

THIS WEEK'S
LUXEMBOURG
NORMANDY::LYONS
PROGRAMMES
IN FULL

RADIO PICTORIAL

THE MAGAZINE FOR EVERY LISTENER

EVERY
FRIDAY

3^D



Henry Hall
ANNIVERSARY
NUMBER

EPILEPSY —FITS

London Doctor's Amazing Discovery

PERMANENT RECOVERY NOW POSSIBLE

WE have not yet cause to be satisfied with the tone of opinion and the common conduct in regard to cases of Epilepsy. There is still a tendency—natural, perhaps, but unreasonable—to regard this affliction as something to be ashamed of and to conceal, a fatality which can neither be prevented nor cured. This inevitably results in many sufferers being deprived of the treatment which they need until it is too late to be effective, or, at the best, in the unnecessary prolongation of their distress, while it fosters a general apathy as to the measures which can be taken to diminish the incidence and the gravity of cases.

It is surely plain to all—for private experience and the distressing cases which too often force themselves into publicity offer proof enough—that in the interest of all sufferers from this disease we must use to the full the knowledge which modern science has brought.

That means—to put the case simply—that public opinion must be taught to regard epilepsy as a remediable disease.

The Romance of thirty-five years' research which lies behind the striking articles on epilepsy contained in the new edition of Dr. Niblett's work should be carefully read by all who are interested in this subject.

There is no infirmity so distressing, either to the sufferer or to those around him, as epilepsy and those kindred nervous diseases which, recurring more violently and unexpectedly at

shortening intervals, render the life of the sufferer one round of misery. It has long been supposed that fits were not curable, and many an unfortunate sufferer has spent large sums in search of the alleviation that ordinary remedies can never bring.

Dr. Niblett, by his patience and assiduity, succeeded in combining certain medicaments, the exact proportion of each skilfully defined, which he so successfully used in the treatment of epilepsy. Dr. Niblett's formula,

VITAL RENEWER,

has for many years been used all over the world in a series of exacting tests to prove its efficacy. It has emerged triumphantly, and is now generally believed to be the most valuable contribution that modern science has made to the treatment of this particular disease, a treatment medically endorsed and vouched for by thousands of grateful patients.

The constant stream of letters of appreciation being received from patients who unhesitatingly testify to the wonderful efficacy of Dr. Niblett's "VITAL RENEWER" for the treatment of this disease should be sufficient to convince the most sceptical that a means of treatment has been provided wherewith to combat successfully this most intractable of diseases.

A few of the Spontaneous Letters of Appreciation Received Daily:

Sackville Hotel, Bexhill-on-Sea, Sussex.

Dear Sir,—This is the tenth month since taking your medicine, and I only had the one slight Petit Mal attack while taking the first bottle. No one knows how I feel on the subject, the mere fact that I can pursue my pleasures without having the fear of being taken ill and the distressing upsets that occur on these occasions. My doctor was delighted when I saw him, and says by all means keep taking anything if it really does you good.

I shall be only too pleased to write to anyone who cares to inquire about the efficacy of "Vital Renewer." I have in my time seen doctors in Cromer, Swanage, Bournemouth, Hove and Brighton, taking various medicine they prescribed, and may have derived a certain amount of benefit, but they did not remove the trouble altogether like "Vital Renewer" has done. I have never gone ten weeks without a Petit Mal seizure, let alone ten months, which is the time since I first took "Vital Renewer."—Thankfully yours,

RUSSELL W. CLARE.

The Old Charles Hotel, Cliftonville, Margate.

Dear Sir—When I wrote you a letter of appreciation from Bexhill in 1934 of the great benefit I had received through taking Dr. Niblett's "Vital Renewer," I stated that I would answer any letters which interested persons might write to me personally. I little thought that I should receive dozens of letters regularly from all parts of the world.

I may add here that everything I have done to bring to the notice of sufferers this very valuable asset to freedom from attacks of epilepsy is a small contribution to the sincerity of my heartfelt thanks to one who has given me a new outlook on life. Only those who suffer from this malady can appreciate the knowledge that there is a positive cure both from the minor "Petit Mal" attacks and the more distressing "major" variety or epileptic seizures. Believe me, Gratefully yours,

(Signed) RUSSELL W. CLARE.

*Letter referred to above.

10 Ghyll Road, Heathfield, Sussex.

Dear Sir,—After taking the first bottle of "Vital Renewer" I must confess it's a MARVEL.

My nerves are more steady and after seven years of fits I think it wonderful. I have "sung" its praises to two other sufferers and shall continue to do so. Please send me another book to pass on to another sufferer.—I remain, Yours gratefully,

(Signed) P. SIMMONS.

190 Thobnall Street, Burton-on-Trent.

Dear Sir,—The reason my mother has not sent to you for any more "Vital Renewer" is a pleasant one—I am cured.

I hope others suffering from epilepsy may read your advertisements, purchase your remedy and be cured. Dr. Niblett's "Vital Renewer" is worth recommending.—Again thanking you. Yours faithfully,

(Signed) GLADYS M. POTTS.

22 Walter Street, Stockton-on-Tees.

Dear Sir,—After continuing Dr. Niblett's "Vital Renewer" as directed, we reduced the dose until my Daughter could almost do without it. It is very rarely she takes it now as she is almost completely cured. I may state that my Daughter has only had one fit since taking the first dose of Dr. Niblett's remedy, over six years ago, but we are never without a bottle in the house in case of emergency. I have recommended your "Vital Renewer" to many people, as I consider it is "WORTH ITS WEIGHT IN GOLD," at least it has been in our case. I cannot speak too highly of it.—Yours respectfully,

(Signed) J. & M. WRIGHT.

20 Monsal Avenue, Lower Kersal, Salford, 7.

Dear Sir,—May I take this opportunity of thanking you for your wonderful cure.

It is three and a half years since I first sent for your medicine and my daughter has never had a fit since. She just takes a very small dose now as it keeps her whole system in perfect health.

I have recently recommended Dr. Niblett's remedy to a lady friend, and I am pleased to inform you that it is creating a cure already.—Thanking you once again, I remain, Yours sincerely,

(Signed) (Mrs.) E. BATTERBY.

GREAT FREE OFFER

In order to prove the wonderful efficacy of Dr. Niblett's remedy, and with the object of making it more widely known, we to-day make the remarkable offer of a free (full size) bottle of the remedy together with a 76-page

copy of Dr. Niblett's "A Practical Treatise on Epilepsy" (post free to any part of the world), FOR A LIMITED TIME ONLY, to anyone who has not previously taken advantage of this treatment. Write to—

H. A. NIBLETT, 38, BASINGHALL STREET, LONDON, E.C.2



Billie HOUSTON

STRIKING portrait of the clever "young man" comedienne whose partnership with sister Renee (now, alas, abandoned temporarily) has been one of the major joys of contemporary radio and music-hall entertainment. Billie is still making merry, both solo and with another sister, Shirley. On Sunday you will be able to hear Billie in the Rinso Music Hall from Luxembourg

CAN YOU BEAT IT?...

'We had four people last night to hear my brother on the radio, so naturally the L.T. battery had to let us down'



'Go on Why don't you get an Exide "Hycap" Battery? Lasts much longer. Besides, it warns you in time when it needs recharging.'

Exide

BATTERIES FOR RADIO

'Still keep going when the rest have stopped.'

◀ EXIDE 'HYCAP' BATTERIES (High Capacity L.T. Batteries)

The battery for modern multi-valve sets. It lasts longer on one charge. For small sets the best battery is the Exide 'D' Type. Both have the Exide Charge Indicator. Your dealer will tell you which to use.



Obtainable from all reputable dealers and Exide Service Stations. Exide Service Stations give service on every make of battery.
Exide Batteries, Exide Works, Clifton Junction, near Manchester. Also at London, Manchester, Birmingham, Bristol, Glasgow, Dublin and Belfast.

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No. 165

RADIO PICTORIAL

The Magazine for Every Listener

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EDITOR.....K. P. HUNT

ASST. EDITORS.....{HORACE RICHARDS
MARGOT JONES

Presenting the "Radio Parade"

**OPERA STARS
HAVING FUN!**

Super Pierrot Show :: B.B.C.
Globe-Trotter :: Best Bands
Coming Back

VERDI was more to their taste, but Davy Burnaby would insist that they sang "Just take your guitar and guitartofit." And, believe it or not, they did—Irene Eisinger, coloratura soprano of Covent Garden fame; Arnold Matters, another operatic artiste who matters; Esther Coleman; Ivy St. Helier, and all. That is the kind of thing that happens at rehearsals of "Entre Nous," the super pierrot show which Gordon McConnel presents.

These programmes started in the good old days at Savoy Hill when a producer was expected to be versatile, doing Shakespeare one week and variety the next. In case the title fools you, I should explain that it is an abbreviation, being short for "Let's sing something—entre nous." The programme will be broadcast on the twenty-third.

Round Trip

WHEN Beresford Clark sails away on his Empire tour he will leave behind a chest of carpenter's tools. Listening and carpentry are his hobbies. The Director of the B.B.C. Empire service is off to return the many calls which broadcasters from overseas have paid to Broadcasting House in the past few years. Going by way of Malta, where he will arrive in time to hear the Coronation, Mr. Clark will visit Australia, New Zealand, Malaya, Fiji, Hong Kong, India and Palestine. And his wife will expect him home for Christmas. While away, Mr. Clark will listen to the Empire programmes, gathering first-hand opinions and exchanging ideas for relays.

"STAR SMILES"



No. 13.—WESTERN BROTHERS
As seen by Douglas Young



Part of the "Keep Fit" campaign. Tele-announcer Betty Cowell is learning ballet dancing from (right) Joy Newton of the Vic-Wells Ballet

Catering for Callers

"SCRAPBOOK" Baily is now happily installed at St. George's Hall. At first, things were not so good. On arrival he found that a desk had been reserved in a room on the top floor. It was not that he objected to being so far away from his collaborator, Charlie Brewer, though he would have been nearer for choice. "You've forgotten that my callers are short of breath," he said. "Some would never get up those stairs." I know the stairs, and Leslie Baily was right. Prime Donnas in their prime in 1900 could never make the grade to-day. So Mahomet moved down to the mountain.

Kiss—and Make-up

NOW the new terms are fixed, big bands are scrambling to broadcast, and there is no doubt that we shall hear a lot more of the best before the year is out. The leaders were wise to shake hands and make friends. In fact, there is better spirit all round. Only last Saturday the B.B.C. altered a date for Flanagan and Allen so that they might accept a George Black booking. Though they were disappointed then, listeners will gain in the end from this new policy of "give and take."

Oxford's Year?

FIVE "blues" in a boat sailed up the river from Putney the other day, and John Snagge was with them as they followed a couple of eights at practice. Each in turn shot his face to the mike which engineers had fixed to the bows. They described the scene and counted the strokes, and got quite excited during spurts. Then, after landing, departed home, not knowing who had won. Records were made of their efforts, and the boat race commentator will be chosen from the best at a replay in Broadcasting House. Yarning with "Bossy" Phelps when it was all over, I learned that Oxford has a really good chance this year. If anyone, the King's bargemaster and boat builder ought to know. So it should be a good race that we shall hear on Wednesday the twenty-fourth.

Star of the Epilogues

IN early May, while Beresford Clark is going East, Rosalind Rowsell will be travelling West to California. Hers is the lovely soprano voice we hear in the epilogues, and after seven and a half

years spent in the studios, she is away in search of the sun. At Broadcasting House friends will miss her cheerful presence, but good news spreads fast, and the voice that has brought comfort to the lonely and the sick in this country will be welcome in American homes. Rosalind is a typically English girl, and that is what the Americans love.

Eric Keeping Occupied

BETWEEN writing dialogue for his new play about Lola Montez, directing the variety department at St. George's Hall, and attending His Majesty's Theatre, where *Balalaika* is now an assured success, Eric Maschwitz is replying to estate agents who want to sell a site for a B.B.C. Music Hall. Fact is, the B.B.C. does not want a site, because it has all the land it needs just now; but whether it will build a studio big enough to be described as a music hall is another question. One day it will, but not for some years yet, is the answer. Meantime, Eric Maschwitz is getting all the experience he can of the London stage, so that he will be ready for television, which is still knock, knock, knocking at listeners' doors.

DO YOU KNOW—

- Who is "BUTCH"?
- Who is "ELMER"?
- Who is "SPIDER"?
- Who is "GRANDDAD"?
- WHO IS WHO?
- in Henry Hall's Band

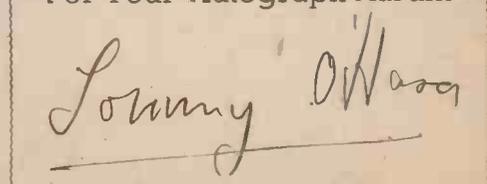
Turn to pages 20 and 21

Smile in the Morning

THOSE of you who like a laugh in the morning will welcome the news that the Kolynos "Variety of Smiles" programme, compered by Cyril Fletcher, is now being broadcast from Luxembourg every Tuesday morning between 9.15 and 9.30 a.m., instead of Thursday evenings between 7.15 and 7.30 p.m. Just when the lucky ones among you have finished brushing your teeth. What could be better? Anyway, it's a bright, cheery programme, morning or evening!

WANDERING MIKE

For Your Autograph Album



NEXT WEEK: SPECIAL BEAUTY ISSUE—DON'T MISS IT!



Olive Shapley, the North Regional Children's Hour organiser, rehearsing child artistes for a play, "The Flying Classroom"



The picture of efficiency is Ursula Eason, who has charge of the Children's Hour at Belfast



The accompanist at Bristol is Winifred Davey, who has been playing the piano since she was ten

★ Women are important in every sphere of entertainment—and very much so in broadcasting. Not only in the Children's Hour Departments does Eve do useful work, but in handling plays, variety and talks. This article takes you to Broadcasting House and the Regions and introduces you to some of the clever women holding down important jobs in radio land

SIR JOHN REITH, it is said, is very particular about women's hands, and, what is more, he can tell a woman's character by the shape of her fingers and what she does with them as she converses.

If this Broadcasting House legend is true, quite a few pairs of feminine hands have pleased him, for he has given many members of the fair sex important jobs in the making of programmes.

The First Lady in Broadcasting is Mrs. Mary Hamilton, who represents all women listeners on the B.B.C.'s Board of Governors at a salary of £700 a year. Once a fortnight she meets with the six men Governors and brings a woman's intuition and feelings into the matters which lie at the heart of British broadcasting.

Politician and novelist, she takes her duties very seriously, frequently visits the studios, and makes suggestions for programmes.

The very potent power which radio can have on the young is trusted to a woman, who for her direction of broadcasting in this sphere has been honoured with the O.B.E. Mary Somerville has built up schools broadcasting from its start. She now has a large and expanding staff under her.

Her success is the more creditable by reason of the fact that she joined the B.B.C. direct from college, in 1925. It was her first job. Slight, fair, she is friend of all in her department, and known affectionately by nick-names, often chosen from heroines of the schools history broadcasts.

She is married to Mr. Peter Brown, writer and sociological expert, and has a small son.

Important, too, is the work of Miss I. D. Benzie, Scotswoman, who also joined the B.B.C. from college

Women
BEHIND THE
Micro-throne

—from Oxford. She is Director of the Foreign Department. That may sound a superfluous department, but it is the one which is the B.B.C. in foreign eyes.

It is responsible for the B.B.C.'s contact and co-operation with other countries, from America to Japan. How it conducts its business makes the goodwill of the B.B.C. abroad.

If a programme is relayed from overseas, Miss Benzie directs all the organisation, correspondence booking of under-ocean-cables, by which it comes into being. In 1927 she was little more than an assistant in the department. Now she is known in every European capital. She travels abroad more than anyone else at Broadcasting House, and is an expert linguist.

The morning talks for women, very naturally, are under the supervision of a woman. Miss Margery Wace arranges them. She was formerly assistant to Professor Gilbert Murray, historian and also held an



(Above, left) Mary Douglas, who handles West Regional's Children's Hour from Cardiff studios, and (right) Winnie Baker, the vivacious secretary of the B.B.C. Northern Orchestra. In circle is Vera Clarke, assistant to Miss Douglas at Cardiff

At the microphone is Gladys Garscadden at Edinburgh. She is the B.B.C.'s only woman announcer. (Above) is Enid Maxwell, Children's Hour organiser at Birmingham

important administrative post in the League of Nations Union.

Mrs. Mary Adams, one-time biology lecturer at Cambridge University, was, until recently, responsible for all scientific talks broadcast. Now she is deputising in television for Cecil Lewis, who has gone to America to make a film. Her natural shyness keeps her from the sight of viewers; though she is frequently heard interviewing speakers, she keeps out of the camera's range. She, too, is a proud mother, and her hobby is her home.

Without the work of two women many of the plays broadcast would never reach the microphone. Miss Marianne Helweg and Miss Barbara Burnham both read plays sent in to the B.B.C. or suggested for broadcasting. Miss Helweg, a quiet young woman from Denmark, typical example of fair, Scandinavian beauty, makes reading and adapting plays her whole job; Miss Burnham, small, quick-moving, piquant, also produces.

Marianne Helweg was a very young girl indeed when she first began suggesting adapting plays for Val Gielgud. She did so many so well that she was put on a contract for it. She has just returned from a visit to her home in Denmark.

Barbara Burnham joined the B.B.C. as one of an auxiliary staff, that is, not permanent. Her valuable work and flair for radio drama soon led to promotion to the production staff.

In between productions she shares a room with Cynthia Pugh, Val Gielgud's secretary, and reads and adapts more plays. She produces with quick and firm decision, is keen on punctuality at rehearsals. Has for a cousin actress Peggy Ashcroft. Started life in a play publisher's office.

The one other woman play producer is Mary H. Allen, classic-faced brunette, with a leaning towards sophisticated drama and compilation of literary and historic feature programmes. She started her career as secretary to novelist Naomi Royde-Smith, and later entered journalism as book and drama critic for London newspapers.

For some years she partnered Denis Freeman in compiling literary features. Produces with great pains and a patience and gentleness which artistes like. Is sensitive and quiet, but in her circle a brilliant conversationalist.

Music and variety broadcasting has not given women so many opportunities as talks and drama. Sir Adrian Boult has no women in executive or creative posts in his Music Department. Mr. Eric Maschwitz has always recruited young men for his Variety Department, the only two women whose names may be associated with variety programmes being two young ladies who came into creative work romantically enough straight from secretarial desks.

One of these is, of course, Doris Arnold, whose discovery is well-known.

The other secretary revealed a flair for the preparation of material for broadcasting. She is Daphne Limmer, once secretary to Producer

Gordon McConnel, and now his assistant in his adaptation and production of musical plays.

Daphne did so much valuable work towards the adaptation of one of Gordon's shows that he had her credited with part responsibility in the programme announcements. Since then she has always contributed to the artistic work in the preparation of Gordon's productions.

Clever and hardworking as these women are, their sphere of activity being London headquarters, they are more in the limelight than a number of other women members of the B.B.C. staff, equally as important and interesting. I mean the ladies of the regions.

The regional studios of the B.B.C. have given a number of women chances of enjoyable and useful work in Children's Hours and in local musical broadcasting.

Go North, peep in at the Manchester studio headquarters of North Regional, and you'll see a tall, lithe girl, strikingly reminiscent of Katharine Hepburn, dashing about the studios with terrific energy and talking rapidly. This is Olive Shapley, North Regional Children's Hour Organiser.

Her vitality is evident in that Children's Hour, always so live and fresh. She went in for educational work, and before joining the B.B.C. three years ago was working in a nursery school in London. She is a B.A., and a radio-drama enthusiast, having presented the play "Plague at Eyam" and the dramatised talks, "Writing on the Air."

You may hear her talking Russian to the Northern Programme Director, the only other member of the staff who can. She is mad about Russian literature, music—both symphony and swing—and is an expert dancer.

Her only feminine colleague at Manchester is Winnie Baker, secretary to the B.B.C. Northern Orchestra—which means that she looks after the growing library of its music, indexes it, and can provide any producer or artiste with any composition ever composed, within a few hours.

She joined the staff in 1924, and is married to a member of it, Mr. Malcolm Roberts. A good pianist, she frequently acts in emergencies as accompanist. Her slim, fair, tall figure is often seen with the clubs on golf courses around Manchester, and she has won many of the staff golf competitions.

Go West, call at the Cardiff studios and meet "Susan," Organiser of West Regional's Children's Hour. Real name, Mary Douglas, she joined the B.B.C. eighteen months ago after a career which had varied from domestic science teaching in Essex schools and literary and dramatic work at students' colleges in Gloucester. Very soon, she began doing noticeable work outside her Children's Hour, duties with such productions as "Inside Information," "Let's Put the Clock Back," and "King Solomon's Mines."

She is helped by Vera Clarke, a pioneer Western broadcaster, who has been before the microphone thirteen years. She has forgotten how many parts she has played or in how many plays she has appeared.

She started acting at Cardiff in the early studios when effects were made by boys pushing in before the artiste at the most inconvenient times. Once she played opposite the well-known actor Murray Carrington in *Hamlet*, and rather in awe of him, was relieved when he said he was far more nervous than she.

Winifred Davey won pianoforte competitions in the Welsh National Eisteddfod when she was ten, so very naturally is now accompanist in Bristol. Even at ten she was giving public concerts. Winifred has travelled all over the world to hear the greatest orchestras. Three times she went to Philadelphia to watch Toscanini conduct. She is a member of the Clifton Light Orchestra, which often broadcasts. Apart from music, which is pleasure and work to her, her hobby is horticulture.

Go to the Midlands, and in the Birmingham studios Margaret Ablethorpe will be accompanying at the piano for all kinds of programmes, as well as giving solo recitals and being "Dinah" in Midland Children's Hour.

Her name will be familiar, for in the early days of radio the words "Margaret Ablethorpe will now give a recital . . ." was a frequent introduction to "interludes." She was engaged as pianist in 1926. Is married, and a daughter of William Bonner, who was conductor of Northampton Orchestral Society.

Last September Enid Maxwell joined the Birmingham staff as Children's Hour organiser, after nine months in the London Children's Hour. Before that she was in Scotland as "Tinkerbell" in the Scottish Children's Hour, and while there was also deputy announcer.

Trained at the Royal Academy of Dramatic Art, Enid did a lot of drama festival producing before joining the B.B.C.

Cross the Irish Sea, and you'll find Ursula Eason running Northern Ireland's Children's Hour at Belfast. Also, she has started making a name for herself by arranging and comparing gramophone recitals of whole operas. She was at University College, London,

when the College Appointments Board heard that the B.B.C. wanted a lady organiser at Belfast. They advised Ursula to apply. Long had they known she was the one for such a chance, for throughout her training she had been the live wire of college dramatics and entertainments.

Back again, but Northerly, to the Scottish coast and to Edinburgh, and we find Gladys Garscadden responsible for Scotland's Children's Hour, and holding the unique distinction of being the B.B.C.'s only present woman announcer, outside television.

Gladys may be heard frequently announcing Scottish programmes, particularly in the afternoon and early evening. She achieved sudden fame one day last year when a Scottish programme was relayed by London Regional, and Southerners pricked up their ears at a lady's voice announcing.

Fleet Street went wild and newspapers talked of a B.B.C. woman announcer at last. Edinburgh had the laugh.

By
**MICHAEL
ACKWORTH**

Continuing **LEONARD HENRY'S** Popular Series

"MY LAUGH STORY"

"There's no work like fun," says **LEONARD HENRY** in the fourth article of his series. He tells amusingly of his first experience of Shakespeare, and of his first "big night" on the air

By **LEONARD HENRY**

ONE of the joys of broadcasting is that one gets an opportunity of doing work of every conceivable nature, and thus making contact with people of every possible type. For instance, I never dreamt, when I first was launched on a theatrical career, that I should ever play Shakespeare. Yet the B.B.C. gave me that priceless opportunity and I made my debut as Lancelot Gobbo in "The Merchant of Venice."

Even if I wasn't inundated with offers to appear in the West End for a Shakespearian season, I can at any rate claim that where I led, George Robey followed! And it's something to have got in ahead of one of the williest and most resourceful comedians who ever raised an astonished and reproving eyebrow.

Shakespeare was a revelation. Naturally I had churned through his plays at school and, like most boys, generated a deep and undying hatred for all his dull, dry old speeches.

After schooldays I was always too busy in my own little world of concerts and comic songs to think much about Shakespeare, so when, at a mature age, I found myself actually playing a classic Shakespearian part it burst on me like something entirely fresh.

Never before had I realised the beauty of the English

language, never before had I dreamt that words spoken by human voices could create so much pure music. It was a wonderful experience and left me full of humility.

Doubtless this confession will earn me the enmity of thousands, but **I AM THE MAN WHO BROUGHT THE GONG TO RADIO!**

It was in my very early wireless days when I was helping Charlot with the Charlot Hours.

On the stage, he had presented a number of very short sketches with a snappy clinax, followed by an immediate blackout, and he wanted to do the same thing in the studio. The problem was how to create in the listener's mind the idea of a blackout—how to signify that the sketch had come to a sudden and startling conclusion and everybody was now expected to laugh!

We puzzled over it for a long time, and at last I said that the only thing I could think of was to give a stroke on a gong. Charlot didn't think much of the idea, but as he couldn't supply anything better himself, he reluctantly adopted it.

To my amazement, the gong was a tremendous success, everybody followed its example, and to-day you only have to switch on your wireless and run down the tuning scale to be greeted by the notes of gongs from half the stations in Europe!

I think I am right in saying that nobody used the gong in this way before I suggested it, so as I don't for a moment think that anybody else will have the pluck to claim the discredit of such an appalling idea, I can safely anticipate being left alone to brood over my "hollow" triumph.

The night that really turned me into a radio star was marked by a unique little incident. I had appeared quite a number of times before the microphone. I had compered a show or so, I had appeared in Charlot's Hours and de Courville's Hours and regarded myself as quite a good general utility man in the wireless world. Then one night I was booked to appear in the Variety Hour.

It was my first appearance as a solo turn and as, in all my previous engagements I had seemed to spend most of my time dashing round the studio and introducing other people and rushing off to some corner to see that the next sketch was all ready, and various odd jobs of that kind, I thought I would have to adopt some sort of device to keep myself in one place. Therefore I decided to broadcast sitting down.

When my turn was due I asked for a chair, sat myself in front of the microphone, had it lowered to the correct height, and read my material from my manuscript almost as though I were a professor delivering a learned lecture on the love life of the warthog.

I finished my broadcast, had a nice warm feeling in my tummy that suggested to me I had done quite well, and I scuttled off to keep my next engagement.

That happened to be in the ballroom at the Savoy Hotel. So it meant leaving the Studio at Savoy Hill, dashing across the road, scuttling through the servants' entrance, and two minutes later I was going full speed ahead on my next turn.

I had hardly finished one song before a messenger from Savoy



Two faithful admirers of Leonard are his sleek cats

Hill dashed in with copies of telephone inquiries that had already begun to pour in. When I finished my show at the Savoy, there were more messages waiting for me, and a sheaf of telegrams.

Everybody seemed to be conspiring to say nice things about the new arrival in the world of broadcasting and, curiously enough, I suppose I was the least excited person of the lot!

You see, at that time I was rather fresh to this business of dashing round to dinners and parties and other functions in order to do my performances. Therefore all day long I had been worrying a great deal about whether I should get away from Savoy Hill in time to keep my next appointment, and I was so tickled at doing it all so easily and smoothly that I literally couldn't think of anything else!

But the amusing little point about the whole evening was this. I had never before broadcast sitting on a chair, and I have never done it since. If I were true to the superstitious traditions of the stage, I ought by now to be known as "The comedian who won't stand up!"

But no, on mature consideration, I shall never sit down again to the microphone. If there is anything coming to me, I'll take it on my hind legs!

When I was a youngster I used to spend a lot of time writing and composing. My songs have figured in a good many West End revues, and, in fact, at one time I hankered after a career as a serious composer! But with the gradually changing taste in popular music, and with my own advance in the entertainment world, I gradually began to discover that there was very little profit and not much credit in trying to be a song writer as well.

So more and more I have given up doing songs for other people, and concentrate on doing them for myself. I must have written scores of them—some complete songs, some little snippets of thirty-two bars or so to fill in a gap, some parodies, something of everything, in fact!

Ever since I was lucky enough to get to the front as a radio entertainer, I have made a point of writing my own material and, with increasing demand on my time, this has naturally left me with less inclination to write for others!

So I have said a reluctant goodbye to a career as a composer, but I still get a lot of fun out of pounding out my little tunes.

* Next week Leonard Henry concludes his story with an interesting article on gags and how to find them, and how to write songs. Don't miss it.

NEXT WEEK

Magnificent Beauty issue packed with good things. An outstanding feature will be the beginning of a new series by **GRACIE FIELDS** on her radio reminiscences



The face that's launched a thousand quips! Leonard Henry, the irrepressible

THE THREE GINX

Just a gay, light-hearted, crazy trio of songsters, who tell the truth about themselves—without pride or prejudice!

“YOU three silly ginks!”
We stared round, Sam, Rob and I, at the bell-bottomed sailor on the front of Southsea. This unprovoked remark, under normal circumstances, would have resulted in the British Navy being frog-marched down to the sea-edge and its quiff tickled by the frothy waves.

But the circumstances were not normal. The insult fell upon our ears like music from heaven. It solved the big problem of the moment. It provided the inspiration for the name of our newly-formed trio.

We were all lads in our 'teens then, ignorant of the hardships that faced unknown artistes, but full of a happy adventurous spirit.

With an X for KS the Three Ginx were born, and the next week we set out to “gate-crash” on London's army of agents. We had rehearsed our act for many months and felt confident that if we were lucky enough to land a job we would pull through all right.

The weeks slipped by but nothing seemed to come our way, and during this time a lot of our former ignorance was replaced by the disconcerting knowledge of the truth. We needed a break badly, and unless something turned up it looked as if our trio would achieve no more than a name.

But every cloud has a silver lining. An agent telephoned to say he had a week's booking for us in Newcastle.

A break! We had been waiting for this for a long time, and then, with the contract signed, we were as nervous as a debutante.

We arrived in Newcastle in an apprehensive state, and went in search of the manager. We found him at the theatre and got him talking. We wanted to find out exactly what it was like playing before these Newcastle folk.

“Don't worry,” he said. “If this audience doesn't like you they'll soon let you know. Anyway, they kick up such a noise that I don't suppose they'll hear a word you sing.”

And he told us not to worry!
We were lucky, though. Somehow we managed to get through the week without incurring the disapprobation of the gentle audience who held our immediate future in their hands.

We went straight from there into a club on the River Thames where our agent had landed us a long-term contract.

Four Years' Hard Labour

During the next four years we worked for three hundred and sixty-five days a year with the exception of two Good Fridays. And our days started at nine in the morning and didn't finish until well after midnight.

The only time, therefore, we had to enjoy ourselves was in the early hours of the morning. We had some grand times, and it seems now that our lives were a mixture of hard work and crazy incidents.

Once, I remember . . . well, I'll let Sam tell you about it.

It happened at three o'clock in the morning during the early spring. Jack and Rob left the club half-an-hour before I could get away. They had a short tramp through some lonely lanes to get to the house where we were in digs.

I was walking back alone, and half-way there I heard distinctly: “Cuckoo!”

“Sensational,” thought I, “a cuckoo!”

Then came another, and yet another. “Two cuckoos having a fight,” I murmured, “I must investigate this.” So I climbed over the hedge and stood for a moment in the field listening. Over the other side of the field was a little wood, and from there I heard the cry of a bird. Quietly I stole over to the spot and I saw the two “birds.”

Sitting with legs crossed, without a smile on their faces, were Jack and Rob, cuckooing at each other. Then for some extraordinary reason I joined in with them.

Now, when three cuckoos start cuckooing at each other and make a noise like a flock of wild geese something is bound to happen. It did, in the shape of a man in blue riding a bicycle.

He was the police sergeant of the town on his way home. Furthermore he was a T.T. When he stopped Jack asked him if he could have a ride. For a moment the sergeant thought he was inebriated. Then to our surprise he pushed the bike over to Jack.

For ten minutes we took it in turns to ride round in circles, and at last the chief bade us good-night and rode away. I think he must have enjoyed himself.

They certainly were crazy days, or, better still, nights. They kept us from losing touch with the realities of life, and gave our minds a rest from work.

