

PROGRAMS FOR WEEK BEGINNING DECEMBER 14 1947

# RADIO *Life* 8¢

FORTY PAGES

*Rita Lynn*

Senorita of  
the Ranchos

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**Does Your Contest Entry Get Fair Treatment?** Page 6  
**Honest Opinion: WOMEN LISTENERS TAKE SIDES ON HEMLINE HASSLE** Page 8

# The Ear Inspires the Pen

**Nan Buhler, co-president Nelson Eddy International Music Club Chapter, Los Angeles, Calif.**

Sirs: I wish to thank you very much for giving the oil painting of Nelson Eddy to Norma Brown, co-president of the Nelson Eddy International Music Club Chapter, Los Angeles.

At our first meeting, our dear hero was hung on the wall to be admired by all the members. Since our meetings are to be held at the homes of our different members, our beloved baritone will have to be dragged around from place to place. But I assure you, he will be taken care of very well. To us he is priceless.

It may have seemed strange to you to see a young bobby soxer come for the picture, but there are a few young people in the world who do enjoy good music and good voices, our favorite being Mr. E., natch! Along with many oldsters in the club there are quite a few teen-agers. We may be called "squares," and we have been, but we really don't care.

Thanks again for the picture, and the story about us, and the article on His Majesty in your August 31 issue.

*You're very, very welcome, we're sure.*



**Barbara Kirk, 3802 Magnolia Avenue, Long Beach 6, Calif.**

Sirs:  
Listen my friends, and you shall hear,  
The best mystery show of the year.  
It's "The Adventures of Sam Spade,"  
Starring *Howard Duff*.  
And do I love it? Sho' nuff!

**LISTEN TUESDAYS!**



**OLYMPIC AUDITORIUM**

**FIGHTS**

Blow by blow announcer

**SAM BALTER**

**KLAC 10:05 P.M.**  
**570 ON YOUR DIAL**

*it's here... the finest*

**ACME**

*ever brewed...*

Sponsored as a Public Service by  
*Bohemian Distributing Company*  
LOS ANGELES 11

**Mrs. C. W. Biggs, Route 1, Box 274-A, Buena Park, Calif.**

Sirs: I'd like to thank the listener who wrote about the "Housewives' Exchange."



**Jack Sherman**

Have been listening ever since, and learned some invaluable household hints, also received some nice prizes. How about printing a picture of emcee Jack Sherman? Believe me, he's the top!

We enjoyed the article about Hal Nichols' "Memory Room," one of our favorite programs. Radio needs more like it. Orchids to Walter O'Keefe for his diplomacy in handling a very difficult situation on his program today.



**Mrs. A. M. Ryerson, Hollywood, Calif.**

Sirs: Just can't help but get a little peeved at those who tell us to turn off the radio if we don't like the program. Has it ever occurred to those would-be advisers that this is exactly what we do? In fact we can't put down our sewing or cooking fast enough to hurry to the radio to make a change. Often when we do switch to another station we may get something else just as disagreeable.

Let me pat Helen G. Fisk on the shoulder for her comments regarding radio audiences. She is absolutely right. I am much of a shut-in and the radio is my only recreation. Many of my favorite programs are spoiled by the shrill cheering and laughter which prevent my hearing the most important parts, and I lose the point of the joke.

Through Radio Life I wish to thank "Telephone Hour", "Hour of Charm", "Pause That Refreshes", "Album of Familiar Music", and "Voice of Firestone" for still maintaining their high standards of good music. After several years of listening I still enjoy them. But what has happened to that once lovely program, "Carnation Hour"? Oh yes, it is still on the air, but the music is not what it used to be.

I surely miss Henry Ford's "Early American Dance Music". Will you tell me, is there any other program which features music on that order? I believe it is known as folk-lore music and I like it.

*Burl Ives sings his American ballads over KHJ every Friday evening at 8:30. In addition, Don Lee network carries the Alan Lomax folk-music collection Wednesdays at 9:30 a.m. The program is unfortunately not released by Los Angeles station KHJ, but if your receiver is good, you may be lucky enough to pick it up from Santa Ana's KVOE. And there is a good chance a local spot will be found for the show soon. Keep checking your logs.*

**Mrs. Earl Frederick, 6010 1/2 Hollywood Boulevard, Hollywood 28, Calif.**

Sirs: I did a "double take" when I was reading the Ear Inspires the Pen column in your October 5 issue, and my name jumped out at me. It was most thoughtful and generous of Mrs. Taylor to write such a letter. I had met and talked to a lady from Philadelphia after the broadcast, but I didn't think she'd take the trouble to write to you about me. I was very happy to know she remembered me. I want to thank you, too, for printing her letter. It was most kind of you.

I hope you print my letter so that if Mrs. Taylor should have some of her relatives or friends send her a copy she may know how grateful I am.



**Mrs. Adelia Kruse, 700 West 1st Street, Long Beach 2, Calif.**

Sirs: Enjoy your Radio Life magazine so much. Especially The Ear Inspires the Pen. What has happened to one of the best programs on the air, "Johnny Modero, Pier 23"? He was really great, and the priest was really tops. Is he coming back on the air? It was such a disappointment when his program just disappeared... it was so natural and well-acted!

*Watch for some good casting news on the show's star, Jack Webb.*



**All the Boys, Biltmore Hospital, Miami, Florida.**

Sirs: Your magazine is tops with the boys here at the hospital, 242 of us, all war vets. We were listening to "Queen for a Day" some weeks ago, emceed by Jack Bailey. The introduction he gave a contestant named Jacqueline Hogarth, golf teacher and writer. She sang a number, "Anniversary Song." Can we have a picture in Radio Life, so we can all see what she looks like? She certainly did sing better than lots of girls we hear on the air. Is she professional? At the time, she said, she was studying with "A. Petrillo." She can have our votes any time. I think we even took her phone number as she gave it to Jack Bailey, TR. 5941. Let's see her in Radio Life.



**Jacqueline Hogarth**

*Here's that requested picture of Miss Hogarth. You'll be interested to know that she and her husband, artist Lester Niedertander, are newly arrived in this country from Rio de Janeiro. Miss Hogarth's talents appear to be quite numerous, and from what she tells us about herself she may soon be spotted as a vocalist on a local radio show. She writes music as well as sings. As a golf teacher we understand she's par excellence (if you'll pardon the pun), and that she hit 73 all through the recent Damon Runyon Cancer Fund Golf Tournament.*

Mary S. Covatt, 1231 West 96th Street, Los Angeles 44, Calif.

Sirs: I am intensely interested in knowing what has become of Renee Bozarth, who used to read poetry over KGFJ nightly, following the "Musical Digest" program which he also conducted.

He excelled any recitalist I have ever heard, and it is with regret that I no longer hear him bring to life the printed page. I cannot overpraise his interpretive powers, which were in as much contrast to the insipid, sloppy style of other "readers" as his selections were superior to theirs from a progressive literary standpoint.

KGFJ, as our only available chain to Mr. Bozarth's present activities, fails to respond with either address or details. Station Manager Thelma Kirchner hazards a guess that Renee is no longer in California. Any readers have more definite surmises?



Miss H. C. De La Torre, 841 North Humphreys Avenue, Los Angeles, Calif.

Sirs: Would it be possible for you to print some pictures with a story of the twosome who take the leads on "Let George Do It"? And also on "Sam Spade."



Howard Duff

Lurene Tuttle

I also want to tell you what a wonderful little helper the radio log is to me. I am a radio fan, and in-



Frances Robinson

Bob Bailey

stead of having to collect the radio logs in the daily newspapers, it's all there in a neat little book. I've made it a regular habit to buy a Radio Life every week after school.

Herewith: Howard Duff and Lurene Tuttle, who play "Sam Spade" and "Effie"; and Bob Bailey and Frances Robinson, who co-star on "Let George Do It." Last "Sam Spade" story, October 19. Last "Let George Do It" story, November 23, 1936. Incidentally, Radio Life has published the Howard Duff-Lurene Tuttle pictures at least five times in the last six months. In addition, many small feature photos and articles on all four of these good-looking people have been run, and both Bailey and Duff have been cover pictures. Wonder if our readers won't oblige by watching Ear Inspires and Seen on the Radio Scene more closely? We're anxious to oblige, of course, but we'll need you say more?

California Radio Service Co.

Patricia Kennedy, 1854 West 57th Street, Los Angeles 37, Calif.

Sirs: I have often wondered what Wally Maher and Cathy Lewis look like on the "Richard Davis" program. Could you please print a picture of



Cathy Lewis and Wally Maher

them both? And I agree with Ellen Brown, to print a story on Jeff Chandler as "Dr. Dana," on the "Private Practice of Dr. Dana."

"Richard Davis" is no longer private-investigating on KHJ, as you doubtless know, but here is the requested flick of sleuths Cathy and Wally. Keep watching us for the Jeff Chandler story, to be stated as soon as possible.



Rose-Mary Cook, 305 West Eighth Street, Los Angeles 14, Calif.

Sirs: I'd like to thank you on behalf of our club, "Duff's Private Eyes", for that wonderful article you had on Howard in your October 19 issue. We all loved the picture of him you put on the cover. Too few of the magazines realize how popular he really is.

Right now the only complaint we have is that it isn't an audience show and we aren't able to see Howard on the program. In case this might find its way into print, I'd like to say that dues in the club are twenty cents a month, and you get a snap a month and journals too. We give out silver gun charms with our membership cards.

Thanks again for the story. It was just what we were praying for.

★ ★ RADIO LIFE ★ ★  
CARL M. BIGSBY, Publisher

Dec. 14, 1947 Vol. 16, No. 15

Published Weekly at Los Angeles, California. Business and Editorial Offices: 6361 Selma Ave., Hollywood 28. Phone Hillside 9275.

Radio Life was entered as Second Class Matter May 8, 1942, at Los Angeles, under Act of March 3, 1879. Prepaid Subscription, \$1.25 year, \$2.25 six months. Single Copies on sale at leading Independent Grocers in Southern California. Single Copies by mail 10c. Address all remittances and correspondence to Radio Life.

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TWO LOCAL DAYTIME PROGRAMS, PRESENTED ON KFI, THAT ENJOY A LARGE FOLLOWING ARE "LADIES DAY" AND THE "NOON FARM REPORTER". BOTH ARE HEARD MONDAY THROUGH FRIDAY.

Paul Owen



PAUL OWEN is the featured vocalist when "Ladies Day" is heard each morning at 9:05. Paul offers romantic ballads, popular tunes and joins with Buddy Jobe in songs by the "Doily Brothers".

Nelson McIninch



NELSON McININCH's advice on things agricultural, each day at 12:00 noon, is invaluable to growers and ranchers all over Southern California.

THAT'S KFI—DIAL 640

—Advertisement

Page Three



### FAMOUS LOVE STORIES

GUINEVERE . . . and her bold knight Lancelot are from the pen of Tennyson. For her love, a war was fought . . . King Arthur fought with Lancelot. But war and fear and hate were vanquished by the power of love . . . and Guinevere was Lancelot's forever.



*You'll Love*

### WHITE KING SOAP

When you think of soap, think of your hands. The soap you use in your washing machine should be a gentle soap . . . gentle to your hands, gentle to the clothes you wash. WHITE KING SOAP is gentle. Use WHITE KING in your dishpan, too. It makes heaps of suds . . . and the suds last. Your dishes come gleaming when they're washed with WHITE KING SOAP. Try it . . . you'll like WHITE KING.

VIC PERRIN plays "Clay Brown"; Gale Page portrays "Holly"; and Bob Bailey is "Johnny Starr"—the romantic trio of the serial.

# Spotlight on Serials

No 10 of a Series

## Holly Sloan

Monday-Friday, 11:30 a.m.  
NBC-KFI-KFSI

**A**BC's "The Story of Holly Sloan" is believed to be the first radio serial based on a successful novel. At the same time that Rupert Hughes' novel "Static," from which "Holly's" story was adapted, began to run in a national magazine, another novel devoted to the seamy side of the radio world appeared. But for Mr. Hughes, the magic power of appeal to the human heart was the most impressive aspect of radio.

For his heroine, Mr. Hughes chose "Holly Sloan," a small-town girl involved in a small-town romance of bitter difficulties. He gave her, instead of a living mother, a loving old "Aunt Keturah," who had been blind from birth, and had found in the radio a wide universe of adventure and delight.

To her blind aunt, "Holly" sings little songs as they sit on the front porch of an evening. When at last "Holly Sloan" takes flight from her village tragedies, she drifts into the radio world and becomes a singer. At her first audition she is overcome by mike fright, and in her desperation, knowing her "Aunt Keturah" is listening, closes her eyes and sings softly to her blind listener. This gives her voice an irresistible magic, for in a sense the radio audience, too, is blind.

Mr. Hughes says, "It was my great fortune to have that warm-hearted and brilliant radio writer, Ted Maxwell, take up the novel as the foundation for a radio serial. It was my further great fortune to have the role of 'Holly Sloan' brought to life by that splendid actress, Gale Page, with her uncannily beautiful gifts of art and song."

### Miss Page's Background

Gale, born Sally Perkins Rutter in Spokane, Washington, close to thirty years ago, traveled the route from a girl's finishing school, in Piedmont, California, to air prominence by way of stock company shows, a singing engagement at Chicago's Palmer House, and NBC's staff as a sustaining vocalist. In 1939 Gale was given

THE WHOLE SHOW HUDDLES OVER a prebroadcast airing of "The Story of Holly Sloan." Reading left to right . . . Vic Perrin, Georgia Backus, Bob Bailey, producer Carl Wester, writer-director Ted Maxwell, and the star, Gale Page.





*This Serial of a Small-Town Girl Who Migrates to A City, Taking Her Gift of Song With Her, Is the First to Bring the Magic of Music to Its Chapters*

a screen test by Warner Brothers. The test was so successful that Gale was immediately signed and moved to Hollywood, where she was one of the studio's leading young singing actresses for several years.

Just before the war, Gale was at a swank party, and met the talented concert pianist and composer Aldo Solito de Solis. Today she relates her first thought at that meeting . . . "That's the one and only man I'll ever love." Now the Countess Aldo Solito de Solis and mother of four children whose nicknames read like an operetta cast, (Tony, Baba, Lukey and Mina,) the attractive brunette actress lets pictures take a second place to the radio work which can be combined more easily with running a home and doing almost all of her own work. The de Solises recently discovered the joy of living in the San Fernando Valley, and

even manage to do their eating and cooking out of doors.

"The role of 'Holly Sloan' is the most exciting I have done in radio. I feel the character is always interesting and challenging to portray," Gale tells people. "The whole show has a wonderful tone to it."

"Holly's" aunt, "Keturah," is played by one of the best known character actresses and a pioneer of network radio, Georgia Backus. Even before Georgia graduated from Ohio State University as an English literature major, her tenacious ambition for an acting career led her to roles in amateur productions and actual paying jobs with Columbus stock companies. Immediately upon leaving school she hurried away to New York for stage and early radio work. When husband Harmon Alexander, a radio writer, moved to the

West Coast, Georgia had the opportunity to combine picture making with her radio work.

The Alexanders, too, live in San Fernando Valley, where Georgia runs her home and experiments with her new hobby of ceramic abstractions for jewelry and art objects designed to use in her home.

Georgia is as enthusiastic about "The Story of Holly Sloan" as is the rest of the cast. Of her role, she says, "The fact that 'Aunt Keturah' is blind is incidental. She is a sincere woman, lives her own life, and is very different from most characters in daytime serials."

The two live interests in "Holly's" life are "Johnny Starr," vice-president of the New York broadcasting company for which "Holly" works, and "Clay Brown," the hometown boy who followed "Holly" to the Gotham City. These are played by Bob Bailey and Vic Perrin respectively.

Long before Bob Bailey did his sleeping in a trunk backstage, the theatrical tradition was a strong one in his family. While Bob was still in Chicago in high school, he established himself in radio circles. With the inevitable move to California for active radio-ites, came a 20th Century-Fox contract in 1941, making Bob one more of the cast with a movie background.

Bob is confining himself to radio, having done no picture work following the war and a serious illness. One of his best-known roles is that of "George Valentine" on "Let George Do It," from KHJ.

An amateur cabinet maker and carpenter, Bob recently managed to acquire an apartment for his beautiful ex-model wife and six-year-old daughter. After putting in a slate fireplace, new pine walls, redecorating and refinishing the entire interior, the Baileys decorated their attractive apartment in Early

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➡ **"HOLLY" STARTS THE VOCALIZING** at rehearsal break on one of her little show songs. Georgia Backus, who plays "Aunt Keturah," sits just behind "Holly." (NBC-Herb Ball photo.)




➡ **GEORGIA BACKUS, left,** plays blind "Aunt Keturah," to whom "Holly" directs her tender melodies. Singing to "Keturah" is the trick that got "Holly" successfully through her first audition. (NBC-Herb Ball photo.)





 **SHE DIDN'T BELIEVE IT!** Mrs. Mildred Chase Cooke, winner of one of the six grand prizes in White King's Kitchen Contest, didn't believe contest entries were judged like school tests until Frank Hemingway proved it to her amazement and satisfaction with a tour of the Reuben H. Donnelley office in Los Angeles.



 **PITY THE POOR MAIL MAN!** Entering a contest calls for brain work on the part of the contestant, but for the mail man it's just so much hard labor, as Frank Hemingway discovers here. These mail-bags represent one day's replies.

 **OPENING THE MAIL.** Frank Hemingway has fun running the automatic mail-opener long enough for the photo to snap this picture. But the skilled operator who runs the machine all day long assured him it's just plain hard work! (Otto Rothschild photos.)




## Does Your Contest Entry Get Fair Treatment?

*Read How Winners Are Judged  
By Objective Rating System*

**By Frank Hemingway**  
As Told to Audrey Sharpe

Mon.-Fri., 7 a.m., 4:15 p.m.  
 MBS-KHJ-KGB-KFXM  
 Saturday, 5:00 p.m.  
 MBS-KHJ-KGB-KVOE


**URING** the war years, the only way you could get your house furnished free was to be elected "Queen for a Day," write a letter to "Heart's Desire," be married on "Bride and Groom," guess the identity of "Mrs. Hush" on "Truth or Consequences," or come up with the right answers on any of half a hundred big-time quiz programs.

