Mrs. B. B. Collins, 1277's West 37th Place, Los Angeles 7, Calif.

Sirs: We have been reading Radio Life for a long time, and find it interesting and inspiring at all times. I look forward to it.

I wish to thank you for the picture of Frank Morgan and the small one of Judy Garland. I wish we would have a large one of Judy, so I can frame it, as I do my other radio favorites.

Could we have a play starring Shirley Temple and Margaret O'Brien on the radio again?

I wish "The Fabulous Dr. Tweedy" came on at a different time so I wouldn't have to miss "Hollywood Players" to hear it. So many good ones seem to be on at the same time. Of course I realize it is not your fault. The programs are arranged by the sponsors. So I just keep three radios on at once. Sounds odd, but I manage to hear all three at once.

Any chance of Billie Burke returning to the air again? Thank you again for a wonderful magazine.

When and if Judy comes to the air with a series we'll be glad to print an album page announcing time changes for "Hollywood Players" and "Dr. Tweedy" are current, though your arrangements for three radio sounds like an immediate solution if you're nimble enough!

Mrs. B. B. Collins, 1277's West 37th Place, Los Angeles 7, Calif.

Sirs: My husband and I enjoy your fine magazine very much, and as I am making a radio album, the articles and pictures in Radio Life help me out a lot. I wonder, too, if you wouldn't give us a good article on Hal Nichols' "Memory Room" with pictures of Hal, Barty, Dixie, Trixie, etc. Would surely love to have one for my album.

So many of the "Ear Inspires the Pen" writers complain of the type of music they get on their radio. If they will tune in "Hal's Memory Room" each evening on KFOX, they will find lovely, restful music, and I am sure they will thoroughly enjoy it.

I, too, am voicing my complaint about the shrill whistling on some of the programs. Why is it allowed, I wonder?

This is my very first letter to Radio Life, and I do so hope you will grant my request. My wish for your continued success.

We have contacted KFOX for material and pictures on Hal's "Memory Room." Watch for our story.

Mrs. Barbara Bond, 1302 Cartagena Street, Long Beach, Calif.

Sirs: I agree with another contributor to this column about Al Jolson having his own program. There isn't anything you could do about helping get him back, is there?

In your Anniversary issue you had Bing Crosby answering twenty questions. It would be nice if you had this feature in each issue.

I think Radio Life by far the best radio book out, and wish more power to you.

Jolson is appearing in guest capacity on several shows. Watch the cast column. "Twenty Questions" is appearing in future issues. Thanks, anyway, for the suggestion.

Mrs. E. L. Kemp, 1937 Prosser Avenue, West Los Angeles 25, Calif.

Sirs: Can you tell me if "Glamour Manor" is still on the air? If so, what station? And do you know if I can get tickets for this broadcast? I would like six, for out-of-town guests. "Glamour Manor" is now emceed by Kenny Baker over KECA, 9-90 a.m. Tickets can be obtained by writing the ABC network.

Fanny Schulkin, 168 North Mansfield Avenue, Los Angeles 36, Calif.

Sirs: For weeks ahead of time, while looking forward to your Anniversary issue, I had kept my own "selection booklet" busy. I was delighted to find I had many of those chosen by Radio Life.

My special gratitude to Radio Life for putting the spotlight on a new program, the highly entertaining "Juvenile Jury." Its well-earned sponsor (Gaines Dogfood) and the new feature "the dog guest," are both additions to this fine program. Folks who love the "Quiz Kids," and who doesn't . . . . will also tune in to the Jury.

I have supplied myself with a number of Anniversary issues, and shall again this year distribute them to all the shut-ins to whom this fine magazine means so much.

Why must "Dr. Christian" and "Gildersleeve" be on at the same time? And Bing, Dennis Day and Jack Carson at the same time? Well, perhaps by the time you have your Eighth Anniversary issue out, we will have the programs appealing to the same kind of folks not at just exactly the same time. How about it? Yes, powers that be! How about it? Or hasn't "Ear Inspires" convinced you yet of the stupidity of putting similar programs against one another?

Mrs. Louis de Young, Route 6, Box 44, Riverside, Calif.

Sirs: We are recent acquaintances of Radio Life, and like it very much. It is a great help in finding programs, without having to dial frantically. "Program Highlights" is a good feature, too.

It was a pleasure to hear Ruth Etting's voice again, and I hope she will have a program of her own soon. Be sure and let us know, via Radio Life, when this occurs.

Your Anniversary issue was grand in letting us see the radio stars. We hope you have many more successful years in publishing Radio Life.

HEAND OF THE PARADE!

CME

.the beer with the high I.Q.