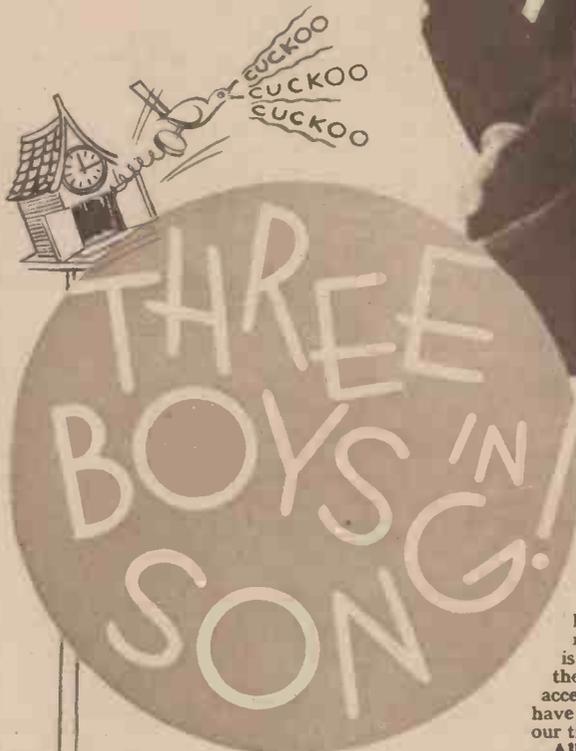
I remember one night when the three of us walked along a railway track for nearly three miles looking for mushrooms. At every sleeper one of us tripped. It

By
THEMSELVES
(JACK, SAM and ROB)

Popular harmony trio singing with Carroll Gibbons' band in the Stork Margarine programmes every Sunday from Radio Lyons



(Top) Eric Handley—Sam: (middle) Jack Joy—Jack: (bottom) Ivor Beaconsfield Robbins—Rob



Thank you, Mr. Eric H. Handley. I'll try to paint you whiter than either Jack Joy or you have painted me.

You would have to search for a long time before you found two men who could be better friends and greater scouts than Jack and Sam.

Together we started from nothing and by sheer hard work we have found ourselves on the right road, heading, I hope, for even greater things. It is an admirable point to make when I say that all these years we have been partners none of us has accepted individual offers, however big they might have been—and we have had big individual offers in our time.

All this fooling we have done has never interfered with our work, except, perhaps, on one occasion. Even then it turned out to be helpful.

Enjoying Every Minute

We were playing at a restaurant where they had the worst cabaret show I had ever seen. It consisted of half-a-dozen or so dejected chorines who could not dance a step.

“We ought to do something about this,” said Sam, “even if we do get the sack.”

His irrepressible sense of humour had got the better of him, and when the show started and the girls appeared in the spotlights they couldn't understand why everyone was laughing.

There was Sam, dressed in half the chef's outfit and half the kitchen utensils. He was joined immediately by Jack and myself.

The diners seemed to like it, because instead of being sacked we were put on a fortnight's contract to do the cabaret show.

Nowadays we don't even have time for good-natured fooling. Not long ago we went round the world in one day. We started on Empire transmissions early in the morning and didn't finish until late the same night. We repeated the same programme to every one of the Dominions, finishing up with Canada.

But we enjoy every minute of it, and it is made twice as pleasant because we are three really good pals.

Cuckoo! Cuckoo! Cuckoo!

was not until we were right in the heart of the country that we discovered there were no mushrooms.

We picked daisies instead.

On our way home we came across a brook. As one man we jumped, and landed safely on the other side. The next day we passed the brook, and we stopped in amazement. It was at least twelve feet wide—far wider than we had thought.

“Bless me,” I exclaimed, “we didn't jump that, did we?”

I couldn't believe it, and when Rob tried to do it again and landed right in the middle I was convinced it was a dream.

Our worst experience happened after we had got to London. We were playing at an hotel and one night we were introduced to a man who wanted us to return to his flat and sing to some friends of his.

When we arrived at his flat we had the shock of our lives. His friends were a mad cat, a violent bulldog, a crazy parrot and a large bear—all loose in a room.

We looked at our host closely. He was holding the parrot to his face and the darned thing was pecking lumps of flesh from his cheek, while all the time he was swearing at it like a trooper.

What a nightmare. As the time passed he grew worse until in the end he was throwing knives at his wife and asking us to go riding in Rotten Row in evening dress.

We thought this was a little bit too much, and, locking him in the bathroom, we got his wife out of the house and sent her to an hotel for the night.

And now I'll leave it to Mr. Ivor Beaconsfield Robbins, known among his friends as Rob, to tell you some more of our story.

Next week's Radio Lyons programmes are on page 31. This is an exclusive weekly feature in “Radio Pictorial.”

Inside Dance-Band Chatter - By BUDDY BRAMWELL

SEMI-PRO BANDS GETTING B.B.C. BREAKS!

Band-leader who dislikes girl crooners : Heavy Insurance for Garland Wilson : Syd Lipton's Boys are All Heroes



The £100,000 hands of Garland Wilson (see middle column)

B.B.C. provincial dance-band scouts have been busy lately, with the result that semi-professional outfits have recently had unexpected "breaks" on the air. . . . For instance, on Tuesday Northern listeners heard J. S. Higson and his Band, and Fred Heywood and his Metronomes Dance Band. Higson tells me he works during the day as a paper and paper bag merchant, while 25-year-old Fred Heywood is a warehouseman.

I hear that another semi-pro. outfit is that of Victor Haynes, to be heard on the Western, March 25.

So on your toes, you local boys with big ideas. The B.B.C. seem to be in experimental mood. . . .

Another local boy who had his big break on Tuesday is James Gleeson, age twenty-three, a well-known Liverpool bandleader. He's expecting big things after this first broadcast of his, and tells me there's a possibility of his netting an important resident job shortly. Once worked in an insurance company.

Now, ladies, what do you think of this: "I would not tolerate girl crooners, says Gleeson. "Girls in a dance-band only cause trouble!"

Max and Harry Nesbitt telling the lovely story of the young actor who forsook the stage to become a surgeon. Loving the limelight, he invited all his friends to watch him at his first operation.

Watched by admiring eyes, the young surgeon carefully removed the patient's tonsils. Round of applause that followed had a sad effect. Flushed with success he bowed and swiftly whipped out the victim's appendix as an encore!

Red-hot pianist Garland Wilson has just insured his hands for £100,000. Premium, I understand, is something like £180 a year. That's real money, folks. . . .

DAINTY little Judy Shirley breaks right back into the news. Appearing in John Watt's "Song from the Films" on the 19th and 20th. Also having offers of music-hall work (maybe she'll be tying up in a double act). Also having a great success with Ambrose in the Luxembourg Lifebuoy programme—fans of that programme know her as Sylvia Bell.

Judy, take a bow. . . .

Syd Lipton's boys are joining up in the "Keep Fit" movement. Though they don't get to bed till about 4 a.m., midday finds them on parade at Fred Dyer's gymnasium. Each bandsman does his "at-the-word-go-knees-bend" stuff to the accompaniment of music from the rest of the band! Making a band fit for heroes to swing in. . . .

I don't know how or why it happened, but some time back the B.B.C. issued the news that Alec Freer of the Plaza, Glasgow, was to broadcast on a certain date. Freer didn't know a thing about it, and actually it seems somebody else was scheduled for that date all the time.

Anyway, Alec is definitely on the air on March 24. And about time, too.

A famous Glasgow baton-swinger, Freer was a regular weekly broadcaster some years back.



Tommy Dorsey, whose band will be heard from America on Thursday

Bandleader and talented composer Richard Valery brings his dance-outfit to radio again on March 19. Unusual amongst dance bands, it is made up of strings and reed instruments, to the entire exclusion of brass instruments. Valery thinks this "softer and sweeter music is more in keeping with the English temperament." He'd be glad to know if you agree.

Fans of Lew Stone will be interested to know that a fan club is being formed in his honour. If interested, drop a line to Horace Thompson, 115 Constable Street, Hull, or Ian Duncan, 22 Springfield Road, Hull.

I'VE just been looking again at Bert Read's book "Modern Style Piano Playing" and, comparing it with ancient pianoforte tutors, I realise just why after six years of striving I was still unable to learn the piano!

Bert's method of explanation is entralling. Instead of a dry jumble of exercises the book reads almost like a novel. There are photographic plates specially posed by Bert and the exercises are specially written for the book.

There are chapters devoted to "filling in," "chord recognition," "modulation and transposition" and "accompanying vocal and instrumental solos."

Altogether, a tutor that will be invaluable to any ambitious young pianist. Bright, informative and easy to grasp. You can get it for 7s. 6d. from Henri Selmer & Co. Ltd., 12 Moor Street, London, W.1.

Talking of Judy Shirley (see column ii if you don't believe me!), she was enthusing the other night about the voice of Maurice Winnick's new vocalist—Donald Marvin. Sez he's got everything. Well, you can hear him to-night—late session.

Ask for Leaflet 697, 3d. at your woolshop, 4d. posted by the makers. If any difficulty write: L. COPLEY-SMITH & SONS, LTD., 47, Lr. Mosely St., Manchester 2, & 132/3, Cheapside, London, E.C.4



“

One of the new cinema blouses? But my dear, they cost a fortune!"

"Not if you knit one. I'm making this beauty -- in Buckingham Lilac for my black suit. Don't you adore the puffed sleeves....and pretty, lacey stitch?"

"Yes, and what a lovely waistline! It just hugs the figure."



knitting wools

SO WEARABLE AND WASHABLE

The Story of

"PARLEZ MOI D'AMOUR"—

the International Anthem

of Romance



Lucienne Boyer

Speak to me of Love...

LUCIENNE BOYER,

the glamorous French singer, is broadcasting on Tuesday, March 16. You will hear "Parlez Moi D'Amour," the song that she has made famous, and this article tells the amazing history of that romantic number

By
ROSS REDFERN

A SONG for all time . . . that is the appeal of "Parlez Moi D'Amour," the haunting strains of which will, on Tuesday, herald the broadcast of Lucienne Boyer, glamorous idol of Paris, London and New York.

For something like eight years it has circled the world, bringing romance to the hearts of all who have heard it, thrilling even the blasé and world-weary, breathing a tender message that can never fail to draw response . . . the message of love.

And that song is irrevocably linked with Lucienne Boyer, now appearing with such acclaim at the Café de Paris, London. She gave it life and being. It is—and always will be—her song.

Eight years ago a young and struggling Parisian composer named Jean Lenoir was sitting in his office (all French composers gaily own an office, though they may not even have money for bread and wine) writing enchanting melodies.

Day in, day out he wrote. But composing songs and selling them is an entirely different art. At the first Lenoir was something of a genius. At the second . . .

Only a few francs separated Jean from destitution.

At about the same time an unknown little cabaret singer was also finding life very hard. Lucienne Boyer and her widowed mother were living in war-scarred France, eking out an existence on the scanty earnings of Lucienne, who sang in a cheap Parisian cabaret.

Yellowed Manuscript

Destiny led Lucienne to Lenoir's office in search of songs. She looked dispiritedly through Jean's mass of rejected manuscripts. But nothing appealed to her.

She was about to abandon her search when she happened on a tattered, faded manuscript. Jean Lenoir looked up and made an expressive "Pouf." "You don't want that," he said. "It's just a song I wrote idly, casually. It has no inspiration."

Unheeding, Lucienne ran to the piano and commenced to tinkle out the simple, yet throbbing melody. Her eyes were allight. Instinctively, she knew that her search was ended. Here was the song of her dreams.

Lenoir listened in amazement as she sang. She was infusing glamour and excitement into a frail idea. In that moment Jean Lenoir knew that his song would live.

But neither he nor Lucienne could be aware

just how magnificently, triumphantly, "Parlez Moi D'Amour" would take its place among world-wide hits.

The pianist at the cabaret where Lucienne worked was bored when he played over the melody to her. Madame Boyer, her mother, was at first not thrilled. But Lucienne was. She knew. She knew that she had found a song that would speak to every person in a language that was universal. She knew that the cynical, disillusioned story in song would find an echo in every heart.

That night, song-history was created.

Act after act did their little best beneath the spotlight. The typical, noisy, cabaret audience applauded languidly and returned, unmoved, to their drinks, their flirtations, their idle chatter.

Came Lucienne. She stood in a pool of light. She closed her eyes for a second, as she does to this very day, and then sang.

Big Moment

It was her moment. Applause broke out spontaneously. That audience was roused from its lethargy to honour a supreme artiste.

The little cabaret boomed. People came night after night to it, and with a sole purpose, to hear Lucienne Boyer singing the song that made Jean Lenoir famous overnight.

"Speak to me of love. . . ."
I never weary of hearing those tender things."

And the cabaret audience never wearied of hearing the song. Montmartre became the mecca of the Paris elite and Boyer's fame spread abroad.

Five years ago she opened her own club, "Chez-Elle," and that boomed, too, simply because of Boyer singing "Parlez Moi D'Amour," She was the toast of the town.

How many times she has sung "Parlez Moi" since the historic night at Le Borgia when it was first heard in a smoke-laden atmosphere, it is impossible to say. Perhaps 5,000 times is not an over-estimate, for the refrain is Boyer's signature-tune and she is compelled to include it in every programme she sings. Sometimes, even, she has had to repeat it as many as a dozen times in an evening.

It is France's best-selling record and there again it is impossible to assess accurately how many have been sold. Constantly she has to record it, and it is interesting to notice how her approach to the number varies.

When first she sang it it was with a sob in her throat. The number tugged at her heart-strings

and was flecked with a pathos that was almost unbearable. But since, she has sung it gaily, tauntingly, amusingly . . . according to her mood.

Perhaps that is the secret of its charm. It fits every mood because of its very simplicity and because the story it tells is so true of every romance since time began.

A Counter Song

It was Jean Delettre who had the "audacity" to create another song for Boyer, "Parley Moi D'antre Chose" (Speak to Me of Something Else), and Lucienne accepted it gladly.

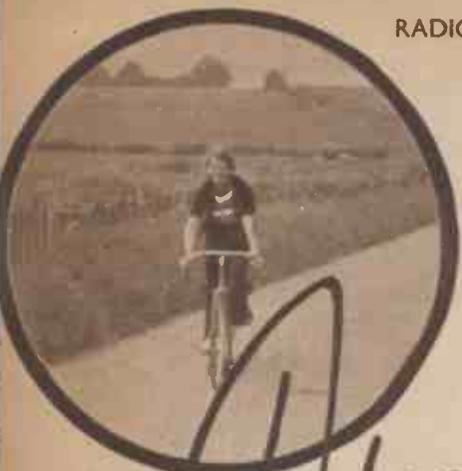
Yet never will she tire of "Parlez Moi D'Amour." It made Lucienne just as surely as she made the song.

It will go down in history as the most amazing example of a song from which an artiste cannot escape.

"Speak to me of love. . . ."
A song for all time.



OFF DUTY



Far from the bustle of town, Jeanne de Casalis explores the lanes round her country cottage on a bike

Moments

Tod Slaughter, the horrific "Sweeney Todd," has a profitable poultry farm at South Godstone, Surrey. He is also a keen gardener, and prunes his own apple trees



Mantovani enjoys an "afternoon off," exploring the inside of his car



Never for long out of touch with her large circle of friends, Vera Lennor's quiet afternoon is spent on the 'phone



Alec McGill, Secretary of the Anti-Serious golfers, has a "spot of bother" with Willie Dwyer, Captain, of Clapton and Dwyer fame, at the annual luncheon of the Society



Will Hay is a prominent member of the Grand Order of Water Rats. He is here enjoying himself at a "Rat" Dinner with Wee Georgie Wood (left)



From one woman to another—Nora Williams, vocalist, displays one of the treasures of her home



Helen McKay, of the flaming red hair and the attractive voice, is also a good cook. Here you see her in a domestic setting



Hildegard, most fascinating of vocalists, has lately added another string to her bow—dancing. In off moments she practises keenly

"IT'S A KNACK WE HAVE"

CARMEN DEL RIO, radio's beautiful South American songstress, tells Verity Claire how her countrywomen have a flair for making their own clothes, and also gives women readers some useful dress hints

— MAINLY FOR EVE —
 No. 3
 in an exclusive "R.P." series
"FOREIGN ANGLES ON FASHION"



Carmen del Rio's dark, flashing beauty is well suited by this glamorous gown

WHEN I called on Carmen del Rio, the beautiful singer who has appeared with so many broadcast bands—notably Walford Hyden's, Leslie Bridgewater's, the Orchestre Raymonde and the Continentals—I found her wearing pyjamas.

I don't mean that she was lying in bed with the prevailing flu. Oh, no! her pyjamas were of a distinctly dressy kind and most exciting, of green velvet with very full trousers and a brilliant scarf at the neck.

"I adore pyjamas," said Carmen, "and make no apology for wearing them about the house. I love the rather raffish ones! They make me feel grand. Especially in really vivid colours. I've got another pair in jade green, with a coral scarf.

"You know, in England it is so often cold, dark and wet that I instinctively rush into the brightest colours I can find to counteract the gloomy effect of the weather! I know that black is the smartest wear for every woman, it suits me, too, but I must have lightness and gaiety about me and, when there is no sun, coloured clothes are the next best thing."

"I suppose you wear black in your native land?" I said.

"Oh, yes," said Miss del Rio. "In Buenos Aires, where I was born and bred, we all wear a lot of black. Colours and white clothes, too, of course, but South Americans, as well as smart women all over the world, agree that black is the best of all."

"And what are clothes like in Buenos Aires?"

"Oh, but lovely! Simple and plain, and everything depends—"

"On cut!" I finished the sentence for her. "I know. Every single person who has talked to me about fashions says the same thing."

Good Cut is Essential

Carmen laughed. "Well, it's so obvious, isn't it? A badly cut frock can never look good. What is the use of spending 25/11 a yard on material and making a frock with a bad line? It's far better to buy something at 2/11 and have it cut simply and well. It will beat the most expensive gown hollow."

"And I suppose they take a great deal of trouble over cut in Buenos Aires?"

"Oh, yes," said Carmen. "It is a city of beautifully dressed women and known as 'the Paris of South America.' Women there practically live for clothes. Most of their day seems to be given up to making themselves look smart and lovely. And they succeed. Perhaps it is not a very worthy ambition to some people's way of thinking, but the effect they achieve is superb.

"They are very feminine in their dress—but by that I do not mean they are fussy. They like long lines, skilfully arranged drapery and beautiful materials. They are so—sleek—that is the word. Not only in their clothes but in every detail. Their hair, nearly always thick and very dark, is smooth and beautifully set—never fluffy and wind-blown. Their complexions are soft and creamy—like a magnolia.

"And their shoes! They are one of the best things to be found in South America. They are wonderful. Always court shoes or plain Oxfords, with fairly high Cuban heels, and the cut! They are exquisitely cut and fit like the proverbial glove. I think women in South America are better shod than in any other country I have visited.

"Fashions in Buenos Aires are always up to date. They come straight from Paris. South American women get Parisian designs before they come to London. It is the season, you see. It is summer there now and they are wearing the styles we shall have here later in the year."

"So they import their clothes straight from Paris?"

South American Methods

"Oh, no, not entirely. Many of them are made in South America from Parisian designs. They are very few large department stores in Buenos Aires and clothes there are more individual. You don't pay a lot of money for a frock and see half a dozen copies of the same model next time you go out. The shops are smaller and your clothes are made for you, to suit your own particular type.

"There is a great deal of private dressmaking done. Nearly everyone in Buenos Aires has her own 'little woman' who makes her clothes, and by whose talent she swears. 'Little women' are greatly in demand in South America.

"But although women think a lot about clothes they don't just long for expensive ones and save up money to buy them; they get material, sit down with their needles, and make dresses themselves. They have a great flair for good style.

"And in South America the poorer girls dress so well. They have little money to spend but they dispose of it to the fullest advantage. All South American women seem to have a naturally lovely carriage—one of the

most important things if you want your clothes to appear at their best—and even the poorest women look extremely attractive in their home-made clothes."

"They must be very clever with their needles," I said.

"Yes," said Carmen. "It is a knack we all have. I make most of my own things, you know."

"You do?" I said incredulously, knowing how very smart she always looks.

"Oh, yes," she replied. "Not tailored suits, of course, but all my evening clothes, pyjamas, and some of my day dresses. And shall I tell you the secret of successful dressmaking? It is to cut everything on the cross. I do not put a single piece of material into a frock unless it has been cut on the cross. That ensures a perfect 'set' and fit. I spend hours cutting out my frocks. I do it all on the grand piano, which provides such a large, flat surface! I'll show you some of my efforts."

"She went to her wardrobe and returned with an armful of beautiful dresses, all looking as though they had been bought at the most expensive Bond Street shops.

"This one," she said, holding up a dress of flame-coloured crepe, completely plain and with a little fullness at the back of the skirt, which made a slight train, "has a jacket to match, with a basque and wide revers. It is, as you see, very simple, but the style is good."

The next exhibit was a streamlined gown of ink-blue cire satin, with a little fishtail train. It was cut high to the throat and had no back, the waist being finished by a sash of lavender blue and cerise crepe.

"I love frocks to be high in front," said Carmen. "and I like no back at all for the evening. This has a pieced skirt, all on the cross, and it fits as though I'd been poured into it."

"And how do you like this one? It's my pièce de résistance in the way of home dressmaking."

I adored it, another high-necked, backless model of silver cloque, with a slight train. The hem was most original, edged with a half-inch wide band of diamante. With this frock go diamond clips and bracelet and Miss del Rio flourishes a green hankie to match her eyes.

Red is Her Pet Colour

"You seem to wear most colours," I remarked. "Have you any particular favourite?"

"I like them all," said Carmen, "but perhaps red is my pet. I love rich, brilliant reds, both for day and evening. I'm also very fond of lime green and shades of cyclamen. But you do have to be so careful with colouring. One jarring note and you spoil the whole ensemble. I saw a woman the other day who was very smartly dressed. She wore a violet frock that fitted her well, a black coat, trimmed with Persian lamb, a black hat, small and chic, black court shoes and good stockings. With this elegant outfit she had a brown bag and pale pink ear-rings! It was terrible. She could have looked quite perfect and had spoiled everything by a lack of attention to detail."

I agreed. Detail is almost as important as cut in good dressing.

"And I suppose you're another person who loves tailored suits?" I queried.

"Yes," said Carmen. "Oh, yes, not only tailormades but little coloured suits, as well. I have a lot of them and they are always smart. Mine, too, are in rather unusual colour harmonies.

"There is this one in mulberry red. It's rather a lovely shade, isn't it? With it I wear an ice blue blouse, a mulberry hat, nigger bag and shoes. It makes an interesting ensemble.

"Then there is this grey one—pale soft grey is so becoming to a dark woman, don't you think? This suit has a jumper in my favourite lacquer red, a red ring and chromium ear-rings and clips, and grey hat, bag and shoes.

"And how do you like my sage green suit? I love green and think it is a very good rule to dress to match your eyes. I have a mustard blouse with this costume. It's a difficult colour to wear, I know, but I think if you are dark it is successful. But I don't advise it for blondes, red-haired or light brown colourings."

"And what do you think about hats?" I asked.

"Hats?" echoed Carmen. "Oh, I fall for hats! I adore them, but never those with a brim. I like to see the world as it is, without any impediment! Very smart little models are what I like. Of course, in the summer it is different, then I wear picture hats, but for spring, autumn and winter I like brimless millinery.

"They are very fond of hats in Buenos Aires, you know. They wear them everywhere, all the time, even to dance in. Perhaps that is why I dislike a brim so much. You cannot dance well in a hat with a brim."

"Do tell me," I asked. "Do you ever wear jewellery?"

"Oh, but I do," said Miss del Rio. "I love it. Not expensive jewellery; I cannot afford that! But I have a lot of artificial jewellery. I love those barbaric gilt bracelets and lumpy rings and ear-rings. Big ones, plain in style, but in brilliant colours and unusual shapes. They put the finishing touch to a smart ensemble.

"They look particularly good with black and I wear them a lot. And that is because, for town wear and when I want to look my best, I always return to black. There is nothing so good. All over the world you will find the same thing—when you want to look well you wear black."



The vivacious beauty of Ruby Keeler could easily be destroyed with sombre make-up. Mr. Factor has succeeded in magnifying it with a careful plucking of the brows, eye make-up and the proper shade of lipstick for her full and charming mouth

The piquant beauty which is Joan Blondell's has been clearly defined by her make-up. Saucy eyes and spunky mouth not only match the lady but seem to belong to the pert little hat that she has tastefully chosen to wear



BEAUTY SECRETS

revealed by

RUBY KEELER

and **JOAN BLONDELL**

to **MAX FACTOR**

The Hollywood Beauty Genius

IN Hollywood we have grown tired of the old-fashioned vamp type. What we want is the outdoor girl—the girl with a natural personality and a natural face.

For example, the type we admire nowadays is represented by film stars like Ruby Keeler and Joan Blondell. It is true that these two girls are unusually attractive and full of what people call the "Hollywood glamour." On the other hand, I don't want you to say to yourself: "I am not a film star and I shall never be beautiful."

The point is that any woman can learn to make the best of herself. My job is to teach you how this can be done. And, in my opinion, the average English woman suffers from an inferiority complex. She does not realise that she is naturally beautiful, and she takes very little trouble to learn the beauty tricks and make the best of herself! In other words, the average English woman could be twice as good-looking if only she knew the Hollywood tricks!

FIRST of all, I want you to make a real study of your own features. No other human being on earth has exactly the same facial contour. Remember that. There may be a superficial resemblance, yes—but never try to emphasise it.

The two greatest assets to beauty are (a) to feel it within yourself, to believe in your own charm, and (b) to be strictly individual.

To show you what I mean by this I am going to tell you about Joan Blondell and Ruby Keeler. Now these two film stars both use a blonde shade of rouge and vermilion lipstick, but Joan's powder is olive and Ruby's powder is rachelle. If they both used that vermilion lipstick in the same way, as you might expect, the result would be most disappointing!

You see, Ruby has a sweet, rather sad little mouth. She makes it up right to the very corners and curves her lower lip deliberately and generously with make-up. Joan, on the other hand, has a laughing, slightly large mouth, with the lower lip a trifle more full than the upper one. So she never brings the lipstick quite to the edges, and she darkens the upper lip a fraction more than the lower one to make it seem equally full.

Now that is something every woman ought to remember.

During my twenty-eight years in Hollywood I have always found that mouths are comparatively easy to build or reduce. All it takes is a little practice with the lipstick.

Here are the lip rules: *With thin lips*, it is a simple matter to build them up at the centre so that they become more tempting, more feminine. *But thick lips* can be made more lovely by not filling them in entirely with lipstick. Make a mouth within a mouth, as it were.

And always remember that a little less colour on the lower lip and more on its partner will detract from the thickness of the mouth.

HERE is another little trick which is quite useful to us in Hollywood. When we want a "provocative" mouth, we deliberately increase the fullness of the lower lip.

Clara Bow was probably the first to do this. Now you see it in quite a number of stars—Ida Lupino and Ann Sothorn have both altered their lower lips.

With certain faces this little trick is very effective, but, of course, it must be done very delicately and the mouth must still look perfectly natural.

THEN there is the matter of the eyes.

Now Joan Blondell and Ruby Keeler both have blue eyes, but if Joan were to wield an eyebrow pencil in the same manner as Ruby she would look practically pop-eyed.

The gorgeous Blondell eyes are very big. They require very little accenting. A touch of eyelash make-up on the outer lashes, an eyebrow pencil drawn lightly just above the lashes of the upper lid . . . that is enough.

In order not to make her eyes appear too round, Joan Blondell extends the line with the eyebrow pencil to the outer corner of the eye, and blends it into a faint shadow.

But the great difference between these two film stars is that Joan has wide-awake flashing eyes and Ruby Keeler has the eyes of a dreamer.

What Ruby does is to draw a fine line immediately below the lashes of the lower lid, and then she softens it with her finger-tips until it is a mere shading. In this way she makes her eyes look very much larger.

GOOD THINGS TO EAT

By M. S. W.

IN my childhood salt cod and parsnips used to be regarded as Lenten fare, and unappetising indeed was the dish. But it need no longer be regarded as a penance; cooked properly, salt cod can be very good. There is also ling or tusk, a fish from Norse waters, very nice at this time of year, but just as harsh and unyielding unless it has a good soaking.

SALT COD AND PARSNIPS

INGREDIENTS.—A piece of salt cod, parsnips, two or more hard-boiled eggs, mustard or egg sauce, one uncooked egg, breadcrumbs, beef dripping or frying fat.

METHOD.—Wash the fish thoroughly, scraping off the rough scales but taking care not to remove the skin. Then trim the piece, and if necessary cut into smaller pieces, and lay in cold water to draw out the salt. The water must be changed every three or four hours, and it should have at least twelve hours soaking. Then put it into a fish-kettle with tepid water just sufficient to cover, bring slowly to simmering point, but do not let it really boil, or it will harden. Cook very slowly till tender, then drain well, place on a hot dish, mask with egg sauce, or mustard sauce and slices of hard-boiled egg, and surround it with fried parsnips. These should be par-boiled, then cut in lengthwise slices, egged and breadcrumbed and fried. This really makes a delicious dish.

During Lent many people prefer what are known as *maigre* dishes, but one need not use fish every time instead of meat. Cheese and eggs make good alternative fare. Children love:

STUFFED POTATOES

INGREDIENTS.—One large potato per person, for each potato a lump of butter the size of a walnut,



HOW IT'S DONE: When your cap leaks, just unscrew it at the joint, and replace the washer with a new one

a heaped tablespoonful of grated dry cheese, salt and pepper, and half a hard-boiled egg.

METHOD.—Scrub the potatoes, then bake them in their jackets. Split open with a very sharp knife and remove the contents. Flake the potato up in a basin, add butter, seasoning, grated cheese and the hard-boiled eggs minced finely. Well mix, then pile this mixture in the potato skins and brown quickly in the oven. Instead of hard-boiled eggs allow one raw egg to every three potatoes, and bind the mixture with this, as a change. Or, instead of grated cheese use the same quantity of cold fish, flaked up, and then season with a little minced parsley.

Eggs should be getting cheaper now, so that egg dishes can be served more often. Try:

STUFFED EGGS

INGREDIENTS.—One hard-boiled egg per person. To each egg allow ¼ teaspoonful minced parsley, an anchovy fillet, a dash of cayenne, salt and pepper, a piece of butter the size of a walnut and a slice of fried bread, also a few breadcrumbs.

METHOD.—Cut the eggs in half lengthwise and take out the yolks. Pound these with the anchovies and parsley, adding a little anchovy essence, if liked, and season to taste. Melt the butter in a saucepan, stir this in, cook for a few minutes, then fill the egg whites with the mixture, and place on rounds of fried bread, piping hot.

DRESSMAKING WITHOUT HEADACHES!

“Radio Pictorial’s” Great Pattern Service

IT’S a brand new invention that “Radio Pictorial” is anxious to introduce to its women readers—a Paper Pattern that Makes it Impossible to Make Mistakes.

It’s true. At last somebody has been clever enough to think of a pattern that is not only easy to understand but—it’s all in one piece! Just fancy having to deal with a straight piece of paper—like a length of wallpaper, only made of the finest tissue—instead of the usual puzzling assortment of oddly shaped pieces.

Unfold the pattern and lay it along the material, as you would lay a carpet along a landing. It will turn out to be exactly the same length.

Place the edge marked Selvedge on the selvedge and the edge marked Fold to the folded edge of the material.

Pin the pattern down. **AND CUT.** “Cutting-out” now really means just cutting along a perforated line.

It is **IMPOSSIBLE** to make any cutting-out errors.

Never again will you cut two sleeves for the same arm. The pieces are already arranged in the correct position for you.

It is **IMPOSSIBLE** to waste material.

No more juggling with “Collar Front” and “Skirt Back” to make them fit into your fabric. It is all done for you, fitted in like a jigsaw puzzle that you have already solved. You buy exactly the yardage you need—no more. It is **IMPOSSIBLE** to spoil the design by lengthening or shortening.

A Patent Alteration Panel is included which makes it simple to lengthen or shorten the garment as required.

The models are designed by experts. They are taken from the latest Paris showings and give you all the up-to-the-minute fashion points, yet an All-in-One Foolproof Pattern can be made up in a few hours.

