

LUXEMBOURG
NORMANDY : LYONS
PARIS : EIREANN
PROGRAMMES
Apr. 17 - Apr. 23

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RADIO PICTORIAL

THE MAGAZINE FOR EVERY LISTENER

3^D

EVERY
FRIDAY

★
**IF HOLLYWOOD
RAN THE B.B.C.**
By John Newnham

**CADS DISCOVER
A 'CADETTE'**

**LISTENING IN
UNDER
MUSSOLINI**

**SPARKLING
ARTICLE**
By VIC OLIVER

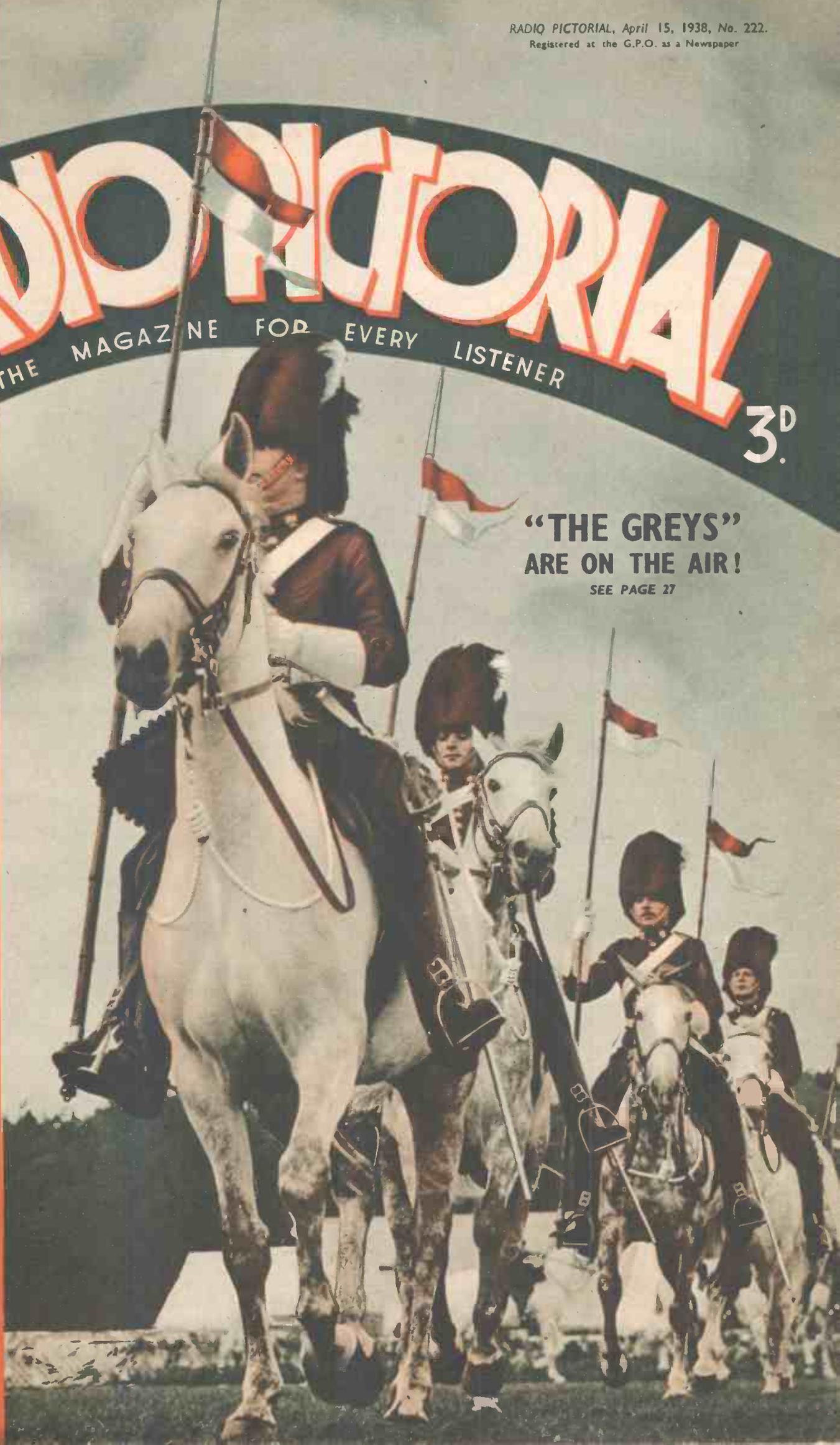
**PEEP INTO
CHILDREN'S HOUR
POSTBAG**

**ANONA WINN
JACK HARGREAVES
PEGGY DESMOND
GARRY ALLIGHAN
EVELYN DALL**

**ALL THE WEEK'S RADIO
NEWS, GOSSIP, HUMOUR
AND PICTURES**

**"THE GREYS"
ARE ON THE AIR!**

SEE PAGE 27





GINGER MATTHEWS,

Sparkling Gaiety Girl. She's one of the stars in that hugely-successful Douglas Furber - Leslie Henson show presented by Huntley & Palmers every Sunday from Luxembourg and Normandy

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THERE'S LAUGHTER IN THE AIR!



WISECRACKS by THE WEEK'S WITTIEST BROADCASTERS

D ID you see your doctor?"
 "Yes, he said if I didn't give up smoking I'd never be able to sing again."

"Have a cigarette."
 By Stanelli (in "Friends to Tea," Regional, April 18).

WHEEL, WHEEL!
 "Aren't you afraid when your boy-friend drives the car with one hand?"

"No, I'm afraid when he drives the car with both hands."
 "But with both hands on the wheel he couldn't possibly lose his grip."

"No, but I'm afraid I'm losing mine."
 By Judy Shirley (in "Cadbury Calling," Luxembourg and Normandy, April 19; "Monday At Seven," April 18).

MOVING
 SHE: And now I'm going to sing.
 HE: What are you going to sing?
 SHE: "Good-bye."
 HE: Good-bye!
 By Reginald Tate (Horlicks Picture House Master of Ceremonies, Normandy and Luxembourg, April 17).

EXPERIENCED
 "Are you the sort of girl who shrinks from kissing?"
 "If I did there'd be nothing of me."
 By Les Allen and his Radio Requests (in the Snowfire programme, Normandy, April 17).

HUGE JOKE
 "See that prima donna over there?"
 "Yes."
 "She's from Wales."
 "Well, it's obvious she didn't come from sardines."
 By Mantovani (in the National programme, April 20).

DELICATE
 SHE: What's the idea of giving me nothing to do in this show? Didn't you hear me say I was a mimic?
 PRODUCER: Well, bless my heart and soul! I thought you said you were anemic!
 By John Firman (whose band plays in the Feen-A-Mint show with George Formby, Luxembourg, Normandy, April 17).

CURSE!
 "Drink has been the curse of my life."
 "Dear, dear!"
 "It made me fight with my friends—"
 "My, my!"
 "It made me shoot at my land-lord—"
 "Tut, tut!"
 "—and it made me miss him."
 By Davy Burnaby (in the Bismag programme, April 19, from Normandy).

THE ARCH OF TIME
 "That croonette's eyebrows are in a funny position, aren't they?"
 "Yeah, but she's got to draw the line somewhere."
 By Danny Pola (in the D.D.D. Prescription show, Normandy, April 17).

GROUNDS FOR ROMANCE

"Y'know, I think our crooner friend is really in love with that millionaire's daughter."

"Do you think he worships the ground she walks on?"

"Well, he wouldn't have time for that—her estate covers a thousand acres."

By Peggy Cochrane (Beecham's Reunion, Radio Lyons, April 17)

COMMON KNOWLEDGE

BUD: I've flirted with many girls in my time, Spud. I've had romances with dozens. But there's nobody in the world who can make love like my wife.

SPUD: By Jove, Bud, you're right!

By Leon Cortez (with his Coster Pals in the B.B.C. Palace of Varieties to-morrow, April 16, National).

THOUGHTFUL

CROONETTE: Sandy, you've been so terribly nice to me, I'm going to give you a special treat... I'm going to let you take me to dinner to-night.

SCOTTISH DRUMMER: Will your mother have enough for all of us?

By Billy Cotton (in "An Hour to Play," Regional, April 16).

YOUR SIGNATURE-TUNE "GUYED."



ROY FOX . . . "WHISPERING"

FUN-WAY TRAFFIC

CONCEITED COMEDIAN: The last time I played this theatre, the audience laughed themselves senseless.

MANAGER: Yes, I saw them passing out.

By Marriott Edgar (in Torquay cabaret from West of England to-morrow, April 16).

TWISTED TUNE

COMPOSER: I thought you'd like to hear my latest waltz.

SONG PUBLISHER: Oh, you thought I'd like to hear your latest waltz, eh? And who gave you that idea?

COMPOSER: Beethoven.
 By Al Bowilly (in the Hinds programme, Lyons, April 17, 19; "Friends to Tea," Regional, April 18).

NON-STOP RE-VIEW

CHORUS GIRL: Aren't you feeling well, Mr. Conkledux?

STAGE-DOOR JOHNNIE: Yes, but after watching the show my eyes are a little tired.

CHORUS GIRL: What, after resting on my knees all night?

By Barbara Back (Pond's Serenade to Melody, Luxembourg and Normandy, April 17).

BAD TURN

"Did you have that B.B.C. audition this morning?"

"Yep."

"Did anything turn up?"

"Only the producer's nose."
 By Johnny Couper (compiling popular offerings from Lyons this week).

SHELL-FIRE

COMEDIAN: Comedy like mine is the salt of the earth.

MANAGER: That's great—you'll need it for the eggs.

By Hughie Diamond (in the Beecham's Reunion shows, Luxembourg and Lyons, April 17).

KNOCK, KNOCK!

"I'm taking tap lessons."

"Going to be a dancer, eh?"

"No, a waitress."
 By Ginger Matthews (of the Huntley and Palmer "Gaiety Stars," Normandy and Luxembourg, April 17).

SECOND CHANCE

PRODUCER: I don't care if you're the greatest singer in the world. Run away and don't pester me!

SINGER: You know that saying about opportunity knocking once at everybody's door?

PRODUCER: Yes?

SINGER: Well, I'll make an exception in your case—I'll call again.

By John Rorke (in "Comradios," concert party from Wales to-morrow, April 16).

PLIERS, PLEASE . . .

"That pianist certainly knows how to attack the ivories!"

"You should meet my dentist."
 By Bill Mitchell (one of Carson Robison's Pioneers in the Oxydol show, Lyons, Luxembourg, April 17).

REPERTOIRE

B.B.C. OFFICIAL: Pardon me, but might I ask what your full name is?

ACTRESS: Sure. First husband's, second husband's, maiden, stage, or pen?

By Florence Oldham (another B.B.C. Palace of Varieties star to-morrow, April 16, National).

COMING TO GRIPS

"Was the director pleased when you went through the love scene in your new film?"

"Yes, we went the whole hug."

By Vera Cook (of Cadbury's "Mr. Penny" episodes, of which there's another from Luxembourg to-morrow, April 16).

JUST SHOWS

"I'm appearing in Hamlet next."

"Isn't that the play with the Witches?"

"No, you're thinking of Macbeth."

"Well, it just shows you how much I know about Barrie."
 By Stella Roberta, (with Mantovani, National, April 20).

B.B.C.'s NOVEL EASTER



Fascinating Jane Carr—one of an all-star cast in Bournemouth Cabaret on April 21 (West Regional)

ON Easter Sunday the B.B.C. will be able to notch another "First time..." on their tablets. For the first time in broadcasting history you will be able to hear a programme from Kaunas, the capital of Lithuania. It will be on the Regional wavelength.

In case you wonder why they've bothered, I'd better mention that Easter in Lithuania is a Folk Festival with traditions which date back to the earliest days of the Orthodox Russian Church.

GATHER round, all you Billy Scott-Coomber fans, for the boy is going to be busy, and you ought to know about it. The energetic and breezy Irish vocalist hasn't wasted much time or opportunity since bowing himself out of the Jack Payne presence.

On Tuesday (April 19) he opens as "The Melody Man" in a new fortnightly series of B.B.C. programmes called Syncopation Piece.

With Billy will be Eddie Carroll and his band and Billy, as well as singing, will compère the programme.

He will introduce two guest artistes and tell you some snappy facts about their careers and personalities. Eric Siday, hot violinist, is one selected for the first programme.

Bill of Varieties

DON'T go away, fans. Billy's not finished yet. He has just opened for a season at the Coconut Grove, one of London's most gold-plated niteries. There, again, apart from warbling, Billy will act as compère for the floor show.

He has started recording for H.M.V. and, on Easter Sunday, he takes over the Paul England spot in Rowntree's "Biggest Little Show" on Luxembourg. Monia Litter, Louise Browne and Peggy Desmond continue.

He is also soon to tour in a new radio-cum-cabaret-cum-variety show under the auspices of Frank Barnard, ex-Hylton manager.

With all these activities Billy's looking and feeling better than ever. Lack of activity makes him depressed... what you might call an "ill-Billy."

AND now for news of another old favourite, whom I ran into recently. Elizabeth Scott, who delighted so many listeners when she sang with Henry Hall and the B.B.C. Dance Orchestra.

Lots of people have said to me—and fans have written in—saying, "What's happened to Elizabeth?"

Reappearance

WELL, people, she has not retired... though it's nearly a year since she last broadcast.

She's been spending her time writing short stories and verse and has also blossomed out as a film actress. You'll be seeing her in the forthcoming Charles Laughton film, "St. Martin's Lane."

"I expect to burst forth on the B.B.C. again soon," Elizabeth told me; "but not with a dance-band. I got

a little tired of singing three lines and a bar! I'm turning my attention to radio musical shows and operetta."

We'll be seeing you, Elizabeth!

THE slim and elegant young pianist-composer, Charles Tovey (remember his song "Lazin'") has started an act called "Melodious Minutes" with a clever youngster named Jean Ray, who sings and saxes, and has been with Teddy Joyce's Girl Friends. Watch out for the first airing of this act.

New Hylton Recruits

JACK HYLTON has snapped up a young singer who is known as "The Bing Crosby of Australia." He is twenty-two-year-old Al Thomas and he hasn't been in this country a month.

Stanelli was going to put him in his Bachelor Party last week, but, meanwhile, introduced him to Hylton. Jack was so impressed that he put him straight into his road show which cut him out of the Bachelor Party.

But big-hearted Stan didn't mind, he was glad that Thomas had got such a break.

JUNE MALO, peppy young vocalist who has been singing with Joe Kaye's outfit at the Ritz, is another new Hylton recruit. She also is in the Hylton road-show.

Meanwhile Pat Taylor has taken over the femme song-spots for Joe.

New Band Waggon Organist

THE Band Waggon organist these days is Charlie Smart. Reggie Foort was so overworked that he had to drop out of this popular programme. The choice of Smart was smart.

I chatted with him over a mid-morning livener and wrested some facts from him. Charles was born at Calne, in Wiltshire, forty years ago.

At thirteen he was playing a church organ (one of these days I expect to meet a radio organist who has never even seen a church organ!) and served two years in France with the R.G.A.

After the war he came to London to work for a Wiltshire bacon firm. But Charles didn't bring home the bacon!

Instead of scouting round for orders he used to go and listen to Queen's Hall concerts—and you can't sell bacon at the Queen's Hall.

Result, the sack. So Charles decided to cash in on his A.R.C.M. degree for solo organ work.

In the Old Days

In the old days of silent films he used to play a reed organ from parts written for second violin! He's had two years at the Rivoli, Whitechapel, two at the Tivoli when it opened and eight years at the Plaza, Piccadilly. Also played at the Paramount, Paris.

Has a Belgian wife who learned the cello at the Brussels Conservatoire and a 16-year-old son, Harold, who has already broadcast twice on the B.B.C. Theatre Organ.

ANOTHER interesting "Band Waggon" personality is Miff Ferrie. One day he's going to tell me how he came to be called "Miff!"

He's leader of "The Jackdaws," the red-hot rhythm trio who regularly appear in Band Waggon.

Twenty-seven-year-old Miff was a choir boy at 7, then started on the violin and now plays violin, cornet, euphonium, clarinet and trombone. His first pro job was with Stanelli and he has since played with Fox, Joyce, Jackson, Ambrose, Winnick and Lipton.

Started his vocal trio as a joke, but Phil Green, the clever musician responsible for The Ovaltineys, heard them, considered them no joke and booked them straight away.

Glamour Girl Found

SO the search for the Glamour Girl has ended. From 3,000 competitors the choice of Harry Roy has fallen on an 18-year-old Leeds girl, an assistant in an ironmonger's shop. And now she's going to South America with Harry and his band.

The name she'll sing under is Wendy Claire and, though I've not met the lovely, I'm told that she's blonde, medium height, with a smashing figure and a voice that lends itself equally to sweet and hot stuff.

She dances, too, and has had no previous stage experience.

HARRY ROY and his party, numbering thirty-four, leave tomorrow (Easter Saturday) for their South American trip. Wish them luck.



Little Miss Roberta Roy and her mother, Princess Pearl, listen enthusiastically to Harry's after-breakfast practice

SUNDAY RELAY: *First Relay from Lithuania takes place this Sunday*

And spare a sympathetic tear for Mrs. Jack Collins, the only bandsman's wife to be left at home. Reason? She's got a tiny baby who can't be left and, rightly, Harry is banning babies on the voyage. So even little Miss Roberta Roy misses the globe-trotting.

I can imagine the rapturous reunion when Harry and his small daughter meet again after the trip.

Up from the Midlands

IT'S pleasant to meet Midland artistes when they make their infrequent trips to town.

Had a chat recently with charming Alex Penney, up for the Constanduros "Ghost Knows Best" programme. She's a versatile woman, a soprano, a L.R.A.M. pianist, a water colour and pen-and-ink artist of talent and a keen gardener who knows all the Latin names for things which, to me, just look like vegetables and flowers.

Alex has frequently broadcast from Midland Regional with the Midland Variety Orchestra, Jack Hill's dance-band, the Children's Hour and her own popular Quartet.

ARTHUR ASKEY, I hear, pulled a couple of good ones recently when he was entertaining the Dickens Society. Both went down very well with his audience.

The dinner took place at a tiny little public-house where Dickens used to go for a social evening. It was smoky, poky, and full of that quaint, and somewhat depressing stuff known as "atmosphere."

Said Arthur: "Well, folks, I'm glad to be here . . . but I wish Dickens had got into the habit of going to the Dorchester for his half-pint. They've got a decent artistes' room there!"

This Week's Gossip Presented by WANDERING MIKE

Helen MacKay, red-haired vocalist who has been picked as leader of Teddy Joyce's Girl Friends, is an ardent "R.P." reader



"Band Waggon" personality Charles Smart, who has taken Reginald Foort's place at the organ for this feature

He later referred to Dickens as the man who used to write for Bransby Williams . . . a remark which got a great hand!

IT had to come! Credit for the first song based on the topical subject of A.R.P. must go to Davy Burnaby and Michael North. It's called "Now father's joined the A.R.P., mother stays at home and plays the 'Arp.'"

It was written on a Sunday and broadcast three

days later in Band Waggon which seems to me to be almost as quick as the average air-raid!

TWO of radio's keenest gardeners are Ernest Butcher and Muriel George.

I lunched with the charming, good-humoured Ernest recently and he was full of the fact that in his new garden he's got white magnolias in full blossom and also an almond tree that actually bears fruit.

Ernest is bland, comic and as English as they make 'em. Says that the only thing in this world that really makes his blood boil is a menu printed in French

"I like to recognise what I'm going to eat before I order. Gosh! You can't take chances on food!"

My Public

FROM the batch of letters which reached Miriam Ferris after the recent Savoy Hill Memories broadcast, Miriam selected one with a flourish.

An inveterate gagger, Miriam turned to her friends and, with an exaggerated emotion said: "My public!"

But Miriam got a shock. The letter made no reference to the show and simply stated baldly that the writer had seen Miriam at the entrance of Broadcasting House and as she was exactly the same size as the writer would she (Miriam) be prepared to enter into an arrangement to sell all her old clothes?

I WAS sorry to hear of the sudden death of Richard Whiting, the American composer who has given radio some tremendous numbers.

Perhaps his most famous of all was "Japanese Sandman." A not generally known fact is that Whiting got the melody theme for this smash-hit through hearing a newspaper boy whistling!

Ever afterwards Whiting always insisted that his favourite sound was a newspaper boy's whistle.

I TAKE off my hat to Harry Claff, who postponed his honeymoon to act as compère for "Northern Notions."

The announcer at the mike congratulated Harry and wished him every happiness.

A CRISIS of another kind caused Douglas Moodie to hurry with a script to a West End nursing home, where Eve Lister, due to star a few days later in *Congress Dances*, lay ill.

At the bedside they rehearsed, and when the day came Eve took her place opposite Conrad Veidt.

The broadcast finished at seven on Friday evening. At seven-fifteen Eve was back in the nursing home. And the next morning at 8 a.m. she was operated on.

An anxious business! But I'm glad to sav she is quite well again now.

Please turn to next page

This Week's Gossip Continued

EVERY other week Roy Speer, one of the youngest variety producers, puts on his hat and takes a taxi from St. George's Hall to the Holborn Empire.

He is in charge of those fortnightly relays from one of London's snappier music halls and his is the voice we hear from the wings. There is a special rehearsal or his benefit in the afternoon before each broadcast.

George Black offered to re-arrange his bills for broadcasting nights and Roy tells me shows have been so successful that they will continue at least until the end of June.

NIGHTINGALES in the news again!

Because the birds hate motors, I have promised not to give the spot away, but I am allowed to say that it is near a river bank not far from Bury St. Edmund's.

The woods are pretty dense at this isolated spot, and the B.B.C. van drove over the rough to get the programme we shall hear at dusk on Sunday week.

After a test yesterday, engineers on the spot gave the O.K. to Broadcasting House and with an expert on the spot to identify the songsters we should be certain that spring is here.

The whole Empire will be listening; it is the kind of programme which makes back-woodsmen homesick.

HIS MAJESTY THE KING'S next date with the mike is on May 3, when he opens the Empire Exhibition at Bellahouston in the morn-



Alex Penny, popular Midland Regional broadcaster of the Children's Hour, and her own Quartet

ing, and we can be sure that he will speak as well as he did from his study at Buckingham Palace.

In the evening the mike is to make a tour of the buildings where the B.B.C. will be represented by its travelling exhibition.

There's a keen demand for this exhibit, which shows how the B.B.C. works, and after Bellahouston it will tour the country, visiting town halls and art galleries.

Finds at Daventry

ANCIENT and modern. At Daventry beneath the masts which send B.B.C. programmes round the world, workmen have been digging foundations for two new transmitters.

Only twelve inches below the surface they discovered two Saxon axe-heads in cast bronze, about five inches wide at the sharpened point.

The Clerk of Works has taken charge of the relics until an archaeologist appears.

Meantime, the B.B.C. is planning its first alternative programme for the Empire—a ball by ball description of the test matches by an Australian for listeners "down under."

FUNNY how often a pretty girl can broadcast without getting really well known.

Bettie Bucknelle, for instance, has been heard on the air more than four hundred times in the past two years. She was "Marie" in Henry Hall's trio.

But it was "Band Waggon" which gave



Elisabeth Welch, picturesque personality and consummate artist, is this Wednesday's Guest Star in "Band Waggon"

switched on Luxembourg as soon as he woke up, only to hear, "It's ten o'clock at Radio Luxembourg," when he knew that he'd got an important appointment at his office at that hour!

EASTER always sees an invasion of Luxembourg by tourists. The Duchy has already had weeks of Carnival spirit, with week-end dances going on to—not the wee sma' hours, but the larger hours in the mornings.

Ogden-Smith tells me that the exuberance and energy of the Luxembourgier at a dance is incredible. He is just as fresh at six a.m. as at nine p.m.

One of the technicians at the station, being unable to sleep, rose at five a.m. one morning and went dancing before he was due at the studio at seven!

Can you imagine an Englishman doing that?

Thrilling Carson Robison Serial

CARSON ROBISON fans need not be disappointed to hear that there will be no broadcast of their favourite programme from Normandy on Easter Sunday. They needn't worry. They can hear the next instalment of the exciting serial about young Jimmy O'Neill on Luxembourg at 10.15 a.m.

Jimmie O'Neill is the youngster that Carson picked up on the road one day. For a long time the only friend he made at the C.R. Ranch was old Sport—the dog. Jimmie seemed always suspicious... afraid that Carson would send him back to—"some-where or the other." It turned out that Jimmie had been sent to a reform school for something he didn't do—and had run away.

The story is nearing its end—so be sure not to miss this Sunday's instalment.

IT was four years ago that Oscar Straus last conducted the B.B.C. Theatre Orchestra. A few years later Eric Maschwitz invited Kalmann, another famous Viennese composer, to come over and conduct.

"Which orchestra is it?" Oscar asked Kalmann before he left. "The Theatre," said Kalmann. "You are lucky," replied Oscar. "It is one of the best in Europe."

Conditions are still unsettled in Vienna, but everyone is hoping that Oscar Straus will be with us again on Saturday. This is the Straus, by the way, who wrote "The Chocolate Soldier" and "The Waltz Dream."

ERIC MASCHWITZ, who immortalised Vienna in song and film, is due home next month from Hollywood.

Eric's first job at Savoy Hill, way back, was as assistant to Gerald Cock. So Gerald, now Television's head, is preparing to kill the fatted calf for the prodigal returning from America with honour and pelf.

He is reserving space in "Picture Page," the "In Town To-night" feature of the television screen.

this Swansea girl her first big chance. Like Ruby Moule she sang her way to fame as a new voice and has since been heard in "To-morrow's Songs" with Ivor Moreton and Dave Kaye at the piano.

THE one and only C. B. Cochran is Archie Campbell's latest bag for his "Showmen of England" series. Archie had had a pretty gruelling time and was glad of the fortnight which the B.B.C. allowed him to spend in Paris.

Matter of fact, "Cockie" was not keen. It meant a lot of research, he said, but Arthur Brown, the wizard who holds the B.B.C.'s cheque book, won him round in the end. He will be on the air early next month.

WHEN Carroll Levis was in the Midlands recently, he slipped into Dudley Odeon Theatre with the idea of spending a quiet couple of hours away from auditions and show business.

But he was immediately recognised by the cashier, Miss G. Stratham, who asked him to hear the band she had formed six months ago in connection with the Mickey Mouse Club at the cinema.

Carroll never refuses to hear anyone, so the band was got together at short notice, and an audition held on the spot.

With the exception of their leader, these youngsters are all under fourteen, but they soon made Carroll sit up and take notice. A few weeks later he rushed them up to the Odeon, Leicester Square, to record their version of "South American Joe," which you will hear in the Quaker Oats programmes from the Continent on April 17.

Will Nottingham Reopen?

SOME time ago the B.B.C. promised that their studios at Nottingham should be reopened, with the result that Nottingham broadcasters and would-be radio stars worked themselves into quite a ferment.

Alas, they have had plenty of time to cool down. And some of them are still making long train journeys to the Birmingham studios.

But the B.B.C. assures us that Nottingham will definitely reopen—one day!

HEARTFELT sighs of relief from the English announcers at Luxembourg that the period of British-Ordinary-and-Continental-Summer-Time is over.

The fortnight during which this queer arrangement held good was an anxious period for them, as they had to be so careful when giving the Time Signals.

Think of the feelings of the business man who



"Blimey—no radio!"

Are you satisfied with listening only to the B.B.C.'s news bulletins?

Do you know that nearly FIFTY other news bulletins, many in English, are broadcast every day?

In this article our contributor tells you all about these interesting newspapers of the air.

By MICHAEL NORTON

IF it's news you want, you're lucky. For the first time in the history of the world, you can hear the latest news almost any moment you choose to twiddle the dial of your set.

Throughout the day, reports from various countries, even from different continents, flood the ether. The latest news of an event is broadcast at least every hour, so that the progress of a flight round the world, for example, can be followed at every stage.

It is now possible to choose your news bulletin according to the way in which you like the news presented. The French, who seem to have more bulletins than most nations, divide their news into separate bulletins.

There is *La Journée en France*, *La Journée dans le Monde* and *La Revue de la Presse*. The latter is a most useful programme, as it tells the listener what several French newspapers have said about events of the day, quoting from articles by famous French journalists.

The English listener can tune in Radio Paris at eight o'clock in the morning, and as he looks at his own paper, he knows something of what the Frenchman is reading in his.

One bulletin which is unique in its presentation is that from Eireann. All the news headings are given first, then follow the details of the news. Having heard the headings, the listener is then prepared for what comes after, and can easily follow the various items, no matter how different they may be.

The Americans, in an attempt to make the news easier to follow, have edited it by placing the name of where the event took place before recounting the news item. This method met with such success that it has been adopted by the Italians, the Germans and the Spanish.

Nearly all foreign nations usually place the home news first, then the foreign news. The news bulletins of the B.B.C. in comparison with those of the foreigner, seem the most haphazard jumble.

Fortunately, French is the most important language for news after English; next comes German.



Announcers are spreading the world's news at all hours of the day—the latest news of an event is broadcast at least once an hour

There are English bulletins once a week from Budapest and Prague at 10 p.m. G.M.T. Budapest gives one on Fridays and Prague on Tuesdays. These bulletins do not contain general news, but are intended to tell the Englishman what is happening in the country to which he is listening.

In addition to these, there are the Transatlantic Bulletins for the English, the French, the Germans and the Italians. Similar to our American Commentary is one in French from the PTT stations every Wednesday at 10.30.

The Germans also have one in their own language from Cologne, Frankfurt and Stuttgart every other Friday at 9.20 or 9.30. The Italian commentary comes from Brazil and is given from the Rome group of stations at 6.50 on Fridays.

On the short waves there are more bulletins than can be catalogued. Daventry, in addition to giving news about every three hours during the day, has a bulletin at four hours after midnight, and another at three-thirty in the morning.

The German short-wave stations give English news at noon, and again at two in the afternoon. The Czech, French, Hungarian, Icelandic, Italian, Polish and Spanish short-wave stations all give news in English.

