

(continued from previous page)

the echoes set up by the human voice produced pressures which acted upon the delicately-balanced machinery . . .


Q: No magic at all then?

A: Only the magic of Technicolour and the glamour of Arabian nights 'neath a desert moon.

Q: But the advertisements described this as "the story that has thrilled millions through all the ages." Can't we believe what we read in the papers?

## ACTION IN ARABIA

(RKO Radio)

 STILL in the mysterious, eventful East, we here encounter George Sanders, as the inevitable newspaperman who "knows too much." He saves Arabia for the United Nations in approximately 60 minutes by foiling the machinations of the equally inevitable Nazi spy ring, and thus prevents the simple desert tribesmen from being led into the wrong camp. With Virginia Bruce as an inevitable heroine, I can only say that I found the film just about as exciting this time as on any of the other 50 occasions when Hollywood has made it.

THOUGH this is an age of mechanical marvels, children still love the good old "Cowboys and Indians" melodrama that many adults can well remember. There was proof of this recently when the ZB stations made an offer of a membership card and a "secret code" to all children who wrote in asking for details of the "Lone Ranger Club." Although the idea has been launched only a week or two, already some hundreds of letters have been received. One enthusiast, taking his prospective membership in the true spirit of all secret societies, wrote in code. Appreciative though they are of this original effort, the organisers prefer applications to be in plain English.

\* \* \*

A NEW three-quarters of an hour serial, broadcast from 3ZB on Saturday evenings, is *Little-by-Little House*. This is the story of Nellie Martin and her brother Henry, simple folk who keep "The Willows," a wayside board-house, to which many strange visitors come. Early episodes tell of a honeymoon couple who quarrel, of a bride who disappears, and of a pistol that is found in the bridegroom's car. But notwithstanding this melodramatic background, the principal theme is the kindly side of human nature. The serial is the main feature of the "Essex Magazine of the Air," which is broadcast from 3ZB each Saturday evening.

## LADIES! NO MORE BARE LEGS

Victory is here—yes, Victory Hosiery, seamed and fashion-marked. Materials used are equal to expensive imported hosiery. In four smart styles—"Superay," quality rayon reinforced for hard wear, 3/6. "Flexnit," a fancy rayon, 3/11. "Service," a high-grade list, 3/11, and "Dallure," in fine rayon, knitted inside-out for dull effect, 4/3. All are seamed and fashion-marked. Serviceable hosiery for around the home, for shopping, business and general use. Sold by Drapers, Department Stores and Chain Stores.—Advt.

## Distinguished American Beauty

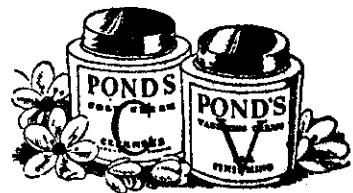
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. . . a name which represents generations of culture, wealth and distinction in America . . . has for years followed the Pond's beauty ritual. She says, "I cleanse my skin night and morning with Pond's Cold Cream. Then when my skin is all fresh, I spread on a light film of Pond's Vanishing Cream for overnight softening, or for a powder base when I'm going out."



Pond's Cold Cream for soft-smooth cleansing. Pat it in over face and throat—a little will do, because Pond's goes so much further. Now wipe off. Your face feels clean as rain, soft as silk.

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Ponds Extract Company International Ltd. 60 Hudson Street New York.

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