Of course, an illustrated Sewing Guide, with complete directions and diagrams for

Introducing to readers the **ALL-IN-ONE FOOLPROOF PATTERN**—a new departure in home dressmaking. Dazzlingly easy to cut out and make up. If you make your own clothes, or if you only wish you could—don’t miss this page!

making, is included with the pattern.

With this new method:—

You don’t have to sort out the pieces of the pattern.

You don’t have to fit them into the available material.

You don’t have to worry about Right-way-up or selvages.

You don’t have to allow for seams.

It’s a pattern that makes it impossible to make mistakes.

Next week in our Special Beauty Issue, we are offering readers the choice of two “Foolproof” patterns—

one the simple but fascinating little housedress that is worn so charmingly in the photograph on this page by Helen McKay, and the other a very attractive town dress cut on the slimmest, smartest, most sophisticated lines. The first is a practical, adaptable, charming “little dress,” the sort that you can live in all day long; the other dress expresses the very spirit of Spring 1937, square as to shoulder, clinging as to skirt, featuring a small, round collar and new version of the epaulette in a contrasting colour.



A pattern as uncomplicated as a roll of wallpaper

AND THE COST?

We are glad to be able to announce a special concession to readers in this respect. A Voucher Coupon will be given on this page next week, worth 3d. of your money. With this Coupon you will be able to obtain the All-in-One “Foolproof” Pattern at three-quarters of its real price—i.e., NINEPENCE instead of a shilling.

Look out for the first two designs and full details of our new pattern service next week. The dresses are delightful to look at and delightfully easy to make.

5/- HINTS

Five shillings are offered for every hint published on this page. Send yours to “Radio Pictorial,” Hints, Chansitor House, Chancery Lane, London, W.C.2.

MACKINTOSH BUTTONHOLES

WHEN the buttons of a mackintosh become frayed, it is very hard to mend them. The following hint will be useful: rub a little soap on a needle, wipe with a soft cloth, then warm the needle by the flame of a candle. The needle will then go through the thickest oilcoat, and the buttonholes can be mended quite easily.—Mrs. F. H. Parks, “Valencia,” Tor Road, Peacehaven, Sussex.

COAL DUST—HOW TO USE

COAL DUST mixed with wet clay makes a very economical brickette which will easily burn.

Unfortunately, clay is not readily obtained by those who live in cities. A much more practical way of using up the coal dust, then, is to save all the thick sugar bags, to wet them and to pack them with coal dust mixed with tea-leaves. These packages will burn splendidly. — D. Monday, “Allegro,” Seathorpe Avenue, Minster, near Sheerness, Kent.

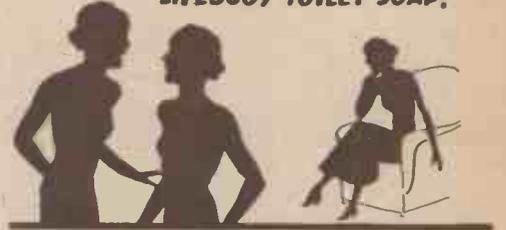


MY HAIR, MY SKIN, MY DRESS—ALL LOVELY. I KNEW I WAS ATTRACTIVE.... AND YET ANOTHER LONELY EVENING



It hurt—but it helped!

HEARD ONE NIGHT—“BUT SHE SHOULDN'T BE SO CARELESS! NO ONE NEED HAVE “B.O.” IF THEY USE LIFEBOUY TOILET SOAP!”



LIFEBOUY TOILET SOAP EVERY DAY NOW FOR ME—DEEP CLEANSING LATHER WASHES EVERY TRACE OF PERSPIRATION AWAY—ENSURES PERSONAL FRESHNESS



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(1293 metres)

EVERY SUNDAY EVENING 6 to 6.30 p.m.

AMBROSE AND HIS ORCHESTRA

presented by the makers of

LIFEBOUY TOILET SOAP



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A LEVER PRODUCT

Helen McKay, lovely radio redhead, wears a “Radio Pictorial” frock made from the All-in-One Foolproof pattern. Full details next week



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 EVERY MONDAY MORNING—
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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.

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**Make yourself
 A JERSEY LIKE MARIE'S**



Blue was the colour chosen by Marie—it looks so delightful with her chestnut hair and green eyes

Expert knitter as well as charming vocalist, Marie, of the "Three Sisters" who sing with Henry Hall, gives you directions on this page for her new spring jumper designed by herself. It's called "Musical Notes." Isn't it charming? You can make one for yourself just like it

SLEEVES (both alike)

With No. 9 needles, cast on 84 sts. and work 8 rows of ribbing. Now work in patt., inc. each end of every 4th row until you have 96 sts. Shape top of sleeve by K. 2 tog. each end of every row until 26 sts. rem. Cast off.

JABOT

Use No. 10 needles and double wool. Cast on 30 sts. K. 5 rows garter st. (every row plain).

6th row—K. 2, P. 26, K. 2. 7th row—Knit. 8th row—As 6th. Rep. 7th and 8th row twice. 13th row—K. 2, join in dark wool, K. 26, change to light wool, K. 2. 14th row—As 6th.

15th row—Knit. 16th row—As 6th. 17th row—Knit. 18th row—K. 2, join in dark wool, P. 26, change to light wool, K. 2.

19th row—Knit. 20th row—As 6th. 21st row—Knit. 22nd row—As 6th.

Rep. last 10 rows, then the 13th row once again. Work 9 rows stocking st., keeping 2 plain sts. at border. Next row—K. 6, cast off 18, K. 6.

Next row—P. 4, P. 2 tog., turn. K. 2 tog., K. 3, turn. P. 2, P. 2 tog., turn. K. 2 tog., K. 1, turn. P. 2 tog.

Knit second set of 6 sts. to match.

TO MAKE UP

Sew up seams, and put in sleeves. Embroider notes on jabot in chain stitch. Press and sew on to neck. Work 1 row double crochet round neck. Do not press jumper.

NEXT WEEK

GRACIE FIELDS

begins her Radio Reminiscences. Specially written for "Radio Pictorial."

Many other brilliant features in our Special Beauty Number.

Order your copy to-day!

Materials.—4 ozs. Copley's 2-ply "Excelsior" Shetland Wool; or Paton's Super Scotch Fingering; or Golden Eagle "Pearlsheen" 2-ply: 1 pair No. 12, 1 pair No. 10, and 1 pair No. 9 needles.

Measurements.—Length to top of shoulder, 19½ ins.; length of sleeve along seam, 2 ins.; to fit 34-in. bust.

Abbreviations.—Sts., stitches; K., knit; P., purl; tog., together; rep., repeat; rem., remain; inc., increase (ing); dec., decrease (ing); patt., pattern.

Tension.—15 sts. to 2 inches.

The Pattern consists of 4 rows: 1st row—K. 2, P. 2, K. 2, P. 6, rep. to end of row. 2nd row—K. 6, P. 2, K. 2, P. 2, rep. to end of row. 3rd row—K. 2, P. 2, K. 10, rep. to end of row, ending K. 8. 4th row—P. 8, * K. 2, P. 10, rep. from * ending K. 2, P. 2.

BACK

With No. 12 needles cast on 108 sts. 1st row—K. 1 into back of st., P. 1. Rep. this row for 3½ inches.

Change to No. 9 needles and work in patt., inc. 1 st. at each end of every 8th row until work measures 12½ inches.

To Shape Armholes.—Cast off 8 sts. at beginning of next two rows, then K. 2 tog. each end of every row until 90 sts. rem. Continue without dec. until armhole measures 7 inches.

Cast off 10 sts. at beginning of next 6 rows. Cast off rem. 30 sts.

FRONT

Work as for Back until armholes measure 4 inches, then K. 36 in patt., cast off 18, K. 36 in patt. Leave the first set of 36 st. on a spare needle for the present and work one side thus:

On the neck edge K. 2 tog. every row until 30 sts. rem., then work without dec. until armhole measures 7 inches.

Cast off 10 sts. at armhole edge, K. in patt. to end of row. K. in patt. for next row. Rep. these two rows twice. Cast off. Now pick up the 36 sts. from the spare needle and work second shoulder to match.

Between You, Me and the Mike

by Margot Jones



Rosalinde Fuller, beautiful gipsy

“HONEY, YOU’VE GOT TO TAKE YOUR FROCK OFF!”

Featuring Rosalinde Fuller, Eddie Pola and Stella Roberta

“I wanted to turn round and say ‘I’m meant to have a common voice! I’m a peasant!’”

In her first Hollywood film she had to cry. The time came. “Leave me alone for a moment,” she said, “and I can do it.”

“I just think of a very sad thing that happened to me once,” she said, “and the tears come.”

“Aw, we don’t do things that way here,” they said. They called for menthol and onions. She was told to put a little menthol on her lower lid.

No result. Then she sniffed onions. Soon everybody else in the studio had tears pouring down their cheeks. Not Rosalinde. “It was so funny; I felt that nothing could make me cry then.”

At last they gave it up, and left her alone to cry.

“But even then,” she said, “the man behind the camera would insist on trying to help me. He hopped about like a monkey. ‘Think of your husband,’ he roared. ‘Think of him going away and leaving you. Think of the baby!’”

That finished it. She burst out laughing.

First time in a West End musical comedy and the only one who wasn’t nervous on the opening night of *On Your Toes*, clever show now running at the Palace, London. Eddie Pola remained his happy and imperturbable self, while Gina Malo, he says, was in “a terrible state.”

Eddie’s the only comedian I ever heard of who admits that his jokes aren’t new.

His broadcast on March 22 is called “100 Jokes in 10 Minutes. Not One of Them New.”

“You wrote the act yourself?” I said.

“I remembered it,” said Eddie. “They’re all as old as I can get. And I guarantee,” he added, “that fifty per cent. of them will be new to ninety per cent. of the audience.”

Dark-eyed, dark-haired Stella Roberta looks like a glowing hot-house flower. Rose-coloured velvet bodice, richly embroidered skirt and apron in green and red and gold are the setting for china-white arms and white and pink complexion.

Looking at her flashing, half-closed eyes, you believe her when she talks of being “temperamental.”

That’s Mantovani’s sister, who sings with the *Tipica Orchestra*. It’s an arrangement that suits them both.

Mantovani has got a vocalist who is “different,” who fits in with the colourful, Continental atmosphere of his strings. Italian-blooded Stella is in her element as she sings Southern, romantic airs.

The most startling adventure of Stella’s life happened when she was two.

She was actually stolen by gipsies.

When the police took up the trail she was abandoned at a railway station, where she was found by a *gendarme*.

In her dressing-room between shows, Stella listens-in. Her set is going most of the time, tuned-in to musical comedy whenever possible.

RARE and surprising thing happened recently in *All For Love*, the Antony and Cleopatra play. There was a “technical hitch” as “Wandering Mike” recently mentioned. Rosalinde Fuller was Charmian in the play.

“There we were, standing round the mike,” said Rosalinde. “Deadly serious, tense. Then two pale faces peeped in at the door—agitated ones. I slipped out into the passage, where I could listen-in to the loudspeaker. It sounded just as if somebody was vomiting! Cluck, cluck, cluck, sputter, gulp . . . it was so funny! We were being so earnest, quite unconscious that all our efforts were coming out like that!”

The whole cast trooped out into another studio. In vain. They trooped back again. Quite soon the matter was put right, but it was an awful moment while it lasted!

Rosalinde Fuller, dark and lovely, entrancingly talkative and gay, is the sort of exciting person that things happen to.

She was in America when the whole of New York was discussing John Barrymore’s forthcoming *Hamlet* and wondering who was to be Ophelia. Rosalinde, then a small-part revue actress—a *diseuse*—was sent for by Barrymore.

“Have you ever played Ophelia?” he said.

Rosalinde had never played ANY Shakespearean part.

“That doesn’t mean you couldn’t?” said Barrymore.

And so Rosalinde’s first speaking part on the stage was Ophelia.

“Barrymore was darling to me,” she said.

Her first broadcast from the American studios was in a modern drama. She turned up in a magnificent cocktail dress of taffeta, with a swishing train.

The producer approached. “Honey, you’ll have to take your frock off,” he observed.

Rosalinde gasped. You expect to be knocked breathless in America, but this seemed to be going far.

“I’m afraid I can’t possibly do that,” she said.

“Why?”

“Sorry, you’ve got to take it off,” he said.

In the end, she found that the rustling of the taffeta, magnified by the mike, would drown the show. So she had to discard her beautiful dress, and do that broadcast wrapped up in a man’s overcoat.

Rosalinde has appeared in seven films.

The first time, she went to see herself, accompanied by her father and mother, who were so excited they could hardly breathe. They went to the early show and sat in the front row of the dress circle.

Two fat women were behind them. The first remark they made was: “Hasn’t she got a common voice?”

Awful moment.

Lovely TO HER FINGERTIPS



HANDS are touched and held as well as seen: in dancing, while one rests on your partner’s shoulder, he clasps the other—he cannot help but notice them! How fortunate that the simple, inexpensive Hind’s treatment keeps them soft, white and lovely in spite



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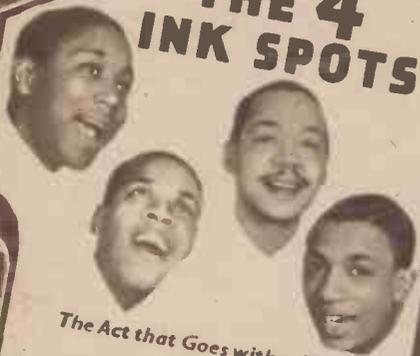
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Four dusky boys from Harlem in a show that became the rage of America. A syncopated medley of the latest negro hits to set you swaying and tapping in swing time. With Eddie Matthews, great negro baritone, and the Headman, Ceremonies ... it "sure am" some programme.

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RADIO NORMANDY - Weds. - 3.30 p.m.

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RADIO LYONS - Sunday - 5.15 p.m.
RADIO NORMANDY - Wednesday - 3.45 p.m.

CARSON ROBISON

AND HIS
OXYDOL
PIONEERS



Radio's Most Colourful Show
in the

OXYDOL QUARTER HOUR

The most original programme on the air ... a quarter hour on the "C.R." Ranch. Quaint cowboy jests to set you laughing ... haunting melodies of the Western plains that awake an answering note of sentiment in every listener. A happy, care-free crowd who've won fame with a programme that's fresh and different.

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RADIO LYONS - Sunday - 5.00 p.m.
RADIO NORMANDY - Wednesday - 3.15 p.m.

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(by Gil Chard)

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3.15 to 3.45 p.m.
LIGHT MUSIC
by the Station Orchestra
7.15 to 7.30 p.m.
SONGS OF BRITAIN
arranged by British
Authors and Composers Assocn.)

WEDNESDAY

7.0 to 7.15 p.m.
LIGHTNING FINGERS
"By Request" Dance Numbers
played by
BILLY MAYERL

THURSDAY

7.0 to 7.15 p.m.
CURRENT FOOTBALL FORM
By **JACK COCK**
(The Famous Ex-International)

FRIDAY

3.15 to 3.45 p.m.
LIGHT MUSIC
by the Station Orchestra
11.0 p.m. to 1.0 a.m.
DANCE MUSIC

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from the
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LUXEMBOURG**
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1932-1937 "HENRY HALL SPEAKING..."

This is a big week for HENRY HALL. He is celebrating his fifth anniversary as leader of the B.B.C. Dance Orchestra, a position which makes him the most influential and important man in British radio dance-music. In this exclusive interview with a "Radio Pictorial" representative, he discusses his job, some of its difficulties, and some of its thrills

FIVE years ago Henry Hall formed the B.B.C. Dance Orchestra and, by so doing, became the most important personality in British radio dance-music.

Ever since that momentous day in March, 1932—how strangely far-off it now seems!—the limelight has been flooded ruthlessly on Henry and his activities.

Every decision, every action, every opinion of Mr. Hall has been news. He is the most-discussed figure in radio. Some dislike his band. Thousands more revel in it. But none that I know dislikes Henry personally and, certainly, none disputes his right to occupy his proud position.

Change there has been in his band, but no decay. For five years Henry has dedicated himself to the interests of the listening public. It has been a difficult, nerve-racking task—but it has also been a gigantic, thrilling adventure.

In his neat, business-like office at Maida Vale I chatted with Henry. He talked, as always, without egotism, but I could easily sense that he is proud of his band and of his achievements. For him not to be would stand as a new record in false, foolish modesty.

"I'm up to my eyes in work at the moment, trying to select the cream of the numbers to be played in my anniversary programmes," said Mr. Hall. "I want them to be reminiscent of all five years of the band's history. Naturally, they will be drawn mainly from the numbers most requested by listeners."

He pointed to his files. Rows upon rows of neatly-bound green volumes, containing between them 26,000 hits, past and present. Hidden somewhere in those volumes are the "Hall Marks" that will make next week a gala one for his millions of listeners.

Dance-music's Show-window

"I think the B.B.C. Dance Orchestra has good cause to be proud of its position," continued Mr. Hall. "Naturally, we have our critics, but they must remember that we are in a rather different category from most bands."

"We are the show-window of dance-music. Unlike certain bands whose policy is to play hot music, and others who concentrate entirely on sweet music, we have to cater for every taste."

"My policy is to present to the public the tunes that are in the news. We can almost be likened to the stop-press in a daily newspaper. Thus, sup-

posing a big new musical show is staged in London, it is my job to give people the opportunity of hearing the numbers from that show at the earliest possible moment.

"Even though people up North may never have a chance of seeing the show, they will be interested to hear the numbers. People sometimes say to me: 'Why on earth do you play such-and-such a tune?' Well, it's my experience that clever showmen like Cochran and Jack Waller never have tunes in their shows that can be regarded as unimportant. Therefore, when a tune is in the news, in it goes."

"It is part of my policy to see every new musical film and show, simply because the melodies in such shows are bound to be discussed, and a big proportion of my public will want to hear them. So, when it comes to deciding between playing an important new number and, say, a version of 'Tiger Rag,' the new number has to go in. You can hear 'Tiger Rag' played anywhere and everywhere. It's my job to let you hear the tunes that you cannot hear everywhere else, and to let you hear them while they're red-hot."

Star-making

"I cannot rely on giving the public dance-music pure and simple. I've got to give them a show. That's why my 'Guest Nights' and the 'Henry Hall Hours' have pulled. There's something of everything in them—rhythm, comedy, even a serial playlet."

"The changes in the band have been made with one object only—to increase the flexibility of my programmes. In three years the band has been almost doubled in size, and each addition has been made with a purpose."

"I'm proud of being able to say truthfully that the B.B.C. Dance Orchestra has made more stars than any other outfit. Just think of some of the names—Les Allen, Kitty Masters, Phyllis Robins, Bob Mallin, Dan Donovan, George Elick, Eddie Carroll, Molly, Marie and Mary (The Three Sisters), Oliver Wakefield, Len Bermon, Bert Yarlett, Vivienne Brooks, Elizabeth Scott."

"Some of these were known before they joined me, and would have been famous anyway. But association with the B.B.C. Dance Orchestra has undeniably brought them in front of the public as no other method could have done."

"I'm proud, too, of the fact that I can claim to have helped the cause of British dance-music. I play, on an average, 47 per cent. British tunes, which, I think, is a fair proportion."

"Sometimes people criticise me because they say the band does not play correct dance tempo. My only reply to that is to ask a simple question: 'When I go on the air at 5.15 (or even at night), how many people will want to dance to the band?' No, radio dance-bands are for listening, not for dancing. Christmas Day, New Year's Day, and Bank Holidays are about the only times that people want to dance in their homes, in my opinion."

"Keeping up to standard has been no easy task. I can claim to have been on the air more than any other broadcaster in this country and, naturally, the more one is heard the more open one is to be shot at."

"Looking back, I can remember some big thrills. My first Command Performance was probably the biggest. Remember that it was

the very first stage appearance of the band—that would have been sufficiently un-nerving. But consider the occasion!

"My first trip to New York, and the broadcast I did there, were other great thrills. So, I suppose, was making my film."

"Altogether, in five years, the band has broadcast for about 2,000 hours, and that has entailed at least 10,000 hours of rehearsal, apart from conferences, and time spent on arranging music, planning programmes, and seeing new shows. So you will see that there is plenty of work behind your radio entertainment."

"My fan-mail has now reached a total of a quarter of a million letters, and very valuable those letters have been too. They have helped considerably to keep me on the right lines so far as providing entertainment that will please most of the people most of the time."

"And it has all been great fun. The words, 'Here's to the Next Time,' that fade-out my programmes are always sincerely echoed in my own heart."

And in ours, Henry.



"H.R.H." — a new and unconventional portrait

EXCLUSIVE

SPECIAL ANNIVERSARY GREETINGS from HENRY HALL to YOU!

HELLO, Everyone! You have been listening to the B.B.C. Dance Orchestra and, I hope, enjoying the programmes we have played to you in the past five years.

In the words of our signature tune, we give you all our greeting, with a special greeting to our many regular listeners who are also regular readers of "Radio Pictorial"

Henry Hall



BARRY WELLS SAYS . . .

"Meet th

LOOKING back, folks! Mention of March, 1932, brings back many memories. . . . Mr. de Valera was appointed President of the Irish Free State Council . . . Forbra won the Grand National . . . M. Briand, the French President, passed away . . . Sydney Harbour Bridge was opened . . . Jim Mollison set up a new air record by flying to the Cape in 4 days 17 hours 19 minutes . . . Gar Wood flashed into fame in his speed boat at a speed of 111.72 miles an hour . . . Cambridge won the Boat Race (yes, again!) and . . . **Henry Hall's B.B.C. Dance Orchestra hit the air for the first time!**

Much music has passed through the ether since that memorable day. The band has expanded beyond recognition. Stars have been made and departed to fresh fields. Some of the "Old Brigade" still remain. New musicians have joined the band.

But one thing has not altered, and that is the spirit of the band. The boys of the B.B.C. Dance Orchestra remain one of the happiest families in radio, a gang of grand musicians and great fellows.

Students of modern dance-music will know the achievements of the members of the band. Come along with me to Maida Vale and meet them as men . . . get to know what they are like when the red light flicks off and the strains of "Here's to the Next Time" fade away, to leave them off duty.

The most striking personality of the lot is "The Guv'nor," Henry Hall himself. His face is familiar to you all, but few know this quiet, reserved forceful man. He is tall (dwarfed only by the giant Burton Gillis), slim, very neat and courteous.

Walks almost with a prowl, smiles constantly with his eyes, even when his lips are unsmiling. Favourite colour for clothes seems to be brown. His methods are business-like and unobtrusive and he gets his own way for two reasons (a) because he knows what he wants and has always got good reasons for his wishes and (b) because his boys adore him.

Henry is married and has two kiddies, Betty and Mike. Mrs. Hall wisely refuses to obtrude on the public life of her famous husband. Henry's few leisure moments are spent in reading, listening to music and motoring. Likes simple, countryside holidays. Talks charmingly and well and occasionally enlivens his remarks with a few terse, salty epithets. . . .

His two right-hand men in the band are George Hodges and Burton Gillis. The former is his announcer and manager, a Bristol-born man who is the epitome of tact and debonair politeness. Dark, slight, youthful-looking. I doubt if he has a private life; always he seems to be "on the job," and believe me the job is no sinecure.

Burt Gillis is leader of the sax team and Henry's deputy. One of the five men who has been with the band throughout its five years at the B.B.C. He is a Hastings man, stands six feet three, weighs fifteen stone, and is known to the boys as "Butch."

"Butch" is married, has two girls and a boy, and lives in the wilds of Essex. Loves cricket, classical music and going to the cinema. He is the son of a man in the piano trade, so he has music in his blood! Used to play clarinet in the Army.

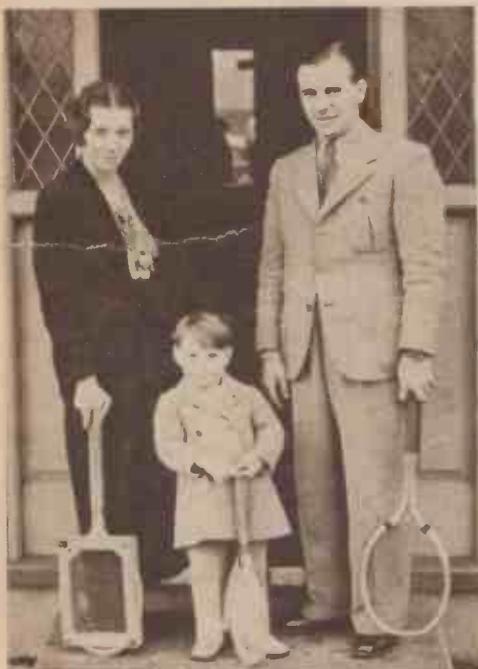
Henry has three crooners at his command. Parade, shun! Reading from left to right, Dan Donovan, Georgie Elrick and Bob Mallin.

Blue-eyed Dan, born in Cardiff, but Irish to the back-bone, handles most of the sentimental stuff. He stands five-feet ten and weighs over twelve stone. He's a keen athlete, particularly fond of rugger and boxing, likes gangster films, Oppenheim thrillers, things mechanical, carnations. Hates dressing-up. Favourite garb is battered tweeds and a sweater.

Has a strange, multi-coloured selection of pullovers, mostly knitted by Mrs. Donovan. Fourteen-months-old Sheila Donovan is his especial pride. Is calm and phlegmatic at the mike, with a strange characteristic—he always cups a hand round his ear when singing. Ambition, films.

Little George Elrick (five feet six and a half, though

Family Group. Dan and Betty Donovan, with chubby little Sheila



(Left) George and Alice Elrick and young Master Ian are keen tennis fans: (right) George Hodges, Henry's popular manager



Bob Mallin is the latest recruit to the band



Molly, Marie and Mary (in that order) take "Spice" for a stroll in the park





... Band"

THE B.B.C. DANCE ORCHESTRA is heard but not seen. Yet it's full of personalities. This intimate article presents pen-pictures of the twenty-seven people who comprise the most talked-of radio band of the day. Five years old and still as popular as ever!

I'm beginning to doubt that half inch I) is an idol with listeners. He's the drummer-vocalist who won fame overnight with his comedy numbers. George is usually bang in the centre of any fun and games going on at rehearsals. He's Scottish, of course. Married with one son, Ian. Twenty-six-year-old Elrick was once a commercial traveller and studied medicine before turning to music.

He does not smoke, plays golf, table-tennis and soccer. Drives a giant black S.S. car, likes rice pudding and evening dress, hates spinach, loves liver and bacon.

Crazy about dance-music, enjoys tinkering with electric light fittings, confesses that his favourite colour is lavender, and collects autographs.

Dark, curly-haired Bob Mallin is a youngster in his early twenties. Our readers regard him as the "Hill-Billy" king and he was discovered romantically by H.R.H. when the latter was on holiday. Wears strange-coloured shirts and only talks when he has to.

Let's meet the rest of the saxophonists, all men with sax-appeal. They are Eddie Cromer, Freddy Williams and Jack Halsall. Cromer and Williams are two more of the Old Originals.

Eddie Cromer is small, dark, clean shaven. A London man who seems perpetually cheerful, finds it difficult to keep still when talking to you, possesses an infectious chuckle and is known as "The Etcetera Man" because, apart from his sax, he can play the piano, clarinet, trumpet and oboe. Has been married for eight years and has a child four years old. When I first met him he'd been married for five years and was still ringing up his wife at every break in the programme! Devotion! Eddie's keen on interior decorating.

Freddy Williams is an expert on those strange instruments that we hardly know... things like "the fountain pen," "the goofus" and so on. He's also slim and slight, immaculately brushed hair, bespectacled. He was born in London and is happily married.

Blackpool's got everything necessary for entertainment except one thing. That's Jack Halsall. And Blackpool used to have Jack, for that's where he was born thirty years ago.

He's a crack footballer (used to play in senior amateur football) and is a proud father of an eighteen month-old daughter, Jacqueline. Is reputed to have to get up half an hour earlier than the rest of the band... to get that "down-the-middle" hair parting accurate!

The two other "Originals" are Joe Hitchenor, violinist, and George Dickinson, guitarist. Joe used to be the babe of the band, until Billy Smith came on the scene. Another non-smoker, though he hails from Nottingham (where the Players please particularly). He's nearly twenty-five and went straight from the Trinity College of Music to Henry Hall.

Joe's keen on football and tennis, but his real hobby is dancing, and he shakes no mean ankle. Unmarried (N.B. All applications direct to Maida Vale and not to RADIO PICTORIAL!). Known as "Professor" because he got several of the boys busy on the Hay Diet this year!

George Dickinson is the band's punster-in-chief. Possesses unruly hair, a brave moustache and an incurable habit of tinkering with radio sets. Other people's, mainly. Way back was an electrician, but says he lost ambition so became a musician. Another

Lancashire lad, married, and an inveterate gardener.

"Play, fiddles, play!" When that injunction goes forth Joe Hitchenor gets on the job, together with Cyril Harling, Eric Cuthbertson, Bert Powell and Syd Williams.

Cyril comes from Leeds (and knowing Leeds I don't blame him!) and he's another bachelor. Golf, swimming and poker are his main interests. He has black, curly hair, a dark complexion and is in his early thirties.

Syd Williams has been nicknamed "Farmer," but I can't find out why, and Syd won't enlighten me. He's another soccer, cricket and golf fan and is twenty-eight. Short, dapper, with a trim moustache and smooth hair. Born in Barry, but insists he's not Welsh. Well, you work it out.

Syd, at the moment, is in the "proud father" stage. His wife, who was in Leslie Henson's show, *Seeing Stars*, has just presented him with a son—David.

Slimmest man in the band (official) is Bert Powell. Hence his nickname "Spider." Another eligible bachelor, elegantly dressed, with curly hair and a moustache that is a joy to the eye. He also was born in Barry, is 28 and is a keen motorist and a Shove-Ha'penny addict.

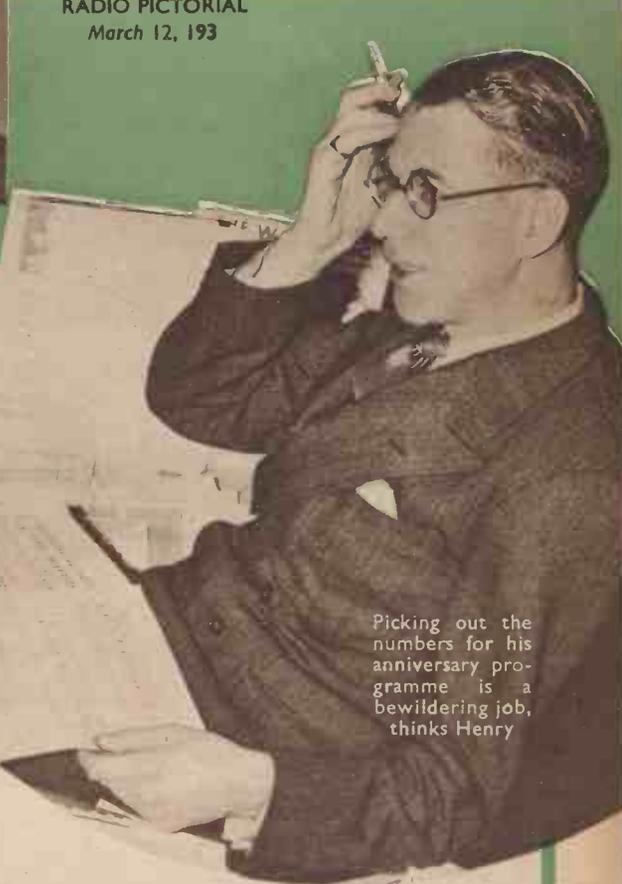
Tall, stalwart, good-looking, with fair curly hair and a somewhat precise bearing, Eric Cuthbertson is a Birmingham lad, and yet another who has, so far, dodged Cupid's onslaught. The merciless band-boys have nicknamed him "Harry Wharton," after the famous schoolboy character. But Eric only grins good-naturedly. Cricket, golf, squash and theatre-going fill in his odd moments.

Buddy Bramwell mentioned recently how table-tennis has hit Maida Vale like a thunderbolt. The boys have gone crackers over the game and it has almost ousted "Monopoly" in their favour.

