



**Keep your hair
beautiful —
avoid greying**

with **RACHEL HAIR
TONIC**. Rachel Hair Tonic
definitely restores grey
hair to its original colour
— it is not a dye, but a
special preparation abso-
lutely harmless and easy
to use. Once you have
tried Rachel, you'll never
go back to anything else.
Don't put up with grey
hair any longer—get a
bottle of Rachel today.

Priced at **4/6**

RACHEL

Stocked by all Chemists and Stores

DIABETES

Of vital im-
portance to Every Diabetic is this New **FREE**
BOOK entitled "DIABETES — its cause
and treatment." New Discovery that is
giving health and energy to thousands
without injections, or strict dieting.

Write for this valuable book at once.
Obtainable by return post from

CHEMISTS' SUPPLIES CO.

P.O. Box 1178L, CHRISTCHURCH.
(Kindly enclose 6d. stamps for handling.)

"NOTHING SUCCEEDS LIKE EXCESS" Radio Serials' Perpetual Emotion

(By KATHERINE BEST)

Although all the points raised in this article are based on U.S.A. listener observations, there are some local morals to be drawn. Katherine Best assembled the facts for the "Saturday Review of Literature"

A FEW months back, three delivery trucks drew up before the doors of the Columbia Broadcasting Building in New York. Inside the vans were packages of every size and shape from every corner of the United States. And inside the packages were items of every conceivable nature—ties, cuff links, handkerchiefs, china, lingerie, an end table, house slippers, cigarette cases, floor lamps, a portable radio, and even three carving sets. All were addressed to Dr. John Wayne and Mrs. Wayne.

There were no such persons as Dr. John Wayne and Mrs. Wayne. In the Columbia Broadcasting Building or, for that matter, anywhere.

Actually, they exist only in thin air, for they are the principals of a radio serial called "Big Sister," in which the physician hero, named John Wayne, recently married the heroine, Ruth. The three truck-loads of packages consisted of wedding gifts sent by unknown admirers who evidently visualized the radio newly-weds as real persons.

When Tiny Tim Was Lost

The Waynes are but two of 500 radio serial characters who experience this literal response to their fictional adventures every day. When Tiny Tim of the "Hilltop House" series became lost via a recent Thursday morning script, hundreds of letters were received by the broadcasting company, all giving minute clues to his whereabouts, one listener claiming to have seen him in the flesh on a certain wave-swept portion of Lake Michigan, bobbing about in a row-boat and in dire need of rescue. Hilltop House is the fictional name of a fictional refuge for fictional orphans, but to date there have been 40 requests from actual guardians of actual orphans for permission to place their charges within its kindly portals. When Ruth, heroine of "Just Plain Bill," prolonged her indecision between suitors David and Carey for an indefinite period, the suspense evidently became more than a middle-Western town could bear. The radio company received a petition, signed by every resident of the city, pleading with Ruth to choose David.

"True-To-Life" Problems

Eighty-one times a day, from 8.30 in the morning until 6 in the evening, lis-

tening America is bombarded with the quivering adventures of radio's day-time heroes and heroines. Eighty-four per cent. of all daylight time on the air is devoted to dramatisations of "true-to-life" problems. One big network carries 11 consecutive daytime serials, or two hours and 45 continuous minutes of "down-to-earth" drama every day of the week. Six times a day there are three serials running simultaneously on the major networks; three times a day there are four running simultaneously. By six o'clock on Friday evening, America's serial fans are supercharged with crises in sex, self-preservation, and family life.

Women Are Most Loyal

These 40,000,000 apparently insatiable listeners consist for the most part of women, and they constitute the most loyal audience in public entertainment to-day. They are, in short, the dollar sign of the air. For them, radio script writers, the most prolific of all serial writers, concoct daily dilemma-dramas which ease drudgery at the washboard and sell soap at the counter to the tune of a \$7,500,000-a-year-business.

These sagas of the saccharine, called "soap operas" in the trade, first saw the blight of day in Chicago 10 years ago,

sired by economy and damned by the newspaper serial and comic strip. These serialised "cheapies" were tried out almost simultaneously over local Chicago stations to ease the economic strain of morning musical shows. At best, they were considered fillers-in; at worst, experiments.

Public response was instantaneous and terrific. Letters, telephone calls, gifts, poured into the local stations. Every former newspaperman who considered himself a decent candidate for writer's cramp poured out reams of "little people" copy. Thus was born a new group of writers whose productiveness makes Dickens and Thackeray and Dumas look like producers of word-sissies. Thus was born, too, a serialised "art form" that is unique in the world to-day.

"Soap Opera"

Forty years ago there was the penny-dreadful. Twenty years ago the to-be-continued-next-week movie thriller. To-day there is soap opera, and where it will all lead nobody knows, for the soap opera's claim to fame is its never-ending complications in the lives of characters just-like-the-folks-next-door.

(Continued on next page)

Recorded Personalities In Caricature (25)



WHO IS HE? — Migrating to America as a youth, he earned a small living for some time as a violinist; then, returning to England in the early 'twenties, he gradually built up a band which attained a high degree of polish and style. After several successful years at the Embassy Club, he rose to a position of unprecedented eminence at the Mayfair Hotel. Returning to the Embassy for a while, he embarked in 1935 upon a vaudeville tour at a record fee, after which he and his band were featured in a film made at Beaconsfield.

HOW MUCH DO YOU KNOW?

(The following questions refer to items in National programmes in this issue. Answers on Page 55).

SUNDAY: Which overture comprises a cleverly arranged series of a dozen nursery rhyme tunes from "Boys and Girls Come Out to Play" to "Oranges and Lemons."

MONDAY: Which novel was written by a member of a family of famous writers, after its author had spent some years in Australia as labourer, stock driver, and trooper in the Mounted Police?

TUESDAY: Which opera is named after an Assyrian Queen who, with the aid of her lover, murders her husband and is later herself accidentally stabbed by her lover's dagger?

WEDNESDAY: Which famous Cockney actress has published a number of one-act plays, songs, a book of children's poems, and numerous short stories?

THURSDAY: Which great English composer and conductor once occupied, as a young man, the post of conductor of a County Asylum Attendants' Orchestra?

FRIDAY: Which piece earned world fame after being arranged by an Australian composer, who first heard it played by an old Warwickshire morris dancer and fiddler?

SATURDAY: Which famous English opera, up to within three weeks of its premiere, ran a risk of being called "The Beefeaters," but ultimately came by its present well-loved title?