But while those radio bonanzas are still going full blast, there is a

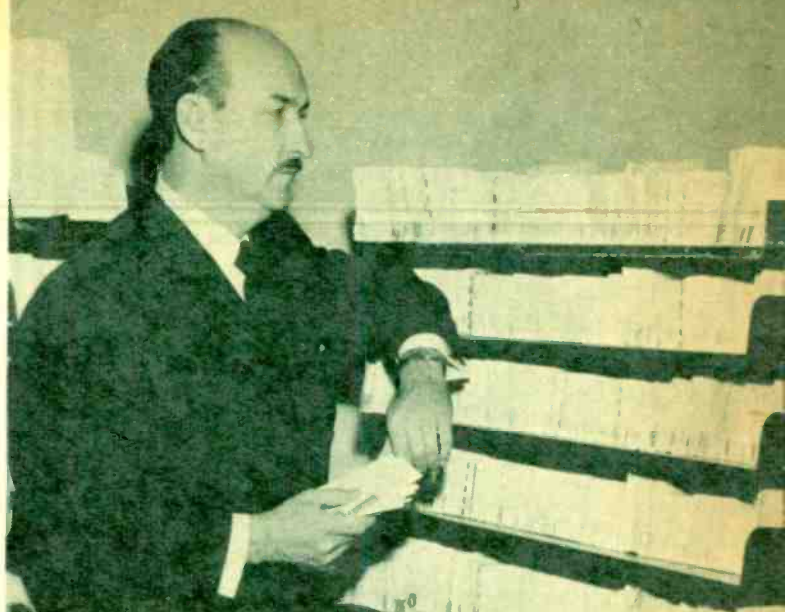
new and lucrative way of adding to your worldly goods. That is, to enter a contest. Contests are back again. The radio waves are full of 'em, so are the ads in the magazines.

But of course you have to **WORK** to win a contest. For instance, you have to sit down and write maybe twenty-five words on why you like White King Granulated Soap.

For this great mental effort, six western housewives recently won themselves six brand new, completely equipped post-war kitchens, and I **DO** mean complete from an all-steel kitchen sink right down to



▲ **ENTRIES ARE TABULATED.** Mrs. Cooke and Frank Hemingway look on as this operator shows how contest entries are sorted at request of the sponsor by town, state or region, as well as by medium of response—radio, newspaper, magazine.



▲ **CONTEST GUARD-HOUSE.** At night, contest entries are stored on trays and "imprisoned" for safe-keeping in this specially constructed cell. The one and only key is locked away in a safe.

a refrigerator, gas range, electric mixer, toaster, kitchen clock and set of aluminum. And as if this weren't enough inducement, some 1640-odd other lucky ladies settled for such consolation prizes as washing machines, ironers, chrome dinette sets, portable electric stoves, silverware, blankets, pressure cookers, electric irons and coffee makers. And just so there would be no "looking a gift horse in the mouth" routine, these prizes were all nationally advertised brands, selected from a list of most wanted appliances and gadgets from a million letters written to "Heart's Desire."

When my sponsors informed me that they were planning to run a kitchen contest on their newscasts, it occurred to me that the job of selecting contest winners must add up to a plenty big headache. I recollected that in the good old days there was considerable grumbling and outspoken cynicism as to the fairness of contests, and occasionally a disgruntled contest-loser would take the case to court.

#### Curiosity Aroused

So I decided to find out for myself how contest winners are born, or made. Squinting through my bifocals, I discovered that this particular White King contest was to be judged by Reuben H. Donnelley. I didn't know the gentleman, but I rounded up a photographer to act as my seeing-eye witness, and went down to case the joint.

If in my innocence I had vaguely pictured Reuben H. Donnelley as a composite of a bookstore recluse, an old-maid librarian, a superior court judge and a college professor, I got the shock of my life. To my amazement, he was not a person. He was a well-established business which was set up to judge contest entries with the combined fairness, impartiality and wisdom of

college entry, state bar and civil service examinations.

I learned that the company conducts what is known as a contest judging service, which is run on highly scientific lines. It has devised what is known as an objective rating system. This means that rules are set up for each contest, according to the product sponsoring it. Entries are graded as in a school test, except that instead of being graded by one individual teacher they must be passed upon by a whole series of judges.

This is the way it works. After entries are checked for proof of purchase and general eligibility in

accordance with contest rules, each entry is read by a preliminary judge, who appraises it for sincerity, originality, aptness and clarity. Rejects are read again by another group of judges. Then junior judges evaluate entries on the basis of a rating scale, which is made up for each contest in accordance with the rules. Next senior judges go over the entries and screen them still further, according to rating. And finally a board of executive judges selects the final list of winners.

#### Busy Judges

I found that this was no new en-  
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▼ **ENTRIES ARE CHECKED.** Pretty Ann Cencie, mail-opener, shows Frank how she checks each contest entry for proof of purchase, in this case a White King box top. Donnelley mail-openers in the Los Angeles office can handle up to 40,000 entries per day.



▼ **JUDGING THE CONTEST.** Frank Hemingway looks on as Senior Judge Jonathan Amastae evaluates an entry. Entries must pass through preliminary, junior and senior judges before the board of executive judges selects the final winners.



JEANNE GRAY OF KMPC'S "WOMAN'S VOICE" (right) interviews Mrs. Dorothy Overaker of National City, winner of the program's letter contest about fashion trends. At left is designer Roseann, who created the prize dress of black crepe trimmed in satin awarded to Mrs. Overaker. (Ralph Forney photo.)



Monday, Wednesday, Friday, 4:15 p.m.  
KMPC

# Hassle of the Hemline

*Jeanné Gray's Lady Listeners Write In Their Reactions to Seething Long vs. Short Battle*

come the longer skirts after seeing the awful sights that many women of all ages and builds have made of themselves in short skirts. They have demonstrated how incapable they are of wearing short skirts . . . Give us longer skirts and let us try to recapture some of the respect from the men."

### Refreshing Style

A Los Angeles girl: "It is the female nature to experiment and delight in a variety of fashions . . . That is why I think most women eventually will come to like the new changes in clothes, even though many will accept the idea only gradually. Personally, I find the new style refreshing. The long skirts are graceful. The natural shoulders give a womanly look. The way I am handling the matter is to alter the garments I have, where possible. An inch or two lengthening does wonders for an old skirt or dress."

From a Santa Monica entrant: "I prefer the shorter styles because they make the average girl look much more attractive than the longer skirts and help build up one's morale, especially if one has shapely legs. My favorite length for a gathered skirt is just below the knees, while I wear a pencil-slim skirt a few inches longer and feel more comfortable when seated."

From an Inglewood woman: "God gave us a figure. In the past few years, we've tried to hide it—feign narrow hips; struggle for that straight up-and-down look. Now that we've come into our own and fashion recognizes our natural shape, we can be ourselves and look gloriously smart."

From a Hollywood resident: "I have already bought my first 'long skirt' suit and after wearing it once, just once, I vowed the second I reached home I'd grab those shears and slash at least three inches from the hemline. What with struggling up and down the high curbs on our

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wage earners by ignoring their struggle in these inflationary times and creating styles only the rich can afford. That, in itself, is un-American."

From a Whittier mother: "It is very upsetting to the homemaker. I'm a mother of four children and our income is very limited, but we are still young and like to go places, but with the way the skirts came down so suddenly, all my dresses are dated."

### Psychological Tie

From a Los Angeles woman: "The ideal length, I think, should be about fifteen inches from the floor. It is said that when skirts reach that happy medium, the world as a whole is happier and peace and tranquillity reign. Is that not what we are striving for?"

From a Compton entrant: "I prefer the longer skirts because they automatically bring a woman of grace on the American scene. Immediately a woman becomes more serene with the donning of longer skirts; for when she sits, she may relax with but a small gesture of her hand to adjust her dress in place."

Another Los Angeles missus: "For smartness and adaptability to type, the present two inches below the knee is ideal, because older women and those a little heavier perhaps can add an inch and a half and still feel fashionable."

From a Venice lady: "I gladly wel-

WHEN beautiful Jeanne Gray of KMPC's "The Woman's Voice" recently asked for listeners' opinions on the hotly controversial hemline question, she suddenly found herself buried under a whopping pack of letters. Jeanne, far from wailing over her response, delightedly started slitting and reading to discover the ladies' sentiments. Eager Radio Life, summoned to see the surprising mail "pull," lingered to read over Jeanne's shoulder, then just as eagerly snatched a few representative letters. "Our women readers will just love these," we assured Miss Gray, who graciously allowed us to latch onto the pros, cons, and neutrals in the contest. (Incidentally, majority of the letters favored an "average" length. Adjudged writer of the letter best explaining what length she thought skirts should be, Mrs. Dorothy Overaker of National City, California, won the prize, a custom-made dress from Rozanne. But the winner's was not the only pointed opinion, as shown by excerpts from the accompanying letters:

From a Mrs. in Burbank: "I am so glad someone has come forward and asked the opinion of the average woman regarding the new styles.

"I, for one, feel very strongly against long skirts which are being 'forced down our throats,' so to speak, without consulting us at all. So far the designers have created a great deal of resentment among average



# RADIO IN REVIEW

## NEWS and COMMENT

### For Love o' Mike (General Comment)

#### Records Rolling Along

Little did KMPC's Bill Leyden know, when he started his campaign to secure records, radios, and playing machines for hospitalized vets' Christmas, that radio listeners' hearts were big as all outdoors. Bill, and other personnel at KMPC, which adopted the project as the station's Yule contribution, had scarcely spoken into the mike when the switchboard started blinking at HYperion 3241, special line installed to accommodate the drive. On the second day alone, more than 400 radios and phonograph players were offered by listeners who wanted to bring cheer to the bedsides of veterans at Sawtelle, Birmingham, Corona, Long Beach Naval, San Fernando, and McCornack hospitals.

By the end of the first week of the drive, KMPC tabulated more than 2,000 contributions. Most came from private parties, but record companies were hopping on the bandwagon, Mercury donating forty albums, Modern giving 700 records, Capitol forwarding two cases of discs, and others sorting and selecting their contributions. Wurlitzer informed KMPC it was sending four brand new juke boxes and a year's supply of records. Mr. William E. Phillips of Philco contributed a television set in memory of his own son, lost in the war.

Not to be outdone, KMPC announced it would donate every record played on its station December 7 to the project. It looked as if Christmas for vets hospitalized in Southern California would be merry and musical.

#### Out of Bounds

Last mid-week, two sour notes were sounded to mar the otherwise jingle-bell harmony along Radio Row. Extremely sad, we thought, was the case of a few mercenary persons who tried to cheat hospitalized veterans out of their Christmas cheer. These culprits, ears glued to KMPC, heard names and addresses of those donating records, radios and phonograph players to the station's Yule project for vets. They then mustered the audacity to call at the homes of warm-hearted donors, where they masqueraded as authorized pick-up agents and carted away contributions which they promptly diverted toward their own nefarious ends.

Immediately notified of the situation, KMPC reined in this trickery by ceasing to air addresses of donors. Listeners were reassured that KMPC

was double checking Operation Pick-up and that all hands were taking precautions to eliminate the criminals. Donors could triple check by asking pick-up persons for credentials.

The other discordant note reverberated as the "Miss Hush" contest seemed ready to gasp its last. Following the November 29 broadcast of "Truth or Consequences," when numerous direct clues were dropped as to "Miss Hush's" identity, many along Radio Row knowingly smiled when the question was passed, "Do you

know who 'Miss Hush' is?" Although some had unbelievably accepted the obvious answer at least two weeks previous, not too many had gone out of their way to spill the beans. Those who had no selfish stake in the prize-happy affair at least had enough consideration for the March of Dimes to hold tongue and typewriter.

Not so a national news magazine, which, in our opinion, sacrificed journalistic integrity and good manners for the dubious honor of a dubious "scoop."

#### Everybody's Doin' It

Last week, in a local restaurant, we found ourselves seated one table away from Aldous Huxley, famous author and intellectual. We recognized him from the pictures we'd seen on the book jackets of his many works, and being an admirer, we moved in a little closer trying to overhear the conversation at his table.

A friend was holding forth while Huxley listened attentively. We leaned closer to catch what we imagined was a sparkling literary conversation. "Bring me an auto, a book and a ball," the man was saying, "And I'll say Merry Christmas in spring, not in fall. And you have to be at home when they phone you!"

#### Rumors Are Flying

"Scotland Yard" will be dumped by Mutual in favor of "Adventures of the Falcon" with Les Tremayne tentatively set for the lead. . . . Goodman Ace is tired of his CBS "desk job" and is planning to return "Easy Aces" to the air. . . . Sinatra and Lucky Strike are feuding. . . . Writer of the popular "Snow Village Sketches" has written a new series, "Yankee Editor," for Parker Fennelly, now famed as "Titus Moody" and former star of the New England type comedy show. . . . The FCC is again after radio lottery programs, and is trying to decide whether the "telephone quiz" belongs in that category. . . . A low-priced television set rumored being readied for marketing next year. . . . A coast-to-coast FM network may be a reality in 1948. . . . Benay Venuta may return to the air as quiz mistress of "Keeping up with the Klds." a children-versus-parents air battle. . . . Lurene Tuttle will be seen in the Cary Grant movie, "Mr. Blandings Builds His Dream House." . . . There's a sale brewing for the Mal Boyd package show, "Ken Niles Goes to a Party," ABC having taken a sixty-day option.

Also rumored for her own show is charm expert Caroline Leonetti. Show is tentatively set for the first of the

(Please Turn to Next Page)

Page Nine

DON'T BE A  
MissDit\*



NEXT WEEK

Merry Christmas! Fred Beck wishes you Season's Greetings on behalf of radio and Radio Life—next week.

In the spirit of the season, a montage of three pages of Christmas photos pictures your radio favorites — from Lassie to Groucho Marx—all decked out in Yuletide styles.

A Christmas present of two pages of favorite holiday recipes from such stars as Molly McGee (apple flapjacks), John Scott Trotter (Yuletide yams) and Judy Canova (honeycakes) are yours from Radio Life—next week.

Christmas stories from twenty-two top radio names will brighten your holiday readings as personalities ranging from the "Juvenile Jurors" to Henry Morgan relive their most memorable Christmas for Radio Life readers.

In the spirit of Christmas Past we've dug out old holiday pictures for our "Flashbacks" series to remind you of former good times at the dial.

Charlie McCarthy is our cover Santa Claus in the big issue that brings Christmas Greetings from all of us to all of you — next week!

\*She wanted to read it but she missed it.

# Radio in Review

(Continued from Preceding Page)

year . . . Rosemary DeCamp was paged for another Broadway show which she had to turn down because of her expected blessed event. The last time this happened she missed the lead in the Broadway hit, "Christopher Blake." . . . Jean Sablon's debut film is tentatively "Midnight Waltz" (ahh-hhh!). . . . Walter Winchell and Andrew Jergens are still friends. . . . Announcers Art Gilmore and Bob Bruce will narrate for George Pal's puppets productions. . . . The Bob Hope-Pepsodent situation is still tense, and though the Hope contract has eight more years to run, it may be settled between Charles Luckman and Hope. . . . "Fibber and Molly" are topping the Nielsen Index (another method of radio rating). . . . "Corliss Archer" and "Point Sublime" renewed through spring. . . . Red Ingle's new record, "Nowhere," rumored to be second only to his own "Timtayshun" in wacky appeal. . . . Homesickness for California is the reason given for Ginny Simms' checking off the Coca-Cola show. . . . Sequel to the "Jolson Story" has been called off at Columbia—Al may take it elsewhere. . . . Child star Dickie Tyler may be starred in a Crosby package, "Tom Sawyer"—that's what we call a step in the right direction. . . . "Take It or Leave It" emcee Garry Moore, who has been anxious to take on more air chores, has cut an audition record for a fifteen-minute five-a-week series which is now up for sponsorship.



By VIRGINIA WEST

In these times when a re-awakening of all to the basic tenets of Americanism is of foremost importance, the writers and producers of ABC's famous lineup of "kid shows" will use radio heroes in a campaign designed to entrench American principles in the minds of the nation's youth. Cooperating with the Radio Committee of the American Heritage Foundation, the producers of such shows as The Lone Ranger, Sky King, Jack Armstrong, Terry and the Pirates and others, will stress good citizenship, tolerance and devotion to democracy.



Beryl Vaughan as "Penny"

Pictured here is Beryl Vaughan, who is heard in the role of "Penny" in the "Sky King" series . . . Beryl, or Penny, is certainly the personification of the role she plays, that of a typical fun- and adventure-loving American girl.

For adult listening, American Broadcasting Company, along with the other major networks, will cooperate in a "Year of Rededication" to the American system of freedom, instituted by the American Heritage Foundation. Throughout the coming year, there'll be special broadcasts emphasizing the responsibility of all Americans in the maintenance of their heritage, as well as on such regular programs as America's Town Meeting, the

Paul Whiteman Club, the Southernaires, and others.

... Always A Best Bet... KECA...

Believing in the greatest possible degree of realism, author of ABC-KECA children's fantasy, "Land of the Lost", Isabel Manning Hewson and Maurice C. Brauchhausen, supervisor of sound effects, conferred to decide how earth noises would sound under the sea. So, Brauchhausen went to Bermuda on his vacation and, much to the amusement of his family and friends, spent a large part of his time under water, knocking stones together, ringing bells, listening to boat sounds and human voices from up on the surface . . . It takes a lot of versatility to be a "character" actor or actress on the air . . . Take the case of that veteran actor, Hans Conried, particularly his Wednesday-Bingsday schedule for ABC. That lanky gentleman appears in any number of "characterizations" on the Jack Paar show, then moves into the thick of things on "Mayor of the Town" as Agnes "Marilyn" Moorehead's boyfriend, "Ambrose Fenimore." . . . We think one of the brightest spots in the Groucho Marx "You Bet Your Life" show on KECA, Monday nights at 9, is time devoted to those amazingly paradoxical couples he brings to the mike as contestants. There may be the boss's wife . . . and his secretary, a landlady and a man who has just been evicted, the thinnest woman and the fattest man . . . sure-fire laughs for the studio audience and amusing to the folks at home as well.

... Always A Best Bet... KECA...

George Hicks, famed war correspondent, heard each week on Theatre Guild on the Air, as well as other ABC shows, was recently awarded the Army's Medal of Freedom by General Eisenhower, at a luncheon in Washington . . . The "Groaner" . . . Bing Crosby, star of "Philco Radio Time", on ABC-KECA Wednesday nights, is at it again . . . Tops in many, many popularity polls across the nation, he again won the Cleveland Plain Dealer's popularity poll. Crosby was first in popularity as a personality, and his broadcast was among the top choices as an all-around radio program, and first in popularity as a variety program . . . Other ABC shows ranking high in the poll were Henry Morgan, America's Town Meeting, Greatest Story Ever Told, Theatre Guild on the Air, and Exploring the Unknown.



George Hicks

... Always a Best Bet... 790...