The band's "Barna" is Freddie Mann, third trumpeter. Freddie's a bit thin on the top and is irreverently referred to by the boys as "Daddy" or "Grandad," but he's not so old as he looks and can certainly nip around a table-tennis table like a two-year-old. As he plays golf, cricket, billiards and cards equally well, Freddie can be called the "All-Round Man" of the band. Was born at Birmingham. Freddie is fond of cigars.

Trumpeter No. 1 is Charlie Price, another man with a ton of experience. He hails from Brecon in South Wales and is married, with two children, Philip and David. He's a grand swimmer and also dabbles in home-carpentry, so is as useful around the house as he is in the band.

The youngest member of the band is Billy Smith, who is, I think, about 22. He's another Scot and is the keenest footballer in the band. Dark-haired, pale, with spectacles. He's the third of the trumpet team.



Picking out the numbers for his anniversary programme is a bewildering job, thinks Henry

Who's next for the Parade? Here come two trombonists, Eric Tann and Tony Thorpe. Now Tony's name makes news in this band, because he's about the only member of it who has so far resisted the lure of table-tennis. His hobbies are swimming and the building of a "Flying Flea," which, I understand, has yet to have its maiden flight! He is a Canadian, hence his nickname, "Elmer."

Eric Tann is broad and stalwart, with a crop of curly fair hair. He is a Londoner, is married and is a keen boxer.

The third trombonist is Freddie Welsh, as broad a Scot as they make 'em, hailing from Glasgow. Possessed of a dry humour, he insists (and this is serious) that his hobby is the study of logic. I guess he needs it to deal with some of the gay, irresponsible lads of this outfit!

Another bachelor is Theo Farrar, a Manchester man, one of the quietest and most pleasant men in the band. He is the bass player. I always feel sorry for the man who plays "the bull." He rarely gets any limelight and also has the added misery of having to handle the most unwieldy instrument in the band. But Theo seems to thrive on it. Maybe he takes it out of his car, which is his passion. Started his business career in an engineer's office.

Another Welshman is Stuart Knussen. Of course, with a surname like that his nickname was inevitable. Stuart Nuisance he became in the first week. But only in name is this popular 'cellist a nuisance. He is married, with two sons, and is a keen cricketer and fisherman. Also fond of reading, with tastes that lead to South Sea adventure.

I introduced Bert Read, the pianist, a week or so ago. Remember that he's 27, married, and a keen golfer and motorist. Composes in his spare time and is dark-haired, neat, and once aspired to a career as a research chemist.

Doggone it, where's my chivalry? I've left to the last none other than the Three Sisters, Molly, Marie and Mary. Only their birth-certificates could reveal their real names—since joining Henry they've become the Ladies of No Surnames.

Marie is the babe of the trio. She comes from (Please turn to page 30)

KEY TO THE PHOTO-STRIPS

(Top): 1, Cyril Harling; 2, Syd Williams; 3, Joe Hitchenor; 4, Bert Powell; 5, Eric Cuthbertson; 6, Bert Read; 7, Theo Farrar; 8, George Dickinson; 9, Burton Gillis;

(Bottom): 11, Billy Smith; 12, Charlie Price; 13, Stuart Knussen; 14, Eric Tann; 15, Freddie Welsh; 16, Tony Thorpe; 17, Freddie Mann; 18, Eddie Cromer; 19, Jack Halsall





HENRY'S OTHER VOICE



As gramophone artistes Henry Hall and the B.B.C. Dance Orchestra have created 47 miles of music!

By HERBERT C. RIDOUT

HENRY HALL alternates between two microphones all the year round. One is that through which is transmitted his radio programmes. The other he faces when he is making his gramophone records. He is an old hand in front of both of them.

In his Gleneagles days Henry Hall had a following big enough to make records a worth-while commercial proposition, though it seems something of a shock (in the light of more recent history) to find him represented as recently as 1929 by records of an *Eightsome Reel* and a fantasia on Scottish airs.

But with a recording experience extending over eight years or more, it is not surprising to find that Henry Hall is to-day regarded as an easy subject in the recording studios. Not that he is easily satisfied with results. On the contrary, he is one of the most exacting artistes—just as precise and insistent as any prima donna, but not so fussy or inconsistent.

He will have things right. Not merely the tune and the rhythm, but the balance and, above all, the atmosphere. And he gets these right from the start.

The recording experts will tell you, with tears in their eyes, of artistes and conductors who come to the studios professedly ready to "knock off half a dozen records before lunch" and who prove to have left so much to be settled on the spot that successfully recording a single title may represent a whole morning's work. Not so Henry Hall.

He knows what he wants and comes up prepared to give it to us. Everything nicely timed and straightforward. He's slick, too. Sometimes spots a little detail that can be improved, and does not hesitate to make the change without time-wasting.

This comes of an organised mind. Henry Hall early learned two things in connection with recording for the gramophone. He had to anticipate what was going to be a hit, and record it with lightning speed to ensure its issue by the moment the public began to ask for it, and because of that he had to rehearse specially, and strenuously, to get the perfect rendition.

Henry Picks the Winners!

If he could have played the title to radio audiences for a week or two before recording, he could have achieved the final form easily, smoothly and with some leisureliness. But by that time, an impatient public would be clamouring for the record itself.

Henry Hall, with the B.B.C. Dance Orchestra, made his first records early in 1932, for publication to coincide with the first broadcast of the orchestra on March 15. Even in those early days, Henry Hall showed his flair for "picking winners."

His first titles were "Blue of the Night," "Songs that are old live for ever," "Gettin' Sentimental" and "By the Sycamore Tree," and those whose memories are not too short will recall that the first two, at least, were among the most popular dance tunes of that year.

But the launching of these records gave Henry Hall the nearest thing to a headache he has ever experienced. For they were, so to speak, a permanent repeat performance of his introduction on the air, and he was as anxious about them as he was about his radio programmes.

For even if a pardonable trace of "nerves" might be evident in any item in the latter, it must not be apparent in the records, for these, if anything, would assuredly be subjected to longer and fiercer criticism than a transient performance on the air.

So it was that Henry Hall's first recording session had to be repeated two or three times before the conductor was completely satisfied—precautions which, as it happened, were well worth the taking, for it resulted in the records enjoying a success that made it look as if every gramophone owner in the country wanted them.

But that was in the early days. Now, the sessions go straight through—a quick run-over of the title, a play-back from the wax, an adjustment, perhaps, of a player or two another performance, a pause for expert examination, and a repeat "taking" to hold in reserve in case any technical or other blemish develops in the first.

Then on to the other titles, with similar procedure, and the session has produced a perfect series of titles without a hitch. To-day Henry Hall knows all the finer points of the technique of his recording microphone as well as he does those of the radio.

Here are some facts and figures relating to Henry Hall's records. He has made 450 different selections in five years—225 double-sided records.

The average length of a sound-track on a 10-inch record is 550 feet per side, and a calculation (which must embrace a number of 12-inch discs), shows that the B.B.C. Dance Orchestra have played under Henry Hall's baton some 47 miles of music on their records.

All artistes are the object of demands made upon them by their admirers and Henry Hall's "fan mail" shows that he is no exception; on the contrary the demand for special recordings under his name is occasionally bewildering. But perhaps the most insistent clamour came immediately following his composition of his in-and-out signature tunes—"It's Just the Time for Dancing" and "Here's to the Next Time."

Popular Records

They had to be rushed out and it says much for the merit of tunes which are rarely heard in their entirety (being "faded in" and out respectively on the air) that the record of them maintains its popularity with the best of the rest. This applies also to Henry Hall's other recorded compositions, "East Wind" and "Wild Ride" (two studies in fox-trot rhythm) and especially to the popular tune that has come into fashion as the last waltz in many dance programmes, "It's Time to Say Good-night."

His film, "Music Hath Charms," with its numerous songs from his pen, had much the same effect upon Henry's records as if he had been a glamorous film star. When a Fred Astaire film goes round, the sales of the artiste's records go round with him, and this is exactly what happened to Henry Hall's records of the tunes from his picture the whole time the film was in circulation.

The pot-pourri form of music which Henry Hall has applied so well in his selections "Sweethearts of Yesterday" and "Love Tales," are among the standard selling records. He has won the hearts of thousands of children with his recording of "The Teddy Bears' Picnic" and "Here Comes the Bogey Man" and his own special arrangement of nursery rhyme tunes so aptly christened "Noah's Ark."

His most recent effort in this direction, "The Adventures of Rusty and Dusty," has not only settled down as a Wednesday radio feature, but has rendered necessary the regular issue of their adventures in record form.

In such a string of successful records, it would be strange if there were not some which, earmarked by some distinctive Hall touches, stood out above the rest in hitting the taste of the record public.

One was the ancient classic, revived two years ago, "The Man on the Flying Trapeze" which had to be recorded specially by Henry Hall because his particular version alone would suit his public.

The same thing happened with "The Music Goes Round and Around," and, more recently, "The Feather in Her Tyrolean Hat." In both cases it was Henry Hall's own individual reading and his band's successful and still individual interpretation that sent the sales of these records rocketing sky-high.

If there is one thing about Henry Hall that everyone admires, it is his accessibility and readiness to listen to friendly criticism. Thus, when he was recording the title "The Broken Record," the original intention was a straight, rhythmic finish. Somewhat timidly, one of the recording staff approached him after it had been played through.

"Mr. Hall, the end of the song suggests the gramophone motor running down. Could you do that?"

"Let's try it," replied Henry, adding a word or two of instruction to his players.

They did, and the recording was made that way, and the new finish illustrating the record wheezily running down was adopted in all subsequent performances.

The placid atmosphere of the recording studio rarely provides much excitement but one of Henry Hall's pleasurable memories will always be his meeting there with Igor Stravinsky and their exchange of views on the two aspects of modern music which they respectively represented—or as someone said afterwards, adventurers both!

Transatlantic Stunt

One other interesting experience connected with his records actually made history. It was in September, 1933. At Radiolympia "Henry Hall Calling" had introduced the B.B.C. Dance Orchestra to a public to whom it had been but a "concord of sweet sounds." Their personal appearance had created such a tremendous interest that it was decided to record part of the Olympic performance.

That was successfully done, but the record people found themselves in a quandary. Henry Hall had always been adamant on the point that no record might be issued unless passed as O.K. by him. And Henry Hall had gone to America. To delay issue until his return meant valuable loss of time.

Then someone had a brainwave and one breakfast time in New York Henry Hall received a trans-Atlantic 'phone call asking him to stand by as the test records of "Henry Hall Calling" were to be played over to him for his approval. Here, in London, a party had gathered at luncheon at the Savoy to witness the experiment.

All went well. Henry heard the tests, expressed his complete approval, and the records were passed—the first and, so far as is known, the only time the trans-Atlantic telephone had been used for such a purpose.



The unique occasion when Henry Hall, while in New York, O.K.'d a record by transatlantic telephone. On the left—topher—Spots and—Collie Knox can be seen in the picture. (Photograph by courtesy of Columbia)

What Listeners Think

HAPPY DREAMS —SPOILED!

Five shillings is paid for every letter—or extract—used in this column. Address your letters to "What Listeners Think," Radio Pictorial, 37 Chancery Lane, W.C.2. Keep them short and provocative.

Dance of Death

MANTOVANI concluded his first late-dance music session by wishing listeners "Happy dreams." Unfortunately he was followed by a verse-speaking choir who paved the way for nightmares! Imagine it, just before midnight, letting them chant about bells whose ringing should shake the trestles on which lay the dead, awaiting the hearses! About as appropriate as putting the kiddies to bed with Dance of Death, supplemented by a verbal description of the skeletons coming out of their graves, and dancing so as to make their bones chatter!—H. Holden, 580 Bolton Road, Blackburn.

Home-Made Swing

DURING the Swing sessions on Wednesday nights whoever is concerned seems to make a habit of specialising American Bands. Why not play our own Swing Bands such as Nat Gonella and Harry Roy? Surely they are better than some of these American "Noise Makers."—J. R. Evans, 3 The Grove, Uplands, Swansea.

Listen to Television

THIS is my grumble! Why can't we, up North and elsewhere, where television is impossible, listen-in to the sound programmes from Alexandra Palace, as formerly on Midland wavelength? Surely this small concession could be allowed those less fortunate listeners?—Miss S. Feilden, 12 Harlech Road, Blundell-sands, Liverpool.

Scottish Plea

IT is my longing desire to speak to the official (or officials) who makes up the Scottish Regional Programmes. Does he actually think that the majority of Scottish people listen to Gaelic talks, Gaelic songs, chamber music, etc.?

Look at the Midland and Regional programmes, for instance—they cater for all.

The only time the station is worth listening to is at the "pantomime season."

There is no need for this if we were properly catered for.—Leslie M. Whitton, 19 Melville Street, Kilmarnock.

Maltreatment

AS a lover of serious music and a hater of dance (why is the latter called "music?"), may I make a protest against the vile treatment which some of our most beautiful melodies receive when at the mercy of the jazz arranger?

To mention a few examples. Only last week I heard a quintet play that delightful little work of Haydn Wood's—"A Brown Bird Singing"—as a waltz! Why is it necessary to ruin its delicately romantic rhythm, when there are thousands of other waltzes in the world?—Miss Patricia Williams, 32 Bayswater Avenue, Redland, Bristol, 6.

Music Hall Service

I WOULD suggest to the B.B.C. that during all variety music hall broadcasts, the individual artistes should be timed in the printed programmes.

This would enable listeners to switch on to their own favourites without having to listen to other items which are not of interest to them.—R. Lawrence, 99 Blurton Road, London, E.5.

Rhythm Tutors

THE B.B.C. does a great deal to increase our knowledge of classical music; witness the talks on musical appreciation lessons, by Sir Walford Davies, etc., etc.

Why not extend this commendable service to the lovers of popular music? Lessons in syncopated piano playing by Bert Read, accordion playing by Scott Wood, or other recognised authorities, would be a boon to thousands of interested amateurs.—Cyril Mountjoy, 102 Cherrytree Street, Elsecar, nr. Barnsley.

News at Noon

WHY doesn't some enterprising advertiser put over a midday news service?

What a Sunday feature for a news-starved nation! But it would have to be "meaty" news—not the anæmic, B.B.C. variety.

Serve with fanfare of trumpets and background of suitable music.—F. E. Robins, 4 Elmgrove Road, Whitchurch, Glamorgan.



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If you could consult the
"Quins" own doctor
about soap—he'd say ...
"PALMOLIVE!"

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MANY people wake up in the morning feeling like death. Why? Because they've spent the night trying in vain to woo slumber. This month's issue of *New Health* will help to solve your problem. A doctor writes a helpful article entitled, "Why Can't I Sleep?"

This is only one of the many fine features in this issue. "Laying the Blood Pressure Bogey" is another article which will attract the attention of all sufferers from this distressing complaint.

Parents who are worried by difficult children will be interested in another article by a well-known psychologist, and Sir Arbutnot Lane writes an article on "Wholesale Bread."

The March issue of *New Health* is a mine of information and interest for all who believe in keeping fit. Order your copy to-day! You will not regret it.

GUIDE TO THE B.B.C. PROGRAMMES

“HALL-MARKS” OF

Harry Tate in “Music Hall” Again :: Swing Fans Note Scott-Wood :: Geraldo Brings us Another of his “Music Shops”



Two of them? No, only one. She's Pamela Randall (and a mirror), singing on Saturday with Scott-Wood's "Swingers." (Right) Geraldo, "Music-Shop" maestro

audition crowd at B.B.C. one day in 1925 got first broadcast, and was soon so much in demand that she broadcast on five successive nights. Tommy Handley was a commercial traveller making folk laugh as a hobby in the evenings. Throwing security to the winds, joined small theatrical company. Branched out on his own as funny man, first step to career which led to Royal Command Performance.

John Sharman presents, for "Music Hall," Harry Tate, Southern Sisters, Jack Barty.

Harry Tate's first broadcast was not a success. He admits it. And it was all because of that moustache—or rather for lack of it. In studio he didn't wear it. Next time, someone suggested he'd feel more at home with it-on. Sure enough the whiskers tickled cats' whiskers of thousands of crystal sets—still existent then. Harry never leaves off the fungus now. To-day, frequently the prey of comic impersonators, Harry, strange to say, was a mimic before he invented his sporting sketches. Real name is Ronald Macdonald Hutchison, and, of course, gets stage name from sugar firm he walked out of to go on stage.

Betty, Sybille and Vera, Southern Sisters, have found tip John Sharman gave them to introduce comedy into their act worth much gold. It has brought them more offers than they have time to accept. Before, they tried Boswell Sisters stuff, but now conclude that only the Boswells can get away with it properly. After a night's hectic rush of appearances they adjourn to Betty's flat, and, while she cooks supper—her hobby!—Vera and Sybille invent new material for next broadcast. Then Betty sits up until 3 a.m. writing it up. Betty has surgeon for husband. Vera and Sybille, single.



Jack Barty thinks he must have given 3,000 performances in panto. Has been in fourteen long-running ones. Has been in *Puss in Boots* at Lyceum, during run of which sensation occurred when there were no fewer than three cats on stage. In cast there were actually two pussies for doubling purposes in certain scenes. Was one of these in which one cat had to jump in to well, and his double jump out. At that moment the theatre cat—real article—strolled across stage.

Following day, just to lend interest to Jack's long run, Queen Elizabeth and the little princesses visited the show. Jack's favourite panto part is "Buttons" in *Cinderella*. Just finished film with Claude Hulbert, *Take a Chance*.

George Scott-Wood and his Six Swingers have early evening session. They've just had success as music hall feature with Sam Costa and Pam Randall, girl who took Ruth Etting's place when Ruth walked out of *Transatlantic Rhythm*. Ernest Butcher sings with Theatre Orchestra. Wakelam is at Ravenhill Park, Belfast, to tell you about Ireland v. Wales. Pat Taylor, going places rapidly, sings with Fred Latham for Jack Harris. And *The Princess* is short story written for radio by Walter de la Mare.

SUNDAY, MARCH 14

CELEBRITIES for appeals to-night. H. G. Wells will plead on behalf of the Diabetic Association. Matheson Lang on behalf of Norwich Institute for the Blind.

Matheson has important broadcasting cousin in Dr. Lang, Archbishop of Canterbury. He himself is clergyman's son, born in Montreal. Father wished him to enter Church, but he preferred to differ and go on stage.

Sail ahoy! Clippers and three-masters slipping up

the Channel after beating round the Cape and rolling through Biscay Bay. Men hanging to ropes aloft in freezing winds, and sweating at the ropes below in a heavy, hot-aired calm. Such memories make the feature, "The Last Days of Sail," which Larry Morrow is producing to-day. Old salts from authentic sailing ships will take part.

And while we're in that atmosphere, I'll mention a talk by the Rev. A. J. Sparrow, for his title is "Among the Sea Dyaks of Borneo," and this should be something illuminating.

Webster Booth and Appleton Moore sing in another of Mark Lubbock's enchanting "Victorian Melodies" programmes. Webster, it may not be too well known, is married to Paddy Prior, who was a bright light of Savoy Hill Ridgeway Parades. Booth is one of the many singers who left dull office work to join an opera company. In his case it was accountancy profession which lost a worker.

Looking forward to his forthcoming marriage, Albert Sandler again provides Sunday evening music with his Orchestra at Park Lane Hotel. There's a heavy-doored safe in Albert's beautiful suite of rooms at the Park Lane, and in it lies his first violin, given him by cobbler father when Albert began making melodies in a poor East End home.

To melody of "Antonia," his signature tune, Reginald Foort comes on the air at the Theatre Organ. Antonia's probably proud of that tune, for an Antonia there is. She's a B.B.C. secretary. When Reggie wanted title for his tune, he asked first girl he met at B.B.C. what her name was, and Antonia it was.

Irishman Sir Hamilton Harty, who made first reputation as an accompanist, conducts B.B.C. Orchestra in Sunday Orchestral Concert, with violinist Arthur Catterall as soloist.

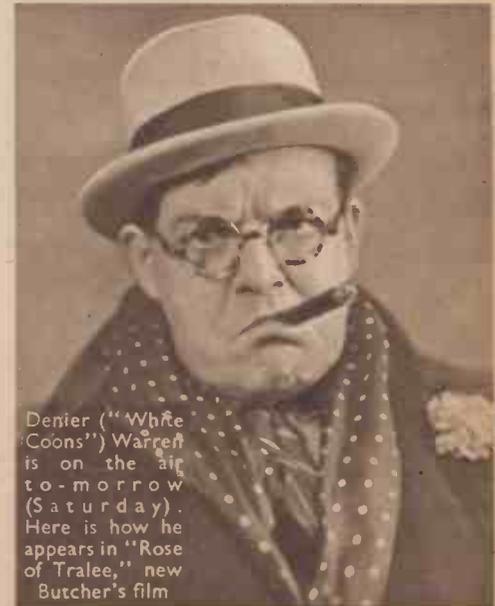
"Song of Paradise," new composition by Reginald King, is included in Celebrity Trio programme. Famous Black Dyke Mill Band, Eugene Pini Tango Orchestra, and B.B.C. Military Band with novel addition of a harp, provide more music. Morning Catholic service from studio with Rev. Fr. E. D. Pontifex; from famous St. Martin's in evening.

MONDAY, MARCH 15

A YOUNG man wandered from haunt to haunt among Soho's clubs and cafes. In each it was noticed that he got into conversation with as many people as he could. If he had been followed, a cute observer might have noticed that he was particularly keen to pick out musicians.

Young fellow was one, Gerald Bright, and to several musicians he made the startling remark: "Would you like to play in an orchestra which will startle the country?"

Later, musicians of all types crowded into a room and began to play, under Bright, music arranged in a style never before experienced. Many of them he had to coach individually. It was not long before London was talking of one Geraldo and his wonderful new tango band, for Bright had thrown away that surname, added the 'o,' and become the man we now know.



Denier ("White Coons") Warren is on the air to-morrow (Saturday). Here is how he appears in "Rose of Tralee," new Butcher's film

SATURDAY, MARCH 13

PIANIST and trumpeter in an Army garrison orchestra, he was sometimes asked to orchestrate music for stage stars who visited the garrison for special concerts.

He liked that work. His love for it clashed with main occupation of his time, soldiering duties. So he was quick to leave the Army. And Mr. Henry Hall, for he it was, found a job in a Government office—where he stayed three weeks.

Music again led him away, to start career which led him to B.B.C., and success of which he celebrates this coming week with his fifth B.B.C. anniversary programme on Tuesday.

To-night, Henry Hall's Hour will be a special one to lead up to the celebration week. Henry's present successes too often cast shadows over fight he made for a break. Cinema pianist, music hall pianist, deputy to a dance band pianist—slowly he climbed the ladder until leader of a band he was with, fell ill and chance came for Henry to take his place. There he was in his right element, a conqueror equipped to conquer a new kingdom, so that soon he had dozens of dance bands under his control.

And it was in that position he began broadcasting. Anona Winn was in one of his first broadcasts from a Manchester hotel. It was to a North Country hotel, too, that a telegram was rushed to Henry Hall:—"Attend B.B.C. to-morrow. Offer you dance band directorship."

From there onwards his story becomes familiar one of success.

Altogether surprising, the way the stars of to-day dawned. Consider the White Coons—and hear them, too, to-day. Paul England, singing as boy chorister in the Temple and Lincoln's Inn Chapel and in a Crystal Palace pageant, is led to run away from motor trade to join chorus of opera company. Works his way up in musical comedy parts here and in America. Becomes talked of in variety, broadcasts with Those Four Chaps and the Two Pairs. Before he'd got used to broadcasting so much, was sitting in café where wireless was on and heard his name announced for a variety show then beginning. He'd forgotten it! Rushed off, reaching mike just in time.

Jane Carr saw panto as a child and, as a result, persuaded an uncle to convert an attic into small theatre, where she "starred" in her own productions—audience usually taking part. That was in Newcastle, and consequently it was to Newcastle studio she tripped for audition and first broadcast in Children's Hour. Stage followed, small parts in touring company, until Cochran saw her and put her in *Mother of Pearl*.

Denier Warren, born on to a music hall stage almost, parents being act called "Fish and Warren". That was in Chicago, and his forbears had entertained Yanks years before. Wynne Ajello, one of an

THE WEEK'S HIGH SPOTS by STUDIO REPORTER SUCCESS ON TUESDAY

Melodrama with Vera Lennox :: Quentin Maclean's Awful Moment :: "Songs from the Films" next Friday and Saturday

With his "Music Shop"—on again to-night—Geraldo has again done something nobody had ever attempted. He's like that. "Sweet Music," "Romance in Rhythm," "Dancing Through," were all his own brilliant ideas.

Buddy Rogers and June Clyde will be idols for certain lucky Carroll Levis discoveries on film studio floor, where new film is to be made based on the amateur hour programmes. Which of the many promising young star-aimers will be seen when this picture reaches the screens, cannot be said. A number are secretly chosen. Carroll produces another batch to-night.

How they build slim racing boats down on the Thames at Putney is told in feature programme. Howard Marshall reveals some more "It's Happening Now" facts. Constant Lambert conducts B.B.C. Orchestra in concert. And down the "pipe" from Scotland comes another of those delightful Scottish Dance Music shows for main Regional.

Sixteen-year-old bass player in Martini's Hawaiian Novelty Quartet on Midland. Martini uses Hawaiian guitar for arrangements of Viennese waltzes. Programme shared with Eric Jeffcote's Swing Quartet, of piano accordion, cello, sax, and guitar. Three of Eric's boys are in Jack Wilson's Rhythm Band.

Edgar Hawke, of "Phantom Five" fame down West, is first violin in Grand Hotel Orchestra, Bristol, on West. Harry Hopewell, popular singer and Children's Hour Uncle up North, talks and sings Mozart for North. "Rab the Rhymer," first of new series for Scots.

TUESDAY, MARCH 16

"A STREET BY MOONLIGHT." "The Churchyard of St. Nicholas with Tombstones." Strange goings-on here. "The Gay Young Spark" and "The Detective" shadowing each other. The beautiful girl centre of intrigue. Melodrama, good and true, on old-fashioned lines, makes this yarn.

You'll hear it in "Theatre Royal," a Willson Disher reconstruction of a melodrama of yesterday, "The Ticket of Leave Man," broadcast exactly as it was produced at Drury Lane with May Edwards in lead.

Pretty Vera Lennox takes May's exciting role. Vera squeezes this mike date in between filming at Walton-on-Thames, in farce, "When the Devil Was Well," known, I understand, as an "in and out of bedroom" comedy.

Vera's first appearance anywhere was as seven-year-old sprite in a fairy play. She is, maybe, too often associated with musical comedy, for as a straight actress she is greatly respected in theatrical circles. Remains loyal to drama, and has had two rushes to Worthing to play with repertory company her original part in "The Good Companions."

So enthused were listeners by her "Jenny" in "Carnival" that she received many telephone calls

from strangers that night, and letters of appreciation next day. Hopes to play in a forthcoming broadcast of "Julius Caesar." Peter Creswell, himself no mean actor, having played in eleven London theatres and in B.B.C. amateur dramatics, produces.

Lovely visitor to Broadcasting House to-night is Lucienne Boyer, French diseuse toasted in six Continental capitals. Read Ross Redfern's story about her on page 11. She is to sing collection of her song successes, and those little French ditties on Lucienne's lips are just inimitable. She has popular broadcaster Mario Lorenzo accompanying her with his harp, and Toni Capaldi on his accordion.

Don't forget to-night's the night for Henry, "Hall-Marks" is the big special programme by which



Judy Shirley sings late-night dance music for Maurice Winnick to-night (Friday). Next Friday and Saturday she is in "Songs from the Films"

Henry Hall and his boys celebrate their fifth anniversary.

Jack Payne has late dance music session. Mantovani's Tipica Orchestra. More "World Population" and "Nation of Shoppers" talks.

"Sociable Songs" by Harold Casey and Midland Singers for Midland. Rapier Players give "Mary, Mary Quite Contrary" for West. Albert Coates conducts Liverpool Philharmonic Orchestra in Central Hall Liverpool, for North.

WEDNESDAY, MARCH 17

QUENTIN MACLEAN, playing for broadcast at organ of Trocadero Cinema, is suddenly stopped by manager whistling over shoulder, "They can't hear you at Broadcasting House! Just 'phoned through." Quentin, horrified, sticks to his console, sends boy to B.B.C. engineer's control room behind stage. Boy returns with amazing story that engineers aren't there! Naturally the organ had not been heard. Engineers had been badly held up. To-day, they'll be there for Quentin's programme.

Three hours of National to-night occupied by new musical story about Faust, "Doktor Faust." Done on grand scale in Queen's Hall, with Foster Richardson, farmer's son; Denis Noble, Miriam Ferris' husband; Tom Kinniburgh, May Blythe, Arnold Matters, Stanley Riley, and Parry Jones. Parry, appearing as the Evil One in many disguises, including Man in Black, Monk, Night Watchman, and Court Chaplain. It's grand music, and a thrilling theme, if you have time for it.

As the day's St. Patrick's Day, Ireland sends National a programme from the green Sperrin Mountains; folk who live there will be heard. Also broadcast from lonely Rathlin Isle, and part of "A Midsummer Night's Dream" in dialect of County Tyrone, which should be interesting!



"Gertcher!" It's Harry Tate doing his motoring stuff. In Music-Hall tomorrow (Saturday)

Van Phillips parades his two orchestras. Young producer Douglas Moody conceals another "Fame on Parade." Earlier, R. C. Lyle describes Lincolnshire Handicap; and there's a commentary on soccer between Wales and Ireland. Daughter of a baroness, Judith de Leeuw, gives piano recital, Midland. Plymouth Palace variety for West.

THURSDAY, MARCH 18

LONELY hilltop in Surrey has little collection of low-built buildings and queer array of masts silhouetted against sky. Muddy lane leads to the buildings. Passers-by, mystified, but never dreaming that here is B.B.C. outpost.

It is Tatsfield Reception Station, and lonely men there to-night will pick up lively dance music from sophisticated haunt in New York and pass it on to Broadcasting House for relaying to you. Another of the U.S.A. band series. This time Tommy Dorsey's outfit. See page 10 for picture of Tommy.

"Strange to Relate" incidents from Charles Brewer's production. "Straight from the Horse's Mouth," not part of "Strange to Relate," but novel feature by Jack Inglis and Larry Morrow. Vera Lennox in repeat of "Theatre Royal." Bruce Belfrage arranges another "From the London Theatre." Man and wife Maurice Cole and Winifred Small play piano and violin in sonata recital. Henry Hall has late dance music.

Harold Stringer at New Savoy, Exeter, organ, for West. Saga of an industrial town for Welsh. Sir Thomas Beecham conducting symphony for North. "Back of the North Wind," play for Scottish.

FRIDAY, MARCH 19

JESSIE MATTHEWS, the incomparable, sings her film songs in John Watt's "Songs from the Shows." Interesting event is made in this by return of the "Mystery Singer." Also Judy Shirley will adorn this programme.

Earlier, big event is the Grand National, described by R. C. Lyle and W. Hobbiss.

Youssif Griss is a composer—in Egypt—and music by him is coming direct from Cairo in an Egyptian European Concert. B.B.C. Theatre Orchestra has hour, and York Bowen is solo pianist with B.B.C. Orchestra. Racing crops up again in feature about "The Calcutta Cup." Aston Hippodrome gives Midland variety, and Morecambe Winter Garden gives it to North.

NEXT WEEK

GRACIE FIELDS begins her "RADIO REMINISCENCES" in Next Week's Beauty Issue



Van Phillips brings his two orchestras to the air on Wednesday

LISTEN TO RADIO

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Chief Announcer: Mr. Ogden Smith. Assistant Announcer: Mr. Charles Maxwell.

SUNDAY, MAR. 14



Featured in this Sunday's Horlicks Tea-Time Hour—Miriam Ferris. At 4 p.m.



"Voices of the Stars" (Wednesday, 9 a.m.) present W. H. Berry, popular comedian



Tommy Handley will make fun in the Rinso Music Hall at 6.30 p.m., Sunday



Foster Richardson's fine voice will be heard in Horlick's Tea-Time Hour, Sunday, 4 p.m.



On Tuesday at 10 a.m., Spry's Four Star Gramophone Concert includes Ruth Etting



Harry Gunn, another happy Horlicker, in a Town and Country programme, Sunday, 4 p.m.

