the best-informed (as is surpr­isingly revealed by some of the noted ones whose opinions I quote later on). It is a fact that the commercial broadcast dominates the air; there would be very little radio if this were not the case. The commercially-sponsored entertainment is at least a necessity of the moment, an essential step in the amazing evolution of this earth-shaking monster of science. In the vanguard of the forces opposing the current interest is not the President Herbert Hoover. He is on rec­ord as saying:

"It is inconceivable that the Ameri­can people will allow this new-born system of communication to fall ex­clusively into the power of any indi­vidual, group or combination . . . We are probably only at the threshold of the development of one of the most important human discoveries: hearing on education . . . We cannot allow any single person or group to place themselves in a position where they can censor the material which shall be broadcasted into the public . . . Radio communication is not to be considered as merely a business car­ried on for private gain, for private advertisement, or for entertainment . . . It would be interesting to know if Mr. Hoover still holds these views expressed

"It's a war to the finish, and neither you nor I nor any other radio listener can avoid taking part in it."

vaudeville patter and those obviously fake letters from adoring first users of commodities—the revival of the old punctent medicine testimonial gag."

The people who assume a snooty atti­tude toward radio are not always the most progressive citizens of the land nor are they the best-informed (as is surpr­isingly revealed by some of the noted ones whose opinions I quote later on). It is a fact that the commercial broadcast dominates the air; there would be very little radio if this were not the case. The commercially-sponsored entertainment is at least a necessity of the moment, an essential step in the amazing evolution of this earth-shaking monster of science. In the vanguard of the forces opposing the current interest is not the President Herbert Hoover. He is on rec­ord as saying: 
while he was in the White House. I put the question of commercial sponsorship up to him at that time but he evaded it, on the plea of pressure of work. And in passing, it is to be noted that the attitude toward "the freedom of the air" of all high officials continues to occupy considerable attention among the voters.

The opponents of the commercially sponsored program, with its predominating low moaning songs and low comedy entertainment, were first frightened into action by the report of Harold A. Lafount, chief spokesman for the Federal Radio Commission which, as everyone knows, regulates the affairs of radio for the Government. Mr. Lafount’s records show that in four years the number of educational institutions licensed to broadcast were cut in half; those which remain on the air are using only one-third of the time assigned to them.

"Back in May, 1927," says Commissioner Lafount, "ninety-four educational institutions had licenses to broadcast; on March 9, 1931 the number had fallen to forty-nine. But that's nothing to worry about," says the Commissioner. "The commercial stations are giving ten per cent of their time to educational broadcasts."

Anyway, the army that wants to restrict advertising over the controlled air channels and the army that wants to increase its sales of goods by an appeal to the ears of the nation are lining up on two strong battle fronts and will soon go to it by law, by political pressure, by the persuasion of the printed page and through the medium of radio itself. You will hear a lot about all this in the present year of grace, 1935. And you will have to take sides in the fracas. The present situation cannot continue. The conflict must end in a decision by the people (1) as to whether or not broadcasting is to be taken over by the Government, as in England; (2) it must be determined whether paid advertising over the air shall be more direct, less exaggerated, more specific as in the newspapers and magazines; (3) a conclusion will have to be arrived at as to whether purely educational programs shall be financed by the great universities, by philanthropic foundations, like the Rockefeller and Carnegie foundations or by State appropriations. And from the mechanical angle there are such issues to be fought over as broadcasting by wired wireless, by electrical transcription (phonograph records) and the rapidly developing methods of television. Will your receiving set be taxed this year? Do you think that you can keep out of the fight with that impending aggravation of the soul hanging over you?

Whatever your own personal attitude in this vital rumpus, you will be interested in reading what some of your distinguished compatriots have to say about this feverish radio situation. I have rounded up this group of notables in a kind of grand jury. Their clashing opinions demonstrate quite clearly how difficult it is going to be to bring about an agreement by law upon the best methods of future broadcasting.

Here is how a great show man views the matter. He is Adolph Zukor. He began as a dealer in hardware, up-

**The Coming Radio War**

[Continued from page 42]

**TO END THE CATHARTIC HABIT**

Try This Improved Pasteurized Yeast
That’s Easy to Eat

If you take laxatives to keep "regular," you know from experience that drugs and cathartics give only temporary relief from constipation. Such remedies merely cause a drastic purging action. They do not correct the causes of your condition.

Doctors now know that in many cases the real cause of constipation is a shortage of the vitamin B complex. This precious factor is sadly deficient in the typical every-day diet. In many foods it is entirely lacking. When this factor is added to the diet in sufficient amounts, constipation goes. Elimination again becomes regular and complete.

Yeast Foam Tablets are pure pasteurized yeast and yeast is the richest known food source of vitamins B and G. They should stimulate your weakened intestinal nerves and muscles and quickly restore your eliminative system to normal, healthy function.

With the true cause of your constipation corrected, you will be rid of the evil cathartic habit. Your energy will revive. Headaches will go. Your skin will be clearer and fresher.

Don't confuse Yeast Foam Tablets with ordinary yeast. These tablets cannot ferment in the body. Pasteurization makes this yeast utterly safe for everyone to eat. It has a pleasant, nut-like taste that you will really enjoy. And it contains nothing to put on fat.

All druggists sell Yeast Foam Tablets. The 10-day bottle costs only 50c. Get one today. Refuse substitutes.

**YEAST FOAM TABLETS**

**FREE**

MAIL THIS COUPON TODAY

You may paste this on a penny post card

NORTHEASTERN YEAST CO. FG 6-33
1739 North Ashland Ave., Chicago, Ill.

Please send free introductory package of Yeast Foam Tablets.

Name.

Address.

City

State

"Radio’s quick acceptance by the public," says Adolph Zukor, head of Paramount Pictures, "has obscured the fact that it is not only entertainment, but a great cultural force. He is shown, at left in picture, with Mary Pickford and Maurice Chevalier.

"Radio Land"
Within the past few years" says Mr. Zukor, \"radio has arisen to become one of the world's leading entertainment media. Its quick acceptance by the public—the lightning-like rapidity with which its stars advanced in popular appeal—has obscured the fact that radio is not only an entertainment, but a great cultural force.

And yet a simple analysis of the programs sent out over any nationwide broadcasting network will demonstrate conclusively that to inform is one of the prime purposes of radio.

In a recent series arranged for one of the broadcasting companies for example, every Cabinet officer was invited to take his turn before the microphone and acquaint the American public with various phases of the problems that beset him in connection with his portfolio. Thus the public was enabled to learn at first hand a great deal concerning civic, political economy, and government. Again, one of the radio networks are broadcasting every Sunday afternoon the concerts of the New York Philharmonic Symphony Society—a musical organization without peer. I do not say that every owner of a radio set listened in to these concerts. But I do contend, and the barometer of audience mail supports this assertion—that at the conclusion of the Society's season last year the audience was much more vast than at the outset. In other words, there had been a large section of the American public educated to good music.

\"The cultural advantages of radio are no more important in the scheme of things than are the social advantages. Who can say what the presentation of programs from abroad will do toward the development of international understanding?\"

\"I have always felt that the hostility of one nation toward any other nation was largely due to misunderstandings and to ignorance. \"If through the radio, the people of one nation may come to know intimately and well the people of another nation, then there is great likelihood that antipathies will be minimized.\""

\"There is no doubt that those who are at the helm of the broadcasting industry in this country are keenly aware of their responsibilities and are directing their efforts toward the new and vital force emanating from the loudspeakers of 18,000,000 radio sets.\"

\textbf{FRoM HISToiRY AND FURS—first in New York and then in Chicago. He got into the show business in 1901 and later joined the late Marcus Loew in presenting vaudeville and motion pictures. He was the founder of the Famous Players Film Co., and is now President of Paramount Public Corp., owning more theatres throughout the country, and producing more titles than any other similar organization.\}

\"And yet a simple analysis of the programs sent out over any nationwide broadcasting network will demonstrate conclusively that to inform is one of the prime purposes of radio.\"

\"In a recent series arranged for one of the broadcasting companies for example, every Cabinet officer was invited to take his turn before the microphone and acquaint the American public with various phases of the problems that beset him in connection with his portfolio. Thus the public was enabled to learn at first hand a great deal concerning civic, political economy, and government. Again, one of the radio networks are broadcasting every Sunday afternoon the concerts of the New York Philharmonic Symphony Society—a musical organization without peer. I do not say that every owner of a radio set listened in to these concerts. But I do contend, and the barometer of audience mail supports this assertion—that at the conclusion of the Society's season last year the audience was much more vast than at the outset. In other words, there had been a large section of the American public educated to good music.\"

\"The cultural advantages of radio are no more important in the scheme of things than are the social advantages. Who can say what the presentation of programs from abroad will do toward the development of international understanding?\"

\"I have always felt that the hostility of one nation toward any other nation was largely due to misunderstandings and to ignorance. \"If through the radio, the people of one nation may come to know intimately and well the people of another nation, then there is great likelihood that antipathies will be minimized.\""

\"There is no doubt that those who are at the helm of the broadcasting industry in this country are keenly aware of their responsibilities and are directing their efforts toward the new and vital force emanating from the loudspeakers of 18,000,000 radio sets.\""
Beautiful Eyes
ARE YOURS FOR THE ASKING
WHEN YOU ASK FOR
Maybelline

says DOROTHY HAMILTON
Noted Beauty Authority of Hollywood.

Notice how your favorite screen actress depends on the appearance of long, dark, lustrous lashes to give her eyes that necessary beauty and expression. More than any other feature her eyes express her. You cannot afford to neglect your most important beauty feature—your eyes—when just a few simple brush strokes of Maybelline will instantly transform your lashes into the appearance of long, dark, lustrous fringe, making your eyes appear larger, brighter, and more expressive.

Approved by Good Housekeeping Bureau and other leading authorities for its absolute harmlessness, Maybelline’s famous name is your guarantee of highest quality. Encased in a beautiful red and gold vanity, it is priced at 75c at all leading toilet goods counters. Black, Brown, and the new Blue.
Try it today—you’ll be delighted with the marvelous improvement in your appearance.

The Coming Radio War
(Continued from page 43)

Our outstanding American author, most readers will agree, is Booth Tarkington. A number of his stories have been dramatized for the air. "It is unfortunate," Mr. Tarkington writes, "that the protracted advertising talks over the radio defeat their own object. However, I think that the radio program experts, like politicians and the Hollywood powers, seek to follow public taste, not to lead it, and that they will continue this process. "The only remedy is to prove to them that the public’s taste is better than they imagine, or if it isn’t, to do everything to make it so."

Most radio fans know the voice of Sigmund Spaeth, the "tune detective" and terror of Tin Pan Alley. His genial exposure and gentle kidding of the boys who steal their tunes from the great composers (and as often from each other) have made him nationally famous. On this subject of the commercial control of the air Mr. Spaeth has some definite ideas. He says:

"I think our system of commercial programs has great possibilities, but the sponsors too often overdo the advertising and create hostility instead of good will. They are also too much inclined to stick to conventional material, mostly popular music. But I think the problems of radio must be solved by those who are active in the field, not by Government control."

WILLIAM ALLEN WHITE, famous editor-publisher-author and leading citizen of Kansas has a great vision of radio’s future. This is the way he puts it: "Radio is so obviously a distance-wrecking device that it must, in the nature of things, become a unifying machine, one of many that are drawing us together as one nation, one people; and sooner or later as the years roll by the radio in its future perfection will be a means of world unification as well as national solidarity."

And there you have a cross-section of intellectual opinion as expressed by some of the spokesmen for the forces arrayed against sheer commercialism.

Meet GENE HAMILTON

NEWEST addition to the NBC staff of announcers is Gene Hamilton, whose most recent announcing job has been his "tips to motorists," that popular five-minute discussion of the do’s and don’ts of motoring on the General Motors concert hour. He is also heard on numerous sustaining programs.

Gene is an old-timer with NBC, although his transfer to New York headquarters is comparatively recent. Back in Cleveland he handled the Lumm and Abner series and in Chicago he was milke master for the Phil Baker show, Paul Whiteman broadcast, Clara, Lu, ‘n’ Em, and others—and doing singing on the side! As soon as he finished high school he joined a vaudeville troupe, singing and playing the guitar, but now that his announcing work has brought him to the attention of New York officials, he’s a permanent fixture on the networks.
A FEW weeks ago the magnetic voice of a 16-year-old girl, going out to a listening audience in the New York City area over station WECA, established her as radio's brightest prospect by the impression she made on important radio critics who realized the potentialities of her voice.

The young singer was Margie Keeler, sister of Ruby Keeler, the movie star who is the wife of Al Jolson. Margie's program took the radio capital by complete surprise. No one, least of all her sister Ruby, knew that she was to step before the microphone in the studio of New York's largest local broadcasting station.

It was to be a test, fifteen minute feature, with no announcement of it beforehand. No extra preparations were made. Margie was just squeezed in between two commercials. The shower of publicity which greeted the young guest star the next morning was totally unexpected by the station, Margie's teacher and Margie herself.

Overnight, although the country at large has not yet had the opportunity to hear for itself just what can be expected from another member of the famous Keeler household, Margie joined herself acclaimed as the next feminine singer to become nationally known.

Margie is the fifth in the Keeler family to step into the realm of entertainment. Like her oldest sister's career in Hollywood, Margie's future in radio seems destined to reach whatever heights may be held in store for sensational newcomers.

It was because she learned from brother Bill and sisters Gertrude and Helen, who have in past years traveled across the country with song, and sisters Gertrude and Helen, who have in past years traveled across the country with song, and in vaudeville's best acts, the value of independence, that she was prompted to go on the air in New York without fanfare of publicity, and without telling anyone in the family but her mother.