—Advertisement

## Your Cue (Shows You May Like)

### Those F.B.I.'s

We made a little test among a roomful of friends the other night. The single question asked was, "What is the difference between 'This Is Your F.B.I.' and 'The F.B.I. in Peace and War?'" Two of the group questioned had some vague inkling about the stations and one of the sponsors. One guest was laboring under the delusion they were the same show! The rest expressed a complete lack of knowledge. And what do you know! We thrashed around pretty heavily ourselves when we tried to answer questions about this confusion of identities.

The brief summations that follow may be to you just the sort of help that we needed the other night.

"F.B.I. in Peace and War," heard Thursday nights at 9:00 over KNX, is sponsored by Procter and Gamble's Lava Soap (the old L-A-V-A, L-A-V-A cry!) with crime drama-master Max Marcin producing and directing. This half hour spotlights the activities of "Federal Agent Mr. Shepherd," in charge of the field action, and his chief, "Mr. Andrews."

The narratives, concerning the apprehension of public enemies and the thwarting of wartime espionage efforts, are adapted from the Frederick L. Collins book of the same name . . . "F.B.I. in Peace and War."

"This Is Your F.B.I.," heard Friday

nights at 8:30 over KECA, is the Equitable Life Assurance Company series, produced by Jerry Devine, based on actual material from the Bureau's files in Washington. Dean Carlton acts as narrator, delineating the situation. Central character of these chapters is "Special Agent Jim Taylor," hardboiled young Federal man who heads the cast in racket-busting of all sorts. The crime prevention narratives place emphasis, each week, on the crime currently most prevalent. One week it may be juvenile delinquency. The following week a wave of hijacking may fill the files of the F.B.I., so the drama based on that week's reports from the Bureau reflects the particular machinations of this racket.

Regular listeners to both may have lined up a favorite on one show or another, but we think discrimination on grounds of authenticity or good casting is almost impossible.

Author Collins attended F.B.I. classes and labs for instruction before writing his book "F.B.I. in Peace and War."

Scripter-producer-director Jerry Devine also attended to get background and realism for his "This Is Your F.B.I."

The same high standards of playing down the attractions of criminal life and playing up the infallibility of the Bureau are maintained on both shows. The fleecing of innocents by those beyond the pale of the local law is stopped, and impartial justice dealt out satisfyingly on each.

If you're still completely muddled,

tune in some Thursday at 9:00 p.m. to KNX for "F.B.I. in Peace and War." Follow it on Friday night at 8:30 over KECA with "This Is Your F.B.I."

You might start by listening to learn, but we wager you'll learn to listen, with real enjoyment, to these two worthy shows.

### Chuck Collins

Back on KFI at 9:45 a.m. Monday through Friday is the blind pianist and entertainer, Chuck Collins. Whether it's a wise-crack, a poem, a snappy tune or a flash of philosophy you're dialing for, you can't miss with Collins.

Chuck spins records, plays piano, sings pleasantly and has a quip or a comment for everything. His philosophy is cheerful without losing the bite of a positive statement. His wit ranges from the homey to the devastating, as his records range from Kay Kyser to Benny Goodman.

Chuck writes his own show, and the end product of his several talents is a unified but varied program. The Collins personality bubbles throughout the show and the laugh in his voice seems to say that Collins doesn't take Collins too seriously.

We hate to get mercenary, but if you're looking for a bargain in entertainment, we'd recommend Chuck's show as one of the best values in radio.

### "Fishing & Hunting Club"

At 8:00 on Saturday nights, KHJ presents the Mail Pouch and Kentucky

Club Tobacco-sponsored "Fishing and Hunting Club of the Air."

One can't possibly play bridge, read a book or carry on an intelligent conversation while tuned to the panel of experts, so plan on giving up one or the other. Our suggestion is to stop talking or reading, and hear Dave Newell, roving reporter of "Field and Stream" magazine; Jim Hurley, well-known sports editor of the New York Mirror; Gayle Borden, thoroughly versed sportsman; Bill Slater, and host Jeff Bryant go through their mail bag.

First they answer questions sent to them, on just about any aspect of the two sports, fishing and hunting. The mixture of complete authority, comradery and thorough interest in their subject is guaranteed to draw the interest even of listeners who don't know the difference between an eagle and a beagle. On a recent Saturday's show, when the question of duck calls came up, one of these able sportsmen impressed both audience and show co-hosts with a series of imitations. The redhead, mallard, teal, broadbill . . . even the little mudhen quackings were emulated startlingly well. That's the way the show goes. Whatever arises in the way of discussion or sportsmen's pet arguments, the topic is given a thorough going over:

Not the least of this lively and informative program is the contest. If you have a helpful hint for the outdoor sportsman, or have long pondered a question whose answer will result in a hint to others, drop a card to "The Fishing and Hunting Club," Wheeling, West Virginia, with your tip or your problem. If it's topical and interesting enough, you may be the winner of any of the group of prizes that includes rods, reels, outdoor equipment, outboard motors, gun sights, guns, shells, tackle . . . just about everything that delights the heart of the sportsman.

It's with no shame we admit the lack of field and stream lore that prevents listing brand names of the prizes, but some evening when you are listening, notice the sighs and ex-

(Please Turn to Next Page)

**ENTRY BLANK  
RADIO LIFE LETTER-WRITING CONTEST  
RADIO MEANS TO ME: (Complete in 50 words or less).**

Mail to  
Radio Life Letter-Writing Contest,  
Department C

Radio Life Magazine, 6361 Selma Avenue, Hollywood 28, California

Name: .....

Address: .....

City: ..... State: .....

**RADIOCAST LECTURE ON CHRISTIAN SCIENCE**

**"Christian Science: The Science of Divine Mind"**

**KFWB (980 kc.)**

**Friday, December 19, 8 p.m.**

Thirty-second Church of Christ, Scientist, 659 South St. Andrews Place.  
Florence Middaugh, C. S. B., of Los Angeles, a member of the Board of Lectureship of  
The First Church of Christ, Scientist, in Boston, Massachusetts



**SUNDAY 1:30**

**A B C NETWORK**

**CALIFORNIA MEDICAL ASSN.**

## Radio in Review

(Continued from Preceding Page)

clamations of surprise and envy from the men in your home when the prizes are announced.

### "Meet the Author"

One of the most interesting of the straight interview programs is "Meet the Author," KNX, 11:00 a.m. Sunday. Perhaps because most writers have a good deal of practice in assembling their ideas in lucid form, the discussions between interviewer Bob Dworkin and his author subjects are intelligent and informative.

The subject under discussion is, of course, the works of the author present, with special emphasis usually placed on his newest book. Among those writers we've managed to catch on this series have been Irving Stone ("Lust for Life" and "Adversary in the House") and Lion Feuchtwanger ("Power" and "Proud Destiny").

The author usually gives a little background material on his most famous book—how he got the initial idea, how it was developed, his special interest in the characters and circumstances under which it was written. He reveals the philosophy behind the pattern of his work and the influences that have directed his writing.

Interviewer Dworkin manages to make his questions intelligent and provocative.

Presented under the auspices of the Public Library Association, this program should be especially valuable to aspiring writers and readers who manage to catch their favorite author before the mike. For the casual reader, the program should serve to provoke an interest in new directions and in the discovery of new authors.

### Playbacks (Critical Comment)

#### "We Point With Pride"

Some exceptional tight and tense dramatic listening hit the airways over Thanksgiving weekend.

Friday night's (November 28) "Suspense" drama, Edgar Allan Poe's "The Pit and the Pendulum," returned Bill Spier's CBS series to the highest rank of radio quality.

Broadway star Jose Ferrer ("Cyrano de Bergerac," "Othello") gave one of the most exciting radio portrayals of the year in the role of the victim of the Spanish inquisition. Using a stage technique, and controlling each syllable and intonation with a beautiful exactness that is virtually unknown in radio, Ferrer sent the drama soaring to the peaks of horror in his full-blown performance. Poe himself would have been frightened.

This excellent offering was the first in the "Suspense" sustaining series heard on Friday nights at 6:30, KNX. Four more dramas are to be included in this collection, and if they compare

to this Poe-Ferrer-Spier effort we're giving you fair warning to be at your dial.

Sunday, (November 30) too, was an exciting day. "Ford Theatre" caught the full gripping gist of J. B. Priestley's strange melodrama, "The Dangerous Corner." This probing study of truth, the time element and no-little mysticism has been so successfully done on the stage that the "Dangerous Corner" might well have been the point of its radio presentation. Adapter Charles Gussman turned that crossways without a single skid mark. An effective "Ford Theatre" cast, including Staats Cotsworth and Jane Seymour, rode the resultant script all its careening, hurtling way to a smash pick-your-own-ending climax.

Later that same Sunday evening, "Escape" came through with H. G. Wells' curious story, "The Country of the Blind." From the incredible headlong fall of "Nunez" down the Andes mountainside and into the valley of sightless men to the flat, final sentence which told the story's end, listeners got their dallings-worth. Paul Freez, Peggy Webber and Bill Conrad were at the microphone, holding unsurpassed script by John Dunkel. For five successive Sundays now, producer Bill Robson's invitation to "Escape" has been eventful traveling. This performance was certainly no exception.

### On Mike (About Studio Happenings)

#### Unusual Debut

One of the most unusual debuts of the season was made last week when the fourteen-year-old concert violinist, Sandra Berkova, played the lead in a "Family Theater" drama written especially for her. Barry Fitzgerald starred as the only person who understood the dilemma of a young violinist who wanted to be an actress.

We don't know whether or not the play was biographical as far as the talented Sandra is concerned. We're inclined to think it wasn't, for this week Sandra leaves for St. Louis, where she will appear as soloist with Vladimir Golschmann conducting the St. Louis symphony—can Ingrid Bergman top that?

### Off Mike (Personalities)

#### Twice Blessed

Married twice in one day was the record set by pretty Evelyn Scott, who turned the trick last Thanksgiving. Evelyn, who plays "Evelyn Brady" on NBC's "Woman in White," was married at Riverside's Mission Inn to Gene Stone, writer on "The Great Gildersleeve," on the same day the "Woman in White" character she plays was married to her old script sweetheart, "Frank Mortimer."

#### Post-Turkey Report

It pleased Radio Life enormously last week to receive a telephone call from KHJ home economist Norma

Young, who so graciously helped prepare the half-turkey dinner photographed in our Thanksgiving issue, and who posed to illustrate the various steps in readying ole turk for ye oven. According to Norma, she received countless telephone calls complimenting her on the comprehensiveness of her Radio Life layout; one woman reported that she bought five extra copies of Radio Life, one to send to each daughter wrestling with the problem of roasting a bird.

Despite all her written and spoken instructions, Norma found the day before Thanksgiving jammed with 137 frantic telephone calls wanting to know such necessary information as which end of the turkey to stuff, how often to baste, how long to cook. One lady asked what Norma meant by an "investigated" (eviscerated) turkey.

Acting on our suggestion, Norma is noting all puzzlers thrown at the last minute toward her this year, and next pre-Thanksgiving time she'll put her head together with ours and answer queries in advance.

We'll feel as if we're doing Norma a favor if we make her day before Thanksgiving, 1948, less hectic. This year, when the last bird had been stuffed and sewed up, she faltered homeward, exclaiming sadly, "I can't eat a bite of turkey tomorrow!"

### Walter Raleigh, Take Note

Three bobby-soxers, waiting for a table at Coffee Dan's restaurant on Vine Street, were delighted when Lou Costello stood up to give them his table. They weren't quick enough, however, and two men slipped in ahead of them and took possession. "Chivalry is dead," sighed the chivalrous Costello to the wide-eyed girls, "but I've done my best."

### Contests and Offers

"FAMILY HOUR," KNX, 2:00 p.m. Sunday—A copy of "The Future Belongs to Those Who Prepare for It," written and edited by outstanding Americans, will be sent free upon request to: Prudential Insurance Company of America, Newark, New Jersey.

"PHILIP MORRIS NIGHT WITH HORACE HEIDT," KFI, 7:30 p.m. Sunday—Each week four contestants from the listening area where the show originates will compete on the radio program, after elimination by audience applause from the Heidt stage show during the week. The broadcast winner, also chosen by audience applause, will receive a cash prize of \$250 and will qualify to compete for a quarterly award of \$500, a semi-annual award of \$1,000 and an annual award of \$5,000. A contract with the Heidt unit also awaits the final winner. Following the first broadcast (December 7) from the White Theatre in Fresno, California, others will originate in Los Angeles and Pasadena, before Heidt and his organization head east on a cross-country tour.

"SECOND MRS. BURTON," KNX, 11:00 a.m. Monday through Friday—Tell a friend or neighbor why you like LaFrance, and write a copy of what you've said to: LaFrance Contest, Box 260, Battle Creek, Michigan, enclosing a LaFrance box-top. A diamond ring, set in platinum, evaluated at \$2500, is first prize, with several smaller awards for runners-up.

"HINT HUNT," KNX, 4:00 p.m. Monday through Friday—A fifty-piece Christmas wrapping assortment, including thirty stickers, ten tags, and ten sheets of varied gift papers. Send a Chiffon box top and twenty-five cents to: Chiffon, Box 453, Burlington, Iowa.

# Precasts & Previews

## TIME CHANGES

**Saturday, December 13**—"The Zane Grey Show," KHJ, 7:00 p.m. (30 min.) Stories from the vast Grey collection will be heard at this new time, now that "R.F.D. America" has taken over the KHJ Thursday, 6:30 p.m. period.

**Saturday, December 13**—"Doctors Today," KFI, 1:00 p.m. (30 min.) Series premieres at this time, instead of in 1:30 period previously announced. Title change also, from "Doctors at Work."

**Sunday, December 14**—"L.A. Story," KNX, 3:00 p.m. (15 min.) Columbia Square's special local news program moves to this period. Formerly heard KNX, 3:30 p.m. Saturday.

**Monday, December 15**—"Scotland Yard," KHJ, 6:30 p.m. (30 min.) "Inspector Burke" (Basil Rathbone) snoops down crime at this new time. Formerly KHJ, 8:00 p.m. Fridays.

**Thursday, December 18**—"First Call for the Block Party," KHJ, 8:30 p.m. (30 min.) Ray Bloch's orchestra and host Martin Block move their show into this time. Formerly KHJ, 6:30 p.m. Mondays.

## WHAT'S NEW

*Commentary*

**Sunday, December 14**—William L. Shirer, KHJ, 11:00 a.m. (15 min.) Shirer, author of "Berlin Diary" and its sequel piece, "End of the Berlin Diary," will speak weekly over Mutual on the international picture.

**Monday, December 15**—"Broadway and Vine," KNX, 11:30 a.m. (5 min.) A New York-originated show, featuring the commentary of Broadwayite Radie Harris. Monday through Friday.

*Music*

**Sunday, December 14**—Adeline Hanson show, KWIK (San Fernando Valley) 3:00 p.m. (30 min.) After an absence of three years, during which time she has been a press agent for bandleaders Boyd Raeburn, Jack Teagarden, Red Nichols, Benny Carter and Phil Moore, Miss Hanson brings her exceptional knowledge of music back to radio in a disc session. She will also be heard in a similar Monday through Friday KWIK series, "On and Off the Record," heard 7:40 to 8:00 p.m.

**Monday, December 15**—Bob Graham Sings, KNX, 11:35 a.m. (10 min.) The versatile singing star of Columbia's "Fiesta" takes over this Monday through Friday period.

## Public Interest

**Sunday, December 14**—"Garden Chats," KHJ, 10:30 a.m. (15 min.) George A. Milne, landscape architect and devotee of horticulture, will spend this weekly period over Don Lee network giving tips on flower culture, planting and growing. "Garden Chats" will be sponsored by California Roses, Inc. of Puente, and Golden West Gladiolus Growers of Downey.

*Juvenile*

**Monday, December 15**—"The Air Adventures of Jimmy Allen," KMPC, 3:15 p.m. (15 min.) A new daily strip for children, to be heard Monday through Friday.

*Variety*

**Thursday, December 11**—Dick Haymes' Show, KNX, 6:00 p.m. (30 min.) Liltin' Martha Tilton, favorite of the jazz and ballad sets, makes her debut as new regular featured vocalist on the program, succeeding out-bowing Lina Romay.

## WHAT'S BACK

*Miscellaneous*

**Saturday, December 13**—KNX schedule. You might like to note that the following CBS shows have returned to the Saturday dial, now that the football games are over: "Meet the Missus," 12:00 noon; "Hope Chest," 12:30 p.m.; "You're Only Young Once," 1:00 p.m.; "Free for All," 1:30 p.m.; Philadelphia Orchestra, 2:00 p.m.; and "Cross Section, U.S.A.," 3:00 p.m.

*Music*

**Sunday, December 14**—"Sammy Kaye's Sunday Serenade," KECA, 10:30 a.m. (30 min.) Program is back in its familiar time, following a brief absence of three weeks.

## WHO'S GUESTING

*Variety*

**Wednesday, December 17**—Bing Crosby Show, KECA, 9:00 p.m. (30 min.) "Rudolph Schmohopper," identity unknown, will be Bing's guest. Also visiting, Eileen Woods and Joe Frisco.

**Thursday, December 18**—Dick Haymes Show, KNX, 6:00 p.m. (30 min.) Repaying a visit which Dick made to the Lucky Strike show last sea-

(Please Turn to Next Page)

# DON LEE Dial Lines



## WHAT'S THE NAME OF THAT SONG?

With Dud Williamson

**8 P. M. WEDNESDAY**

For the Wildroot Company



## GARDEN CHATS

With George A. Milne

**10:30 A. M. SUNDAY**

For California Roses, Inc., and Golden West Gladiolus Growers



Everybody's Listening To

## THE BEULAH SHOW

**9:15 P. M. MON. Thru FRI.**

For Procter & Gamble's Drest

heard over

and other stations of the  
**Mutual-DON LEE NETWORK**

# Precasts & Previews

(Continued from Preceding Page)

son, Jack Benny appears as program guest.



### Drama

**Sunday, December 14**—"Hollywood Star Preview," KFI, 8:00 p.m. (30 min.) Raymond Burr will be introduced as a promising film newcomer by long-time screen and radio star Dick Powell.



### Comedy

**Wednesday, December 17**—Jimmy Durante Show, KFI, 7:30 p.m. (30 min.) Victor Moore, who's getting to be a fixture around the joint, crosses the threshold for his third guest appearance with the cast.



### Music

**Sunday, December 14**—"Sound Off!" KECA, 3:00 p.m. (30 min.) Helen Forrest, making her first professional appearance since her marriage to screenstar Paul Holahan, will sing with Mark Warnow and the ork.