News from Spain in Spanish may be heard on the 40-metre band at almost any hour in the day. Sometimes the news is dictated at writing speed, so that anyone not very familiar with Spanish should be able to follow it.

On the medium waves there is a bulletin from Barcelona at 8.15 in the morning. News in English comes from the Republicans at 11.35 p.m. from Barcelona. The Nationalists also give

news in English at 11.40 from Salamanca and Seville. Both these bulletins go out on the short waves.

News from the American continent can usually be heard before lunch at 12.55, while the latest news bulletin from the United States comes in after four in the morning.

Perhaps the most popular of all on this side of the Atlantic are the bulletins at ten and eleven o'clock in the evening, Greenwich Time. They are sponsored by Esso and other firms, and constitute the American citizens' five and six o'clock news.

From Wayne W.2.X.E. comes a new news feature *Headlines and Byelines*, which is a discussion of the news. And the Christian Science Monitor's Commentary of International Events from W.1.X.A.L. Boston, starting at eleven o'clock, is a wide survey of news lasting for half an hour. This can easily be picked out, as it is the only American news bulletin read by a woman announcer.

At one in the morning, every Thursday from Pittsburg, listeners can hear *The March of Time*, a programme which gave birth to the famous cinema news reel of that name. The news of the week is re-enacted, so that statesmen, and even kings and queens, have to be impersonated.

For news in French, German, Italian and Spanish from the United States, listen to Boundbrook on 16.87 metres. News in Spanish from C.O.C.M. Havana, Cuba can be heard at midnight.

So you see, nowadays most listeners can hear the news at any hour of the day. No matter whether they came home late or whether they are going out early—they need never miss the news.

The following is a table of regular week day bulletins in English, French, German and Italian on the long and medium waves:

TIME	STATION
7.15 ...	Radio Paris, Radio Normandy
8.00 ...	Radio Paris
11.29 ...	Beromunster
11.30 ...	Sottens
12.00 ...	Munich, Vienna
12.25 ...	Poste Parisien
12.45 ...	Radio Normandy
1.00 ...	German Stations, Brussels I
2.00 ...	Poste Parisien
3.00 ...	Vienna
4.00 ...	Rome I, Turin
4.45 ...	Brussels I
5.45 ...	Prague (in German)
6.00 ...	B.B.C., German Stations, Poste Parisien, Vienna
6.45 ...	Eireann, Radio Normandy, Rennes (in English)
6.50 ...	Sottens
7.00 ...	B.B.C., Italian Stations, Strasbourg, Paris PTT
7.25 ...	Radio Normandy
7.30 ...	Brussels I, Lille, Eiffel Tower
7.36 ...	Rome II (in English)
8.00 ...	Strasbourg, Rennes
9.00 ...	B.B.C., German Stations
9.10 ...	Vienna
9.20 ...	Beromunster
9.40 ...	Prague (in German)
9.50 ...	Poste Parisien
10.00 ...	B.B.C., Italian Stations, Toulouse, Brussels I
10.30 ...	Eireann, Paris PTT, Strasbourg
10.45 ...	Radio Paris
11.35 ...	Barcelona (in English)
11.40 ...	Salamanca (in English), Seville
11.50 ...	B.B.C.

Part of the enormous audience gathered to hear Carroll's "Discoveries"

Will there be room for them all? Long queue at the Odeon Cinema before the show.

Backstage with CARROLL LEVIS..

The imperturbable Carroll keeps an eye on the progress of the programme

—Discovered at the Odeon Cinema, Leicester Sq. London, by a vast audience and RADIO PIC.'s cameraman, Carroll Levis presenting his "Discoveries" to the mike. Quaker Club members enjoy seeing his famous programme recorded for the Quaker Oats Quarter-Hour relayed from Luxembourg and Normandy

He may be famous one day—but Carroll Levis gave him his chance at the mike

More artistes on the programme who have reason to be grateful to Carroll

Famous orchestra leader Alfred Van Dam, who supports the programme

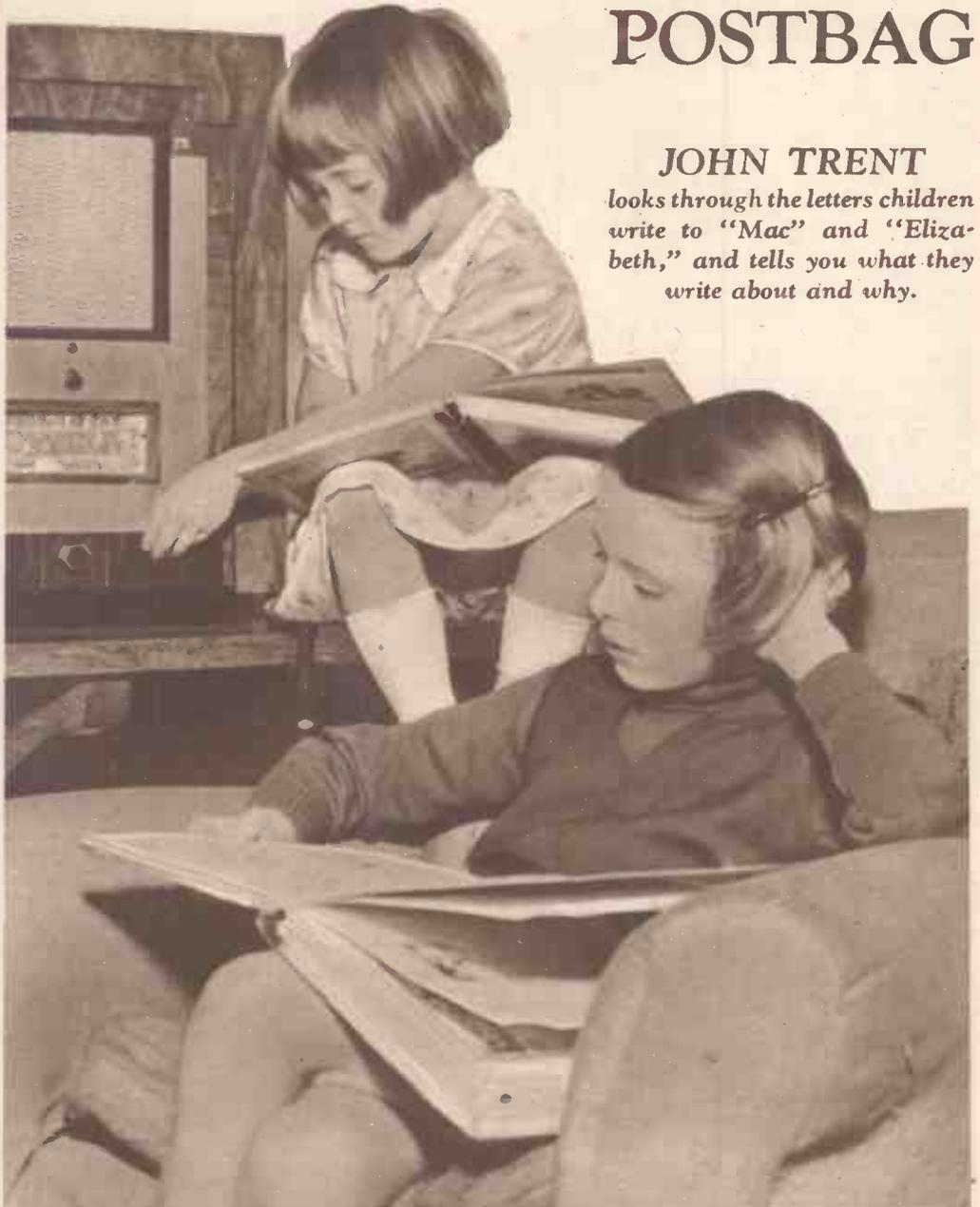
Congratulations, Carroll!" says Van Dam at the conclusion of another successful "show"



PEEP INTO the CHILDREN'S HOUR POSTBAG



It is to Mac, kind, friendly head of the Children's Hour, that young listeners write their letters.



JOHN TRENT

looks through the letters children write to "Mac" and "Elizabeth," and tells you what they write about and why.

EVERY year nearly four thousand children write to Mac and Elizabeth at Broadcasting House.

Mostly they write about programmes, saying how much they liked this and asking for more of that. Sometimes they make suggestions. These come usually from the older children, and their ideas have often been included in the broadcasts which children like best.

Every child who writes to the B.B.C. in London about the Children's Hour gets a friendly letter by return of post from Mac or Elizabeth. For this mail the usual formal ending, "Yours faithfully, The British Broadcasting Corporation," is discarded.

Children do not write to the Corporation. They pour out their feelings to the pleasant people they hear on the air, and it is the owners of those agreeable voices who read their letters and reply. "Yours sincerely, Derek McCulloch (Mac)", and "Yours sincerely, May Jenkin (Elizabeth)" is the way they end their letters.

All these letters are spontaneous offerings. Request weeks and competitions bring thousands more. But the letters which Mac and Elizabeth study most carefully are those written, often in pencil, in a big round childish fist. It is in these that they are likely to find clues that they are always seeking—phrases that will tell them what children really want.

Children rarely write about programmes they do not like. If anyone takes up a pen in anger, be sure it is the parent.

Plays and stories are responsible for more post than any other item in the Children's Hour, and suggestions are always carefully examined. It was because a little boy, aged eight, told Elizabeth that *Swallows and Amazons* was a lovely book that Arthur Ransome's stories have been broadcast.

"I've read it eighteen times," said the little lad, and now thousands of other little boys have done so, too.

Swallows and Amazons was presented in semi-dramatic form, but the post showed that the programmes were not quite right. So when that book was finished and it was decided to start on *Peter Duck*, Mac agreed to read the story himself.

Children like a good tale, simply told. Many different voices tend to confuse them, and Mac can register the whole range of emotions with his sympathetic treatment. It is a wow with the kids.

Most children give their ages when writing. They are asked to do so for request week, and ten thousand of them posted cards for the last one. This was a record response, and besides telling Mac that Toytown, the Zoo Man and the Castles of England were the three most popular features, the cards showed that from eight to thirteen years is the most popular age for listening to the Children's Hour.

But there are many younger listeners. Through her nurse, a toddler of two years and ten months once entered for a competition.

Youngsters are naturally clumsy with pen and pencil. In February a competition produced the biggest postcard ever delivered at Broadcasting

House. It measured about ten inches by six, but the Post Office carried it from Fareham to Broadcasting House for a penny stamp.

Beneath the address were the words: "Mummy helped with spelling and drawing the lines, but that was all." At the back in letters three-quarters of an inch tall was the entry of a child who was five years and four months old.

If you wonder where you can buy such postcards, I am afraid that you will be unlucky. They can only be made by cutting up cardboard boxes! Mac had said "send a postcard," so it had to be done; a letter would never do.

Once in three months there is a programme by children which is the result of a suggestion by a young listener to the Children's Hour. These programmes draw a large mail to Broadcasting House.

Hearing others, children think that it must be fun to take part and it sounds so simple, too. Lots of manuscripts follow each broadcast, and letters from children asking for a chance to face the mike. Sadly, they will be unlucky unless over twelve and studying for "the profession."

When Mac is doubtful about the success of a feature, his best course is to stop it. Then if it is popular, hundreds of children will write and ask for more.

Thirteen hundred letters tumbled from the postman's sack after the first British radio

spelling bee, which took the air in the Children's Hour. Lots of good things start that way, and the children are quick to write about any novelty which they like.

It is no part of the B.B.C.'s policy to try out an idea on the children first. It just happens that Mac is always looking for something new that is also worth while. In this way the Children's Hour has become one of the most enterprising of all the programmes which go to make up our day's listening.

Thinking that spelling alone might pall in time, Mac has added general knowledge questions to his "bees" and on Thursday, April 21, children will hear kids competing in studios at London, Manchester, Edinburgh and Bristol. Afterwards he will be hearing from the postman how they liked it.

Later on Mac will be hearing from teachers, for local authorities have agreed to allow them to ask their classes how many children listen to "The Hour" and what is more important, perhaps, the reasons why those who don't, don't. They will also be asked what kind of programme they like best and whether an hour is too long.

Mac never grudges the hours spent with his post which gives him so much help. Letters forge a link with his unseen audience and he treasures many friendships formed this way.



Vic Oliver finds himself popular with the Paradise Club Glamour Girls

By Courtesy of . . .

vic oliver

England's Favourite American comedian treats us to a Sponsored Broadcast from Radio Blumenfuse, which is right up to his usual standards of nitwitted nonsense

wallow only in works of romance between paper covers? Use Frantic-annie Perfumed Oil on the eyelids and pull a man in with every flick of the lash.

You have such a charming manner, sweet and shy—if you, suffer from shyness, lady listener, take my advice and take Hypogasmum. Once I was shy and couldn't say "boo" to a goose. Now I can speak to any bird.

Little old bonnet set in place, and a smile on your face—shall I tell you the secret of a famous beauty's smile, ladies? How does she keep her face frozen in that froggy grin? She wears Molar and Molar's Dental Devices. Have your teeth removed and Molar's Mouthpieces inserted at much higher cost. Why worry? Just grin—we'll bear it.

You're a perfect picture—but I guess there's no need for me to go on. You can be educated your-

how was showing signs of a new eruption. What did Leo do?

I switched on the recorded version and leaned back.

Within a few minutes the telephone began to ring. "Say," bellowed an angry voice, "what the heck are you transmitting?"

I suggested he might care to listen and find out. "Find out!" roared that terrible voice. "Suppose you listen yourself."

Now I would do anything for any guy with a reasonable suggestion, even listen to my own programme. I'll say it was funny. Something



Here are Mr. and Mrs. Vic Oliver—who was Sarah Churchill, actress daughter of Mr. Winston Churchill

HOW do you do, folks, how do you do? I am here by the courtesy of Any-Old Iron-and-What-Have-You Company for the rust of your life.

While things are being manœuvred behind the scenes of nation to nation broadcasting I have been told to hang around and look pretty. I don't like hanging so I'll just look pretty. But, in case you want to know what is going on, I propose to pull up my sox and show you there is nothing up my sleeves.

Let me take you into the secret chambers of commercial broadcasting where the magic ether waves roll in on the seize yours. Get that one? Copyright by Vic Oliver, Ritz-Vanderbilt Hotel. That's my show address.

Takes me all my time to catch the postman on the previous corner every morning.

Now for the inner life of Radio Blumenfuse where time is time—and the cashier knows it. I now wish those who can read to use only one eye, and those with glasses to take them off, as this is all very secret.

Radio Blumenfuse was where I was stationed in those trying days when some gentlemen in blue suits from Scotland something were giving me so much free publicity on the front page of *Hue and Cry*.

There were three English announcers and me, three French announcers and me, and three German announcers and me. And of course I was there.

You know how these stations transmit. First thing in the morning a rousing song, such as, "Liver stay away from my door." Then a tough bout of physical jerks to music so that listeners can pull and stretch in privacy. No one stretched so much as me . . . when doing a running commentary on how the other announcers were supposed to be jerking.

A little later when the lights were low and the ladies listening I had my moment romantique. A bit of crooning, about Suzy, very oozy, into the mike. I did "Little Old Lady" (all right, all is forgotten and forgiven now), but have you heard my version? Swing her up!

Little old lady, passing by, catching everyone's eye—say, ladies, have you ever caught anyone's eye? Or are you one of those wilting wallflowers who

self for next to nothing. Why ask me to do the Bee Spelling?

All this song and sales business sounds easy. No doubt you think anyone could do it. A few records, a land line programme now and then, to make the Englishman's Sunday At Home complete.

You'd like the job? Then here you are, sir, wrapped in tissue paper, for six blood oranges and a packet of lentil soup flakes. Need you ask why I am leaving Radio Blumenfuse? It is due in the first place to a technical hitch. Not the usual kind. Far from it. All the other announcers got caught in a bloodless revolution. I was left alone to run the radio. This was how:

Good morning, everyone, this is Radio Blumenfuse bringing you another programme of mirth and melody. Ici Radio Blumenfuse, howdo, tray bon ton eau de Cologne. (I missed the German announcements altogether. After all one man can't be so good at everything.)

Then on to the physical jerks. Lighting my favourite cigar I leaned back in a comfortable chair and pulled the mike closer. "On the knees down-up-down-up-down-up. Now twice round the room with me, head over heels. Down-over-up-down-over-up—" I guess I can claim to have put the British breakfast where it had never been before.

So the morning went on. I gave the French announcements a miss while I lunched, then back to the mike. The opening item was Leo the Lion Man serial. Last week Leo was left facing five enormous lions in a disused volcano which some-

had got mixed. This is a sample of Radio Blumenfuse at its most hectic.

"I grasped a lion in my left hand anointing well with Bloomin Violet Toilet Soap so that it couldn't bite. Eating a large meal before bathing made even the King of Beasts go Bloomin Violet. And you will readily see for yourselves that cracking the skull of the male can be harmlessly wiped off with a club of Bloomin Violet—Bloomin Violet—Bloomin Violet—"

Somehow I switched off as the needle stuck. Radio Blumenfuse remained closed until the next item which was a dance band relay by land line.

I fixed the connexions and staggered back to the soft drink department. To cool my fevered brow I switched on to the National programme. I guessed that would be chilly enough to make me forget that mixture of Lion Man and Soap Girl.

Believe you me Droitwich was going full pelt with a dance band. On a Sunday afternoon!

Once again the telephone rang, once again the rude voice asked about the programme, once again I listened to Blumenfuse. It was putting out Chamber Music.

"Listen," said the Voice. "I'm the Boss. You're fired. I don't care if some mug has twisted the land lines and given you the wrong number. There's a deep depression over the British Isles. Snow is falling. Everyone is petrified. All because there's no continental programme for them to listen to. Brrr-r-r."

That, fans and autograph hunters, is that. All coming to you by the Courtesy of Love. You Buy the Ring—We Marry the Girl.

CADS discover a CADETTE

Paddy Browne is to take the part of "Botany Mistress" in *Cads' College*, which is to be broadcast in May—with the Western Brothers—in six fortnightly parts.

Here's an introduction from
HERBERT HARRIS

EX-MANNEQUIN and Windmill show-girl, Paddy Browne, comparatively new to broadcasting, hits the air-waves with a bang in the new weekly series "Cads' College"—making another stride towards the stardom for which she has battled for ten years.

When the Western cads begin a regular B.B.C. series, that's news. When they pick a comedienne little known to listeners and appoint her Prime Cadette in the act, that's News with a capital N.

The moment I heard that Paddy had been appointed Botany Mistress in the Cads' College, I rang her up and asked her what an odontoglossum was.

She said, "It's hard to say," and we left it at that.

Then the Irish girl—born in Ireland, brought to England at the age of two—started telling me of the uphill fight she has had since the days she caught the stage-fever, and gave her parents sleepless nights.

"My folks always thought I should go into journalism or turn out to be a budding novelist, because I was always keen on writing and still am. But I was badly bitten by the footlights bug at the age of twelve, and the hankering got worse as time went on. My folks realised it was no use trying to suppress it.

"But I didn't go straight into the theatre. It isn't as easy as that, especially when you don't know how to go about it and have nobody to show you.

"So my first job was as a mannequin at Harrod's. When I was there, Chili Bouchier was a Harrod's mannequin, too.

"Mannequin work is good training for the stage. It teaches repose, deportment, and destroys self-consciousness. I was a mannequin for some time, branching out as a free-lance and obtaining engagements at all the leading dress establishments for their special parades.

"About five years ago I landed a small role in a Sydney Howard film, *Splinters in the Navy*, and got some other film parts at Twickenham and Wembley.

"But I thought there didn't seem a lot to be got out of pictures. The type of role for which I was suitable seemed scarce. Comedy girl characters, though plentiful in Hollywood films, aren't so plentiful in British ones.



Kenneth (above) and George Western are proud of their choice of botany mistress, seen in character below.

"So I opened a hat-shop in Regent Street, throwing myself into running the shop and only taking film parts occasionally. I had begun making hats for my friends privately, and was surprised to find that they wanted more and more. Hence the shop.

"Meanwhile I satisfied my penchant for writing by devoting my spare time to scribbling sketches and short stories. One day I ran into Nerina Shute, the well-known journalist, who was then writing for RADIO PICTORIAL. We had been friends for a long time, as we had enjoyed many chats in the film studios where I was working and Nerina was visiting.

"Nerina had always told me that I should eventually make good in the show-business. She took me along to a well-known agent and delivered a little sales-talk on my behalf.

"I owe my start to Nerina, because within a week the agent got me two very vital engagements. The first was with Bryan Michie at the B.B.C., and the second was a year's contract at the Windmill Theatre in non-stop revue.

"Bryan Michie put me in one of his late-night B.B.C. cabarets, and that was my first taste of broadcasting. Afterwards I broadcast in a Saturday night variety programme on National. Apart from a few Empire broadcasts and one in tele-

vision at Alexandra Palace, this is the only broadcasting I've done, the Windmill Theatre and cabaret work keeping me fully occupied.

"During my cabaret engagements in the West End clubs, I met the Western Brothers several times.

"Our first meeting was at Quaglino's, where I was rather nervous, as I had been put in as an 'extra turn.' I was not sure how my debut as cabaret *diseuse* would turn out, but Kenneth and George did much to encourage me.

"The Cads are grand people to know and really brilliant artistes, and I'm not just saying that because I'm about to work with them!

"In everything I've done, I've always written my own material, so my early leanings towards a writing career haven't gone entirely to the winds. At the moment, I'm writing a book of short stories and also writing in book form a collection of my sketches which several people have asked for.

"Among my other activities is that of arranger of the Fashion Show at the *Daily Mail* Exhibition. With my combined experience as mannequin, milliner and showgirl, they selected me to plan the programme and act as *compère* at last year's Fashion Show, and I'm doing it again this year.

"Just at the moment I'm up to my eyes in it.

"I'm afraid I know nothing at all about Botany, but one of the passions of my life is flowers. It is a great disappointment that I have to live in a West End flat where there is no garden. If it were not for the inconvenience, I should most certainly live in the country. I make for the country whenever I'm free—it doesn't matter where, so long as there are plenty of fields to sit in!"

Paddy is a striking and vivacious person with the strong Irish sense of fun that lends colour to her personality.

I like her already and I'm sure you will. She intends to make the best of the chance she has been waiting for for years.

TRUTH WILL OUT!

The following appeared in *The Daily Mirror*, March 15th, 1938:-

Invited to talk to Mr. Registrar Friend as if he were talking in the street, a man in the witness-box at Clerkenwell County Court yesterday said, "Well, then, if yer gets a bad egg yer takes it back, don't-cher?"

The man was explaining why he had returned a wireless set. Mr. Registrar Friend had said to him, "Forget you are in the witness-box."

"I wanted to get Radio Luxembourg and couldn't," the man complained.

"Do you suffer from dyspepsia?" the Registrar inquired.

"I don't know about that, but Radio Luxembourg is best on Sundays," said the man.

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Sundays and Week-days.

Sole Agents for the British Empire

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TEMPle Bar 8432.



It's PLEASANTER in the PROVINCES declares HUGH MORTON

Popular actor, singer, narrator, announcer and Children's Hour "uncle" says broadcasting is more fun in the Regionals, in an interview with

CHARLES HATTON

Hugh was reading a story in another. So that was a busy day for the Scottish engineering staff.

But his trip to Manchester to play the dame in *Phantomime* will probably live longest in his memory—and in the memories of other people associated with this show. Right in the middle of the show, one of the actors collapsed, and Hugh had to read this extra part in addition to his own.

At one stage, he had to play a scene with himself in two voices. Yet not a single listener outside the building detected the difference. But for Hugh's prompt action in taking over the script, the show would have come to a standstill. This incident must be unique in broadcasting.

Hugh Morton's first visit to West Regional was for *Music into Play*, which was excerpts from radio musicals previously broadcast from those studios. Cyril Wood, the producer, happened to hear Hugh singing from Midland Regional, and was so impressed that he persuaded his programme department to waive the rule which says that only artistes in the region shall be employed. Hugh made a flying visit to Bristol as a result.

Just lately Hugh has been having some hectic times at Midland Regional. Here, for instance, is a specimen day:

Ten a.m., office work in connection with the Children's Hour. Twelve a.m., choosing records for Children's Hour programme. One p.m., lunch. Two p.m., rehearsal for evening broadcast. Four p.m., very rapid Children's Hour rehearsal. Five p.m., Children's Hour. Six p.m., rehearsal for Feature Programme. Seven-forty-five, broadcast in Variety. Eight p.m., continued rehearsal for Feature Programme, which is broadcast at nine-fifteen.

Three shows in one day!

When he does get a chance to relax, Hugh indulges in a busman's holiday. He listens in on his fourteen-valve set, and is a great short-wave enthusiast. Just recently he picked up a station on Reunion Island, several thousands of miles away, and heard an exiled Chinese prince trying to get into touch with an English amateur transmitter in Warwickshire. I think if Hugh ever retires from B.B.C. work, we shall find his name in the list of amateur transmitters.

His other hobby is photography, and for years he has been buying a succession of highly complicated cameras, which only an expert can hope to manipulate. You have probably seen some of his pictures in the daily press, for photography is a very successful sideline of his. He has given several talks on it in the Children's Hour. On holiday in Switzerland last year, Hugh took some pictures which have been reproduced all over the world.

Although Hugh occasionally sings for the children and also in musical shows, his attention of late has become rather more concentrated on character work, and he has undertaken a surprising diversity of types during the past year or two. On a recent trip to London to play the part of narrator in *The Marmalade Mystery*, he created such a good impression that he was asked to do some poetry reading at a later date.

It is a far cry back to the days when Hugh understudied Jack Smith, the famous whispering baritone, at a London theatre, but no one could accuse this young Midland radio actor of being content to rest upon his laurels—he wouldn't be one of the few full-time radio artistes in the country if that was the case.

Hugh Morton will try anything once—and he usually gets away with it.

ON his occasional visits to London, somebody is sure to ask Hugh Morton: "Why on earth did you leave town and bury yourself in the Provinces?"

And Hugh always makes the same reply. "I like provincial broadcasting," he declares. "It's better fun, and much more 'human.' You get to know and understand your fellow artistes so much better. They may not have the polish of the West End professionals, but they are very easy to get on with. And it's worth a lot to work under pleasant conditions."

Well, Hugh should know, for he made the grade in the West End long before he came down to Birmingham, which he makes his headquarters for visiting the Midland, North, Scottish and Western studios.

He was well established as a London artiste—acting in theatre and films, broadcasting and making records—when he decided to take this step, which he has never regretted.

Hugh's first provincial broadcast was from the Scottish studios, where he played lead in *Trailers* by George Gordon, a member of the B.B.C. staff. In the cast were also Charles Maxwell—who afterwards became an announcer and producer with Radio Luxembourg and his sister Enid, who is now Anne of the Midland Children's Hour.

The songs in this show were so catchy that Hugh recorded several of them for the Parlophone Company and strangely enough, when listening four years later to Luxembourg, Hugh heard one of these records.

It was Martyn Webster who helped to persuade Hugh Morton to accompany him to the Birmingham studios, primarily to play juvenile leads. However, Hugh has branched out a good deal since then. He sang with a dance band for several broadcasts; he has given poetry recitals, acted as narrator for plays and feature programmes, and as a relief announcer for considerable periods.

Now he has a contract with the Midland Children's Hour, but he is still able to roam the Regionals by carefully adjusting his time-table.

On these occasions he often reads a story to Midland children, who have no idea that he is speaking from Glasgow or Manchester. He recalls one occasion when he was playing opposite Wynne Ajello in a Scottish radio musical. Wynne also had an important part in a Children's Hour broadcast of a Silly Symphony, in which she played Minnie Mouse.

Wynne was busily engaged in one studio, while

From dawn 'till dusk

RADIO PICTORIAL
April 15th, 1938



Charming PEGGY DESMOND
dizzy syncopated pianist of the "Fol-de-Rols" and solo broadcasting star, introduces you to her home, her husband and her five-year-old daughter, Wanda Barbara.

