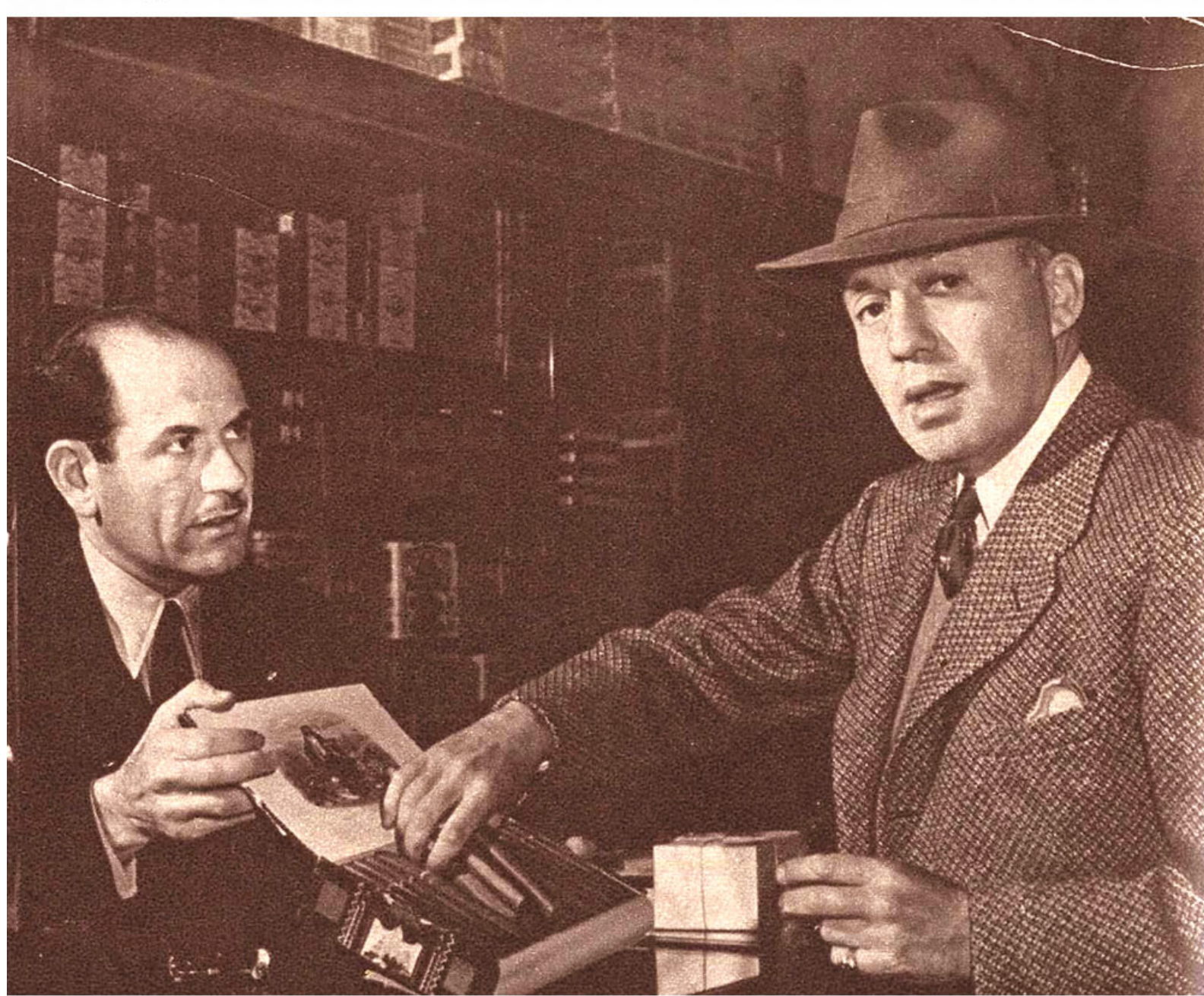


Hollywood Hangout

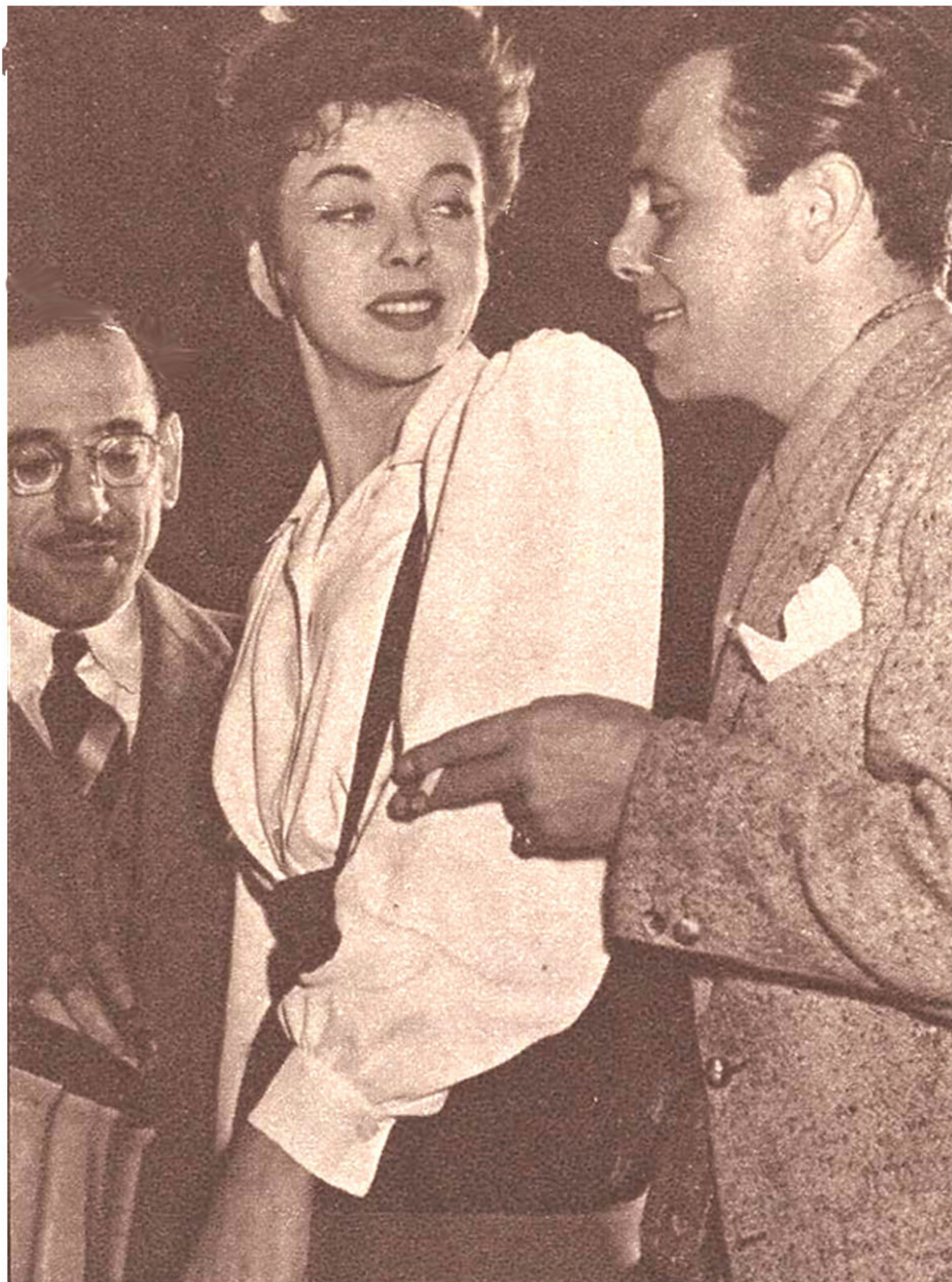


IF THE three Schwab brothers wanted to they could turn their drugstore into a super-side-show—at fancy prices. It's the one place in Hollywood where screen biggies like Robert Taylor, Gene Tierney, and Marlene Dietrich drop in and out all day and make themselves at home. Dressed for comfort, they sit around, eat, gab, take orders over the phone, wait on customers, mix sodas, and even ring up change at the cash register. So wide is the fame of Schwab's that two young Texas girls have spent their last three summer vacations sitting at the lunch counter just to rub elbows with celebrities. Extras give the store's phone number as their own because it's the one place that will try to find them when a studio calls.



It takes a pair of Jacks to open this special box of cigars. And ace Laugh-maker Jack Benny digs in as he takes Jack Schwab's word that the imported stogies are not in Fred Allen's class

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SCHWAB'S



Star Ida Lupino tips the drugstore scales and gets some ribbing from Actor-husband Louis Hayward (now in the Army), as Bernard Schwab, who keeps tabs on customers' diets, supervises the weigh-in

Head man is Jack Schwab. A nonsmoker, he has made the store famous for its tobacco counter. One of his best customers is Jack Benny, who comes in regularly for two special cheroots cured on wet brick. Brother Bernard supervises the food and soft-drink department. Has one of Hollywood's best chefs put up a 65-cent dinner that regularly attracts the Basil Rathbones, Jim Cagneys, and Charles Laughtons. Brother Leon, as head of the "special service" section, will fill your prescription for a cold, give you an estimate on jewelry repairs, or supply 500 plates if you want to give a party.

The brothers extend credit freely; cash checks for anyone who names a mutual acquaintance for reference. One studio plans a short subject on the fantastic pharmacy, and a Broadway playwright has picked up enough material there for a show. What do the Schwab brothers get out of all this? A comfortable quarter-million-dollar business a year.



SCHWAB'S



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