For Ruby, who read the hastily wired news out in California, the reception of Margie's broadcast was her proudest moment. It has always been Margie, the baby of the family, whom Ruby watched anxiously, giving advice, lending support whenever she could.

There is a startling likeness in the oldest and youngest, Ruby and Margie, movie actress and radio singer. While Ruby is admittedly the best looking in the family, Margie has two important years of development ahead of her which should see her as a challenger to Ruby's throne.

A TRICKY little maillot in Batik stitch, as lovely as lace! White, black, Bermuda blue, tangerine, Diablo red, seal brown, with multi-color stripe... $6.50

GRACE BRADLEY, Paramount featured player.

Left to Right

POLKADOT Banda-WIKIES make a beauty of every wearer! Glamorous bow-like collar...skirt-front trunks...back, brief as a wink! Black, Bermuda blue, turquoise, red, spray green, yellow... $6.50

A TRICKY little maillot in Batik stitch, as lovely as lace! White, black, Bermuda blue, turquoise, spray green, tilla, tangerine, $5.95. (If skirt front desired... $7.50)

TOBY WING, Paramount sensation.

Left to Right

“A LOOK YOUNG, lovely... dangerous in a Gantner,” say the Stars! Gantner swim fashions are light as sea-froth... with French secrets of contour control knit in! They wear and wear... look smart, always!

Gantner swim suits are sold at better stores everywhere or write us, giving weight, bust measure, & preferred color. (Style book upon request)

GANTNER & MATTERN CO., Dept. F
SAN FRANCISCO OR 1410 BROADWAY, NEW YORK
Makers of America's Finest Swim Suits

JUNE, 1935

GANTNER SWIM SUITS and BANDA-WIKIES

(RCmment Pat. Trademark Reg.)
**LOSE FAT**

"Look ten years younger!"

**WRITE MICHIGAN LADY**

*Why every other woman who is too old to be happy?* I was the. *Detroit News*, 1921, p. 12. She states: "Although I was older, I always had 10 pounds with RE-DUCE-OIDS."

**NURSE REDUCES... Recommends Easy Way**

*As a Graduate Nurse I have not many people who have ruining their health in unsuccessful efforts to reduce.* I was the. *San Francisco Chronicle*, 1922, p. 16. She states: "Do not be discouraged with RE-DUCE-OIDS... Others write of losing fat in varying amounts, as much as 20 pounds, and report feeling better while and after taking RE-DUCE-OIDS."

**FAT GOES... NO COST**

*You are not entirely satisfied with the wonder you obtain from RE-DUCE-OIDS, you get your money back. You will not need one! Start today, as I have for more than 20 years!*

**FREE valuable book**

Tells "HOW TO REDUCE... but needs RE-DUCE-OIDS to get this sort of result!"

**GOOSEY, FAT!**

Scotia Laboratories, Inc., Dept. 123, 666 Sansome Street, San Francisco, Calif.

Send me the FREE book "HOW TO REDUCE...

If you wish RE-DUCE-OIDS check number of your book here.

Name

City

State

**The Case of BING & RUDY**

**By**

BILL (Philip VALLEE)

In not too serious vein, Rudy's brother gives a first-hand sleuthing account of the first meeting of those crooning rivals of the networks, Crosby and Vallee.

**The Wrong Color Can Make You Look 5 to 10 Years Older!**

**By**

Lady Esther

If there's one thing you want to "try out", it's your face powder shade. You may not realize it, but it's known fact among artists and make-up experts that the wrong shade of face powder can make you look older than you really are. Many a woman's age is unjustly placed at 5 to 10 years more than it actually is simply on account of the color of face powder she uses. There is no greater error than to choose your face powder color on the basis of "type" or coloring. Matching isn't what you want at all, but flattery—enhancing of your natural gifts.

Seek to Flatter—not to Match!

Many a brunette who uses a brown or dark red powder wants another shade altogether. The same with blondes. Many a blonde who uses a light rubber or a beige really requires a darker shade. You must remember that the color of your hair does not govern the color of your face powder. A brunette may have a very light skin, while a blonde may have quite a dark complexion, and vice versa.

**Lose 55 lbs.**

"Look ten years younger!"

**WRITE MICHIGAN LADY**

*Why every other woman who is too old to be happy?* I was the. *Detroit News*, 1921, p. 12. She states: "Although I was older, I always had 10 pounds with RE-DUCE-OIDS."

**NURSE REDUCES... Recommends Easy Way**

*As a Graduate Nurse I have not many people who have ruining their health in unsuccessful efforts to reduce.* I was the. *San Francisco Chronicle*, 1922, p. 16. She states: "Do not be discouraged with RE-DUCE-OIDS... Others write of losing fat in varying amounts, as much as 20 pounds, and report feeling better while and after taking RE-DUCE-OIDS."

**FAT GOES... NO COST**

*You are not entirely satisfied with the wonder you obtain from RE-DUCE-OIDS, you get your money back. You will not need one! Start today, as I have for more than 20 years!*

**FREE valuable book**

Tells "HOW TO REDUCE... but needs RE-DUCE-OIDS to get this sort of result!"

**GOOSEY, FAT!**

Scotia Laboratories, Inc., Dept. 123, 666 Sansome Street, San Francisco, Calif.

Send me the FREE book "HOW TO REDUCE...

If you wish RE-DUCE-OIDS check number of your book here.

Name

City

State

**The Case of BING & RUDY**

**By**

BILL (Philip VALLEE)

In not too serious vein, Rudy's brother gives a first-hand sleuthing account of the first meeting of those crooning rivals of the networks, Crosby and Vallee.

**The Wrong Color Can Make You Look 5 to 10 Years Older!**

**By**

Lady Esther

If there's one thing you want to "try out", it's your face powder shade. You may not realize it, but it's known fact among artists and make-up experts that the wrong shade of face powder can make you look older than you really are. Many a woman's age is unjustly placed at 5 to 10 years more than it actually is simply on account of the color of face powder she uses. There is no greater error than to choose your face powder color on the basis of "type" or coloring. Matching isn't what you want at all, but flattery—enhancing of your natural gifts.

Seek to Flatter—not to Match!

Many a brunette who uses a brown or dark red powder wants another shade altogether. The same with blondes. Many a blonde who uses a light rubber or a beige really requires a darker shade. You must remember that the color of your hair does not govern the color of your face powder. A brunette may have a very light skin, while a blonde may have quite a dark complexion, and vice versa.
The HILL BILLY

By WELDON MELICK

TWO young-old Hubert Walton, Glen's first find in the Ozarks, will illustrate that point.

Rice brought him to civilization in a two-wheeler private plane of his own—Fokker. It was the luxurious private plane of Maximilian, the petrol prince owner of KMPC, who placed it at the disposal of his mountain-hopping station manager whenever the latter took a mo­ment off to do some yodeling and warbling. Consequently, Hubert had never seen an airplane before. On the first time he yodeled and warbled at the Beverly Hills station, KMPC, he paid himself. He sends a good por­tion of his profits to the Children's Relief of Los Angeles county, to honor Hubert for only six weeks. The natives had at first even refused to make any distinction between talent scouts and kidnappers.

W hile the first six weeks were up, 155,000 people, including some of the biggest film stars, were at the United Airline to bid Hubert bon voyage. It took the entire motor police force of Los Angeles and a very large crowd to keep the plane's way enough to let the big Fokker take off. The air traffic controller on that occasion was "Who's the crowd Fokker?"

Glen had never ridden in a car before. Tallfeller, that all the boys call Rice, found him in the Boston moun­tains. When Rice brought him to civilization in a Fokker, he had only attended school three months and had learned to drive, he went out one day and bought two new hours' worth of gasoline, hopped into his plane and took off. The boy's naive comment on that occasion was "I've learned to drive and I can fly an airplane."

W HEN they aren't travelling, Glen installs the stage show in apartment home bases. On tour, they try to place them in the best hotels, but they are more at home in auto camps and will resort to camping out. The wandering folk are very much at home in the country.

A guitar player named Lem differed with Mr. Tallfeller. "They're too refined, too self-absolute. Nothing was too good for him. In fact, Glen remarks acidly. "He was never satisfied with anything. One time, Lem had a hundred dollars and he spent it all on a few rounds of golf with a few friends. Tallfeller suggested he take the money and buy himself a new car. Lem picked the holiest, gaudiest car in the line-up—for a few days on fifteen or twenty dollars' worth of gasoline. The first thing to catch his eye was speedboats for twenty-dollar payments. Exasperated, Tallfeller pointed out that there was no way to get a group of hill billys to make his way.

Glen is a musician. Glen is a manager. Glen is an owner of KMPC. Who placed it at the disposal of his mountain-hopping station manager whenever the latter took a mo­ment off to do some yodeling and warbling. Consequently, Hubert had never seen an airplane before. On the first time he yodeled and warbled at the Beverly Hills station, KMPC, he paid himself. He sends a good por­tion of his profits to the Children's Relief of Los Angeles county, to honor Hubert for only six weeks. The natives had at first even refused to make any distinction between talent scouts and kidnappers.

W hile the first six weeks were up, 155,000 people, including some of the biggest film stars, were at the United Airline to bid Hubert bon voyage. It took the entire motor police force of Los Angeles and a very large crowd to keep the plane's way enough to let the big Fokker take off. The air traffic controller on that occasion was "Who's the crowd Fokker?"

Glen had never ridden in a car before. Tallfeller, that all the boys call Rice, found him in the Boston moun­tains. When Rice brought him to civilization in a Fokker, he had only attended school three months and had learned to drive, he went out one day and bought two new hours' worth of gasoline, hopped into his plane and took off. The boy's naive comment on that occasion was "I've learned to drive and I can fly an airplane."

W HEN they aren't travelling, Glen installs the stage show in apartment home bases. On tour, they try to place them in the best hotels, but they are more at home in auto camps and will resort to camping out. The wandering folk are very much at home in the country.

A guitar player named Lem differed with Mr. Tallfeller. "They're too refined, too self-absolute. Nothing was too good for him. In fact, Glen remarks acidly. "He was never satisfied with anything. One time, Lem had a hundred dollars and he spent it all on a few rounds of golf with a few friends. Tallfeller suggested he take the money and buy himself a new car. Lem picked the holiest, gaudiest car in the line-up—for a few days on fifteen or twenty dollars' worth of gasoline. The first thing to catch his eye was speedboats for twenty-dollar payments. Exasperated, Tallfeller pointed out that there was no way to get a group of hill billys to make his way.

Glen is a musician. Glen is a manager. Glen is an owner of KMPC. Who placed it at the disposal of his mountain-hopping station manager whenever the latter took a mo­ment off to do some yodeling and warbling. Consequently, Hubert had never seen an airplane before. On the first time he yodeled and warbled at the Beverly Hills station, KMPC, he paid himself. He sends a good por­tion of his profits to the Children's Relief of Los Angeles county, to honor Hubert for only six weeks. The natives had at first even refused to make any distinction between talent scouts and kidnappers.

W HEN they aren't travelling, Glen installs the stage show in apartment home bases. On tour, they try to place them in the best hotels, but they are more at home in auto camps and will resort to camping out. The wandering folk are very much at home in the country.

A guitar player named Lem differed with Mr. Tallfeller. "They're too refined, too self-absolute. Nothing was too good for him. In fact, Glen remarks acidly. "He was never satisfied with anything. One time, Lem had a hundred dollars and he spent it all on a few rounds of golf with a few friends. Tallfeller suggested he take the money and buy himself a new car. Lem picked the holiest, gaudiest car in the line-up—for a few days on fifteen or twenty dollars' worth of gasoline. The first thing to catch his eye was speedboats for twenty-dollar payments. Exasperated, Tallfeller pointed out that there was no way to get a group of hill billys to make his way.

Glen is a musician. Glen is a manager. Glen is an owner of KMPC. Who placed it at the disposal of his mountain-hopping station manager whenever the latter took a mo­ment off to do some yodeling and warbling. Consequently, Hubert had never seen an airplane before. On the first time he yodeled and warbled at the Beverly Hills station, KMPC, he paid himself. He sends a good por­tion of his profits to the Children's Relief of Los Angeles county, to honor Hubert for only six weeks. The natives had at first even refused to make any distinction between talent scouts and kidnappers.

W HEN they aren't travelling, Glen installs the stage show in apartment home bases. On tour, they try to place them in the best hotels, but they are more at home in auto camps and will resort to camping out. The wandering folk are very much at home in the country.

A guitar player named Lem differed with Mr. Tallfeller. "They're too refined, too self-absolute. Nothing was too good for him. In fact, Glen remarks acidly. "He was never satisfied with anything. One time, Lem had a hundred dollars and he spent it all on a few rounds of golf with a few friends. Tallfeller suggested he take the money and buy himself a new car. Lem picked the holiest, gaudiest car in the line-up—for a few days on fifteen or twenty dollars' worth of gasoline. The first thing to catch his eye was speedboats for twenty-dollar payments. Exasperated, Tallfeller pointed out that there was no way to get a group of hill billys to make his way.

Glen is a musician. Glen is a manager. Glen is an owner of KMPC. Who placed it at the disposal of his mountain-hopping station manager whenever the latter took a mo­ment off to do some yodeling and warbling. Consequently, Hubert had never seen an airplane before. On the first time he yodeled and warbled at the Beverly Hills station, KMPC, he paid himself. He sends a good por­tion of his profits to the Children's Relief of Los Angeles county, to honor Hubert for only six weeks. The natives had at first even refused to make any distinction between talent scouts and kidnappers.

W HEN they aren't travelling, Glen installs the stage show in apartment home bases. On tour, they try to place them in the best hotels, but they are more at home in auto camps and will resort to camping out. The wandering folk are very much at home in the country.
set, was the last thing she intended.