(Above) Outside Broadcast—on records, chosen by Wanda



First peep of day: mother and daughter take tea



Show a leg, there! It's bath time. (Below) At her mirror—featuring Peggy in a dazzling striped dressing gown



Peggy's husband, Mr. Arthur J. Bonner, admires his wife's cooking. (Below) Charming family group on the doorstep



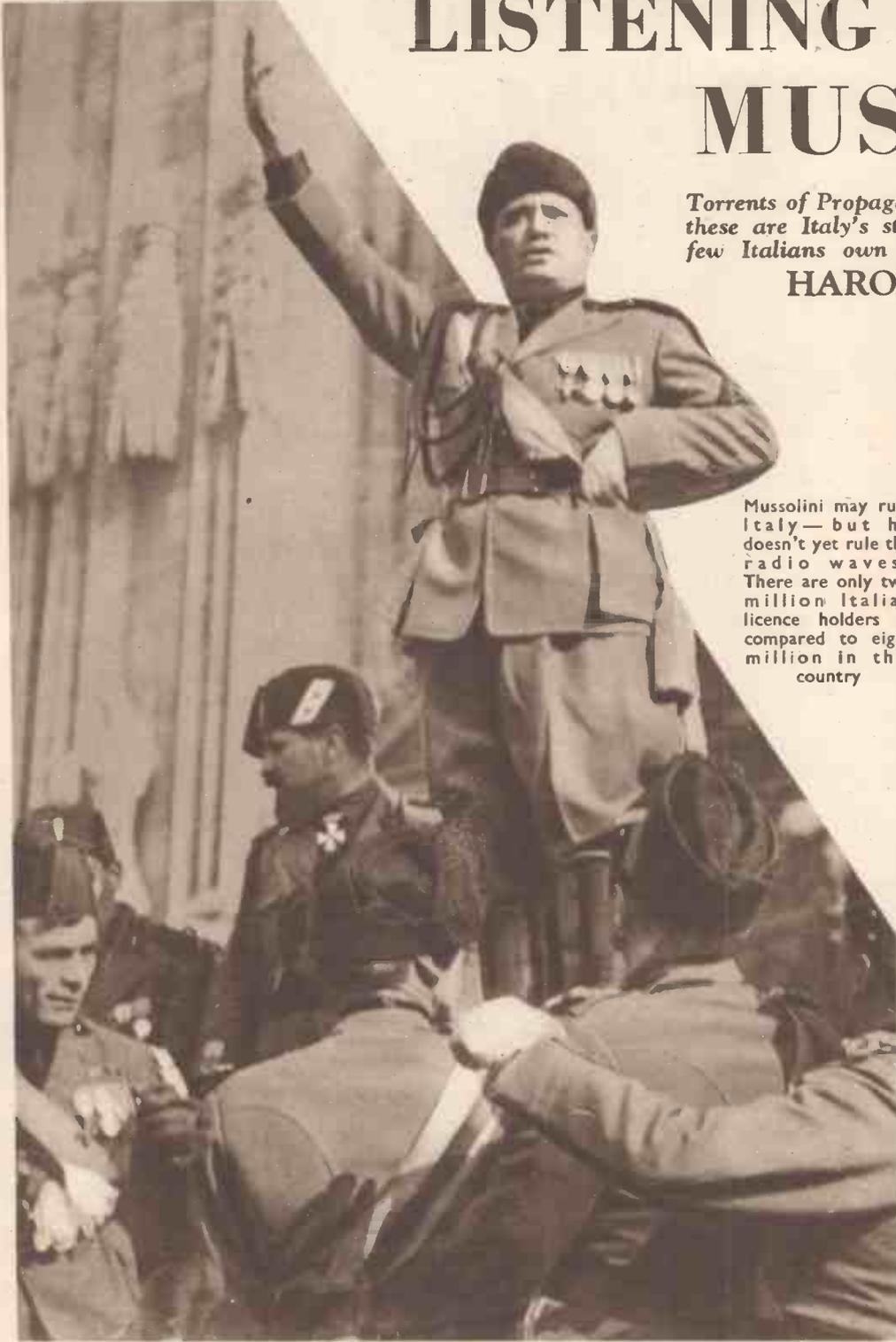
(Above and below) Peggy's leisure moments are divided between her wireless set and her book



LISTENING IN UNDER MUSSOLINI

Torrents of Propaganda, Language Lessons, Opera—these are Italy's staple radio diet. No wonder that few Italians own sets—I don't blame them! says

HAROLD A. ALBERT



Mussolini may rule Italy—but he doesn't yet rule the radio waves! There are only two million Italian licence holders as compared to eight million in this country

Crowds would gather beneath the loud-speakers outside cafes and (strangely enough) outside theatre ticket agencies to hear such popular items as the running commentaries on football matches.

But when it comes to planking down hard cash, even in easy payments, to buy a radio set, the hard-up Italian thinks twice.

Will it be worth his while? He will enjoy the relayed opera which frequently crops up in the evening programmes. From four o'clock onwards music, light or lofty, plays and revues alternate with news bulletins, talks and lessons in German. And yet sometimes the Italian programmes under the *Ente Italiano Audizioni Radiofoniche* are apt to share the worst stodginess of the B.B.C.

On the long and medium waves three great groups command the Italian ether, much as National, Regional and Scottish dominate the air over Britain. The great Turin group includes Milan No. 1, Genoa No. 1, Bolzano, Florence No. 2 and Rome No. 2. Next in importance, the Rome group includes Rome No. 1, Bari No. 1, Palermo and Bologna. Then the Naples group supports other stations in Florence, Rome, Milan, Genoa.

No wonder British listeners, picking up Italian stations, are puzzled as to which is which!

In practice I have switched the dials at eight in the evening and heard a radio revue from the Turin group, a light orchestral concert from Rome and a heavy symphony concert from Naples.

But I've turned the dials on a weekday, found no alternative between half-past six and seven to a talk on the Italian language and only the choice between a play and an opera during the main period of the evening.

The play would have been for the highbrows. *The Barber of Seville* was intended to delight every low-brow peasant.

And I must add that the intervals were heightened by advertisements for somebody's tooth-combs. Mussolini is content to make the radio pay for itself through advertising, a tax on the sales of receivers, radio taxes on the ratepayers and occasional extra appeals to listeners.

"We are organising an outing for ten thousand Ballila (Junior Fascists)," the announcer will bark, "would you care to send your contributions?"

This is the moment for Italian licence-holders to beware. For the listener who will not contribute must be a bad Fascist and—but we'll leave it at that. Every listener always contributes.

Besides, the announcer is usually a woman, and the Italian is susceptible even to the disembodied voice of the female. Luisa Buoncompagni's pleasant chirps from Rome rightly suggest her as plump and merry, Gina Culot is an adept at telling duly-censored bad news in a merry fashion.

But when you hear an alert, dulcet voice announcing the cast of an opera, it is Maria Corsini at the "mike". Dark-eyed, wavy-haired, Maria is one of the few stars of Italian radio, notable in a land not notable for a starring system.

It wouldn't do, you see, for anyone like Leonard Henry or Tommy Handley to compete with Mussolini in the public eye!

Italian broadcasting, akin to our own system, was founded by a group of business men who saw the possibilities of broadcasting. Those possibilities have never been entirely realised. Mussolini doesn't rule the radio waves.

More often than not you'll find the gaudy modern set of the average Italian listener tuned to Radio Toulouse. And all things considered, the late opening and early close-down, the flood of propaganda through news bulletins and talks, the brief tail-end of broadcasting time given to dance music—I don't blame him!

IT was 8 a.m. Contrary to all the travel leaflets, the rain was pelting into the Bay of Naples and I clicked the switch of the extremely streamlined radiogram in the breakfast-room of my hotel.

I expected to hear a little light music during my coffee and rolls or perhaps the novelty of a voice barking out some early morning physical exercises.

What I didn't anticipate was a string of throat-splitting gutturals—a lesson in the Abyssinian language! I swirled the dials, but all Italy's sixteen radio stations offered no alternative.

Such is the pleasant opening to a radio day in Italy and it's followed by a news-bulletin reporting that everything's wrong with the world, but that all's well under Mussolini!

Then Italian listeners had to endure an organ recital, followed by forty minutes of military propaganda, an hour's programme of advice to farmers, mid-morning Mass, a Bible reading, some local athletic championship results and a half-hour of gramophone records.

At lunchtime, still raining, we had another fifteen minutes of news over the macaroni,

followed by thirty minutes of music from the soundtrack of various American films and a similar period of operatic records. I was just beginning to assure myself that the programmes were perhaps waking up, when one of the numerous woman announcers announced the close-down.

From 1.15 to 3 every day all Italian stations are silent and often the lighter programmes do not commence until four o'clock in the afternoon. Dance music, happily enough, begins at 9.30 in the evening, but at 10.55, after another news bulletin, the last studio mike is faded out and the listener is supposed to go to bed.

"Do you wonder," an Italian friend grumbled to me, "that we have a bare 2,000,000 receiving sets, a strange comparison against Britain's 8,000,000 licence holders? We Italians are heavily taxed on our pianos and billiard tables and our radio licence costs only 6d. a year—but even that can't encourage us!"

Sure enough, I found in touring Italy from thigh to toe that radio shops make a poor showing in the shopping streets, and wireless sets as an item of modern equipment fail in comparison with cameras and binoculars.



A picture that breathes the very essence of Devon peace—lovely Blackpool sands, near Dartmouth

HOLIDAYS AHEAD!

IT'S not a bit too early to plan the most glorious weeks in the year—the holiday weeks. In fact, with a climate like ours, planning is sometimes the best part! Here's a recipe for a happy hour:

Items.—One pencil, one piece of paper (clean for preference) and a book which tells you all the loveliest places to holiday in—HOLIDAY HAUNTS, published by the G.W.R., and it's only 6d. Of course, if you want a cigarette, and a glass of weak lemonade at your elbow, we're not objecting.

Now, where to go? Somewhere for the children to paddle, mother and dad to enjoy the scenery, young Ada and Bob to listen to the band? Let's see what HOLIDAY HAUNTS has to offer.

"Cornwall," says mother firmly, after looking at those glorious photographs of some of the most picturesque bays and coves in the British Isles, where the colours of the rocks are rich blues and greens, and tropical plants grow down the cliffs almost to the water's edge.

Father is not so sure.

"I've always had a fancy for Devon, myself," he remarks thoughtfully. Perhaps he's thinking of Devonshire cream and cider as he looks at the lovely pictures of Lynmouth, Clovelly and the other famous Devon beauty spots.

Young Bob is gazing fixedly into space.

"Give me something wild and grand and—different," he murmurs hoarsely, and you think of the great open spaces where—well, you know the rest.

"Wales is what you want," father says, turning over the pages rapidly, but he is arrested by a shrill scream from Ada.

"Let's go abroad!" she exclaims, cheeks flushed, eyes shining. "There's Jersey—"

"Guernsey, Alderney and Sark!" chant the children.

Here we must draw the curtain on this happy domestic scene, but you can see for yourself how invaluable HOLIDAY HAUNTS is when you're planning your own holiday—and what fun you can have making the Grand Tour in imagination!

For your convenience there are particulars of accommodation for holiday-makers in England, Wales, the Channel Islands and the Isle of Man, and a lot of useful information about time and tide tables, steamship services, holiday season ticket facilities, and so on.

Get your copy of HOLIDAY HAUNTS to-day. Further information will be gladly supplied by the Supt. of the Line, G.W.R., Paddington Station, or can be obtained at any railway station, or the usual tourist agencies.



Conducted by AUNTIE MURIEL, the North's most popular Children's Broadcaster

ADVENTURES OF A MICROGNOME

Mick's Easter Surprise

EVERYONE seems to be very keen on eggs all of a sudden!" said Mick the Micrognome, and it was quite true. Every time he came from his hiding-place he seemed to see an egg. Some of them were small and some large. Some plain and some coloured. To Mick, Easter meant precisely nothing, and so he had not connected the eggs with the feast.

"My word, that's a big one!" he exclaimed. "No bird ever laid that, I'll bet!"

He crept up closer to examine the wonderful-looking egg. It was gold and green and all tied up with beautiful pink ribbon. From a crack in the middle there peeped a little piece of straw. It was a great temptation—and Mick naturally pulled. To his surprise, the top part of the egg came quite loose, and he was able to see inside, able to climb inside.

The egg seemed to be packed with nothing but straw, and it was certainly a very comfortable place in which to sit. In a few moments, he had discovered a hard lump which proved to be a chocolate—and very nice, too. There were quite a number of chocolates, and as he ate them, Mick grinningly reflected that whoever had hidden them had chosen an astonishingly easy place. He had just popped the last one in his mouth when darkness fell upon him.

Someone had closed the egg and tied it up!

Great Scott! Here was a nice howdido! Whatever was going to happen?

Mick made a frenzied effort to push the egg open, but it was no use. Whoever had tied the ribbon had made a good job of it. It was suffocatingly hot, and Mick wondered if he would ever see daylight again. It seemed as though he had been in there for years when he heard voices.

"For me?" came a lady's voice. "But how lovely. What a perfectly beautiful egg!" and Mick tumbled all over the place as the egg was lifted in the air.

"Ohhh!" he groaned, and then held his breath, for a crack of light appeared, and suddenly the top of the egg was taken off.

Mick blinked in the strong light.

"Ohhhhhh!" gasped the lady, "What is it?"

But our little gnome gave her no time to find out. He slid out as quickly as he could and



Mick scrambled out of the Easter Egg as quickly as he could

escaped, and the lady was left with an Easter egg, full of straw.

"It's not my idea of a surprise," she said to herself. "They might at least have put some chocolates in!"

Another adventure of our naughty Mick next week.

HELLO, EVERYONE!

How would you have liked to find Mick the Micrognome in your Easter egg? I expect you would have been too quick for him and caught him! Anyhow, I hope you all have a very jolly Easter and enjoy your young selves in the open air as much as possible. If you have a moment to spare, write and tell me about your holiday and how you spent it.

I'm afraid I haven't an actual photograph of Mick, Joy Latham. He would never keep still enough, even if I were to try and take a snap. Still, I'll bear the idea in mind!

I am so glad you get such a lot of fun out of puzzling over the competitions, Bunty and Edith Caroll. They are really quite easy—when you know the answers!

More next week from

Yours affectionately,

Auntie Muriel

COMPETITION

FIND THE SONG TITLES



YOU all know the songs that these three pictures represent. Just look at them carefully and the titles will soon become clear to you. As soon as you have guessed them, write down the names of the songs on postcards only, together with your full name, age, address and school, and post not later than April 21, to Auntie Muriel, RADIO PICTORIAL, 37 Chancery Lane, London, W.C.2. I will award four half crowns for the first four correct solutions received in the neatest handwriting. Age will be taken into consideration.

For results of "The Lost Letters" competition see page 37

ZOODDITIES

THE SNATCHITALL's a harmless bird—

As harmless as can be
And yet if you should turn your head
It gobbles up your tea!

Even Easter can be chilly sometimes, and Evelyn believes in wrapping up in mink, with a mink cap to match.



Just the thing for a tea-party—black georgette, cut on graceful lines, worn with black gloves and frilled bag.



There's no doubt about it—a veil worn with a black "pill-box" makes Evelyn look more bewitching than ever.



Evelyn's luxurious quilted negligée in black satin, set off by a scarlet belt that accentuates her delicate coloring.



fashionfotos

No. 10: EVELYN DALL

Star hot vocalist with Ambrose's Band

KNOwn as Radio's Blonde Bombshell—and believe us she's right up-to-the-minute, both in personality and clothes. As befits an American glamour girl, Evelyn's wardrobe inclines to the spectacular, giving a sophisticated note that sets off her dazzling fairness to perfection.

Black is Evelyn's most flattering colour, of course, and besides favouring it for morning and afternoon occasions, she makes the original choice of a black negligée in quilted satin, which you can see is the last word in smart restwear.

Primrose yellow hair and gold gown—that is Evelyn this spring. Note the perfect cut and the fashionable straight bolero.



Gold sandals with a new twist to match her gown are Evelyn's choice for evening.



Trimmed with the new fur rage—ocelot, this dainty two-piece in leaf green is just the thing for Easter.



Beauty Secrets of the Stars

LAST MINUTE MAKE-UP

You feel "all in" and you have a big date? Read how attractive Jean Colin, well-known stage, screen and radio star, copes with the situation



SOMEONE bumped into me in the street. "I'm so sorry," said an attractive voice—and then I saw it was Jean Colin.

"I've got a big date this evening," she explained, "and I've been rushed off my feet all day. Now I'm going home to have what I call my 'last minute beauty treatment.'"

I pricked up my ears at that. You know what it is to feel "all in"—you just want to go home and creep into a dark corner where no one will notice you. Bed, you decide, is the only thing.

And then the telephone rings. Can you come out to-night? Immediately you feel slightly less "droopy"—but, alas, those tired lines and hair that won't stay in place don't recover so easily.

But Jean Colin has a remedy for that. This is her beauty "routine."

First, that hair. While the bath water is running-in, damp your curls with setting lotion, pin into place and cover with a net. Now for the bath—and be lavish with the bath salts, please—nothing gives you a more pampered feeling than a little bathroom luxury!

Incidentally, Jean never uses soap on her face, as her delicate skin needs careful treatment.

"I splash my face with hot water, dry it immediately and pat in a little skinfood," she told me. "This soaks in while you are finishing your bath and leaves the skin beautifully smooth for my special face pack."

A little fuller's earth, mixed to a paste with white of egg, is all you need for the pack. Spread it all over the face, except for the delicate skin round the eyes, and leave it on to dry.

But Jean doesn't waste those precious moments while the pack is hardening. This is where her hands come in for their grooming. A quick press-back of the cuticle, white pencil under the tips and fresh varnish—try a new shade for a change. There are some lovely pale "rusty" shades on the market now. Unless your nails really need it, don't file them in this quick manicure—a quick filing often leaves the nails rather "jaggedy" and untidy.



After the manicure a final touch of perfume completes the effect—and you're ready for anything!

Surely that pack has dried by now? Your skin should be feeling slightly "tight"—that is the astringent effect of the white of egg. To remove, wipe away gently with cotton wool soaked in warm water.

"When I'm very rushed," Jean tells me, "I don't bother about the pack, but still feel that my skin could do with a little 'freshening up.' Then splash with cold water to which a few drops of my special mixture—equal quantities of simple tincture of benzoin and witch hazel—have been added. Any chemist will make this up for a few pence."

Remember, too, that cold water splashing brings the twinkle back to tired eyes like magic.

If you're going dancing, don't forget to dust the feet generously with talc—Jean finds a little sprinkled into the foot of her stockings a good tip.

And now for the all-important question of make-up. The latest beauty news says that last year's "sun-tan" make-up is going to be right out this year. Naturalness is to be the order of the day, with the emphasis on pink and white. Blondes like Jean come into their own with this, of course, though a brunette with milk-white complexion is equally fascinating.

Not much eye-shadow, please, but a touch of mascara on the tips of your lashes will make them appear longer than they are. Dust your powder on thickly and brush off with a little "complexion brush"—that is the way the smart stars do it. The reason is that the powder lasts on longer and it gives a lovely "matt" finish.

Comb out your curls, pat with a touch of brilliantine—and you're ready for anything. "Happy evening!" says Jean, as she goes off herself, looking like a million dollars.

MY FAVOURITE RECIPE

By Mrs. EDDIE POLA—

Whose husband comperes the popular RINSO RADIO REVUE from Normandy and Luxembourg.

STUFFED PEPPERS

A HUNGARIAN dish takes first place for popularity in the Pola home. For a really tasty, satisfying meal Mrs. Pola's Stuffed Peppers are unequalled. And the recipe is yours.

Peppers can be obtained at most high-class fruiterers and stores, and the filling for them is made by mixing together equal quantities of minced veal and beef, a tablespoonful of rice and a lightly fried onion. Season with salt and red pepper. Remove the insides from the Peppers and stuff with the mixture.

To make the sauce you require a stew-pan. Fry an onion, then add three or four tomatoes—according to size—with a teaspoonful of paprika. Allow this sauce to simmer for about ten minutes. Finally, put the stuffed peppers into the sauce, together with half a pint of cold water and salt. Simmer altogether for two and a half hours and serve in a deep dish.

Try it next time you want something really good. You'll find that if there's anything which goes down better than Eddie Pola's Twisted Tunes, it's Mrs. Pola's favourite dish!



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ASK YOUR CHEMIST FOR A FREE COPY OF 'HYGIENE FOR WOMEN' BY NURSE DREW

HIGH NOTES of MY LIFE

Concluding the absorbing
reminiscences of her radio
career, by

ANONA WINN



I CHOSE *Life is a Song* as my signature tune at the start of a series of broadcasts, Anona Winn and her *Winners*, at the beginning of 1935.

No—I am wrong. Not quite from the start. For the first programme I had chosen *Without a Song*, but I received an advance copy of *Life is a Song*, and gave it its first broadcast in the next edition of *Winners*.

The *Winners* were five well-known London musicians recruited from some of the top-notch West End dance bands, by kind permission of their bosses. . . . Bill Shakespeare of Carroll Gibbons' band, Lisbona at the piano, Reg Leopold playing the piano and Bert Thomas twanging a nifty guitar.

There has been quite a lot written in the papers of late about the "quick changes" from one studio to another during the broadcasting of certain programmes, but I don't think anything can come up to a rush I had when I was singing in *Songs from the Shows* and *Winners* simultaneously.

This sounds, perhaps, like drawing rather a long bow, but it did actually happen one night that *Songs from the Shows* finished as *Winners* went on the air.

Some kindly soul with a mathematical brain worked it out and told me I had ten seconds in which to "scram" out of one studio and "scram" into another.

It certainly was something of a rush, and I remember feeling rather like a Ruritanian royalty in a film, as I sped through a series of doors that opened before I got to them, thanks to the watchfulness of various commissionaires throughout Broadcasting House.

Another "hectic rush" I recall, too, concerned *Songs from the Shows*. This time it really was my own fault. I was "somewhere in the West End," Hanover Street, to be exact, when I noticed a clock. Five minutes to starting time!

I'd forgotten all about it. I dashed for the nearest taxi, offered the driver "half my kingdom" if he got me to the B.B.C. inside of five minutes regardless of traffic, and I "oscillated" on the front edge of the seat while he spun round corners and nearly made it. . . .

Traffic lights, with a fine disregard for personal feelings stopped us. I leapt out, tore across the roadway into a taxi at the farther side . . . and continued like this until we reached Broadcasting House.

The red light was just crimsoning into action as I panted into the studio and when I "came to" after the broadcast there was a miniature taxi rank lined up outside, waiting to be paid off!

My opinion of John Watt was pretty high that day. He forbore all reproach, except to ask: "Buying a new hat?" . . . but oh, what expressive eyes that man has got!

He still refuses to believe I was at a singing lesson. . . .

Television had come to mean something in my life by this time, too. Eustace Robb had charge of the first "television revue," in which I appeared, and which took place at Broadcasting House in "B.B." studio. Later on television



What does the future hold in store for Anona?

moved into an establishment next door, and "B.B." was given over to "H.H." That means "Henry Hall."

John Watt produced that first television revue and the thing I remember most about it was the make-up we had to wear. Very white on the cheeks, black stripes down the side of the nose and navy blue lips. Something like a totem-pole.

"Television," said one of London's leading dailies at the time, "has taken a step forward. At a distance of six feet from the screen the players were clearly recognisable and at times as many as four of them were simultaneously in the beam!" Another critic wrote that: "here was a mystery" which his grandfather would have described as "reeking of witchcraft."

And in less than four years it became possible to see the Coronation of a king thirty miles away from the event. . . .

Familiarity with the microphone has never bred contempt of the process, where I am concerned. Some day, I suppose, the clever ones will find a means of making ancient walls talk—and give up their secrets—and that will give us cause for another thought-revolution!

With my return to variety after the sea-voyage of which I wrote last week, I decided that my "act" in future would contain no "impressions." I reached this decision after discovering myself on a bill along with three other impressionists. . . .

I found, however, that I had created a kind of Frankenstein! Audiences and managements wanted me to do more impressions and I had to stand my ground very firmly in order to break away.

I must not pass over 1935 without mention of the Jubilee of King George V . . . and the broadcasts we did in that memorable week. First there was that wonderful sunny Jubilee day in May . . . with the Gala Variety Broadcast from the Brighton Corn Exchange following the

King's speech in the evening, a super *Songs from the Shows* and, later in the week, another variety broadcast made up of overseas performers, every colony and dominion being represented.

An incident that fixes this week in my mind is a letter that came from a sheep farm in New South Wales some weeks later. From a woman.

"My twins were born during the Jubilee Celebrations," she wrote. "We called one George, after the King, but we lost him soon afterwards. We still have Anona, called after you, because yours was the first voice I was conscious of afterwards. . . ."

The next important happening in my life was appendicitis and the most cheerful side to this was that Bill Hanson was a patient in the same nursing home at the same time! We used to send notes to one another and the nurses were all "Hanson fans" long before he left there, declaring him one of the "most sensitive and sweetest patients" ever in the home.

I got fed up with being ill and went back to work too soon. Work "got back" at me . . . and I collapsed after only two weeks and had to pack up for another two months!

In the meantime one of my film scenarios was accepted by a big film concern which cheered me up considerably, but unfortunately the film industry also "went sick" soon afterwards and the story may still be "on the shelf" for all I know.

Christmas 1936 found me wearing tights for the first time in my career, as Dandini, in the pantomime at the London Coliseum, *Cinderella*. There were several "first offenders" in this show. Edna Best playing her first principal girl. Madge Elliot her first principal boy . . . and Douglas Wakefield in his first "dame" role.

It was during the run of this pantomime that I had my most exciting telephone call, from Australia. The Australian Broadcasting Commission invited me to go "home" on a six months' trip. The idea was that I should arrive in time for the celebration of Sydney's 150th Anniversary and it all sounded very exciting.

I thought of the sunshine, the golden beaches, the lovely restful, lazy sea-trip . . . but there were theatre and broadcasting commitments in Britain that had me by the nose . . . and I had to say "No, thank you," to the Australian Broadcasting Commission.

Strange, isn't it, how *Life* goes round in a circle, or seems to?

When I attended the official reception in London given by the Australian High Commissioner, the Hon. Stanley Bruce, to commemorate the occasion, one of the first people I met was the man who set me on my way to broadcasting—Oswald Anderson.

I was spearing a sausage at the buffet when a quiet voice whispered in my ear: "It is Anona Wilkins, isn't it?" and I turned round to face the man from Paling's who had suggested I might be the first Australian girl to broadcast from an Australian station, and who is now the representative in Britain of a well-known Australian newspaper.

I've had sixteen weeks of flying since then, as *Peter Pan* up and down Britain, and in June "I'll be seeing you" when we start a new series of broadcasts to be called *The Bungalow Club* . . . oh yes, and before I forget, Bryan Michie and I did not cheat to win the musical chairs at the B.B.C.'s Christmas Party!

PS.—I'm using the box to keep my hankies in!



'THE GREYS'
are on the
air!

*Listen to the Royal Scots Greys Band,
with Raymond Newell, broadcasting from Luxembourg
at 10.30 p.m. every Sunday evening*

SMOKE GREYS CIGARETTES 10 FOR 6^D

IF

Hollywood

Supposing Hollywood, with all its producers, make-up men, publicity agents and script writers, descended on the B.B.C. and proceeded to run our radio programmes? In this lively article, JOHN K. NEWNHAM exercises his ingenuity in imagining the result

On the other hand, if she fails to justify my faith in her, I can let her go at the end of any six months' period.

Having got her on contract, I should build up Mary Smith in the approved Hollywood manner. At least, in one of the two or three approved manners. Which particular build-up would depend on her particular type of personality.

Imagine that she is a rather charming young croonette, with definite possibilities, but not sufficiently outstanding at the moment to warrant big ballyhooing at the outset. She needs grooming—bringing-out.

I should pass her over to the dramatic school—oh, definitely, I should have a special department organised with the idea of training newcomers how to broadcast, and the artiste would be paid while being trained.

This department would teach her microphone technique and get her accustomed to the mike. It would show her how to make the best of herself. In short, it would bring her out. There would be a search for hidden talents. It might be discovered that she is far better as a comedienne than as a crooner really.

Her first broadcast would be quite unpretentious. It might merely be one song in a music-hall programme. She would be introduced without any special announcement.

During the next three weeks, the publicity department would put out some subtle propaganda. A few photographs; references to her last broadcast, and to her next one; a few details about the way in which she was discovered.

Her second broadcast would be more important. A bigger build-up. A few words from the announcer about her. A longer appearance in the programme.

After this, more publicity, kept up regularly. New photographs. Stories about her. And, of course, references to her first two broadcasts, and her success in them, and to her next date on the air.

So the building-up would continue. After a few broadcasts, the publicity department and her own appearances would have made her name known to the public. Then she would be featured in programmes in parts a little bit smaller than that of the big stars—just as Robert Taylor, built up from brief screen roles, became Greta Garbo's leading man before he achieved stardom on his own.

Her photographs appearing regularly in papers throughout the country, and her name well-known to everyone, Mary Smith (given, incidentally, a far more glamorous name than this) would be ready for important billing—stardom in a musical show. Extra publicity devoted to announcements connected with this. Plenty of photographs of her in her first starring role. Interviews with reporters.

Another girl—we'll call her Jane Jones—may have more obvious possibilities than Mary Smith. She may have had quite a lot of stage experience. She is not a raw beginner at the game of entertaining people.

She wouldn't start right at the bottom. Her broadcasting career would begin as a featured player, with exploitation accordingly.

Yet another girl—say, Betty Brown—may be really startling. Perhaps she is well-known on the stage. On the other hand, she may be unknown, but so obviously a certain draw that she deserves stardom from the beginning.

She would begin as a broadcasting star, with



The biggest names in radio have been built up by films, and Gracie Fields is probably our most popular broadcaster. She is now heard regularly from Luxembourg and Normandy in the Fairy Soap programme. (Right) Richard Goolden became a star by appearing in the "Mr. Penny" series



HOLLYWOOD is interesting itself more and more in broadcasting. Certain television rights are held by some of the studios. The vast M.-G.-M. company conducts a weekly broadcast. Almost every contract has a clause relating in some way or another to radio.

I found myself wondering, the other day, "What would the B.B.C. be like if Hollywood ran it?"

Hollywood's first aim in the film business is to build up personalities. Filmgoers are more interested in the stars than the pictures themselves. So the movie studios all try to acquire as important a list of stars as possible.

The same thing would be done with broadcasting. As things stand, the B.B.C. never gives long-term contracts to players. They may be engaged for a certain number of broadcasts. Then the artistes gain sufficient fame to be able to turn round and demand more money than the B.B.C. will pay. The result is that their radio fans, just as they are getting really interested in them, rarely hear them any more.

Let me place myself in the position of a Hollywood producer in charge of the B.B.C.

I should insist on the Hollywood long-term contract idea. I should find an unknown player.

Her name, maybe, is Mary Smith. I should offer her a five-years' contract, at an agreed salary, or payment per broadcast, rising to so-much, on a guarantee of a booking per month.

By this, I should mean that I should need Mary Smith to be at the B.B.C. regularly every month, probably for two broadcasts—one from National, one from Regional. This would enable her to carry on with her stage work; but she would have to find engagements in London every fourth week, on the understanding with the theatre concerned that her act would be so timed that her broadcasting could be fitted in.

The idea of a five-years' contract is not so binding as it sounds. When you read of actors and actresses being signed up for this period by the Hollywood studios, it doesn't necessarily mean that they are engaged for the full five years.

The average five-years' contract is, in reality, a contract for six months, with options. In other words, if I signed Mary Smith for five years, she would be with me for six months. At the end of this period, I could keep her on for another six months. Then, after another six months, I have the option of retaining her services for six more months, and so on for five years.

Hollywood RAN THE B.B.C....

tremendous advance publicity and in programmes of the type that people stay away from cinemas and theatres to hear.

