

# SEVEN HOURS OF Fascinating READING



## Zane Grey's Thrilling New Western Serial of Modern Love and Adventure Begins This Issue

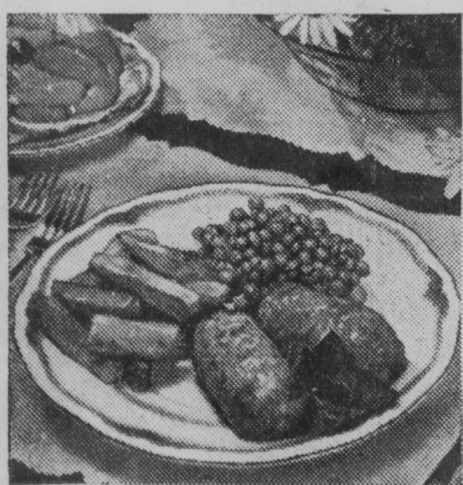
Martha Ann Dixon, beautiful university-educated Chicago girl, seeks freedom and release from the monotony of her humdrum existence. Risking the disapproval of conventional parents, she bravely sets forth to seek adventure. Almost simultaneously, handsome young Andrew Bonning, socially prominent son of a wealthy New York family, renounces life in the modern Babylon, and turns to the simplicity of western nature for his future happiness. Read in the opening installment how Martha Ann's "hitch-

hiking" venture almost results in disaster. Learn how Andy rescues her from a crowd of hoboes in Nebraska. Read of his encounter with a gang of horse-stealing desperadoes in Wyoming. Decide for yourself, in the first installment, whether lovely Martha Ann can overcome Andy's contempt for her as a girl who seeks "to get a kick" out of every man she meets. How each of these two young people, following the dictates of their dreams, finds fulfillment—and love—in the hills and

plains of distant Wyoming is fascinatingly told in the gripping new Zane Grey serial, "Young Runaway," which commences in the May issue of Pictorial Review.

In this fine story, America's most popular writer of romantic fiction has devised the most intriguing love plot of his long and brilliant writing career.

Follow the fortunes of Martha Ann and Andy in this powerful tale. Every paragraph contains a thrill—of action, love, adventure. First installment this month!



## Good Planning Lessens Work in Meal-Cooking

"Serving good meals can be one of the easiest problems about housekeeping," say Pictorial Review cooking experts, "if you will do a little planning."

Planning means outlining the meals one week in advance . . . as indicated on the complete and helpful chart of suggested menus, together with daily and weekly grocery orders necessary for their preparation, published this month.

Every woman will be interested in this chart. For it offers pleasing variations from conventional breakfast and dinner menus. And it is carefully checked for cost, and accurately balanced for food values . . . milk, fresh fruits and vegetables, cereals and tomatoes.

Remember, all cooking suggestions given in Pictorial Review pages are tested with definite heat and utensil measurements, by trained home economists, in our own kitchens.

## Critic Says, "Unstarred Stars" of Screen Deserve More Credit; Names Ideal All-America Movie Cast



JANET GAYNOR  
"Ideal Heroine"

L. Collins, foremost American screen critic, in his Hollywood exposé, "Unstarred Stars," which appears exclusively in this month's Pictorial Review. Even Rin Tin Tin and Mickey Mouse are included! Pictorial Review readers may not agree in detail with the selections on this mythical "All-America" movie cast. For that reason, the editors urge them to send in their own "ideal movie casts," if they wish to take part in what may well become a highly controversial discussion! But whether or not Pictorial Review readers approve Mr. Collins' movie cast, they are sure to agree with his firm, frank contention that "unstarred stars" are frequently responsible for the actual success of movies registered as "hits." And often more responsible than the fabulously-salaried headliners who are largely concerned with stealing scenes from each other. Read of the rivalry between the Brothers Barrymore (in their latest picture, "Arsene Lupin") for what Collins amusingly calls "The Scene-

Stealing Championship of the World." Learn why Conrad Nagel, that veteran actor of superb finesse and intelligence, is the most respected and in some respects, the most influential resident in the picture colony. Read Marie Dressler's own explanation of her rise to stardom . . . how she became a comedienne because everybody laughed at her anyway, and she thought she might as well cash in on it! Let this knowing critic tell you the favorite comed-beef-and-cabbage menu of Lew Cody, the greatest practical joker in Hollywood. Read how Bebe Daniels effected her amazing comeback long after the screen wisecracks declared her "through" . . . why Eric von Stroheim calls that young-old favorite, Zazu Pitts, "the most beautiful woman in Hollywood" . . . why most of Lewis Stone's excellent studio acting never appears on the screen!

These and many other details of "inside stuff" on the movies will be found in "Unstarred Stars"—in Pictorial Review for May. "Unstarred Stars" is perhaps the most revealing, straight-forward article on the great moving picture world that has ever appeared in the pages of a leading woman's magazine. No movie-goer should miss it!



CLARK GABLE  
"Ideal Hero"

## Famous Chefs Compete For Menu-Award Honor

Ten famous hotel chefs, representing East, West, North and South, will tell readers of May Pictorial Review what America likes to eat for dinner. And their ten complete menus—from "soup to nuts" appear on page 34. Each of these experts has based his conception of the ideal American menu, on his long experience in catering to the tastes of American patrons. And every housewife will find valuable suggestions here for her own hearty Sunday dinners or "company" meals. Study these menus. Compare them. And choose the one you prefer for use on your own table. Thus, you will be not only adding to the delectable delights you serve, but you will be bestowing upon one of these chefs a unique national honor: Pictorial Review's All-American Menu Award, represented by a gold medal and a Certificate of Merit.