As she grew older, she more than fulfilled her teachers' expectations about her ability. She appeared as soloist—vocal and piano—at many concerts given by the Philadelphia Operatic Society, that blue-blooded musical organization that dates back almost to Colonial times. As a soprano, her voice was sweet and clear and of phenomenal range for one so young.

A month before her fifteenth birthday the Society presented Carmen with Vivienne singing the name part. A talent scout from the Shubert Brothers, famous producers of Broadway shows, thought she was so good that he went backstage to see her after the performance. He told her that they were casting for a new operetta and advised her to see Lee Shubert in New York.

Vivienne and her mother were overjoyed. But how to get to New York without arousing her father's suspicions as to the real purpose of the trip? Finally they hit upon the feminine excuse of a shopping trip, and they actually did buy a few things to bear out their story.

When Lee Shubert heard her sing he, too, was impressed with her voice. But because she had had no experience in the commercial theater, he offered her a job in the chorus until she acquired "stage presence," promising her a good part in a future production.

"I wish you could have seen me then," Vivienne recalled with almost uncon- trollable laughter. "I, who had just sung the lead in Carmen, take a job in the chorus? Never! I didn't know or realize that anyone else would have jumped at the chance to appear under the Shubert banner. Instead, I was outraged at what he offered me.

"It must have been a funny sight as I, a red-headed shrimp—several inches shorter than my present five feet three—drew myself up and said, 'Mr. Shubert. I, a red-headed shrimp—several inches shorter than my present five feet three—drew myself up and said, 'Mr. Shubert, you see, had her name on a preferred list.' Two months later she received a telegram to hurry to Long Beach, New Jersey. She went with her mother. It was from Lee Shubert. The show was scheduled to open in New York in four days. The theater was sold out far in advance. And the leading lady was in the hospital as the result of an accident. Every other possible substitute was unavailable. With no one else to call, he decided to try Vivienne.

"'Can you learn the part on such short notice?' he asked.

"'I think so,' she replied.

"'Girl, you more than think so. You're going to!"

The rest is history. Seeing the ovation

---

**The Suffering I Had to Bear In Secret**

**WHAT**'s a roll Pile's take—in pain, in physical and mental incapacitation, in pain on vitality! The sad part about this affliction is that, on account of the delicacy of the subject, many hesitate to seek relief. Yet nothing is more fraught with danger than a bad case of Pile's, ending, as it may, in serious trouble.

Real treatment for Pile's is to be had today in Pazo Ointment. Pazo not only relieves the pain, soreness and itching, but it tends to correct the condition as well. Pazo works because it is threefold in effect. First, it is soothing, which relieves the soreness and inflammation. Second, it is healing, which repairs the torn and damaged tissue. Third, it is absorbing, which tends to reduce the swollen blood vessels which are Pile's.

Pazo comes in collapsible tube with special Pile Pipe; now also, for the first time, in suppository form, 14 to the box. Those who prefer suppositories will find Pazo suppositories better than anything they have ever used.

**Try It FREE!**

Pazo is sold by all drug stores, but a liberal trial tube is free for the asking. Simply mail the coupon or a post card.

**Grove Laboratories, Inc.**

**FREE**

Dept. 19-F, St. Louis, Mo.

Gentlemen: Please send me, in plain wrapper, your liberal free trial size of Pazo Ointment.

NAME             ADDRESS

CITY  STATE

---

**Vivienne Segal—Born to be a Star**

**[Continued from page 19]**
That used booklet I've always played leads. And it has showered her with good plays, than with on the whole sub...ran over a year and Vivi...is just right.

On the Und...they body. A newer form, II N. Y. such hits as Golden Daum and The Desert Song, Three Musketeers, Chocolate Soldier, Music in the Air, and several editions of the Ziegfeld Follies.

"Ever since my appearance in Blue Paradise I've always played leads. And it has been an extra hard struggle to keep my place in the theater," she explained to me. "Because I did not have the experience of working my way up, I was technically imperfect in a lot of things that can only be learned by long association with the theater. That I did not make more mistakes is due to the fact that I did things instinctively and then had to learn the reason why.

Having showered her with good plays, it was time for Lady Luck to take a vacation. But she didn't. Instead, she worked overtime in Vivienne's behalf. As star of one of the Ziegfeld Follies, she was entitled to a private dressing room. But she had struck up a friendship with Lisa Basquete, featured dancer in the revue. The girls liked each other so much that they got a dressing room together.

At this time, talking pictures were just growing out of baby rompers. You may call it fate, but the fact remains that Lisa Basquete was the wife of the late Sam Warner, of Warner Brothers pictures, and thus was responsible for Vivienne's entrance into the movies.

One night, Mr. Warner called for his wife after the show, accompanied by a young man. After the stranger was introduced to Vivienne he turned to Mr. Warner and said: "Sam, Miss Segal is the very girl I'm looking for. Her coloring is just right."

He was Mervyn Leroy, famous director. In Vivienne, with her red hair and very white skin, he found the girl he wanted to play the lead in the movie Blue Paradise, the first picture in technicolor. A month later, Vivienne was on her way to Hollywood.

TWO years passed. Vivienne returned to New York. Behind her were such screen successes as Golden Dawn and The Cat and the Fiddle. But, what next?

They now appear on both networks, for...35¢ for a box of three. They are safe, as safe as pure water. And Zonite is powerful. Taking carbolic acid as the standard for comparison, Zonite is far more powerful than any dilution of carbolic acid that may safely be used on the human body.

Also Zonite Suppositories

Besides the liquid Zonite (three sizes 30¢, 60¢, $1.00) there is a newer form, Zonite Suppositories. These are $1.00 a dozen or 35¢ a box of three. They are dainty, white, cone-like forms which provide continuing antiseptic action. Some women prefer the liquid and some the suppositories. Others use both.

Be sure to write for "Facts for Women." It is an up-to-date booklet giving a plain, clear statement on the whole subject of feminine hygiene. An actual education in marriage. All women can profit by its teaching. Just mail coupon.

JUNE, 1935
Rudy Vallee’s Music Note Book

[Continued from page 14]

It will be curious to see what happens to the two boys if they really do break apart.

The four songs are published by Crawford, and all of us are looking forward to the picture with great anticipation.

All the King’s Horses

All The King’s Horses, I have been told by Alice Faye, who saw it at a preview, is a fine production. She was most enthusiastic about the work of Carl Brisson, who, frankly, did not please the critics or the fans in his previous efforts in Murder At The Vaudeville. As a vocalist I am told he makes no pretensions to singing than does the great Chevalier, but that he has a way with him for the ladies, Miss Faye felt very definitely after seeing him in All The King’s Horses.

I witnessed the play, which is one with a dual role—the king desires to rest and relax, and permits a man who closely resembles him to substitute, with all the usual complications, especially for the girl who has been selected for his queen, as he finds the substitute more delightful and wonders what has happened to the king. Unfortunately, following close on the heels of the Folies Bergere picture, it may suffer, since the theme of that composition is likewise centered around a dual role—a nobleman and an actor.

The songs are rather weak in this picture, all except A Little White Gardenia, which if properly presented, sung slowly and more on the style of a ballad, becomes a very tuneful and interesting composition. The Careful Young Lady is only fair; When My Prince Charming Comes Along even less others. They have furnished my colleagues a chance to manifest itself.

The three will be another Love In Bloom, which is a story of showboat river life, with W. C. Fields as its Capn Henry. Bing gets a chance to sing the following numbers: Soon, Down By The River, and It’s Easy To Remember.

Soon is a one-word title, but it has none of the construction of Who, which was another one-word title; yet it is a most enjoyable and well-constructed one. Personally I like It’s Easy To Remember, though it may be that Bing’s excellent recording of it has won me to this song. Down By The River is a more pretentious sort of Old Man River type of composition which gives Bing’s newly found range and strength a chance to manifest itself.

Famous Music, Inc. again has these songs to beguile you and expects big things from them, though I doubt if any one of the three will be another Love In Bloom.

Isle of Capri

The Isle Of Capri is a case in point where Mr. Vallee shows very bad judgment. I’ll make no allibis for it except to simply say that I did not care for it even when I heard the English recording of it. I listened to the song carefully and felt that the title was so far-fetched, weird and strange that it just would not appeal to American music lovers. It was written by two Englishmen and is a popular hit in England. Even in the face of that, I
refused the opportunity to introduce it or to play it, only to find that American audience have come to accept it whether it is played in rumba form or straight fox trot form. Today it is the most played song on the air, and one of Larry Sprey's best sellers. My congratulations to Larry and the firm of T. B. Harms, who should feel very grateful to him for having picked it.

Larry's chief reason for selecting it as a hit possibility was the title, which he felt was so odd, so different that it couldn't help but beguile. Its lyric, of course, is full of the loveliness, charm and sunshine of Italy, and I am still wondering why, though I am honest enough to admit that I have come to like it after hearing it for the hundredth time from my auto radio. I believe that the song is some two years old and has been a continental favorite for some time.

Let's Live Tonight

Love Passes By is another melody from the mind of a very capable motion picture director-composer, Victor Schertzinger. He it was who wrote Marquita years ago, and he it was who gave Chevalier such fine direction in his Love Parade, and incidentally contributed to its musical score. He it was, too, who directed Grace Moore in her picture, One Night Of Love, which gave that young lady such tremendous public acclaim and a new place in the motion picture world after several unsuccessful attempts.

This time he has given Tullio Carminati, a fine vocal vehicle for a Columbia picture, Let's Live Tonight. Love Passes By is one of the more lovely waltzes which will assail you from your radio tubes during the coming season. The Sardi brothers are very proud of this waltz acquisition to their catalogue.

Put On An Old Pair Of Shoes deserves popular mention if for no other reason than it was written not only by Billy Hill, composer of The Last Round-Up, but his very lovely wife is supposed to have had a part in its writing. It has been a gap in the past for the wife of many a composer to have her name on the composition, though I believe in many cases it has been fairly authentic that the Mrs. really did the lyric or melody, as the case may be. At any rate, Put On An Old Pair Of Shoes was written by Mr. & Mrs. Billy Hill, and is published by Shapiro Bernstein.

Believe It, Beloved

That I could have failed to mention Believe It, Beloved before in these columns is simply due to the fact that I failed to see a copy of it when it was delivered to my office, thereby missing an opportunity to be one of those to first bore you with a popular song which became boring only due to the fact that its outstanding qualities caused it to be played so often that of course it became a bit exhausting. A popular song that has the lift, lift, charm and freshness of this one could not help but find itself on many a radio broadcast, theater program, record album and sheet music counter.

Believe It, Beloved is a fine follow-up of which Broadway Music Co. may well boast, after having had Be Still My Heart; and although Believe It, Beloved may, like Be Still My Heart, not sell many copies, has caused many a foot to tap and many a pulse to quicken, and given a feeling of rest and enjoyment to many a tired heart. It is that type of composition.

JUNE, 1935
SUMMER MAKEUP 
AND DAINNESS

Do you dread the thought of sum- 
mer because it means a sunburned nose 
or a stubborn crop of freckles? If you 
do, read what Miss McKay has to say 
about preventing these summe- 
rutaneous nuisances, and other 
summer problems such as 
supersolfl hair and excessive per-
spiration. If you would like further 
information on these other beauty 
problems, write to Miss Wynne McKay.

By WINNE MCKAY

THORETICALLY, summer should be 
a very gay, carefree time, but 
actually it can be a trial and a 
torment when your nose sits on 
shining 
ten minutes after you have pow­ 
dered it ... when your arms develop a 
beet-like hue following a set of termites 
or when you pop out in freckles 
without any antecedent reason. 

These are only a few of the beauty 
problems peculiar to warm weather, 
but they alone are enough to upset 
the calmest woman’s complexion. 
And when you add to them the matters 
of excessive perspiration and super­ 
solfl hair the beginning of a summer 
was ever invented, anyway! 

It is possible, however, to thwart 
these demons if you follow a sensible and 
faithful beauty routine based on preven­ 
tion—a routine that will assure you not 
only of a happy and decorative summer, 
but also of an autumn free from the 
troubles and anxieties of the season, 

The same manufacturer has an 
excellent protective cream, designed espe­ 
cially for those who want to remain 
pink and white, and yet enjoy the free­ 
dom of the outdoors. It forms a porous 
film over the skin, protecting it from 
the scorching rays and, therefore, pre­ 
venting freckles and sunburn. It forms 
a lovely base for powder and comes in 
three shades to match the most 
common shades of face powder. 

If your skin is the kind that takes 
kindingly to tanning or can be coaxed 
with little trouble, get outdoors early 
in the season, before the sun’s rays 
have done their worst in the morning. But 
don’t venture out without your armor 
of suntan oil slathered generously over 
every exposed inch of you! If you want the 
trade name of a fine oil that will 
tan you without harm, and yet—quite 
without any initial burning—will 
startle you into a suntan, you must 
recommend one that sells for a dollar a bottle. It does 
not stain, and its protective and heal­
ing properties keep the skin smooth 
and well-lubricated.

YOU can never wear smart little pink 
pique shorts like Miss Renee Clarke’s 
if your legs are afflicted with a growth 
of superfluous hair. No matter how 
shapely the limbs may be, that ugly 
shadow conceals them, deforms them, 
renders them unattractive. If you want 
precautions against ruining these fragile 
of them. It is generally 
accepted, now, that a chemical 
perspiration corrective is the only prac­ 
tical method of combating this 
space. But the question is—how 

the season, before the sun’s rays 
have done their worst in the morning. But 
don’t venture out without your armor 
of suntan oil slathered generously over 
every exposed inch of you! If you want the 
trade name of a fine oil that will 
tan you without harm, and yet—quite 
without any initial burning—will 
startle you into a suntan, you must 
recommend one that sells for a dollar a bottle. It does 
not stain, and its protective and heal­ning properties keep the skin smooth 
and well-lubricated. 