That's the way Hollywood would do things. They would interest listeners in the artistes, both by subtle and more direct methods. They would make people talk about them, and anxious to listen-in to them. They would form the backbone of the B.B.C. programmes supported by artistes booked on the present system—while other big names would make occasional appearances, just as they do now.

Think of the success of the B.B.C.'s tentative experiments in this star-building direction—accidents more than designs! Kitty Masters was unknown when Henry Hall discovered her. She became news. Even non-listeners heard of her. "Mr. Penny," through making a lot of appearances also became news. Others who have also had this building-up through becoming news value include such acts as Mabel Constanduros, Revnell and West, and Doris and Elsie Waters.

A Hollywood producer would probably have given contracts to a lot of attractive young players such as Tessa Deane, Eve Becke, June Malo, Paula Green, Marjorie Dale and Peggy Cochrane. Think of what it would have meant to them to have been signed up and groomed.

The biggest names in radio are those who have been built up by the film people. When Gracie Fields broadcasts, she empties theatres and cinemas. Thousands of people stay at home to listen-in when Jessie Matthews is on the air.

As a Hollywood producer at the B.B.C., once having built up a player to stardom, I should keep her there. There's too much of this good-bye to the B.B.C. once they're famous, as things stand. On contract for five years, and, having reached stardom, being paid a good fee, the player would have to appear regularly.

Regularity is the great thing. It is one of the chief points of American broadcasting. There, popular stars appear weekly (and, in certain circumstances, I should arrange with the important stars to change from monthly broadcasting to weekly appearances).

Throughout the States, millions of people listen-in every week to Grace Moore, Eddie Cantor, "Charlie McCarthy," Amos an' Andy, Ben Bernie, Jack Benny and others. They have been broadcasting with clockwork regularity for

years, and in some cases even church services have been changed so that their times can fit in with the radio programmes.

The B.B.C. has had plenty of evidence that regular features are tremendously popular—Monday at Seven, The Band Wagon, In Town To-night, and many others. Listeners arrange to be at home when they know there is something entertaining on at a certain time. It helps them to map out their own lives.

The B.B.C. has a very great deal of programme time to fill. It could have hundreds of players on long-term contracts, working regularly every week or every month, and still have a lot of time to be occupied.

As a Hollywood producer, I should work on the policy of presenting features, supporting features, and "shorts." There would be two big features in every programme every night, Regional and National. The same programmes would be presented on alternate nights on the two wavelengths.

Suppose I had presentations of two musical comedies and two operas—say, Rose Marie and The Desert Song; and Peer Gynt and Tannhäuser—(I mention these simply because opera and musical comedy provide a contrast, and contrast is essential). These, if listeners are to have value for money, would represent two evenings' entertainment, broadcast as follows:—

	<i>Monday</i>
<i>National.</i>	6.30 : Peer Gynt.
	8.30 : Rose Marie.
<i>Regional.</i>	6.30 : The Desert Song.
	8.30 : Tannhäuser.
	<i>Tuesday</i>
<i>National.</i>	6.30 : Tannhäuser.
	8.30 : The Desert Song.
<i>Regional.</i>	6.30 : Rose Marie.
	8.30 : Peer Gynt.

One of the screen's greatest attractions is that filmgoers are given a choice of times. The timing I have just mapped out would be the sort of thing Hollywood would probably give you. Your producer would think: "Now, I want everyone to hear my shows. So I've got to give them a good selection of times to listen-in."

So you would be able to listen-in early or late one or other of the evenings to hear which of the shows you liked best. You could choose your times, and still leave yourself half the evening to go out to see friends, to go to the cinema, to play tennis or do anything else you liked.

If you liked musical shows, and wanted to hear both The Desert Song and Rose Marie, you could plan to get home by half-past six two evenings running and leave yourself free for other things from half-past eight onwards. Or you could have the early part of the evening free, and get in by half-past eight. On the other hand, you could hear both shows in one evening, and leave yourself completely free the following day.

These, I should regard as my big attractions, or first features. The remainder of the evenings would be filled with short subjects; afternoons, with less important or "second feature" items.

That, at any rate, is the manner in which I imagine Hollywood would run the B.B.C., if one can judge by the movie world's production and presentation methods.

It's a pity that we shall never see Hollywood take possession of Broadcasting House and put its bold schemes into practice.



Attractive June Malo is one of the stars who merit "grooming," such as films gave Jessie Matthews (right)



Would a Hollywood radio producer give Eve Becke a contract ?



B.B.C. Programme Guide to the EASTER PROGRAMMES



Attractive commère of "Hail, Variety" on Wednesday—Ella Retford

VARIETY

PLEASANTLY tired after your Eastertide exertions you'll welcome the second of Geraldo's stimulating feature programmes, *Milestones of Melody*, on **EASTER MONDAY**, Regional. Gerry has gathered to his fold his usual array of 22-carat stars, including Anne Ziegler, Eve Becke, Monte Rey, Cyril Grantham, Patrick Waddington, the Top-Hatters and The Geraldettes.

Or maybe you'll be home from seaside or river, tennis court or bowling green in time for *Monday At Seven*? Then, in addition to the usual artistes (Judy Shirley, "Inspector Hornleigh," Old Uncle Tom Webster and all) you can hear Mario de Pietro and a star whose lustre has not been dimmed by the years, Toots Pounds.

And should you, on **EASTER MONDAY**, merely be pottering around the garden and want that inevitable cup of tea, then you'll have welcome guests in *Friends to Tea* (**EASTER MONDAY**, Regional). Al Bowly, Stanelli, Roy and Alf, Warden and West, Rae Jenkins and Fred Alexander will make any Bank Holiday tea-party go with a whizz.

The second of the *Hail, Variety* series is scheduled for **APRIL 20**, National, and will deal with the history of the serio-comic. Ella Retford will compère the show and Marie Lloyd jun. (all set to remind the older generation of when the Marie was Queen of Them All), Vera Wootton, Janet Joye and Marie Kendall will form the cast.

On **EASTER SATURDAY**, National, Ernest Longstaffe has spread himself. George Robey stars in *Palace of Varieties* and will crack some mirthful Easter Eggs which will certainly not be stale . . . in fact, judging by George's last broadcast they may even be a bit fresh. Leon Cortez and His Coster Pals will also be there. Remember that at the last *Palace of Varieties* in which Leon appeared he, too, was gently reprimanded by the critics for being a shade naughty. So this week's show should be interesting. Harold Walden (ex-pro footballer and now a swell comic), Kitty Keyes and Constance Groom, Collinson and Dean (still arguing), Florence Oldham and G. H. Elliott (the Chocolate-Coloured Coon), with Herman Darewski in the chair will help to give you the Bank Holiday feeling. This is more or less an anniversary for Florence Oldham. She made her radio debut on Easter Monday twelve years ago.

Big musical show of the week is *Who's Hooper?* **APRIL 21**, National, which George Barker is producing with W. H. Berry, Dudley Rolph, Johnny Schofield, Fred Yule, Betty Norton, Jean Harley, Elsie Otley, Franklyn Bellamy and others.

This show was produced in 1884, first in Edinburgh, then at the Gaiety, London. Subsequently it was polished up and revised and staged at the Adelphi, in 1919. "Bill" Berry was the star, then, as in the radio version.

There's another of those bright little cabaret shows from the Royal Bath Hotel, Bournemouth, where Billy Bissett is the music-maestro. This one on **APRIL 21**, West, stars Arthur Askey, Anne Ziegler and Webster Booth, Douglas Byng and Jane Carr. Some cast!

And now for a lot in little. Elisabeth Welch is the guest star in *Band Wagon*, **APRIL 20**, Regional, and on the same day and wavelength David Porter stages another of his sophisticated *After Dinner* shows, with the Three Semis, Violet Carson, Taylor Frame and Alan Holmes and his Swing Sextet. There's *Tea-Time Cabaret* (**APRIL 16**, Regional) from the Grand Hotel, Torquay, with Ernest Shannon, Marriott Edgar, Sylvia Welling and Harry Evans and his band.

The Melody is There, **APRIL 19**, National, variety from the Opera House, Cheltenham, **APRIL 19**, and a Musical Comedy programme by the Scottish Studio orchestra, with Margaret Murray singing, on the Regional programme, **APRIL 19**, are other shows that should appeal. The ever-litig hit tunes from such shows as *Rose Marie*, *Desert Song*, *Vagabond King*, *Crest of the Wave*, *Ivone* and *The Geisha* will set us all a'humming. The *Fol-de-Rols* again (are there no other concert parties?) **APRIL 21**, Regional.

PLAYS—FEATURES— TALKS

EASTER SUNDAY brings an interesting play on National. Called *The Garden of the Tombs*, it is by Morna Stuart and is based on the Resurrection from the Gospel of St. John. I understand that the spirits of birds, trees and flowers are used to express the response of nature to the Resurrection. Geoffrey Dearmer produces and Charles Lefeaux, Mary O'Farrell, Frances de Wolff and Robert Holland are featured.

The **EASTER SUNDAY** morning service is from Liverpool Cathedral and the Bishop of Liverpool will preach. On the same day (National), the Rt. Rev. R. A. Knox, Roman Catholic Chaplain of Oxford University will talk on *What Happened on Easter Morning*.

Football fans will make a point of hearing Stephen Potter's feature programme called *Fifty Years of League Football*. The game was run on weird lines in its early days and you'll hear some amazing facts about this world-popular sport. A high-spot should be an imaginary commentary on a cup-tie of 1888 and the broadcast will conclude with an imaginary commentary on a modern cup-tie. The difference should be illuminating. **APRIL 16**, National.

Stephen Potter is also responsible for a virile and informative series, *Lines on the Map*. No. 4 will be aired on **APRIL 22**, National, and will be called *Communications by Air*.

Now for some plays. *The Gang-Smasher*, with Ivan Samson and Eileen Erskine pitting their wits against crime, personified by Carleton Hobbs, reaches its third instalment on **APRIL 18**, National. And you can hear instalment two of *Send for Paul Temple* on **APRIL 16**, Regional.

Mild-mannered, billiard-loving John Cheate is neck-high in thrills these days. Besides producing *The Gang Smasher* he is to produce *Vivanti* on **APRIL 16**, Regional. This is a thick-ear, Sydney Horler melodrama. Dr. Vivanti is not at all the sort of bloke I'd like to meet in a dark passage, but ideal fun for an evening by a loudspeaker. Sunday Wilshin, Henry Hallatt, Jack Livesey, Philip Wade, Foster Carlin and Norman Shelley are in the cast. Shelley was, of course, the hero of the Horler serial, *Mystery of the Seven Cafés*, way back.

There are two other widely differing plays on **APRIL 22**, National. One is *The Boomerang Bean* by Robert Crombie and centres round two young engineers experimenting in a deserted engine room on Clvdeside; the other is Bernard Shaw's *The Dark Lady of the Sonnets*, and it is hoped to lure the distinguished sage to the microphone to introduce his play.

DANCE BANDS

EDDIE CARROLL'S band will be starred in a new series to be staged fortnightly, called *Syncopation Piece*, **APRIL 19**, Regional. As Wandering Mike tells you on page 4, Billy Scott-Coomber will act as *The Melody Man* and that brilliant fiddler, Eric Siday, will be heard in the first programme.

Jack Payne will *Say It With Music* for an hour on **APRIL 16**, National, in *An Hour to Play*, which is perhaps the most popular and worthwhile of the B.B.C.'s "special" dance-music sessions. In mid-evening on the same day but on the Regional wavelength, Billy Cotton's band is starred. And Mantovani gets the mid-evening session on National, **APRIL 20**.

The experience which Jack White and his Collegians has picked up while playing opposite Loss at the Astoria Salon has been invaluable to him, and I think you'll enjoy his clean, rhythmic playing if you tune in *Thé Dansant*, **APRIL 21**, Regional.

Apart from a lunch-time session on **APRIL 22**, National, by Jack Hart's boys and a *Swift Serenade* on **APRIL 20**, Regional, there is little of outstanding interest to report this week.

Bram Martin and his Holborn Restaurant Orchestra has the late-night plum on **EASTER MONDAY**. He'll open with *Easter Parade*, inevitably, and he tells me that he has unearthed sufficient Easter numbers to make the programme very topical. He has also been nursing a new vocalist for three months. His name's Bob Howard, and he'll be "debuting" in this Easter Monday programme. Bram will be followed by a record session of the famous Casa Loma band of America. Other late night sessions are Ambrose (Saturday, to-morrow); Lipton (Tuesday); Jackson (Wednesday); Rabin (Thursday); and Ambrose (Friday).

For organ fans there are the following to note. Reggie Foort (**APRIL 16**, National). Rae Jenkins will play a couple of violin solos in this session; and to do so he will fly from Nice where he will be holiday-making, and will fly back immediately after the broadcast. Harry Farmer has a late session on the B.B.C. Theatre Organ,



One of our most accomplished radio actors, Philipp Wade, is in a Sydney Horler melodrama

Highspots of the Easter Holiday programmes include *Geraldo's "Milestones of Melody," George Robey, Jack Payne and Ambrose*

APRIL 16, and Sydney Torch plays on the same day from the Gaumont State Cinema. Another organist who is usually worth catching is Leslie Simpson and you can hear him on APRIL 19, National, from the Classic Cinema, Belfast.

MUSIC

ON EASTER SUNDAY, on Regional, you can hear an Easter Oratoria and also Easter music from Lithuania. Further details of this unique broadcast appear in the gossip pages. On EASTER MONDAY, an old friend re-appears in the programmes. Kneale Kelley will conduct the Eastbourne Municipal Orchestra from the Winter Gardens, Eastbourne. This is also on Regional.

Easter carols are a big feature on APRIL 16, Regional. They will be sung by the B.B.C. Midland Singers supported by the strings of the B.B.C. Midland Orchestra.

Ballads will never die, especially when sung by such an artiste as Lance Fairfax. Hear him on National on EASTER MONDAY, singing songs by Pat Thayer and Reginald Morgan. Pat's popular *I Travel the Road* and Reggie's more recent, but equally delightful, *My Heart Will Never Sing Again* will both be featured.

If you missed the Stanford Robinson production of Gounod's opera *Faust* from Regional on Wednesday last, you have another opportunity on APRIL 19, National. And on the same wavelength, APRIL 20, "Robby" conducts the B.B.C. Theatre Orchestra in another of his soothing *Reverie* programmes.

SPORT

THE young 'uns will show us how to play Soccer on APRIL 16, when Scotland's boys play England. A commentary on this game will be heard on National.

On EASTER MONDAY, R. C. Lyle and Richard North will be at the Manchester Racecourse, Castle Irwell, to commentate on the thrills of the Lancashire steeplechase, which is second only to the Grand National, and the keen sports fan can switch over to Regional, on the same day, to hear the ex-crack rider, Graham Walker, giving a commentary on Red Marley, the Open Freak Hill-Climb for motor cycles which is held annually on EASTER MONDAY. This will be heard on Midland.

At Dingley, near Market Harborough, the Woodland Pytchley Hunt Steeplechase will be run on APRIL 21, and on Regional, you will hear this broadcast.

Perhaps the most interesting sports commentary of the week is on APRIL 19, Regional, when Charlie Garner will be at *The Adam and Eve*, Homerton, to commentate on the final of the Ladies' Individual Darts Championship. Gone are the days when a woman flinging a dart meant death to the drawing-room piano. Listen to this broadcast and you'll realise that women have successfully invaded yet another masculine field.

RECORDS OF THE WEEK

Edgar Jackson's Selections

For Everybody

THE WEEK'S TUNE HITS

(Under this heading will be found regularly the best recordings to date of tunes which have become Hits, but have not previously been mentioned in this review).

"NICE WORK IF YOU CAN GET IT" by Fred Astaire (coupled with "Things Are Looking Up" on Brunswick 02533); by Maxine Sullivan (coupled with "Easy To Love" on Vocalion 5137); by Carroll Gibbons and Savoy Orpheans (coupled with "Foggy Day" on Columbia FB1856).

"SO MANY MEMORIES" by Mantovani and His Orchestra (coupled with "Please Remember" on Columbia FB1874).

"LITTLE DRUMMER BOY" by Jay Wilbur and His Band (coupled with "Once In A While" on Rex 9248); by Lew Stone and His Band (coupled with "Girl In The Alice Blue Gown" on Decca F6607).

For Swing Fans

HARRY JAMES and HIS ORCHESTRA—"Jubilee," and "One O'clock Jump" (Vocalion 5136).

BROADCASTS

that MAKE ME SICK!

By

Garry ALLIGHAN

who pleads for more originality in programmes and denounces the monotony, the lack of invention, the drabness and amateurism of certain B.B.C. features

VARIETY may be the spice of life, but not of British broadcasting. Rigidity is the worst feature of the B.B.C. programmes.

What was, what is, what is to be—that is the programme policy. What they gave us a year ago they give us now and will give us again next year.

Take a look at the programmes this week and compare them with those of last week. If the date-line was removed you would think that you were reading the same paper twice.

I am a great believer in radio fixtures. It is good for everybody that certain distinctive items are broadcast the same day each week.

That is why *Monday at Seven* is commended on principle despite its detailed deficiencies. And why *Music Hall* on Saturday nights, dance music at 10.30 p.m., *Evensong* on Wednesday afternoons and *Children's Hour* at 5 p.m. are appreciated.

One advantage of this system is that you can "make a date" with your radio. Another is that you know when not to.

Fixed sessions for distinctive features is a sound proceeding. It is vastly different from the B.B.C. policy of programme rigidity.

That rigidity makes every B.B.C. day look like another and every week identical. It reduces programme planning to a farce and programme listening to a monotony.

This is what happens: On the wall of the Programme Planning Department hangs a chart split up into hours and part-hours. Someone transfers the marks from last week's chart to this and someone else adds the programme details.

Thus:

Last week (and therefore this, next and every other week) a talk at 10.45 a.m., an organ at 11 a.m., records at 11.45 a.m., another talk at 12 noon and another organ at 12.30 are shown on the National chart. They are fixed as firmly as the pyramids. Only a revolution—which is inconceivable in this suffer-anything country—or a near-revolution, like the Abdication, can vary that immutable law.

Now watch. To that wall chart approaches an Important Personage who is to "plan the programmes." How does he plan the programmes? What convulsive mental processes are involved? How is This juggled with That and how is One Thing substituted for Another?

In this profound way: that Important Personage writes "ditto" against every item and adds the name of the broadcaster. That name is the only thing that makes this week's programmes differ from last. Sometimes not.

Sunday programmes are, of course, poisonously worse. Years have trudged their weary way into eternity since the B.B.C. made their last change to the lay-out of the Sunday programmes. And unborn years will come and go before the next change. If then.

Either this rigidity is the result of laziness or incompetence. If the B.B.C. would recognise the fact which they up-stagily ignore—that they are in the show business—they would know that no showman sticks to the same "bill" week after week and stays out of the bankruptcy court.

All that is required is a minimum of energy, a modicum of enterprise and a maximum of originality. Armed thus, even the Director of

WHAT I THINK OF THE PROGRAMMES



Leader of the Café Colette orchestra, Walford Hyden, who was responsible for one of the B.B.C.'s most popular programmes

Programme Planning could evolve a change from the everlasting.

It is this same mental indolence that accounts for another form of B.B.C. rigidity. I refer to Programme Phobia or Microphone Mania or Feature Fever.

Thuswise: on one of those bi-annual days when a new idea worms its way into the programmes, it not only sticks there until its tootsies get tangled in its trailing beard, but it is persistently and insistently imitated until the novel becomes the normal.

"Café Colette" was the first of the brainwaves. It is claimed by the B.B.C. as a B.B.C. brainwave, but I know that it was nothing of the kind. (I'll tell you when the B.B.C. have a brainwave and give you ample warning so that the shock does not prostrate you.) "Café Colette" was the invention of Walford Hyden who has, foolishly, allowed the B.B.C. to take the credit ever since.

Having become possessed with a new idea, the B.B.C. immediately kill it with imitators. Up came the *Red Sarafan* and *The Table Under the Tree*, with as unchecked frequency as every conceivable—and inconceivable—kind of "Party" followed Jack Payne's original.

Then they invented *In Town To-night*—or, at least, Eric Maschwitz did. Anyone with the slightest glimmering of intelligence could see that the value of *In Town* was its distinctiveness. It was a thing apart. It stood in a class of its own—a class of one: itself.

But that glimmer did not gleam down Portland Place way. Insensate with self-glory over a success, the B.B.C. proceeded to destroy the success by continual imitation.

With different titles, and under all sorts of pretexts, they have presented other regular features, each of which has employed the basic *In Town* principle. *The World Goes By* is a case in point. *Monday at Seven* and *Band Wagon* are given *In Town* touches. Result: slow death of *In Town*, whose life may be saved by going into cold storage during the summer.

It is time that someone told the truth about the morning programmes. There has been so much "slarming" round the B.B.C., patting their aristocratic back and mouthing empty compliments, that the B.B.C. sincerely believe that they are as good as the insincere tell them they are.

The truth is that any morning on the
Please turn to page 37

MASTER OF CEREMONIES— Jack Hargreaves

(Head of the U.P.C. Programme Dept.)



Exterior of the U.P.C. headquarters in Portland Place

ALMOST opposite the B.B.C. in Portland Place is the headquarters of Universal Programmes Corporation, the production department of the I.B.C. It is one of the most beautiful houses in London.

Imagine branching staircases, galleried halls, priceless frescoed ceilings, white and gilt walls. Place inside it studios, recording gadgets, wall indicators, control cabins and a nightmarish array of apparatus that would be in keeping with the modern fantasy of "Things to Come." Add the seething, teeming life, the antheap activity of the average newspaper office as seen on the films. And the result is the headquarters of the International Broadcasting Company.

The whole place is a Palace of Wonders. In a large studio you find George Elrick rehearsing. You catch sight of Tom Ronald's face in the producer's cabin, bump into Edgar Blatt, I.B.C. film critic, in the passage, look in on Joslyn Mainprice, late of Toulouse, in his office, and, at the top of the highest staircase, find Arthur Young, musical director, sitting at a piano surrounded by his assistants.

In the centre of it all is Jack Hargreaves' office. You have probably never heard of Jack Hargreaves. And even when you meet him it is difficult to realise that this very young, young man, wearing a tweed jacket and flannel bags, with the unruly head of hair and attractive, no-nonsense-about-him manner, is, in fact, head of Universal Programmes Productions and responsible for eighty-six broadcasts a week. The inventor of many famous features such as the Stork Radio Parade, Macleans Music Hall and the Milton Sisters. Controlling a staff of seven script writers, four musicians and an army of technicians.

Sponsored radio is an amazing phenomenon. It's a mixture of Show Business and Big Business; glamour and shop-keeping.

Imagine for a moment you are a button manufacturer and you want to advertise your buttons on the air. "I want an hour a week for 13 weeks," you say.

The next problem is, how to fill the time? Button manufacturers can't be expected to invent Radio Revues or Musical Fun Fairs. But you don't have to worry. Jack Hargreaves and his staff will do it for you.

"The first thing to think about," said Jack, "is what sort of audience you want for your programmes. Then build the sort of bill that will appeal to them. If you have a product like Macleans Stomach Powder, for instance, you want to reach an audience of over-forties. Old-Time Music Hall is designed to attract them.

"Another kind of product, such as Snowfire, appeals to young girls in offices and factories. That's why Les Allen is featured in the new Snowfire series.

"You see, our problem is not only to present entertaining programmes, but programmes that are also good advertisements.

"The next question to be decided is: how much money to spend? That depends on the sort of

"American radio can't teach us anything about Sponsored Programmes," declares Jack Hargreaves. In this interview with SUSAN COLLYER, he lets you into the mysteries of choosing, casting, rehearsing and presenting your favourite Normandy programmes

Jack has had seven years' experience of advertising and has also worked at the Windmill and Fortune theatres: so he knows both sides of his present job inside out.

Once he was a vet. He was brought up on a farm, and, incidentally, his love of animals was responsible for the recent Chix Animal Man series. He wrote the script and wanted badly to be the Animal Man himself. But as he has always got to be ready to rush off to Derby or Paris at a moment's notice, that rules out broadcasting commitments.

Do you remember a B.B.C. show called *Half an Hour to Play*, starring Jessie Matthews and Buddy Rogers? That was a Jack Hargreaves show. After that he joined the U.P.C. to be the head of a department then producing just two sponsored shows! That's one year ago—and now they are producing eighty-six a week.

The first programme of each series Jack plans and writes himself. After that he hands the show over to one of his script writers and one of his producers, though still keeping an eye on rehearsals.



Jack Hargreaves speaks into the mike

Normandy productions are the last word in radio technique. They compare with the best put out by American and French stations.

Last summer Jack Hargreaves went to New York on the lookout for new ideas. He arrived in a heatwave. Eight people died in the street on the day he landed. Four times a day he had to go back to his hotel for cold showers. "It was murder," he said.

It's interesting to find that he hasn't got that exaggerated respect for American production methods that most people have over here. "What's an American Big Hour?" he says. "Take a personality like Rudy Vallee, a well-known band and a guest act, and that's all there is to most of them.

"There are one or two exceptions. For instance, *The March of Time*. That's a marvellous thing. They have reporters hanging on to the long distance phones for the latest news while the programme is actually being broadcast.

"News of the Hindenburg disaster" came in after they had begun the broadcast and before they finished they put over the whole story—with sound effects.

"Then people say that advertising blurbs in American programmes are handled more cleverly than in ours. It isn't true.

"There are two large wedges of advertising matter in each programme. And they don't worry about spoiling the show. They're merciless. They put it in just the very place where you can't help hearing it.

"Stand by for Radio City Music Hall," they say. And while you are standing by, expectantly, they let you have it. "Do you wear false teeth," booms the announcer.

"No, take it from me. In slickness and presentation, the Americans are admirable. But anything more . . . it's just a hoax."

time booked. On a peak hour like Horlicks, you can spread yourself; less important periods, naturally, must cost less in proportion.

"But it isn't always the amount of money spent that counts. The Rizla Smoking Concerts, for instance, got more votes from listeners than programmes that had cost ten times as much."

Another branch of Jack Hargreave's job is Programme Planning. Not only is each programme planned to be a complete entertainment in itself; it is also only a part of a day-long, thirteen hour Variety Bill.

"A list of star bands on the same day," says Jack, "is not something to boast of, but something to be ashamed of. Once the listener has switched on, he ought to be unable to switch off again. Now, the Normandy Sunday," he added, with pardonable pride, "is just about as varied and well balanced as any there is, I think."



Studio group, including Jack Hargreaves, Tom Ronald and Pat Hyde (extreme right)

RADIO PIONEER TO ATTEND COLLEGE RE-OPENING

Opportunities for Properly Trained Men

IT is just twelve months since Mr. Gordon S. Whale, F.R.S.A., A.M.I.R.E., M.A.A.A.S., decided to open the new Wireless College at Calmore, Southampton, as an extension of the World Renowned Wireless College at Colwyn Bay. The Colwyn Bay College has for many years been the largest of its kind in the British Isles, but within the last few months the new Southampton College has climbed to that important and enviable position and can now claim to be the largest in the world. When the new college was opened last year at the country mansion known as "Loperwood Manor," accommodation was planned for 50 resident students and it had some 16 acres of grounds. Each term during the year has shown an increase in the number of students, necessitating extensions and additions until to-day it has accommodation for 100 resident students with further extensions in hand. This growth, in spite of three Government examinations, having been conducted at the new college, and which resulted in a large number of qualified students being appointed to the service of Messrs. Marconi's, many shipping companies, radio manufacturers, etc., etc.

The outside of the mansion presents the same dignified appearance but inside many alterations have been effected. In the marine departments there are transmitters and receivers of all the latest types, and fitted in the main lecture room are two complete ship's wireless cabins, having two side walls removed. These are arranged on each side of the lecturer so that they are constantly before the students during lectures.

A new radio engineers department has been created during the last few months. This is equipped with the latest modern receivers and radio gramophones of all types and makes, from the smallest battery receiver to the latest superhet. Here D.C. and A.C. mains of all voltages are obtainable so that any make of set can be tested and serviced.

Outside, an additional storage battery of 120 volts and capacity of 500 ampere-hours has been installed in addition to the one of similar voltage and capacity which was installed when the new College was first opened, and which, of course, not only enables twice the electrical energy to be stored from the Diesel generators, but also makes available various voltages, with a maximum of 240 volts for use with the D.C. mains sets. Rotary converters have also been fitted for supplying the mains energy for the A.C. receivers.

An additional 40 acres has just been purchased and added to the college estate. This means that the college grounds now extend on both sides of the village of Calmore, thus whilst it was correct until recently to say that the Wireless College was in Calmore, it would now be more correct to say that the village of Calmore was within the Wireless College Estate.

On the recreational side, a new hard tennis court has been laid in addition to the two courts laid down last spring. The swimming pool has been completely tiled all round and a pump-house built enabling the water in the pool to be chlorinated and aerated in accordance with most modern methods. A talkie cinema projector has been installed in the college theatre.

The college, which is believed to be the only specialised training centre run on public school lines was officially opened by Sir Ambrose Fleming, F.R.S., D.Sc., M.A., the inventor of the radio valve, the electric lamp, etc. Sir Ambrose, who is 89 years of age, is to be at the college again on Wednesday, April 27, at 2.30 p.m. to tour the new 40 acres, hoist the aerials up the new lattice masts, inspect the various improvements, and to open the College for the summer term.

We understand a limited number of invitations are available and it is suggested that those who would like to take this opportunity of seeing the great inventor and hear him speak on the wonders of wireless should make early application to the principal.

WIRELESS

A CAREER WITH A FUTURE
A CAREER WITH A FUTURE

BRITAIN'S LEADING
RESIDENTIAL
TRAINING COLLEGES
FOR MARCONI AND
OTHER LEADING EMPLOYERS

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WIRELESS — with its many branches; Marine, Aircraft, Television, Broadcasting, Designing, Service, etc.—offers a career with a real future to the properly trained man! Proper training suggests Britain's Leading Wireless Colleges.