**Sunday, December 14**—"The Standard Hour," KFI, 8:30 p.m. (1 hr.) With program originating from Escondido, California, guests will be Metropolitan dramatic soprano Rose Bampton, and the sensational new Swiss tenor, Max Lichtegg.



## WHAT'S PLAYING

### Dramatic Documentary

**Saturday, December 20**—"Doctors Today," KFI, 1:00 p.m. (30 min.) "Cardiac Surgery," a dramatic examination of blue baby operations and operations on the arteries, will be presented.



### Drama

**Sunday, December 14**—"The Greatest Story Ever Told," KECA, 3:30 p.m. (30 min.) "Go and Be Counted," the story of John the Baptist, will be third presentation in "The Christmas Cyle."

**Monday, December 15**—"Lux Radio Theatre," KNX, 6:00 p.m. (1 hr.) A radio visit to "Magic Town," with Jimmy Stewart and Jane Wyman again as guides.

**Saturday, December 20**—"First Nighter," KNX, 5:00 p.m. (30 min.) "The Little Town of Bethlehem," a radio drama written especially for "the little theatre off Times Square," will be presented for its seventh consecutive Christmas season.



### Music

**Saturday, December 13**—Metropolitan Opera, KECA, 11:00 a.m. (to concl.) Puccini's "Madame Butterfly" will feature Licia Albanese, James Melton, John Brownlee and Thelma Alt-

man as principals. Giuseppe Antonelli will conduct, with Desire Defrere as stage director. On intermission "Opera News of the Air" will be Boris Goldovsky, Irra Petina and Jerome Hines; on "Opera Quiz" will be Olin Downes, Sigmund Spaeth, Robert Lawrence.

**Sunday, December 14**—"Musical Masterpieces," KFAC, 4:00 p.m. (1 hr.) "Concert Favorites" will include "Memories of the Ballet." Succeeding performances will be: "Mother Goose Suite," Monday; "A Faust Symphony," Tuesday; "Brazilian Impressions," Wednesday; "From Bohemia's Meadows and Forests," Thursday; "The Incredible Flutist," Friday; "The Messiah," Saturday.

**Sunday, December 14**—"Chicago Theatre of the Air," KHJ, 9:30 p.m. (1 hr.) "Hansel and Gretel," starring soprano Virginia Haskins, contralto Ruth Slater and baritone Bruce Foote, is the holiday season operetta heard this date.

**Monday, December 15**—"Musical Digest," KGFJ, 6:00 p.m. (2 hrs.) Rossini's "The Silken Ladder Overture" will be heard during the evening's concert selections. On succeeding Tuesday through Saturday programs: A Prokofieff Concerto; Tschaiakowsky's "1812 Overture"; Stravinsky's "Song of the Nightingale"; Strauss' "Der Rosenkavalier"; and Moussorgsky's "Pictures at an Exhibition."



### Sports

**Sunday, December 14**—Los Angeles Rams vs. New York Giants, KMPC, 1:45 p.m. (to concl.) This final game in the Rams' 1947 series will be played at Los Angeles Coliseum, Bob Kelley reporting.



## WHAT'S SPECIAL

### Participation

**Tuesday, December 16**—"Queen for a Day," KHJ, 11:30 a.m. (30 min.) There'll be a special "Baby Day" on the show this date, meaning that all women seeking admittance will have to be accompanied by an offspring, under one year in age.



## A DULL MOMENT?

Morey Amsterdam, wit of Mutual's "Stop Me If You've Heard This One," has been named to the editorial board of "Humor Business," a trade journal for the comedy world. Morey will write a special column for the magazine, which will make him one of the busiest men on Broadway. In addition to the weekly program, he operates a restaurant and night club, writes gag material for other comics and is himself a regular White Way headliner.



## ON THE DEFENSIVE

LaVerne, Patty and Maxene, show business' famed Andrew Sisters, (now heard regularly on the KNX "Club Fifteen") announce sternly that their collective wardrobe does not, and will not, include one gown below the seventeen-inch hemline!

## RECORD NOTES TO YOU

By ANDY MANSFIELD

- 1 note—fair
- 2 notes—pleasing
- 3 notes—very good
- Chord in G—tops

KWKW. 12.45 p.m. Daily



### ALBUM OF THE WEEK

Dennis Day, the silver-throated troubadour whose renditions of nostalgic old favorites from the land of Erin first brought him fame on the airwaves, again lends his pipes to eight favorites from the film "My Wild Irish Rose," based on the life of Chauncey Olcott... Give Dennis an Irish song and the notes flow like nectar... Give him EIGHT in one batch and the result is a glorious Chord in G! (RCA-Victor.)

### RECORD OF THE WEEK

One of the wackiest yet is the platter, "Ja-Da" and "Three o'Clock Jump," recorded by "Ten Cats and a Mouse"... In spite of the fact that Peggy Lee plays drums, Dave Barbour trumpet, Paul Weston hot clarinet, Billy Butterfield and Billy May trombones, Red Norvo piano, Hal Derwin guitar, Frank De Vol bass, etc., it's STILL better than a lot of so-called modern jazz—and what a collector's item!... Three notes, guys! (Capitol.)

### BILLY ECKSTINE

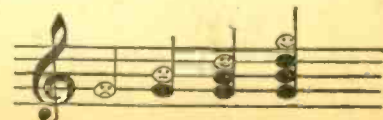
Here are two of Billy's best in a long time—"Two Loves Have I" and "Fool That I Am"... and the Eckstine vocal song-selling again pays off. This chap's recordings are habit-forming, and it ain't a bad habit either... Better listen and see why we tagged "Fool" and "Two Loves" with a choice 3 notes. (MGM.)

### BOB CROSBY

Here's that man again with the Dixieland Band and two goodies of yesterday: "Milenberg Joys" and "That Da Da Strain"... excellent trumpeting by Yank Lawson and ivory knuckling by Jess Stacy make this disc stand out like a wart on a pickle... What this country needs are more of these "keeds"... A BIG three-noter. (Decca.)

### RED NICHOLS

In these days of beaucoup small jazz combinations, a treat for miffed ears is that offered by Red Nichols and His Pennies in "Little by Little" and "When You Wish Upon a Star"... and praise be! The old master cornetist still believes the customers should recognize the melody... Done to a turn, this platter rates a very refreshing three notes. (Capitol.)



## Does Your Contest Entry Get Fair Treatment?

(Continued from Page 7)

terprise, either. The Donnelley Corporation, with offices in New York, Chicago and Los Angeles, has been judging contests since 1935. The Bob Hope contest, the "Mrs. Hush" promotions, the March of Dimes and the Damon Runyon Memorial Contest and many other famous contests were all handled through their various offices.

I also discovered that all this business of professional contestants is a lot of hokum! To be sure, many prize contest fans are rewarded for their efforts by winning prizes with a fair degree of consistency. On the other hand—by far the majority of the winners, I'm told, have never won a contest before! That's probably because sharp-eyed and keen-witted judges can immediately spot the insincerity of clever phraseology and alliteration that deliberately apes professional advertising copy. It's the fresh approach of a sincere and spontaneous reaction to a product, they say, that will capture a grand prize—not trick wording or a clever literary style.

After the photographer and I followed a winning contest entry through the judging system, it was clear to me that if you won any of the 1,650 prizes offered on this or any other Donnelley-judged contest, you won 'em fair and square.

In fact, since I've investigated the system, I'm beginning to agree with my alter ego, Senator Hem-and-Haw, that the whole trial-by-jury method of modern jurisprudence is behind the times!

## GAGS OF THE WEEK

Mrs. Virginia Inman, 5909 Willoughby Avenue, Hollywood 38, Calif.

Heard on "Double or Nothing":

Walter O'Keefe: Rip Van Winkle didn't intend to sleep for twenty years. His calendar just didn't go off.

Grace A. Loch, 10112 Dorothy Avenue, South Gate, Calif.

Heard on "My Friend Irma":

Al: A kiss is four lips and a collision.

Irma: Let's have a real wreck!

Mrs. L. H. Thompson, 407 North Primrose Avenue, Temple City, Calif.

Heard on "Breakfast in Hollywood":

Do you know why the Ubangi baby was always getting spanked? Because he was always giving his mother too much lip.

## TELEVISION TIPS

by Jane Pelgram

The last survey, made in September of this year, showed that 3461 happy owners in the Los Angeles area alone are enjoying televised programs. The same survey showed that by the end of October, 1175 more sets were expected to be delivered locally.

With Santa sure to have an added bulge in his sack, made up of FM (frequency modulation) and television sets for delivery at Southern California homes, quite an audience will have developed. (Here's hoping many of you readers will be among the lucky recipients!) The television experts predict that by the end of the year there will be a 1,000,000-strong audience for television in the country, and they aren't even counting St. Nick's largesse.

From now on Radio Life will augment its log with news and color of FM and television activities, and precasts of the big events, as rapidly as we can secure the information. As the number of channels increases, so will our news to you.

Did you who already own television sets know that Los Angeles' third television station now is actually in the making? Received without fanfare on Thanksgiving Day and hustled to Mt. Wilson over the weekend, KFI's RCA transmitter and antenna now are being installed. Hope is to have the station in operation by the end of January, though it is reportedly conceivable that the station could be in operation by December's end.

December's end, too, will see the Tournament of Roses Parade, on January 1, televised by Don Lee's W6XAO.

The famous football classic, Pasadena's Rose Bowl game, will be televised by KTLA directly from the Bowl, for release in Southern California.

KTLA recently added a new spot for video fans. Joan Barton heads her own television show, "Sunset Room," which bowed in November 26 for thirteen weeks, sponsored by the Gough Indus-

tries. The show, produced by Larry Finley, airs at 7:30 p.m. for a half hour each Wednesday, and is a night-club-backgrounded musical program.

From the New York video contingent (the lucky dogs!) comes word of NBC's eastern four-city network carrying the American National Theatre and Academy's series, "The Television Playhouse," made up of twelve half-hour dramatic productions featuring screen and stage stars in outstanding plays. When the last foot of the awaited coaxial cable is laid, just think! An "evening at the theatre" is practically in our laps!

For you who get your enjoyment via the megacycles comes an announcement from Loyd Sigmon, Chief Engineer of KMPC, that the KMPC-FM went on the air December 1, 1947, from 11:00 a.m. to 9:00 p.m. Broadcast schedule will include six hours of the station's regularly featured "AM" programs and two hours of specially prepared "FM" shows.

KMPC-FM will have a frequency of 100.3 megacycles and a radiated power of 2½ kilowatts embracing the greater Los Angeles area.

KMPC's transmitter engineers have designed and constructed the FM antenna which is now in position above the station's studio, 5939 Sunset Boulevard, for FM interim operation until the transmitter installation on San Gabriel Peak is completed.

Thanksgiving Eve's state of thankfulness was spoiled for Los Angeles' Sheriff Biscailuz, until a television set saved the day. The poor sheriff, who was to have been marshal of the Hollywood parade, found himself not atop an auto heading the line of floats, but interned at St. Vincent's hospital with the flu. Don Lee, which was televising the gala event, hustled one of the station's own sets to the sheriff's bedside, so the unhappy man could view the proceedings. One more convert to the channels.

Sarah R. Callahan, 1610 East 87th Street, Los Angeles 2, Calif.

Heard on "Truth or Consequences":

As the boy oyster said to the girl oyster . . . "Your pearls are like teeth."

Mrs. Vera C. Wright, 1619 East 87th Street, Los Angeles 2, Calif.

Heard on the Kay Kyser show:

Kay: We're going to have turkey tonight, mother. I just gave father the bird.

Mrs. Isabelle Noble, 4366 Westlawn, Venice, Calif.

Heard on "Take It or Leave It":

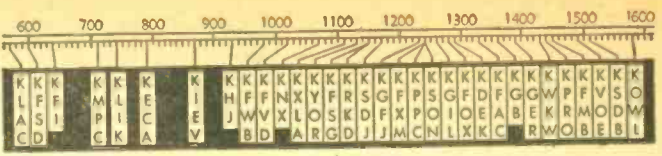
Garry Moore: How do I make anti-freeze? I hide her woolen underwear.

Franklyn McKim, 952 South Bonnie Brae St., Los Angeles 6, Calif.

Heard on Jack Benny show:

Mel Blanc: But Mr. Benny, these ration stamps are no good any more. Jack Benny: Don't be too sure!

# SUNDAY, DECEMBER 14



- ★Indicates News Broadcast.
- 8**—KFI—Grandpa Owens Reads the Funnies.
- ★KNX—News.  
KECA—Message of Israel.  
KHJ, KGB—Back to God Hour.  
KMPC—Mirandy.
- ★KLAC, KIEV, KGER—News.  
KFWE—Funnies.  
KFAC—Country Church.  
KRKD—Ranch Program.  
KWKW—Pan-American Mission.  
KGFJ—Public Messenger.  
KXLA—Music Land Revue.  
KOWL—Religious Services.  
KFVD—Voice of Calvary.  
KWIK—Community Chapel.  
KGIL—Musical Corral.  
KFOV—Memories of Calvary.  
KFSD—Call to Worship.  
KFMB—Revival Time.
- 8:05**—KNX—College Choir.  
KGER—Rev. Markham.

*Listen To*

**SUNDAY MORNING MELODIES**

8:15 on Station KMPC (710 on your dial)

California Temperance Federation  
WRITE • P.O. BOX 16, Los Angeles

- 8:15**—KMPC—Sunday Morning Melodies.  
KLAC—Church of Christ.  
KIEV—Musical Bandwagon.  
KGB—Dixie Four.
- 8:30**—KFI—Christian Science Program.  
KNX, KSDJ—Salt Lake Tabernacle.  
KHJ, KGB, KFXM, KVQE, KPPO—Voice of Prophecy.  
KECA—Hour of Faith.  
KMPC—Chapel Hour.  
KFWB—Union Rescue Mission  
KXLA—Bell Bandstand.  
KWKW—Buenas Nochas.  
KLAC—Unlty.  
KFAC—Strolling Tom.  
KOWI—Dave Rose.  
KFVD—Church of Christ.  
KGFJ—L. A. Tuberculosis Association.  
KIEV—Musical Memories.  
KWIK—Morning Bible Hour.  
KGER—Swedenborg.  
KFOV—Morning Bible Hour.  
KFOR—Challenge to Youth.  
KFSD—America United.
- 8:45**—KFI—Outdoor Reporter.  
KFAC—Keyboard and Console  
KGFJ—Quiet Moments.  
KGER—Frank and Ernest.

- 9**—KFI—The Eternal Light.  
KNX, KSDJ—Invitation to Learning.
- ★KECA, KFMB—News.  
KHJ, KGB, KVQE—Pilgrim Hour.  
KMPC—Bolero Time.  
★KLAC—News, Beach Report.  
KRKD—Sunday Serenade.  
KFAC—Liberal Catholic Hour.  
KFVD—Waltz Time.  
KGFJ—Spotlight Parade.  
KXLA—Bell Bandstand.  
KOWL—Singing Strings.  
KWKW—Italian Hour.  
KPPO—Morning Devotional.  
KIEV—Bing Crosby Time.  
KWIK—Beautiator.  
KGIL—Chapel in the Sky.
- ★KGER—News, Bible Treasury.  
KFOV—Popular Melodies.  
KFSD—Chicago Round Table.
- 9:15**★KECA—Washington Inside Out  
KFAC—Concert Music.  
KLAC—Catholic Hour.  
KIEV—Dinah Shore Sings.  
KPPO—Prelude to Worship.
- 9:30**—KFI—Taylor Made Melodies.  
KNX, KSDJ—As Others See Us.  
KECA—Don Otis.  
KHJ, KGB, KFXM, KVQE—Lutheran Hour.  
KFWB—Peter Potter's Platter Parade.  
KFAC—Gilbert and Sullivan.  
KXLA—Record Review.  
KGFJ—Hollywood House Presents.
- ★KFVD—News.  
KPPO—Sunday Morning Club.  
KWIK—Carl Bailey.  
KOWL—Old Favorites.  
KIEV—Latin Quarter.  
KGER—Hymn Time.
- ★KFMB—News, Music.
- 9:45**—KFVD—Charles Hamp.  
KIEV—Meet the Band.  
KGIL—Valley Reporter.  
KFMB—Frank and Ernest.

- 10**—KFI—Sports Folio.  
KNX—People's Platform.  
KECA—Musical.
- ★KHJ, KGB, KFXM, KVQE—Music Hour.  
KMPC—Western Federal Music Hour.  
KFWB—Peter Potter's Platter Parade.
- ★KLAC, KGER—News.  
KFAC—Gilbert and Sullivan.  
KXLA—Slavic Council.  
KWKW—Hungarian Baptist.  
KOWL—Romance in Music.  
KGFJ—Hits of the Week.  
KRKD—Sunday Serenade.  
KIEV—Morning Serenade.  
KFVD—Sunday Roundup.  
KWIK—Carl Bailey.  
KGIL—Morning Matinee.
- ★KFOV—L. A. Sentinel Broadcast.  
KFSD—Platter Party.  
KFMB—Adventures in Research.
- 10:05**—KGER—Radio Revival.
- 10:15**★KFI—News.  
KHJ, KGB, KFXM, KVQE—Commander Scott.  
★KECA, KFMB—Raymond Swing.  
KLAC—Western Music.  
KFOV—People's Church.
- 10:30**—KFI—Chicago Round Table.  
★KNX—News.  
KECA—Sammy Kaye, Sunday Serenade.  
KHJ—Garden Chats.  
KXLA—Czech Program.  
KOWL—Latin Americana.  
KPPO—Church News.  
KWKW—Italian Melodies.  
KIEV—Top Tunes.  
KGIL—Alvino Rey Orch.  
KGER—Voice of Prophecy.  
KGB—For Your Approval.
- 10:40**—KPPO—Tower Chimes.  
**10:45**—KNX—Your New Home.  
KHJ—Taylor Made Melodies.  
KGIL—Ballads.  
KFOV—Cumberland Church.  
**10:50**—KPPO—Church Service.  
**10:55**—KECA, KFMB—Facts and Fiction With Myron Wallace  
KOWL—Hymn for Today.
- 11**—KFI, KFSD—RCA-Victor Show  
KNX—Meet the Author.  
KECA—Miracles in Music.  
★KHJ—William Shirer.  
KMPC—Sunday Record Session.
- ★KLAC, KOWL, KGER—News.  
KGFJ—Moral Moods.  
KXLA—Western Roundup.  
KFAC—1st Methodist Church.  
KWKW—Italian Melodies.