YOU can never wear smart little pink 
pique shorts like Miss Renee Clarke’s 
if your legs are afflicted with a growth 
of superfluous hair. No matter how 
shapely the limbs may be, that ugly 
shadow conceals them, deforms them, 
renders them unattractive. If you want 
precautions against ruining these fragile 
of them. It is generally 
accepted, now, that a chemical 
perspiration corrective is the only prac­ 
tical method of combating this 
space. But the question is—how 

the season, before the sun’s rays 
have done their worst in the morning. But 
don’t venture out without your armor 
of suntan oil slathered generously over 
every exposed inch of you! If you want the 
trade name of a fine oil that will 
tan you without harm, and yet—quite 
without any initial burning—will 
startle you into a suntan, you must 
recommend one that sells for a dollar a bottle. It does 
not stain, and its protective and heal­ning properties keep the skin smooth 
and well-lubricated. 

YOU can never wear smart little pink 
pique shorts like Miss Renee Clarke’s 
if your legs are afflicted with a growth 
of superfluous hair. No matter how 
shapely the limbs may be, that ugly 
shadow conceals them, deforms them, 
renders them unattractive. If you want 
precautions against ruining these fragile 
of them. It is generally 
accepted, now, that a chemical 
perspiration corrective is the only prac­ 
tical method of combating this 
space. But the question is—how 

the season, before the sun’s rays 
have done their worst in the morning. But 
don’t venture out without your armor 
of suntan oil slathered generously over 
every exposed inch of you! If you want the 
trade name of a fine oil that will 
tan you without harm, and yet—quite 
without any initial burning—will 
startle you into a suntan, you must 
recommend one that sells for a dollar a bottle. It does 
not stain, and its protective and heal­ning properties keep the skin smooth 
and well-lubricated.
On the Care and Feeding of Husbands

Jost Kastner, master of Household Musical Memories, in his expert in the kitchen, and on the bass. He has two favorite food specialties—the cooking of delicious soups, and the preparation of tasty salads.

![Image of CLOPAY blinds]

**Help Kidneys**

Your Kidneys contain 8 million tiny tubes or filters which wash out and excrete the waste, including toxins, from the blood. Your kidneys are most constantly laboring when you eat. So it is no wonder that many people suffer from kidney troubles. Even if you are perfectly healthy, you can be benefited by the use of *Siroil,* the new treatment of psoriasis. By Fred A. Barton, or Betty Crocker or Mary Ellis, either. When I run out of ideas, there's corned beef hash. And marrows canneled soups. And the average adult should have a lesson in the difficult art of cooking. Mrs. Grace Ellis, gives a lesson in the difficult art of making husbands eat the kinds of food that are good for them. With his tasty recipes, the clever wife can give the man of the house the vitamins and food elements he needs, and win for his kitchen skill.

By Grace Ellis

with my eyes shut, and stir up whatever it is they've been talking about.

"But—what good will this do us, when the only foods which Bob greets with enthusiasm are—most, potatoes, cheese and beef."

"Now, I know what foods Bob ought to eat. At least, I know, after a fashion, what makes a balanced meal. And I have here that list of foods which you said the average adult should have every day. The simplest statement of my problem would be, to return that list. And give Bob's recipes."

1. 2 pints of milk a day won't do a thing.

I cooked only vegetable puddings at home, and I mention them here. I'm going to send you my wonderful new method for yourself: my method is natural, pleasant, harmless. Let me send you my wonder-working instructions and special massage cream to use at my risk. Convince yourself that you can gain the gorgeous femininity curves and all the rage. Why don't you try it on yourself what you've been talking about.

"And it wouldn't be hard to have variety, either. When I run out of ideas, there are so many foods and vegetables. And who could be afraid of biscuits or corned beef hash. There are so many things—"

"And with almost everything I buy—flours, shortenings, cereals and such—I find such simple easy-to-follow directions, right on the package, that even a numbskull like me couldn't have any failures."

"And I wouldn't have to have variety, either. When I run out of ideas, there are so many marvelous food programs on the radio. After listening to Miss Gibson, or Mrs. Barton, or Betty Crocker or Mary Ellis, I'm not only chock-full of ideas, but I can almost go to the kitchen and not be passed over.
Blondes

why be blind?

DON'T shut your eyes to the fact that blonde hair requires special care. Its texture is so delicate that ordinary shampoo methods may cause it to fade, streak or darken.

Yet now it's easy to keep blonde hair always lovely. For there is a blonde hair conditioner—Blondex, especially made for blonde hair only, that will bring out all its rich, golden beauty. Helps keep light hair from darkening. Brings back the true golden sparkle to dull, dark, faded and streaked blonde hair.

Leaves hair soft, fluffy, silky without using any special rinses. Used by millions of blondes.

To get a generous trial package of Blondex just send your name and address to 100 to cover cost of mailing to Swedish Shampoo Laboratories, Dept. 76, 27 West 28th St., New York City. Or you can buy Blondex at any good drug or department store.

Blondex conditioners may be used on all hair types and on all hair colors. They are applied daily, and since they are free from disagreeable residue, they are useful for conditioning any hair that tends to get dull.

Guard Against
BAD BREATH

New Discovery Protects You

No need NOW for you to offend others with bad breath—thank to the elusively delicious smell and satisfaction of O-H, the new European discovery. German filling strength equal to famous Durol solution used in hospital! O-H is pleasingly mild yet is the most powerful germ-killing, antibiotics known to modern medicine. Non-irritating! Safe even for children. Contains no harmful chemicals. A package of 12 ounces O-H in a quiet, pleasant, discharging antibiotic—and amazingly economical—puts up to ten times your ordinary bottle. Pronto—add one ounce to water—and pronto—the result is O-H SOLUTION ready to use. Send one ounce (plus 2c stamp for postage) for 1-month O-H Introductory Offer—enough to make a large 12 ounce bottle (plus an ordinary mouth wash cup) of $1.60.

ORAL HYGIENE LABORATORIES
75 E. Wacker Drive Dept. 101 Chicago, Ill.

Free for Asthma
and Hay Fever

If you suffer with attacks of Asthma or terrible Hay Fever you know the annoyance and snuffling while your eyes water and nose discharges continuously, don't fail to send at once to the Frontier Asthma Co., 224 W. Frontier Bldg., Buffalo, N.Y. to enter the votes on a free trial of a remarkable method. No matter where you live or whether you have any faith, fill in the blank, sign your name, remit a few cents and you will receive a bottle of this remarkable product to promote immediate relief. It will cause you nothing. Address: Frontier Asthma Co., 224 W. Frontier Bldg., Buffalo, N.Y.

Now SILK HOSE GUARANTEED TO WEAR WITHOUT HOLES

Guaranteed to wear without holes for 11/2 months. Guaranteed to be butter-soft, wrinkle-proof, and wrinkle-proof. Guaranteed to be free from snags, tears, runs, etc. Not sold in stores but through representatives. Write for big opportunity. Give itself.

Agents

U.S. A., Canada and Cuba in a
work demounting.

MAITLAND MOSEY CO.
32 Midway Greenfield, Ohio

Just a Gagolo

(Continued from page 22)

Comedians won't fade away on the air for—

One inch of joy surmounts of grief a span:

Because to laugh is proper to the man.

The poet's appraisal being true, comedians have just as permanent a place on the radio as they have on the stage and screen. And they will retain their eminence, whether their jests are new or old. Undoubtedly as the art of broadcasting progresses, the projection of comedy will likewise advance. And television, one of the most imminent of the improvements, will prove as great a boon to the comic clan as to any other type of entertainer.

TO ME, the amazing thing is not that the broadcasting buffoons have been able to hold the affections of the public, but rather that they were able to capture in the first place, laboring as do under the handicap of not being visible to their audiences.

The fantastic outfits and foolish antics of Cantor, Pearl and Wynn and other comedians of that genre, play vastly important parts in their performances. Even laugh-inciters like Fred Allen, Jack Benny, Colonel Stepinfontum and Budd and George Burns and Gracie Allen, who depend more on their material than make-up, are funnier when seen. The microphone, for instance, conveys no hint of the hilarity provoked in the eye of the beholder when Fred Allen with a perfectly "dead pan" countenance delivers one of his witticisms.

Television, of course, will reveal to the radio audience more of the personality of the performer than the mike can communicate. It will also remove some of the objections of the arm chairs to the presence in the studios of audiences. The latter are too prone to express themselves in loud laughter; the same being most aggravating to the listener because he can discern no apparent reason for much of the merriment that comes through his loudspeaker. He suspects that the comedian has pulled some funny stunt in the studio and is resentful that it has been done within his hearing but beyond his sight.

The television attachment will let him in on the secret and much of the present antagonism to studio spectators will thus be overcome. But there is one thing he can never forgive a studio audience for and which television can't remove. That is, the practice of releasing a roar of applause a split second before the comic reaches the point of his joke; said Niagara of sound effectually preventing its reaching the eager ears of the invisible audience. There is something pathetic about studio audiences, this faculty of sensing the crux of a story before it is reached, but perhaps the more natural explanation that the audience is just as familiar with the joke as the jester is the true one.

Critics of studio gatherings overlook, or don't know, the real purpose of their

Two hundred telephone in the offices of the National Broadcasting Company received the votes of the fans on Major Bowes' Sunday evening amateurs. The photo shows a few of the telephone girls who enter the votes on ballots as they are received. Ballots are announced over the air during the progress of the hour, and the eventual winner announced the following week.

RADIO LAND
As Mr. Skinner makes clear, being funny is a mighty serious business. And under the limitations imposed by the microphone, being funny on the air is even more serious. If you don't believe it, ask the wives of the air comics and you will learn that their husbands, those clowns who cawwes on the air, are the most unhappy men in the world.

They are unhappy because they are forever being compared by a new broadc. ast. They start fretting about the minute the announcer says good night on their last one. That may have been funny but the impending one must be funnier; for there is nothing so dead as a broadcast the morning after the night before. How to make the new one as good or better than the old one is what sends them to bed sleepless with apprehension. Hours and days are spent delving into libraries of humor; jokes are written and re-written so many different ways and from so many different angles that the disciples of Joe Miller despair of ever snaring another laugh again.

Finally, after incessant toil on the part of the comedian, his gag writers and continuity collaborators, a half-hour's fun is evolved. But this is subject to countless revisions, many deletions and possibly total annihilation when the material goes into rehearsal. More than one script, produced by a combination of the best comedy minds in captivity, has been discovered unfit at the last moment and tossed out the window.

When that happens the comedian and his comedy cohorts must start all over again. Which they do with prayers for the Great God Gag to deliver them from their misery and supplications to another divinity to give them strength to resist their natural impulses to commit mass-slaughter of mayhem, or both, on their fellow workers.

REALLY, in view of the mental distress they suffer, it is not surprising that all comedians secretly long to be tragedians. The everlasting search for a funny line or situation makes of their own lives a real tragedy. Just how much of a tragedy, only their wives know. Eddie Cantor boasts what a great helpmate is Ida Cantor, but Mrs. Cantor could tell a story of the home life of a comedian that would make the spouse of a tragic, only their wives know. Eddie Cantor boasts what a great helpmate is Ida Cantor, but Mrs. Cantor could tell a story of the home life of a comedian that would make the spouse of a tragedian long to pass judgment on his dream child. [Continued on page 60]
Fred Allen's missus, Portland Hoffa, suffers with and for her husband when he is in the throes of authorship. He barricades himself in his study and until he emerges with a finished script doesn't eat, drink or sleep for days, so far as this investigator has been able to discover. The usual drying time. That is what the Hollywood Rapid Dry CURLER... "the curler used by the stars..." will give you. Easy to apply, comfortable while sleeping; simple to remove. Rubber lock holds hair and curl secure. Permanently mounts rapidly drying. Fanned and regular models are available in various sizes. HOLLYWOOD CURLERS are used in millions of homes and on the stage everywhere.

RUMORS THAT ALMOST WRECKED THEM

(Continued from page 26)

PALS of the couple (usually comics, for professional funny folks naturally gravitate together) may drop in to spend the evening. But instead of playing bridge or indulging in other diversions of normal persons, the group will go into a huddle to devise gags for each other's acts. This may sound to you, dear reader, like a most enjoyable way to spend an evening, listening to wisecracks as they pour from the lips of their creators. And it would be pleasant for you, if you could eavesdrop on their social sessions. But to the participants these evenings have no fascination, for they are occupied with matters altogether too serious to be diverting.

The trials and tribulations shared by the wives of the gagolo artists remind me of the feud between Al Jolson and Ricardo Cortez during the filming of Wonder Bar. I am reminded of this because there is no earthly reason for the association of these ideas. But I do need a tag line for this story and that episode supplies it.

However, perhaps you heard about that famous studio scrap and didn't hear what caused it. In that case I'll have to explain that in the picture, Cortez plays a gigolo dancer. And Jolson, as master of ceremonies, introduces him at the Wonder Bar Cafe with the remark:

There is no accounting for taste—some women even like radio comedians for husbands.
they cancelled Parker's contract, thereby taking Seth Parker off the air.

I spoke to two members of the cruise who have returned temporarily to New York. They both assured me the same thing: "But with Seth Parker away in the Pacific, how can he defend himself, bring the guilty parties to justice?"

"Every party on board was enormously pro- Palm Court, 4th state officials, like the President of Haiti; Sir Arthur Jelf, the Royal Governor of Jamaica; and Rear Admiral John Halligan, Commanding the U. S. Fleet in the Pacific.