**COLWYN BAY and
CALMORE,
SOUTHAMPTON**

Marconi's and other first-class employers recommend these Colleges and are always ready to engage our successful students . . .

For this reason appointments are guaranteed. Both Colleges are fully equipped with the latest apparatus and give students a comprehensive training in all branches of the profession.

- ★ *Boarders accepted.*
- ★ *Organised sports and athletics in curriculum at both Colleges.*
- ★ *Licensed by H.M. Postmaster-General*
- ★ *Own Swimming Pool.*
- ★ *Fees can be paid from salary after appointment secured*
- ★ *Appointments guaranteed.*

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LISTEN TO RADIO LUXEMBOURG

1,293 metres

Chief Announcer : Mr. S. P. Ogdan-Smith

Assistant Announcers : Mr. S. H. Gordon Box and Mr. John Bentley

SUNDAY, APL. 17

- 8.15 a.m. Request Programme
- 8.30 a.m. **GEORGE FGRMBY** with a strong supporting cast, including "Beryl" and John Firman's Orchestra. A terrific series of laughter and song programmes.—Presented by the proprietors of Feen-a-Mint.
- 8.45 a.m. Your Old Friend Dan Singing his way into the home.—Presented by the makers of Johnson's Wax Polish.
- 9.0 a.m. **GEORGE ELRICK** Maclean's Laughing Entertainer and His Band Presented by the makers of Maclean Brand Stomach Powder.
- 9.15 a.m. Fifteen Minutes of Variety at the Café au Lait, featuring: Felix Mendelssohn and His Orchestra, George Barclay, and Guest Artiste, Princess Pearl.—Presented on behalf of Nestlé's Milk Products, Ltd.
- 9.30 a.m. Master O.K. the Saucy Boy Presented by the makers of O.K. Sauce.
- 9.45 a.m. Showland Memories A musical cavalcade of theatreland, past and present, with Jan Van der Gucht, Olive Groves and the "Showlanders".—Presented by California Syrup of Figs.
- 10.0 a.m. Old Salty and His Accordion Today: Old Salty tricks the Unicorns.—Presented by Rowntree's Cocoa.
- 10.15 a.m. **CARSON ROBISON AND HIS PIONEERS** Continue their popular hill-billy broadcasts.—Sponsored by the makers of Oxydol.
- 10.30 a.m. Favourite Melodies Presented by the makers of Freezone Corn Remover.



★ ★ ★ CHARLIE KUNZ BRINGS YOU SWEET MUSIC

CHARLIE KUNZ
famous pianist brings you Melodies with Memories



CYRIL GRANTHAM
well known vocalist



JUDY SHIRLEY
who sings as sweet as she looks



Cadbury Calling — with a breakfast-time treat for Tuesday, and to tell you about Milk Tray Chocolates — a popular treat at any time

Don't forget **MR. PENNY and REGINALD DIXON** on Saturdays

Tuesday Morning

RADIO

8.45 a.m. LUXEMBOURG

RADIO

8.0 a.m. NORMANDY

Radio Normandy transmission arranged through International Broadcasting Company Limited

- 10.45 a.m. The Brown and Polson Cookery Club, with Mrs. Jean Scott, the president, giving helpful talks. Supported by Quentin Maclean, at the organ.
- 11.0 a.m. Elevenses with Geraldo and Diploma.—Presented by the makers of Diploma Cheese.
- 11.15 a.m. **THE OPEN ROAD** Presented by Carters Little Liver Pills.
- 11.30 a.m. Luxembourg Religious Talk (in French).
- 12 (noon) **QUAKER QUARTER HOUR** featuring Carroll Lewis and His Radio Discoveries Dudley Odeon Children's Band Wyndham Adams (Vocalist) Dell Sisters (Vocal Harmony) Bert Bennett (Accordion) Ernest Watson (Vocalist) Presented by Quaker Oats, Ltd.
- 12.15 p.m. The Rowntree Aero Show Harry Roy and Bill Currie in the lighter side of life, while the famous band "Swings" it.—Presented by the makers of Rowntree's Aero Chocolate.
- 12.30 p.m. Peter the Planter On behalf of the blenders of Lyons' Green Label Tea, presents "Back Stage, with Sir Seymour Hicks," with Frances Day, Dennis Van Thal and His West End Theatre Orchestra, and full company.
- 12.45 p.m. **HUNTLEY AND PALMERS'** present "The Galeties" with Leslie Henson Roy Royston Ginger Matthews Yvonne Ortner George Nell Robb Currie The Gaiety Rhythm Boys with The Gaiety Star Orchestra The whole show written and devised by Douglas Furber and Leslie Henson.
- 1.0 p.m. **LUX RADIO THEATRE** featuring Teddy Joyce and His Orchestra introducing "The School for Stars" with the highlights from the film *The Prisoner of Zenda*. Presented by the makers of Lux.
- 1.30 p.m. Overture Programme of Melody and Song
- 2.0 p.m. The Kraft Show Directed by Billy Cotton, featuring Mary Lawson and Fred Duprez, with Peter Williams, Alan Breeze, Jack Doyle and Naughton & Gold.—Presented by Kraft Cheese Co., Ltd.
- 2.30 p.m. Fred Hartley and His Orchestra Brian Lawrence and John Stevens revive for you "Songs you can never forget."—Presented by the makers of Johnson's Glo-Coat.
- 2.45 p.m. **THOMAS HEDLEY & CO.** proudly present Miss Gracie Fields In a programme of new songs, and at least one old favourite, with some homely advice about Fairy Soap.
- 3.0 p.m. **MORTON DOWNEY** The Golden Voice of Radio in a new series of popular songs and ballads.—Presented by the makers of Drene Shampoo.
- 3.15 p.m. Waltz Time With Billy Bissett and His Waltz Time Orchestra, Esther Coleman, Hugh French and the Waltz Timers.—Presented by Phillip's Dental Magnesia.
- 3.30 p.m. Black Magic "The Ace of Hearts Orchestra" in a programme for sweethearts.—Presented by the makers of Black Magic Chocolates.
- 3.45 p.m. **ALBERT SANDLER AND HIS TRIO** compered by Stephen Williams Presented by Boots the Chemists.
- 4.0 p.m. **HORLICKS PICTURE HOUSE** Master of Ceremonies: Reginald Tate Wilfred Lawson Vic Oliver Niela Goodelle Olive Groves Robert Adams The Rhythm Brothers The Horlicks Singers and The Horlicks All-Star Orchestra under Debroy Somers Presented by Horlicks.



Playing to you at 2 o'clock on Sunday afternoon—Jack Doyle, with Billy Cotton and his Band

- 5.0 p.m. Ray of Sunshine Programme Compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast and Betox.
- 5.30 p.m. The Ovaltineys Entertainment especially broadcast for the League of Ovaltineys, with songs and stories by the Ovaltineys and Harry Hemsley, accompanied by the Ovaltineys Orchestra.—Presented by the makers of Ovaltine.
- 6.0 p.m. **AMBROSE AND HIS ORCHESTRA** featuring Evelyn Dall Max Bacon Vera Lynn Alan Marsh and The Manhattan Three Presented by the makers of Lifebuoy Toilet Soap.
- 6.30 p.m. **RINSO RADIO REVUE** featuring Jack Hylton and His Band Alice Mann Sam Browne The Henderson Twins Peggy Dell Tommy Handley Compered by Eddie Pola Presented by the makers of Rinsol.
- 7.0 p.m. Announcing a New Series of Thrilling Dramas centred round the characters of Inspector Brookes of Scotland Yard, and his son Dick.—Presented by the makers of Milk of Magnesia.
- 7.15 p.m. Eddie Pola and His Twisted Tunes. A programme of twisted words and music.—Presented by the makers of Hudson's Extract.
- 7.30 p.m. **EXCERPTS FROM REVUEVILLE** from the stage of the Windmill Theatre, London.—Presented by the makers of Danderline.
- 7.45 p.m. Dinner at Eight Enid Stamp-Taylor, introducing "My Friends the Stars," with the C. and B. Dance Band, directed by Sydney Lipton.—Presented by Crosse & Blackwell, Ltd.
- 8.0 p.m. **PALMOLIVE PROGRAMME** with Olive Palmer and Paul Oliver
- 8.30 p.m. Luxembourg News (in French)
- 9.0 p.m. **HIGHLIGHTS ON PARADE** with Alfred Van Dam and His Gaumont State Orchestra and Wyn Richmond Presented by Macleans Ltd.
- 9.15 p.m. **BEECHAM'S REUNION** with Jack Payne and His Band with Peggy Cochrane Ivor Davies and Hughie Diamond Compered by Christopher Stone Presented by the makers of Beechams Powders and Germolene.

- 9.45 p.m. On the Air With Carroll Gibbons and the Savoy Orpheans, Anne Lenner and George Melachrino.—Presented by the makers of Colgate Ribbon Dental and Shaving Creams.
- 10.0 p.m. **A SERENADE TO MELODY** featuring Jack Jackson and Orchestra with Barbara Back and a "Star of To-morrow" Presented by Pond's Extract Co., Ltd.
- 10.30 p.m. **THE GREYS ARE ON THE AIR** The Band of H.M. Royal Scots Greys (by permission of Lt.-Col. C. H. Gaisford St. Lawrence, M.C.) Conducted by A. W. Crofts with Raymond Newell Presented by Godfrey Phillips, Ltd., the makers of Greys Cigarettes.
- 10.45 p.m. The Coty Programme Presenting John Goodwood. A new programme of haunting melodies, beauty information, and John Goodwood, astrologer and student of the stars, who will tell you how the planets shape your destiny.
- 11.0 to 12 (midnight) Request Programme.

MONDAY, APRIL 18

- 8.0 a.m. Waltz Time With Billy Bissett and His Waltz Time Orchestra, Esther Coleman, Hugh French and the Waltz Timers.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. **HORLICKS "MUSIC IN THE MORNING"** Presented by Horlicks.
- 8.30 p.m. The Alka-Seltzer Boys Featuring Browning and Starr.—Presented by the makers of Alka-Seltzer.
- 8.45 a.m. **THE OPEN ROAD** Presented by Carters' Little Liver Pills.
- 9.0 a.m. **MELODIES FROM THE MASTERS** Compered by Peter Hening Presented by the makers of Kolynos Tooth Paste.
- 9.15 a.m. **THE HAPPY PHILOSOPHER** A new programme of particular interest to all dog lovers. Both adults and children eagerly await the arrival of their old pal The Happy Philosopher Presented by Bob Martin, Ltd.
- 9.30 a.m. **WITH THE IMMORTALS** A musical problem, introduced by Orpheus and presented by the makers of Bisodol.
- 9.45 a.m. Keeping House with Elizabeth Craig. Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.
- 10.0 to 10.30 a.m. **THE COOKEEN PROGRAMME** with Carroll Gibbons and His Boys Anne Lenner and George Melachrino Guest Artistes: Abe and Mawruff Anne Ziegler Compered: Russ Carr Presented by the makers of Cookeen.
- 3.30 p.m. Concert of Music by the Luxembourg Station Orchestra, directed by Henri Pensis.
- 4.0 p.m. **BIG BILL CAMPBELL** and His Hilly Billy Band Presented by the makers of Lushus Table Jellies.
- 4.15 p.m. Station Concert
- 4.30 p.m. The Family Circle Gramophone Records compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.
- 4.45 p.m. Marmaduke Brown The lovable, eccentric inventor and his patient wife, Phillida.—Presented by the makers of Phillips' Dental Magnesia.
- 5.0 p.m. **BORWICKS LEMON BARLEY CONCERT**
- 5.15 to 5.30 p.m. Rambles in Luxembourg A musical tour with a descriptive talk on the places of interest in the Duchy of Luxembourg. "Guide": Mr. S. P. Ogdan-Smith.
- 6.30 to 7.0 p.m. Request Programme Please turn to page 28

**MORE POPULAR
TIME THAN EVER
FOR RADIO'S MOST
POPULAR FEATURE**



From April 17th
CARROLL LEVIS
and his
RADIO DISCOVERIES
will broadcast from
RADIO LUXEMBOURG
1293 metres
AT 12 NOON
every Sunday

Every week in the Quaker Quarter Hour, Carroll Levis brings you a programme of quick-fire variety, introducing talented unknown performers of today who may be the stars of tomorrow.

Also radiated every Sunday by
RADIO NORMANDY **RADIO LYONS**
5.15 p.m. 8.30 p.m.
Transmission through I.B.C. Ltd. 215 metres
212.6 metres

CARROLL LEVIS
is now brought to you
by the makers of
**QUAKER
CORN FLAKES**
READY IN A FLASH - ECONOMICAL
TEMPTINGLY TASTY - CRACKLING
CRISP

**THE GREYS ARE
ON THE AIR!**

*A New Patriotic Note in the
Luxembourg Programme*

SUNDAY'S first broadcast from Luxembourg at 10.30 p.m. by the famous band of His Majesty's Royal Scots Greys will make radio history.

At last a sponsor has broken away from dance bands and dance music, and has gone over to vigorous, full-blooded music. For the first time a celebrated military band will take part in sponsored programmes. At last the enormous appetite for military band music is being catered for. The music that fills parks and crowds promenades will come into your home on Sunday nights to start you humming tunes and tapping toes.

It will be the first time in radio, too, that a military band has been "produced." Until now, every military band which has broadcast has been placed in front of a microphone with only a short announcement to put it over. But when the Greys go on the air, they will be "produced" so that all their pageantry and colour will get over.

The programme will begin with an exciting fanfare by four sturdy Royal Scots Greys trumpeters—a trumpet call that will stir your blood. Then, coming towards the microphone you will hear the strains of "Hielan' Laddie," the Scots Greys regimental march. Nearer, nearer, comes the music, and you can almost see the famous cavalry regiment tramping down the street. The handsome grey horses, the scarlet uniforms, the nodding bearskins.

Lairdsburn, the new drum-horse, leads the band, the drummer, wearing the only white bearskin in the British Army, beating time on his two drums. Mounted bandmen follow, their brass instruments gleaming in the sun.

Over the music you will hear the voice of Raymond Newell, baritone star of the Palladium show and Royal Command Performance.

"**HARK! THE GREYS ARE ON PARADE—**
*See them tramping down the street!
Hear the clank of horses' feet!
Hark! The Greys are on Parade!
Dauntless in the heat of battle,
Hereos all, to do and dare!
Ready to defend and serve us—*

**THE GREYS! THE GREYS! THE GREYS
ARE ON THE AIR!**

And then the music, the haunting waltzes, the lilting marches. Musical comedies, grand old tunes, and military songs like *The Veteran's Song*, *The Adjutant*, *Changing of the Guard*, sung for you by Raymond Newell. A great treat for lovers of military band music and a grand programme to win over new military band listeners.

The Royal Scots Greys band is conducted by Mr. A. W. Crofts, and broadcast by permission of Lt.-Col. C. H. Gaisford St. Lawrence, M.C. Raymond Newell will compe the programme, as well as sing.

The programme comes on from Radio Luxembourg every Sunday evening at half-past ten, sponsored by the manufacturers of Greys' Cigarettes. Apart from its high musical value, the programme will also be unusual in that the actual advertising announcements will probably be the shortest of the day, a departure listeners will welcome.

Everyone should make a point of listening to this topical and patriotic programme.

An Article You Musn't Miss:
**"WHAT'S HAPPENED TO
HENRY HALL?"**
By Ralph Graves
In next week's "Radio Pictorial"

"Craven 'A'
are streets ahead
for smoothness!"

CRAVEN 'A'

In the 'easy-access' inner-foil pack and sealed fresh in moisture-proof Cellophane.
10 for 6⁰ • 20 for 1/- • 40 for 2/-

MADE SPECIALLY TO PREVENT SORE THROATS
C. A. 454

Carreras Ltd.—150 years' Reputation for Quality

WHY NOT JOIN US?
EVERY SUNDAY MORNING—
EVERY SUNDAY AFTERNOON—
EVERY MONDAY MORNING—
EVERY TUESDAY MORNING—
EVERY THURSDAY MORNING—

**The CARTERS
CARAVAN**
SETS OUT ON
"THE OPEN ROAD"
SONGS—DRAMA—MUSIC

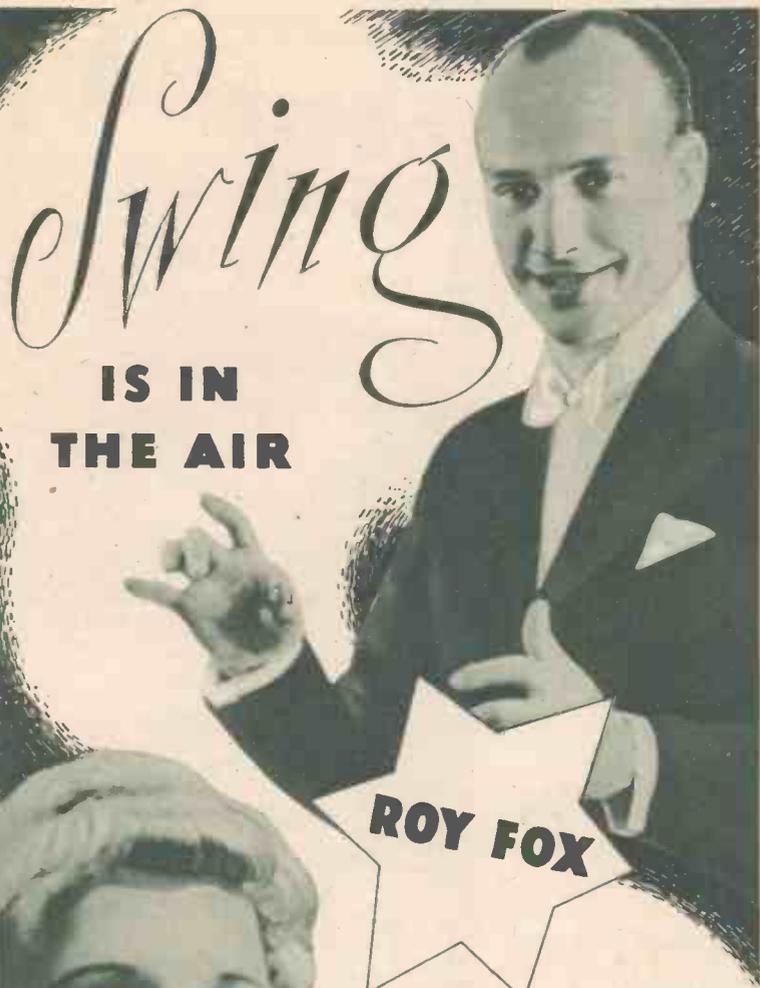
Remember the times and the stations:
RADIO LUXEMBOURG (1293 metres)
11.15 a.m. every Sunday; 8.45 a.m. every Monday;
8.30 a.m. every Thursday.
RADIO NORMANDY (212.6 metres)
2.45 p.m. every Sunday; 9.0 a.m. every Monday; 10.15 a.m.
every Tuesday; 10.15 a.m. every Thursday (except first
Thursday in month).

You'll be switching on to an entirely new kind of musical show! The Carters Caravan will fascinate you with Music, Song and Drama—the brightest show on the air. You and your family must listen-in to this programme.

Listen to "The Open Road" programme sponsored by the makers of

CARTERS Brand LITTLE LIVER PILLS
Radio Normandy transmissions arranged through International Broadcasting Co., Ltd.

BEATING THE BOOKMAKER
"HOW TO BET AND WIN," published by Ellisdon & Son, 246 High Holborn, London, W.C.1, is a book of remarkable interest to followers of racing. It proves that haphazard punting always fails in the long run, and describes a method of betting which in the past ten years has yielded 3,090 wins with only 393 losses. For fuller details please turn to back cover of this issue.



Swing

IS IN
THE AIR

ROY FOX



MARY LEE

SWING has come to regale your waking hours. Roy Fox and his famous band bring you melody every morning in their first continental broadcast — 'SWINGING IN THE BATH TUB.' A medley of popular tunes to make you spring out of bed, song hits with swing

to brighten your breakfast — and Denny Dennis, and Mary Lee, complete a super programme.

Tune in to 'SWINGING IN THE BATH TUB' from Radio Normandy

every Thursday at 8.15 a.m., and on Fridays at 9.0 a.m. from Radio Luxembourg.

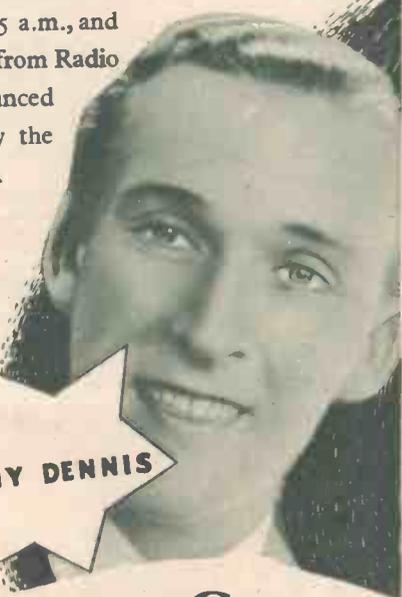
Announced by Roy Fox, and presented by the makers of Reckitt's Bath Cubes.



Normandy transmission arranged through the International Broadcasting Company Ltd.



DENNY DENNIS



Reckitt's Bath Cubes

RADIO LUXEMBOURG PROGRAMMES

Continued from page 26

TUESDAY, APRIL 19

- 8.0 a.m. "Hutch" Romantic singer of world renown.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. The Alka Seltzer Boys Featuring Browning and Starr.—Presented by the makers of Alka Seltzer.
- 8.30 a.m. Household Hints by Mrs. Able Presented by the makers of Vitacup.
- 8.45 a.m. CADBURY CALLING and presenting Reminiscing with Charlie Kunz (playing melodies with memories) and Judy Shirley and Cyril Grantham (singing for you) Announcer: Maurice Denham Presented by the makers of Cadbury's Milk Tray Chocolates.
- 9.0 a.m. MUSIC ON THE AIR Presented by the makers of Kolynos Tooth Paste.
- 9.15 a.m. WITH THE IMMORTALS A musical problem, introduced by Orpheus and presented by the makers of Bisodol.
- 9.30 a.m. Brown and Polson Cookery Club. Club news and cookery talks by the president, Mrs. Jean Scott.
- 9.45 a.m. THE MILTON SISTERS Dinah Miller and Pat Hyde with their entertaining announcer: Bob Walker and Arthur Young at the piano Presented by the makers of Milton Denture Powder.
- 10.0 a.m. "Fit as a Fiddle" Presented by the makers of Castorets Brand Tablets.
- 10.15 to 10.30 a.m. HAPPY DAYS ARE HERE AGAIN Rinsø presents Sandy Macpherson at the organ of the Empire Theatre, Leicester Square.
- 3.30 p.m. Station Concert
- 4.0 p.m. Fifteen Minutes of Variety at the Café au Lait, featuring Felix Mendelssohn and His Orchestra, George Barclay, and guest artiste Helen Raymond —Presented on behalf of Nestle's Milk Products, Ltd.
- 4.15 p.m. Station Concert
- 4.30 p.m. HUNTLEY AND PALMERS present "The Best of Everything" Programme arranged and compiled by Christopher Bouch
- 4.45 p.m. Marmaduke Brown The lovable, eccentric inventor, and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.
- 5.0 p.m. The Colgate Revellers Presented by the makers of Colgate Ribbon Dental and Shaving Creams.
- 5.15 to 5.30 p.m. Request Programme
- 6.30 to 7.0 p.m. Tommy Dallimore and His Band, broadcasting from the Luxembourg Studio.



Stage Star Louise Browne, appearing in the Biggest Little Programme on Wednesday at 9 a.m., with Peggy Desmond, Monia Litter and Billy Scott-Coomber

- 10.0 to 10.30 a.m. THE STORK RADIO PARADE Presented by the makers of Stork Margarine from the stage of the Union Cinema, Kingston-on-Thames, featuring Harry Marconi Walsh and Barker with Phil Park and Jack Dowle at the organ Directed by Harold Ramsay Announcer: Bob Walker
- 3.30 p.m. Concert of Light Orchestral Music.
- 3.45 p.m. Maclean's Musical Matinee —Presented by the makers of Maclean's Peroxide Toothpaste.
- 4.0 p.m. Variety
- 4.30 p.m. The Family Circle Gramophone records compiled by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.
- 4.45 p.m. Marmaduke Brown The lovable, eccentric inventor, and his patient wife, Matilda.—Presented by the makers of Phillips' Magnesia Beauty Creams.
- 5.0 p.m. CARSON ROBISON AND HIS PIONEERS continue their popular hill-billy broadcasts.—Sponsored by the makers of Oxydol
- 5.15 to 5.30 p.m. Station Concert
- 6.30 p.m. Quality Street Programme That Reminds Me. An attractive assortment of melodies and memories. Presented by John Mackintosh & Sons, Ltd.
- 6.45 to 7.0 p.m. Tommy Dallimore and His Band, from the studio.

WEDNESDAY, APRIL 20

- 8.0 a.m. The Charm of the Waltz Bringing you each week a melodious quarter of an hour of waltz music.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. HORLICKS "MUSIC IN THE MORNING" Presented by Horlicks.
- 8.30 a.m. Station Concert
- 8.45 a.m. GOOD MORNING A visit from Albert Whelan, bringing a song, a smile and a story.—Representing the makers of Andrews Liver Salt.
- 9.0 a.m. The Biggest Little Programme Starring Louise Browne, Peggy Desmond Monia Litter, and Billy Scott-Coomber. —Sponsored by Rowntree's—the makers of Kit Kat Chocolate Crisp.
- 9.15 a.m. THE HAPPY PHILOSOPHER A new programme of particular interest to all dog lovers. Both adults and children eagerly await the arrival of their old pal, The Happy Philosopher.—Presented by Bob Martin, Ltd.
- 9.30 a.m. Ann French's Beauty Talks Presented by the makers of Reudel Bath Cubes.
- 9.45 a.m. Radio Favourites Presented by Brooke Bond Dividend Tea.

THURSDAY, APRIL 21

- 8.0 a.m. The Charm of the Waltz Bringing you each week a melodious quarter of an hour of waltz music.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. HORLICKS "MUSIC IN THE MORNING" Presented by Horlicks.
- 8.30 a.m. THE OPEN ROAD Presented by the makers of Carters Little Liver Pills.
- 8.45 a.m. GOOD MORNING A visit from Albert Whelan, bringing a song, a smile and a story.—Representing the makers of Andrews Liver Salt.
- 9.0 a.m. MELODIES FROM THE MASTERS Compiled by Peter Heming Presented by the makers of Kolynos Tooth Paste.
- 9.15 a.m. Oliver Kimball The Record Spinner.—Programme presented by Bisurated Magnesia.
- 9.30 a.m. Brown & Polson's Cookery Club. Club news and cookery talks by the president of the Cookery Club, Mrs. Jean Scott.
- 9.45 a.m. Keeping House with Elizabeth Craig. Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.

RADIO LUXEMBOURG PROGRAMMES

Continued from previous page

10.0 a.m. **MACLEAN'S MORNING MELODY**
Presented by the makers of Maclean Brand Stomach Powder.

10.15-10.30 a.m. **HAPPY DAYS ARE HERE AGAIN**
Rinso presents Sandy Macpherson at the organ of the Empire Theatre, Leicester Square.

3.30 p.m. Concert of Light Orchestral Music.

3.45 p.m. "Geraldo in Play"
Quarter of an hour of unbroken melody.
—Presented by the makers of Diploma Cheese.

4.0 p.m. **BIG BILL CAMPBELL**
and His Hilly Billy Band
Presented by the makers of Lushus Table Jellies.

4.15 p.m. G. P. Tea-Time
George Payne & Co., Ltd., present a cavalcade of memories (1879-1937).

4.30 p.m. Your Old Friend Dan
Singing his way into the home.—Presented by the makers of Johnson's Wax Polish.

4.45 p.m. Marmaduke Brown
The lovable, eccentric inventor, and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.

5.0 p.m. **MASTERS OF RHYTHM**
with
Neal Arden
Presented by the makers of Feen-a-Mint.

5.15-5.30 p.m. Station Concert
6.30 to 7.0 p.m. Tommy Dallimore and His Band, from the Studio.

FRIDAY, APRIL 22

8.0 a.m. "Hutch"
Romantic singer of world renown.—Presented by Phillips' Dental Magnesia.

8.15 a.m. Record Review
A programme of popular melodies chosen by Donald Watt.—Presented by the makers of DoDo.

8.30 a.m. Chivers Concert
Featuring Mrs. Cambridge (Christine Barry).—Presented by Chivers & Sons, Ltd.

8.45 a.m. The Three Tops
Fifteen minutes of music, song and laughter with the smartest trio in town.—A presentation by the makers of Sanpic—Reckitt & Sons, Ltd.

9.0 a.m. **ROY FOX AND HIS BAND**
with
Mary Lee
and
Denny Dennis
in "Swinging in the Bath tub"—a morning tonic sent to you by Reckitt & Sons, Ltd., the makers of Reckitt's Bath Cubes.

9.15 a.m. Countryside
A musical panorama of our glorious country highways and byways, featuring Simon the Singer, and the Carnation Countryside Orchestra.—Presented by Carnation Milk.

9.30 a.m. **THE MILTON SISTERS**
Dinah Miller
and
Pat Hyde
with their entertaining announcer
Bob Walker
and
Arthur Young
(at the piano)
Presented by the makers of Milton Denture Powder.

9.45 a.m. Concert
Presented by Brooke Bond Dividend Tea.



"Good morning to you" from Albert Whelan, at 10.15 a.m. Saturday, and 8.45 a.m. Wednesday and Thursday

10.0 a.m. **MUSIC ON THE AIR**
Presented by the makers of Kolynos Tooth Paste.

10.15 to 10.30 a.m. Ah! Bisto
on the air. The manufacturers of Bisto present a programme of popular tunes entitled "Music from the Packet," with the assistance of the Bisto Kids and Uncle Mike.