This is the plan. If you find one of these menus acceptable in every detail, cast a vote in its favor. Prepared ballots are attached to the story. Send yours in.



The chef whose menu receives the largest number of votes wins the award. Perhaps he will be from your city. Those competing for the award are: Dante Torretta, Algonquin Hotel, New York City; Eugene L. Bouvier, Atlanta Biltmore, Atlanta; Theo Rooms, The Drake, Chicago; Otto Klopfer, New Hotel Jefferson, St. Louis; Gus Waser, Los Angeles Biltmore, Los Angeles; Joseph Meyer, Hotel Mark Hopkins, San Francisco; Gustave Vellino, The Roosevelt, New Orleans; Louis Diat, Ritz-Carlton Hotel, New York City; John V. Bonello, The Parker House, Boston; and Jacques E. Haeringer, The Shoreham, Washington, D. C.

## Summer Frocks



Pictorial Review for May contains nine full pages of fashion suggestions—for formal and informal frocks, daytime sports dresses, and evening gowns and jackets. You may consult the back pages of Pictorial Review for sizes, fabric requirements and back views of the models illustrated in this issue.

And you will be particularly interested in the valuable suggestions made this month for the smartest summer colors, fabrics and other innovations shown at the Paris openings. All Pictorial Review patterns are obtainable at leading department stores throughout the United States.

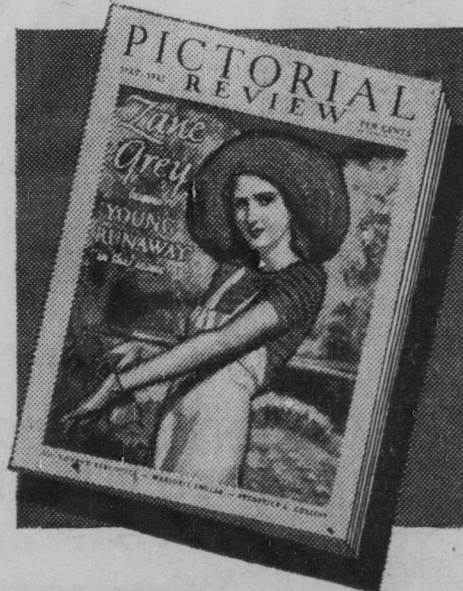
MODEL 6060. Paris is signing on the dotted line this year as polka dots, particularly twin-print polka dots, take the fashion limelight. We predict that the Louiseboulanger adaptation shown at the left will be one of the pets of the season. Notice the high-waisted effect, the molded bustline, and the cape-jacket of this attractive creation.

MODEL 6059. The Jenny adaptation shown at the left reflects the newest Parisian dictates for collars that are high, wide and handsome. Adjustable sleeves puffed at the elbow emphasize the smallness of the waist, and the nipped-in effect of the belt that ties at the back also helps to "slenderize." The front panel, too, serves to lend length and willowy grace to any wearer.

## Great Issue For May Contains 36 Features

Examine the Table of Contents of this latest Pictorial Review. That in itself will be enough to convince you that here is the greatest magazine value you can buy anywhere—at even twice the price!

Four short stories; two serials; nine special features (editorial, European royalty, movies, science, society, jobs for women, two Beauty pages, and a "personal" column); four articles on cooking; four on home-planning, including air-conditioning, summer log cabins and interior decoration; "House-cleaning Helps"; flowers, and gardening; Dolly Dingle cut-outs for children; and nine illustrated pages presenting the latest summer fashions from Paris. No woman can afford to miss this outstanding and unusual magazine value!



## Beauty Expert Warns Against Summer "Tan"

Sun-parched skin will become coarse and leathery, warns Doris Lee Ashley, famous beauty authority, unless women use intelligent precautions during the first days of sun-exposure. Helpful suggestions on how to take this care will be found in Pictorial Review, where Miss Ashley's column is a regular monthly feature. Learn how to care for the skin to avoid harmful sunburn. Learn how to keep your hands young, smooth and lovely. Read the latest news on make-up ensembles, deodorants, manicure sets.

Read these and many other beauty suggestions in Miss Ashley's column for May. Beauty helps for all women, young or not-so-young, as well as for mothers of young children, who will find special help in the suggestions on caring for tender infant skins.

## Can Real Married Love Survive Stage Success?

"Celebrity," the fascinating short story by Elise Jerard, answers this factual modern question in this month's most thrilling fiction tale of love and romance. Julie Ayres meets Ralph Delano backstage at the Opera House. She is struggling for theatrical recognition, and he for success as an engineer. Both are young. Both are ambitious. And mutual love, then marriage, ease the hardships of their poverty. Together they find happiness in a tiny penthouse apartment above the city roof-tops. Ralph works doggedly at his new job. Julie finds work in a stage designer's office. Then, suddenly, she is offered a leading drama rôle, and reaps the acclaim of Broadway critics! At once, their happiness is endangered . . .

Read the amazing conclusion in the May issue of Pictorial Review. You will thrill to the poignant honesty of this modern love story.

# Pictorial Review

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