"As to the Frigidaire contract, Frigidaire certainly did not cancel it. They wanted Phillips Lord (Seth Parker) to return for them. We were off Miami. They asked him to cruise leisurely around the Gulf of Mexico, stopping frequently for commercial broadcasts. Lord said he was getting impatient because the cruise to foreign lands was taking so long in getting started, turned down this contract. It would have meant over $30,000 to him but he chose to give that up in stead of disappointing his radio public.

Frigidaire angry at us? It still holds an option on Lord's services for his first series of broadcasts when he returns.

"Thinking we were losing that we did not even know that he had lost his voice would do to a singer, whose very life as a star depended on his voice! That happened to Lawrence Tibbett once.

How did this rumor start?

At a private dinner party, Lawrence's hostess pleaded with him to sing. Now Tibbett knows that after a heavy dinner his voice is ruined. He had to tell her that she was that he finally consented. In the middle of his selection, his voice cracked. That was all Dame Rumor needed. Soon it was all over town that Tibbett had lost his voice, that he was through. His agents in New York, thousands of miles away, heard it! Letters of sympathy, of advice, began pouring in from every little hamlet in the United States.

For the next year, everywhere he went this rumor preceded him. His professional enemies were encouraged. Why, a musical comedy producer came forward with an offer.

"Since you are done as an opera singer," he said, "why not sing in one of our shows! I'll see there are no high notes in your songs, so you wouldn't have any trouble."

It was a year before Tibbett could live down this rumor, before it died away.

W WHAT would you do if wheacsers circulated a report that you were temperamentally touchy, that no one could work with you, that the team was sent away? You may say, "Did you ever get off the air for over a year?"

That you demanded so much money before you'd sign to sing that you could never land anywhere at an individual artist. So when Paul White a me to sing for three more years, I thought it better not to. If Paul didn't want me he wouldn't have asked me to sing again, when my contract had still another year to run.

"I went over to Columbia, where I was for a month or two with my band, and then we were off Miami. They asked him to cruise leisurely around the Gulf of Mexico, stopping frequently for commercial broadcasts. Lord said he was getting impatient because the cruise to foreign lands was taking so long in getting started, turned down this contract. It would have meant over $30,000 to him but he chose to give that up in stead of disappointing his radio public.

Frigidaire angry at us? It still holds an option on Lord's services for his first series of broadcasts when he returns.

"Thinking we were losing that we did not even know that he had lost his voice would do to a singer, whose very life as a star depended on his voice! That happened to Lawrence Tibbett once.

How did this rumor start?

At a private dinner party, Lawrence's hostess pleaded with him to sing. Now Tibbett knows that after a heavy dinner his voice is ruined. He had to tell her that she was that he finally consented. In the middle of his selection, his voice cracked. That was all Dame Rumor needed. Soon it was all over town that Tibbett had lost his voice, that he was through. His agents in New York, thousands of miles away, heard it! Letters of sympathy, of advice, began pouring in from every little hamlet in the United States.

For the next year, everywhere he went this rumor preceded him. His professional enemies were encouraged. Why, a musical comedy producer came forward with an offer.

"Since you are done as an opera singer," he said, "why not sing in one of our shows! I'll see there are no high notes in your songs, so you wouldn't have any trouble."

It was a year before Tibbett could live down this rumor, before it died away.

IT is all so simple and reasonable. If your physical let-down is caused by lowered red blood corpuscles—which is all too frequent—then S.S.S. Tonic is waiting to help you...and will, unless you have a serious organic trouble that demands a physician or surgeon.

Remember, S.S.S. is not just a so-called "tonic." It is a tonic specially designed to stimulate gastric secretions, and also has the mineral elements so very, very necessary in rebuilding the oxygen-carrying red corpuscles in the blood.

This two-fold purpose is important. Digestion is improved...food is better utilized...and thus you are enabled to better "carry on" without exhaustion—as you should.

You may have the will-power to "be up and doing" but unless your blood is in top condition you are not fully yourself and you may remark, "I wonder why I tire so easily."

Let S.S.S. help build back your blood tone...if your case is not exceptional, you should soon enjoy again the satisfaction of appetizing food...sound sleep...steady nerves...a good complexion...and renewed strength.

S.S.S. is sold by all drug stores in two convenient sizes. The 90c economy size is twice as large as the $1.25 regular size and is sufficient for two weeks treatment. Begin on the upraid today.
Be Your Own MUSIC Teacher

Learn at Home

By marvelous new method that teaches in half usual time. Simple as A, B, C - a child can learn it. Your lessons include 500 scales and pieces, instead of Kwames recitation. When you finish one of these beautifully easy lessons, you've added a new "piece" to your roll. You read real music, too-top "Merry-Go-Round" or "If I Only Had a Horse." When you finish all 500 lessons, you have a real music background. Method of instruction is special.

PLAY BY NOTE Piano, clarinet, violin, cornet, mandolin, uke, banjo, trombone, flute, clarinet, piccolo, saxophone, ukulele, guitar, voice and speech, harmony and composition. Drums and bass guitar, automatic player, drums and bass guitar, accordion, Italian and German American.

Learn Twice as Fast Everything is in color and pleasing. Here you find just what you need - a picture almost too good to do. Everything you do yourself, and you'll do it. In a few short months you become as excellent in music as the life of every party.

Free Book and Demonstration Lesson You may select because you are a fast player through the D. S. School home study method. While you, however, before a group, and to the music of the film every week. You may continue instruction as long you wish and address specially. No obligation. U. S. SCHOOL OF MUSIC 56 W. Brunswick Building New York City, N. Y.

ACROSS
1. Air program
2. Peter Pfeiffer in person
3. His last name is Gluskin
4. What we do with products mentioned on Baker's Broadcast
5. Wyman's name is Leopold
6. Pierre — Kresge's Sings on Manhattan Merry-Go-Round
7. You and me
8. Mrs. Andy Gunep
9. Small U. S. coin
10. Product mentioned on Fire Chief program
11. Roxy's radio company
12. First two initials of President Roosevelt who often talks on networks
13. First name of leader of Royal Canadians
14. Part of the Seth Parker on which Phil Lord sailed
15. Trap such as Frank Buck uses
16. Passenger vehicle mentioned on NBC coast to coast trip
17. CBS takes us to — Lake City
18. Comedian heard on Baker's Broadcast
19. Exist
20. Ed Wynn is the — Chief!
21. To do as does that Mr. White's former disguise
22. One of the Lane sisters (init.)
23. What Bernard of Muffle Minstrels is called
24. The modern ocean is equipped with radio
25. He sings with Muriel Wilson
26. Mr. White, radio organist
27. What Bernard of Muffle Minstrels is called
28. — Parkes is an announcer
29. Hoozzer — Shos
30. Joe White's former disguise
31. Warden Lawes tells us of men who have broken the
32. What Miss Bradley, CBS singer, is called
33. Smiling — McConnell
34. You hear her with Jolly Bill
35. Campo Orchestra
36. We hear — Mario on Penthouse Serenade
37. He announces from Radio City
38. NBC gives us the — Stage

DOWN
1. On which NBC network is WJZ?
2. Andre Kostelanetz comes from this European country (abbr.)
3. An alleged force or natural power
4. NBC songstress
5. Where the Lombardo brothers were born (abbr.)
6. Near
7. Romance of Helen — is presented by CBS
8. He performs with Pick in One Night Stands
9. Initials of contralto heard with Everett Marshall
10. One of the Lane sisters (init.)
11. Valla is the to the Connecticut Yankees

LIGHTEN YOUR HAIR WITHOUT PEROXIDE

OILY SKIN!

Is a DANGEROUS BREEDING GROUND FOR BLACKHEADS

Voice 100% Improvement Guaranteed

World's Biggest Selling Hair Remover

Radioland's Crossword Puzzle

By Your Own MUSIC Teacher

Learn at Home

By marvelous new method that teaches in half usual time. Simple as A, B, C - a child can learn it. Your lessons include 500 scales and pieces, instead of Kwames recitation. When you finish one of these beautifully easy lessons, you've added a new "piece" to your roll. You read real music, too-top "Merry-Go-Round" or "If I Only Had a Horse." When you finish all 500 lessons, you have a real music background. Method of instruction is special.
A healthy mouth, white teeth, how important they are to any woman and to all well-groomed men, too! Here's an easy way to have them...

DENTYNE IS AN AID TO MOUTH HEALTH
The extra firm consistency of Dentyne provides just the vigorous mouth exercise everyone needs — the exercise lacking in modern soft-food diets. This chewing stimulates the circulation in the tissues, and keeps the mouth and teeth clean. It prevents flabby muscles, too. Many doctors and dentists recommend it as a regular health habit.

AND A DELICIOUS GUM, TOO — Chewing Dentyne is a pleasant health habit because it is such a delicious gum... At the first taste of its spicy, tempting flavor you congratulate yourself on having found a chewing gum that is different... thoroughly satisfying. Dentyne has a characteristic, handy, flat shape which makes it easy to carry in your purse or pocket... an exclusive feature for many years.

SOLUTION TO MAY PUZZLE

| 15 | London's radio stations are here (abbr.) |
| 18 | Mrs. Peter de Rose |
| 19 | Members of Lux Radio Theater |
| 20 | What orchestra leader of Maxwell House Showboat is called |
| 21 | First name of Miss Page |
| 22 | Radio orphan based on comic strip character (poss.) |
| 23 | Descriptive of tickets to radio broadcasts |
| 24 | What Will Rogers chewed |
| 25 | The Story of Harry —
| 26 | Bing Crosby was born on the — of May |
| 27 | Insects |
| 28 | You hear Bobby Benson with H——O Rangers |
| 29 | Joe White was once known as the Masked Tenor |
| 30 | Parts of instruments used by the Playboys |
| 31 | Interested listener to Farm and Home Hour |
| 32 | Lulu Belle entertains on National — Dance program |
| 33 | Skippy is one |
| 34 | It is read on Dear Columbia program |
| 35 | Guy Bates — |
| 36 | Milton J. Cross was born in — York City |
| 37 | NBC announcer |
| 38 | Molasses ‘n’ January appear in burr — mache-up |
| 39 | One of Boswell sisters |
| 40 | Orchestra leader heard with Ray Heatherton and Peg La Centra |
| 41 | Voice of the Shadow is pitched thus |
| 42 | Radio censors offensive programs |
| 43 | He is heard with 8 Across |
| 44 | To perform as does Grace Moore |
| 45 | RADIOLAND is one (abbr.) |
| 46 | First name of orchestra leader on Philip Morris program |
| 47 | Harry — Zell |
| 48 | One of Boswell sisters |
| 49 | Initiate of vocalist with Richard Himber’s orchestra |
| 50 | His orchestra is heard on Club Romance (init.) |

JUNE, 1935
"I have REDUCED MY WAIST 8 INCHES WITH THE WEIL BELT!"

“Make Money At Home!”

What to Do About Radio Madness

T HAT some folks must be educated to radio is another indisputable point—at least, it is self-evident to anyone who has given a study of the human mind and emotions.

For in the last analysis, we are all visualizers; that is, our mental images, by means of which we think, are pictures.

Radio, of course, depends upon sound and not upon pictures. And in addition there is something uncanny in the way this sound comes to us, not directly from a person but from a machine or orchestra that may be playing—and that we can see—but over air waves that travel through hundreds of miles of space and even penetrate solid walls.

To be sure, people have by now ceased to wonder about the marvels displayed by radio transmission, and everybody accepts it nowadays as a matter of course.

Nevertheless our deeper, inner natures have not yet so accepted it. The unconscious mind has not yet accustomed itself to radio as has the conscious mind. The unconscious mind, which is our real, fundamental machinery, still finds visual imagery easier and more gratifying than auditory imagery.

And so, I repeat, some people have not yet made up their minds to it.

In fact, it requires no little imaginative ability to enjoy, say, a dramatic sketch, when given over the air. For in every radio program the audience contributes something, not more than what the loud speaker emits.

That is why the best radio program is one that stimulates the imagination of the listener. If a program does not arouse us as we hear it given—if it does not make us complete the picture, as it were, in our own minds—we soon lose interest in the presentation and consider it flat.

But let us suppose, says the author, that particular gray cells which create mental images—are comparable to the running action of a motion picture on the screen—then that program wins us to tune in on it again and again.

SPEAKING of programs brings another important point to mind in connection with the use and abuse of one's radio.

This concerns our selection of the right program to fit our special mood or special desires.

If President Roosevelt or some other prominent person is going to make a speech, and we want to know what he is going to say, and, in addition, want to feel the emotion that goes with hearing the living voice, we naturally tune in at the appointed time rather than wait for the next day to read the speech in the newspapers.

The majority of the programs, however, are not speeches by dignitaries. Most of them are either musical renditions or sketches, or both; and in sketches I wonder about the comic dia-

nons such as Cantor, Ed Wynn, Jack Benny, and the like.

Now then, if you want to get the best out of reading, and really enjoy it, you don't force yourself to wade through a whole biography or a tome on history or science. These are

THAT mind automatically 

presents itself in this way against any outsights from the outside world that is excessive in a well-known mechanism in psychology.

Technically it is spoken of as a defense mechanism, or in the case of too much sound the defense mechanism takes the form of psychical deafness; that is, the ear drums and auditory nerves receive the sound, but the brain records it.

Which kind of defense mechanism is exactly what is set up in every individual who plays his radio overtime.

Then what difference does it make? Perhaps someone will ask, "Why keep the radio running continually or not? If my mind shuts the thing off, why bother using my muscles?"

Truel It wouldn't matter a particle if that were the end of the story. But it isn't.