3.30 p.m. **PALMOLIVE PROGRAMME**
with Olive Palmer and Paul Oliver

4.0 p.m. Friday at Four
Du Maurier Diary of the week. Presented by our radio friends, David and Margaret

4.15 p.m. Master O.K. the Saucy Boy
Presented by the makers of Mason's O.K. Sauce.

4.30 p.m. The Family Circle
Gramophone records compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.

4.45 p.m. Marmaduke Brown
The lovable, eccentric inventor, and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.

5.0 p.m. **MORTON DOWNEY**
The Golden Voice of Radio
in a new series of popular songs and ballads.—Presented by the makers of Drene Shampoo.

5.15 to 5.30 p.m. Station Concert

6.30 to 7.0 p.m. Station Concert

11.0 p.m. Tommy Dallimore and His Band, from the Luxembourg Studio.

12.0 to 1.0 a.m. Late Dance Music

SATURDAY, APRIL 23

8.0 a.m. Programme of Popular Music
Nurse Johnson on child problems.—Presented by California Syrup of Figs.

8.15 a.m. **HORLICKS "MUSIC IN THE MORNING"**
Presented by Horlicks.

8.30 a.m. Sunny Jim's Programme of "Force" and Melody.

8.45 a.m. **CADBURY CALLING**
A new blend of radio entertainment
"The Exploits of Mr. Penny"
By Maurice Moiseiwisch
No. 20—"Battling Penny"
Richard Golden as Mr. Penny
Doris Gilmore as Mrs. Penny
Vera Cook
Ernest Sefton
John Glyn-Jones
Maurice Denham
And the music of Blackpool's Wizard of the Wurlitzer, Reginald Dixon
Presented by Cadbury Bros., Ltd.

9.15 a.m. **THE HAPPY PHILOSOPHER**
A new programme of particular interest to all dog lovers, but of special interest to children, who will eagerly await the arrival of Uncle Phil.—Presented by Bob Martin, Ltd.

9.30 a.m. Brown and Polson Cookery Club.
Club news and cookery talks by the president of the Cookery Club, Mrs. Jean Scott.

9.45 a.m. Keeping House With Elizabeth Craig.
Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.

10.0 a.m. Favourite Melodies
Presented by the makers of Freezone Corn Remover.

10.15-10.30 a.m. **GOOD MORNING**
A visit from Albert Whelan, bringing a smile, a song and a story.—Representing the makers of Andrews Liver Salt.

4.15 p.m. The Dansant

4.30 p.m. **KREEMA KOONS**
featuring
Leonard Henry
Billy Thorburn
Helen Raymond
Curtis and Ames
and
Ronald Fletcher
Presented by Needler's Ltd.

4.45 p.m. Showland Memories
A musical cavalcade of theatreland, past and present with Webster Booth, Olive Groves and the "Showlanders".—Presented by California Syrup of Figs.

5.0 p.m. Station Concert

5.30 to 6.0 p.m. State Express 333
Football results programme.—Sponsored by Ardath Tobacco Co., Ltd.

6.30 to 7.0 p.m. Request Programme
selected by listeners themselves. Two complete programmes each week.

11.0 p.m. Dancing Time

12.0 (midnight) **MIDNIGHT IN MAYFAIR**
with
Grey's Cigarettes
Presented by Godfrey Phillips, Ltd.

12.15 to 1.0 a.m. Late Dance Music

Information supplied by Wireless Publicity, Ltd., Electra House, Victoria Embankment, W.C.2. Sole Agents in the British Empire.



THE LUSHUS HILLY-BILLY SHOW WITH BIG BILL CAMPBELL— STARTING MONDAY, APRIL 18

The Lushus Hilly-Billy Show is here. With Big Bill Campbell. With Jack Curtis and Chief White Eagle, too! Get ready for a feast of mirth and melody served up in Big Bill Campbell's own inimitable style. Be sure you listen to Radio Luxembourg at 4.0 p.m. on Monday, April 18 and Radio Normandy at 9 a.m. on Tuesday! See Programmes for times of other Lushus Concerts.



WHAT ARE LUSHUS FLAVOUR-BUD JELLIES?

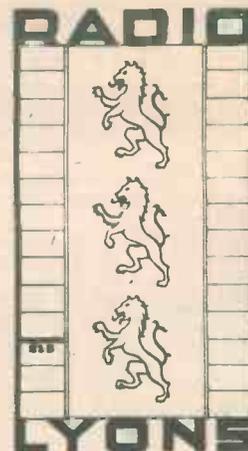
Lushus Jellies are the flavour-bud jellies. Their fruit flavours are not combined with the jelly crystals, but sealed in a separate cone of crystallised sugar—the flavour-bud. So the flavour is kept fresh, concentrated, till the very minute the jelly is made. Six flavours: lemon, lime, wild cherry, orange, strawberry, raspberry. Pantry Tray of all six 2/3. Single packets, 4½d. Try also Lushus "Sweet Mystery" and "Fancy Free" Desserts—they have the flavour-bud too.

Lushus FLAVOUR - BUD JELLIES

G. Havinden, Sole British Distributors, 9 Queen Victoria St., London, E.C.

Radio Lyons Calling!

215 metres



"Fanny" Day, everyone's favourite, comes to the mike on Sunday at 9.30 p.m., with Sir Seymour Hicks in the Lyons Green Label Tea programme.

FRANCES DAY, who will be heard in Peter the Planter's backstage-tour with Sir Seymour Hicks on Sunday, at 9.30 p.m., will always have a very soft spot in her heart for Christopher Stone. More than six years ago the famous gramophone-critic wrote an enthusiastic notice of the first record made by Frances—then a rising young artiste in cabaret and musical-comedy. He hailed the little blonde from America as a recording "discovery" of the first importance, and Frances has never forgotten the fact. She has always remained a firm friend with Christopher Stone, who wears on his watch-chain one of the tiny bronze medallions, bearing a reproduction of her head in low-relief, which Frances sent to all her friends last Christmas by way of greeting.

"Fanny" Day, when she first came to England, and was struggling hard for success, used to live with Raie da Costa, the famous pianist—herself a South African—and the two young aspirants worked their way to fame hand-in-hand. When the brilliant, dark-haired girl-pianist died at the height of her fame, Frances Day lost one of her staunchest friends.

A very different scene from that of the stage, the film-studio, and the broadcasting-station is rapidly becoming a background to Frances Day's activities. She is an accomplished horsewoman, and the Berkshire Downs are her playground. There she rides whenever she can get away from London, and so dashing and skilful has she become that she talks seriously of entering for several horse-races in which women riders can compete.

MONDAY, APRIL 18

- 10.0 p.m.** Choose Your Dance
A selection of slow foxtrots, quick-steps, waltzes, tangoes, and rumbas which will provide fine fare for all rhythm-enthusiasts in a half-hour programme of stirring records.
- 10.30 p.m.** Two Beloved Voices
Richard Tauber, favourite opera tenor of screen and musical comedy; and Jeanette MacDonald, Hollywood songbird, combine in a quarter-hour of delightful melody.
- 10.45 p.m.** Last Week's Dividends
Presented with a musical programme by International Sporting Pools, Ltd.
- 11.0 p.m.** The Stage Door Lounger
Radio Lyons theatreland gossip brings you another selection of tunes from hits past and present with his weekly budget of back-stage news.
- 11.30 p.m.** Our Own Choice
- 12 (midnight)** Close Down

TUESDAY, APRIL 19

- 10.0 p.m.** Variety Programme presented by the makers of Stead Razor Blades.
- 10.15 p.m.** Bolenum Bill on Parade
With his army of daily workers.—Presented by Bolenum Overalls.
- 10.30 p.m.** The Bab-O Broadcast
A delightful programme for all listeners, compiled throughout by Laidman Browne, with delightful Princess Pearl.
- 10.45 p.m.** HONEY AND ALMOND
Four Beautiful Hands in a programme of piano duets, with Al Bowly
Presented by the makers of Hinds Honey and Almond Cream.
- 11.0 p.m.** Music Hall
Variety artistes in their best recordings combine to give you half an hour of delightful entertainment.
- 11.30 p.m.** By Request
An eagerly awaited feature in which listeners can hear their own selections.
- 12 (midnight)** Close Down

WEDNESDAY, APRIL 20

- 10.0 p.m.** THE WORLD ON WAX
Britain and America provide us with the pick of their famous orchestras and entertainers via the gramophone. Here the finest recordings of all are presented to you by Beecham's Pills, Ltd.
- 10.15 p.m.** Waltz Parade
Delightful, dreamy waltz-rhythms in a quarter-hour programme of gramophone records.
- 10.30 p.m.** Colour in Cabaret
An All-Negro floor show with Paul Robeson, Ethel Walters and a collection of famous artistes.
- 11.0 p.m.** Film Time
Another up-to-the-minute programme of news from Screenland, with delightful musical selections, by The Man of the Set, Radio Lyons Friend of the Stars. Address the Man on the Set at 10 Soho Square, London, W.1.
- 11.30 p.m.** Variety That Is Different
Varied fare, this: each record a performance of individuality and merit by a famous artiste or orchestra.
- 12 (midnight)** Close Down

THURSDAY, APRIL 21

- 10.0 p.m.** Record Review
The month's best records in a programme for the music-lover and the technically-minded listener.—Presented by courtesy of the Gramophone Magazine.
- 10.15 p.m.** Radio Ballroom
A weekly visit to a Paradise for Dancers.—Presented by the makers of Hobson's Choice Feet Plasters.
- 10.30 p.m.** Comedy Corner
With Clapham and Dwyer and Mr. Murgatroyd and Mr. Winterbottom in favourite laughter-making records.
- 10.45 p.m.** Keyboard Capers
Famous recording pianists in a specially selected programme to delight all listeners.
- 11.0 p.m.** Let's Sit This One Out
Dance records alternating with cabaret and variety items in an amusing and delightful half-hour of entertainment

8.30 p.m. CARROLL LEVIS
and
His Radio Discoveries
Further Unknowns of to-day and Probable Stars of to-morrow, include this week:
Dudley Odeon Children's Band
Windham Adams (Vocal)
Dell Sisters (Vocal Harmony)
Bert Bennett (Accordion)
Ernest Watson (Vocal)
Presented by the makers of Quaker Cornflakes.

8.45 p.m. Station Concert and News
9.0 p.m. Young and Healthy
A programme of modern, snappy dance rhythm and swing.—Sent to you by the makers of Bile Beans.

9.15 p.m. The Zam-Buk Programme
of melody, song and humour.—Presented by the makers of Zam-Buk.

9.30 p.m. Peter the Planter
Presents "Backstage with Sir Seymour Hicks," with Frances Day, Dennis van Thal and His West End Theatre Orchestra, and full company.—On behalf of the blenders of Lyons' Green Label Tea.

9.45 p.m. Hildegard
the most fascinating personality of the year.—Presented by the makers of Phillip's Magnesia Beauty Creams.

10.0 p.m. EXCERPTS FROM REVUEVILLE
AT THE WINDMILL THEATRE
From the stage of the Windmill Theatre, London.
Presented by the makers of Danderine.

10.15 p.m. Announcing a New Series
of thrilling dramas centred round the characters of Inspector Brookes of Scotland Yard and his son, Dick.
Presented by the makers of Milk of Magnesia.

10.30 p.m. Showland Memories
A musical cavalcade of theatreland, past and present, with Webster Booth and Olive Groves, and the Showlanders.—Presented by California Syrup of Figs.

10.45 p.m. The Bab-O Broadcast
A delightful programme of varied entertainment, compiled throughout by Laidman Browne, with Princess Pearl.

11.0 p.m. HONEY AND ALMOND
Four beautiful hands in a programme of piano duets, with Al Bowly
Presented by the makers of Hinds Honey and Almond Cream.

11.15 p.m. Organ Parade
Masters of the cinema-organ in their latest records.

11.30 p.m. As You Like It
A musical miscellany of records to suit all tastes in a pleasant half-hour programme to close the evening's entertainment.

12 (midnight) Close Down

OWING to the commencement of our Summer Season Schedule, these programmes are liable to alteration

SUN., APRIL 17

5.45 p.m. Dance Music
A selection of gay and stirring gramophone records.

6.0 p.m. CARSON ROBISON AND HIS PIONEERS
Continue their popular hill-billy broadcasts.—Sponsored by the makers of Oxydol.

6.15 p.m. MORTON DOWNEY
The Golden Voice of Radio
In a new series of popular songs and ballads.—Presented by the makers of Drene Shampoo.

6.30 p.m. BEECHAM'S REUNION
with
Jack Payne and His Band
Peggy Cochrane
Hughie Diamond
and
Ivor Davies
The whole programme compiled by Christopher Stone
Sponsored by Beecham's Pills, Ltd.

7.0 p.m. Harold Ramsay
At the organ, in a programme of melody and charm.—Presented by Fynnon, Ltd.

7.15 p.m. Quality Street Programme
That Reminds Me. An attractive assortment of Melody and Memory.—Presented by John Macintosh & Sons, Ltd., makers of Quality Street Assortment.

7.30 p.m. Variety
Featuring stars of the halls in laughter, song and rhythm, on their latest popular recordings.

7.45 p.m. Station Concert and News

8.05 p.m. Dance Music
On gramophone records.
A twenty-five minute highspot recital of the latest and best in rhythm-recordings.

Announcers: Gerald Carnes and Johnny Couper

11.30 p.m. *Afterthoughts*
Orchestral and individual records in a pleasant musical potpourri bring the evening's entertainment to a close.
12 (midnight) *Close Down*

FRIDAY, APRIL 22

10.0 p.m. *Dance Music*
to start the evening, literally, with a "swing."
10.15 p.m. *Bolenium Bill on Parade*
Featuring Bolenium Bill and his army of daily workers.
—Presented by Bolenium Overalls.
10.30 p.m. *The World on Wax*
The pick of the famous artistes and entertainers of Europe and America, presented in their latest recordings by the makers of Dinneford's Magnesia.
10.45 p.m. *At the Sign of the Hot Pot*
Lancashire comedians and musicians contribute this week's instalment of the Radio Lyons popular "Round the Isles" feature.
11.0 p.m. *Variety Concert*
Sketches, songs and orchestral numbers in a thrilling something-for-everyone programme of gramophone records.
11.30 p.m. *By Request*
The week's second programme of listeners' request items. Don't forget: write to Radio Lyons for your favourite tune, and you may "strike lucky."
12 (midnight) *Close Down*

SATURDAY, APRIL 23

10.0 p.m. *Hot, Sweet and Swing*
A revival of a favourite Radio Lyons feature, in which famous bands play dance music of every style, in a half-hour gramophone-record programme.
10.30 p.m. *Pianophonics*
Rhythm- pianists in a selection of little numbers from stage, screen and ballroom.
10.45 p.m. *Favourite Melodies*
Presented in an attractive quarter-hour programme by Blomley's Tours.
11.0 p.m. *Dance Time*
With famous recording bands.
11.15 p.m. *Empire Pools Special*
A programme of songs and good cheer announcing to-day's football pool results.
11.30 p.m. *Passing By*
Friendly, popular Tony Melrose, with a further supply of remedies for "what ails you." Spend the last half-hour of the day with Uncle Tony, and write to him at 10 Soho Square, London, W.1.
12 (midnight) *Close Down*

Information supplied by BROADCAST ADVERTISING LTD., of 50 PALL MALL, LONDON, S.W.1, Sole Agents for RADIO LYONS. Programme Dept.: Vox, 10a Soho Square, London, W.1.

OWING to the commencement of our Summer Season Schedule, these programmes are liable to alteration



Wednesday at 10.30 p.m. brings an All-Negro Floor Show with songs by Paul Robeson

"THE Man on the Set," Radio Lyons' famous film-gossiper, whose voice has become known to thousands of listeners during the past year, has joined the ranks of radio-personalities who are meeting their air-audiences face to face. His cheerful personality and friendly approach to the mike have been pleasing theatregoers who have visited *Radio Lyons Calling!* the new musical-show featuring Jan Ralfini and His Band.

"I must say that I was a little nervous when Jan Ralfini first suggested the idea to me," says the Man on the Set. "After all, talking to the world at large through a microphone is one thing: facing audiences over a row of footlights is very much another. In Lyons I've got a few hundred nice, safe miles between myself and the listeners; on the stage I'm within an easy tomato-toss of the audience! Rather frightening, at first! Then, again, it has seemed odd to come to the micro-

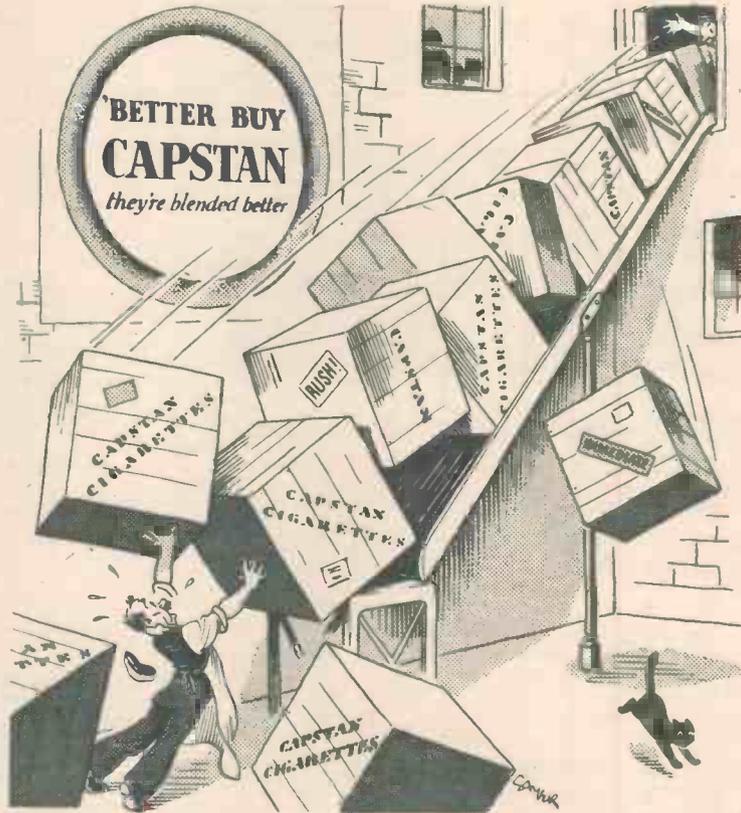
phone in—I hope I—immaculate evening-dress, instead of strolling up in an old pair of flannel bags and a sweater.

"But it's great fun, and listeners have been extremely kind, coming along to the show and greeting me afterwards with messages for Johnny Couper, Gerald Carnes, Tony Melrose and their other Radio Lyons favourites.

"Our amateur talent-competitions, in which the winners are invited to make a special Lyons broadcast, are a great success, too."

Jan Ralfini, incidentally, is a musician to whom radio owes a great many now famous personalities. Himself almost "born on the stage," he presented the first "stage-band show" in England, and was instrumental in discovering such famous artistes as Maurice Winnick, Sonny Farrar, Billy Merrin, Chick Henderson, and many others. His band, too, was the first to broadcast from the newly opened Midland Regional station.

The demand for CAPSTAN increases daily - say W.D. & H.O. WILLS



"Sno daht abaht it!"

WILLS'S CAPSTAN CIGARETTES. 10 FOR 6D. 20 FOR 11½D.

FOR BRIGHTER RADIO . . .

RADIO NORMANDY

212.6 m., 1411 kc/s



Times of Transmissions	
Sunday:	7.45 a.m.—11.45 a.m. 1.30 p.m.— 7.30 p.m. 10.00 p.m.— 1.00 a.m.
Weekdays:	7.45 a.m.—11.30 a.m. *2.00 p.m.— 6.00 p.m. †12 (midnight)—1.00 a.m.
*Thursday:	2.30— 6.00 p.m.
†Friday, Saturday:	Till 2.00 a.m.
All Times stated are British Summer Time	

SUNDAY, APRIL 17

Morning Programme

- 7.45 a.m. Sacred Music
The Thought for the Week. The Rev. James Wall, M.A.
- 8.0 a.m. The March of Melody
Blaze Away, Holzmann; Turkish Patrol, Michaelis; Soldiers in the Park, Monckton; King Cotton, Sousa.—Presented by Novopine Foot Energiser, Yeo Street, E.3.
- 8.15 a.m. I.B.C. TIME SIGNAL
Your Requests. My Life in Music—Part I, Darczewski; The Lost Chord, Sullivan; The Rosary, Nevin; Chanson Triste, Tchakowsky; My Life in Music—Part II, Darczewski.
- 8.30 a.m. Music From The Packet
A programme of Happy Music and a Competition for Listeners.—Presented by the makers of Bisto, London, N.W.10.

- 8.45 a.m. GEORGE FORMBY
with a strong supporting cast including BERYL and John Firman's Orchestra
A terrific series of Laughter and Song Programmes
Presented by the proprietors of Feen-a-Mint, Thames House, S.W.1.
- 9.0 a.m. I.B.C. TIME SIGNAL
Light Music.
- 9.15 a.m. THE VOICE OF EXPERIENCE
It's a Sin to Tell a Lie, Mayhew; Trees, Rasbach; Let's Face the Music, Kern; The Swan, Saint-Saens; In a Monastery Garden, Keelby.—Presented by the makers of Pepsodent Toothpaste, Pepsodent, Ltd., London, N.W.10.
- 9.30 a.m. BEAUTY AND ROMANCE
Lovely One, Loesser; The Way You Look To-night, Kern; The Night is Young, Rose; You Are Too Beautiful, Rodgers.—Presented by Hinds, Ltd., S.W.20.



The Lux Movie Club on Sunday at 3.45 p.m. features lovely Joan Crawford



Spend a few minutes of your

afternoon with four Huntley and Palmers OSBORNE BISCUITS — and help yourself to complete enjoyment of the evening's entertainment.

Afternoon Fatigue — that worrying feeling of faintness and weariness which overcomes you during the afternoon — is disagreeable and harmful. But you can easily avoid it if you give yourself the nourishment of Huntley and Palmers OSBORNE BISCUITS.

Every morning put four OSBORNES in your handbag or pocket. At four o'clock your need of them will be great. They will give you the extra energy for finishing your day and spending your evening in a more cheerful mood. Four OSBORNES every afternoon — and they cost you only a penny a day.

Be sure that the

OSBORNE

BISCUITS

are made by

HUNTLEY & PALMERS

Then you'll prevent all forms of **Afternoon Fatigue**

LISTEN IN TO 'The Gaieties' Luxembourg every Sunday 12.45 p.m. Normandy every Sunday 3.30 p.m. Don't forget the 'Best of Everything' programme from Luxembourg every Tuesday at 4.30 p.m.
(Normandie transmission through I.B.C. Ltd.)

- 9.45 a.m. ROLL UP! ROLL UP!
Roll up to the Rizla Fun Fair
All the Fun of the Fair with Fred Douglas Wyn Richmond and Company
Special Barrel-Organ Arrangements by Signor Pesaresi
Presented by Rizla Cigarette Papers, Rizla House, Beresford Avenue, Wembley, Middlesex.
- 10.0 a.m. Relay of High Mass
Rouen Cathedral.
- 3.30 p.m. THE GAIETIES
with Leslie Henson Roy Royston Ginger Matthews Yvonne Ortnor George Neil Rob Currie
The Gaiety Rhythm Boys and The Gaiety Stars Orchestra
The whole show written and devised by Douglas Furber and Leslie Henson
Presented by Huntley & Palmers, Ltd., Biscuit Manufacturers, Reading.

Afternoon Programme

- 1.0 p.m. THE STORK RADIO PARADE
Presented by the makers of Stork Margarine from the Stage of the Union Cinema, Kingston-on-Thames
Jill Manners Eileen Carr Frank Titterton Bill Airey-Smith Al and Bob Harvey Jack Dowle at the Organ directed by Harold Ramsay
Announcer: Bob Danvers-Walker
- 1.30 p.m. LES ALLEN
And His Radio Requests
Presented by F. W. Hampshire & Co., Ltd., makers of Snowfire Beauty Aids.
- 2.0 p.m. The Kraft Show
Directed by Billy Cotton. Featuring Mary Lawson, Fred Duprez with Peter Williams, Alan Breeze, Jack Doyle and Naughton and Gold.—Presented by the Kraft Cheese Co., Ltd., Hayes, Middlesex.
- 2.30 p.m. Phil Park
At the Organ.—Presented by the house of Genatosan, Loughborough, Leicestershire.
- 2.45 p.m. THE OPEN ROAD
Stars and Stripes, Sousa; Betty Co-ed, Valle; Steadfast and True, Teike; It's a Parade, Vienna; Anchor's Aweigh, Zimmermann.—Presented by Carter's Little Liver Pills, 64 Hatton Garden, E.C.1.
- 3.0 p.m. A SERENADE TO MELODY
featuring Jack Jackson and Orchestra with Barbara Back and a "Star of To-morrow"
Presented by Pond's Extract Co., Perivale, Greenford, Middlesex.
- 3.45 p.m. THE MOVIE CLUB
Highlights of Hollywood and a Hollywood Stop Press' News cables direct from the film capital. Intimate glimpse of Joan Crawford
Presented by the makers of Lux Toilet Soap.
- 4.0 p.m. HORLICKS PICTURE HOUSE
Master of Ceremonies—Reginald Tate Vic Oliver Niela Goodelle Olive Groves Robert Adams Rhythm Brothers John Payne and His Jubilee Singers The Horlicks Singers and The Horlicks All-Star Orchestra under Dabroy Somers
Presented by Horlicks, Slough, Bucks.
- 5.0 p.m. Backstage
With Sir Seymour Hicks and Frances Day. Dennis van Thal and his West End Theatre Orchestra and Full Company.
—On behalf of Lyon's Green Label Tea.
- 5.15 p.m. QUAKER QUARTER HOUR
featuring Carroll Lewis And His Discoveries Dudley Odeon (Children's Band) Wyndham Adams (Vocalist) Dell Sisters (Vocal Harmony) Bert Bennett (Accordion) Ernest Watson (Vocalist)
Presented by the makers of Quaker Oats, Southall, Middlesex.
- 5.30 p.m. Hutch
Romantic Singer of world renown.—Presented by the makers of Phillips' Magnesia Beauty Creams, 179 Acton Vale, W.3.

**Announcers: Godfrey Bowen, David J. Davies,
D. I. Newman, Hilary Wontner**

5.45 p.m. The Adventures of Master O.K. Featuring Master O'Kay (The Saucy Boy), Uncle George, Paula Green, Johnnie Johnson and The O.K. Sauce Orchestra.—Presented by O.K. Sauce, Chelsea Works, S.W.18.

Evening Programme

6.0 p.m. Harold Ramsay at the Organ Presented for your entertainment by Fynnon, Ltd.

6.15 p.m. More Showland Memories A Musical Cavalcade of Theatreland, Past and Present, with Webster Booth, Olive Groves and The "Showlanders."—Presented by California Syrup of Figs, 179 Acton Vale, W.3.

6.30 p.m. RINSO RADIO REVUE featuring Jack Hylton and His Band Alice Mann Sam Brown Henderson Twins Peggy Dell Tommy Handley Compèred by Eddie Pola Presented by the makers of Rinso, Unilever House, Blackfriars, E.C.4.

7.0 p.m. Black Magic "The Ace of Hearts Orchestra" in a Programme for Sweethearts.—Presented by the makers of Black Magic Chocolates.

7.15 p.m. The Biggest Little Programme Starring Louise Browne, Peggy Desmond, Billie Scott-Coomber and Monia Litter.—Sponsored by Rowntree's, the makers of Kit-Kat Chocolate Crisp.

7.30 p.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

9.0 p.m. DONALD PEERS Cavalier of Song Presented by D.D.D., Fleet Lane, E.C.4.

9.15 p.m. London Smiles and Sentiment If it Wasn't for the 'Ouses in Between, Le Brun; Just another Sally, Carlton; Wot For, Burnaby; Where the Arches Used to Be, Nicholls.

9.30 p.m. Eddie Pola And His Twisted Tunes. A programme of Twisted Words and Music.—Presented by the makers of Hudson's Extract, Unilever House, Blackfriars, E.C.4.

9.45 p.m. The Rowntree Aero Show Harry Roy and Bull Currie in the Lighter Side of Life. While the Famous Band "Swings It."—Presented by the makers of Rowntree's Aero Chocolate.

10.0 p.m. RADIO NORMANDY CALLING Strelsky and His Russian Band Ward and Draper Maisie Weldon

Final of Weekly Talent Spotting Competition Compèred by Joe Young Presented by Macleans, Ltd., makers of Macleans Peroxide Toothpaste and Maclean Brand Stomach Powder, Great West Road, Brentford, Middlesex.

10.30 p.m. John Goodwood and The Coty Quintette. A New Programme of Haunting Melodies with Beauty Information and John Goodwood, Astrologer, Telling You how the Planets Shape Your Destiny.—Presented by Coty (England), Ltd.

10.45 p.m. Bohemian Holiday Sent to you by the Czechoslovakian Travel Bureau.

11.0 p.m. Vaudeville I Double Dare You, Shandi; Selection—Me and My Girl, Gay; You Can't Stop Me from Dreaming, Friend; The Girl in the Alice Blue Gown, Parker.—Presented by Western Sports Pools, Westgate Chambers, Newport, Mon.

11.15 p.m. Advance Film News Presented by Associated British Cinemas, 30 Golden Square, W.1.

11.30 p.m. Normandy Playbill Advance News and Some of Next Week's High Spots. Compèred by Benij McNabb.

11.45 p.m. Variety Lambeth Walk, Gay; If the O'd River Thames Were the Danube, Box; Does Your Dream Book Tell You That? Gifford; The Village Band, Edgar.

12 (midnight) Melody at Midnight Tom Doring and His Boys. Guest Artist: Art Tatum (Electrical Recordings).—Presented nightly by Bille Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL Dance Music.

1.0 a.m. I.B.C. Goodnight Melody Close Down.