- KFVD—Hollywood First Baptist Church.  
KIEV—Top Tunes.  
KWIK—Carl Bailey.  
KGIL—Variety Hour.  
KPPO, KPPO, KFXM, KVQE—Church Services.  
KFOV—Presbyterian Church.  
KGB—Encore Theater.
- 11:05**—KGER—Music for Sunday.
- 11:15**—KNX—University Explorer.  
★KHJ—This Week in Washington.  
KGFJ—Piano Parade.  
KLAC—Bolero Time.  
KOWL—Modern Concert Hall.
- 11:30**—KFI, KFSD—Harvest of Stars.  
KNX—Bob Reid.  
KECA, KFMB—National Vespers.  
KHJ, KGB—Bill Cunningham.  
KGFJ—Songs of the Islands.  
KWKW—All-Saints Episcopal Church.  
KIEV—Devotional.  
KFOV—Christian Church.  
KGFJ—Broadway News.
- 11:45**—KNX, KSDJ—Here's to You.  
KHJ, KGB—Canary Pet Show.  
KOWL—Symphonette.
- 12**—KFI, KFSD—Eddy Howard Parade.  
KNX, KSDJ—New York Philharmonic.  
KECA, KFMB—Lassie.  
★KHJ—Broadway News.  
KMPC—Sunday Record Session.  
★KLAC, KIEV, KGIL, KGER, KFXM, KGB—News.  
KGFJ—Show Time.

**ZEKE MANNERS SHOW**  
with STAN FREBERG  
12:00—2:00 Sunday  
Sponsored by  
**HONEST JOHN**

1020 KC  
5000 WATTS

*Check* **KFVD**  
LOS ANGELES

KFVD—Zeke Manners Show.  
KWKW—Italian Novelties.  
KXLA—Western Roundup.  
KFAC—Music.  
KOWL—Kontestants Conducts.  
KWIK—Carl Bailey.  
KFOV—Popular Melodies.

- KVQE—Melodies.
- 12:05**—KGER—Sunday Serenade.  
**12:15**—KHJ—Singin' Sam.  
★KECA, KFMB—Sam Pettengill  
KLAC—Bolero Time.  
KFAC—Music.  
KIEV—Perry Como Sings.  
KGIL—Your New Home.  
KPPO—Afternoon Concert.  
KGB—Ralph Ginsbers.
- 12:30**—KFI, KFSD—One Man's Family.  
★KECA, KFMB—This Week Around the World.  
KHJ, KGB—Juvenile Jury.  
KGFJ—Sunday Noon Serenade.  
KRKD—Flying Dutchman Show.  
KWKW—American Jewish Hour.  
KOWL—Vocal Ensemble.  
KIEV—Midday Musicals.  
★KWIK—News.  
★KGIL—Music Room.
- 12:45**—KFAC—Village Festival.  
KOWL—Waltz Time.  
KWIK—Vets' Employment.
- 1**—KFI, KFSD—Quiz Kids.  
KNX, KSDJ—New York Philharmonic.  
KECA, KFMB—Are These Our Children?  
KHJ, KGB, KFXM, KVQE—House of Mystery.  
KMPC—Singin' Sam.  
KFWB—Music.
- ★KXLA, KGER—News.  
★KGER, KLAC, KXLA—News.  
KGFJ—Intercursion.  
KFAC—Piano Parade.  
KOWL—Sunday Stars.  
KFVD—Zeke Manners Show.  
KWKW—American Jewish Hr.  
KRKD—Flying Dutchman Show.  
KPPO—Afternoon Concert.  
KIEV—Meet the Maestro.  
KWIK—Sunny Side of the Street.  
KGIL—Dell Porter.  
KFOV—Famous Selections.
- 1:05**—KGER—Stamps Quartet.  
**1:15**—KLAC—Bolero Time.  
KMPC—Music.  
KFAC—Miniature Matinee.  
KXLA—Music for You.  
KGIL—Dinning Sisters.
- 1:30**★KFI—Radio News Weekly.  
KNX, KSDJ—Hour of Charm.  
KECA, KFMB—California Caravan.  
KHJ, KGB, KFXM, KVQE—True Detective Mysteries  
KFAC—Good Neighbor Salute.  
KXLA—Church in the Barn.  
KGFJ—Better Things in Music.  
KOWL—Musical Bouquet.  
KIEV—Show Tunes.
- ★KWIK—News, Human Interest  
KGIL—Serenade.  
KGER—Light and Life.  
KFSD—All-Star Westerns.
- 1:45**—KFI—American Favorites.  
KMPC—L. A. Rams vs. N. Y. Giants.  
KFWB—Boy and Girl.  
KOWL—Sports Roundup.  
KWKW—Hoyos Hour.  
KWIK—Melody a La Carte.  
KFOV—Italian Songs.
- 2**—KFI, KFSD—Ford Theatre.  
KNX—Family Hour.  
KECA, KFMB—Adventures of Bill Lance.  
KHJ, KGB, KFXM, KVQE—The Shadow.  
KMPC—Football.  
★KLAC—News.  
KGFJ—Anybody's Hit Parade.  
KFAC—Concert Favorites.  
KRKD—Flying Dutchman Show.  
KFVD—Harlem Holiday.  
KWKW—Hoyos Hour.  
KXLA—Adventures in Song.  
KOWL—Lullaby of Broadway.  
KWIK—Fenthush Serenade.  
KIEV—Musical Favorites.  
★KGIL—Commentary.  
KPPO—Afternoon Concert.  
KGER—Long Beach Band.  
KFOV—Good News.
- 2:15**—KLAC—Modern Concert Hall.  
KWIK—Our Waltz.  
KGIL—Jan Garber Orch.  
KFOV—Music.
- 2:30**—KNX—Pueblo Serenade.  
KECA, KFMB—Counterparty.  
KHJ, KGB, KFXM, KVQE—Quick as a Flash.  
KXLA—Sunday Concert.  
KOWL—Ballads by Bing.  
KWKW—Don Pancho Hour.  
KGIL—Favorites.  
★KWIK, KGER—News.

## SUNDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

### Comedy-Variety

- 3:00—Ozzie and Harriet, KNX.  
4:00—Jack Benny, KFI.  
4:30—Fitch Bandwagon, KFI.  
5:00—Charlie McCarthy, KFI.  
5:30—Fred Allen, KFI.  
6:00—Meet Me at Parky's, KHJ.  
6:30—Jim Backus Show, KHJ.  
8:30—Blondie, KNX.  
9:30—Jack Benny, KFI.

### Quiz, Participation

- 12:30—Juvenile Jury, KHJ.  
1:00—Quiz Kids, KFI.  
2:30—Quick as a Flash, KHJ.  
7:00—Take It or Leave It, KFI.  
7:30—Quiz of Two Cities, KHJ.  
8:00—Twenty Questions, KHJ.

### Drama

- 12:00—Lassie, KECA.  
12:30—One Man's Family, KFI.  
2:00—Ford Theatre, KFI.  
6:00—Romance of the Ranchos, KNX.  
6:30—Theatre Guild, KECA.  
8:00—Hollywood Star Preview, KFI.

### Music

- 7:30—Southernaires, KECA.  
8:30—Salt Lake Tabernacle, KNX.  
11:00—RCA-Victor Show, KFI.  
11:30—Harvest of Stars, KFI.  
12:00—New York Philharmonic, KNX.  
1:30—Hour of Charm, KNX.  
2:00—Family Hour, KNX.  
3:30—Pause That Refreshes, KNX.  
4:00—Gene Autry, KNX.

### 5:00—Sunday Evening Hour, KECA.

- 6:00—Manhattan Merry-Go-Round, KFI.  
6:30—Album of Familiar Music, KFI.  
8:30—Standard Hour, KFI.  
9:30—Chicago Theatre, KHJ.  
10:15—Chapel Quartet, KFI.  
11:05—Hoagy Carmichael, KNX.  
11:15—Bridges to Dreamland, KECA.

### Comment-Narration

- 10:15—Commander Scott, KHJ.  
6:15—Louella Parsons, KECA.

### Mystery—Detective

- 1:30—True Detective Mysteries, KFI.  
2:30—Counterparty, KECA.  
8:00—The Man Called X, KNX.  
8:00—Philo Vance, KMPC.  
9:00—Pat Novak for Hire, KECA.  
9:00—Mystery Is My Hobby, KMPC.  
9:00—Sam Spade, KNX.  
9:30—Boston Blackie, KMPC.

### Public Interest—

#### Information

- 9:00—Invitation to Learning, KNX.  
9:30—As Others See Us, KNX.  
10:00—People's Platform, KNX.  
10:30—Chicago Round Table, KFI.  
4:00—Child's World, KECA.  
9:00—Sunday Evening Club, KECA.  
9:10—Open Forum, KLAC.





# MONDAY, DECEMBER 15

**GEORGE MILNE'S**  
Garden Chats  
Now 6:45 a.m.  
Daily

1070 KC.  
5000 WATTS

**Check KEVD**  
LOS ANGELES

★ Indicates News Broadcasts.

**8**—KFI, KFSD—Fred Waring.  
KNX—Johnny Murray.  
KECA, KFMB—Don McNeill's Breakfast Club.  
★KHJ, KGB, KVOE—Harry W. Flannery.  
★KMPC, KLAC, KXLA, KIEV—News.  
KFWB—Morning Melodies.  
KGFJ—Dr. Frederick Bailes.  
KFAC—Breakfast Symphony.  
KOWL—Bing Crosby.  
KWKW—Rafael Mendez.  
KRKD—Bible Institute.  
KFVD—Wakeup Ranch.  
KWIK—Morning Serenade.  
KGIL—Hollywood Music.  
KFOX—Challenge to Youth.  
★KGER—News. Mizpah.

**9:15**—KNX, KHJ—News.  
KMPC—Markets: Sports.  
KLAC—Haynes at the Reins.  
KOWL—Meet the Band.  
KGFJ—Concert Pastelle.  
KWIK—Sunny Side of the Street.  
KGIL—Sports News.  
KIEV—Musical Bandwagon.

**9:20**—KXLA—Music.

**9:30**—KFI, KFSD—Jack Berch.  
KNX—Grand Slam.  
KHJ, KFXM, KVOE—Editor's Diary.  
KMPC—A Song for You.  
★KFWR, KFAC, KWKW, KWIK, KRKD, KOWL—News.  
KIEV—Musical Memories.

**HAVEN OF REST**

KXLA, 8:30 A.M.  
Monday, Wednesday, Friday  
KRKD, 8:00 A.M.  
Tuesday, Thursday, Saturday  
KFOX, 8:00 A.M.  
Tuesday, Thursday, Saturday

KXLA—Haven of Rest.  
KFVD—Kirby Page.  
★KGIL—Under Capitol Dome.  
KGER—Hammond.

**9:35**—KWIK—Music in Modern Mood.

**9:45**—KFI, KFSD—Lora Lawton.  
KNX—Rosemary.  
★KHJ—Cecil Brown.  
KMPC—Music You Remember.  
KFWB—Science of Mind.  
KFAC—Keyboard and Console.  
KGIL—Coffee Parade.  
KFVD—Vocal Favorites.  
KWKW—Wings of Healing.  
KGER—Bible Treasury Hour.

**9**★KFI, KXLA, KLAC—News.  
★KNX—Wendy Warren.  
★KHJ, KGB, KFXM, KVOE—Kate Smith Speaks.  
KECA, KFMB—Welcome, Travelers.  
★KMPC—News.  
KFWB—Strolling Tom.  
KGFJ—Delinquency Forum.  
KFAC—Unity.  
KFVD—Waltz Time.  
KOWL—Salute to Americas.  
KRKD—Sagebrush Serenade.  
KWKW—Voice of China.  
KWIK—Valley Roundup.  
KGIL—Shopper.  
KIEV—Bing Crosby Time.  
KFI—Ladies' Day.  
KGER—Lutheran Hour.

**9:15**—KNX—Aunt Jenny.  
KHJ, KGB, KFXM, KVOE—Victor H. Lindlahr.  
KMPC—Bill Leyden.  
KFWB—Ring Crosby.  
KLAC—Racing News.  
KFAC—Dr. R. L. McMaster.  
KGFJ—Social Security.  
KXLA—Bar Nothing Ranch.  
KWKW—Bible Treasury Hour.  
KWIK—Three's a Company.  
KIEV—Dinah Shore Sings.  
★KFVD—News.  
★KGFJ—News, Harpel.  
★KNX, KSDJ—Helen Trent.  
KHJ—Johnson Family.  
KECA, KFMB—Breneman's Breakfast.  
KFWB—Hi, Homemakers.

★KWKW, KOWL, KWIK—News.  
KGIL—In Morieland.  
KGFJ—Open Album.  
KFAC—Morning Concert.  
KFVD—Show Tunes.  
KIEV—Meet the Band.  
KGER—Music.

9:35—KOWL—Remembering.  
9:40—KWIK—Town Crier.  
9:45—KFI—Chuck Collins.  
KNX, KSDJ—Our Gal Sunday.  
KHJ—Morning Melodies.  
KFWB—Music.  
KLAC—Downtown Quiz.

★KRKD—News.  
KWKW—Over Garden Gate.  
KGIL—Ballads.  
KFVD—Remembered Rhythms  
KIEV—Rhythm Road.  
KFI—Downtown and All Around.  
KNX—Big Sister.  
KECA, KFMB—Glen Drake.

★KHJ, KGB, KFXM, KVOE—News, Glenn Hardy.

★KMPC—News.  
KFWB—Maurice Hart.  
KFAC—Morning Concert.  
KLAC—Al Jarvis Ballroom.  
KRKD—Crazy Rhythms.

**Race News**  
First on **KGFJ**

THE LINE-UP  
with late jockey changes  
and scratches  
10:00-10:15 a.m.  
Mon-Sat.  
Dial 1230

KGFJ—Race News.  
KOWL—Romance in Music.  
KFVD—Rev. Louis T. Talbot.  
KXLA—Saddle Dusters.

**RACE RESULTS**

MORNING LINE  
10:00 a.m.  
Continuous results every half  
hour starting at 10:45 a. m.

**K W K W**

KWKW—Racing News.  
KGIL—Army Platter Show.  
KWIK—Town Crier.  
★KGER—News, Music.

**10:15**—KFI—What Do You Say?  
KNX—Ma Perkins.  
KECA, KFMB—Ted Malone.  
KHJ, KGB, KFXM, KVOE—Pictsweet Show.

**MONDAY Program Highlights**

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

**Comedy-Variety**

3:30—Arthur Godfrey, KNX.  
7:00—My Friend Irma, KNX.  
8:30—Talent Scouts, KNX.  
9:15—Beniah, KHJ.

**Quiz, Participation**

8:00—McNeill's Breakfast Club, KECA.  
9:00—Welcome, Travelers, KECA.  
9:30—Breneman's Breakfast, KECA.  
11:30—Queen for a Day, KHJ.  
12:00—Double or Nothing, KNX.  
2:00—Three Alarm, KMPC.  
2:00—What's Doin', Ladies?, KECA.  
2:30—Bride and Groom, KECA.  
2:30—House Party, KNX.  
3:00—Meet the Missus, KNX.  
6:30—Dr. I. Q., KFI.  
9:00—Groucho Marx, KECA.

**Drama**

6:00—Lux Radio Theatre, KNX.  
7:30—Screen Guild, KNX.  
8:00—Point Sublime, KECA.  
8:30—Cavalcade of America, KFI.  
9:30—The Big Story, KFI.

**Music**

8:00—Fred Warins, KFI.  
4:00—Musical Masterpieces, KFAC.  
5:30—Voice of Firestone, KFI.

6:00—Musical Digest, KGFJ.  
7:00—Contented Hour, KFI.  
7:30—Fred Waring, KFI.  
8:00—Supper Club, KFI.  
8:00—Evening Concert, KFAC.  
9:15—Jack Smith, KNX.  
9:00—Telephone Hour, KFI.  
9:30—Club 15, KNX.  
10:00—Concert Nocturne, KGFJ.  
10:00—Lucky Dance Time, KFAC.  
10:00—Eastside Show, KFWB.  
12:00—Rhapsody in Wax, KHJ.

**Comment—Narration**

7:45—Fred Beck, KNX.  
9:00—Kate Smith, KHJ.  
10:00—Galen Drake, KECA.  
10:15—Ted Malone, KECA.  
1:30—Burritt Wheeler, KNX.  
4:30—Art Baker, KFI.

**Mystery—Detective**

8:30—Charlie Chan, KHJ.  
9:00—Inner Sanctum, KNX.

**Public Interest—Information**

1:00—School of the Air, KNX.  
11:40—In My Opinion, KNX.

**Sports**

10:00—Race Lineup, KWKW.  
10:00—Racing, KGFJ.  
5:45—Race Results, KRKD.  
6:15—Bob Kelley, KMPC.  
6:30—Joe Hernandez, KMPC.  
6:30—Sam Baizer, KLAC.  
9:30—Inside of Sports, KHJ.  
10:00—Ted Bentley, KECA.

KMPC—Bill Leyden.  
KGFJ—Serenade for You.

★KXLA—News.  
KGIL—South American Way.  
KWKW—Morning Melodies.

10:25—KGFJ—Sports Flash.

10:30★KFI, KFAC, KOWL, KWIK—News.  
KNX—Young Dr. Malone.  
KECA, KFMB—My True Story.  
KHJ—Ben Alexander Show.  
KGFJ—Upbeat Session.  
KXLA—Woman's World.  
KFVD—Union Rescue Mission.  
KWKW—Feature Story.  
KGIL—Show Tunes.  
KRKD—Pop Concert.

10:35—KOWL—Pacific Strings.  
10:45—KFI—Joyce Jordan.  
KNX—Guiding Light.  
KFAC—Your County Reports.  
KRKD—Midnight Mission.  
KWKW—Races, Sports.  
KFOX—Lucky Lady.

10:55—KECA, KFMB—Betty Crocker Magazine of the Air.  
KGFJ—Sports Flash.  
KOWL—Hymn for Today.

**11**—KFI, KFSD—Today's Children  
KNX—Second Mrs. Burton.  
KECA, KFMB—Betty Crocker.  
KHJ—Two-Ton Baker.  
KMPC—Music in the Air.  
KFWB—Maurice Hart.  
KLAC—Al Jarvis Ballroom.  
KXLA—Easy Listening.  
KFAC—Festival of Music.  
KGFJ—Across the Footlights.  
KOWL—Tune Shop.  
KRKD—Pan Americana.

★KFVD, KGER, KGIL—News.  
KWKW—Song Parade.

11:15—KFI, KFSD—Woman in White  
KNX—Perry Mason.  
★KECA—Banking Talking.  
KHJ, KGB, KFXM, KVOE—Erskine Johnson.  
KMPC—Voice of the Neighborhood.  
★KXLA—Pasadena News.  
KGIL—Light Classics.  
KFVD—Violet.  
KGER—Helene Smith.  
KWKW—Want Ad News.