- 8.15 a.m. STATION CONCERT
- 9.0 a.m. EXCURSIONS DOWN MEMORY LANE.—Presented by the makers of Mather Selgel's Syrup.
- 9.15 a.m. MASTER O.K., THE SAUCY BOY. Lady in Red, Dixon; Did You Mean It? Green; Feather in Her Tyrolean Hat, Mills; I'll Never Say Never Again, Woods.—Programme presented by the makers of Mason's O.K. Sauce.
- 9.30 a.m. MUSICAL TOUR OF YOUR GARDEN, conducted by Alfredo Campoli and His Orchestra. Doll Medley; Wedding of the Painted Doll; Doll Dance; Rag Doll; Little Lonesome Doll.—Little White Rose, Stanchen, Strauss. And Helpful Advice to Garden Lovers by H. T. Wilken.—Presented by Carter's Tested Seeds, Raynes Park, London.
- 9.45 a.m. "OLD SALTY AND HIS ACCORDION." To-day: How Old Salty visited Davy Jones and Mother Carey. Chanson Hindoue, Rimsky Korsakov; Druid's Prayer, Dabson; The Volga Boat Song, Traditional; Mother Carey, Keel; I Saw Three Ships, Somervall.—Presented by Rowntree's Cocoa.
- 10.0 a.m. BLACK MAGIC A programme of Dance Music. Talking Through My Heart, Rasinger; Everything I Have is Yours, Adamson; Build a Little Home, Warren; Love in Bloom, Rasinger; I Want to Ring Bells, Sigler.—Presented by Black Magic Chocolates
- 10.15 a.m. CARSON ROBISON AND HIS PIONEERS. In the shade of the Old Apple Tree, Van Alstyne; Comin, Round the Mountain, Traditional; Pale Moon, Logan; Railroad Bomer, Robison; Long, Long Ways From Home, Robison.—Presented by Thos. Hedley & Co., Ltd., makers of Oxydol Newcastle-on-Tyne.
- 10.30 a.m. PROGRAMME OF FAVOURITE MELODIES. Blaze Away, Holtzman; There's a Tavern in the Town, Traditional; John Peel, Traditional; When the Poppies Bloom Again, Box; Skaters' Waltz, Waldteufel.—Presented by the makers of Freezone Corn Remover.
- 10.45 a.m. MUSICAL MENU With Mrs. Jean Scott, Head of Brown and Polson's Free Cookery Service, who gives you a special recipe each week. Rhumba Fantasy; Grinzing, Benatsky; I Found You, Noble.—Presented by Brown & Polson's.
- 11.0 a.m. STATION CONCERT
- 11.15 a.m. THE OPEN ROAD Liberty Bell, Sousa; I Feel a Song Coming On, McHugh; Devil May Care; El Capitan Sousa; Don't Let it Bother You, Revel.—Presented by Carter's Little Liver Pills.
- 11.30 a.m. LUXEMBOURG RELIGIOUS TALK (in French).
- 12.0 noon. THE CALVERT CAVALCADE OF SPORT, with Bob Bowman.—Presented by Calvert's Tooth Powder.
- 12.15 p.m. THE ORCHARD CLUB CABARET, with Marius B. Winter and His Boys and their Guest Artiste, Freddie Bamberger. I'm In a Dancing Mood, Sigler; When a Lady Meets a Gentleman Down South, Oppenheim; Sweet Sue, Young; Never Gonna Dance, Kern.—Presented by Rowntree's Fruit Gums and Pastilles.
- 12.30 p.m. Irish Hospitals Trust present CAFE DE LA BONNE CHANCE.
- 1.0 p.m. DANCE MUSIC Presented by the makers of Zam-Buk.
- 1.30 p.m. OVALTINE PROGRAMME "Melody and Song." On the Campus; Careless Rapture Selection, Novello; Classica Selection, various; Ray Noble Medley, Noble; Merrie England Selection, German; Moya, Lovely Moya, O'Brien; William Tell Overture, Rossini; Love is My Life, Strauss.—Presented by the makers of Ovaltine.
- 2.0 p.m. KRAFT SHOW Directed by Billy Cotton with Alan Breeze, Cab & Peter Williams, Jack Doyle and Ellis Jackson. Bugle Call Rag, Schobel; I Ain't Got Nobody, Graham; Left, Right, Out, In, Nicholls; Lovely Lady, McHugh; Madame, la Marquise, Rocki; I Nearly Let Love Go Slipping Through My Fingers, Coslow; I'm Shootin' High, McHugh; Midnight Blue, Burke; At the Cafe Continental, Grossy; Let's Go Ballyhoo, Browning.—Presented by Kraft Cheese Co. Ltd., Hayes, Middlesex.
- 2.30 p.m. YOUR OLD FRIEND DAN in a programme of Popular Songs. It's a Grand Old World We Live In, Carr; Stay as Sweet as You Are, Reed; My Blue Heaven, Donaldson; Die Fledermaus, Strauss; Rags, Bottles and Bones, Pepper.—Presented by the makers of Johnson's Glo-Coat.

- 2.45 p.m. FAIRY SOAP-MELODY MEETING. Programme of music. Steak and Potatoes, Alter; Down by the River, Creamer; Oh, Looka There Ain't She Purty, Todd; Carolina Moon, Davis; Ses Huh, Walker.—Presented by Thos. Hedley and Co., Ltd., Newcastle-on-Tyne.
- 3.0 p.m. "MAKE A DATE WITH YOUR RADIO." Two A.I. orchestras in a programme of A.I. entertainment. Pennies From Heaven, Burke; Smilin' Through, Penn; Cat and the Fiddle, Kern; Cowboy, Carr.—Presented by A.I. Sauce.
- 3.15 p.m. THE MERRY ANDREW PROGRAMME, with Andy Mak, Jay Wilbur and His Orchestra, and Frederick Bayco at the Organ. Chapel in the Moonlight, Hill; Bye-bye Baby, Hirsch; There's a Small Hotel, Hart.—Presented by Andrews Liver Salts.
- 3.30 p.m. Presented by McDougall's Self-Raising Flour.
- 3.45 p.m. ROSE'S HAPPY MATINEE With the Happy Philosopher. So Do I, Burke; Hawaiian Nights; Delyse, Nicholls.—Presented by L. Rose & Co., Ltd.
- 4.0 p.m. HORLICK'S TEA TIME HOUR England—Town and Country. Debroy Somers and His Band, featuring Bert Yarlett, Helen Raymond, Miriam Ferris, Harry Gunn, Foster Richardson, and Webster Booth.—Presented by Horlick's, Slough, Bucks.
- 5.0 p.m. RAY OF SUNSHINE CONCERT Down South, Myddleton; Pan and the Wood Gobins, Rathke; Funiculi, funicular, Densa; Rain on the Roof, Ronell; Mattinata, Leoncavallo; Bassarabiyanka, arr. Leschenko; Wedding in Java, Profes.—Compered by Christopher Stone.—Presented by the makers of Betox and Phillips Live Yeast.
- 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. UP-TO-THE-MINUTE RHYTHM MUSIC. Ambrose and His Orchestra with Evelyn Dall, Sam Browne, Max Bacon and Leslie Carew. Swing Patrol, Erard; Head Over Heels in Love, Revel; Man from Texas, Kahn; Through the Courtesy of Love, Revel; Jingle of the Jungle, Sigler; Harbour Lights, Kennedy; I Adore You, Rasinger; Watching the Stars, Hoffman.—Presented by Lifebuoy Toilet Soap.
- 6.30 p.m. RINSO MUSIC HALL Master of Ceremonies: Edwin Styles, featuring Frank Groves, Peggy Cochrane, Tommy Handley, Hughes and Lever; Billie Houston. All Star Variety.—Presented by the makers of Rinso.
- 7.0 p.m. DR. FU MANCHU, by Sax Rohmer. No. 15: The Coughing Horror. A further dramatic episode in the timeless war between the famous criminal investigator, Nayland Smith, and Dr. Fu Manchu, arch fiend of the Orient. Cast: Dr. Fu Manchu, Frank Cochrane; Nayland Smith, D. A. Clarke Smith; Dr. Petrie, John-Rae; Weymouth, Arthur Young; Burke, Mervyn Johns. Other Characters.—Presented by the makers of Milk of Magnesia.
- 7.15 p.m. MORE MONKEY BUSINESS With Billy Reid and His Accordion Band, Ivor Davis and Dorothy Squire. Susie, Pola; May I Have the Next Romance, Revel; Vamp of Havana, Gilbert; Liebestreud, Kreisler; Pennies From Heaven, Burke; There Goes My Attraction.—Presented by the makers of Monkey Brand.
- 7.30 p.m. WALTZ TIME With Billy Bissett and His Waltz Time Orchestra. Louise Adams, Robert Ashley and the Waltz Timers. Blue Danube, Strauss; Music in May, Novello; It's a Sin to Tell a Lie, Brown; Medley: I'll Follow My Secret Heart, Coward; Someday I'll Find You, Coward; I'll See You Again, Coward.—If You Were the Only Girl in the World, Ayer.—Presented by the makers of Phillip's Dental Magnesia.
- 7.45 p.m. "DINNER AT EIGHT" Starting June Clyde, Harry Welchman and C. & B. Band directed by Sydney Lipton. Ride, Red, Ride, Millinder; New Heart, Norman; Gotta Dance, Coslow; I Wanna Woo, Wayne; Fancy Our Meeting, Meyer.—Presented by Crosse and Blackwell's.
- 8.0 p.m. PALMOLIVE PROGRAMME With Olive Palmer, Paul Oliver, Brian Lawrence. Easy to Love, Porter; Bachelor Gay, Tate; Stars and Stripes, Sousa; Swinging the Jinx Away, Porter; Romance Medley, various; Saving up My Time to Spend on You, Pepper; Come, Sing to Me, Thompson; Frost on the Moon, Berlin; Rap-tap on Wood, Porter.

LUXEMBOURG

Many of radio's lightest and brightest programmes come from Luxembourg. Look at these pages for exclusive details of the whole week's programmes —and then tune-in to 1,293 metres



Lancashire comedian Frank Groves stars in this Sunday's Rinso Music Hall at 6.30 p.m.



A Frances Day record will be heard in Wednesday's Four Star Concert at 10 a.m.



Cicely Courtneidge, heard on a record in Spry's concert on Monday at 10 a.m.

- 8.30 p.m. LUXEMBOURG NEWS (in French).
- 9.0 p.m. OLD TIME MUSIC HALL MEMORIES. Impersonations of Marie Lloyd, Vesta Victoria, Gus Elen, Harry Flagson, Alfred Lester, etc., etc., by Bertha Willmot, Muriel Farquhar, and Fred Douglas.—Presented by Maclean's Limited.
- 9.15 p.m. BEECHAM'S REUNION. Featuring Jack Payne and His Band, Flotsam and Jetsam.—Presented by the makers of Beecham's Pills, Ltd.
- 9.45 p.m. THE COLGATE REVELLERS. Picture Me Without You, *McHugh*; I Can't Give You Anything but Love, *McHugh*; I've Got You Under My Skin, *Porter*; You're Giving Me a Song and Dance, *Ayer*; Singing Between Kisses, *Friend*.—Presented by the makers of Colgate Ribbon Dental and Shaving Creams.
- 10.0 p.m. POND'S SERENADE TO BEAUTY. Programme for Lovers.—Presented by Pond's Extract Co., Perivale, Middlesex.
- 10.30 p.m. MORTON DOWNEY. The Golden Voice of Radio. Fine Romance, *Kern*; Star Dust, *Carmichael*; Melancholy Baby, *Burnett*; Did You Mean It? *Creen*; So Do I, *Johnstone*. With Jay Wilbur and His Drene Orchestra.—Presented by Thos. Hedley & Co., Ltd., Newcastle-on-Tyne, makers of "Drene" Shampoo.
- 10.45 p.m. STATION CONCERT
- 11.0 p.m. CONCERT
- Presented by the makers of Bile Beans.
- 11.15 to 12.0 midnight. "REQUESTS" CONCERT of Gramophone Records.

MONDAY, MARCH 15

- 8.15 a.m. "REQUESTS" CONCERT of Gramophone Records.
- 8.30 a.m. CROONERS EXTRA-ORDINARY
- 8.45 a.m. THE OPEN ROAD. Steadfast and True, *Teike*; "This'll Make You Whistle, *Sigler*; Outward Bound; May All Your Troubles; Old Panama, *Alford*.—Presented by the makers of Carter's Little Liver Pills.
- 9.0 a.m. DANCE TIME
- 9.15 a.m. BALLADS OF ENGLAND
- 9.30 a.m. Programme of SWEET MUSIC
- 9.45 p.m. VARIETY CONCERT
- 10.0 a.m. ****FOUR STAR CONCERT of Gramophone Records. To-day's Four Stars: Cicely Courtneidge, Anthony Martin, Helen Kane, Comedy Harmonists.—Presented by Spry.
- 10.15 to 10.30 a.m. Programme of DANCE MUSIC.
- 3.15 p.m. LONDON HOTEL MUSIC
- 3.30 p.m. CONCERT of VOCAL GEMS
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT
- 4.0 p.m. HORLICK'S TEA TIME HOUR. With Debroy Somers and various artistes, followed at 4.45 p.m. by the Children's Corner.—Presented by the makers of Horlick's, Slough, Bucks.
- 5.0 to 5.15 p.m. BORWICK'S BAKING POWDER CONCERT.—Presented by Geo. Borwick & Son, Ltd.
- 5.15 to 5.30 p.m. "WOMEN'S" CORNER, by Gil Chard.
- 6.30 p.m. VARIETY FROM THE FILMS
- 6.45 p.m. STATION CONCERT
- 7.15 to 7.30 p.m. VARIETY OF YESTERDAY.

TUESDAY, MARCH 16

- 8.15 a.m. "8.15 AND ALL'S WELL". Featuring Browning & Starr. Sing, Sing, Sing, *Prima*; When the Moon Hangs High, *Fio Rito*; There's a New World, *Carr*; Lullaby of Broadway, *Dubin*; Jungle Nights in Gay Montmartre, *Starr*.—Presented by the makers of Alka-Seltzer.
- 8.30 a.m. Coleman's Vita-Cup present the VITA-CUP CONCERT.
- 8.45 a.m. Programme of NEGRO MELODIOUS.
- 9.0 a.m. THEATRE MEMORIES
- 9.15 a.m. KOLYNO'S VARIETY OF SMILES. After All That, *Western Bros.*; Our Lodger's Such a Nice Young Man, *Murray*; I Had to Go and Draw Another Pound Out, *Rose*; Riding in the T.T. Races, *Gifford*.—Presented by the makers of Kolyonos Dental Cream.
- 9.30 a.m. CONCERT. Presented by the makers of Brown & Polson's Cornflour. Waltz in Springtime, *Kern*; Irish Washerwoman, *Traditional*; Turkey in the Straw, *Traditional*; I'm Lonesome for You Caroline.



Another Rinso Music Hall star, Peggy Cochrane. Sunday at 6.30 p.m.



Belle Baker's voice will be heard in a record concert on Thursday at 10 a.m.



Fred Douglas in "coon" make-up. He sings Old Time Music Hall Memories at 9 p.m. this Sunday

- 9.45 a.m. HUMOUR OF TO-DAY
- 10.0 a.m. ****FOUR STAR CONCERT of gramophone records. To-day's Four Stars: Jack Smith, Ruth Etting, Maurice Chevalier, Vaughan de Leath.—Presented by Spry.
- 10.15 to 10.30 a.m. "VOICES OF THE LADIES."
- 3.15 p.m. LUXEMBOURG STATION ORCHESTRA.
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT
- 4.0 p.m. HORLICK'S TEA TIME HOUR. With Debroy Somers and various artistes, followed at 4.45 p.m. by the Children's Corner.—Presented by the makers of Horlick's, Slough, Bucks.
- 5.0 p.m. ROSE'S HAPPY MATINEE. Pennies From Heaven, *Burke*; Midnight Blue, *Burke*; Magnolias in the Moonlight, *Scherzinger*.—Presented by L. Rose & Co., Ltd.
- 5.15 to 5.30 p.m. Programme of DANCE MUSIC.
- 6.30 p.m. STATION CONCERT
- 6.45 p.m. CONCERT of Songs at the Piano.
- 7.0 p.m. STATION CONCERT
- 7.15 to 7.30 p.m. SONGS OF BRITAIN. Arranged by Bruce Stovier on behalf of The British Authors and Composers' Assn., 59 New Oxford Street, London, W.C.2.

WEDNESDAY, MAR. 17

- 8.15 a.m. "REQUESTS" CONCERT of Gramophone Records.
- 8.30 a.m. STATION CONCERT
- 8.45 a.m. "DOUBLE ACTS"
- 9.0 a.m. "VOICES OF THE STARS". Present W. H. Berry, the celebrated comedian. Princess Charming selection; Wonderful One, *Whiteman*; Women, *Kern*; Waltz Dream selection.—Sponsored by Rowntree's Chocolate Crisps.
- 9.15 a.m. "AMERICAN DANCE BANDS."
- 9.30 a.m. "OLIVER KIMBALL". The Record Spinner. Gondoliers, *Sullivan*; Mighty Lak' a Rose, *Nevin*; Clouds Will Soon Roll By, *Wood*; Turkish Patrol, *Michailis*.—Presented by Bisurated Magnesia.
- 9.45 a.m. RADIO FAVOURITES. Czardas, *Delibes*; Ay, Ay, Ay, *Friere*; Shade of the Palm, *Stuart*; Ginger Snaps, *Bourdon*.—Presented by the makers of Brooke Bond's Dividend Tea.
- 10.0 a.m. ****FOUR STAR CONCERT of gramophone records. To-day's Four Stars: Sam Browne, Greta Keller, Jack Hulbert, Frances Day.—Presented by Spry.
- 10.15 to 10.30 a.m. Programme of PIANO MEDLEYS.
- 3.15 p.m. "DEEP NOTES"
- 3.30 p.m. McDUGALL'S SELF-RAISING FLOUR CONCERT
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT
- 4.0 p.m. HORLICK'S TEA TIME HOUR. With Debroy Somers and various artistes, followed at 4.45 p.m. by the Children's Corner.—Presented by the makers of Horlick's, Slough, Bucks.
- 5.0 to 5.30 p.m. "FILM STARS"
- 6.30 p.m. Programme of LAST YEAR'S DANCE HITS.
- 7.0 p.m. LIGHTNING FINGERS. A weekly feature of "By Requests" Dance Numbers, played by Billy Mayerl.
- 7.15 to 7.30 p.m. ITALIAN TOURIST OFFICE.

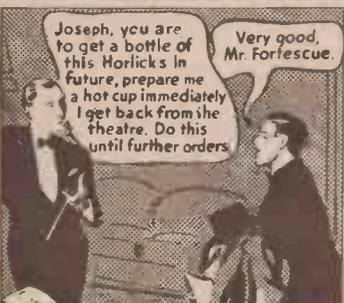
THURSDAY, MARCH 18

- 8.15 a.m. "REQUESTS" CONCERT of Gramophone Records.
- 8.30 a.m. THE OPEN ROAD. Colonel Bogey, *Aiford*; Sing, Baby, Sing, *Pollack*; Glorious Devon, *German*; Who's Been Polishing the Sun? Gay; Liberty Bell, *Sousa*.—Presented by the makers of Carter's Little Liver Pills.
- 8.45 a.m. Concert of HUMOUR
- 9.15 to 9.30 a.m. Programme of SWEET MUSIC.
- 9.40 a.m. MUSICAL MENU. With Mrs. Jean Scott. Show Boat, *Kern*; Fortissimo 1st and 2nd movements.—Programme presented by Brown & Polson's.
- 9.45 a.m. "SCOTT MARCHES ON". Presented by the makers of Scott's Emulsion.
- 10.0 a.m. ****FOUR STAR CONCERT of gramophone records. To-day's Four Stars: Jack Buchanan, Connie Boswell, Frank Crumit, Belle Baker.—Presented by Spry.

(Please turn to page 28)

FALLING STAR?

Everything seemed in favour of the play. The first night had been the success of the season. Then, slowly, Brian Fortescue began to crack up. Audiences dwindled—the play seemed doomed.



ALL the world's a stage, where each of us must play a part. How can we — if we're depressed, muddled, even waking up tired, doing nothing to replace energy used up during sleep — Night Starved, in fact?

Horlicks, regularly at bedtime, will create the new energy you need. Horlicks makes sure you are fresh and ready to play your part in life, and guards you against Night Starvation. Plain or Chocolate-flavoured, prices from 2/-, Mixer, 6d. and 1-.



HORLICKS GUARDS AGAINST NIGHT STARVATION

This means that you Sleep Soundly, Wake Refreshed, and have Extra Energy all day.

TUNE IN

Horlick's Tea-Time Hour. Debroy Somers and his band, vocal soloists and chorus. Luxembourg (1293 metres) and Normandy (269 metres), Sundays 4 p.m. to 5 p.m. Also Normandy, week-days 4 p.m. to 5 p.m.

Transmission from Normandy arranged through the I.B.C., Limited.

LISTEN TO RADIO LUXEMBOURG

Continued from preceding page



- 10.15 to 10.30 a.m. Programme by LONDON DANCE BANDS.
- 3.15 p.m. "DOUBLE ACTS"
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT
- 4.0 p.m. HORLICK'S TEA TIME HOUR With Debroy Somers and various artistes, followed at 4.45 p.m. by the Children's Corner.—Presented by the makers of Horlick's, Slough, Bucks.
- 5.0 p.m. ROSE'S HAPPY MATINEE With the Happy Philosopher. You're My Gift From Heaven; Pretty Red Hibiscus; May I Have the Next Romance, Revel.—Presented by L. Rose & Co., Ltd.
- 5.15 to 5.30 p.m. STATION CONCERT.
- 6.30 p.m. Concert of COMEDY DANCE NUMBERS.
- 6.45 p.m. STATION CONCERT
- 7.15 to 7.30 p.m. PROGRAMME FOR ALL WHO KEEP PET ANIMALS AND DOGS. Music especially arranged and played by Fred Hartley and Orchestra, with Brian Lawrence. Nola, Arndt; Leanin', Bennett; Butterflies in the Rain, Myers; Lonely Road, Ansell; Chicken Reel, Jacobs.—Presented by Spratts.
- 11.0 to 12.0 midnight. STATION CONCERT of Dance Music.
- 12.0 a.m. PRINCESS MARGUERITE Programme of Dance Music.—Presented by Theron Laboratories, Perivale, Middx.
- 12.30 to 1.0 a.m. DANCE MUSIC

FRIDAY, MARCH 19

- 8.15 a.m. RECORD REVIEW Programme of Popular Melodies, chosen by Donald Watt. Darktown Strutters Ball, Brooks; Let's Make a Wish, Kalman; El Puchio, Renee; You've Got to Blow Your Own Trumpet, Carlton.—Presented by the makers of Dodo.
- 8.30 a.m. CHIVERS' CONCERT Pale Moon, Logan; Glow Worm, Lincke; Glorious Devon, German; Bells Across the Meadow, Ketylby.—Presented by Chivers and Sons, Ltd.
- 8.45 a.m. SINGING JOE, THE SANPIC MAN, in The Sanpic Quarter Hour. Pennies From Heaven, Burke; Bush Night Song, James; Chip of the Old Block, Squire; Let Me Love Thee, Arditi; Cloze Props, Charles.—Presented by Reckitts and Sons, Ltd., Hull.
- 9.0 a.m. "THEN AND NOW" A gay programme of contrasted songs, old and new, featuring Eve Becke and the Zebo Orchestra. Round the Marble Arch, Butler; Give My Regards to Leicester Square, Hargreaves; We Parted on the Shore, Lauder; Isle of Capri, Gross; Dorothy Dean, Dacre; I've Got a Feeling I'm Falling, Waller; Pop Goes the Weasel, Traditional; Pop Goes Your Heart, Wrubel.—Presented by Reckitts & Sons, Ltd., Hull.
- 9.15 a.m. Programme of LATEST DANCES.
- 9.45 a.m. BROOKE BOND CONCERT Oh Maiden, My Maiden, Lehar; Waltz (Katja the Dancer), Gilbert; Hearts and Flowers, Czibulka; Come Gypsy, Kalman.—Presented by the makers of Brooke Bond Dividend Tea.
- 10.0 a.m. ****FOUR STAR CONCERT of gramophone records. To-day's Four Stars: Nellie Wallace, Bing Crosby, Jeanette MacDonald, Dennis King.—Presented by Spry. ****
- 10.15 to 10.30 a.m. Concert of "CROONERS."
- 3.15 p.m. LUXEMBOURG STATION ORCHESTRA.
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT

SATURDAY, MARCH 20

- 8.15 a.m. "REQUESTS" CONCERT of Gramophone Records.
- 8.30 a.m. SUNNY JIM'S PROGRAMME of "Force and Melody." Sailor's Adventures, Rathke; Toy Town Party, Eytan; Rusty and Dusty, Carr; When the Circus Comes to Town, de Rance.—Presented by A. C. Fincken & Co.
- 8.45 a.m. Concert of LIGHT CLASSICS
- 9.0 a.m. MUSIC HALL MEMORIES
- 9.30 a.m. MUSICAL MENU With Mrs. Jean Scott. Whispering, Schonerberg; Malaguena; Solitude, Ellington.—Presented by the makers of Brown and Poison's Cornflour.
- 9.45 to 10.30 a.m. VARIETY OF STARS.
- 3.15 p.m. PROGRAMME of Famous Singers and Famous Melodies.
- 3.45 p.m. FINANCIAL NEWS (in French)
- 3.50 p.m. STATION CONCERT
- 4.0 p.m. HORLICK'S TEA TIME HOUR With Debroy Somers and various artistes, followed at 4.45 p.m. by the Children's Corner.—Presented by the makers of Horlick's, Slough, Bucks.
- 5.0 p.m. KOLYNOS VARIETY OF SMILES. Compered by Cyril Fletcher. Good Evening, Pretty Lady, Evans; San Francisco, Kapur; He Was a Gentleman's Gentleman, Carr; Everybody Dance, Sigler.—Presented by Kolynos Dental Cream.
- 5.15 to 5.30 p.m. AMERICA CALLING
- 6.30 p.m. Programme of SWING MUSIC
- 6.45 p.m. CABARET from Cafe de L'Alfa, Luxembourg.
- 7.15 to 7.30 p.m. "SATURDAY RAG"
- 11.0 p.m. to 1.0 a.m. STATION CONCERT of Dance Music.

WORLD SHORT-WAVE PROGRAMMES

THIS WEEK'S DAY-TO-DAY HIGH SPOTS

SUNDAY, MARCH 14

- 2 p.m. THE SUNDOWNERS
Lyndhurst, 31.34 m.
- 5.30 p.m. TED WEEMS'S ORCHESTRA
Cincinnati, 49.5 m.
- 7 p.m. MUSIC OF THE THEATRE
Wayne, 19.6 m.
- 7 p.m. MAGIC KEY OF R.C.A.
Boundbrook, 16.87 m.
- 7.30 p.m. THATCHER COLT
Schenectady, 19.56 m.
- 8 p.m. ADVENTURES OF CAPTAIN DIAMOND
Pittsburgh, 19.71 m.
- 8.30 p.m. CONCERT RELAY
Paris, 25.24 m.
- 10.30 p.m. STOOPNAGLE AND BUD
Pittsburgh, 19.71 m.
- 10.30 p.m. GUY LOMBARDO AND HIS ORCHESTRA
Wayne, 19.6 m.
- 1 a.m. NADINE CONNER
Philadelphia, 49.5 m.

MONDAY, MARCH 15

- 6 p.m. THE FIVE STAR REVUE
Wayne 19.6 m.
- 6.30 p.m. VARIETY TIME
Cincinnati, 49.5 m.
- 9 p.m. HOWARD LANIN'S ORCHESTRA
Cincinnati, 49.5 m.
- 10 p.m. ANNE HARD
Boundbrook, 16.87 m.
- 10.45 p.m. THE SHOW SHOPPER
Pittsburgh, 19.71 m.
- 11 p.m. OLD TRAVELLER'S TALES
Schenectady, 31.48 m.
- 12 midnight REVIEW OF THE WEEK
Moscow, 31.25 m.

TUESDAY, MARCH 16

- 9 p.m. AUSTIN WYLIE'S ORCHESTRA
Pittsburgh, 19.71 m.
- 9.30 p.m. CONCERT RELAY
Paris, 25.24 m.
- 10.5 p.m. VARIETY PROGRAMME
Rome, 31.13 m.
- 10.15 p.m. TOM MIX
Schenectady 31.48 m.
- 11.15 p.m. PHIL DAVIS AND HIS ORCHESTRA
Cincinnati, 49.5 m.
- 11.35 p.m. DINNER CONCERT
Philadelphia, 49.5 m.

WEDNESDAY, MARCH 17

- 3 p.m. A HAPPY PROGRAMME
Eindhoven, 19.71 m.
- 7.30 p.m. YOUTH PROGRAMME
Zeesen, 19.85 m.
- 8.15 p.m. CONTINENTAL VARIETIES
Pittsburgh, 19.71 m.
- 8.40 p.m. DANCE MUSIC
Eindhoven, 31.28 m.
- 9 p.m. HARRY RICHMAN
Cincinnati, 49.5 m.
- 9.5 p.m. VARIETY RELAY
Rome, 31.13 m.
- 10 p.m. RUTH ROBIN
Philadelphia, 49.5 m.
- 10.30 p.m. THE BLUE FLAMES
Wayne, 19.6 m.



Ruth Robin, charming 19-year-old songstress : Wednesday, 10 p.m. (Photo: C.B.S.)

- 11.15 p.m. MIDGE WILLIAMS
Pittsburgh, 19.71 m.
- 11.35 p.m. CASTLES OF ROMANCE
Schenectady, 31.48 m.

THURSDAY, MARCH 18

- 1.35 p.m. MARIA DE JONG
Eindhoven, 16.88 m.
- 8.30 p.m. CONCERT RELAY
Paris, 25.24 m.
- 8.30 p.m. VIC AND SADE
Schenectady, 19.56 m.
- 9 p.m. THE LIGHT OPERA CO.
Pittsburgh, 19.71 m.
- 10 p.m. THE BLUEBIRDS
Wayne, 19.6 m.
- 10.15 p.m. JACK ARMSTRONG
Cincinnati, 49.5 m.
- 11.15 p.m. CAPPY BARRA'S SWING HARMONICAS
Schenectady, 31.48 m.
- 11.20 p.m. VARIETY RELAY
Eindhoven, 31.28 m.

FRIDAY, MARCH 19

- 5.30 p.m. NATIONAL HOME HOUR
Pittsburgh, 19.71 m.
- 8.45 p.m. THE O'NEILLS
Schenectady, 19.56 m.
- 9 p.m. HARRY RICHMAN
Cincinnati, 49.5 m.
- 9.15 p.m. A GAY MUSICAL HOUR
Zeesen 19.58 m.
- 10 p.m. ARCHER GIBSON
Schenectady, 31.48 m.
- 10.15 p.m. TOM MIX
Schenectady, 31.48 m.
- 11 p.m. RAY HEATHERTON
Philadelphia, 49.5 m.
- 11.45 p.m. LOWELL THOMAS
Boundbrook, 49.18 m.
- 12 midnight THE SOVIET OPINION
Moscow, 31.25 m.

SATURDAY, MARCH 20

- 2 p.m. SWING'S THE THING
Lyndhurst, 31.34 m.
- 2.45 p.m. DANCE MUSIC HOUR
Eindhoven, 16.88 m.
- 5 p.m. CHASIN'S MUSIC SERIES
Schenectady, 19.56 m.
- 6.30 p.m. OUR BARN
Pittsburgh, 19.71 m.
- 7 p.m. CONCERT RELAY
Paris, 25.24 m.
- 7 p.m. DANCEATORS
Wayne, 19.6 m.
- 7 to 10 p.m. METROPOLITAN OPERA
Pittsburgh, 19.71 m.
Schenectady, 19.56 m.
Boundbrook, 16.87 m.
- 10.45 p.m. AUSTIN WYLIE'S ORCHESTRA
Pittsburgh, 19.71 m.
- 11 p.m. THE TOP HATTERS
Cincinnati, 49.5 m.
- 11 p.m. BEN FELD AND HIS ORCHESTRA
Philadelphia, 49.5 m.
- 11.30 p.m. THE ETON BOYS
Philadelphia, 49.5 m.
- 11.35 p.m. ALMA KITCHELL
Schenectady, 31.48 m.
- 12 midnight SATURDAY NIGHT SWING CLUB
Philadelphia, 49.5 m.
- 1 a.m. SATURDAY NIGHT PARTY
Cincinnati, 49.5 m.