8.0 a.m. MUSIC IN THE MORNING Two Hearts are Dancing, Hirsch; A Little Co-operation From You, Lerner; Waltzing in a Dream, Crosby; Laughing Medley.—Presented by Horlicks, Slough Bucks.

8.15 a.m. I.B.C. TIME SIGNAL The Alka Seltzer Boys. An Early Morning Programme to Encourage the Healthy, Happy Side of Life, featuring Browning and Starr in Fifteen Minutes of Mirth and Melody.—Presented by Alka Seltzer Products.

8.30 p.m. Simon The Semolina Chef.—Sponsored by the makers of Colman's Semolina, J. & J. Colman, Ltd., Norwich.

8.45 a.m. Military Band Music

9.0 a.m. I.B.C. TIME SIGNAL THE OPEN ROAD Presented by Carter's Little-Liver Pills, 64 Hatton Garden, E.C.1.

9.15 a.m. Past Successes

9.45 a.m. Hutch Romantic Singer of World Renown.—Presented by Milk of Magnesia, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL Light Fare.

10.30 a.m. The Musical Mirror Presented on behalf of Novopine Foot Energiser, Yeo Street, E.3.

10.45 a.m. Accordiana

11.0 a.m. I.B.C. TIME SIGNAL Request Programme.—Presented by Roboleine, 51 Clapham Road, S.W.9.

11.15 a.m. Something for Everybody

11.30 a.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

2.0 p.m. Miniature Matinee

2.30 p.m. Arthur Young And A Friend. The I.B.C. Musical Director at the Piano Introduces Listeners to a Radio Guest.

2.45 p.m. Hawaiian Orchestras

3.0 p.m. Everybody's Favourites

3.30 p.m. Popular Dance Tunes

4.0 p.m. Cinema Organ Memories

4.15 p.m. What's On Intimate Reviews of the Latest Films, Plays and Other Attractions by Edgar Blatt, the Special I.B.C. Critic.

4.30 p.m. Advance Film News Presented by Associated British Cinemas, 30 Golden Square, W.1.

4.45 p.m. Request Programme From Master Desmond Pearce of Winchester, Hants.

5.0 p.m. I.B.C. TIME SIGNAL Bohemian Holiday

5.15 p.m. Presented by The Czechoslovakian Travel Bureau.

5.30 p.m. A Quarter-Hour Programme For Boys and Girls. Birthday Greetings from the Uncles.

5.45 p.m. For Film Fans

6.0 p.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

12 (midnight) Melody at Midnight Hay Grayson and His Orchestra. Guest Artist: Carol Lee (Electrical Recordings).—Presented nightly by Bille Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL Dance Music.

1.0 a.m. I.B.C. Goodnight Melody Close Down.

7.45 a.m. Laugh and Grow Fit With Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano.—Presented to-day by the proprietors of Freezone Corn Remover, Braydon Road, N.16.

8.0 a.m. CADBURY CALLING presenting Reminiscing with Charlie Kunz (playing Melodies with Memories) Judy Shirley Cyril Grantham (Singing for You) Compère: Maurice Denham Presented by the makers of Cadbury Milk Tray Chocolates.

8.15 a.m. I.B.C. TIME SIGNAL Movie Melodies.

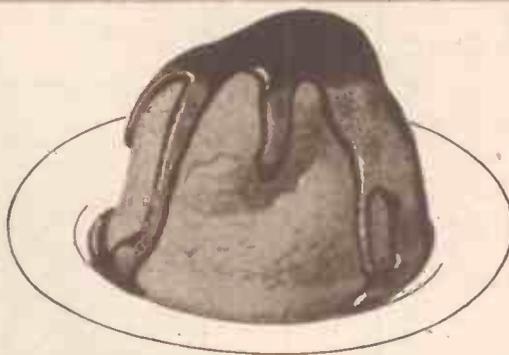
8.30 a.m. Contrasts Introducing Mrs. Able.—Presented by Vitacup, Wincarnis Works, Norwich.

8.45 a.m. Novelty Orchestras

9.0 a.m. I.B.C. TIME SIGNAL BIG BILL CAMPBELL And His Hilly-Billy Band Those Were the Very Last Words He Said, Fields; The Little Red Caboose Behind the Train, Miller; Turkey in the Straw, arr. Pattison; Rose Covered Shack, Noel.—Presented by the makers of Lushus Table Jellies.

Please turn to next page

Made by the same cook—
but what different puddings!



Her puddings always turned out heavy and shapeless, until she got "A Lesson in Making Puddings" . . .



NOW her puddings are wonderfully light and appetising to look at!

When a good meal is capped by a better pudding the whole family is put in the best of humours—and you're the one that did it.

Here's a FREE booklet that shows how your puddings can be perfect every time. It's called "A Lesson in Making Puddings" and it's written by Susan Croft, a cooking expert if ever there was one.

Every page of this little book is crammed with useful tips and valuable information. It's a really sensible book, too, because it gives a list of the mistakes that sometimes happen with puddings, and tells you the right way to put an end to them!

You don't often get the chance of Free cooking lessons; see that you take this one! Fill in the voucher for this splendid little book, and send it off TO-DAY.



FREE BOOK SHOWS HOW!

To the Stork Company, Dept. R.19, Unilever House, Blackfriars, London, E.C.4.

Please send me, free of charge, a copy of "A Lesson in Making Puddings," WHICH INCLUDES REGULO MARKS IN THE BAKING INSTRUCTIONS.

Name.....

Street.....

Town.....

(PLEASE WRITE IN BLOCK LETTERS)

Post voucher in unsealed 1/4d-stamped envelope

MONDAY, APRIL 18

7.85 a.m. Laugh and Grow Fit With Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano.—Presented to-day by the makers of Halax Toothbrushes, Hale End, E.4.

STORK MARGARINE

SUNSHINE VITAMINS A & D

Gift Coupon with every pound

J5180-143

Tune in RADIO NORMANDY

—Continued from previous page

Full Programme Particulars

9.15 a.m. Davy Burnaby
Presented by Bismag, Ltd., Braydon Road, N.16.

9.30 a.m. Ann French's Beauty Talks. — Presented by Reudel Bath Cubes, Braydon Road, N.16.

9.45 a.m. Waltz Time With Billy Bissett and His Waltz Time Orchestra. Hugh French, Esther Coleman and The Waltz Timers. — Presented by Phillips' Dental Magnesia, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL Crystal Gazing. — Presented by the makers of O'Cedar Mops and Polishes, Slough, Bucks.

10.15 a.m. THE OPEN ROAD Fighting Strength, Jordan; Over My Shoulder, Woods; It's the Band, Steinsinger; Singing a Happy Song, Stern; Through Night to Light, Laukien. — Presented by Carter's Little Liver Pills, 64 Hatton Garden, E.C.1.

10.30 a.m. Light Music

11.0 a.m. I.B.C. TIME SIGNAL LEISURE AT ELEVEN A New Surprise Item The Stars at Home Silvery Moon and Golden Sands, Pease; Whispers in the Dark, Robin; Dance the Moonlight Waltz with Me, Greene. — Presented on behalf of Goblin Electrical Products, Fulham, S.W.6.

11.15 a.m. Something for Everybody

11.30 a.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

2.0 p.m. Soaring With Seraffo Presented by the proprietors of Seraffo Self Raising Flour, Dartford, Kent.

2.15 p.m. Lucky Dip

2.45 p.m. Romantic Melodies Oliver Kimball

3.0 p.m. The Record Spinner. — Presented by Bismag, Ltd., Braydon Road, N.16.

3.15 p.m. The Musical Mirror Sponsored by Novopine Foot Energiser, Yeo Street, E.3.

3.30 p.m. Song Hits By Cole Porter.

3.45 p.m. Advance Film News Presented by Associated British Cinemas 30 Golden Square, W.1.

4.0 p.m. Variety

4.30 p.m. Continental Dance Music Played in the Radio Normandy Studio by the orchestra of The Ranch Night Club, Le Havre.

5.0 p.m. I.B.C. TIME SIGNAL Request Programme from Mrs. D. Hallet of Oxford.

5.15 p.m. A Quarter-Hour Programme For Boys and Girls. Birthday Greetings from the Uncles.

5.30 p.m. PALMOLIVE HALF HOUR With the Palmollivers Paul Oliver and Olive Palmer Presented by Palmolive Soap, Palmolive, Ltd., S.W.1.

6.0 p.m. Programmes in French Assn. des Auditeurs de Radio Normandie. (midnight) Melody at Midnight Jimmie Grier and His Orchestra. Guest Artistes: The Three Brownies (Electrical Recordings). — Presented nightly by Bile Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL Dance Music.

1.0 a.m. I.B.C. Goodnight Melody Close Down.

3.45 p.m. NEAL ARDEN presents Masters of Rhythm A Programme Illustrated by Outstanding Recordings by Famous Artistes and Orchestras Sponsored by the proprietors of Feen-a-Mint, Thames House, S.W.1.

4.0 p.m. Do You Remember? Changing Times

4.45 p.m. Fingering the Frets A Programme for Instrumental Enthusiasts.

5.0 p.m. I.B.C. TIME SIGNAL Request Programme from Mrs. F. W. Cowey, of Plaistow.

5.15 p.m. Bohemian Holiday Presented by The Czechoslovakian Travel Bureau.

5.30 p.m. Variety

9.45 a.m. Hildegarde The Most Fascinating Personality of the Year. — Presented by Milk of Magnesia, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL Radio Favourites. — Presented on behalf of Brooke Bond & Co., Ltd., London, E.1

10.15 a.m. THE OPEN ROAD El Capitan March, Sousa; Over My Shoulder, Woods; Stars and Stripes For Ever, Sousa; Sing, Baby Sing, Yellen; El Abanico, Javaloyes. — Presented by Carter's Little Liver Pills, 64 Hatton Garden, E.C.1.

10.30 a.m. Highlights On Parade Presented by Macleans Peroxide Toothpaste, Great West Road, Brentford.

10.45 a.m. Something For Everybody

11.0 a.m. I.B.C. TIME SIGNAL

11.15 a.m. A Popular Programme Presented by the makers of Green Label Chutney, J. A. Sharwood & Co., Ltd., Offley Works, S.W.9.

11.30 a.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

2.30 p.m. Miniature Matinée

2.45 p.m. Romantic Melodies

3.0 p.m. Potpourri of Light Music

3.30 p.m. Popular Tunes On the cinema organ.

3.45 p.m. The Musical Mirror Sponsored by Novopine Foot Energiser, Yeo Street, E.3.

4.0 p.m. Screen Personalities (Electrical Recordings). Eddie Cantor, Jeanette MacDonald, Bing Crosby, Cicely Courtneidge and Jack Hulbert, Fred Astaire, Jack Buchanan and Elsie Randolph, Maurice Chevalier.

4.30 p.m. Fifteen Minutes of Variety and Entertainment at the Café au Lait. Guest Artist: Reginald King. — Presented by Nestlé's Milk Products.

4.45 p.m. A Programme for Music Lovers.

5.0 p.m. I.B.C. TIME SIGNAL

5.15 p.m. A Quarter-Hour Programme For Boys and Girls. Birthday Greetings from the Uncles.

5.30 p.m. Comedyland

5.45 p.m. Request Programme From Mr. C. G. Mason of Chichester.

6.0 p.m. Programmes in French Assn. des Auditeurs de Radio Normandie

12 (midnight) Melody at Midnight Eddie Fitzpatrick and His Orchestra. Guest Artistes: The Jones Boys. (Electrical Recordings). — Presented nightly by Bile Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL Dance Music.

1.0 a.m. I.B.C. Goodnight Melody Close Down.

WEDNESDAY, APL. 20

7.45 a.m. Laugh and Grow Fit With Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano. — Presented to-day by the makers of Halex Toothbrushes, Hale End, E.4.

8.0 a.m. MUSIC IN THE MORNING Things Are Looking Up, Gershwin; You Took the Words Right Out of My Heart, Rainger; When It's Springtime in the Rockies, Woolsey; Smile Medley. — Presented by Horlicks, Slough, Bucks.

8.15 a.m. I.B.C. TIME SIGNAL Prosperity Programme introducing Careers for Women. — Presented by Odol, Odol Works, Norwich.

8.30 a.m. Simon The Semolina Chef. — Sponsored by Colman's Semolina, J. & J. Colman, Ltd., Norwich.

8.45 a.m. Fred Hartley and His Orchestra, Brian Lawrence and John Stevens revive for you "Songs You Can Never Forget." — Presented by the makers of Johnson's Glo-Coat, West Drayton, Middlesex.

9.0 a.m. I.B.C. TIME SIGNAL The Brown and Polson Cookery Club with Mrs. Jean Scott (the President) giving Helpful Talks. Supported by Quentin Maclean at the Organ of the Trocadero Cinema, Elephant and Castle — Presented by Brown & Polson Cornflour.

9.15 a.m. WITH THE IMMORTALS A Musical Problem introduced by Orpheus Presented by the makers of Bisodol, 12 Chenies Street, W.C.1.

9.30 a.m. Tunes We All Know Presented by the makers of Limestone Phosphate, Braydon Road, N.16.

9.45 a.m. A Programme of Popular Music Talk by Nurse Johnson on Child Problems Presented by California Syrup of Figs, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL Jack's the Lad.

10.15 a.m. Normandy Playbill Advance News and Some of Next Sunday's High Spots. Compère: Benjy McNabb.

10.30 a.m. Gay Songs of To-day and Yesterday.

11.0 a.m. I.B.C. TIME SIGNAL The Colgate Revellers. — Presented by Colgate's Ribbon Dental Cream, Colgate, Ltd., S.W.1.

11.15 a.m. Listen to Vitbe Presented by Vitbe Bread, Crayford, Kent.

11.30 a.m. Programmes in French Assn. des Auditeurs de Radio Normandie.

2.0 p.m. The Musical Mirror Sponsored by Novopine Foot Energiser, Yeo Street, E.3.

2.15 p.m. Accordiona

2.30 p.m. Silver Voices of the Silver Screen (Electrical Recordings).

2.45 p.m. BEAUTY AND ROMANCE Presented by Hinds, Ltd., S.W.20.

3.0 p.m. Hill-Billy Favourites

3.15 p.m. Thomas Hedley & Company proudly present MISS GRACIE FIELDS in a programme of New Songs and at least One Old Favourite with some Homely Advice about Fairy Soap

3.30 p.m. MORTON DOWNEY The Golden Voice of Radio in a New Series of Popular Songs and Ballads Presented by the makers of Drene Shampoo.



Don't miss the inimitable Jack Buchanan on Thursday at 4 p.m.

6.0 p.m. Programmes in French Assn. des Auditeurs de Radio Normandie

12 (midnight) Melody at Midnight Henry King and His Orchestra. Guest Artist: Gene Austin (Electrical Recordings). — Presented nightly by Bile Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL Dance Music.

1.0 a.m. I.B.C. Goodnight Melody Close Down.

THURSDAY, APRIL 21

7.45 a.m. LAUGH AND GROW FIT with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.

8.0 a.m. THE THREE TOPS Fifteen Minutes of Music, Song and Laughter with the Smartest Trio in Town Presented by the makers of Sanpic, Reckitt and Sons, Ltd., Hull.

8.15 a.m. ROY FOX and His Band with Mary Lee and Denny Dennis in "Swinging in the Bath tub" A Morning Tonic Presented by the makers of Reckitt's Bath Cubes, Reckitt & Sons, Ltd., Hull.

8.30 a.m. Popular Tunes Presented for your entertainment by Fynnon, Ltd.

8.45 a.m. Sartorial Suggestions

9.0 a.m. I.B.C. TIME SIGNAL Mrs. Celebrity. The Wives of the Famous. Mrs. Charlie Kunz. — Presented by Shippams, of Chichester, in Sussex, makers of Fish and Meat Pastes.

9.15 a.m. The Milton Sisters PAT HYDE AND DINAH MILLER with their entertaining announcer Bob Walker and Arthur Young at the Piano Presented by Milton Denture Powder, John Milton House, N.7.

9.30 a.m. Favourite Melodies Presented by the proprietors of Freezone Corn Remover, Braydon Road, N.16.

FRIDAY, APRIL 22

7.45 a.m. LAUGH AND GROW FIT with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.

8.0 a.m. MUSIC IN THE MORNING Presented by Horlicks, Slough, Bucks.

8.15 a.m. I.B.C. TIME SIGNAL The Alka Seltzer Boys. An Early Morning Programme to Encourage the Healthy, Happy Side of Life, featuring Browning and Starr in Fifteen Minutes of Mirth and Melody. — Presented by Alka Seltzer Products.

8.30 a.m. Donald Watt Presents Some Tunes You Might Like to Hear. — Presented by the makers of Do-Do Asthma Tablets, 34 Smedley Street, S.W.8.

8.45 a.m. The Glories of England The Yorkshire Moors. — Presented by Sunny Jim on behalf of A. C. Fincken and Co., Clifton House, Euston Road, N.W.1.

9.0 a.m. I.B.C. TIME SIGNAL Round the World. — Presented by Hancock the Chemists, Fleet Street, E.C.4.

9.15 a.m. BIG BILL CAMPBELL And His Hill-Billy Band Presented by the makers of Lushus Table Jellies.

9.30 a.m. Radio Favourites Presented on behalf of Brooke Bond & Co., Ltd., London, E.1.

9.45 a.m. A Programme of Popular Music Talk by Nurse Johnson on Child Problems Presented by California Syrup of Figs, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL A REFRESHING PROGRAMME Presented by Borwick's Lemon Barley, 1 Bunhill Row, S.W.1.

10.15 a.m. Dream Waltzes Selected Famous Waltz Melodies, New and Old. — Presented by True Story Magazine, 30 Bouverie Street, E.C.4.

Please turn to page 36

LISTEN EVERY SUNDAY MORNING AT 9.45



TO THE JOLLY RIZLA "FUN FAIR" from RADIO NORMANDY 212.6 metres (New Wavelength) (Transmission arranged through I.B.C. Ltd.)

A new and different series of broadcasts featuring Fred Douglas as the Fun Fair Barker—Wyn Richmond and Company—presented by Rizla, the makers of fine cigarette papers—the paper with the world's largest sale



On Sale at all Tobacconists Price Complete 4 D.

TUNING-IN WITHOUT TEARS!

HERE is a brilliant and revolutionary radio idea—one which will have a wide appeal; a powerful 5-valve superhet that is tuned merely with a flick of your finger just like dialling a number on a telephone.

The dial has ten little circles arranged round the rim, each one carrying the name of a station which you are likely to want regularly.

The model which we have just tested was labelled with all the principal B.B.C. stations, Luxembourg, Normandy, Lyons and Paris.

After switching the set on, you merely put the tip of the finger on the selected station on the dial, flick the dial round until it stops, and then the station is tuned in absolutely accurately.

You can pre-set the receiver in this way for any particular ten stations which you are likely to need, but in actual practice few listeners regularly listen to so many as ten.

If you live in the North, for instance, you probably listen chiefly to North Regional, National, and the Continental sponsored stations, and except on rare occasions do not require many others. You can, however, get any other stations you like on the Cossor by tuning in the ordinary way, for which facilities also are provided.

The great advantage of this system of tuning is its absolute simplicity. There is no fiddling about trying to find the station, and no doubt about accurately tuning it, because when you flick the dial round the station always comes in dead on tune. There is no noise in between stations; on an ordinary set it is a nuisance having to tune from one end of the dial to the other and pass through all the intermediate noise caused by other stations you don't want. With this Cossor set, as

**At last—station-finding made easy!
No more bent backs, no more fiddling
with knobs. You just "dial" your
station and the new Cossor set does
the rest**

soon as you start dialling, reception is cut off until you switch round to the new station. A sheer delight to handle!

The cabinet design of this receiver is unique. It can be stood on the floor as a chairside receiver, or placed on the table in the ordinary way. A feature which particularly impressed me was the tonal quality. There is no tone control, but the reproduction is beautifully crisp and clear, there being no trace whatever of boominess.

Last but not least I should mention that the price of this powerful receiver, which is a 5-valve proposition for A.C. mains, is only 10 guineas, and easy hire-purchase terms are available.

I have tested scores of radio receivers and must admit that in recent years they have only differed generally in cabinet design, number of valves, power, and so on. But here is something fundamentally new and better in tuning which really is an improvement. It is difficult to convey adequately in print this added ease and convenience, but if you are thinking of buying a new radio set, or if you are getting tired of the bother of station-finding on your old set, I confidently recommend you to go to your nearest dealer and inspect this new Cossor "Teledial" tuning scheme. I know it will impress you as much as it did me.
K.P.H.



See how easy it is—and make a note of the particulars: Cossor 5-valve "Lowboy" Superhet (Model 3952)

NATIONAL FITNESS MOVEMENT

ABDOMINAL EXERCISE

For the Not-So-Young

BEHIND the systems of exercises now being advocated for the young there is the realisation that if every muscle in the body performed its task one would enjoy perfect health. The middle-aged and elderly unfortunately cannot indulge in the strenuous exercises in which the youthful take delight. One of the chief aims, however, of all exercises is to maintain the efficiency of the numerous organs and glands housed in the abdominal regions; for most illnesses literally hit us "below the belt." And now a remarkable appliance, known as the "Rallie" Health Belt, has been invented, which brings abdominal culture within the reach of all. Tight belts, clothing and corsets are frequently resorted to by those who feel a weakness in the



Highly gratified users of the "Rallie" Health Belt include Titled Personages, Doctors, Clergymen, Army and Navy Officers, etc., etc.

weaker still, on the principle that muscles which are constantly bandaged up gradually atrophy.

The "Rallie" Health Belt, on the other hand, by its massaging action, tones up the abdominal muscles, and renews their strength more effectively than any amount of ordinary exercise.

"New Health" (edited by Sir W. Arbuthnot Lane,

Bt., C.B.) says: "The 'Rallie' Health Belt is an extremely valuable aid to the maintenance of health through re-educating and strengthening the abdominal muscles. . . . It will also, by its alternating pressures on the abdominal cavity, produce an internal massage of the contained organs."

The *Lancet* says: "An ingenious appliance" affording "gentle massage to the abdominal muscles."

The *Medical World* says:

"Skillfully designed to provide

a form of massage for the toning-up of the abdominal (and back) muscles. Should prove invaluable to the man or woman of middle age whose figure has begun to spread."

The *Medical*

Times says: "Very useful in a variety of conditions, such as obesity and weakness of the lumbar muscles. Doctors and others who take little or no exercise would benefit greatly from its regular use."

The "RALLIE" HEALTH BELT not only tones up the abdominal muscles, but also strengthens the lifting muscle above the abdomen, the co-operation of which is so essential if the sagging walls of the abdomen are to be restored to normal. With each thrust of the arms the Belt



The pulling strands contract and relax the Belt alternately, exercising abdominal muscles and massaging internal organs.

provides Correct Breathing, a vigorous Circulation of the Blood, Internal Massage and External Massage, plus Exercise of the Muscles—five things which are indispensable to health.

This new appliance is specially recommended for the treatment of Constipation, the neglect of which so often leads to diseases requiring serious operations. It is also invaluable for the treatment of Lumbago, Backache, Kidney Weakness, Liver Disorders, Obesity, Dyspepsia, etc., and for correcting Round Shoulders and developing Weak Chests. It is not a corset nor ordinary belt for constant wear, but is specially designed for abdominal culture and worn only while exercising. It is equally suitable for men and women.



The "Rallie" Health Belt in use on the back for the strengthening of the back muscles, the relief of dull aching pains, the toning up of the kidneys, and the effective treatment of muscular rheumatism.

Illustrated Book Free from

RALLIE HEALTH APPLIANCES

(Dept. R.P.73)

172, Buckingham Palace Road,
LONDON S.W.1.

Tune in RADIO NORMANDY . . .

—Continued from page 34

Full Programme Particulars

- 10.30 a.m. **SONGS AND MUSIC FROM STAGE AND SCREEN**
Presented by Maclean Brand Stomach Powder, Great West Road, Brentford.
- 10.45 a.m. **Crystal Gazing**
Presented by O' Cedar Mops and Polishes, Slough, Bucks.
- 11.0 a.m. **I.B.C. TIME SIGNAL**
Something For Everybody.
- 11.30 a.m. **Programmes in French**
Assn. des Auditeurs de Radio Normandie.
- 2.0 p.m. **Miniature Matinée**
- 2.30 p.m. **Normandy Playbill**
Advance News and Some of Next Sunday's High Spots. Compered by Benij McNabb.
- 2.45 p.m. **Favourites**
- 3.0 p.m. **Musical Cavalcade**
Strike Up the Band, Gershwin; Manhattan Serenade, Aller; Praeludium, Jarnefeld; Paul Rubens' Melodies.—Presented by the publishers of Cavalcade, 2 Salisbury Square, E.C.4.
- 3.15 p.m. **Romantic Melodies**
- 3.45 p.m. **The Musical Mirror**
Sponsored by Novopine Foot Energiser, Yeo Street, E.3.
- 4.0 p.m. **Friday at Four**
The Diary of the Week. Presented by our Radio Friends David and Margaret.—Sponsored by the makers of Du Maurier Cigarettes, 1 Sekford Street, E.C.1.
- 4.15 p.m. **What's On**
Intimate Reviews of the Latest Plays, Films and other Attractions, by Edgar Blatt, the I.B.C. Special Critic.
- 4.30 p.m. **Fingers of Harmony**
Presented by the proprietors of Daren Bread, Daren, Ltd., Dartford, Kent.
- 4.45 p.m. **The Musical Magazine**
- 5.15 p.m. **A Quarter-Hour Programme**
For Boys and Girls. Birthday Greetings from the Uncles.
- 5.30 p.m. **Request Programme**
From Mrs. R. Lukers of Winchester.
- 6.0 p.m. **Programmes in French**
Assn. des Auditeurs de Radio Normandie.
- 12 (midnight) **Melody at Midnight**
Seeger Ellis and His Orchestra. Guest Artistes: The Upowners. (Electrical Recordings).—Presented nightly by Bile Beans, C. E. Fulford, Ltd., Leeds.
- 12.30 a.m. **I.B.C. TIME SIGNAL**
Dance Music.

- 1.0 & 1.30 a.m. **I.B.C. TIME SIGNALS**
Dance Music.
- 2.0 a.m. **I.B.C. Goodnight Melody**
Close Down.

SATURDAY, APRIL 23

- 7.45 a.m. **LAUGH AND GROW FIT**
with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano
Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.
- 8.0 a.m. **MUSIC IN THE MORNING**
Presented by Horlicks, Slough, Bucks.
- 8.15 a.m. **I.B.C. TIME SIGNAL**
The Animal Man.—Presented by the makers of Chix, 8 Devonshire Grove, S.E.15.
- 8.30 a.m. **Happy Days**
Presented by Wincarnis, Wincarnis Works, Norwich.
- 8.45 a.m. **Sunny Jim's**
Young Folk's Programme.—Presented by A. C. Fincken & Co., Clifton House, Euston Road, N.W.1.
- 9.0 a.m. **I.B.C. TIME SIGNAL**
Whistle While You Play.
- 9.15 a.m. **WITH THE IMMORTALS**
A Musical Problem Introduced by Orpheus
Presented by the makers of Bisodol, 12 Chenies Street, W.C.1.
- 9.30 a.m. **Harry Davidson**
and His Commodore Grand Orchestra.—Sponsored by the proprietors of Freezone Corn Remover, Braydon Road, N.16.
- 9.45 a.m. **The Milton Sisters**
PAT HYDE AND DINAH MILLER
with their entertaining announcer Bob Walker and Arthur Young at the Piano
Presented by Milton Denture Powder, John Milton House, N.7.

- 10.0 a.m. **GIBBONS AND HIS BOYS**
CARROLL
with Anne Lerner George Melachrino Guest Artistes Anne Ziegler and Abe and Mawruff
Compère: Russ Carr
Thirty Minutes of Bright Music, Song and Humour
Sponsored by the makers of Cookeen.
- 10.30 a.m. **Light Orchestral Music**
- 11.0 a.m. **Listen to Vitbe**
Presented by Vitbe Bread, Crayford, Kent.
- 11.15 a.m. **Something for Everybody**
- 11.30 a.m. **Programmes in French**
Assn. des Auditeurs de Radio Normandie
- 2.0 p.m. **Military Moments**
Presented by the makers of Haywards Military Pickles, Montford Place, Kennington, S.E.11.
- 2.15 p.m. **Musical Comedy Memories**
Presented by Hurlingham Bungalow, Co., Ltd., Peterborough Road, S.W.6.
- 2.30 p.m. **Arthur Young and A Friend**
The I.B.C. Musical Director at the Piano Introduces Listeners to a Radio Guest.
- 2.45 p.m. **The Whirl of the World**
Presented by Monseigneur News Theatres
- 3.0 p.m. **Family Favourites**
- 3.30 p.m. **Dancing Time**
A Programme of Dance Music, chosen by Victor Silvester.
- 4.0 p.m. **Swing Music**
Request Programme from John D. Picot, of Thornton Heath.
- 4.15 p.m. **Request Programme**
From Miss B. Jones, of Calne.
- 4.30 p.m. **Variety**
- 5.0 p.m. **I.B.C. TIME SIGNAL**
A Western Sing-Song
- 5.15 p.m. **A Programme For Men**
with Tom Beasley (Wilkinson's Famous Sword Smith) and Wilfrid Thomas (Baritone Adventurer).—Presented by Wilkinson's Sword Co., Ltd., Oakley Works, Oakley Road, W.3.
- 5.30 p.m. **Who Won?**
The Results of Association Football Matches will be Broadcast as soon as they come to hand.—Presented by "True Story" and "True Romance" Magazines, 30 Bouverie Street, E.C.4.