The trouble is that when the mind shuts itself off in a self-defense manner, it sooner or later tries to shut off all sounds. In other words, since the nervous system has been irritated by excessive sound, after a time all sounds may irritate it, even if not loud, harsh or excessive.

The result is, of course, that such a sound-sensitive person then later finds it difficult to listen even to an outstanding radio program of superior merit.

That hundreds of persons, nay thousands, have become fed up with radio is not to deny. Like rich food, a little should be enough because a lot, which is too much, makes the stomach rebel.

Radio is such a boon to everyone, even to the sick, that I am truly sorry for those who have tired of it or who have never learned to like it. The presentations are so diversified and it brings one in such close touch with so many celebrities, not to mention the liberal education that can actually be got from well-selected programs, that to do without a radio is like deliberately sticking to a horse and carriage in this age of motor vehicles and speed.

Yes, radio brings the world to your very doorstep—in fact, into any room you choose to relax and be so served. And mind you, really without paying a cent! Could it be proved?

But remember, if you want to get the best out of your radio you must not abuse it. Your physical being will accept just so much and no more!
REGARDING music, special mention must be made. For music is almost one hundred per cent emotion. Nothing can equal it in touching our emotions, whether they lie deeply and are subtle, or whether they are superficial and plain. In short, the right music can be selected for any state of feeling.

Therefore should you wish to be carefree and be overwhelmed by a sense of abandon, tune in on any of the dance orchestras and drown yourself in jazz rhythms. On the other hand, if you want to experience the joy of pure harmony that brings life to your mind, the finer shades of feeling, a symphony concert by the Philharmonic or other large orchestra ought to be highly gratifying... Rudy Vallee, Bing Crosby, Guy Lombardo and the rest of the crooners type likewise fill a need in our lives, for music is of the love and sentiment kind that so many people relish even at seventy. And then there is always Damrosch to explain why certain kinds of music does the things to you that it does.

Apropos of music—in fact, my argument would apply to any sound that comes through the loud speaker—it must be evident that many do not get the best results from their sets because they are careless about dialing accurately.

It is well-known, of course, that even the slightest turn of the dial may blur the sound and, what is more, the volume control must likewise be set exactly right. Program sponsors, program executives, the control room and a host of others, go to all sorts of pains so that the voice or music that comes to you will give the best possible values. If, however, you do not try to differentiate fine shades of sound and thus enrich your reception, all the fussing of the radio producers goes for naught.

Even so minor a detail, apparently, as the type and condition of your aerial, can make or mar the quality of reception on your set, and many owners who now struggle along with sets operating at a fraction of their possible efficiency, would be amazed at the improved quality.

(Continued on page 66)

Will You Try This Pen-Cleaning Ink if we send a Bottle FREE?

Have you heard about this utterly new kind of writing ink, called Parker Quink—a marvelous creation that makes a pen a self-cleaner—a Parker Pen, or any other? Here's the way—Parker Quink contains a secret, harmless ingredient that actually dissolves the dirt and sediment left in your pen by ordinary inks. This keeps your pen from clogging. You don't have to clean and shake it to start the ink flowing. It writes instantly—every time. In that first bottle of Parker Quink you will find a demonstration bottle, free, to try.

The Parker Pen Co., Dept. 516, Janesville, Wis.

20,000-WORD BOTTLE OF PAPER FREE

Made by the Makers of the Celebrated Parker Pen

The Parker Pen Co.,
Dept. 516, Janesville, Wis.

Send demonstration bottle of Quink

Permanent

Blue

Black

Blue

Brown

Red

Green

Fiolet

Washable

Black

Blue

Brown

Red

Green

Fiolet

Name

Address

Be Irnishe the Penalty of GRAY HAIR and DANDRUFF

Gray hair and dandruff is a handicap socially and in business. For 37 years Nourishine Hair Tonic has brought happiness to millions by coloring dull gray streaked hair with a natural appearing youthful color. Instantly rid of dandruff, combatants and itchiness. Nourishine is applied like a tonic—it's safe—cannot be detected. Adds life, lustre, and youthful radiance to your hair. At all drug or department stores. Send coupon below for big trial bottle and booklet, "Home Care of the Hair." For better results use Nourishine Non-Acid Shampoo.

NOURISHINE

Nourishine Sales, Div. of S. F. S. Brodway, I. A. Cal.

Send Nourishine trial bottle and "Home Care of the Hair"

Name

Address

JUNE, 1935
of reception made possible by a bit of attention by a radio expert.

Persons complain sometimes that their set is worn out or that they are living in a neighborhood where reception is bad, and the like, when all the time it is only a new tube that is needed. A radio set like every other piece of mechanism, requires care and occasional overhauling. Otherwise even the most expensive set will prove disappointing.

Surely it is a mistake also to stick to one station, as is characteristic of so many radio fans. Somehow they get the notion that a particular station is the best and by listening in on that every day they save trouble and time.

But trouble and time must be spent if your radio is to give you the most satisfying results. If you only use one, or even two stations, you are sure to miss some wonderful programs on others.

And if you really want to get many an extra thrill I strongly advise that you try for distant stations, even if you are compelled to stay up half the night to accomplish it. If your set is equipped for short wave reception, use it and enjoy the feeling of being in touch with the entire world.

It was mentioned some paragraphs back that the proper use of the radio can constitute a liberal education. Actually, this is no exaggeration.

I know of no means available at the present day by which one can learn and keep on learning so readily—so lazily, indeed—as radio. Books you must purchase or borrow and bring into the house. To see plays and motion pictures it is necessary to travel to a theater and perhaps even stand in line. But radio! A minute's perusal of the daily papers and you can even be instructed in bed!

Current events and news flashes are, of course, constantly on the air. Daurosch has already been referred to in his role of interpreter of music. Advertisers frequently employ scientific and literary authorities who add genuine knowledge to a program. Historical events frequently are dramatized. On national holidays much is made of the reasons for celebrating. Recently even psychological tests were given by which one could measure one's own intellectual faculties.

Yes; a radio rightly used, not only can brush away the cobwebs covering the school knowledge which we so laboriously learned but which so soon becomes hazy to all of us, but it can, and does, teach us many new facts which help to brighten us and keep us up on our mental toes.

Actually radio can keep you young. It can keep you spirited and up-to-date. It can stimulate you and fire you with ambition. Its entertainment value is only a sideline, secondary to its other assets.

But, of course, if we abuse our radio in ways which I have mentioned, rather than use it intelligently, all the marvelous benefits it can bestow might as well be non-existent.

In the last analysis it is up to you to get the best out of it. And the beauty of it is that most people do get the most out of their sets. Radio knows that you are capable, rather than use it carelessly, all the marvelous results that have been mentioned, rather than use it as a time-waster.
How to get rid of CORNS... easily and without danger of infection

• All persons now suffering from corns are urged to get relief immediately with this approved Blue-Jay method.

Blue-Jay is amazingly easy to use. Quickly applied, without fuss or bother. Pain stops instantly—soft, “common sense” pad removes all pressure on the corn. Then, the safe Blue-Jay medication gently but surely loosens and undermines the corn. In 3 days you lift the corn right out, completely.

Try Blue-Jay today. (25¢ at all druggists.)

Note the name: Blue-Jay. A Pro adhesive strip that holds pad securely in place (waterproof—soft, kid-like finish—does not cling to stocking).

Blue-Jay Bower & Black's Scientific Corn Plaster

FAMOUS TONIC CREAM QUICKLY TRANSFORMS DEAD SKIN

3 Minutes

a day revives fresh youthful beauty—money back guarantee

Wake up your skin—rejuvenate and transform it—with famous NADINOLA Cream. This amazing tonic cream actually shaves the dull, dead crust that hides your natural beauty. All you do is this: (1) At bedtime spread a thin film of NADINOLA Cream over your face—no masaging, no rubbing. (2) Leave on while you sleep. (3) Wash daily improvement—usually in 5 to 10 days you will see a marvelous transformation. Freckles, blackheads disappear; dull, coarse skin becomes creamy-white, pain-smooth, lovely! NADINOLA Cream is a famous beautifier tested and trusted for nearly two generations. Fine results positively guaranteed. At all toilett counters, only 50c. Or write NADINOLA, Box F-38, Paris, Tenn. 

NADINOLA Cream Beauty aids at many 5¢ and 10¢ stores.

On The Care And Feeding Of Husbands

(Continued from page 57)

picture of some hardy he-man with his arms slinking over the salad bowl. Then bring out the lavish olives, fresh lettuce, sliced onion, and what-have-you, and start gathering praise for the finished product.

If Bob works in an office he needs a sun-substitute. Cod liver oil may be dispensed with if you buy irradiated foods. Or have a sun-lamp. Or take Vitamin D tablets.

Such recipes as these will help you to get those essential foods into the young man:

APRICOT MILK SHERBET

(Makes 1 Quart)

1 1/2 cups sieved canned apricots
1 cup sugar
Pinch salt
1 tablespoon lemon juice
1/2 cup evaporated milk
3/4 cup water
1 egg yolk
Mix sugar with apricot pulp. Then add remaining ingredients. Pour into one of those tiny 1 quart freezers. Place in ice and salt, and freeze till 8 parts ice has formed. It takes only a few minutes of cranking. And those tiny freezers cost almost nothing, Nancy.

If you have a no-technical refrigerator, you may freeze the sherbet in a tray. But you will need to chill the evaporated milk and whip it until stiff, before blending it with the other ingredients.

LEMON CREAM PIE

2 eggs rich milk or
1 cup evaporated milk and
1 cup water
1 cup sugar
1/4 cup flour
1/4 cup lemon juice
2 egg yolks
2 tablespoons butter
Pinch salt
2 egg whites
Baked pie shell

Scald milk in double boiler. Mix dry ingredients and add to milk. Cook for 15 minutes over hot water stirring occasionally. Pour a small quantity of the mixture slowly over the beaten yolks. Add egg yolks mixture back into double boiler, with rest of filling. Cook, stirring constantly, for 5 minutes. Add butter, vanilla and lemon juice just before removing from fire. Beat hard. Turn into baked crust.

Make a meringue by beating the egg whites until stiff but not dry, and then beating in 1/4 cup sugar gradually until mixture is very stiff. Spread over pie. Brown meringue to a delicate brown in a slow oven—300 degrees F.

If you're having any difficulties with pie crust, write for our special "Best Ever Pies" leaflet. It contains the recipe for a Never-fail Hot Water Pie Crust, Banana Cream Pie, and a host of other husband-tamers. [Continued on page 68]

ON THE CARE AND FEEDING OF HUSBANDS

(WELL, Nancy (my answer shall run), I think that I'd do pretty much what you are already doing. I certainly would do nothing.)

And I'd keep on serving Bob, some, at least, of the food he so genuinely likes.

But some day very soon, I'd sit down and figure out a few surefire methods of getting that young man to eat, also, some of those good foods that he doesn't like. It can be done, you know.

About that milk, for instance. Bob needs milk. Of course. To save dental and other bills. If not for himself, then for his grandchildren.

But he doesn't need to drink it. And he doesn't have to know he's eating it. It doesn't have to be bottled and labeled, as I see. There's evaporated, and condensed and powdered milks which are even more nutritious (in one sense), because more concentrated.

You say he likes pie? Funny fellow! Then make a specialty of such pies as chocolate, coconut, lemon-cream and butter-cream (that chocolate-peppermint cream pie is a marvel!). And puddings of the same sort. Cook his cereal in milk, if he eats cereal. Make French toast, and custard, and serve lots and lots of milk sherbet and ice cream.

Try making such dishes as chipped creamed beef with evaporated milk. You can get evaporated milks now which are irradiated and thus substitute for cod liver oil. And use condensed milk for frosted pies, puddings and sauces.

So he dislikes spinach? Then you can substitute asparagus or cabbage. And did you ever try any one of those canned cream of spinach soups? I know a number of men who go for that soup in a big way. Honestly. You'd never know it was related to spinach. Cream of asparagus soup is equally good. (Write me if you'd like the brand names of either the irradiated evaporated milk, or the cream of spinach.)

You say he's fond of cheese? And only in warm. I've known a dozen men who learned to like a combination of vegetable salad by having it sprinkled with cheese. Nestle generous portions of orange and grapefruit and pear and what-have you into a lettuce cup. Drop a restrained spoonful of a rich creamy salad dressing at one side of the plate, and sprinkle the whole thing with a soft cheese, rubbed through a kitchen sieve with your thumb.

Or try him out on the most sophisticated of all modern desserts-crackers, fruit and cheese.

YOU can turn almost any man into a vegetable salad fan, by letting him mix his own at the table. Tell him what to do and so—he does. Prod his curiosity. Bring on his sensitivity to flavors. Show him a...

JUNE, 1935
On the Care and Feeding of Husbands

[Continued from page 67]

BROILED HAM, CHEESE AND TOMATO SANDWICH

(To inveigle him into eating tomatoes)

Spread a slice of bread with butter. Cover with thin slices of boiled or sliced canned ham. Cover with cheese, either the sliced or the spreading variety. Top with slices of tomato. Sprinkle with salt and pepper. Broil under low broiler heat until the cheese is melted and deliciously brown.

GREEN SALAD

(To be mixed and seasoned at the table)

Provide your Bob with chipped lettuce leaves of lettuce and endive, a few slices each of cucumber and radish and plenty of seasonings—salt, pepper, vinegar, salad oil, (if he likes it), colcannon, a clove of garlic, mustard and sugar. (Your “Bob,” of course, has a fine sense of taste. Tell him so.) Some of the famous men of the world have been expert salad-mixers. Tell him that, and see what happens.)

And don’t forget to send for a copy of that CHOCOLATE PEPPERMINT CREAM PIE RECIPE.