I've tried many other fats, but **my flaky pastry turns out best when I use STORK**



Once you've tried Stork you'll quickly join the thousands of women who realise what a wonderful difference the right kind of fat makes to pastry-making. Stork always gives you better results, because it's always fresh, always pure, and always so easy to handle. And Stork adds its own proved nourishment to everything you cook with it. Use the coupon for the free Stork Cookery Book ; it will not only help you with your pastry-making but with everything else you cook.

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SEE THE STORK COOKERY BOOK FOR AN EASY WAY TO MAKE FLAKY PASTRY

PLEASE SEND ME FREE STORK COOKERY BOOK ENTITLED "THE COMPLETE GUIDE TO HOME COOKING", WHICH CONTAINS REGULO MARKS FOR ALL BAKED DISHES.

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Address _____

Fill in your name and address and send this coupon to The Stork Company, Dept. B. 52, Unilever House, London, E.C.4, in unsealed &d-stamped envelope.

(PLEASE WRITE IN BLOCK LETTERS)

JS 2-143



Pretty Nadine Conner, soprano : Sunday, 1 a.m. (Photo: C.B.S.)

Kitchen Wisdom



Listen to Borwick's Broadcasts and become a Good Cook

There is no more valuable hint for making successful pastry, cakes and puddings than this:—Use plain flour and Borwick's Baking Powder. Different recipes need different amounts of "raising," and by using Borwick's with plain flour you can regulate the quantity according to the recipe. Good cooks always use plain flour and Borwick's.

DAYS AND TIMES OF BORWICK'S PROGRAMMES :
 Every Monday, Luxembourg (1293 m.), 5 to 5.15 p.m.
 Every Wednesday, Lyons (215 m.), 5 to 5.15 p.m.
 Every Friday, Normandy (269 m.), 10 to 10.15 a.m.
 Transmissions from Normandy through I.B.C. Ltd.

BORWICK'S
 BAKING POWDER
The Best in the World



So many ills start in the throat. Keep the kiddies throat-happy and free from infection with Allenburys Pastilles. They love the delicious blackcurrant flavour



FROM ALL CHEMISTS' 8' & 1/3

Allenburys
 Glycerine & Black Currant **PASTILLES**
for your Throat

P.4.



THIS IS NOT WINNIE

HARRY HEMSLEY offers £3. 3. 0 for a Photograph

WINNIE, Harry Hemsley's famous creation who, with Johnnie and Elsie, has been so often heard on the radio, represents Harry's ideal child. And he wants to meet her. Or, rather, since Winnie is, of course, only an imaginary child, he wants to find some other child who possesses all her charming peculiarities.

Therefore, Harry Hemsley is offering £3 3s. for the photograph that most appeals to him as being like Winnie, £1 1s. for the next best and 10s. 6d. for the third best.

Have you got a small daughter, or do you know a little girl who may be like Harry's conception of Winnie?

Then simply send a photograph of her, addressed to "Winnie Contest," "Radio Pictorial," 37 Chancery Lane, London, W.C.2. Photographs cannot be returned unless accompanied by a stamped addressed envelope.

Mr. Harry Hemsley's decision will be final and he cannot enter into any correspondence.

To help you in your search for Winnie, here is a description of her by Harry himself:

"Winnie is four and a half years of age; she has large hazel eyes, darkish hair—wavy and heavy, with no distinct parting: it is very often wild. Her hair never worries her, even though you run your fingers through it, which everybody does. Her face is round and roguish, she is either laughing or frowning (there are no half measures with Winnie).

"Winnie is not what one would consider a beautiful child, but she has personality and character, and that to my mind is far more important than mere beauty."

Now then—you surely know some fascinating small child who will answer Mr. Hemsley's description—and whose photograph will win you £3 3s.!

Don't delay—he is waiting to see your photograph!

PASSPORT TO SOCIAL SUCCESS

THERE is no surer way of becoming popular among your friends than to sit down at the piano and be able to play lively, modern tunes. Fortunately, in these enlightened days, one does not have to spend endless hours going through the whole pianoforte ritual to be able to play modern rhythm reasonably well. It is only necessary to take a short correspondence course such as Mr. Billy Mayerl's system, which has proved successful in thousands of cases.

Henry Hall (the famous B.B.C. dance-band leader), endorses it and we ourselves have carefully studied the course and have come to the conclusion that, with its aid, it should not take the average person long before he or she thoroughly masters the system, whether they have played before or not.

Full particulars will be found in Mr. Mayerl's announcement on page 32.

MOTHERS' PROBLEM WITH GROWING GIRLS.

Many mothers do not realise that when their daughters are approaching their 'teens complete and regular bowel movements are of vital importance to their normal development. That is why doctors and nurses recommend a regular weekly laxative. Be careful, however, not to resort to harsh remedies which might easily harm the child and lead to serious internal troubles in later life. Choose 'California Syrup of Figs.' It is the ideal laxative for adolescent girls, safe and gentle in action and particularly suited to the female constitution.

Give your daughters 'California Syrup of Figs' once a week to make sure that the bowels are clean and entirely free from poisonous waste.

'California Syrup of Figs' is a natural fruit laxative, recommended by doctors and nurses everywhere.

'California Syrup of Figs' is sold by all chemists, 1/3 and 2/6. The larger size is the cheaper in the long run. Be sure you get 'California Syrup of Figs' brand.



Listen to ROTHMANS

PALL MALL PARADE

RADIO LYONS... 10.45

every night... 215 metres

Smoke Rothmans Pall Mall Cigarettes

Have you ordered your copy of **TELEVISION AND SHORT-WAVE WORLD** Now on Sale. Price 1/-

MEET THE BAND

Continued from page 21

Swansea and should feel well at home among the many Welsh-born men in the band. She's dark and a spot shorter than her two colleagues. Stands in the middle when the trio are singing. Knitting is her main hobby (see page 16 for the latest effort of Marie in this direction) and has a dog named Spice and a cat named Sugar.

Mollie is a Kentish girl, tall and slim with a perfect figure. Spare time hobbies are playing the piano and "scribbling." She insists that she's got past the poetry stage, but I have my doubts about that! And if her poetry's as charming as Molly, then I hope she hasn't. She's a brunette.

Mary is a Bournemouth girl who turns to golf and gardening for relaxation. Blonde and attractive.

They're all three keen squash rackets and rowing addicts and, finally, to answer many queries from you persistent letter-writers, they're all three in their early twenties. Also to solve a problem that is apparently worrying several of you, the girl who sings those clever "Rusty and Dusty" adventures for the band is Mary. All three are heart-free. No ties, and no connections.

When these cheery people are at work there can be none more serious and hard-working. But in their leisure moments they are gay, wisecracking and incurable practical jokers. I remember when, after a visit to the studios, I arrived back at the office to find my pockets full of salt. Just one of those things!

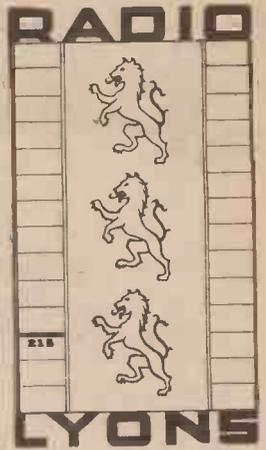
Except on rare occasions the B.B.C. Dance Orchestra members are heard but not seen. But when next you listen to them, these few brief pen-pictures may enable you to imagine them the better.

"Here's to the next time" . . . and, fortunately, it's quite soon.

Radio Lyons Calling!

Announcers: Gerald Carnes and Philip Slessor

Tune in RADIO LYONS! You can rely on something interesting from this station on Sundays and weekdays. The wavelength is 215 metres—not far below B.B.C.'s National, on medium wave-band.



SUN., MAR. 14

- 4.15 p.m. "GRAMO-VARIETY" A short variety programme of gramophone records.
- 4.30 p.m. "FILM-TIME." With Jack Payne and His Band, and "The Man-on-the-Set," Mystery Man of Radio Lyons, who brings interesting film-news to you daily.—Presented by The Campbell Soup Co., with the co-operation of Odeon Theatres Ltd.
- 5.0 p.m. CARSON ROBISON AND HIS PIONEERS. A programme of Hillbillies and Western music.—Sent to you by the makers of Oxydol: Thos. Hedley & Co., of Newcastle-on-Tyne.
- 5.15 p.m. MORTON DOWNEY (Radio's Golden Voice), with Hal Hoffer and the Drene Orchestra, in songs and dance music.—Presented by the makers of Drene.
- 5.30 p.m. A Programme of MODERN DANCE MUSIC. Tunes of the moment played by popular dance orchestras.
- 5.45 p.m. YOUR OLD FRIEND "DAN," bringing songs and good advice.—Presented by the makers of Johnson's Wax Polish.
- 6.0 p.m. "MELODY MEETING." A programme of quaint negro-harmonies, jungle-beat rhythms, and modern swing-tunes. Introducing "The Head Man," The Four Ink Spots, Eddie Matthews, and Uncle Ben Eaton with his thought for the day.—These artistes are sent to you by courtesy of the makers of Falry Soap.
- 6.15 p.m. A Programme of MODERN DANCE MUSIC. Further tunes of the moment recorded by your favourite dance orchestras.
- 6.30 p.m. "BEECHAM'S RE-UNION." With Jack Payne and his Band, and Mr. Flotsam and Mr. Jetsam.—Presented for your entertainment by the makers of Beecham's Pills and Dinneford's Magnesia.
- 7.0 p.m. CARROLL GIBBONS AND HIS RHYTHM BOYS, with Anne Lenner, The Three Ginx, and George Melachrino, in a programme of dance favourites old and new.—Sent to you by the makers of Stork Margarine.
- 7.30 to 7.45 p.m. "YOUNG AND HEALTHY." A cheerful programme of dance music.—Presented by the makers of Bille Beans.
- 8.0 p.m. GRAMOPHONE RECORDS of variety and dance music.
- 8.15 to 8.30 p.m. "ATALANTA'S QUARTER." A programme of dance music of special interest to football enthusiasts.—Presented by the famous forecaster—Atalanta.
- 9.30 p.m. MUSIC AT ITS BRIGHTEST AND BEST. Another programme of cheerful music.—Sent to you by the makers of California Syrup of Figs.
- 9.45 p.m. WALTZ TIME, featuring Billy Bissett and His Waltz Time Orchestra, Louise Adams, Robert Ashley and The Waltz-Timers. Presented for your entertainment by the makers of Phillip's Dental Magnesia.
- 10.0 p.m. SONGS AND SENTIMENT, with Helen Clare and Ronald Hill.—A programme of piano-duets and songs, played and sung by Helen and Ronnie.—Presented by the makers of Danderine.
- 10.15 p.m. EPISODES FROM DR. FU MANCHU, by Sax Rohmer.—No. 2, "The Clue of the Pig-Tail." The cast: Dr. Fu Manchu, Frank Cochrane; Nayland Smith, D. A. Clarke Smith; Dr. Petrie, Jack Lambert; Weymouth, Arthur Young; Karamaneh, Pamela Titheradge; Cabby and other characters, Mervyn Johns.—Presented by Milk of Magnesia.
- 10.30 p.m. A PROGRAMME OF MODERN DANCE MUSIC. Gramophone records of your favourite swingsters.
- 10.45 p.m. "DOWN SOUTH" Another "Tell-a-vision in Smoke" programme.—Presented by the makers of Rothman's Cigarettes.
- 11.0 to 12.0 midnight. "AS YOU LIKE IT." A programme of-requests sent in by our listeners.

MONDAY, MAR. 15

- 4.30 to 5.0 p.m. "FILM TIME" With the "Man on the Set," bringing his daily supply of film news.—Sent to you by the Campbell Soup Company, in co-operation with Odeon Theatres, Ltd.

5.15 to 5.30 p.m. THE POST TOASTIES PROGRAMME. A 15-minute children's corner with Christopher Stone.—Presented by the makers of Post Toasties.

10.30 p.m. "VARIETY" A cheerful programme.—Presented by the make. Stead Razor Blades.

10.45 to 11.0 p.m. "DOWN SOUTH" Another visit to the tobacco plantations of the dear old southland.—Presented by the makers of Rothman's Cigarettes.

TUESDAY, MAR. 16

4.30 to 5.0 p.m. "FILM TIME" With your film friend and guide, "The Man on the Set." A programme for film fans.—Presented by the Campbell Soup Company with the co-operation of Odeon Theatres, Ltd.

5.15 to 5.30 p.m. THE POST TOASTIES PROGRAMME. Christopher Stone in a bright programme sent for the kiddies' entertainment by the makers of Post Toasties.

6.45 to 7.0 p.m. "HAPPY MEMORIES" A programme of musical memories.—Sent to you by the makers of Elasto.

10.15 to 10.30 p.m. "BOLENIUM BILL" ON PARADE. Featuring "Boleเนียม Bill" and his army of daily workers.—Brought to you by the makers of Boleเนียม Overalls.

10.45 to 11.0 p.m. "DOWN SOUTH" Another in the series of daily programmes.—Sent to you by the makers of Rothman's Cigarettes.

WEDNESDAY, MAR. 17

4.30 p.m. "FILM TIME" With "The Man on the Set," who brings to you all the most up-to-date film news.—Sent to you by the Campbell Soup Company in co-operation with Odeon Theatres, Ltd.

5.0 p.m. THE BORWICK'S BAKING POWDER PROGRAMME. A programme sent for your entertainment and instruction by the makers of Borwick's.

5.15 p.m. THE POST TOASTIES PROGRAMME. A programme for the kiddies, featuring Christopher Stone.—Presented by the makers of Post Toasties.

5.30 to 5.45 p.m. FIFTEEN MINUTES AT THE ORGAN. A gramophone record programme of popular organists.—Presented by J. & J. Beulah, of Boston, Lincolnshire, makers of Veget.

6.45 to 7.0 p.m. MUSIC AT ITS BRIGHTEST AND BEST. A cheerful programme of cheerful music.—Presented by the makers of California Syrup of Figs.

10.15 to 10.30 p.m. "SUNNY JIM" TRANSMITTING "FORCE" AND MELODY. A bright programme featuring "Sunny Jim."—Sent to you by A. C. Fincken & Co., makers of Force.

10.45 to 11.0 p.m. "DOWN SOUTH" The Pall Mall Parade.—Presented by the makers of Rothman's Cigarettes.

THURSDAY, MAR. 18

4.30 p.m. "FILM TIME" With your film friend and guide, "The Man on the Set," bringing news and views of the screen world.—Presented by the Campbell Soup Company, with the co-operation of Odeon Theatres, Ltd.

5.0 p.m. FIFTEEN MINUTES AT THE ORGAN. A programme for listeners who appreciate organ music.—Presented by J. & J. Beulah, of Boston, Lincolnshire.

5.15 to 5.30 p.m. THE POST TOASTIES PROGRAMME. A daily children's corner featuring Christopher Stone.—Presented by the makers of Post Toasties.

10.45 to 11.0 p.m. "DOWN SOUTH" The smoker's own programme.—Presented by the makers of Rothman's Cigarettes.

FRIDAY, MAR. 19

4.30 p.m. "FILM TIME" Featuring "The Man on the Set." A programme for film fans.—Presented by the Campbell Soup Company, with the co-operation of Odeon Theatres, Ltd.

5.0 p.m. "FIFTEEN MINUTE THEATRE" Where comedy, drama and farce each have their crowded moment.—A programme presented for your entertainment by the makers of Yorkshire Relish.

5.15 to 5.30 p.m. THE POST TOASTIES PROGRAMME with Christopher Stone.—A programme for the children presented daily by the makers of Post Toasties.

5.45 to 6.0 p.m. "THE OPEN ROAD" A journey down that lovely road to health.—Sent to you by the makers of Carter's Little Liver Pills.

6.30 p.m. "SUNNY JIM" presents "FORCE" AND MELODY. Bringing "Sunny Jim's" smile into your homes once again.—By courtesy of the makers of Force.

6.45 to 7.0 p.m. "WALTZ TIME" With Billy Bissett and his Waltz-Time Orchestra, Louise Adams, Robert Ashley and The Waltz Timers.—This programme is presented by the makers of Phillips Dental Magnesia.

10.0 p.m. THE ROAD TO HAPPINESS A cheerful programme of music.—Presented by Hobson, Trimble & Company, makers of Hobson's Choice Feet Plasters.

10.15 to 10.30 p.m. "BOLENIUM BILL" ON PARADE. Presenting "Boleเนียม Bill" and his army of daily workers.—Sent to you by the makers of Boleเนียม Overalls.

10.45 to 11.0 p.m. "DOWN SOUTH" Another Pall Mall parade. The smoker's own programme.—Presented by the makers of Rothman's Cigarettes.

SATURDAY, MAR. 20

4.30 to 5.0 p.m. "FILM TIME" with "The Man on the Set," bringing his daily supply of film news and studio small-talk.—Presented by the Campbell Soup Company, in co-operation with Odeon Theatres, Ltd.

5.15 to 5.30 p.m. THE POST TOASTIES PROGRAMME. Another children's corner with Christopher Stone.—Presented for the kiddies' entertainment by the makers of Post Toasties.

10.45 to 11.0 p.m. "DOWN SOUTH" Time for the smoker to relax and listen to the Pall Mall Parade.—Presented daily by the makers of Rothman's Cigarettes.

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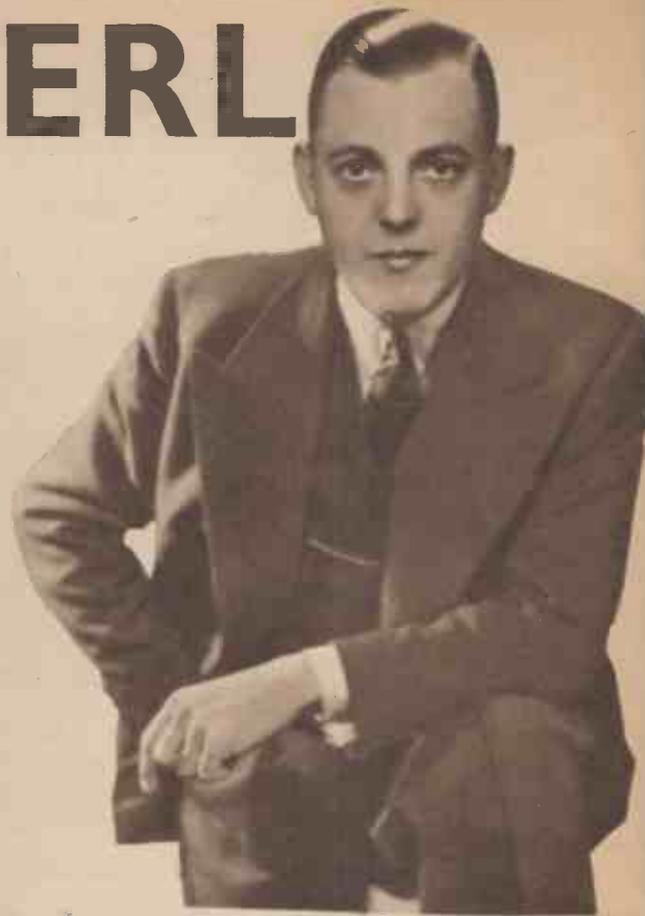
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R. _____

P.2

Sunday, March 14, to Saturday, March 20, 1937.

This Week's Programmes from

RADIO NORMANDY, Poste Parisien and Côte D'Azur

Information supplied by International Broadcasting Co., Ltd., 11 HALLAM STREET, PORTLAND PLACE, LONDON, W.1

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Sunday, March Fourteenth

All Times Stated are Greenwich Mean Time

RADIO CÔTE D'AZUR
(Juan-les-Pins)
235.1 m., 1276 Kc/s.

Times of Transmission.
Sunday :
5.00 p.m.—6.30 p.m.
10.30 p.m.—11.30 p.m.
Announcer : H. V. Gee.

Afternoon Programme

5.0 p.m. POPULAR MARCHES
Light of Foot ... Latann
The Guards' Patrol ... Williams
The Invincible Eagle ... Sousa
With Sword and Lance ... Starke

5.15 p.m. YOUR REQUESTS
The Doll Dance ... Brown
Selection—The Cat and the Fiddle ... Kern
I Have Lost My Heart in Budapest ... Mihaly
La Paloma ... Yradier

5.30 p.m. VAUDEVILLE
Us On a Bus ... Seymour
Pretty Red Hibiscus ... Noble
One Night in Napoli ... Ingram
Spring is Here Again ... Gottler
A Feather in Her Tyrolean Hat ... Mills
The Man in the Street ... Longstaffe
It Ain't Right ... Roherberg
Selection—Bow Bells ... Sullivan

(Continued on page 39, column 1)



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May we submit programme suggestions to you?

RADIO NORMANDY
269.5 m., 1113 Kc/s.

Times of Transmission.
Sunday : 8.00 a.m.—11.30 a.m.
2.00 p.m.—7.30 p.m.
10.00 p.m.—1.00 a.m.
Weekdays : 8.00 a.m.—11.00 a.m.
*2.00 p.m.—6.00 p.m.
(12 (midnight)—1.00 a.m.)
*Thursday : 2.30 p.m.—6.00 p.m.; *Friday, Saturday, 12 (midnight)—2.00 a.m.
Announcers : D. J. Davies, J. R. L. Fellowes, D. I. Newman and J. F. Sullivan.

MORNING PROGRAMME

8.0 a.m. NORMANDY CALLING!
When the Band Begins to Play ... Williams
Hallo, Budapest ... Boulanger
I Once Had a Heart, Margarita ... Schmitz
Marching Along Together ... Steininger

8.15 a.m. I.B.C. TIME SIGNAL
In a Clock Store ... Orth
Drink, Drink, Brother Drink ... Bendix
Parade of the Pirates ... Bratton
The Old Tower of St. Stephen ... Eysler

8.30 a.m. SACRED MUSIC
Brightest and Best of the Sons of the Morning ... Bach
Fierce Raged the Tempest ... Dykes
Rock of Ages ... Royal

The Thought for the Week
THE REV. JAMES WALL, M.A.
How Lovely Are Thy Messengers ... Mendelssohn

8.45 a.m. ORCHESTRAL CONCERT
Overture—Russlan and Ludmilla ... Glinka
Chanson Bohemienne ... Boldi
Magyar Melodies ... Vilmos, arr. Piercey
The Czarina ... Ganne

9.0 a.m. I.B.C. TIME SIGNAL
SELECTIONS FROM THE FILM "LOVE PARADE"
My Love Parade ... Schertzingler
My Dream Lover ... Schertzingler
Nobody's Using it Now ... Schertzingler
March of the Grenadiers ... Schertzingler

9.15 a.m. SCOTT'S MARCHES ON
On the Quarter Deck ... Afford
Manhattan Beach ... Sousa
Through Night to Light ... Laukien

Presented by the makers of Scott's Emulsion,
11 Stonecutter Street, E.C.4

9.30 a.m. "FAVOURITE COMPOSERS"
To-day—The Music of Johann Strauss
Tales from the Vienna Woods.
Artist's Life.
The Blue Danube.
Vienna Blood.

Presented by California Syrup of Figs,
179 Acton Vale, W.3

9.45 a.m. EXTRA!
Music Behind the Headlines
You Can't Pull the Wool Over My Eyes ... Ager
I Don't Want to Make History ... Rainger
Fairest of the Fair ... Sousa
Unbelievable ... Broones

Presented by Preservene Soap,
Australia House, Strand, W.C.2

10.0 a.m. WALTZ TIME
With Billy Bissett and His Waltz Time Orchestra
PAT HYDE
SAM COSTA
and
THE WALTZ TIMERS
Presented by Phillip's Dental Magnesia,
179 Acton Vale, W.3

10.15 a.m. RECREATION CORNER
One, Two, Button Your Shoe ... Johnston
Ee, by Gum ! ... Flynn
One Alone ... Romberg
Fox trot Selection—White Horse Inn ... Stol:

Presented by Currys, Ltd.,
Great West Road, Brentford

10.30 a.m. MORE MONKEY BUSINESS
with **BILLY REID AND HIS ACCORDION BAND**
IVOR DAVIS
and **DOROTHY SQUIRES**
Presented by the makers of Monkey Brand,
Unilever House, Blackfriars, E.C.4

10.45 a.m. THE ROWNTREE AERODROME
A Programme of Flying and Music
Free ... Carr
Sing Me to Sleep ... Box
Singing in the Rain ... Brown
Drop in Next Time You're Passing ... Ellis
South American Joe ... Caesar

Presented by the makers of Rowntree's Aero Chocolate

11.0 a.m. I.B.C. TIME SIGNAL
PUTTING A NEW COMPLEXION ON LIFE
Leafy Lanes ... Phillips
I'll See You Again ... Coward
Robins and Roses ... Burke
I'm in a Dancing Mood ... Sigler
I'll Sing You a Thousand Love Songs ... Warren

Presented by D.D.D.,
Fleet Lane, E.C.4

11.15 a.m. Bolenium Bill Presents
THE SUNDAY MORNING PARADE
Through Night to Light ... Laukien
Light of Foot ... Latann
Blue Devils' March ... Williams
Liberty Bell March ... Sousa

Presented by Bolenium Overalls,
Upton Park, E.13

11.30 a.m. PROGRAMMES IN FRENCH
Assn. des Auditeurs de Radio Normandie
(Continued on page 34, column 1)

PARIS (Poste Parisien)
312.8 m., 959 Kc/s.

Times of Transmission.
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.
Monday : 10.35 p.m.—11.05 p.m.
Announcer : Roy Plomley.

Afternoon Programme

5.0 p.m. FROM THE SHOWS AND FILMS
Melody in Spring (Melody in Spring) ... Gensler
I Can't Give You Anything but Love (Blackbirds of 1935) ... McHugh
The Princess is Awakening (Princess Charming) ... Kester
A Bench in the Park (King of Jazz) Yellen
I'm Hummin', I'm Whistlin', I'm Singin' (She Loves Me Not) ... Revel
Six Women (George White's Scandals) ... Henderson
Could I Be in Love? (Champagne Waltz) ... Daly
Pennies from Heaven (Pennies from Heaven) ... Johnston
There's a Small Hotel (On Your Toes) ... Rodgers

(Continued on page 39, column 1)

KEATING'S KILLS-
and Now



from **RADIO LUXEMBOURG**
EVERY SUNDAY at 9.30 a.m.
COMMENCING APRIL 4th

OUR SIGNATURE TUNE
'A HUNTING WE WILL GO'

DON'T MISS IT



THE WORLD-FAMOUS INSECTICIDE

Sunday, March the Fourteenth

RADIO NORMANDY

269.5 m., 1113 Kc/s.

(Continued from page 33, column 3)

AFTERNOON PROGRAMME

2.0 p.m.

THE KRAFT SHOW
Directed by Billy Cotton
with
ALAN BREEZE
CAB
PETER WILLIAMS
JACK DOYLE
and
ELLIS JACKSON
Presented by
Kraft Cheese Company, Ltd.,
Hayes, Middlesex

2.30 p.m.

Jane Carr Selects
MUSICAL HITS FROM THE FILMS
The Skeleton in the Cupboard
(Pennies from Heaven) ... *Johnston*
Let's Call a Heart a Heart (Pennies
from Heaven) ... *Johnston*
There's Something in the Air
(Banjo on my Knee) ... *McHugh*
Gone (Love on the Run) ... *Waxman*
Presented by
Lixen,
Allen & Hanburys, Ltd., Radio Dept., London,
E.C.2

2.45 p.m.

THE OPEN ROAD
Liberty Bell ... *Sousa*
I Feel a Song Coming On ... *McHugh*
Devil May Care ... *Valerie*
El Capitan ... *Squsa*
Don't Let it Bother You ... *Revel*
Presented by
Carter's Little Liver Pills,
64 Hatton Garden, E.C.1

3.0 p.m.

SERENADE TO BEAUTY
Presented by
Pond's Extract Co.,
Perivale, Greenford

3.30 p.m.

MUSIC THROUGH THE AGES
Lonely Linden Tree ... *Kennedy*
In a Vienna Beer Garden.
Serenade in the Night ... *Bixio*
Marie Louise ... *Wayne*
Cuban Moonlight ... *Hernandez*
Presented by
Huntley & Palmer, Ltd.,
Biscuit Manufacturers, Reading

3.45 p.m.

**MAYFAIR'S FAVOURITE
DANCE TUNES OF THE WEEK**
played by
Low Stone and His Band
The Balbao.
There's a Small Hotel ... *Rodgers*
When My Dream Boat Comes
Home ... *Franklin*
Through the Courtesy of Love ... *Revel*
It's Got to be Love ... *Rodgers*
Presented by
Pond's Face Powder.

4.0 p.m.

TEA-TIME HOUR
England—Town and Country
Debroy Somers and his Band
featuring
BERT YARLETT
HELEN RAYMOND
MIRIAM FERRIS
HARRY GUNN
FOSTER RICHARDSON
and
WEBSTER BOOTH
Presented by
Horlick's, Slough, Bucks



Willie Lewis, whose band sings
"Sunday Swing-Time"
5.0 p.m. each Sunday from 1937
Parisien

5.0 p.m.

Peter the Planter
and
A Particular Lady
TALK OVER TEA
With Music by the
Fantasia Orchestra
Polly ... *Zamecnik*
When Did You Leave Heaven? ... *Whiting*
Merry Widow Waltz ... *Lehar*
The Sailor's Hornpipe ... *arr. Hartley*
Without a Song ... *Youmans*
Presented by
Lyons Green Label Tea

5.15 p.m.

SONGS FROM THE SHOWS
An Elephant Never Forgets (The
Golden Toy) ... *Schumann*
Yes, No (Over She Goes) ... *Mayerl*
I'm in a Dancing Mood (This'll
Make You Whistle) ... *Sigler*
Something to do with the Spring
(Words and Music) ... *Coward*

5.30 p.m.

"POPULAR ORCHESTRAS"
Records by
The New Light Symphony Orchestra
Parade of the Tin Soldiers ... *Jessel*
Salut d'Amour ... *Elgar*
Jazz Nocturne (My Silent Love) ... *Suesse*
The Waltzing Doll ... *Poldini*
Presented by
Milk of Magnesia,
179 Acton Vale, W.3

5.45 p.m.

MASTER O.K., THE SAUCY BOY
The Lady in Red ... *Dixon*
Did You Mean It? ... *Dixon*
A Feather in Her Tyrolean Hat ... *Mills*
I'll never say "Never Again,"
Again ... *Woods*
Presented by
O.K. Sauce,
Chelsea Works, London, S.W.18

6.0 p.m.

POPULAR CONCERT
Selection—A Princess of Kensington ... *German*
The Clock and the Dresden China
Figures ... *Ketelbey*
My Old Shako ... *Barron*
The First Letter ... *Reggou*
Presented by
Macleans, Ltd., the makers of
"Mac" Brand Antiseptic Throat Sweets,
Great West Road, Brentford

RADIO NORMANDY

269.5 m., 1113 Kc/s.

EVENING PROGRAMME

6.15 p.m.

**ALFREDO CAMPOLI AND
HIS ORCHESTRA**
Talk by Nurse Johnson on Child Problems
Melody in F ... *Rubinstein*
Daffodil Dance ... *Crooke*
Under the Balcony ... *Heykens*
Bos'n Bill ... *George*
Presented by
California Syrup of Figs,
179 Acton Vale, W.3

6.30 p.m.

RINSO MUSIC HALL
Master of Ceremonies—Edwin Styles
featuring
FRANK GROVES
PEGGY COCHRANE
TOMMY HANDLEY
HUGHES AND LEVER
BILLIE HOUSTON
All Star Variety
Presented by the makers of
Rinso,
Unilever House, Blackfriars, E.C.4

7.0 p.m.

BLACK MAGIC
Ooh, that Kiss ... *Warren*
The Dance Goes On ... *Mayerl*
I'm a Little Bit Fonder of You.
Happy Dreams, Happy Times,
Good-night ... *Burnaby*
Lucky in Love.
Presented by
Black Magic Chocolates

7.15 p.m.