11:25—KGFJ—Sports Flash.

11:30—KFI, KFSD—Holly Sloane.  
KNX—Broadway and Vine.  
KHJ, KGB, KFXM, KVOE—Queen for a Day.  
KECA—Listening Post.  
KMPC—Music in the Air.  
KGFJ—Reminiscent Rhythm.  
KXLA—Dinner Bell Roundup.  
KFVD—Housewives' Exchange.

★KOWL, KRKD, KFOX—News.  
KGER—Vaughn Monroe Orch.

11:35—KNX—Val Delmar, Songs.  
KOWL—Kostelanetz.

11:40—KFI, KFSD—Betty Crocker.  
11:45—KFI—Light of the World.  
KNX, KSDJ—Rose of My Dreams.  
KECA—Between Us Girls.  
★KGFJ—Airtorials, Harpel.  
KFAC—Concert Grand.  
KRKD, KGER—Bing Crosby.

KWKW—Broadway Rhythms.  
KGIL—David Rose.  
KFSD—Bob and Victoria.

11:55—KGFJ—Sports Flash.

**12**—KFI—Farm Reporter.  
KNX, KSDJ—Double or Nothing.  
★KECA, KIEV, KGER, KGB, KVOE—News.  
★KHJ—Broadway News.  
KMPC—The Man Says Yes.  
KFVB—Maurl' Hart.  
KLAC—Al Jarvis Ballroom.  
KFAC—Luncheon Concert.  
KGFJ—Public Messenger.  
KXLA—Dinner Bell Roundup.  
KWKW—Pasadena Panorama.  
★KGIL—Valley News.  
KOWL—Daydreams at Noon.  
★KFVD—Editor of the Air.  
KRKD—Record Roundup.

12:05—KGER—Western Music.

12:15—KFI, KFSD—Ma Perkins.  
★KECA—Kierman's News Corner.  
KHJ—Sing, America, Sing.  
KGFJ—Piano Interludes.  
KGIL—Jimmie Jackson.  
KIEV—Lunchtime Melodies.

12:25—KGFJ—Sports Flash.

12:30—KFI, KFSD—Pepper Young.  
★KNX, KSDJ—Knox Manning.  
KECA, KFMB—Paul Whiteman Club.  
KHJ—Louise Massey.

★KMPC, KOWL, KWIK—News.  
KXLA—Armstrong Twins.  
KGFJ—Intermission.  
KFVD—Violet.  
KWKW—Farm News.

12:35—KOWL—Show Tunes.

12:45—KFI, KFSD—Right to Happiness.  
KNX—Background for Living.  
KHJ—Shady Valley Folks.

**BILL HAY**  
Reads the Bible

Presented by Forest Lawn

**KMPC**  
John, Ch. 1, 2; Luke, Ch. 9; Ep. St. James 1-5; Isaiah, 35, 40, 53  
12:45 p.m. Mon. thru Fri.

KMPC—Bill Hay Reads the Bible.  
KXLA—Western Tunes.  
★KFAC—News.  
KWKW—Andy Mansfield.  
KIEV—Gals on Record.  
KGER—Garden School.

12:55★KFWB—News.  
KGFJ—Sports Flash.

**1**—KFI, KFSD—Backstage Wife.  
KNX—School of the Air.  
KECA, KFMB—Paul Whiteman Club.  
KHJ—Musical Melodies.  
KMP—Hal Berger.  
KFWB—Bill Anson.

★KLAC—News, Sports.  
KFAC—Plane Parade.  
KGFJ—Sunset and Vine.  
KWKW—Andy Mansfield.  
KXLA—Community Broadcaster.

★KFVD, KGER—News.  
KOWL—Show Tunes.  
KRKD—Siesta Time.  
KWIK—Tin Pan Alley.  
KGIL—Fiesta Time.  
KIEV—Meet the Maestro.  
KGB, KVOE—Shady Valley.

1:05—KGER—Out of the Band Box.  
1:10—KLAC—570 Club.  
1:15—KFI, KFSD—Stella Dallas.  
KHJ—Nancy Dixon.  
KFAC—Music in the American Manner.  
KWIK—Charles W. Hamp.  
KFVD—Charlie Hamp.  
KXLA—Farm Program.  
KWKW—Sam Rowland.  
KFOX—Recital Time.

1:25—KGFJ—Sports Flash.

1:30—KFI, KFSD—Lorenzo Jones.  
KNX—Burritt Wheeler.  
KECA—Quizicale.  
KHJ—Norma Young.  
KGFJ—Today's Hits.  
KXLA—Vocal Varieties.  
KFVD—Hall of Records.  
KGIL—Little Symphony.

★KOWL, KRKD, KWIK—News.  
KIEV—Orcan Moods.

1:35—KRKD—Song Symphony.  
KOWL—Contented Listening.

1:45—KFI, KFSD—Young Widder Brown.  
KECA—Ethel and Albert.  
★KXLA—News.  
KWIK—Matinee Melodies.  
KIEV—Treasury Salute.  
1:50—KWKW—Vets' Rehabilitation.  
1:55—KGFJ—Sports Flash.

**2**—KFI, KFSD—When a Girl Marries.  
KNX, KSDJ—Winner Take All.  
KHJ, KGB, KFXM, KVOE—Heart's Desire.















★KIEV, KLAC—News.  
 KFAC—Concert Matinee.  
 KGFJ—The Judge Speaks.  
 KXLA—Concert Hour.  
 KOWL—Radio Auction.  
 KGIL—Social Whirl.  
 KRKD—Women's Clubs.  
 KFVD—Record Session.  
 KFOX—Fiesta Mexicana.  
 KGER—Long Beach Band.  
 2:15—KFI, KFSD—Portia Faces Life.  
 KLAC—570 Club.  
 KGFJ—Serenade to Afternoon.  
 KRKD—Musical Bouquet.  
 KGIL—Modern Mood.  
 KWIK—Ronny Mansfield.  
 KIEV—Land o' Song.  
 2:20—KWEW—News.  
 2:25—KECA—Spotlight on Hollywood.  
 KGFJ—Sports Flash.  
 KFI, KFSD—Just Plain Bill.  
 KNX—House Party.  
 KECA, KFMB—Bride and Groom.  
 KHJ, KGB, KVOE—Hollywood Favorites.  
 KGEJ—Keyboard Magic.  
 KRKD—Tunes in Tempo.  
 KXLA—Worst Half Hour.  
 ★KOWL, KWIK—News.  
 ★KGIL—Women's News.  
 KIEV—Musical Potpourri.  
 KWEW—Memories in Wax.  
 KGER—Feature Story.  
 2:35—KOWL—Music.  
 2:40—KGER—Long Beach Band.  
 2:45—KFI, KFSD—Front Page Parade.  
 KHJ, KVOE—Emily Post Quiz.  
 ★KGFJ—News Notebook.  
 KGIL—Melodies.  
 ★KFVD—News.  
 3:55★KNX—News.  
 KGFJ—Sports Flash.  
 3—KFI, KFSD—Road of Life.  
 KNX, KSDJ—Meet the Missus.  
 KECA, KFMB—Ladies, Be Seated.  
 KHJ—Melody Matinee.  
 KMPC—Three Alarm.  
 KFVB—Football.  
 ★KGER, KLAC, KXLA—News.  
 KFAC—Musical Favorites.  
 KFVD—Hall of Records.  
 KGIL—Tales for Tots.  
 KGFJ—Armchair Concert.  
 KOWL—Radio Outlook.  
 KRKD—Tops in Pops.  
 KWIK—Swing Session.  
 KIEV—A Matter of Records.  
 3:05—KGER—Hall of Records.  
 3:10—KLAC—Tommy Dorsey Show.  
 3:15—KFI—Life Can Be Beautiful.  
 KMPC—Jimmy Allen.  
 KXLA—Juke Box Matinee.  
 KWIK—20th Century Gabriels.  
 KGIL—Story Man.  
 KOWL—Classics.  
 3:25—KGFJ—Sports Flash.  
 3:30—KFI, KFSD—Aunt Mary.  
 KNX, KSDJ—Arthur Godfrey.  
 KECA—Norwood Smith Selects.  
 KHJ, KGB—Song of the Stranger.

# MILD & MELLOW

3:30 to 4 P.M.  
Monday Through Friday

## KMPC

KMPC—Mild and Mellow.  
 KGIL—Fairyland.  
 KGFJ—Among My Souvenirs.  
 KWEW—Sam Bowland.  
 ★KOWL, KRKD, KWIK—News  
 3:35—KRKD—Tea Time Tunes.  
 KOWL—Folk Songs.  
 3:45—KFI, KFSD—Dr. Paul.  
 KECA—Frances Scully.  
 KHJ, KFXM, KGB, KVOE—Quaker City Serenade.  
 KWIK—1490 Club.  
 KOWL—Contented Listening.  
 3:55★KFVB—News.  
 KGFJ—Sports Flash.  
 4—KFI, KFSD—This Woman's Secret.  
 KNX, KSDJ—Hint Hunt.  
 KECA—Frances Scully.  
 ★KHJ, KFXM, KGB, KVOE—Fulton Lewis.  
 ★KGER, KIEV, KMPC—News.  
 KFVB—Jerry Lawrence.  
 ★KLAC—News, Sports.  
 KXLA—Juke Box Matinee.  
 KWKW—Rowland's Wax-works.  
 KFAC—Musical Masterpieces.  
 KGIL—Lookin' for Name.  
 KFVD—Sundown Roundup.  
 KOWL—Contented Listening.

KGFJ—What's Up?  
 KRKD—Plano Paintings.  
 4:05—KGER—Hall of Records.  
 4:15★KFI—News.  
 KNX, KSDJ—Evelyn Winters.  
 ★BECA—Alvin Wilder.  
 ★KHJ, KFXM, KGB—Frank Hemingway.  
 KMPC—Twilight Tales.  
 KFVB—Melody Matinee.  
 KLAC—Belle Martel.  
 KOWL—Mystery Tune.  
 KRKD—Spotlight on Star.  
 KIEV—Show Tunes.  
 KFSD—Nora Drake.  
 4:25—KGFJ—Sports Flash.  
 4:30—KFI—Art Baker's Notebook.  
 ★KNX, KFVD, KOWL—News.  
 BECA—Variety Parade.  
 KHJ—Adventure Parade.  
 KMPC—Bing Crosby Songs.  
 KLAC—Racing Roundup.  
 KGFJ—Record Jackpot.  
 KGIL—Hi-School News.  
 KRKD—Symphony in Swing.  
 KIEV—Bing Crosby Slings.  
 KWKW—Today at the Races.  
 KFOX—Old Age Pensions.  
 4:45—KNX—Lum & Abner.  
 KHJ—Sleepy Joe.  
 KMPC—Uncle Remus.  
 KFVB—Stuart Hamblen.  
 KLAC—Studio Frolic.  
 ★KRKD—News.  
 KIEV—Trade Wind Tempus.  
 ★KFSD—H. V. Kaltenborn.  
 KGB, KVOE—Adventure Parade.  
 4:55—KGFJ—Sports Flash.  
 5★KFI—Feature Wire.  
 ★KNX—News, Knox Manning.  
 KECA, KFMB—Dick Tracy.  
 ★KHJ, KGER—News.  
 ★KMPC—News, Teen and Twenty.  
 KFVB—Stuart Hamblen.  
 ★KLAC—Fred Henry Reports.  
 KFAC—Sunset Serenade.  
 KGFJ—Jive at 5.  
 KRKD—Sundown Roundup.  
 KGIL—My Serenade.  
 KXLA—Juke Box Matinee.  
 KWIK—Twilight Serenade.  
 KGB, KVOE—Hop Harrigan.  
 5:05—KGER—Music with Appeal.  
 5:15★KFI—News.  
 KNX—Tom Hanlon.  
 KECA, KFMB—Terry and the Pirates.  
 KHJ, KFXM, KGB, KVOE—Superman.  
 KLAC—Picture Album.  
 KGIL—Eventide Echoes.  
 KGFJ—Race Recap.  
 KWIK—Sunset Serenade.  
 KGER—Sports Roundup.  
 5:30—KFI—Cana Cugat.  
 ★KNX, KSDJ—Charles Collingwood.  
 KECA—Jack Armstrong.  
 KHJ, KFXM, KGB, KVOE—Captain Midnight.  
 KLAC—Al Jarvis.  
 KGFJ—Dinner Interlude.  
 KFAC—Whoa Bill Club.  
 KGIL—Rhythm Ranch.  
 KXLA—Future Pianists.  
 KRKD—Sports Dial.  
 KGER—Guest Star.  
 5:45★KFI, KFSD—Elmer Peterson.  
 ★KNX, KSDJ—News, Garred.  
 KHJ, KFXM, KGB, KVOE—Adventures of Tom Mix.  
 KMPC—Top Tunes.

Enjoy the Sunset Hour with Restful Beautiful Music on Your

## CONCERT IN MINIATURE

Monday — Friday  
5:45 — 6:00 p.m.

### KXLA

KXLA—Miniature Concert.  
 KGFJ—Law Is Your Servant.  
 KRKD—Race Results.  
 KWIK—Ronny Mansfield.  
 KGER—Music with Appeal.  
 5:55★KNX, KSDJ—Bill Henry.  
 6—KFI, KFSD—Kraft Music Hall.  
 KNX, KSDJ—Dick Haymes.  
 ★KECA—Headline Edition.  
 ★KHJ, KGB—Gabriel Heatter.  
 ★KMPC—Clote Roberts Reports.  
 ★KFOX, KFVB, KGER—News.  
 KGFJ—Musical Digest.  
 KFAC—Prelude to Evening.  
 KXLA—U. S. Marines.  
 KGIL—Date with Disc.  
 ★KLAC—News, Al Jarvis.  
 KRKD—Varieties in Music.  
 6:15—KHJ—Johnny Desmond.  
 ★KECA—Broadway Local News.

KMPC—Bob Kelley, Sports.  
 KFVB—Ted Husing.  
 KXLA—Technocracy.  
 KRKD—Hawaiian Memories.  
 KGER—Stamps Quartet.  
 6:30—KFI, KFSD—Village Store.  
 KNX—Crime Photographer.  
 KHJ, KFXM, KGB, KVOE—Zane Grey.  
 KECA, KFMB—Darts for Dough.  
 KMPC—Joe Hernandez.  
 KFVB—America Dances.  
 KFAC—Hour of Music.  
 KLAC—Sam Balter, Sports.  
 KXLA—Property Owners.  
 KRKD—Harmony in Rhythm.  
 KGER—Helene Smith.  
 KFOX—Hal's Memory Room.  
 6:45—KXLA—Ervin Allen.  
 KXLA—Western Caravan.  
 KRKD—Continental Melodies.  
 7—KFI, KFSD—Bob Hawk Show.  
 KNX, KSDJ—Reader's Digest.  
 KECA, KFMB—Ellery Queen.  
 KHJ, KFXM, KGB, KVOE—Family Theatre.  
 KMPC—Firestone Favorites.  
 KFVB—America Dances.  
 KFAC—Hour of Music.  
 KGFJ—Musical Digest.  
 ★KLAC, KRKD—News.  
 ★KGIL—Valley News.  
 KXLA—Record Review.  
 ★KWIK—Averill Berman.  
 ★KGER—News; Dr. Fagan.  
 7:05—KLAC—Telephones Quiz.  
 7:15★KXLA—Peter DeLima, News.  
 KWIK—Here's to Veterans.  
 KRKD—Three-Quarter Time.  
 KFOX—Fishing Pals.  
 KGIL—Sketch & Pinno.  
 7:30—KFI, KFSD—Eddie Cantor.  
 KNX—Reserve.  
 KECA, KFMB—The Clock.  
 KHJ, KFXM, KGB, KVOE—Red Ryder.  
 KMPC—Melody Hour.  
 KFVB—Magic Window.  
 KLAC—Don Otis.  
 KGIL—Opinion, Please.  
 KFAC—Echoes and Encores.  
 KXLA—Ford Lewis.  
 KRKD—Twilight Serenade.  
 7:45★KFVB—Pioneertown.  
 ★KFOX—News.  
 KGIL—Perry Wood.  
 7:55—KMPC—Nation's Weather.  
 8—KFI, KFSD—Frost Warnings; Supper Club.  
 ★KNX—Lowell Thomas.  
 KECA, KFMB—Willie Pipes.  
 KHJ, KFXM, KGB, KVOE—Mysterious Traveler.  
 ★KMPC—News.  
 KFVB—Sports Final.  
 ★KGER, KLAC, KXLA—News.  
 KGIL—Concert Hall.  
 KFAC—Evening Concert.  
 KGFJ—Caesarian Memories.  
 8:05—KGER—Music in the Night.  
 8:15★KFI, KFSD—News of the World.  
 KNX—Jack Smith.  
 KMPC—Red Rowe.  
 KFVB, KLAC—Music.  
 KGFJ—Starlight Moods.  
 KXLA—Songs of the Saddle.  
 8:30—KFI, KFSD—Aldrich Family.  
 KNX—Mr. Keen.  
 KECA, KFMB—Candid Microphone.  
 KHJ, KFXM, KGB, KVOE—Mutual's Block Party.  
 KMPC—Ted Lewis Show.  
 ★KFVB, KWIK—News.  
 KGIL—Weather, Sports.  
 KXLA—97th Street Corral.  
 ★KGFJ—Averill Berman.  
 KFOX—Judge Gardner.  
 8:35—KWIK—Dave Street.  
 8:45—KFVB—Ann and Mack.  
 KLAC—Ski Time.  
 KGIL—To Veterans.  
 KGFJ—Evening Interlude.  
 8:55★KNX—News.  
 KHJ, KFXM, KGB, KVOE—Billy Rose.  
 9—KFI, KFSD—Burns and Allen.  
 KNX, KSDJ—F.B.I. in Fence and War.  
 KECA, KFMB—Mr. President, with Edward Arnold.  
 ★KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.  
 ★KFVB, KGER, KLAC, KMPC—News.  
 KXLA—Squeakin' Deacon.  
 KFAC—Evening Concert.  
 KGFJ—Hollywood House Party.  
 KGIL—Duke Ellington.  
 KWIK—Doe Street.  
 9:05—KGER—Music in the Night.  
 9:15—KHJ, KFXM, KGB—Boulah.  
 KMPC—Leahy of Notre Dame.  
 KLAC—Don Otis Show.  
 9:30—KFI, KFSD—Noah Webster Says.  
 KHJ, KGB, KVOE—Inside of Sports.  
 KNX, KSDJ—Club 15.  
 ★KECA—Earl Godwin.