L. E. Schroll, 168 North Mansfield Avenue, Los Angeles 36, Calif.

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Your Anniversary issue was grand in letting us see the radio stars. We hope you have many more successful years in publishing Radio Life.
Sirs: Could you please tell me what has happened to Cliff Arquette? His "Glamour Manor" was the most amusing program on the air. I like Kenny Baker, but I think nothing can replace the easy, effortless humor of Cliff Arquette. Why is it that other comedians can go on indefinitely, and yet the Crisco people thought they had to yank him from the air? When will the sponsors consider the listeners, who, after all, are the cash customers, and not their own biased opinions.

This is the first letter I've ever written about a program...but I'm mad. Since I don't like soap operas, and am dissatisfied with the present "Glamour Manor," my radio is shut off. If a few more people would turn a deaf ear, dull programs and sponsors would eventually wake up.

Cliff isn't on the air at all right now. He asked for his release from the program last spring in accordance with doctor's orders.

Alma Stastings, Pasadena, Calif.

Sirs: Your unusual unfairness in your fine Seventh Anniversary issue of Radio Life urges this listener-reader to come to the defense of Rudy Vallee, the showman who has given radio many of its best and most unique stars.

Vallee does not need any more "feathers in his (radio) cap," Etting or others, having given us Edgar Bergen and Mr. David to name only two. And Mr. Vallee has always kept his program clean and listenable. Were his broadcasts to originate in New York, they would be of a better "guise" quality. Too many of Hollywood's guest personnel is hackneyed, over-presented and stale.

Rudy Vallee is tops and has been for lo! these many years. Every knock is a boost, however, in certain instances. Thank you, Rudy, and good luck to La Etting!

Maybe it's because Rudy Vallee, the great showman, has given radio so much for which we are grateful that we are disappointed when he doesn't live up to his wonderful reputation.

Phil Ulas, 1320 South Wilson Street, Los Angeles, Calif.

Sirs: Heard a new voice on "Glamour Manor" last Friday. It was that of the girl-friend of Schlepman. Could you please tell me who she is and how about a picture of her in Radio Life? We enjoy these character voices.

The voice heard was that of GeGe Pearson on the broadcast that day.

ARE YOU LONELY?

Thousands of lonely folk everywhere are finding true happiness through introductions by mail. Seeking not your PRROOF, Send for FREE particulars in a plain sealed envelope.

NANCY JORDAN
P. O. Box 4663L
San Francisco, Calif.
The Postman Rings 8000 Times

For Richard, Who Opened the Door — to Success, by Playing It Straight. No Trick Singing or Mike Antics for Him.

By Jane Pelgram

POSTMEN hate him. They trudge each week to his door with some 8,000 fan letters from every age group...bobby-soxers to older people. For the man some used to term “another crooner,” these letters keep pouring in from Switzerland, England, France and Palestine.

Our question, Mr. Anthony, was...why? In the case of Dick Haymes we know now. It is primarily ability, sincerity and a real likin' for people. But it was with the “why?” in mind that we trekked off to find out more about the boy who once plead against parental guidance to college with “I just want to get started in show business.”

The blue-eyed young Mr. Success' ability is based upon a naturally fine baritone voice and a very thorough musical training. The voice, possibly, is inherited from his mother, Dublin-born Marguerite Wilson Haymes, a concert singer not without recognition of her own. It is she, too, whom he credits with the beginning of it all. “Mother received her first inkling of my real interest in music, when she found my school papers covered with carefully balanced arrangements of musical notes for various instruments. So she agreed to begin my coaching, if I were determined enough for success as a musician to persevere until I became famous.”

It wasn't easy for a school-going teen-ager to practice long hours each day, and to sing in French, Spanish, Italian and even Latin. But this straightforward, genuine voice training has stood Dick in good stead. No “trick” singing enabled him to switch from softly baritoning a popular melody to carrying the lead in one of the increasingly popular Thursday night “Auto-Lite Operas.”

Almost too soon the boy started tap-dancing on the gates he believed led to success. Sam Pierce, now producer of the Haymes show, recalls that nearly fifteen years ago a shy youngster used to show up at auditions for a KHJ sustainer called “Happy Go Lucky.” Unfortunately, the voice of the aspirant was changing...no radio then for Dick Haymes.

“My next training was born of the necessity of a job. There were weeks of ‘hoofing’ in small theatres around here. Then a stint as vocalist with Bunny Berigan's band. Just after that I had my own band. It was a five-piece affair, and we called ourselves the ‘Katzennjammers.' But I ran out of money and the band folded.”