"VOICES OF THE STARS"
present
W. H. BERRY
The Celebrated Comedian
Sponsored by
Rowntree's,
The makers of Chocolate Crisp

7.30 p.m.

PROGRAMMES IN FRENCH
Assn. des Auditeurs de Radio Normandie

10.0 p.m.

BRASS BAND SELECTIONS
Homeland Memories...
Il Bacio ... *Arditi*
Minstrel Memories.
Blaze of Glory March ... *Holsmann*

10.15 p.m.

SPORTING SPECIAL
I've Got You Under My Skin ... *Porter*
Hand in Hand ... *Kern*
I Once Had a Heart, Margarita ... *Schmits*
Over the Waves ... *Rosas*
Presented by
International Sporting Pools,
77 Victoria Street, Bristol

10.30 p.m. REQUEST PROGRAMME

Arranged by R. S. S. Lambert of Newton
Abbot
Selection—The Mikado ... *Sullivan*
Eton Boating Song ... *Johnson*
Trees ... *Rasbach*
Empty Saddles ... *Hill*
Vienna Blood ... *Strauss*
The Man on the Flying Trapeze ... *O'Keefe*
Cherry Ripe ... *Scott*
O! Man River ... *Kern*

11.0 p.m.

ADVANCE FILM NEWS
Gone ... *Waixman*
Paradise in Waltz Time ... *Coslow*
I'm in a Dancing Mood ... *Sigler*
Could I Be in Love? ... *Daly*
Presented by
Associated British Cinemas,
30 Golden Square, W.1

When writing to the I.B.C., listeners who wish for a reply would greatly help by enclosing a stamped addressed envelope.

11.15 p.m.

VAUDEVILLE
There's a New World ... *Kennedy*
Willkie Bard Medley.
May I Have the Next Romance
With You? ... *Revel*
My Love Parade ... *Scherzinger*
Presented by
Western Sports Pools,
Westgate Chambers, Newport, Mon.

11.30 p.m. SWEET MUSIC

Poème ... *Fibich*
Little Grey Home in the West ... *Lohr*
Echo Waltz ... *Kennedy*
You Forgot to Remember ... *Berlin*
Zigeuner, You Have Stolen My
Heart ... *Grothe*
El Relicario ... *Padina*
Ay, Ay, Ay ... *Freira*
Turn Back the Clock ... *Parish*

12 (midnight)

AN HOUR OF DANCE MUSIC
Harlem—Fox trot ... *Carroll*
A Fine Romance—Fox trot ... *Kern*
Cowboy—Fox trot ... *Carr*
Sleep Tight—Quick step ... *Stanton*
When is a Kiss Not a Kiss? ... *Lane*
I'll Never Let You Go ... *Ellis*
I Left My Sugar Standing in the
Rain—Fox trot ... *Fain*
Raindrops—Slow Fox trot ... *Winn*
A Little Robin Told Me So ... *Davis*

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

You've Got Dust on Your Coat ... *Bell*
El Paraiso—Tango ... *Herman*
Take My Heart—Fox trot ... *Young*
A Little Bit Later On—Fox trot ... *Neiburg*
Copper-Coloured Gal—Fox trot ... *Davis*
Close to Me—Waltz ... *de Rose*
I Dream of San Marino ... *Shields*
Organ Grinder's Swing ... *Hudson*

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

NEXT WEEK
in
"RADIO PICTORIAL"
GRACIE FIELDS
starts her
**RADIO
REMINISCENCES**
★
EXCLUSIVE
to
**"RADIO
PICTORIAL"**

Monday, March 15th

RADIO NORMANDY

269.5 m., 1113 K/cs.

MORNING PROGRAMME

- 8.0 a.m. NORMANDY CALLING!**
Ragamuffin ... *Rixner*
Selection—Over She Goes ... *Mayerl*
El Relicario ... *Paulilla*
So Do I ... *Johnston*
- 8.15 a.m. I.B.C. TIME SIGNAL**
8.15—A.M. ALL'S WELL
An Early Morning Programme to Encourage the Healthy, Happy Side of Life featuring
Browning and Starr
Presented by
Alka Seltzer Products
8.30 a.m. HAPPY DAYS
Parade of the Pirates ... *Bratton*
Selection—The King Steps Out ... *Kreisler*
With My Shillelagh Under My Arm ... *O'Brien*
Here's Love in Your Eye ... *Raingier*
Presented by
Wincarnis,
Wincarnis Works, Norwich
- 8.45 a.m. Sunny Jim's Programme of "FORCE" AND MELODY**
Youth and Vigour ... *Lautenschlager*
The Strong Go On ... *Thayer*
The Windmill ... *Nelson*
Perpetuum Mobile ... *Strauss*
Presented by
A. C. Fincken & Co.,
195 Great Portland Street, W.1
- 9.0 a.m. I.B.C. TIME SIGNAL**
THE OPEN ROAD
Garde Republicaine ... *Emmerson*
Rise'n Shine ... *Youmans*
The Smugglers ... *Poppie*
Sing as We Go ... *Parr-Davies*
Knightsbridge March ... *Coates*
Presented by
Carter's Little Liver Pills,
64 Hatton Garden, E.C.1
- 9.15 a.m. GORDON LITTLE**
In Music Through the Window
Under Heaven's Blue ... *Payan*
Miracles Sometimes Happen ... *Noble*
I'll Sing You a Thousand Love Songs ... *Warren*
Mighty Lak' a Rose ... *Nevin*
Rose Marie ... *Friml*
Serenade in the Night ... *Bixio*
Presented by
Phosferine Tonic Wine,
La Belle Sauvage, E.C.4

AFTERNOON PROGRAMME

- 2.0 p.m. NEWS PARADE**
El Capitan March ... *Sousa*
Waltz (Faust) ... *Gounod*
Gavotte in E Major ... *Bach*
Pizzicato (Sylvia) ... *Delibes*
Presented by
The Editors of "News Review"
- 2.15 p.m. RAINBOW RHYTHM**
Saddle Your Blues to a Wild Mustang ... *Haid*
Swing is the Thing ... *Mercer*
Camp of Havana ... *Gilbert*
One, Two, Button Your Shoe ... *Johnston*
Presented by the makers of
Tintex,
199 Upper Thames Street, E.C.4
- 2.30 p.m. ORCHESTRAL CONCERT**
Overture—William Tell ... *Rossini*
Danse de la Fee Dragée ... *Tchaikovsky*
Danse des Mirlitons ... *Tchaikovsky*
Song—Till I Wake ... *Woodforde-Finden*
The Flight of the Bumble Bee ... *Rimsky-Korsakov*
Prelude and Mazurka ... *Delibes*
Song—Falmouth is a Fine Town ... *Henley*
Cortège ... *Debussy*
Liebesfreud ... *Kreisler*
Gingerbread Waltz ... *Humperdinck*
Anitra's Dance ... *Grieg*
Song—The Toreador's Song ... *Bizet*
Gopak ... *Moussorgsky*
The Spirit of Fire ... *Strauss*
Poika Française ... *Strauss*
Song—When the Harvest's In ... *Wright*
Ritual Fire Dance ... *de Falla*
Dance of the Tumblers ... *Rimsky-Korsakov*
- 3.30 p.m. INSTRUMENTAL BREAK**
- 3.45 p.m. VIROL VARIETY**
If I Can't Have You ... *Donaldson*
Pretty Red Hibiscus ... *Noble*
I Dream of San Marino ... *Shields*
I Was Saying to the Moon ... *Johnston*
Presented by
Virol, Ltd.,
Hanger Lane, Ealing, W.5

EVENING PROGRAMME

- 12 (midnight) AN HOUR OF DANCE MUSIC**
May I Have the Next Romance? ... *Revel*
Champagne Cocktail—Fox trot ... *Phillips*
On a Typical Tropical Night ... *Johnston*
The Memory of a Tiny Shoe ... *Evans*
Head Over Heels in Love ... *Revel*
Pennies from Heaven—Fox trot ... *Johnston*
At the Balalaika—Fox trot ... *Posford*
Did You Mean It?—Quick step ... *Dixon*
Poor Butterfly—Fox trot ... *Golden*
- 12.30 a.m. I.B.C. TIME SIGNAL**

Tuesday, March 16th

RADIO NORMANDY

269.5 m., 1113 K/cs.

MORNING PROGRAMME

- 8.0 a.m. NORMANDY CALLING!**
Sing Something in the Morning ... *Brodsky*
Chinese Blues ... *Cotterill*
Grinning ... *Benatzky*
Two Hearts in Cuba ... *Marsedo*
- 8.15 a.m. I.B.C. TIME SIGNAL**
GOLDEN HARMONY
I Once Had a Heart, Margarita ... *Schmitt*
Stars in My Eyes ... *Kreisler*
King Chanticleer ... *Ayer*
Gipsy Love Overture ... *Lehar*
Presented by
Spink & Son, Ltd.,
5, 6 and 7 King Street, St. James's, S.W.1
- 8.30 a.m. RECORDS BY**
THE CASA LOMA ORCHESTRA
White Jazz ... *Gifford*
China Girl ... *Halstead*
Yankee Doodle Never Went to Town ... *Hanighen*
Rose of the Rio Grande ... *Gorman*
Presented by
Vitacup, Wincarnis Works, Norwich
- 8.45 a.m. POPULAR MUSIC**
By Haydn Wood
May Day Overture
Bird of Love Divine
A Brown Bird Singing
The Unforgotten Melody
Presented by
Fels Naptha Soap,
195 Great Portland Street, W.1
- 9.0 a.m. I.B.C. TIME SIGNAL**
HEALTH MAGIC
Live, Laugh and Love ... *Heyman*
You Are My Heart's Delight ... *Lehar*
Les Millions d'Arlequin ... *Drigo*
Falling in Love Again ... *Hollander*
Presented by
The Society of Herbalists, Ltd.,
Culpeper House, 21 Bruton Street, W.1
- 9.15 a.m. OLIVER KIMBALL**
The Record Spinner
Selection—The Geisha ... *Jones*
When the Sergeant-Major's on Parade ... *Longstaffe*
Erinalia ... *Holl*
Jolly Good Company beside the Sea ... *Holl*
Presented by
Bismag, Ltd.,
Braydon Road, N.16

AFTERNOON PROGRAMME

- 2.0 p.m. RAINBOW RHYTHM**
Here's Love in Your Eye ... *Raingier*
This'll Make You Whistle ... *Sigler*
Old and New Medley ... *Chaplin*
Rhythm Saved the World ... *Chaplin*
Presented by the makers of
Tintex,
199 Upper Thames Street, E.C.4
- 2.15 p.m. ADVANCE FILM NEWS**
Gone ... *Waxman*
Paradise in Waltz Time ... *Coslow*
I'm in a Dancing Mood ... *Sigler*
Could I Be in Love? ... *Daly*
Presented by
Associated British Cinemas,
30 Golden Square, W.1
- 2.30 p.m. MUSIC HALL OF THE AIR**
Blaze Away ... *Holzmann*
Nobody's Sweetheart ... *Schoebel*
I Took My Harp to a Party ... *Gay*
To Mary—with Love ... *Revel*
My People ... *Cunningham*
Waltzes by Moonlight ... *Schumann*
An Elephant Never Forgets ... *Western Bros.*
The Old School Tie ... *Redman*
The Blasted Oak ... *Haig*
By the Bend of the River ... *Meskill*
Singing a Happy Song ... *McHugh*
Every Little Moment ... *Revel*
Stay as Sweet as You Are ... *Gay*
There's Something About a Soldier ... *Ronell*
Baby's Birthday Party ... *Williams*
Just One Word of Consolation ... *Porter*
I've Got You Under My Skin ... *Chandler*
Canadian Capers ... *Chandler*
- 3.30 p.m. ORGANISTS AT PLAY**
- 3.45 p.m. AT HOME WITH THE HULBERTS**
Lullaby Land ... *de Basque*
Japanese Carnival ... *de Basque*
Toyland Medley ... *Strauss*
Thunder and Lightning ... *Strauss*
Presented by
Cow & Gate, Ltd.,
Guildford, Surrey

EVENING PROGRAMME

- 12 (midnight) AN HOUR OF DANCE MUSIC**
'Tain't No Use—Fox trot ... *Magidson*
Who Loves You?—Fox trot ... *Coots*
Timber—Fox trot ... *Hill*
Midnight Blue—Slow Fox trot ... *Burke*
One, Two, Button Your Shoe ... *Johnston*
When the Sun Says Good-night ... *Pease*
Did Your Mother Come from Ireland?—Fox trot ... *Carr*
Got to Blow Your Own Trumpet ... *Carlton*
Follow Your Heart—Waltz ... *Scherltinger*
- 12.30 a.m. I.B.C. TIME SIGNAL**

LOUISE ADAMS AND ROBERT ASHLEY bring you the charm of "Waltz Time" ... RADIO NORMANDY, Tuesday, 9.45 a.m.

HOW TO BE *lovely* IN SPIKE OF SPORTS



THE LADY IRENE CLARK

CLIMBING mountain slopes before the dawn. Waiting hours for a stag. Home again in the dusk. That is her Autumn.

Riding to hounds in any weather. Hunting every day of the week. That is her Winter... She shoots, too, yachts, goes salmon-fishing.

A weather-beaten skin? Oh, no! Lady Irene is one of the loveliest Society women to be seen in London through the Season. Her skin is smooth, and as flawless as a hot-house flower. "My daily skin care is simply Pond's Cold Cream," she declares. "It softens my skin and cleanses so thoroughly that I am not troubled with little blemishes or lines."

This is how Pond's Cold Cream makes skin faultless:—

Lines, blackheads, little blemishes, are signs that—down beneath—the tiny muscles, glands and skin tissues are becoming sluggish—stopping their work. But you can wake up that sleepy

under-skin. Easily and quickly—by using Pond's Cold Cream.

Smooth this cream on your skin every night. Its fine oils sink deep into the pores and float out dust and powder. Instantly your skin is clearer. Softer, too, and smoother!

Treatment for a lazy under-skin

Then pat on more of the cream briskly. You'll feel your under-skin waking up, tingling with life. Every morning and during the day, too, give your skin this same treatment. Afterwards your powder will go on smoothly—and cling.

Continue this care and blackheads loosen, lines fade, your colour blooms. Your skin becomes softer and finer. Get Pond's Cold Cream today. It is obtainable everywhere.

Try Pond's Cold Cream free. Also Pond's Vanishing Cream, which holds powder on for hours. Send the coupon below.

POND'S

FREE: For sample tubes of Pond's Cold and Vanishing Creams, write your name and address below, pin a 1d. stamp to this coupon, and post in sealed envelope to Dept. C202, Pond's, Perivale, Greenford, Middlesex.

NAME _____
ADDRESS _____

BEAUTY ADVICE FREE: Write to Constance Holt, Pond's Beauty Experts, at the address above for free advice on your skin problems.



● All these skin blemishes start in your under-skin. Read above how to correct and prevent them easily.

Tune-in to Pond's "Serenade to Beauty" every Sunday—Normandy 3 p.m. and Luxembourg 10 p.m.

Tune-in also to a Pond's Programme—Mayfair's Favourite Dance Tunes played by Lew Stone and His Band every Sunday—Normandy, 3.45 p.m.

Transmission from Normandy arranged through the International Broadcasting Company Limited

Wednesday, March 17th

RADIO NORMANDY

269.5 m., 1113 Kc/s.

MORNING PROGRAMME

- 8.0 a.m. NORMANDY CALLING**
Flor Gitana ... Ferraris
Suray Surita ... Freyer
Eva ... Lehar
Selection—The Great Ziegfeld.
- 8.15 a.m. I.B.C. TIME SIGNAL**
HAPPY DAYS
Blaze Away ... Holzmann
Let's Go ... Schertzing
A Swanee Sing Song ... Grimshaw
Wedding Dance Waltz ... Lincke
Presented by Wincarnis, Wincarnis Works, Norwich
- 8.30 a.m. CHEERFUL MORNING MELODIES**
It Ain't Nobody's Biz'ness What I Do ... Browne
La Rinka ... Beale
A Ragtime Review.
I Dream of San Marino ... Shields
Presented by Juvigold, 21 Farringdon Avenue, E.C.4
- 8.45 a.m. Sunny Jim's Programme of "FORCE" AND MELODY**
Irish Patriotic Marches.
Danny Boy ... Weatherley
Trottin' to the Fair ... arr. Stanford
Savoy Irish Medley.
Presented by A. C. Fincken & Co., 195 Great Portland Street, W.1
- 9.0 a.m. I.B.C. TIME SIGNAL**
DANCE MUSIC
When Did You Leave Heaven? ... Bullock
Out of the Blue ... Bath
Cuban Cabby ... Cavanagh
You Came to My Rescue ... Raininger
Presented by Sanitas, 51 Clapham Road, S.W.9
- 9.15 a.m. FAVOURITE MELODIES**
Selection—The Mikado ... Sullivan
There's a Tavern in the Town ... Trad.
When the Poppies Bloom Again ... Towers
Twilight on the Waters ... Squire
Presented by Freezone Corn Remover, Braydon Road, N.16
- 9.30 a.m. POPULAR TUNES**
Fantasia on Irish Airs.
Slippery Sticks ... Brooks
Under the Roofs of Paris' ... Moretti
Castaldo March ... Novacek
Presented by Fynnon, Limited.
- 9.45 a.m. FAVOURITE COMPOSERS**
To-day: The Music of Oscar Straus
A Waltz Dream
The Last Waltz
Selection—The Chocolate Soldier
Every Woman Thinks She Wants to Wander
Presented by California Syrup of Figs, 179 Acton Vale, W.3
- 10.0 a.m. LISTEN TO VITBE**
Did You Mean It? ... Green
Old Mammy Mine ... Kennedy
Busy, Busy ... Ellstein
On the Prom-Prom-Promenade ... Butler
Presented by Vitbe Brown Bread, Crayford, Kent
- 10.15 a.m. MASTER O.K., THE SAUCY BOY**
Tiger Rag ... La Rocca
Cut Yourself a Little Piece of Cake ... Holmes
A Fine Romance ... Kern
Shine ... Brown
Presented by the makers of O.K. Sauce, Chelsea Works, London, S.W.18
- 10.30 a.m. POPULAR CONCERT**
Jollification ... Reeves
Tambourin Chinois ... Kreisler
Cupid's Army ... Ibanez
Thrills Waltz ... Ancliffe
Presented by Macleans, Ltd., Great West Road, Brentford
- 10.45 a.m. TEN FORTY-FIVE AND ALL THAT**
There's Something in the Air ... McHugh
The Magic of You ... Raininger
Looking Around Corners for You ... Revel
Old Musical Comedy Gems.
- 11.0 a.m. PROGRAMMES IN FRENCH**
Assn. des Auditeurs de Radio Normandie

AFTERNOON PROGRAMME

- 2.0 p.m. RAINBOW RHYTHM**
Everybody Dance ... Revel
Pennies from Heaven ... Johnston
Sentimental Gentleman from Georgia ... Parish
I've Got You Under My Skin ... Porter
Presented by the makers of Tintex, 199 Upper Thames Street, E.C.4
- 2.15 p.m. FOOTLIGHTS PARADE**
Selections from "This'll Make You Whistle"
I'm in a Dancing Mood ... Sigler
Without Rhythm ... Sigler
This'll Make You Whistle ... Sigler
You've Got the Wrong Rumba ... Sigler
Presented by R.A.P., Ltd., Ferry Works, Thames Ditton
- 2.30 p.m. ANSWER THESE**
- 2.45 p.m. DREAM WALTZES**
My First Love Song ... Parr-Davies
And Love was Born ... Kern
Dear Love, My Love ... Friml
Music in May ... Novello
Presented by True Story Magazine, 30 Boulevard Street, E.C.4
- 3.0 p.m. LIGHT ORCHESTRAL INTERLUDE**
- 3.15 p.m. CARSON ROBISON**
And His Pioneers
In the Shade of the Old Apple Tree ... Alstyne
Comin' Round the Mountain.
Pale Moon ... Logan
Railroad Boomer ... Robison
Long Long Ways from Home ... Robison
Presented by Oxydol, Newcastle-on-Tyne
- 3.30 p.m. MELODY MEETIN'**
With the Four Ink Spots
THE HEAD MAN and EDDIE MATTHEWS
Rasputin ... Robinson
Shortnin' Bread ... Wolfe
When Gabrielle Played Hi-de-Ho.
Lonesome Road ... Shilkret
Rhythm is Our Business ... Kaplan
Presented by the makers of Fairy Soap, Thos. Hedley & Co., Ltd., Newcastle-on-Tyne and Manchester
- 3.45 p.m. MORTON DOWNEY**
The Golden Voice of Radio
A Fine Romance ... Kern
Stardust ... Carmichael
Melancholy Baby ... Burnett
- 3.45 Morton Downey—Cont.**
Did You Mean It? ... Gree
So Do I ... Johnston
Presented by Thos. Hedley & Co., Ltd., Makers of Drene Shampoo
- 4.0 p.m. TEA-TIME HOUR**
With Debroy Somers and Other Artists
What Do You Think of That? ... Woods
Savoy Scottish Medley ... arr. Somers
Open Windows ... Henman
With a Banjo on My Knee.
Bond of Friendship ... Texidor
Swinganaola ... Meshill
Vienna, City of My Dreams ... Siczynsky
The Thrill of Your Kiss ... Long
Susannah's Squeaking Shoes. ... Sabadi
Torok Magyar ... Hackforth
New Hearts ... Kadelbey
In a Chinese Temple Garden ... Alford
Pique Dame Overture ... Suppe
Followed at 4.45 p.m. by the HORLICK'S CHILDREN'S CORNER
To-day: BELINDA, BRUCE AND ALAN
With Special Stories and Songs for Children of All Ages
Presented by Horlick's, Slough, Bucks
- 5.0 p.m. I.B.C. TIME SIGNAL**
HEALTH AND HAPPINESS
King Cotton March ... Sousa
El Relicario ... Padilla
Give Me the Rolling Sea ... May
The Middy March ... Alford
Everything's in Rhythm with My Heart ... Sigler
Presented by Carter's Ligte Liver Pills, 64 Hatton Garden, E.C.1
- 5.15 p.m. REQUEST PROGRAMME**
from Mr. G. W. C. Thomas
Spanish Jake ... Henderson
Mood Indigo ... Ellington
Sweet Sue ... Harris
That's My Home ... Ellison
When Did You Leave Heaven? ... Whiting
Laughing Irish Eyes ... Stepi
Voice in the Old Village Choir ... Kahn
Say It With Music ... Berlin
- 5.45 p.m. WHAT'S ON IN LONDON**
News of the Latest Films, Shows and Other Attractions
- 6.0 p.m. PROGRAMMES IN FRENCH**
Assn. des Auditeurs de Radio Normandie

EVENING PROGRAMME

- 12 (midnight) AN HOUR OF DANCE MUSIC**
Mendel's Son's Swing Song ... Erard
I've Got You Under My Skin ... Porter
Nobody's Darling But Mine ... Davis
I Was Saying to the Moon ... Johnston
Does Your Heart Beat? ... Parish
Easy to Love—Fox trot ... Porter
Sing, Baby, Sing—Fox trot ... Yellen
Golden Heart—Waltz ... Denville
I Breathe on Windows ... Mayerl
- I Dream of San Marino—Fox trot ... Shields
You Turned the Tables on Me ... Evans
Good Evening, Pretty Lady ... Allers
Me and the Moon—Slow Fox trot ... Hirsch
When Poppies Bloom Again ... Toners
The Waltz in Swing Time ... Kern
There's Something in the Air ... McHugh
Happy Dreams, Happy Times, Good-night—Fox trot ... Burnaby
- 1.0 a.m. I.B.C. Goodnight Melody and Close Down.**

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

The COLGATE REVELLERS entertain you at

Thursday, March 18th

RADIO NORMANDY

269.5 m., 1113 Kc/s.

MORNING PROGRAMME

- 8.0 a.m. SINGING JOE**
 Mary of Argyle ... Trad.
 The Yeoman's Wedding Song ... Pomiatowski
 There's a Small Hotel ... Rodgers
 In Sheltered Vale ... d'Alqueen
 Le Cor (Song of the Horn) ... Flerier
 Presented by the makers of Sanpic,
 Reckitts & Sons, Ltd., Hull
- 8.15 a.m. I.B.C. TIME SIGNAL**
ZEBO TIME
 Two Lovely Black Eyes ... Forman
 A Fine Romance ... Kern
 Silver Threads Among the Gold ... Danks
 Sweetheart, Let's Grow Old
 Together ... Bratton
 We Won't Go Home till Morning.
 Breakfast in Harlem ... Marks
 In the Shade of the Palm ... Stuart
 Underneath the Arches ... Flanagan
 Presented by the makers of Zebo
 Reckitts & Sons, Ltd., Hull
- 8.30 a.m. THE COLGATE REVELLERS**
 Sailor Where Art Thou? ... Nesbitt
 There Goes My Attraction ... Young
 Then You've Never Been Blue ... Lewis
 Easy to Love ... Porter
 Another Perfect Night is Ending ... Davis
 Presented by
 Colgate's Ribbon Dental Cream,
 Colgate, Ltd., S.W.1
- 8.45 a.m. Sunny Jim's Programme of "FORCE" AND MELODY**
 Policeman's Holiday ... Ewing
 Love's Garden of Roses ... Haydn Wood
 Selection—Give Me a Ring ... Broones
 Ecstasy ... Baynes
 Presented by
 A. C. Fincken & Co.,
 195 Great Portland Street, W.1
- 9.0 a.m. I.B.C. TIME SIGNAL**
DANCE MUSIC
 My Red Letter Day—Fox trot ... Sigler
 My Heart is Full of Sunshine ... Buday
 I Was Saying to the Moon ... Johnston
 Peter's Pop Keeps a Lollipop Shop ... Long
 Presented by
 Woodward's Gripe Water,
 51 Clapham Road, S.W.9
- 9.15 a.m. HEALTH MAGIC**
 Narcissus ... Nevin
 The Student Prince ... Romberg
 Invitation to the Waltz ... Weber
 Ah, Sweet Mystery of Life ... Herbert
 Presented by
 The Society of Herbalists, Ltd.,
 Culpeper House, 21 Bruton Street, W.1

AFTERNOON PROGRAMME

- 2.0 p.m. PROGRAMMES IN FRENCH**
 Assn. des Auditeurs de Radio Normandie
- 2.30 p.m. THE MAGIC CARPET**
 Selection—The Mikado ... Sullivan
 Japanese Lantern Dance ... Yoshimoto
 Chopsticks ... Mayerl
 Japanese Nocturne ... Eicheim
 The Japanese Sandman ... Egan
 Nagasaki ... Dixon
 In the Temple of the Bells ... Yoshimoto
 Japanese Carnival ... de Basque
 Selection—The Mikado ... Sullivan
- 3.0 p.m. RECORDS BY**
LOUIS LEVY AND HIS GAUMONT-BRITISH SYMPHONY
 March—Music from the Movies ... Levy
 Selection—This'll Make You Whistle ... Sigler
 Selection—Music from the Movies
 Selection—Head Over Heels ... Revel
 Selection—The Great Ziegfeld ... Adamson
 Empire Builders ... Bath
- 3.30 p.m. MAYFAIR'S FAVOURITE**
DANCE TUNES OF THE WEEK
 played by
 Lew Stone and His Band
 El Balbao
 There's a Small Hotel ... Rodgers
 When My Dream Boat Comes Home ... Friend
 Through the Courtesy of Love ... Revel
 It's Got to be Love ... Rodgers
 Presented by Pond's Face Powder
- 3.45 p.m. PUTTING A NEW COMPLEXION ON LIFE**
 There's Always a Happy Ending ... Sigler
 You Came to My Rescue ... Raininger
 A Little Bit Later On ... Neidburg
 There's Two Sides.
 Bye, Bye, Blues ... Bennett
 Presented by
 D.D.D., Fleet Lane, E.C.4
- 4.0 p.m. TEA-TIME HOUR**
 With Debroy Somers and Other Artists
 When the Midnight Choo-Choo
 Leaves for Alabam ... Berlin
 Wee MacGregor Patrol ... Amers
 Medley.
 Entry of the Toreadors ... Martinez
 Grey Smoke in the Sky ... Saville
 Song of Paradise ... King
 Slavonic Rhapsody ... Friedemann
 The Morning After ... Coslow
 Family-Lullaby.
 The Trumpet Calls ... Fucik
 El Caramalero ... Byron
 Leslie Stuart Medley ... Stuart
 Followed at 4.45 p.m. by the
HORLICK'S CHILDREN'S CORNER
 To-day: BELINDA, BRUCE AND ALAN
 With Special Stories and Songs
 for Children of All Ages
 Presented by
 Horlick's, Slough, Bucks
- 5.0 p.m. I.B.C. TIME SIGNAL**
A QUARTER-HOUR PROGRAMME
 FOR BOYS AND GIRLS
 Birthday Greetings from the Uncles
- 5.15 p.m. VAUDEVILLE**
 Shout for Happiness ... Blight
 When Yuba Plays the Rumba on
 the Tuba ... Hupfield
 New Heart ... Hackforth
 Keep it in the Family Circle ... Hargreaves
 Sleepy Head ... Donaldson
 Every Woman Thinks She Wants
 to Wander ... Straus
 You Look so Sweet, Madame ... Wimperis
 Eeeny Meeny Miny Mo ... Mercer
- 5.45 p.m. WHAT'S ON IN LONDON**
 News of the Latest Films, Shows and
 Other Attractions
- 6.0 p.m. PROGRAMMES IN FRENCH**
 Assn. des Auditeurs de Radio Normandie

EVENING PROGRAMME

- 12 (midnight) AN HOUR OF DANCE MUSIC**
 Sing, Sing, Sing—Fox trot ... Prima
 It's Got to be Love—Fox trot ... Rodgers
 Sing Something in the Morning ... Brodsky
 Moonlight—Quick step ... Conrad
 I Can't Escape from You ... Whiting
 Head Over Heels in Love ... Revel
 Chicken Reel—Fox trot ... Daly
 Delyse—Waltz ... Gilbert
 Timber—Fox trot ... Hill
- 12.30 a.m. I.B.C. TIME SIGNAL**
- 1.0 a.m. I.B.C. Goodnight Melody and Close Down.**
- 9.30 a.m. WINTER WISDOM**
 Entry of the Gladiators ... Fucik
 Marimba Land Waltzes.
 In My Little Bottom Drawer ... Haines
 Chinese Dance ... Tchaikowsky
 Dance of the Fluters ... Tchaikowsky
 Presented by
 Pineate Honey Cough Syrup,
 Braydon Road, N.16
- 9.45 a.m. POPULAR ORCHESTRAS**
 Records by
 Rudy Vallee and His Connecticut
 Yankees
 Seen' is Bellevin' ... Ager
 I Couldn't Believe My Eyes ... Samuel
 Rudy Vallee Medley
 Stein Song ... Fensted
 Presented by
 Milk of Magnesia,
 179 Acton Vale, W.3
- 10.0 a.m. RADIO FAVOURITES**
 Entrance of the Little Fauns ... Pierné
 Ciribiribin ... Dole
 Lazy Pete—Intermezzo ... Werner
 Spring's Delight March ... Ailbout
 Presented by
 Brooke Bond & Co., Ltd.,
 London, E.1
- 10.15 a.m. THE OPEN ROAD**
 Blaze Away ... Holzmann
 The Winding Road ... Araby
 Andalusia ... Gomez
 Some Folks Like to Sigh.
 Rigoletto Ramblings ... Verdi
 Presented by
 Carter's Little Liver Pills,
 64 Hatton Garden, E.C.1
- 10.30 a.m. POPULAR CONCERT**
 Selection—The Dubarry ... Millocker
 Hungarian Caprice ... Ferraris
 The Swing Song ... Messenger
 Parade of the City Guards ... Jessel
 Presented by
 Macleans, Ltd.,
 Great West Road, Brentford
- 10.45 a.m. TEN FORTY-FIVE AND ALL THAT**
 The Internationale ... Meskill
 Fox trot Medley.
 Yodelling Tommy Atkins ... Van Dusen
 In the Shade of the Old Apple Tree Williams



'BETTER BUY
CAPSTAN
they're blended better

DO YOU REALISE
 that it is the blending on which
 so much depends? This produces
 the subtle Capstan flavour from
 the choice Virginia tobaccos . . .
 It's because they're blended better
 that you'll like them better.

