

SENSATION ON THE AIR

(Continued from page 47)

sort of return from Elba. His name had been smirched and he had left in a cloud, but the public rallied; there were thousands at the pier to meet him. It seemed to me that he was legitimate news and that my audience would be interested." He shrugged his broad shoulders expressively. "I was swamped with letters. Oddly enough, the men praised me for good sportsmanship, but the women were opposed, without exception. They did not want to hear about him, they did not want him discussed over the air, before their children—not, mind you, because of his political career, but because of his home life. They are, after all, the larger number of listeners—it is only wisdom to listen to them and to follow their guidance in such matters.

"The important thing," he went on thoughtfully, "when you have to deal with a possible scandal, is to tone it down, never to let it get away, out of hand—to treat it from some inoffensive angle. Take the case of Eleanor Holm Jarrett, for example—she is another for whom excessive abuse in the papers aroused sympathy. I might have her on my program but I would not stress the right or wrong of what she did: people are divided, some think that since she was representing America, was chosen and sent on the trip, expenses paid, she should have kept in strict training, while others think that she was merely sent to win and if she could win on champagne, that was her affair! I should not go into that—I should merely ask her what she ate and what she thought about it!"

In the midst of the horrible, bloody days of the Spanish rebellion, Mr. Heatter presented Miss Agna Enters over his program in an interview. Miss Enters, driven from Malaga by the rebellion, talked from the Rex, in the harbor. It was stirring, dramatic to hear some one speak who had so recently heard bullets whining through the air, seen walls collapsing, great homes burned to the ground. The rebellion became not something read about, dimly realized, but an actuality.

Yet to Mr. Heatter's way of thinking, there was as much drama in a workman, falling from a height of twenty-two stories, caught on a spike, wounded, dying. And a doctor, climbing perilously, aided by two firemen, performing a life and death op-



Elinor Sherry sings on MBS network.

**I'LL BET YOU
I CAN CUT
DOWN
YOUR RUNS**



"I'm in a jam, Mrs. Coe. I bet I could cut down Elsie's stocking runs. What do other women do?"

"Why, I've hardly had a single run since I changed to Lux and quit rubbing stockings with cake soap."



"Miss White, you never get runs in those sheer stockings you wear. Tell me the secret and help me win a bet!"

"Why, I always use Lux, Mr. Gates. I never risk ordinary soaps—they might contain harmful alkali and that ruins stocking elasticity."

5 WEEKS LATER



"Say listen, Elsie, what about paying that stocking bet? Did I solve the runs problem or didn't I?"

"You certainly did, Jimmy darling, and I'm tickled to death to pay it. It seems like I never get runs since I've been saving elasticity with Lux."

HOW to save elasticity—cut down runs

- Pull your stockings inside out as you take them off. As soon as possible after wearing, toss them into gentle Lux suds (take off your rings first). Avoid hot water, cake-soap rubbing.

- Rinse several times in clear water and then gently squeeze out some of the moisture. Roll in a Turkish towel and squeeze some more.

- Unroll right away and stretch to shape. Dry away from a hot radiator. Cared for the Lux way, your stockings will keep their elasticity, wear longer.