10★KFI, KFSD—The Reporter.  
 ★KNX—Chet Huntley, News.  
 BECA—Ted Bentley.  
 ★KHJ, KFXM, KGB—Fulton Lewis.  
 ★KGER, KLAC, KMPC—News.  
**EASTSIDE SHOW**  
 10 TO 12 P.M.  
 Every Night Except Sunday  
**KFWB**

KFWB—Eastside Show.  
 KGFJ—Concert Coolest.  
 KFVD—Spade Cooley Time.  
 KGIL—Symphony.  
 KWIK—Michael Roy.  
 KFAC—Lucky Lager Dance.  
 KFOX—Marko's Radio Express.  
 10:05—KGER—Musical Roundup.  
 10:15—KFI—Mayor Bowron.  
 KNX—Bob Elson.  
 ★KECA—News.  
 KHJ, KGB—Morton Downey Program.  
 KMPC—Bridge Club.  
 KLAC—Melody Parade.  
 KXLA—This Is Our Duty.  
 10:30★KFI—Inside the News.  
 KNX—Doorway to Life.  
 ★KECA—Elmer Davis.  
 KHJ, KGB—Peter Potter Record Party.  
 KMPC—Rancho Grande.  
 KXLA—Hawthorne, Thins.  
 10:45—KFI—Melody Time.  
 KECA—Freddy Martin Orch.  
 10:55—KFI—Police Bulletins.  
 11★KECA, KFI, KLAC—News.  
 ★KNX—Nelson Pringle.  
 KHJ—Brother Arlington.  
 KMPC—Dance Parade.  
 KFVB—Eastside Show.  
 KXLA—Seven Seas.  
 KGFJ—Concert Nocturns.  
 KFAC—Lucky Lager Dances.  
 KFVD—Spade Cooley Time.  
 KGIL—Hit Tunes.  
 KWIK—Michael Roy.  
 KGER—Musical Roundup.  
 11:15—KFI—So Frondly We Hall.  
 KNX—Breaking All Records.  
 KECA, KPRO—Clro's Orch.  
 KLAC—Don Otis.  
 KXLA—Dance Time.  
 11:30—KFI—Inside China.  
 KECA—Ted Flo Rito Orch.  
 KGB—Al Wallace Orch.  
 11:40—KNX—In My Opinion.  
 11:45—KFI—Music.  
 KGIL—Sandman.  
 11:55★KECA, KFI, KNX—News.

**KXLA Presents**  
**ALEX**  
**Pickupacupplebucks**  
**COOPER**  
 12:00 - 5:00 A.M.  
**TUESDAY THRU SUNDAY**

**INVITATION**  
 Pat Patrick, who's "Ersel Twing" on the NBC Bergen-McCarthy show, has just written a new song and is calling it "What Are You Doing Ground Hogs' Day Eve?"  
 Page Twenty-five











Table with multiple columns listing radio stations (e.g., KFI, KFSD, KFMB) and their broadcast schedules (e.g., King Cole Trio, Kraft Music Hall, Kyrer, Kay).

## Hassle of the Hemline

(Continued from Page 8)

boulevard and in and out of the car I was sure I'd never, never give in to following the leader, fashion or no fashion!"

Hollywood again:

"I cast my vote for longer skirts!"

The truth about my contour hurts;

I am, no more, a thirty-six—

Fate and food have played their tricks.

I have that dreaded "matrons' spread";

But if not in style, I wouldst be dead!

Short skirts make me look all ballooned:

My chubby foot-limbs should be pruned.

Oh, bring back long skirts to hide defects,

(How that will vex the leering sex!)

As for the ladies luck'ly willowly,

The long skirts won't make them look sill (ow) y;

A peplum, pannier, frill or bustle  
Can make synthetic curve or muscle.

So use your influence, Miss Jeanne Gray

One woman's voice has had her say.

From a Santa Ana writer: "Although the war is over and everything seems plentiful to us here in the United States, we hear stories and see pictures of the hungry and ragged people of the war-ravaged countries. It hardly seems the time to be using more material for lengthened hemlines and other fashion trends."

From a Long Beach woman: "I'm past forty and I want the NEW look! Clothes mean a great deal to a woman's morale and no woman's morale can be very high in clothes she has worn throughout an entire war. Men whistled at the short skirts—sure! But, by jiminy, they will lift their hats to the LONG ones!"

Another Compton writer: "After looking at knees for the past few years—fat knees, skinny knees, bony knees, knock-knees, even dimpled knees—I would prefer to have skirts two or three inches below the knees, yes! But not twelve inches from the floor. Cover the knees, please, but don't go overboard and bring back the 'Gay Nineties!'"

### Winning Letter

And here is the winning letter from Dorothy (Mrs. Kenneth E.) Overaker, 905 East 18th Street, National City, California:

I prefer the shorter styles.

Recently, I wrote "Mademoiselle" about the new fashions, and they  
Page Thirty-two

replied, in part, that "it is largely a matter of getting used to the new look." They also said, "Skirt lengths go in cycles anyway." It seems to me that that is a defeatist attitude, the same as those people who say, "There have always been wars—history repeats itself—we have to have a war every so many years."

Now, I believe in individuality. I believe the American woman should use her own native intelligence to discover what best becomes her, what styles do the most for her, and stick to her type. For instance, I never wore my skirts quite as short as many women did. I found what length looked best on me and wore it.

I do not like being regimented into wearing styles which do not suit me, merely because it is "fashionable."

I know that the entire fashion world disclaims the charge that the change in fashion is a deliberate move on the part of the manufacturers to stimulate business. They do not deny that business will be stimulated. Anyone who reads the "Wall Street Journal" or other trade or business papers knows that the clothing business had fallen off seriously, that because of the high prices, women were on a buyer's strike. The clothing industry had to do something. It nourished the trend started by custom designers and spread by wealthy style-followers and fashion magazines.

To be in fashion this fall, a whole new wardrobe is necessary, with prices no lower than last year. This is a staggering blow to me, just an average housewife, who must try to maintain an even keel sailing through the present high seas of rising prices. It is like "the straw that broke the camel's back" to have this extra burden added to the already high cost of living.

I have tried the longer skirts. They are definitely not becoming to me. I am short, five feet two inches, and wear a size 11 (eleven) dress. I have often modeled clothes for fashion shows, and have been frequently complimented by store owners and buyers on the way I wore them. I mention this to show that I do know something about what looks well on me, and how to wear it. On me, the new longer length just looks dowdy.

I admit that extremely high heels help somewhat to relieve the dowdy look of long skirts. Like most women, I love high heels for their flat-tery, but I only like to wear them for dress-up. I like medium or low heels for walking and sports, but they simply do not look right with the longer skirts.

I realize that I am fighting a losing battle. I think that in another six months to a year, we will see long skirts everywhere, not just on New York City's Fifth Avenue and in Beverly Hills. I know, too, that unless I want to be known as "eccentric" and look peculiar, I will also have to conform, but that doesn't stop me from at least registering a protest.

## Spotlight on Serials: Holly Sloan

(Continued from Page 5)

American antiques and reproductions which they made.

Bob's role of "Johnny Starr" in "The Story of Holly Sloan" re-unites him with Gale Page as half a romantic team. Both were well-known Chicago players, doing the roles of a young married couple on "Today's Children."

### Up from Inside

Home-town boy "Clay Brown," who is being comforted these days on the show by Louise Arthur in the role of "waitress Sally Brown," is played by Vic Perrin. Unlike practically all the rest of the cast, Vic did not get his foothold in radio anywhere else. He started right here in Hollywood by way of NBC's parking lot. The Wisconsin boy who had trained through four years of university dramatics and speech had no intention of jockeying cars in and out of spaces for a living, but being on the scene let him know when auditions came up.

In rapid order Vic attended an audition for staff announcer at NBC, won the coveted spot, became ABC chief announcer, became typed as an announcer rather than an actor, and quit. With his new "free-lance" status came acting jobs, and today Vic not only does "Clay's" part in the "Holly" serial, but he works on "Red Ryder," "Masquerade," "Dr. Paul," and other local shows.

Vic falls in step by living in San Fernando Valley too, with "the girl he didn't want to meet." Out here on a visit in 1939, Vic was urged repeatedly by mail from his mother to call on a friend, who, his mother assured him, was a perfectly lovely girl! Grumbling, on the last day of his California visit, Vic did call on the girl. Six months later, upon his graduation from Wisconsin U, Vic married her.

Bob Griffin and Louise Arthur, as "Wilbur Ramage" and "Sally Brown," complete the Chicago roster of those who work on the show at complicating "Holly's" life. "Wilbur Ramage" is the amorous head of the big network "Holly" works for, and "Sally" is busy befriending "Clay," who at present is in a lonely turmoil.

### GETTING "GABBY" AGAIN

Cast and enthusiasts of NBC's "Amos 'n' Andy" time have happily welcomed back Jim Baskette, famed as "Gabby Gibson" on the double-A series. Jim was forced by illness to leave the show in mid-season last year, but is now feeling fit and fine again.

### WHAT'S CLICKIN' CHICKEN

Comedian Alan Young, of Columbia's "Tony Martin Show," loves to gossip over the back fence. And why not? His neighbor is lovely Martha Vickers.





▲ **W. W. ROBINSON**, who, in addition to his duties as an officer in the title company sponsoring "Ranchos," acts as a consulting writer for the program. Robinson's hobby is a study of the ranchos of Southern California and their accompanying histories.



▲ **IF YOU'VE EVER DONE RESEARCH** yourself for a high school or college theme, you can imagine the eyestrain and mental taxing for "Ranchos" writers Les Farber and Ray Wilson (left and right, respectively), who may read as many as five volumes through per week, for facts on a single story. (KNX photo.)

fantasy. They are: show writers Les Farber and Ray Wilson, rather impassive chaps about California and history when they began three years ago, but now going great guns on the job; and researchist W. W. Robinson, a quiet middle-aged man who did escrow work for thirteen years before tackling the title company's program and advertising.

Les and Ray connect plot and dialogue. W. W. Robinson historically scrutinizes the job. While Robinson has a B.A. degree in history from the University of California, most of his information comes from moving studiously through those downtown record rooms and compiling a living story out of deeds, surveys and testaments. Sounds dull? You'd be surprised!

#### Stupendous Files

In 1850, the first pages of the company's archives were recorded.

source of material comes the evolution of cities. For instance, did you know that the City of Inglewood bounced from the Spanish to the Mexicans to a land title attorney to a Scotch nobleman to Daniel Freeman, "the father of Inglewood," all in the period between 1769 and 1887? It's in the books. Mr. Robinson's the man who can show it to you.

Of course other sources are consulted. By this time, Les and Ray have become so enthusiastic about hacienda history that they do a great deal of the research themselves. They work heavily around the 500 or so California books in Robinson's own personal library and are especially dependent on the seven Bancroft volumes. "I think you can say without any doubt," opines Robinson, "that this is one of the most difficult programs in town to write. Les and Ray may have to read four or five books, just to get a few ideas and facts for one story." Strangely enough, Robinson reveals, city with the most enthralling history and background of all is the home of the

(Please Turn to Page 39)

# 3400 Books

# Tell the Story

When Columbia's "Romance of the Ranchos" Writers Delve for Background and Material

By Judy Maguire

Sundays, 6:00 p.m.  
CBS-KNX

**T**HROUGH—the vast record rooms of the Title Insurance and Trust Company, downtown Los Angeles, a historian could wander for days, enthralled by a more thorough picture of the Los Angeles County Southland since 1850 than could be found in the libraries of the world.

And it is this great, unique index which contributes authentic background to the festive radio fiction of Columbia's "Romance of the Ranchos," Sundays at 6:00 p.m.

Three men join mentalities once a week, first, to construct the "Ranchos" scripts out of fact and

Over the years, the claims of title and transfers of land which tell the "Romance of the Ranchos" have accumulated into 2400 volumes and 30,000 maps. Additional to this are 1000 volumes filled with divorces and personal legal matters indirectly affecting property.

And from this apparently dry

▲ **IN THIS GREAT ROOM**, called the "Title Plant," are kept the lot books which refer to every recorded deed, public document or legal proceeding having to do with land in Los Angeles County since 1850. It is from these references that details of "Romance of the Ranchos" are carefully annotated and used when stories concern land history.



# Control Booth Cowboy

*Producer - Writer Paul Franklin Is Prolific Creator of Western Scripts, Yet He's Never Tasted The Joys of Saddle and Sagebrush*

**F**AMOUS is the anonymous guy who has written hundreds of Western yarns for the pulps and never been west of Brooklyn. You've heard about him for years; now you can meet him in person—or almost. He's Paul Franklin; it's not pulp stories he's written, but Western radio scripts and movie scenarios; he's been west of Brooklyn, but he's never been on a ranch or ridden a horse in his life.

Franklin, writer-producer of Mutual's "Red Ryder" Show, writes two half-hour radio shows on the wild and woolly a week; he has turned out over forty screen plays on the same subject, all of which have kept him so busy in Hollywood he's never gotten a chance to get out and see what the West he writes about looks like. He's been going to go for years, and once he almost made it, but he had to turn out another Western story at the last minute and missed the chance.

New York-born Franklin, when he graduated from high school, wanted to go to the Columbia School of Journalism and make newspaper work his career, but his father said no. His father had once known a drunken reporter, and no son of his . . .

So young Paul went to Cornell instead, followed that with a course in business administration at Harvard, wound up in the investment business. In 1923 he took a Christmas-time holiday trip to Hollywood, decided California was the place for him, got a job as assistant merchandise manager of the May Company.

Then came the depression, and to keep body and soul together Franklin turned back to the writing he'd ignored ever since graduation from high school. Finally he sold a story to Monogram Studios and he was on his way. He wrote dozens of movies, sold thousands of words to magazines, and never once dreamed of making cider out of the apple on



some cowpoke's saddle, even fictionally.

**He'd Write or Else . . .**

In 1936, he was assigned by Republic to do the "Life of Sam Houston." When he got out to the studio to start writing, he found two other writers had been put on the story. Instead Republic told him to write a western for Roy Rogers, then a brand-new Republic star. Franklin replied, "But I've never written any Westerns." That made no difference.

## TO ADAPT "HUCKSTERS"

"Red Ryder," said writer-producer Paul Franklin . . . "is more a symbol of good than an individual, and as such, the 'Ryder' shows can be tailored to almost any format. Last year I did an adaptation of 'The Yearling.'"

"ANY format?" we wondered. And with the answer, "Yes," threw down the glove.

"How about 'The Hucksters'?"

"Well," said Franklin, "I never thought about 'The Hucksters,' but I suppose it could be done. The conflict there is between Vic and his conscience. You'd have to make 'Red Ryder' the Conscience, of course, because 'Ryder' himself never has any inner conflicts, but you could have a guy who . . ." and Franklin spun off the plot.

"Whew," we said, when he finished, "that's sensational, but our readers are never going to believe you did it unless they hear it with their own ears. How about putting it on the air, say December 18, and let 'em hear for themselves the 'Red Ryder' version of 'The Hucksters.'"

And that is exactly what Paul Franklin will do Thursday, December 18 at 7:30 p.m. on KHJ and the Don Lee network. Give it a listen and see if he proves his point!

**UP TO HIS WAIST** in scripts he has dreamed up, director-writer Paul Franklin of the "Red Ryder" show looks over a recent creation. He's turned out nearly 200 half-hour Western scripts during the past year.

. . . Paul was on salary and Westerns he would write.

So he wrote. What he wrote was screened as "The Return of Billy the Kid"—but it really was "The Launching of Paul Franklin." That single scenario led to dozens of others. Paul Franklin had now turned to Westerns, but he had yet to be introduced to radio.

That introduction came when a producer knocked on his door at 3 a.m. one August night, with an assignment to dig up scripts for a new radio show about to debut on the air. The show was Hollywood Hotel. Franklin hauled out his typewriter and started to work. Eight hours later he had a forty-two-page script. Two days later he had turned out two more. Franklin had a new writing assignment.

## Wanted to Produce

Paul went on to write other radio shows, but the one missing element, he felt, was the fact that he couldn't follow the shows through. He wanted to do the direction himself; he was tired of listening to perfectly good lines misinterpreted by hasty direction. He felt that only the writer of a given drama could know, 100 per cent, how that drama should be read.

So when the chance came to write and direct "Red Ryder," Don Lee regional network program, Franklin snapped at it. For two and a half years, he did three "Red Ryder" shows a week. Then he turned the job over to Albert Van Antwerp. A year and a half later Van died, so Paul resumed his former work and has been turning out "Red Ryders," writing and directing, ever since. For

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# Mikemen

No. 31 of a Series

## Arch Presby

By Jane Pelgram

↑ **IT'S HIS SENSE** of humor that keeps Arch Presby looking twenty-odd when he's the father of a seventeen-year-old. (NBC photos.)

### *Announcer-Inventor Arch Presby Builds Amazing Mechanical Devices—Then Terms Them "Gadgets"*

**A**RCH PRESBY may be tired of having articles play him up as the funny man and eternal prankster, but until he sheds his own personality and one of his most popular radio roles, the typing will go merrily on.

The well-dressed Mr. Presby's appearance smacks sufficiently of dignity, but the moment this gold mine of narration opens his mouth, the fun begins. Arch has a lively, humorous delivery that is as natural to him as his blue eyes and brown hair. The simplest statement Arch issues comes out funny.

And the Presby presence on NBC's "Smilin' Ed McConnell's" rollicking show Saturday mornings, either during the warm-up or in the role of "Froggy Gremlin," (the ludicrous personality who attends Ed McConnell in a lot of child-delighting nonsense) keeps the young audience roaring with glee and keeps Arch tabbed as a comic.

Mr. Presby's early radio knowledge had nothing to do with a comedy routine. As Arch puts it, "A couple of periodicals and plenty of the midnight oil were all you needed to know your crystal sets from the ground up, backward and forward."

Fortified with this backward and forward knowledge, Arch left his home in Vancouver, British Columbia, in 1928, for Portland, Oregon, and the legendary opportunities in this "land of milk and honey" he'd heard so much about. For young Presby it turned out just that way. He landed a job as laboratory technician at KGW, filling in with some dinner hour announcing. Robert L. Redder was then in Portland with his "Covered Wagon Days," in which Arch worked as actor, announcer and sound effects man. "Things were

simpler in those days!" Arch always explains.

When Bob Redd took the show on the road and continued his way to California, Arch stepped into Bob's shoes as program manager of KGW and KEX, and served there for seven years before lighting out for California.