That Daring Young Man
—Walter O’Keefe

[Continued from page 21]

There was the news of his enlistment, in high headlines, his photograph, pictures of his proud family.

He didn’t say much; he didn’t have to. He got what he wanted. But he never went to France. He saw the entire war from Paris—Paris Island.

As soon as he was out of Marine uniform, he started writing lyrics and plays. He went to Hollywood and play which placed among the first ten in a nation-wide contest. Then he decided things were moving too slowly for him. Everybody had always said he should be an actor, ever since he had first lifted his voice as a boy soprano in the Hartford choir. The soprano voice had changed. O’Keefe had earned his first pay check at half price. Order Today. Prices advance.

DANCE Your Way to FAME $4000 A Day!

$400 a day—Velas and Traband, famous ballroom dance team, were paid that much. Many other dance studios are merely beginners from dancing. A New Guide makes all modern dancing simple to learn at home. Complete eleven lessons only $2.50.

ZAHARA, 618 N. Morgan, Chicago, Ill.

GUARD YOUR SECRET CREME D’OR

That new, uncooking, cream covers BUCKS, SUPERMARKETS, NURSES, PEOPLE, PETS, all at wholesale on the spot that will save you 3.9% in your next order, and save you money. Beautiful unfamiliar modern vacuum type for only $1.00. Stamps attached. Give this stamp to your druggist. Satisfaction guaranteed. Write for free sample. $50, he remembers, and bought him an order of $50 on the stage. His father took the money from the desk and made clear that CHOCOLATE EYESIGHT INSTITUTE, Inc.

WANT TO BE FREE OF THE SPECTACLE HANDICAP?

Send for a Free Catalog. A money-saving plan is included. A written guarantee bond with every order. This is a National Company with no previous experience or contacts. The plan is unique. The guarantee bond is not used as who will have untainted? Write now—serving stamp to SCHARF CUREAU. Dipl. 6-2. 145 W. 5th Street, Chicago, Ill.

$2000.00 life protection at actual cost

$2000.00 Life Insurance Protection at Actual Cost

Amazing New "$1 a month per week," LIFE PLUS TEG up to $2000.00 for NATURAL or ACCIDENTAL DEATH. A NEW NATIONWIDE LIFE INSURANCE COMPANY. Anyone does not decrease as you grow older. Apply for a trial examination. Cost of insurance is 8% 10%

PERSONAL STATIONERY

PERSONAL STATIONERY

Get Retired Expert Suggests Suggestion that your eyes and your name, your signature, are of your own, descriptive, to.

PERSONAL STATIONERY

DON’T BE SO SMART!

DON’T BE SO SMART!

DON’T BE SUCH A (Continued from page 65)

DANCE Your Way to FAME $4000 A Day!

$400 a day—Velas and Traband, famous ballroom dance team, were paid that much. Many other dance studios are merely beginners from dancing. A New Guide makes all modern dancing simple to learn at home. Complete eleven lessons only $2.50.

ZAHARA, 618 N. Morgan, Chicago, Ill.

GUARD YOUR SECRET CREME D’OR

That new, uncooking, cream covers BUCKS, SUPERMARKETS, NURSES, PEOPLE, PETS, all at wholesale on the spot that will save you 3.9% in your next order, and save you money. Beautiful unfamiliar modern vacuum type for only $1.00. Stamps attached. Give this stamp to your druggist. Satisfaction guaranteed. Write for free sample. $50, he remembers, and bought him an order of $50 on the stage. His father took the money from the desk and made clear that CHOCOLATE EYESIGHT INSTITUTE, Inc.

WANT TO BE FREE OF THE SPECTACLE HANDICAP?

Send for a Free Catalog. A money-saving plan is included. A written guarantee bond with every order. This is a National Company with no previous experience or contacts. The plan is unique. The guarantee bond is not used as who will have untainted? Write now—serving stamp to SCHARF CUREAU. Dipl. 6-2. 145 W. 5th Street, Chicago, Ill.

$2000.00 Life Insurance Protection at Actual Cost

$2000.00 Life Insurance Protection at Actual Cost

Amazing New "$1 a month per week," LIFE PLUS TEG up to $2000.00 for NATURAL or ACCIDENTAL DEATH. A NEW NATIONWIDE LIFE INSURANCE COMPANY. Anyone does not decrease as you grow older. Apply for a trial examination. Cost of insurance is 8% 10%

PERSONAL STATIONERY

PERSONAL STATIONERY

Get Retired Expert Suggests Suggestion that your eyes and your name, your signature, are of your own, descriptive, to.

PERSONAL STATIONERY

DON’T BE SO SMART!

DON’T BE SO SMART!

DON’T BE SUCH A
Two years later, came Songs in the Round—another用语 supplement from Arkansas Press. The book was a huge success, and its popularity led to the creation of a musical theater company, Songs in the Round, which performed the show to packed houses around the country. The company's success continued, and in 1952, Songs in the Round produced a new musical, Songs for a Generation, which was equally well-received. The company continued to perform regularly, and their shows became a staple of the American theater scene. The company's success was due in part to the strong storytelling and the talented performers who made up the company's line-up. Songs in the Round continued to push boundaries and explore new territory in the realm of musical theater, and their shows remain beloved by audiences today.
Breaking into RADIO

By HAROLD S. KAHM

A GREAT number of articles have
been written telling people how
they can break into radio and ex-
plaining the huge demand for talent.
Much of this information offered the
public has been sound, but I there-
fore felt that I had an opportunity to
perform a real service to radio aspirants by
interviewing nationally-recognized
and unquestioned authorities in the field
of radio and presenting the facts con-
cerning opportunities in radio and the
step-by-step methods of taking advantage of them.

To this end I have interviewed the following authorities:
Wayne Randall
of NBC, and the managers of three re-
presentative local stations in the middle west—
Earl Gammon of WCCO, the CBS
local for Minneapolis, Phil Bronzoou
of KSTP, NBC local in St. Paul, and Bob
DeHaven of WTCN, an independent
station in Minneapolis that has no chain
affiliations. These men represent the
entire field of radio broadcasting in the
United States, insofar as radio-aspirant
interest is concerned, and their combined
statements afford a clear and vivid
picture of the field.

I asked these men the same questions
questions concerning the best way for
a person with radio aspirations to get
started in their career, with emphasis
on what to do, step by step, and what
not to do. On some points there was
some slight difference of opinion, but
on the whole these widely divergent
authorities spoke as with one voice. The
first point they made clear to me was
this: a beginner hasn't the slightest
chance of breaking into a chain without
previous radio experience. Mr. Randall
of NBC explains as follows:

"The salary strings (re-
ferring to the chains) exceed the de-
mand about 1000 to 1. Here at NBC we
give about 3000 auditions annually, both
vocal and dramatic. About one per cent
of these get one or two steady jobs on
the air, and every one of these auditions
were given to individuals who had had
professional singing or acting experi-
ence. We do not audition amateurs."

Mr. Randall goes on to state that the
local station is the only avenue of entry
into the radio field for the amateur, or
beginner, and the other authorities inter-
viewed agree.

Says Mr. Randall, "If you are sure of
your ability, then make an effort to
be heard over a small local station—and
don't be in a hurry to leave it. For there
you can gain practical experience in the
microphone technique and can acquire
poise. If your artistry becomes out-
dated, then you may be sure that you will
come to the attention of the largest net-
work. But don't be in a hurry to leave
these stations—first and—fall—you leave a record
which will make subsequent attempts to
break through doubly hard."

To QUOTE the other authorities in-
terviewed on this point would be al-
most word-for-word repetition. The
unanimous agreement is that a radio
aspirant must first sell himself to a local
station.

Now, it is my intention to present the
step-by-step process by which you can
sell yourself to a local station, get a
job, and build yourself up to the point
where the big chains will come after you.
This is not a success formula, but the
facts and necessary things that you must
do if you are to have any chance at all.

First of all, take stock of yourself. What
have you to offer the radio public? Says Mr. Randall, "Analyze your talents. Remember
that the microphone amplifies
all voice defects tenfold. Correct pro-
nunciation, good enunciation and diction
are vital. Don't say you can sing or act
but as so-and-so. You must be better
if you expect even to get a chance on
the air." On the other hand, Mr. Randall
agrees that "program executives are always
on the lookout for something new,
different, or at least an explanation of why
one is out of the ordinary can win instant
success. But the one thing that is not
wanted is imitation—unless they are extremely good. No radio station is in
business to make a noisy new Bing Crosby or Kate Smith; the market is glutted with them.

"There is another reason for being dif-
f erent, or at least an explanation of why
it is on the air. And it is not to keep
the audience here. The radio station
manager is interested in increasing
its audience, and the best way to do this
is to diversify the type of music heard."

Consequently, when something really
new comes over that loudspeaker it
stands out like a sore thumb; those
listening quickly pick up their ears, their
interest is aroused. It may simply be a
voice into which the singer has put a
new twist. It may be something com-
pletely novel in the way of an act, what-
doesn't matter. If it is a first-rate
act and the market isn't glutted already
it wins attention and interest.

NOW then, we have so far achieved
two definite facts for the radio as-
pirant to remember: To take stock of yourself and find out what you have
to offer that is different from any-
thing else on the air, or superior to the
best now on the air. Second, get an
audition at a local station, preferably
a small one.

This may surprise some people: "Any-
one," says Bob DeHaven of WTCN, "can
get an audition. Every radio station de-
votes itself to chains and networks, but
there are some who will accept something
at this to this purpose; some of them close
down this department in the summer
months, but generally the rule holds. To
obtain an audition, all you have to do is
to go to any station that is advertising
for an audition. Sometimes the audition time is booked up several weeks in advance, and
you will have to be patient and avoid your
turn, but the main thing is that you can al-
mays be heard." The other authorities agree
here without reservations. In
other words, you don't have to worry
about getting an audition; it's easy.

Now for the third step: Suppose

[Continued on page 73]
question—over a couple sodas, under a streak light, in the movies, between rub-
ers of bridge. That was his own idea of the way to get a girl. But all he could ever get out of Jane was a giggle—and a "no."

Then there came that eventful June night when the western moon was play-
ing leapfrog with a skyful of clouds. They'd been to a show and quarreled over a silly something all the way home and Goody had made up his mind once and for all to transfer his affections else-
where. Fed up, he was, with pursuing the same dame for eight years and not getting a tumble. He was going to end it and stop being such a sap over the su-
ciest, sweetest Delilah in Kansas City. He'd tell her, by gum!

So he began the farewell speech he'd planned. Oh yes, he began—standing there on the porch of her house. But before he could finish a moon popped out of the sky and its light tangled up in a curly blond bob and all the words he'd planned to say suddenly went blotto. The first thing he knew, Goodman Ace was doing something he'd never had the nerve to do in all his life before—to Jane, that is. He was kissing her ardently, boldly!

T

HAT'S where this story started. You
know what she did after he did that—
and you know what he did after she'd
done it! Papa came downstairs in his
bathrobe to see what all the clatter and
fuss in the front hall was. And by the
time he reached the bottom step he had
to turn around and walk right back up
again.

His daughter, his little Jane, had her
arms around that Ace fellow.

You know what happened a few months
after they were married. Goody had been
writing a movie column for his paper, and
in connection with it, broadcasting a daily
quarter hour of Hollywood chatter over a
Kansas City station. One evening his
material gave out too quickly and he had
to do something to fill the remaining
space on the air. But he remembered Jane
through the control window to come in.

"Folks," he said, "I want you to meet
my roommate. Talk, honey."

Jane talked—she could always do that!
And he talked back. And in a minute
they were violently hashing over the
bridge argument they'd had the night be-
fore, as approximately as only Jane and
Goody can hash when they get going.
Everybody listening got a laugh and
wrote a letter in about it. As a result, the
station put the Aces on as a regular local
feature; a feature that proved such a
"wow!" to Kansas City that it was soon
sponsored and going over a coast-to-
coast hookup from New York.

That's the Easy Aces series you listen
to now. And that's the true story behind
one of radioland's most long-lived, happy
marriages. The moral being, as Good-
man pointed out to me, that love not only
always comes out on top—but sometimes it
comes through with an air contract.

To which Jane, as I knew she would,
helped herself to another waffle and
gently, goofily commented without look-
ing up, "I'll say the world!"
**Ruth Etting Says, “Smart Girls Stay Single”**

[Continued from page 13]

จะทำให้เรารักกันทั้งหมดในยามวิกาลและคิด. แม้ในที่นี้จะประสบความสำเร็จ—ไม่จริง. ทุกของแต่ละและมีความชีวิตส่วนบุคคลจะเป็นไปได้ในที่นี้และสังคม—เจ้าหน้าที่.

**THE** chances are ten to one, if you do hold your husband, that marriage will start your radio career.

It’s simply that the majority of a girl radio artist’s public is usually male. And even though approximately but one out of every million of that male public will ever meet her, the other 999,999 like to at least that think of her as a romantic possibility. It’s the psychological temptation of much of their support and interest, and an abundance of those two items is frequently what brings about an artist's advancement.

So you of the romantic type—have a desire, be ready, be willing, and then devote her full energies to proclaim their married states to the world. Jane Froman, Grace Moore, Helen Jepson, Mildred Bailey and others.

Behind them stand the host of still single, pretty girls. Dorothy Page, Gertrude Niesen, Vera Van, Frances Langford, the Lane sisters, Annette Hansen, Missis, Lettie Lee, Adele Reno, Peg LaCentra. On and on.

**So IT** seems to Ruth Etting that radio and romance can’t mix very well these days without hindrance. And her opinion on the subject is surely one of the most valuable you could get into. It has her professional experience, her sensitive, her fine and mature intelligence.

