

GRACIE FIELDS, MOST BELOVED STAR IN BRITISH ENTERTAINMENT, RETURNS TO LONDON FOR ENGAGEMENTS WHICH WILL TAKE HER TO THE HEARTS OF THE LARGEST POSSIBLE NUMBER OF HER FAITHFUL FOLLOWERS. FOR TWO CONSECUTIVE WEEKS SHE WILL APPEAR AT THE LONDON PALLADIUM, THE ENGAGEMENT COMMENCING ON OCTOBER 2.

But the week before her vaudeville booking at London's premier variety house she will be in the metropolis to commence the recordings of her second great radio series to be heard on Radio Luxembourg. Programmes for twenty-six consecutive weekly transmissions are to be undertaken by Gracie sponsored by Lever Brothers, the makers of Wisk.

After her Palladium engagement Gracie will stay here to complete this important series. She will have the support of radio's greatest names in their respective spheres. Billy Ternent and his Orchestra is the musical attraction.

I understand that it is considered advisable to give Ternent a much more personal appeal in these programmes owing to the popular reaction to his stooging which was such a great feature of Variety Bandbox with Frankie Howard. In addition I believe that Ternent will also accompany Gracie at the piano in some of her comedy numbers.

In my own column in this newspaper I have often ~~blamed~~ the B.B.C. for not using Ternent more often in the capacity of a comic. He brought to their programmes a curiously interesting character which was eminently suitable for radio. I am glad to notice that the commercial interests have more perspicacity than their contemporary radio hierarchy.

The Keynotes, that brilliant vocal group which has made radio history, are also featured in the Gracie Fields series. This aggregation places the musical arrangements and background for a star of the highest magnitude in correct proportions.

We shall hear this great programme regularly from Luxembourg at 3.30 every Sunday. The broadcasts are of half an hour's duration—not a moment too long.

Billy Ternent and his Orchestra do not finish their current engagement at Butlin's Clacton Camp until September 30. This will probably make several journeys necessary for the Ternent organisation between Clacton and London for the recording of these sessions.

One more great radio personality will be in the cast and that is Bernard Braden. There is no more experienced radio performer in the business than Braden. He has an unparalleled versatility which is only equalled by his extraordinary radio technique.



Exclusive Musical Express picture of Gracie Fields in action.



Billy Ternent and Gracie Fields in a recent Luxembourg session together.