## Madame Butterfly

### ...a failure...then a success... now a universal Radio favorite!

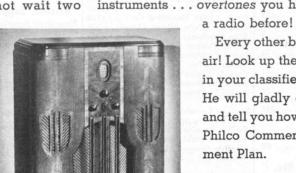


AT MILAN on February 17, 1904, Puccini presented "Madame Butterfly" to a hostile audience. Accounted a distinct failure, it was quickly withdrawn. Three months later, slightly changed, it was acclaimed by an enthusiastic audience...a triumph repeated in America in 1906.

Today the American home need not wait two

years to pass judgment on operas produced in Europe. Through the 1936 Philco 116X with its built-in Allwave Aerial System, operatic selections and complete operas reach you from foreign stations as promptly as they are heard by box-holders. Success or failure no longer depends

FORTY-THREE MODELS \$20 TO \$600 PRICES SLIGHTLY HIGHER DENVER AND WEST



entirely on the attitude of the audience in one auditorium.

And from American stations Philco 116X reception

presents hitherto unknown delights. For Philco High-Fidelity brings the overtones which give character and individuality to each of the many and varied musical instruments . . . overtones you have never heard from

Every other broadcast service in the air! Look up the nearest Philco dealer in your classified telephone directory. He will gladly demonstrate the 116X and tell you how you can buy it on the Philco Commercial Credit Time Payment Plan.

### NEW PHILCO 116X

A true High-Fidelity instrument bringing you the overtones that identify and distinguish the many and varied musical instruments. Exclusive Acoustic Clarifiers prevent "boom". The famous Inclined Sounding Board projects every note up to your ear level. Five wave bands bring you every broadcast service in the air . . . Foreign, American, Police, Amateur, Ship, Aircraft, Weather. Complete with built-in Philco All-wave Noise-Reducing Aerial System, automatically maintaining maximum power on each wave band . \$180



### PHILGO A MUSICAL INSTRUMENT OF QUALITY

LISTEN TO BOAKE CARTER OVER KEY COLUMBIA STATIONS

SPECIFY A PHILCO FOR YOUR CAR . . . PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY RADIO