- 6.0 p.m. **Programmes in French**
Assn. des Auditeurs de Radio Normandie.
- 12 (midnight) **Melody at Midnight**
Dick Jurgens and His Orchestra. Guest Artistes: Black and White (Electrical Recordings).—Presented nightly by Bile Beans, C. E. Fulford, Ltd., Leeds.
- 12.30 a.m. **I.B.C. TIME SIGNAL**
Melody Calling.—Presented by British Home and Office Telephones, 31 St. Peter Street, Westminster, S.W.1.
- 12.45 a.m. **Dance Music**
- 1.0 & 1.30 a.m. **I.B.C. TIME SIGNALS**
Dance Music.
- 12.45 a.m. **Dance Music**
- 1.0 & 1.30 a.m. **I.B.C. TIME SIGNALS**
Dance Music.
- 2.0 a.m. **I.B.C. Goodnight Melody**
Close Down.

RADIO LJUBLJANA
569.3 m., 527 Kcs.

Time of Transmission
Friday: 10.30—11.0 p.m.
Announcer: F. Miklavcic

FRIDAY, APRIL 22

- 10.30 p.m. **Military Band Music**
- 10.45 p.m. **Musical Potpourri**
- 11.0 p.m. **Goodnight Melody**
Close Down.

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

Have you a problem?

Write to

"The Voice of Experience"
your guide,
philosopher and friend

presented by the makers of
Pepsodent Tooth Paste
EVERY SUNDAY MORNING
commencing **APRIL 17**
RADIO NORMANDY 9-15 to 9-30 a.m.



HARRY DAVIDSON
and his
COMMODORE GRAND ORCHESTRA

HARRY DAVIDSON and his Commodore Grand Orchestra—regular broadcasters for the B.B.C. for the last eight years—are now giving you a regular programme from Radio Normandy every Saturday morning at 9.30 a.m. Be sure and tune in to these grand entertainments every week—fifteen minutes of your favourite tunes played by your favourite orchestra. Also from Radio Luxembourg every Sunday at 10.30 a.m. commencing May 8.

Presented by the proprietors of:—

FREEZONE CORN REMOVER

BROADCASTS THAT MAKE ME SICK Continued from page 23

National wavelength is purgatory to listeners. And morning broadcast listeners are shut-ins; housewives leading the colourless life of domestic drudgery, the aged and infirm, bed-ridden invalids. In other words, a section of the population who, more than any other section, need brightness and cheer.

What does the B.B.C. give them? A talk on *Margam Abbey and the Mansels*, previously broadcast the week before, an organ recital, a German lesson, some gramophone records of classic music, a Talk by an Oxford don on *Church History*, followed by a church-organ recital of Bach fugues.

Into that morning of brightness and cheer the B.B.C. insert a rollicking high-spot in the form of a *Ballad Concert*. There is nothing under the sun more certain to drive housewives to secret tipping and invalids to the grave than those ballad concerts.

For ten years I've listened to them—I have to; I get paid for doing it. And all that time I have been haunted by an insoluble mystery: who chooses the singers and how are they chosen?

I started keeping a check on them. I made a list of the names of the singers in morning ballad concerts in order to see how frequently they broadcast. I found that 95 per cent. of them never broadcast a second time. They ought not to have done a first time.

Let's be logical: either the audition system at Broadcasting House is farcical or the morning ballad concerts are the audition. If the latter, then I denounce as cruelty to the sick, dying, infirm and depressed the policy of using them for adenoidal tenors and gargling sopranos to practise on.

In either case the official B.B.C. knuckles deserve a heavy rapping. If these singers have been auditioned the auditionist has not done his job properly. The fact that the singers rarely get a second broadcast proves that. If he heard them in the audition room as the morning-broadcasts public hear them in their loud speakers, his duty to the B.B.C. and their customers was to have told the singers to go and earn an honest living.

And if there must be Ballad Concerts, why must the singers sing the songs they sing? I call them damfool songs. You know: all la-la-la and throat gargling and scale trilling and idiotic words like "My mother bids me bind my hair" or "See, love, I bring thee flowers" or "Now sleeps the crimson petal."

These singers sing to please themselves. Because there is a trill that they are vain about, or a top note that they can hang on to or some lovely "r's" that they can roll, they sing the songs they do. That the songs are causing life-embittered housewives to smash crockery and the temperatures of invalids to force the mercury out of the top of the thermometer does not interest them. What are listeners, anyway?

And with that question I'll sign off this week.

THE NEW RADIO NORMANDY

MANY readers have written to us about hearing Radio Normandy on short waves. Apparently the new station at the moment is putting out a very strong signal on some of the harmonics and can be heard at approximately 31 and 50 metres.

For those readers who have heard these transmissions it should not be thought that there are any defects in the receiver. Neither are any other stations relaying Radio Normandy.

Probably when the station has been in use for a few months the radiation of these harmonics will be prevented but in any case, as reception on the harmonics is so very weak, they will only be heard by listeners in the South of England.

Results of the "LOST LETTERS" Competition

POSTAL orders for 2s. 6d. have been sent to the following: —
PATRICIA LILIAN ROBBINS (age 10), 1 Beach Street, Dover, Kent (Holy Trinity School).
VERA BLOODWORTH (age 12), 22 John Freake's Avenue, Fosse Road, N. Leicester (Mantle Road School).
FRANK GARROD (age 11), 317 Poplar Grove, Great Horton, Bradford, Yorks. (Grange High School).
FRED RIMMER (age 11), 50 Warwick Street, Southport, Lancs. (Linaker St. School).

OUR RADIO LETTER BOX

Half a crown is paid for each letter published on this page. Write to "Radio Letter Box," "Radio Pictorial," 37/38 Chancery Lane, London, W.C.2. Anonymous letters are ignored. Write on one side of the paper only.

From P. Bradley, Abington, Cambridge.

WHY can't the B.B.C. devote at least one hour a week to dancing lessons, as the Americans do?

We get quite good dance music at night times, but a lot of the enjoyment is lost, if you cannot dance to it.

For those who want to learn dancing, or to learn new steps, two half-hourly sessions a week would surely prove very popular.

From Arthur Martin, Bridge House, Lump-hinnans, Fife.

LAST Sunday I switched on, at 11 p.m., to the American short-wave (32 metres). To my surprise, who should be talking, but Howard Marshall, on Affairs in Britain, from London.

I'm sure this interesting talk would have been enjoyed by home listeners.

From Michael Stuart, Upthorpe House, Stanton, Nr. Bury St. Edmunds, West Suffolk.

WOULDN'T it be far easier on the tongue to call television "B.B.C.-ing"?

But, of course, one can't expect anything so sublimely simple from a "body" which goes in for titles such as "Controller of Public Relations"!

From Mr. G. S. Lightbody, 37 Stanmore Road, Mount Florida, Glasgow.

THE Continental stations have taken over the "Discoveries" programme for a considerable time, and have met with the greatest success. Why not present the "Songs You Might Never Have Heard" feature, another item unaccountably discarded by the B.B.C.?

From C. D. Robinson, 47 Cochrane Park Avenue, Newcastle-upon-Tyne, 7.

SO Inspector Hornleigh's famous act at last! I read he's going to make a film and—sure sign of radio heights—he was unmercifully guyed the other night by the *Fol de Rols*. Well, his deductions may not be too hot, but he certainly has atmosphere and listeners are tickled to death when they spot the criminal's slip.

So good luck to radio's ace sleuth. Before long he'll be as well known as Sherlock Holmes!

From M. A. Carol, 46 Southey Crescent, Sheffield.

THE motorist with a limousine pays more in tax than his more humble brother with a two-seater. Yet the owner of a hundred-guinea Twelve-valve Super Het forks out ten bob for his licence, just as his fellow listener pays for a two-valver.

A valve tax would ensure greater revenue for the B.B.C. and make the man who received the most pay the most.

From Robert Ellis, Orbiston Estate, Bellshill, Lanarks.

READERS of RADIO PICTORIAL who are fortunate enough to possess short-wave sets may have heard an entertaining broadcast on approximately 52 metres. Many of my friends reported this "mystery" broadcast to me and as a result I listened regularly to the programme, which took the form of a very enjoyable sponsored entertainment. After a few nights' careful listening I was able to identify it as our old friend Radio Lyons.

Knowing that this station does not broadcast on the short waves, I assume that what I am listening to is a harmonic of the original broadcast.

From Miss J. Dennett, 32 Rochester Street, Walker, Newcastle-upon-Tyne, 6.

THE voice of Terence de Marney must not be lost to radio! *The Count of Monte Cristo* made this colourful-voiced personality known to millions of listeners and they will clamour for more of him. What could be better than the *Prisoner of Zenda* or *The Scarlet Pimpernel* as further back-grounds for this enchanting radio voice?

EYESIGHT RESTORED



NO SPECTACLES!
 NO OPERATION!!
 NO MEDICINE!!!

IF YOUR EYES ARE WEAK

LEARN How to Make them STRONG

If you wear glasses—if your eyes smart, burn, are strained, or become dim—if you suffer from headache, you need our book on "Eyes," describing a new method of self home-treatment. Minor eye weaknesses and Oldsight are due to poor blood circulation in the eye arteries. Near-sight, Far-sight, Squint, and Astigmatism are due to the eyes becoming distorted (out of shape). Correct massage, as described in the book, produces a normal circulation of pure blood, and moulds the eye painlessly to its normal shape with perfect success and without danger, as the gentle manipulations are done over the eyelid, not in direct contact with the eye.

FREE—1/- BOOK ON "EYES."

The book is published at 1/-, but it has been arranged, in order to quickly impart its valuable educational knowledge to the public, to distribute the books at cost. If you wish to relieve eyestrain and headache, and be independent of spectacles, grasp this opportunity and send for a FREE copy to-day. Get away from the spectacle habit. See nature with the naked eye, not through glass windows. Send no money, only your name and address, with 3d. (abroad 6 foreign) postage stamps but do it NOW. Address—

(NEU-VITA Dept. F.V.3.)

97-152, CENTRAL BUILDINGS,
 LONDON BRIDGE, LONDON, S.E.1, Eng.

BEWARE OF PAIN AFTER EATING

Do you dread your meals? Are you for ever wondering what you can eat with safety and freedom from pain? Are you, in fact, living in fear and agony from stomach trouble?

Scarcely anyone escapes this scourge of modern life. Some are wise and take it in time. Others endure terrible torture—but even they can do the same as the wise ones, and find quick relief in Maclean Brand Stomach Powder.

An amazing volume of evidence proves that Maclean Brand Stomach Powder does bring relief. Sufferers from gastric and duodenal ulcers and from acute gastritis have found in it a remedy worth untold gold. Their letters are documents of wonderful joy and thanks.

You can be like them. You can once more enjoy the good food that Nature intends you to enjoy. Get a bottle of Maclean Brand Stomach Powder at once. You have only to take one dose to feel its benefit—and a short course will have lasting effect.

But it must be MACLEAN BRAND which bears the signature "ALEX. C. MACLEAN" on the bottle. Do not risk your health by taking powder of which you know nothing. Maclean Brand Stomach Powder is never sold loose. 1/3, 2/- and 5/-, in bottles in cartons, of Powder or Tablets; also pocket tins of Tablets, 9d.

GEORGE ELRICK and his Music Makers
 Radio LUXEMBOURG, SUNDAYS, 9.0 a.m.
 other concerts Luxembourg, Thursdays 10 a.m.
 Radio Normandy Tuesdays, Fridays 10.30 a.m.

DO YOU WANT TO MAKE MONEY?

PUNCHBOARDS

The best money making proposition ever offered the public.

If you want funds for Charity, Clubs, Fetes, or any other purposes let the punchboard help you. A 1,000-hole board costs 7/-, post free, and yields £2-9-10 profit at 1d. per punch and £4-19-8 at 2d. per punch. Agents working our special PROFIT SHARING plan are making £5 to £10 weekly on this board alone. WHY NOT YOU? Write to us for further information.

SAMPLE 100-HOLE BOARD 2/3
 and price list. Post Free.

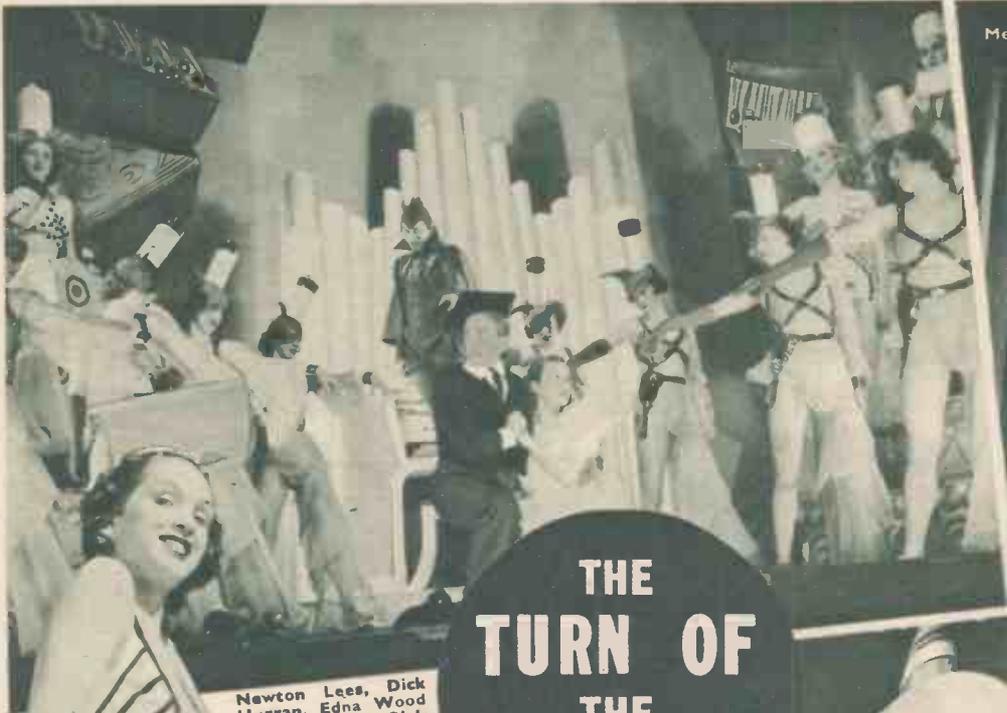
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FREE TO LADIES

In all ailments incidental to the Sex

DR. OSTER MANN'S FEMALE PILLS have been used with extraordinary success. Countless letters from all parts of the world provide conclusive and undeniable proof of their efficacy. Every woman sufferer should write for FREE SAMPLE. Sold in boxes. Price 3/-, 5/-, 12/-.

FROM THE MANAGERESS
 The **HYGIENIC STORES, Ltd.** (Dept. R.P.),
 95, Charing Cross Road, London, W.C.2.



Meggie Eaton and Hal Bryan



THE TURN OF THE WINDMILL

Newton Lees, Dick Hurrant, Edna Wood and the Windmill Girls in "Cigarette" (above)



(Above) Valerie — The Windmill Idea



Joan Wilkinson, Elsie Hunter and Joan Rock—three Windmill Girls



Edna and Marie—Revudebelles

Richard Hurrant and Edna Wood—two startling school-children



DANDERINE'S popular broadcasts from Luxembourg at 7.30 p.m., and from Lyons at 10 p.m. on Sundays have already introduced listeners all over the country to London After Dark—you remember those interesting *Balalaika* and *Grosvenor House Cabaret Shows*.
Now comes the most spectacular of all. On this page you see pre-glimpses of the artistes who will take part in a new series of broadcasts by Danderine, excerpts from the famous "Revudeville" shows recorded on the stage of the Windmill Theatre, London, during actual performances.
Make a date with your set to hear the first of these snappy Windmill shows. You will find something new, bright and better.

Gay like Paris...



Paris Broadcasting Station

60 kw. 312.8 m. 959 kc/s.

Times of Transmissions
 Sunday: 5.00 p.m.—7.00 p.m.
 10.30 p.m.—11.30 p.m.
 Weekdays: 10.30 p.m.—11.00 p.m.

Announcer:
John Sullivan

SUNDAY, APRIL 17

5.0 p.m. Welcome to Easter
 Voices of Spring, Strauss; Swing Me Up
 Higher, Mackeben; The Cuckoo Waltz,
 Jonassen; Easter Flowers, Sanderson.

5.15 p.m. Request Medley
 The Teddy Bears' Picnic, Bratton; Little
 Old Lady, Carmichael; Will You Remember?
 Romberg; Auf Wiedersehen, My
 Dear, Hoffman; Toy Trumpet, Scott.

5.30 p.m. From The Shows and Films
 The Sheep Were in the Meadow (Going
 Greek), Lerner; Hide and Seek—Medley,
 Ellis; In a Paradise for Two (Paradise for
 Two), Kernell; I've Got Something in My
 Eye (Let's Make a Night of It), Kennedy

5.45 p.m. Medley
 Sing Something in the Morning, Brodsky;
 It Ain't Necessarily So, Gershwin; Lullaby
 —Summertime and the Living is Easy,
 Gershwin; Jazz in the Rain, Packay; Lazy
 Bones, Carmichael.

6.0 p.m. Music Hall
 Easter Parade, Berlin; I'm the Landlord
 at the Inn of Aberfoyle, Roberts; Why
 Does the Hyena Laugh? Wood; The
 Fiddler Kept on Fiddling, Gifford; Now
 You've Been and Gorn and Done it,
 Sarony.

6.15 p.m. Light Orchestral Concert
 The Gay 'Nineties Waltz; The Dancing
 Clock, Ewing; North Sea Waves—Waltz,
 Kranning; Mexican Serenade, Kaschube.

6.30 p.m. Popular Songs
 Some of These Days, Brooke; Ah! Sweet
 Mystery of Life, Herbert; Sympathy,
 Friml; Why Isn't it You? Novello; Roll
 Away Clouds, Waller.

6.45—7.0 p.m. Dance Favourites
 You Can't Stop Me from Dreaming,
 Friend; Yours and Mine—Slow Fox trot,
 Brown; Foggy Day in London—Fox trot,
 Gershwin; Georgia on My Mind, Carmichael.

10.30 p.m. Variety Theatre
 The Greatest Mistake of My Life, Nelson;
 It Looks Like Rain in Cherry Blossom
 Lane, Leslie; Selection—Damsel in
 Distress, Gershwin.—Presented by Good-
 way Bonus Football Pools, Sunderland.

10.45 p.m. Old Favourites
 Prelude in C Sharp Minor, Rachmansnoff;
 Phil the Fluter's Ball, French; If You
 Were the Only Girl in the World, Ayre;
 The Veleta, Morris.

11.0 p.m. Cabaret
 Swing High, Swing Low, Lane; Blame
 it On the Rhumba, McHugh; Jews Harp
 Bill, Gaunt; Moonlight on the Waterfall,
 Kennedy; Slap that Bass, Gershwin.

11.15 p.m. Request Medley
 Minnie the Moocher's Wedding Day,
 Arden; Shoe Shine Boy, Chaplin; Beautiful
 Dream, Gilbert; Beautiful Love—Waltz,
 Gillespie.

11.30 p.m. Goodnight Melody
 Close Down.

MONDAY, APRIL 18

10.30 p.m. Relay of Cabaret
 from Le Boeuf Sur Le Toit.

TUESDAY, APRIL 19

10.30 p.m. Relay of a French Play
 From the Studio.

WEDNESDAY, APRIL 20

10.30 p.m. Relay of Cabaret
 from the Scheherazade Night Club.
 Compered by John Sullivan.

THURSDAY, APRIL 21

10.30 a.m. Relay from
 "The Big Apple"

FRIDAY, APRIL 22

9.0 p.m. (approx.) French Theatre Relay

SATURDAY, APRIL 23

10.30 p.m. Dance Music

Information supplied by Anglo-Conti-
 nental Publicity, Ltd., 6 Cavendish
 Mansions, Langham Street, London,
 W.1. (Telephone: Langham 1162.)

Tune in to 531 METRES, 565 KC'S

RADIO EIREANN for LUCK

PROGRAMMES PRESENTED BY IRISH RADIO PRODUCTIONS

Programme details:

SUNDAY, APRIL 17

9.30 to 10.30 p.m. The Romantic
 Season. "In the Spring a young man's
 fancy..." should find a happy back-
 ground in this hour of serenade and
 love song.

MONDAY, APRIL 18

9.30 to 10.30 p.m. Our Big
 Broadcast. Once again we present the
 Stars of the Stage, Radio and Screen, in
 a unique entertainment, in a unique
 setting. Tune in to 531 metres for the
 super-show!
 You will hear our Racing Commentary
 at 10.10 p.m. approximately.

TUESDAY, APRIL 19

9.30 to 10.10 p.m. Above the Traffic's
 Roar. Below our window "The Man in
 the Street" hurries about his business...
 and from the distant river a ship's siren
 brings thoughts of strange cargoes and the
 man who pilots them. ... An aeroplane
 drones above and fancy paints another
 picture in music of the world around us.
 This is a musical day-dream on the world
 outside our window.

10.15 to 10.30 p.m. Dancing to
 Billy Cotton and His Band (Electrical
 Recordings).
 You will hear our Racing Commentary
 at 10.10 p.m. approximately.



Billy Cotton lines up with the girls—he and his band are bringing
 your dance music to you on Tuesday at 10.15 p.m., for a cheery
 quarter-of-an-hour.

WEDNESDAY, APRIL 20

9.30 to 10.0 p.m. Music of Your
 Dreams. Here is another Wealth of
 Golden Melody for these your freside
 moments, in which we feature Judy

Shirley, Ronnie Genarder and our
 Symphonic Orchestra, under the direc-
 tion of Dave Frost.

10.0 to 10.30 p.m. The City and
 Suburban, April 20, 1938. An eye-
 witnesses commentary on to-day's Race.

THURSDAY, APRIL 21

9.30 to 10.10 p.m. Down at the Cab
 Shelter. Top hats... cabbies' caps
 ... ermine coats... and oilskins meet
 at Jack's Coffee Stall... where there's
 good music, good coffee and a cheery
 word for everyone from the Man Who
 Works While Others Sleep.

10.15 to 10.30 p.m. Swinging to
 Benny Carter (Electrical Recordings).
 You will hear our Racing Commentary
 at 10.10 p.m. approximately.

FRIDAY, APRIL 22

9.30 to 10.30 p.m. The A—American
 B—British, C—Continental of Dance
 Music. Here is a further presentation of
 our Dancing Rhythms of Three Con-
 tinents.
 You will hear our Racing Commentary
 at 10.10 p.m. approximately.

SATURDAY, APRIL 23

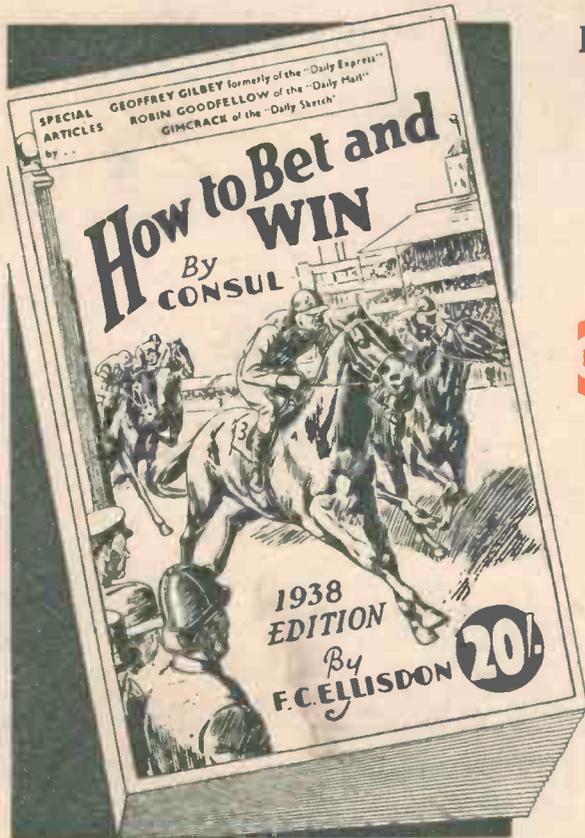
9.30 to 10.10 p.m. Nine-Thirty Revels
 Just an intimate studio production,
 "Between Ourselves," featuring Jennie
 Benson, Renee Flynn, Dorothy Morrow,
 Hubert Valentine, Les Arthur; Three in
 Harmony, Five Melody Boys, and Our
 Rhythm Band with Dave Frost at the
 piano.

10.15 to 10.30 p.m. Take Your
 Partners to Dance.
 You will hear our Racing Commentary
 at 10.10 p.m. approximately.

HOW TO BET & WIN

The book that has made **LARGE PROFITS** for thousands of its readers ... It shows you how to make money at racing without the risk of losing

Haphazard punting must always fail in the long run. There is only one certain way of ensuring that the profits from your backing go into your pocket and not the Bookmaker's. That is to follow the absolutely safe method explained in detail in this book.



HERE'S PROOF—10 YEARS' RESULTS

Year	Wins	Losses	Year	Wins	Losses
1928	85	3	1933	359	35
1929	152	8	1934	453	46
1930	213	28	1935	405	62
1931	265	33	1936	411	71
1932	301	31	1937	436	72

Net Gain for 1937 was **608 Points**

PAST 10 YEARS' AGGREGATE

3090 WINS ONLY
393 LOSSES

The above results are shown in the book and can be proved by actual checking.

Leading Racing Journalists and Sporting Writers of the National Newspapers unhesitatingly recommend it to followers of Racing. The following important newspapers have printed most favourable reports on the book:—

- | | | | |
|-----------------------|--------------------|------------------|------------------|
| The Daily Mail | The Daily Express | The Jockey | Evening Standard |
| The Sunday Express | The News Chronicle | Sporting Life | People, etc. |
| The Winner | The Star | Sunday Referee | |
| The Racing Specialist | The Racing Times | Sunday Sportsman | |

HERE ARE ONLY A FEW OF THE COMMENTS:

"For the stay-at-home punter it is invaluable, since it enables him to put his racing on a business-like basis and cut out those long losing runs which are so disheartening. The publication is worth its weight in gold."
—The Winner.

Robin Goodfellow (Captain Eric Rickman) of the "Daily Mail," says: "I wish that every follower of my daily special selections was a follower of 'Consul's' method and adhered to it."

"How to Bet and Win' should be of interest to everyone who backs horses regularly whether for large or small amounts. It contains valuable information and advice by several of the best known racing journalists and, most important of all, an accurate and fully explained method of putting your racing on a paying

basis. The knowledge that one win will more than wipe out the cost of the book should prove incentive enough to obtain a copy."
—The People.

"We favourably commented upon the book, 'How to Bet and Win,' we now welcome the fact that a REVISED edition has been issued."
—Racing and Football Outlook.

"The value of this book is enhanced by the fact that it has shown large profits for the past eight years as well as the present season, but the same method can be applied for years to come."
—Sunday Referee.

"A fully explained method which enables the ordinary Racing follower to put his sport on a paying basis ... it requires no big capital."
—Evening Standard.

Fully copyrighted. (No connection with any other publication.)

Extracts taken from a few of the thousands of unsolicited testimonials received from satisfied and grateful purchasers:

"Your book 'How to Bet and Win' is really most wonderful and remarkable. Although having had it for a few days only, have already wiped out the cost many times."
—W. Z., London.

"Must say your book is a 'Little Wonder,' having enabled me to make a nice profit in first week."
—G. W.

"I should like to thank you for the advice given in your book 'How to Bet and Win' which has given me a winning season for the first time since I have been betting."
—G. M., Ramsgate.

"I must congratulate you on the successful three months I have had since I obtained 'How to Bet and Win.' It is the only time I have shown a profit in pounds, also being able to back in confidence, which is a great asset."
—R. B., Dagenham.

"Since purchasing the book 'How to Bet and Win,' I have at long last struck the right road to success. If only the working man and woman would get it then their future would be assured. As a workman I am more than satisfied."
—J. B., Perthshire.

"I have made use of 'How to Bet and Win' for the flat for the past two seasons with such success that S.P. Bookmakers have twice closed my accounts, saying that such accounts were useless to them."
—W. P. S., London.

"I have been following the method in 'How to Bet and Win' for over three months and I have made a profit of £121 3s. 1d."
—O. S., Hornchurch.

STOP PRESS
FROM THE COMMENCEMENT OF THE SEASON (MARCH 21st) TO TIME OF GOING TO PRESS THE RESULTS ARE

11 WINS NO LOSSES
including ANTECEDENT 7-1
ST. MAGNUS 9-1 RAWANA 5-1
Representing a nett gain of 52 POINTS

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To ELLISDON & SON, 246 HIGH HOLBORN, LONDON, W.C.1

Date.....

Dear Sirs,—Enclosed please find £1 for one copy of the 1938 Edition "HOW TO BET AND WIN." (I am over 21 years of age and not engaged at any school or college.)

Name.....
(Block letters.)

ADDRESS

R.P. 15.4.38

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PUBLISHING DEPARTMENT.

246 HIGH HOLBORN,
LONDON, W.C.1.

Dear Friend,

We have pleasure in bringing under your notice the 1938 edition of Consul's Book "HOW TO BET AND WIN" for the stay at home punter.

No doubt you have heard of the many systems that are on the market, such as, "doubling up," "backing Numbers," "Colours etc.," that would require the Bank of England to finance them.

It is only reasonable to presume that you are sceptical, doubtful whether our publication can really show you how to make money, without the risk of losing it! We go further than that, we GUARANTEE that a follower of this method (published and copyrighted by us) CANNOT lose, and unlike other systems, a large amount of capital is NOT required.

The method not only tells you what horses to bet on, but provides accurate detailed statistics (over a period of ten years) why this method is infallible.

The leading racing Journalists of the National Newspapers and Sporting Writers, who have studied the Book, unanimously approve of it, and unhesitatingly recommend it to all followers of racing, and it must be obvious to you that such praise coming from such authentic Sporting Critics (who would not lend their names to anything that they could not conscientiously recommend) are in agreement that this method is infallible, and is really what we claim it to be, a sure method of winning.

We give an absolute guarantee that the method as explained in the book has definitely shown a big profit over the past ten years, and we will readily return the cost of the book to any person who can show otherwise.

"HOW TO BET AND WIN" is written in simple language that anyone can understand. The cost of 20/- is a small outlay for a method of betting that will give you such wonderful returns.

Only a limited number of Copies are printed each year, secure yours now without delay.

Yours faithfully,
ELLISDON & SON.