#### On Zany Show

A northern California station, KPO at San Francisco, was as far as Arch got, that trip. During the years he spent there (until 1944) one of his best remembered radio appearances was on "Bug House Rhythm," forerunner of other zany shows that coupled jammed music with a long-hair commentary. Dr. John Brunther Meakin, whom we know today as Jack Meakin, set up the tunes and orchestra, and George Archibald Presby delivered the comical pseudo-classical continuity.

When Arch returned on the single visit he made to Vancouver, acquaintanceship with the little girl

next door was renewed. The little girl was a big girl now, and she and Arch were married immediately. So when Arch made the inevitable move to Hollywood, it was with a family. The Presbys moved into a big white house high atop the Hollywood Hills, above the Cahuenga Pass, and Arch established himself sanely in a staff announcer's job at NBC. Saturday mornings are the only times he really breaks over to the comedy side, with his "Froggy Gremlin" role.

Mr. Presby doesn't have a hobby. What started as one has turned into another vocation, for he's successfully developed so many new gadgets that taking out patents for the ultimate manufacture of them became a real necessity. They range from the simple to the mechanically complex.

Arch is currently awaiting clearance of a patent on a wondrous bit of business that could well revolutionize an evening at home for the

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↓ **THE PLASTIC** triangle Arch terms "a boon to men who wear neckties" is illustrated by its inventor, Mr. Presby looks skeptical.

↓ **THE FIRST** step was threading the short end of the tie down through the triangle. Above shows Arch bringing the long end into place, thus!

↓ **COMPLETE** the knot in the usual way—and presto! Arch says it never slips or twists, stays the same throughout the day.





▲ **ACTOR, SINGER** and now head of his own radio packaging company is Jack Edwards, Jr. Listeners know him best as "Bill" on "Aunt Mary," "David" on "Today's Children," and "Bernard" on "The Couple Next Door." (Ben Polin-CBS photo.)



▲ **ON THE AIR TOGETHER** were the Edwardses when this picture was taken of the "We're Building a House" program in San Francisco. Left to right are Sam (seated), Jack, Florida and Mrs. Edwards. (Romaine photo.)

# He Grew Up On the Air

*Popular Young Actor Jack Edwards, Jr., Made His Debut at Six Months and Was An Old-Timer on the Air in His Teens*

**By Betty J. Hammer**

**T**HE YOUNG actor you hear as "Bill" on "Aunt Mary," "David" on "Today's Children" and "Bernard" on "The Couple Next Door" is Jack Edwards, Jr., of the acting Edwards family. Together with brother Sam, who does "Dexter" on "Corliss Archer," and sister Florida, who free-lances, Jack manages to cover a major portion of radio drama.

"The radio producers still think of us as kids," he told us, "because we grew up right under their noses." Jack feels he came of age air-wise recently when he did a lead on a night-time dramatic show. The director felt the part should be played in a very young voice—Jack thought it should be a little older. The director won (as they often do) and Jack trotted out his famous juvenile tones. Half-way through the dress rehearsal the director snapped on his mike and said, "Okay, Jack, you can start growing up now." Jack thinks this is a good

sign and an indication that more adult roles will come his way.

Young Edwards started his parade of juvenile roles by annexing, at the age of six months, the part of the baby in "Tess of the Storm Country" in his mother's stock company. An illness retired him from the company at the age of six.

### Tireless Worker

Since the age of seventeen he has been working steadily on the air without a week's interruption. Now in his middle twenties, he has yet to go on a vacation.

The Edwards family broke into radio en masse with a children's program, "The Adventures of Sonny and Buddy." "We were in radio seven years before we found out about free-lancing," laughed Jack. Established in Texas radio, the Edwardses pulled up roots and headed for San Francisco. There they found out that you could audition for other people's shows. The two

boys joined an audition line in the hall of one of the networks. Before Jack reached home, the station had called him for a part.

Later, when the family had moved to Hollywood, the young actor discovered that he had been the first out-of-towner to break the San Francisco acting clique in many years!

Since the family established its acting clan in Hollywood radio, Jack has had precious little time out from his radio marathon to spread his ambition in other directions. He has been seen in several Army training films and in the movie, "Cross of Lorraine." Last summer he fulfilled a major ambition—a stage role in summer stock—when he played "Albert" in the Sherman Oaks Tent Theater production of "The Play's the Thing." His big dream now is to try a Broadway play. If that vacation he's been awaiting so long ever materializes, he'll head for New York.

### Has Singing Voice

Jack has studied singing, off and on, for the past seven years. Possessor of a pleasant baritone voice, he has lately been using his vocalizing in some of his radio acting roles. A recent "Romance of the Ranchos" broadcast, which used three Edwards vocals, proved popular enough for a repeat. Jack is particularly interested in authentic cowboy ballads and is building a repertoire of them for use in a show he is packaging, "Adventure Road," which will also see

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◀ **TWINKLE-EYED** is the word for Lee "Lasses" White, as you can see by this photo. Admirer of the firm of "Amos 'n' Andy," Lasses plays "Baldy" on the program. (NBC photo.)

# Meet the Minstrel Man

By Joan Buchanan



▶ **AS STAR-PRODUCER** of the "Lasses White and His All-Star Minstrels" show, the actor looked like this on the billboards. He still claims that no one can tell a joke like a real minstrel man.



*Lee "Lasses" White Brings His Minstrel Man Humor to the "Amos 'n' Andy" Show*

Tuesday, 6:00 p.m.  
NBC-KFI-KFSD

**L**EE "LASSES" WHITE, who plays "Baldy," the druggist, on the "Amos 'n' Andy" show, first met Freeman "Amos" Gosden many years before "Amos 'n' Andy" had become radio stars. In fact, it was so long ago that there wasn't any radio. There were minstrel shows, however, and young Gosden was an enthusiastic fan of the big touring show that bore the title "Lasses White's All Star Minstrels."

"Every time we'd play Gosden's home town, Richmond, Virginia, he'd come backstage and talk to me. He was crazy about show business!" Lasses told us of his meeting with "Amos."

Lasses started out in the minstrel business many years ago as understudy to Honeyboy Evans, the most famous minstrel man of all. Six days out on tour, Evans took sick and young White stepped into the leading role. Star parts with the Al G. Field and Neal O'Brien shows were the next steps before the performer brought out his own troupe. Lasses' bright blue eyes twinkle as he gives you these background details on what he calls "my life work."

"Everybody always wants to know how I got the name 'Lasses,'" he twinkled again when we asked the inevitable question. "Peculiarities bring on nicknames—I loved hot cakes and molasses. It got so when I'd walk into the cook tent someone would holler—'Get the 'lasses ready!' Pretty soon everybody just called me Lasses. I realized that it was a good character name and kept it." As head of his own troupe, White wrote and

produced his own shows, including the music. Some of his tunes, "Mine All Mine," "Sweet Mama Tree-Top Tall" and one of the first blues, "Lowdown Blues," were popular hits in the old days. Lasses can still sing them, but shyly declined when we requested a song.

### Movie Work

White hailed originally from Texas, a ranch near Dallas to be exact, and says, "Ah still have an accent if Ah don't watch m'self!" He calls the role he did in the Academy Award-winning picture "Sergeant York," that of the rural mail carrier, his favorite movie part because "it fit my Southern personality." He's amazed that being in the movies has brought him back to his father's profession, that of a stockman. He's done so much riding in cowboy thrillers that he feels he could carry on in real life. ("You can't use doubles in the close-ups—sometimes you ride as fast as thirty miles an hour!")

Lasses wound up in the movies and on the "Amos 'n' Andy" show indirectly because he liked California. Appearing on Station WSN, Nashville, Tennessee, with his own program, "Lasses and Honey," White says he became "punch-drunk" from writing. A vacation in California back in 1935 decided him, and in 1938 he moved here to make his home. Movie roles followed, in which he acted as a cowboy comic.

Lasses landed on the "Amos 'n' Andy" show through Freeman Gosden's good memory and a "disappointment spot." "What, we wanted to know, was a disappointment spot? Lasses explains, "It was a part that wasn't written for me. The fellow that was supposed to do it got sick

and they called me for it. The good Lord was with me and now I've been with the show since last April."

"I glory in their ability," Lasses told us when we asked how he liked working with the famous radio team. "You could turn over all of show business and not find twenty people who could touch them and you couldn't find *anybody* who could replace them. They're marvelous!"

On the personal side, White lives in Westwood Hills with his wife ("Love at first sight . . . married twenty-six years . . . put me down as one Hollywood actor with his original wife") and an alley cat named Junior.

He calls the horse races and fishing his main hobbies. Lasses owns a fourteen-foot aluminum boat and carrier that he takes up to the Boulder Dam country where he likes to do his fishing—he doesn't go for the salt-water variety.

Lasses' dearest dream is to organize the super-duperest minstrel show the business has ever seen—right here in Hollywood! "Why you could toot a horn on the corner of Hollywood and Vine and in half an hour you'd have enough real minstrel men to organize a show," Lasses told us when we wondered if there were any other ex-minstrel men in Hollywood.

"We'd have a show that would be the biggest sensation in town," he enthused. "I hate to talk about it because I get so darned enthusiastic. What talent we could get . . . we'd rent a nice little theater—so we wouldn't have to use a mike . . . have a big chorus of bee-yootiful voices . . . open with a big number . . . in the olio we'd have all the vaudeville acts . . ."



◀ **CALLED THE MOST PROMISING** writer of the Radio Lab group is Dave Andre, whose most newsworthy feat was writing and "orchestrating" a script to the tone poem, "Death and Transfiguration."

on the air, and once they're in, they work.

Realizing that of the many AFRA members in town, a comparative few get anything like steady work, five young professional radio actors formed this group to study and improve their technique, keep their standards high and experiment with new and untried script and production methods. Some had had to find other means of supporting themselves between radio jobs, all were too professional to return to a school for additional training.

#### Board Formed

In June of last year the first meeting was held. The five founders, Bob Young, chairman; Jean Olivette, editor of their news letter; Margaret Kelly, secretary-treasurer; Ruth Banks, in charge of scripts, and Dave Andre, script writer, continue to act as the board of directors for the membership, which at present has grown to

The average age of the members is twenty-four and practically all of them are returned servicemen trying to re-establish themselves in radio. Most of the Lab members are interested primarily in acting, but the organization also includes writers, announcers, a director and a soundman. Many of the actors can double in the other tasks.

Each member pays monthly dues of five dollars per. The state of the treasury determines how often the members can cut a transcription. The dues cover the cost of mimeographing scripts, the discs, studio rentals, copyist fees, etc. Since its inception, the Lab has recorded twelve shows. Original music for the dramas is written by non-member Matt Doran, who has secured a special deal from the musicians' union for the Lab productions.

Spokesman for the group, Bob Young, says that the Lab members have decided that composer Doran is a genius whose work has added immeasurably to the out-of-the-ordinary material used by the club.

All scripts attempted by the young talent are of the experimental variety. The group has done a script written to the rhythm and mood of

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**M**ANY TIMES groups of young hopefuls have banded together in an organization to further their own knowledge of their profession. The movement starts in great enthusiasm—and then no one comes to the next meeting.

That's the fate that the young radio actors who have formed a workshop group, Radio Lab, are determined shall not befall their particular organization. Would-be members pass an audition as stringent as that of any first-string show

## Helping Themselves

*The Members of the Radio Lab Have Decided That the Best Help an Unknown Can Have in Radio Is That Which He Gives to Himself*

By Joan Buchanan

▶ **IN A RENTED STUDIO THE MEMBERS OF RADIO LAB** record an original script. Left to right, orchestra conductor Matt Doran, scripter Dave Andre, Bob Young, who can double as actor-director-writer, and engineer Andy Richardson. Choosing a script for transcription is an arduous task, as it requires the approval of nine members of a script board.

▶ **RADIO LAB-ITES ALICE MODREY, BERT KALMAR, JR.** and Shirley Scully in the throes of "Julie Ben," another addition to the twelve shows recorded by the youthful group. Kalmar, who is the son of the late, great composer of hit songs, was seen opposite Ethel Barrymore in "Corn Is Green" and is the author of a musical comedy headed for Broadway.



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## Mikemen— Arch Presby

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radio addict. By means of a small radio attachment, six half-hour programs can be chosen, set, and the happy dialer can return to his easy chair and paper just to relax and listen. With the Presby "automatic radio station tuner," no jumping up and down to switch stations is necessary. Not satisfied, Arch is hard at work on a "tuner" that will set up a chosen program covering a week's time.

Though the market presentation of this remarkable attachment may well be what sets the Presbys on easy street, Arch's favorite inventive outgrowth is a robot about the size of a Charlie McCarthy doll. In this puppet's silly head lie a maze of gears, short-wave set-ups and tubes that enable the little dummy to move and speak on command.

### Tie Gadget

The small plastic triangle that assures every man a well-tied non-slip knot in his necktie started as a gag. Arch wearied of struggling with a standard four-in-hand, and whipped up the device pictured. He says "it keeps all my friends neat-looking."

"Now that the children are grown," referring to a twelve-year-old son and a seventeen-year-old daughter, "Mrs. Presby and I have hopes of finally getting a trip we've planned. The only hitch is 'how' we'll go. I'm holding out for a motorcycle with a side car . . . Mrs. Presby says, 'Oh, no . . . two single motorcycles!'"

However they go, we'll bet the conveyance carries some mighty fancy and convenient Presby-invented gadgets.

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## Helping Themselves

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Richard Strauss' "Death and Transfiguration," adapted a part of Thomas Wolfe's "Of Time and the River" and made use of a voice choir in a dramatic script—all items you would probably never hear on the usual dramatic series.

### Playback Helpful

The main value of the Radio Lab transcribed productions comes after the show is put on wax. Played back for the membership, it becomes the point of a three-hour discussion, "during which," says Young, "you can't say anything good about it. After one of those meetings is over, from every standpoint everyone knows something about radio he didn't know before!"

"Nobody does anything for unknowns—unless they do it for themselves," added Young, sounding what

might well be the battle-cry for this intellectually militant group.

Realizing that while the material they tackle might not have a commercial value in radio, the Lab hasn't set its sights upon getting its transcriptions played for the public. The members have a more immediate goal—they want to play 'em for Norman Corwin!

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## 3400 Books Tell The Story

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Rose Parade, quiet and wealthy Pasadena.

When possible (and that's often, for we're a celebrating state) the "Ranchos" adventures try to concern a city holiday. Santa Barbara's gala "Fiesta Days," Monrovia's "Founder's Day," San Francisco's "Cabrillo Day," even Anaheim's slam-bang Civic Hallowe'en, are a plenty-horn of inspiration. Honored at least annually is the San Gabriel Mission Play, (which has now taken the program's long-time former narrator, aristocratic Pedro de Cordoba, as its permanent star. Herb Butterfield, de Cordoba's good friend in the theater, is new "Ranchos" narrator, Jose Alvarado.)

### Response

So much interest in the state's wealth of legend has been educated into listeners that requests for booklets and recordings increase with every program. Robinson has written an eleven-piece set of articles for this purpose, illustrated by his wife, Irene Robinson. One of them, "The Forest and the People," was mentioned on three broadcasts, received over 10,000 requests from twenty-one states including Mexico and British Columbia. The program, incidentally, is broadcast only on the Columbia Pacific Coast chain, so such wide response is fairly phenomenal.

If you think there are too many descendants of the Mayflower crowd, you ought to hear how many Californians claim to be descendants of the first white party to cross the border (Father Portola's, which entered at San Diego and journeyed all the way up the coast to Nipomo in 1769). "Romance of the Ranchos" has even received a letter from the family-tree offspring of Ortega, the scout of the party and the first white man to look out across San Francisco Bay.

Likewise among pieces of fan mail was a letter from a distant relative of Lucky Baldwin. She'd heard Lucky's name on a "Ranchos" story and wanted to know what ever became of his estate. "In other words," chuckles reserved Mr. Robinson, using a novel idiom for a title company executive, "she wanted to get into the act."

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## Control Booth Cowboy

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"Red Ryder" and "Zane Grey" (which he wrote and produced until recently) he's done nearly 200 half-hour Western scripts during the past year, each script with a different story.

He's constantly running out of material for new stories, constantly perspiring over plots, yet he says that Westerns are no different from any other story.

"It's merely a matter of research and atmosphere. I'd have just as tough a time, and so would anyone else, finding 200 plots in a year for stories about business girls or sailors or hard-boiled detectives."

### Stories Analyzed

"Particularly is this true of 'Red Ryder,' who is always on the side of Reason and Right, who has no inward struggles with himself, whose only problem is to bring evil to justice or to show fence-sitters the light. A 'Red Ryder' story can be tailored to almost any format; last year I adapted 'The Yearling' to it by changing the deer to a colt and Jody to 'Little Beaver.'

"Some day I'm going to take a vacation from the whole kit and kaboodle. And when I do, I'm going to buy myself a pair of jeans and a two-and-a-half-pint hat and take off for the nearest cattle empire. There are some things about the West I've always wondered about.

"For instance, is it really true that they shoe their horses with coconut shells?"

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## He Grew Up on The Air

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brother Sam and sister Florida in prominent roles.

The Edwards radio production company plans include several other shows now under discussion. Jack is particularly interested in a fine radio stock company using the best of radio actors and the best of literary material. Another project is a television stock company with this same fine talent. Soft-spoken and pleasant-mannered, the young actor is a whirlwind of plans and activity that belie his easy-going attitude.

The character of "Bernard," which attracted much listener attention in "The Couple Next Door" series, has CBS planning a show to star Jack in a similar role. He likes "Bernard" because the character is not too young and silly to be believable, but young and silly enough to be fun.



CHRISTMAS "Command Performance" was recently transcribed by radio stars for Armed Forces' Yuletide entertainment and spotlighted two favorites, Pat McGeehan and Frances Langford. (AFRS photo.)



THIS PERFORMANCE WAS THE 303rd consecutive weekly "Command" show prepared for servicemen. Huddling between rehearsal segments were performers George Montgomery, Mary Livingstone, Dinah Shore, Groucho Marx, and Jack Benny. (AFRS photo.)

HEY, SCHNOZZOLA! Pay attention to that script! But we can't blame you when your "Command Performance" partner is luscious Esther Williams. (AFRS photo.)



DANNY THOMAS, KAY KYSER, LINDA DARNELL, and Jack Carson share a merry laugh as they anticipate the holiday season and the joy "Command Performance" will bring to our men in uniform, whose specific requests were filled, as far as possible, in arranging the broadcast.

RED SKELTON PERCHES on Audrey Totter's chair as the two await turn at mic to record gigantic holiday program for AFRS. Christmas show was full of carols, cheer, and an earnest wish for peace.



# SEEN ON THE RADIO SCENE