EVERY product advertised is guaranteed—see page 6

# INDEX OF ADVERTISEMENTS EVERY PRODUCT GUARANTEED

		7.8	
Page			Page
Apparel, Clothing, Shoes, Etc. Cash's Woven Names176	Your G	Correspondence Schools American School	
Fruit of the Loom Products167			Calvert School
Gaytees—U. S. Rubber Co161 Holeproof Hosiery102	T IS the definite policy of Good Housekeeping to		Lewis Hotel Training Schools164 New York School of Interior
Hubrite Informal Frocks141 Infants' WearSee Baby	make its advertising pages trustworthy and reliable.		Decoration172
Sanforized-Shrunk (C. P. & Co.	EVERY product advertised in Good Housekeeping is guaranteed by us as advertised herein.		Sherwin Cody School of English152
Inc.)			Margery Wilson—School of Charm
Thomas and the second of the s	If you purchase any product advertised in this issue		Woman's Institute155
Automobiles, Supplies, Etc.	of Good Housekeeping within one year from its date and find the product unsatisfactory, we will carefully		
Chevrolet	investigate your complaint. If the product is defec-		Seeds, Shrubs & Gardening
Ford V-8	tive, it will be replaced or your money refunded.		Benton County Nursery170 Burpee's Snapdragons175
Pontiac De Luxe 8 Coupe111			Burpee's Pansies170
Simoniz & Simoniz Kleener103	Products which come within the testing scope of Good Housekeeping Institute or Good Housekeeping		Burpee's Zinnias
Baby Comforts, Child Care, Etc.	Bureau must be tested and	approved before they may	Good Housekeeping Garden Bulletins
Calvert School		Housekeeping. Advertisers	Heller "Roses of New Castle"170
De Lis Handmade Baby Clothes 162 Foods for Infants See Food	of these products in Goo	od Housekeeping may use	Inter-State Nurseries—Lily Bulbs
Health & Happiness Club173		Seal of Approval in their	Krider Nurseries—Shrubs—
Beddings, Household Linens,	advertisements.	Flowers	
Etc.	All other products are carefully examined and investi-		
Cannon Sheets & Towels107 Dwight Anchor Sheets, etc150	gated by competent experts.		Sewing, Embroidery, Notions, Etc.
Fruit of the Loom Products167 Indian Head Cloth150	Good Housekeeping, further, examines every adver-		Cash's Woven Names176
Stevens Linen Towels & Toweling	tisement offered to it for publication and makes every		Cliveden Yarn
Utica & Mohawk Sheets173	effort to assure itself that essential claims are justified.		Fireside Industries
Cosmetic & Pharmaceutical			Woman's Institute155
Supplies	Page	Page	
Beauty Clinic Bulletins	Junket	Vacuum CleanersSee Vacuum	Silver, Glass & Other Tableware Towle Silversmiths
Campana's Italian Balm145	Kellogg's Kaffee-Hag Coffee147 Kitchen Bouquet162	Wright's Silver Cream146	Towie Silversmiths
Chamberlain's Lotion	National Biscuit Co.—Ritz Crackers3rd Cover	Insurance	Soaps & Cleansers
Fleischmann's Yeast101 Grove's Nose Drops177	Oyster Institute of North Amer-	John Hancock Life Insurance Co.175 Metropolitan Life Insurance Co127	Camay
Ipana Tooth Paste 1	ica	Penn Mutual Life Insurance Co163	Chore Girl
Ivory Soap4th Cover Jergens Lotion140	tive Association	Kind C. P. C. Harris	Drano-Windex
Lavoris171	Pompeian Olive Oil168 Prido (John Morrell & Co.)149	Kitchen Supplies & Utensils Household SuppliesSee Household	Gottschalk's Kitchen Jewel178
Lifebuoy Health Soap	Ralston Whole Wheat Cereal179 Ritz Crackers3rd Cover	Institute Bulletins174	Ivory Flakes & Ivory Soap. 4th Cover Lifebuoy Health Soap 96
Maybelline	Royal Baking Powder169	Red Cross Towels	Plumite
Murine167	Royal Puddings	Stevens Linen Towels & Towel-	Silver Dust153
Musterole	Seaside Limas	ing	Stationery, Cameras, Books, Etc.
Squibb's Cod-Liver Oil119	Stokely's Tomato Juice, etc.	Taylor Cooking Thermometers142	American Stationery Co124
S. T. 37—Hexylresorcinol Solution144	2nd Cover Sunkist Lemons 98	Laundry Equipment & Supplies	Good Housekeeping Bulletins, 167, 170, 171, 173, 174
Tempt Lipsticks	Sunkist Oranges	Cash's Woven Laundry Markers.176	John Hancock Booklets175
Vita-Ray Cream182	Swift's Premium Meats114 Vermont Maid Syrup157	Chipso	Metropolitan Life Insurance Booklets
Woodbury's Creams 99	Welch's Grape Juice160 Wesson Oil131	Ivory Flakes & Ivory Soap. 4th Cover	Ott Wedding Invitations164 Penn Mutual Life Insurance
Electrical Appliances, Etc.	Wesson on	Silver Dust153	Booklets
G. E. (Edison Mazda Lamps) 7	Furnishings & Decorations	Motion Pictures	Rainbow Club172 Seed Catalogs See Seeds
Floor Coverings	Lighting—General Electric	M-G-M "A Tale of Two Cities"121	Large and the second
Olson Rugs (Rug Makers)126	Company 7 New York School of Interior	Paints, Varnishes & Other	Vacuum Cleaners, Sweepers, Etc. Hoover Electric Cleaner181
F. J. C. F. J. D. J. J.	Decoration	Finishes	Hoover Electric Cleaner181
Foods & Food Products Angostura146	Studio Bulletins174	Simoniz & Simoniz Kleener103	Miscellaneous
Armour Food Products 9		D. C.D. C. II	Cube Steak Machine Co146
Bisquick	Household Supplies & Utensils	Pets & Pet Supplies Flit Powder	Fireside Industries
Campbell's Soup	Counselor Bath Room Scales169	Hartz Mountain Song Restorer,	ment 8
Comet Rice146	Drano-Windex	etc155	Good Housekeeping Bulletins 167, 170, 171, 173, 174
Cream of Wheat	Flit Powder	Radios, Pianos, Music	Index to Editorial Service Articles, July-December 1935
Del Monte Canned Foods113	Plumite	Phileo Radio 5	Issues
Dole Hawaiian Pineapple Juice146 Fleischmann's Yeast101	Red Cross Towels	THE RESERVE THE RESERVE OF A DESCRIPTION OF	Magazine Subscription Work166, 169, 172
40-Fathom Fish	Soaps & CleansersSee Soaps	Schools	National Casket Co165
Franco-American Spaghetti139 General Foods Corporation105	Stearns' Electric Paste176 Strikalite Matches156	Resident Schools	Olson Rug Co
Haine Veteberry	Taylor Thermometers142		Margery Wilson160
Heinz Ketchup	Taylor Thermometers142	Summer Camps	margery wilson

January 1936 Good Housekeeping