10 for 6d. 20 for 11d. PLAIN OR CORK TIPPED



Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd. C.C.539P

Friday, March 19th

RADIO NORMANDY

269.5 m., 1113 Kc/s.

MORNING PROGRAMME

8.0 a.m. 232 CALLING
"Patsy" Hendren's Football Pool
Broadcast
Sousa Marches Medley ... *Sousa*
The Waltz in Swing Time ... *Kern*
Be Careful, Young Lady ... *Coslow*
On My Little Toboggan ... *Box*

Presented by
"232" Flannel Trousers
8.15 a.m. I.B.C. TIME SIGNAL
8.15—AND ALL'S WELL
An Early Morning Programme
to encourage the
Healthy, Happy Side of Life
featuring
Browning and Starr
Presented by
Alka Seltzer Products

8.30 a.m. POPULAR MELODIES
Records Chosen by Donald Watt
The Darktown Strutters' Ball ... *Brooks*
Let's Make a Wish ... *Kalmar*
El Pucho ... *Renes*
You've Got to Blow Your Own
Trumpet ... *Carlton*
Presented by the makers of
Parmint, 161 Smedley Street, S.W.8

8.45 a.m. Sunny Jim's Programme of "FORCE" AND MELODY
Semper Fidelis ... *Sousa*
Feuerfest ... *Strauss*
A Song For You and Me ... *Bizci*
Tesoro Mio ... *Beccucci*
Presented by
A. C. Fincken & Co.,
195 Great Portland Street, W.1

9.0 a.m. I.B.C. TIME SIGNAL
TUNES FROM THE TALKIES AND SHOWS
Bojangles of Harlem (Swing Time) ... *Kern*
I've Got You Under My Skin
(Born to Dance) ... *Porter*
Lonely Road (The Song of Freedom)
The Fleet's in Port Again (O-Kay
for Sound) ... *Ansell*
Gay
Presented by the makers of
Chix, 8 Devonshire Grove, London, S.E.15.

9.15 a.m. GORDON LITTLE
In Music Through the Window
Awake in a Dream ... *Hollander*
Did I Remember? ... *Adamson*
Love is a Dancing Thing ... *Schwartz*
Marta ... *Simons*
Love, Forever I Adore You ... *de Micheli*
The Moon was Yellow ... *Ahlert*
Presented by
Phosferine Tonic Wine, La Belle Sauvage, E.C.4

AFTERNOON PROGRAMME

2.0 p.m. RAINBOW RHYTHM
There's Something in the Air ... *Adamson*
Here Comes that Rainbow ... *Pola*
Dinah ... *Akst*
Say the Word and It's Yours ... *Sigler*
Presented by the makers of
Tintex, 199 Upper Thames Street, E.C.4

2.15 p.m. MILITARY BAND MUSIC
2.30 p.m. AERIAL VARIETY
Blaze Away ... *Holzmann*
Stand Up and Sing ... *Charig*
In My Little Bottom Drawer ... *Haines*
Lulu's Back in Town ... *Warren*
I Love You So ... *Lehar*
Take Me Back to My Boots and
Saddle ... *Whitcup*
Me and My Dog ... *Ellis*
We Montmorencies ... *Hasluck*
Marching Along Together ... *Steininger*
Ab, the Moon is Here ... *Fain*
The Little Silk Worm ... *Sigler*
It Always Starts to Rain ... *Leslie*
Half Caste Woman ... *Coward*
Heaven Will Protect an Honest
Girl ... *Weston*
Living in the Sunlight ... *Sherman*
Mama Don't Allow It ... *Davenport*
You Don't Understand ... *Ellis*
Let's All Dance the Polka ... *Louton*

3.30 p.m. HARLEM PARTY
Harlem ... *Carlton*
When a Black Man's Blue ... *Nelson*
If Harlem Came to Mayfair ... *Thomas*
Darktown Dandies ... *Morley*
Harlem Flat Blues ... *Ellington*
Bojangles of Harlem ... *Kern*
Harlem on My Mind ... *Berlin*
Darktown Strutters' Ball ... *Brooks*
Harlem After Midnight ... *Garland*

EVENING PROGRAMME

12 (midnight)

EXTENSION NIGHT

DANCING TILL 2 a.m.

Popular Dance Bands Record Your
Favourite Tunes

12.30 a.m., 1.0 a.m., 1.30 a.m., I.B.C. Time Signals.

2.0 a.m. I.B.C. Good-Night Melody and Close Down.

BROWNING AND STARR brighten your breakfast-hour . . . RADIO NORMANDY, Friday, 8.15 a.m.

Saturday, March 20th

RADIO NORMANDY

269.5 m., 1113 Kc/s.

MORNING PROGRAMME

8.0 a.m. MUSICAL CAVALCADE
The Czarina ... *Ganne*
Entr'acte Gavotte (Mignon) ... *Thomas*
Tell Me Pretty Maiden (Floradora) ... *Shurt*
Wedding Dance Waltz ... *Lincke*
Presented by the publishers of
Cavalcade, Inveresk House, Strand, W.C.2

8.15 a.m. I.B.C. TIME SIGNAL
Records by
ROY FOX AND HIS ORCHESTRA
When is a Kiss Not a Kiss? ... *Lane*
Cowboy ... *Carr*
You ... *Adamson*
The Miller's Daughter, Marianne ... *Grosz*
8.30 a.m. HAPPY DAYS
Selection—Happy,
Rose Marie ... *Friml*
A Rendezvous With a Dream ... *Rainger*
Sweetheart ... *Marie*

Presented by
8.45 a.m. Sunny Jim's
Special Children's Programme of "FORCE" AND MELODY
A Sailor's Adventures ... *Rathke*
Tosty Town Party ... *Mayerl*
Rusty and Dusty ... *Kennedy*
When the Circus Comes to Town ... *de Rance*

Presented by
A. C. Fincken & Co.,
195 Great Portland Street, W.1

9.0 a.m. I.B.C. TIME SIGNAL
SOME POPULAR RECORDS
Mendel's Son's Swing Song ... *Erard*
Front Page News ... *Hamilton*
You've Got the Wrong Rumba ... *Sigler*
Selection—Pennies from Heaven ... *Johnston*

Presented by
Bile Beans, C. E. Fulford, Ltd., Leeds

9.15 a.m. REQUEST PROGRAMME
La Bomba ... *Rainger*
Long Ago in Alcalá ... *Messenger*
The Hills of old Wyoming ... *Rainger*
Did Your Mother Come from
Ireland? ... *Carr*

2.0 p.m. THE MAGIC CARPET
Ca C'est Paree ... *Padilla*
Vienna In Springtime ... *Connelly*
Puszta ... *Mihaly*
One Night in Monte Carlo ... *Silver*
Paris, Stay the Same ... *Scherstinger*
I Have Lost My Heart in Budapest ... *Mihaly*
One Night in Napoli ... *Ingram*
The Isle of Capri ... *Kennedy*
The Continental ... *Magidson*

2.30 p.m. SWING MUSIC
A Request Programme from R. J. Davies, of
Southsea
Downhearted Blues ... *Hunter*
You're a Viper ... *Smith*
Dixieland Shuffle ... *Haggard*
Jazz Me Blues ... *Delaney*

2.45 p.m. THE WHIRL OF THE WORLD
The Wedding of Mr. Mickey Mouse ... *Vienna*
Who's Afraid of the Big Bad Wolf? *Churchill*
Mickey Mouse's Birthday Party ... *Tobias*
Silly Symphony Medley.
Presented by
Monsieur News Theatres

3.0 p.m. OLD FAVOURITES
The Whirl of the Waltz ... *Lincke*
The Man Who Broke the Bank at
Monte Carlo ... *Gilbert*
In the Shade of the Palm ... *Stuart*
Trot Here and There ... *Messenger*
If Those Lips Could Only Speak ... *Goodwin*
The Bay of Biscay ... *Dany*
After the Ball ... *Harris*
Vilja ... *Lehar*
Waltz (Maid of the Mountains) ... *Fraser, Simson*

3.30 p.m. RAINBOW RHYTHM
You Came to my Rescue ... *Rainger*
Canadian Capers ... *Chandler*
Keep a Twinkle in Your Eye ... *Mercer*
You've Got Dust on your Coat ... *Bell*

Presented by the makers of
Tintex, 199 Upper Thames Street, E.C.4
3.45 p.m. DO YOU REMEMBER?
Hello, Beautiful ... *Donaldson*
On a Little Balcony in Spain ... *le Soir*

12 (midnight) EMPIRE MIDNIGHT
FOOTBALL SPECIAL
Angel of the Great White Way ... *Box*
Nobody's Darling But Mine ... *Davis*
In the Chapel in the Moonlight ... *Hill*
It's Holiday Time Again ... *Van Dusen*

Presented by
Empire Football Pools, Longwood, Huddersfield

12.30 a.m. EXTENSION NIGHT
DANCING TILL 2 a.m.
Popular Dance Bands Record Your
Favourite Tunes

12.30 a.m., 1.0 a.m., 1.30 a.m., I.B.C. Time Signals.

2.0 a.m. I.B.C. Good-Night Melody and Close Down.

9.30 a.m. A Quarter of an Hour's ENTERTAINMENT FOR MOTHER AND THE CHILDREN
presented by
UNCLE COUGHDROP
and the
"PINEATE" AUNTS AND UNCLIES
Presented by
Pineate Honey Cough Syrup,
Braydon Road, N.16

9.45 a.m. HUNGARIAN GIPSY MUSIC
Hungarian Czardas Dance.
Come Gipsy ... *Kalman*
Blue Forget-me-Not ... *Banffy*
Valse of Vienna ... *Radicis*

10.0 a.m. LISTEN TO VITBE
Let's All Dance the Polka ... *Louton*
Lady Fair ... *Porter*
Darktown Dandies ... *Morley*
On Your Toes ... *Rodgers*

Presented by
Vitbe Brown Bread, Crayford, Kent

10.15 a.m. CELEBRITY PARADE
Laughing Irish Eyes ... *Mitchell*
Charlie Kunz Medley.
Fancy Our Meeting ... *Charig*
in a Little Spanish Town ... *Wayne*

10.30 a.m. POPULAR CONCERT
Oxford Street ... *Coates*
The Picanninies' Picnic ... *Squire*
Hills of Devon ... *Jalowicz*
Capricious Intermezzo ... *de Micheli*

Presented by
Macleans, Ltd., Great West Road, Brentford

10.45 a.m. TEN FORTY-FIVE AND ALL THAT
Singing a Happy Song ... *Meskill*
Midnight Blue ... *Burke*
Keep Tempo ... *Little*
One, Two, Button Your Shoe ... *Johnston*

11.0 a.m. PROGRAMMES IN FRENCH
Assn. des Auditeurs de Radio Normandie

3.45 p.m. Do You Remember?—cont.
Turn Back the Clock ... *Parish*
Something Came and Got Me in the
Spring ... *Scholl*
The Day You Came Along ... *Coslow*

4.0 p.m. TEA-TIME HOUR
With Debroy Somers and Other Artists
Nothing Lives Longer than Love ... *Wendling*
Rudolf Friml Memories ... *arr. Grofe*
I Haven't Been the Same Girl Since.
Washington Greys ... *Grafulla*
All My Life ... *Mitchell*
The Valley Where Wishes Come True ... *Elliott*
Famous Radio Waltzes.
Wouldn't I Be a Wonder? ... *Woods*
Mountains Ain't no Place for Bad Men.
Under the Banner of Victory ... *von Blon*
Twilight on the Trail ... *Aller*
Legacies ... *arr. Baynes*
Little Toy Piano

Followed at 4.45 p.m. by the
HORLICK'S CHILDREN'S CORNER
To-day:
BELINDA, BRUCE AND ALAN
With Special Stories and Songs
for Children of all Ages.
Presented by
Horlick's, Slough, Bucks

5.0 p.m. I.B.C. TIME SIGNAL
A QUARTER-HOUR PROGRAMME
FOR BOYS AND GIRLS
Birthday Greetings from the Uncles

5.15 p.m. FOOTBALL RESULTS
232 Calling All Scores
Presented by
"232" Flannel Trousers

5.30 p.m. TUNELANDIA
5.45 p.m. WHAT'S ON IN LONDON
News of the Latest Films, Shows and
Other Attractions

6.0 p.m. PROGRAMMES IN FRENCH
Assn. des Auditeurs de Radio Normandie

Presented by
R.A.P., Ltd., Ferry Works, Thames Ditton

EVENING PROGRAMME

12 (midnight) EMPIRE MIDNIGHT
FOOTBALL SPECIAL
Angel of the Great White Way ... *Box*
Nobody's Darling But Mine ... *Davis*
In the Chapel in the Moonlight ... *Hill*
It's Holiday Time Again ... *Van Dusen*

Presented by
Empire Football Pools, Longwood, Huddersfield

12.30 a.m. EXTENSION NIGHT
DANCING TILL 2 a.m.
Popular Dance Bands Record Your
Favourite Tunes

12.30 a.m., 1.0 a.m., 1.30 a.m., I.B.C. Time Signals.

2.0 a.m. I.B.C. Good-Night Melody and Close Down.

12.15 a.m. MOVIE MELODIES
Selections from "Swing Time"
Bojangles of Harlem ... *Kern*
Pick Yourself Up ... *Kern*
The Way You Look To-night ... *Kern*
A Fine Romance ... *Kern*

Presented by
R.A.P., Ltd., Ferry Works, Thames Ditton

PARIS (Poste Parisien)

312.8 m., 959 Kc/s.

SUNDAY, MAR. 14—continued from page 33, column 4

Afternoon Programme—contd.

5.30 p.m. SPORTING SPECIAL
 I Dream of San Marino ... Shields
 You Turned the Tables on Me ... Mitchell
 Barcarolle (Tales of Hoffmann) ... Offenbach
 I'm in a Dancing Mood ... Sigler
 Presented by
 International Sporting Pools,
 77 Victoria Street, Bristol

5.45 p.m. LIGHT MUSIC
 On Your Toes ... Rodgers
 Mean to Me ... Turk
 Time on My Hands ... Youmans
 Sing Something in the Morning ... Brodsky

6.0 p.m. POPULAR CONCERT
 Spring in Japan ... Tadasuke
 On the Banks of Allan Water ... Trad.
 Whistling Rufus ... Mills
 Medley of James Tate's Songs ... Tate
 Presented by
 Macleans, Ltd.,
 Great West Road, Brentford

6.15 p.m. LOOKING BACK
 Let's All Sing at the Top of Our Voices.
 You'll Have to Swing It ... Coslow
 Little Audrey ... Burnaby
 I'm Waiting Now for Any Kind of
 Sweetheart ... Pounds
 Presented by
 Kruschen Salts,
 Adelphi, Salford

6.30 p.m. HEALTH AND HAPPINESS
 Officer of the Day ... Hall
 The Changing of the Guard
 Flotsam, Jetsam
 The Admiral's Broom ... Bevan
 Scottish March ... Trad.
 On the Prom-Prom-Promenade ... Butler
 Presented by
 Carter's Little Liver Pills,
 64 Hatton Garden, E.C.1

6.45 -7.0 p.m. VARIETY
 Selection—Head Over Heels ... Reel
 One, Two, Button Your Shoe ... Johnston
 Paradise in Waltz Time ... Coslow
 Sing, Baby Sing ... Yellen

Presented by
 Thorn's Portable Buildings,
 Brampton Road, Bexley Heath, Kent

Evening Programme
9.55 p.m. SUNDAY SWING TIME
 by
 Willie Lewis and his Chez Florence
 Orchestra
 Compered by Roy Plomley

10.30 p.m. HAPPINESS AHEAD
 Let's All Have a Jolly Good Time ... Kester
 Rochdale Hounds ... Gifford
 The Means Test ... Bourdon
 A Ragtime Review.
 Presented by Goodsway Bonus Football Pools,
 Sunderland

10.45 p.m. SOME POPULAR RECORDS
 I Once Had a Heart, Margarita ... Schmitz
 So Do I ... Johnston
 Let's Have a Tiddley at the Milk Bar ... Gay
 Saving Up My Time to Spend on
 You ... Pepper
 Presented by Bile Beans,
 C. E. Fulford, Ltd., Leeds

11.0 p.m. CABARET
 The Sweetest Music This Side of
 Heaven ... Lombardo
 Easy to Love ... Porter
 For Love Alone ... Thayer
 Let's Put out the Lights ... Hupfield
 Beautiful Love ... Gillespie
 The Fortune Teller's Song ... Pokrass
 It's Love Again ... Coslow
 Stay Awhile ... Sigler
 Body and Soul ... Green
11.30 p.m. I.B.C. TIME SIGNAL
 I.B.C. Goodnight Melody and Close
 Down.

PARIS (Poste Parisien)

312.8 m., 959 Kc/s.

Evening Programme

Monday, March 15

10.35 p.m. RAINBOW RHYTHM
 Saddle Your Blues to a Wild Mustang ... Haid
 Swing is the Thing ... Mercer
 Vamp of Havana ... Gilbert
 One, Two, Button Your Shoe ... Johnston
 Presented by the makers of Tintex,
 199 Upper Thames Street, E.C.4

10.50 p.m. Records by
RAY NOBLE AND HIS ORCHESTRA
 There's Something About a Soldier ... Gay
 There's Something in the Air ... McHugh
 Sing As We Go ... Parr-Davies
 But Definitely ... Revel
11.5 p.m. I.B.C. TIME SIGNAL
 I.B.C. Goodnight Melody and Close
 Down.

Tuesday, March 16

10.30 p.m. DANCE MUSIC AND CABARET
 relayed from
 Scheherazade Night Club
 Compered by Roy Plomley

Wednesday, March 17

10.30 p.m. RAINBOW RHYTHM
 Everybody Dance ... Revel
 Pennies from Heaven ... Johnston
 Sentimental Gentleman from Georgia ... Parish
 I've Got You Under My Skin ... Porter
 Presented by the makers of Tintex,
 199 Upper Thames Street, E.C.4

10.45 p.m. RADIO STARS
 Queen of Hearts ... Haines
 The Baked Potato Man ... Sarony
 Hollywood Holiday ... Parish
 Ring Down the Curtain, I can't Sing
 To-night ... Kester
 Presented by "Radio Pictorial"
11.0 p.m. I.B.C. TIME SIGNAL
 I.B.C. Goodnight Melody and Close
 Down.

Thursday, March 18

10.30 p.m. RAINBOW RHYTHM
 There's Something in the Air ... McHugh
 Here Comes that Rainbow ... Pola
 Dinah ... Akst
 Say the Word and It's Yours ... Sigler
 Presented by the makers of
 Tintex,
 199 Upper Thames Street, E.C.4

10.45 p.m. ORCHESTRAL CONCERT
 Polka and Furiant—"Schwanda" ... Weinberger
 Londonderry Air ... arr. Grainger
 Prelude to Act I—Carmen ... Bizet
11.0 p.m. I.B.C. TIME SIGNAL
 I.B.C. Goodnight Melody and Close
 Down.

Friday, March 19

9.0 p.m.—12 (midnight)
"ALLO! POLICE SECOURS"
 Relayed from the Theatre des Deaux-Masques

Saturday, March 20

10.30 p.m. RAINBOW RHYTHM
 You Came to My Rescue ... Rainer
 Canadian Capers ... Chandler
 Keep a Twinkle in Your Eye ... Mercer
 You've Got Dust on Your Coat ... Bell
 Presented by the makers of
 Tintex,
 199 Upper Thames Street, E.C.4

10.45 p.m. Records by
**NOEL COWARD AND GERTRUDE
 LAWRENCE**
 Any Little Fish ... Coward
 Experiment ... Porter
 Let's Say Good-bye ... Coward
 The Physician ... Porter
11.0 p.m. I.B.C. TIME SIGNAL
 I.B.C. Goodnight Melody and Close
 Down.

When writing to the I.B.C., listeners who
 wish for a reply would greatly help by
 enclosing a stamped addressed envelope.

I.B.C. SHORT-WAVE EMPIRE TRANSMISSIONS

E.A.Q. (Madrid) 30.43 m., 9860 Kc/s.

Time of Transmission. Sunday : 12 (midnight)—12.30 a.m. Announcer : E. E. Allen

Late-Night Programme

12 (midnight) POPULAR WALTZES OF YESTERDAY
 If You'll Say Yes Chérie ... Noble
 In the Valley of the Moon ... Tobias
 My Moonlight Madonna ... Fibich
 My Kingdom for a Smile from You ... King

12.15 a.m. I.B.C. TIME SIGNAL
 Shadow Waltz ... Dubin
 Sweet Dreams Pretty Lady ... Downey
 Yvonne ... Pola
12.30 a.m. I.B.C. Goodnight Melody.

RADIO LJUBLJANA

569.3 m., 527 Kc/s.

Time of Transmission. Friday : 9.30 p.m.—10.0 p.m.

Evening Programme

9.30 p.m. A MEDLEY OF FAVOURITES
 A Bouquet from Jerome Kern, ... Trad.
 Polly Wolly Doodle ... Lohr
 Where my Caravan has Rested ... Wood
 Roses of Picardy ... Stuart
 Lily of Laguna ... Stuart

9.45 p.m. LIGHT MUSIC
 Nocturnal Fantasy ... Thorburn
 Songs my Mother Taught Me ... Doorak
 Dance of the Hours ... Porschelli
 You Will Remember Vienna ... Romberg
10.0 p.m. Close Down.

RADIO CÔTE D'AZUR

(Juan-les-Pins)
 235.1 m., 1276 Kc/s.

SUNDAY, March 14

Continued from page 33, column 1

Afternoon Programme—cont.

6.0—6.30 p.m. LIGHT ORCHESTRAL CONCERT
 Moment Musical ... Schubert
 Fledermaus Waltz ... Strauss
 Song—Dream Time ... Davis
 Echoes from the Puszta ... Ferraris
 Roses of the South ... Strauss
 Song—When Evening Comes ... Stanton
 Phantom Brigade ... Myddleton
 Selection—White Horse Inn ... Benatzky

10.30 p.m. Time for Dancing—cont.
 Night Ride—Fox trot ... Phillips
 I Dream of San Marino—Fox trot ... Shields
 Supposin'—Fox trot ... Evans
 Me and the Moon—Slow fox trot ... Hirsch
 Swing—Fox trot ... Ellis
 I'm Pixilated Over You—Fox trot ... Heyman
 Wood and Ivory—Fox trot ... Phillips
 Just say "Aloha"—Fox trot ... de Rose
 There Goes My Attraction ... Neiburg
 On a Typical Tropical Night ... Johnston
 Afterglow—Fox trot ... Stillman
 The Memory of a Tiny Shoe ... Evans

11.30 p.m. I.B.C. Goodnight Melody

Evening Programme

10.30 p.m. TIME FOR DANCING
 I'm In a Dancing Mood—Fox trot ... Sigler
 I Breathe on Windows—Fox trot ... Mayerl
 Serenade in the Night ... Bisio
 When Did You Leave Heaven? ... Bullock



"DUNORA"—new ripple-effect wool!

The "really chic" simplicity of this jumper is made smarter still by knitting it in the exclusive new "P & B" Brand—"Dunora". The rich ripply fabric sets off the plain line to perfection! Instructions are in booklet No. 2176, price 2d. post free with free samples of wool, from Dept. 82, Patons & Baldwins Ltd., Alloa, Scotland, or Halifax, England.

"P & B" means Patons & Baldwins

© 540

ATALANTA HOLDS THE KEY TO YOUR FORTUNE

AGAIN ATALANTA'S BRILLIANCE SCORES
Feb. 13th.
£9,131-16-10
Won on Littlewood's 1d. Points Pool by Atalanta's Client

Reservoir House, Whitley, Dewsbury.
Dear Atalanta, I have no doubt that thousands of women wonder what it is like to win a fortune. If they want to obtain help from Atalanta. Hoping you will have more success. Thanking you very much.
Mrs. Hitchliffe.

AND STILL ANOTHER ATALANTA SUCCESS
£8,249-10-3
Won on Littlewood's for my client.
FEB. 6th
216, Otley Road, Bradford.

Dear Mr. Atalanta, £8,249/10/3 is a fortune I never expected to receive for one 1d. Littlewood's Pool forecasts you sent me really know what the Football results are going to be, and I thank you for your great help.
Every success to you.
Atalanta,
Hugh Sunter.

THIS IS YOUR LAST OPPORTUNITY I DEFINITELY CLOSE DOWN ON MARCH 20th

But Period Orders can be placed to end of Season. THE REASON WHY: It had been my intention to retire from business on Feb. 20th as I had made several small fortunes in commission from the wins for my clients, but owing to the overwhelming requests I decided to continue for a short while. The time has now come when I find that I have almost enough clients to keep me working 12 hours per day, and I feel that if I work longer than this, that the brilliance and forethought which has brought me fame would perhaps lack that extra special care that has won so many fortunes for my clients.

LISTEN IN TO OUR RADIO CONCERT EVERY SUNDAY from RADIO LYONS 8.45 p.m.

TERMS

★ Promise 25% Commission on Wins over £25 (one quarter).

Penny Pool or Points Pool	One Week	Two Weeks	Three Weeks	Four Weeks	Six Weeks	Seven Weeks	Coups on Any Pools
6 Cols. 6d.	1/-	1/3	1/9	2/6	2/9	2/9	One Coup
12 "	1/9	2/6	3/6	4/6	5/-	5/-	Two Coups
18 "	1/3	2/6	3/9	4/6	7/-	7/6	Three "
24 "	1/9	3/6	4/6	6/-	8/6	9/-	Four "
30 "	2/3	4/-	5/9	7/-	10/6	11/-	Five "
36 "	2/6	4/6	7/-	8/6	12/-	12/6	Six "
42 "	3/-	5/-	7/3	10/3	14/-	14/6	Seven "
48 "	3/3	6/-	8/6	10/9	15/6	16/-	Eight "

Thousands of Other Wins During November and December which are too numerous to mention in this advertisement

Sufficient stamped addressed envelopes must be enclosed to cover order.

NOTE SPECIAL COUPS AND PENNY POOL lines are charged for separately: Example—3 Special Coups for 1 week on commission terms will cost you 1/3. Also 24 lines on Penny Pool for 1 week will cost you 1/9. Total Cost of 3 Coups and 24 lines for 1 week is therefore 3/- and 1 S.A.E.

TERMS

★ NO COMMISSION ON WINS

Penny Pool or Points Pool	One Week	Two Weeks	Three Weeks	Four Weeks	Six Weeks	Seven Weeks	Coups on Any Pool
6 Cols. 9d.	1/3	2/3	3/3	4/3	4/6	4/6	One Coup
12 "	1/3	2/3	3/3	4/3	6/-	9/3	Two Coups
18 "	1/9	3/3	4/9	6/-	9/-	15/-	Three "
24 "	2/3	4/3	6/-	8/-	11/9	20/6	Four "
30 "	2/9	5/3	7/9	9/9	14/9	27/-	Five "
36 "	3/3	6/-	9/-	11/9	17/6	32/6	Six "
42 "	3/9	7/6	10/-	14/-	21/-	36/6	Seven "
48 "	4/3	8/-	11/9	15/-	23/-	40/6	Eight "

Sufficient stamped addressed envelopes must be enclosed to cover order.

WHAT YOU HAVE TO DO TO WIN A FORTUNE. Send a postal order to-day as terms and state upon whose coupon you require my predictions—LITTLEWOOD'S, VERNONS, STRANG'S, COPE'S, MELLOR'S, MURPHY'S, SHERMAN'S, etc., and any other popular pool. We reply by return post, you filling in original coupon to forward to promoters. A stamped addressed envelope must be enclosed with every order and sufficient S.A.E.'s with period orders.

THESE RECENT SUCCESSES ARE WORTHY OF NOTE

MURPHY'S POINTS POOL
Won for my Client
E. Barber,
3 Kirkwood Rd., Nunhead, London, S.E.15.

NOV. 21st
£18,942-16-0
LITTLEWOOD'S 1d. POINTS POOL
S. Tweedale,
18 Clarke's Lane, Rochdale.

NOV. 7th
COPE'S
£834-7-1
Won for my Client
C. T. Royston,
117 Shiregreen Lane, Sheffeld, S.

Three of my clients won on **VERNONS** in the same week
£874
—Mrs. G. Smith, Cartref New Rd., Ruscombe, Nr. Reading, Berks.
—H. Kelly, 8, Greenhill Ave., Sale, Cheshire.
—H. J. Beynon, 20, Gadies Rd., W., Barry, Glam.

FEBRUARY 6th STRANG'S ALL CORRECT
£1,324-0-0
Won for my client

FEBRUARY 6th MURPHY'S ALL CORRECT
£284-2-8
My client was successful

DO YOU REALISE

THAT ANY OF THESE LARGE WINS MIGHT HAVE BEEN YOURS?
NOVEMBER 7
—Vernons £1,052-12-0
NOVEMBER 14
—Littlewood's £6,242.
NOVEMBER 21
—Vernons £2,544
NOVEMBER 28
—Vernons £238-18-6
—Littlewood's £18,942-16-0
NOVEMBER 28
—Littlewood's £5,062.
—Sherman's £737-18-0
DECEMBER 5
—Littlewood's £1,480-15-0, Vernons £225-18-6
DECEMBER 12
—Strang's £1,225-5-0
DECEMBER 19
—Vernons £214-18-0
DECEMBER 19
—Vernons £3,298-15-0
—Murphy's £540-13-4
JANUARY 2
—Littlewood's £5,080.
—Strang's £830-9-4
JANUARY 9
—Strang's £6,428-5-0
—Vernons £1,840-9-1
JANUARY 16
—Sherman's £1,343-4-0
—Vernons £1,160-8-10
JANUARY 23
—Vernons £1,286-16-0
—Strang's £1,075-2-6
JANUARY 30
—Littlewood's £5,031.
—Vernons 2467-18-2
FEBRUARY 6
—Littlewood's £1,450,
—Vernons £1,839-2-3
FEBRUARY 13
—Vernons £1,865-19-3,
—Murphy's £1,405-13-4
FEBRUARY 20
—Strang's £1,058-8-8,
—Vernons £2,073-0-0
FEBRUARY 27
—Vernons £2,138,
—Littlewood's £3,549

"Haltlistle,"
53 George Street, Church Gresley.
Dear Atalanta, I realise now the real worth of your forecasts. £1,324 for 1d. is a wonderful return for my small outlay and I must express my trust in you, so that your other clients will have more faith in you than ever. Thanking you again,
Yours in success, Tom Brown.

2 Garden Bank, Stockwell Street, Leek.
Dear Atalanta, Your winning forecasts are a marvellous help to pool enthusiasts and I thank you for your help and advice. The winning columns were easily worth the money, in fact your columns of forecasts are worth a thousand more times than you charge for them.
All the best, G. Parker.

JAN. 30th
£5,031
Won on LITTLEWOOD'S For Atalanta's Client.

JAN. 30th
£4,051-14-6
Won on LITTLEWOOD'S for my Client.

83 Bamford Street, Stockport, Cheshire.
Dear Atalanta—I now know your forecasts are Fortune bringers. My win of £5,031 for 3d. is my biggest ever, and your other clients will soon win a fortune with you to help them. I wish you every success, and remain,
Yours,
Lucky client,
James Hancock.

11 Burilidge Road, Chell Green, Tunstall, S.-O.-T.
Dear Mr. Atalanta, Noticing your advertisement is certainly one of the best things that ever happened to me. This money, £4,051/14/6, is a really welcome addition to my resources, and I thank you sincerely for helping. Every success to you and your clients from,
Your friend and client,
A. Batley.

ALL WINS PROVED TO THE EDITOR OF "RADIO PICTORIAL"

R. ATALANTA

THE MANOR, THORPE GROVE, HEATON CHAPEL, STOCKPORT, CHESHIRE.

Post Order Form NOW

ORDER FORM FOR A FORTUNE

Please write in block letters.

Please send me Lines for Penny Pool and Coups for Pools numbered on (State Name of Pool Firm)

Pool for Week/s. I am over 21 years of age.

ON NO COMMISSION TERMS I PROMISE 25% COMMISSION ON WINS OVER £25 { Cross out whichever is not required.
Enclose P.O. value and stamped addressed envelope/s. Sufficient stamped addressed envelopes must be enclosed for period orders. Please cross postal order /& Co.}

NAME.....

ADDRESS.....

TOWN..... COUNTY.....