"Don’t misunderstand," she adds. "I am not talking against matrimony. It’s the grandest, most beautiful thing that can ever happen to a woman. A marriage is that she decide which is more important and then devote her full energies to—making that one thing a success. It’s heartless to hurt the man you love by subjecting your health to a risk of crippling your chance for air success by marriage that is certain to prove a handicap."

**So you of the romance type have a decision to make before you launch on either careers. Or else you can see the pretty awful pickle you’ll be in.**
Breaking into Radio

(Continued from page 70)

have an audition, and it proves successful (they will tell you if you’re good or not). What then? Do you get a job immediately? Let us take a clear look at the situation: There are two methods used in obtaining employment of talent. One is to place the talent on a new program sponsored by an advertiser. The other method is to put the performer on a “sustaining” basis, that is, to work for the station itself, to fill in such time on the air as is not filled by chain broadcasts or local advertisers’ programs. The majority of radio aspirants who have succeeded are those who have gone through the studio offices to be seen by the technical men. The same is true in radio programs. If an interested advertiser wants his program aired, he will have to go through the above agency, and if an advertiser is in need of a radio program this file is consulted and selections are made. When this happens, a second audition is given, with the advertiser listening in, and if the talent meets with his approval, a contract is awarded.

It is nothing unusual for talent, successfully auditioned, to wait six months until an interested advertiser comes along. On the other hand, there are instances when the performer has obtained a contract within a few days or even hours. This is where your personal luck enters into the picture.

Therefore, the newcomer to radio’s best bet is to get a job from the station directly, as “sustaining” material. In this connection Bob DeHaven offers a word of advice. “It is better,” he assures his readers, “to go to a small local station that has no chain affiliations. If a station has no chain broadcasts, or has which to fill in time, it must buy a large amount of sustaining talent. Such a station pays less in money, but it is easier to get a job, and a job means encouragement and invaluable experience, and if you are good you don’t have to worry about your future. Talent will be certain to be discovered quickly and snapped up by a bigger outfit.”

Now then, here is another angle. Says Earl Gammon, “Of course, there are successful auditions and your name has been filed in the studio as an active possibility, make a pest of yourself. Haunt the place. Keep after them. It will help speed matters up considerably and it cannot do you any harm. I know it sounds like strange advice for a studio official to give, but it’s true. After all, we are all human. It is often a case of ‘out of sight, out of mind.’ There may be two individuals each of whom has an equally good act or program. One of them simply stays at home and waits to be called; the other keeps at it constantly, bothering the life out of us. Who do you suppose will be given the first opportunity? The fellow who is uppermost in our minds, of course, he naturally is the one who has been after us continually.”

Of course it should be remembered that this advice applies only to those performers who have talent and without reservation that their audition was very successful. Otherwise you would be in danger of being summarily booted down the stairs.

So, if you have been told that you are good, and you have been unsuccessful in finding an opening in any of your local stations what then? Mr. Gammon suggests that in this case you try the local station in the next nearest town. Go there armed with a letter of recommendation from your own local station, stating that you are good and deserve an opportunity. You must, however, be sufficiently financed to stay in that nearby town for several days, or possibly more.

Not all of the authorities interviewed agree, however, on the wisdom of this course. Says Bob DeHaven, “If you have had a successful audition and you have over a small station. Concerning the matter of ‘being different’ and offering something new as a prelude to an audition the smallest success on the air, just how can you go about achieving this? Alas! It is a purely personal problem! All that can be offered you in the way of advice is this: analyze what it is you have to offer the radio public, then make a check-up of the other waves to find out whether or not it is like something already on the air. If it is, try to change it. If you are a singer, do not forget that microphone technique differs from concert technique. Says Earl Gammon, “Many teachers say that the most successful singers on the air are ‘away’ from the standpoint of ordinary, concert standards. The only way you can learn this radio technique is through experience. Concerning the greatest faults of the average try-out for radio, Mr. Randall of NBC states that in the case of vocalists it is a matter of poor breath control and voice placing, and inability to maintain perfect pitch. In the case of dramatic actors it is inability, because of inexperience, to read lines correctly.”

There is little more to be said concerning the real facts on the subject of breaking into radio. Here are the steps, summarized:

1. Analyze your talents and prepare to offer something different to anything on the air, or something superior to the way it is being done.
2. Get an audition at a local station.
3. If the audition is successful, keep after them until you get a job.
4. Stay with the local station until you have established yourself solidly as a strong radio attraction—then the chains will get you.

That’s all there is to it. There just isn’t any more.

JUNE, 1935

SO TIRED, SO BLUE

Till This ALL-VEGETABLE Laxative Solved Her Constipation

She was so tired—depressed—always having colds and headaches. And she had tried so many things almost all of them had given her little relief. Then she discovered the real answer. A laxative that gave through, natural cleansing, not mere partial bowel action.

Can there be such a difference in laxatives? Stop and think for a minute. Nature’s Remedy (NR Tablets) contains only natural plant and vegetable laxatives, properly balanced. No brand derivatives. Ask any doctor the difference. You’ll be surprised at the wonderful feeling that follows the use of NR. You’re so refreshed—toned-up—so peacefully alive. You’ll want to give NR’s a fair trial immediately. They are so kind to your system—so quickly effective for relieving headaches, colds, biliousness, chronic fatigue or bad skin. They’re habit forming—another proof that nature’s way is best. The economical 25c dose box, only 25c at any drug store.

FREE. 1935 Calendar-Thermometer, beautifully de-signed, comes with free insects by sending your name and NR. Send samples for postage and packing to 8. E. LEWIS CO., Dept 100-BY, St. Louis, Mo.

CURES...

"TUMS" Quick relief for acid indigestion, your stomach, heartburn. Only 10c.

Broken Out SKIN NEEDS THIS HOSPITAL TESTED HELP!

NOT a mere cosmetic! Hydrosal is a scientifically controlled treatment—guaranteed by doctors. Hydrosal gives relief from the itching, burning irritation of many skin conditions—scabies, eczema, acne, pimples and skin infections. Promotes healing in acne, boils, and warts. It is不含 drugs in the strength of certain ancient skin formulas. It feeds oxygen, and restores health. To patients embracing the treatment. In Cincinnati, Ohio.

Hydrosal to Common Outbreaks

This FRAME is FREE with each PHOTO on SNAPSH TO ENLARGEMENT

for only 98c

Simply send us your photo, and we will enlarge it accordingly. In 6x6 size, and send it back with your frame as a gift. To see what it looks like, send 98c for a sample enlargement, postpaid. Send No Money! Also WRITING PAPER, and photo Frame in Illustrated Envelope. For full information send to ALTON ART STUDIOS, Dept. 900-D, 10465 N. James Ave., Chicago
Do Jack Benny, Joe Penner, Eddie Can- 
tor, Phil Baker, and Hollywood Hotel and 
Showboat broadcast before an audience? 
When did Myrt and Marge begin their 
story on the air? Do they broadcast from 
Chicago or New York? — J. M., Mil-
antzer, Wis.

Ans.—All of the shows in-
quired about before studio 
audiences, but the 
Hollywood Hotel program 
emanates from the West Coast. 
Myrt and Marge have just cele-
brated their 1200th performance and 
their fourth year on the air. They 
broadcast from Chicago.

Are Baby Rose Marie, and Frank Buck's 
advances coming back on the air any 
more? If so, when?—B. C., Fayetteville, Ark.

Ans.—Baby Rose Marie is expected 
back on the network. But there 
are no immediate plans to re-
sume the Frank Buck series, as 
Mr. Buck at present is in the Far 
East.

What has happened to Floyd Gibbons? 
Has he gone off the air?—E. C., houses, 
N. D.

Floyd will have returned to the air 
by the time you read these lines. 
You can tune in on the Headline 
Hunter Thursday evenings.

How tall are George Gershwin and Irving 
Berlin, and are they married?—M. B., 
Freeport, Texas.

Ans.—George Gershwin is 5 
ft. 9 in.; Irving Berlin is 5 
ft. 6 in. George is a confirmed 
bachelor, but Irving is the husband of El-
en Mackay.

What is Joe Pen-
ner's correct name? 
How old is he? Is 
he married or single?—L. M., New York.

Ans.—Joe Penner's correct name is 
Joseph Pinta. He is not yet thirty. 
Yes, he's married.

Has Ruth Etting ever been married? 
Where was she born and where does she 

Ans.—Ruth Etting has been married 
fifteen years. In private life she is Mrs. Schneider (see article 
in this issue.) She was born in 
Nebraska some thirty years ago, 
and lives part of the year in New 
York and part in Hollywood.

Are June Meredith, Muriel Wilson, and 
George Olson married? If so, to whom? 
— M. M. St. Joseph, Mo.

Ans.—June Meredith is unmarried. 
Muriel Wilson is single, but has 
announced her engagement to Fred 
Hufsmith, NBC tenor. George Olson 
is the husband of Ethel Shatta.

To settle a terrific argument with a girl 
friend, is Ozzie Nelson blonde or brunette? 
One of us must be color blind.—G. G. 
Grand Forks, B. C.

Ans.—Ozzie, we'd say, is more 
"in between" in classification. 
He certainly is not a brunette and 
neither is he a light-haired 
blonde, though he leans more to 
the Viking type in classification.

Was the schooner Seth Parker completely 
lost? Was Phillips Lord obliged to give 
up his cruise? Where is he now— 
W. H. K., Trenton, N. J.

Ans.—The Seth Parker was towed into 
port in Samoa by an American naval ves-
 sel, where the ship remains 
undergoing repairs. There is 
some uncertainty as to whether or 
not the cruise will be resumed. Most 
of the original crew has returned to 
the United States.

Who play the parts of Mr. and Mrs. 
Davis in the Red Davis series?—P. I. H., 
Tallahassee, Fla.

Ans.—Mr. Davis is played by Jack 
Roosevelt; Mrs. Davis is Marion 
Barney. Both are veterans of the 
legitimate stage.

Will you please tell me where I can get 
the words to the music for a song, "An-
chors Away," or something like that? Our 
loft is wanting it for use in a military 
drill.—G. W. B., Washington, Iowa.

Ans.—The song you refer to is 
Anchors Aweigh, the song of the 
Annapolis Naval Academy, and it 
can be secured under that name 
from any music shop.

In order to settle an argument, please tell 
us if the Voice of Experience is married 
or has ever been. We think he is wonder-
 ful, whther or no.—P. W. H., San 
Diego, Calif.

Ans.—The Voice of Ex-
perience (Dr. M. Sayle Tay-
lor) is married.

Voice of Experience

Who writes the 
script for Jack Ben-
ny?—B. M., Indiana-
apolis, Ind.

Ans.—Jack Benny's script man is 
Harry Conn, who is also reported 
to have a hand in the preparation 
of the movie Jack is now making 
for M-G-M.
TAKE A MOVIE STAR'S BEAUTY ADVICE

demand a sealed package of pads

for your next permanent wave

Joan Blondell, Warner Bros.' Star in "Traveling Saleslady"

FREE BOOKLET shows how to dress your hair like a Movie Star

Twenty-four pictures of famous stars showing how their hair is dressed. Hollywood's most noted hair stylist, Perc Westmore, has designed exclusively for Duart, a series of smart new star's coiffures. With this 24-page instruction booklet your hairdresser can copy them for you. Sent FREE with one 10 cent package of Duart Hair Rinse. NOT a dye. NOT a bleach—just a beautiful tint. Use Coupon.

Imagine that you are in a beauty shop now, getting a DUART PERMANENT WAVE. It is time to place the pads on your curls. You will see the operator break open a SEALED individual package of Duart Pads. You will know without question that they are GENUINE DUARl, and have never before been used. You have the positive and pleasing assurance that your wave will be done with exactly the same kind of materials used to create the most beautiful, most popular permanent waves in America—worn by the Hollywood stars. You can be sure also, that the beauty shop you are patronizing is using up-to-date professional methods of beauty culture and will be extremely careful to safeguard the natural beauty of your hair. Look for the beauty shop near you that features Duart Waves and the vital protection of the sealed package of Duart pads. Prices may vary with the style of coiffure desired and the artistic reputation of the operator.

Look For DUART Where You See This Sign

DUART Choice of the Hollywood Stars

PERC WESTMORE
Nationally famous authority on hair and coiffure design at Warner Bros. Studios, in talking to Joan Blondell says—"I cannot endorse too highly the protection offered by this new sealed package of Duart Pads. Every woman who values the natural beauty of her hair should demand it!"

Duart, 984 Folsom Street, San Francisco, Calif. Enclosed find 10 cents; send me shade of rinse marked and copy of your booklet, "Smart New Coiffures..."
Finally!

a really bright indelible lipstick that can't possibly turn purplish...

Here is the first and only indelible lipstick that stays gloriously red on the lips.

It positively can't turn purplish.

Put it on ... let it set ... wipe it off ... it stains the lips, pastlessly and transparently, to the same pure red as the stick itself.

Tattoo "Hawaiian" is the brightest, liveliest, reddest red ever seen in lipstick.

It's the same stirring red with all the wondrous magic too, of Hawaii's ever-so-alluring Hibiscus blossoms...

... the very shade you've searched for ... hoped for ... but never found.

Yes, it's a startling red ... very startling ... still, easy to wear, because its intensity is favored with a richness and sincerity that make it femininely soft and appealing, instead of bold. Like Hawaii itself, this color "gets" everyone who gets close to it!

The price, $1.

Your favorite toilet goods dealer invites you to test, on your own skin, all five shades of Tattoo at the Tattoo Color Selector, illustrated here and found wherever fine toilet goods are sold.

Tattoo "Hawaiian"

Put it on • Let it set • Wipe it off • Only the color stays