Tried Movies

Movies entered the scene and Dick plodded from one studio to another seeking work as an extra. (Dick wouldn't tell us if his later successful pictures such as “Irish Eyes Are Smiling,” “Diamond Horseshoe,” or “State Fair” were made at any of the same studios that once flashed the “no help wanted” sign at him.) Finally disappointment convinced him he wasn't ready for Hollywood, and east he went, where he occupied himself not too remunerative -ly with song-plugging and composing. Luck intervened, however, and he had his chance to sing with Harry James' new band. The flashing rise of the James band, then in Chicago, did nothing to hinder the rise of its featured vocalist...one Mr. Haymes. It was in Chicago, too, that...

Please turn to page 15.
Writers Can Be Normal

Wel-l-l, Almost Normal, Say Burns and Allen Scripters, Paul Henning and Keith Fowler, Who Eat and Sleep Regularly, Love Their Wives, Don't Have Ulcers, Yet Turn Out Weekly Comedy

By Evelyn Bigsby

A GUEST STAR from another program, making an appearance on the Burns and Allen show, let his jaw drop in dawn-

ing amazement.

"Is this the way it goes every week?" he asked. "Where's all the hectic stuff? Why aren't people going crazy? Why aren't the writers tearing their hair? Where are all the sponsor's telegrams?"

Paul Henning and Keith Fowler, who write the Burns and Allen show, just cocked their eyes in provoking relaxation. They practice their theory that script writers can be human beings.

Smooth-shaven, brown-haired Paul started to explain. "Back in radio's old days, 1937 or '38—"

"Don't look at me when you say 'old days,'" interrupted Keith with complacent facetiousness.

"Back in radio's old days," Paul continued, ignoring his plump partner, "a radio writer had to be someone who had ulcers, took benzedrene, and worked all night. Keith and I said to ourselves, 'Why don't we lead normal lives... sleep at night, work in the day and eat regular meals?'"

It Shows

Consequently, they make a cut-and-dried business of concocting

(please turn to Page 32)

PLAYING HOUSE IS always in vogue around the Henning home. Here Father Paul and Mother Ruth accept the offerings of Linda, two-and-a-half, and Carol, five. The little house used to belong to George and Gracie's daughter, Sandra.
No Ordinary Show

Its Stars Undertake Unusual Roles, Its Director Employs Unusual Practices, and Hostess Hedda Hopper Dons Unusual Hats

LEW AYRES, RECENTLY RETURNED to the Hollywood spotlight after long service as an Army chaplain, appeared with Olivia de Havilland in a "This Is Hollywood" airing of "The Dark Mirror"—and received an earful of the latest filmtown chatter from hostess Hedda.

PRODUCER FRANK WOODRUFF goes over last-minute script changes with the program's cast before air-time. Left to right are Woodruff, Ann Todd, announcer Bernard Dudley, Hedda Hopper, music conductor Adolph Deutsch (standing), Compton Bennett (British producer of the film, "Seventh Veil", first presentation of the "This Is Hollywood" series), and Miss Todd's co-star in the radio adaptation of that film, Ray Milland.

By Shirley Gordon

LIKE to do the difficult on 'This Is Hollywood,'" affirmed the show's veteran producer, Frank Woodruff. "In fact, you might call it the impossible. I was told that 'The Dark Mirror' and 'The Spiral Staircase' couldn't be done on the radio—but we've done them."

Heroine of "The Spiral Staircase", as filmgoers will recall who saw Dorothy Maguire's portrayal on the screen, is a deaf mute. Her thoughts, conveyed for the camera by facial expressions, had to be expressed at a microphone by something besides her voice. Woodruff decided on expressive musical passages. Use was made of an electric violin as accompaniment for Ann Todd's voice to indicate the muted girl's thoughts. For the above unusual 'This Is Hol-

HEDDA THINKS IT'S FUNNY, TOO—on Ray Milland, that is! As noted above, Milland co-starred with Ann Todd in "Seventh Veil". Recently, Miss Todd appeared on the program again, as the deaf mute in "Spiral Staircase"!
lywood" broadcast, Miss Todd and Woodruff worked at length with the program's musical composer-conductor, Adolph Deutsch, who created the show's extraordinary score.

"This Is Hollywood's" presentation of "The Dark Mirror" stirred up other problems. It brought Olivia de Havilland to the microphone in an adaptation of the twin sister roles she portrayed on the screen, and doing it for radio was in many ways more difficult. It was necessary for the star to make swift changes of voice, and in the course of a fast-moving twenty-minute play, keep two character roles separately identifiable by the variance of voice tones alone.

To aid the actress in the event that her voice should fail to project the double identity, during the broadcast, "This Is Hollywood" engineer Ray Lithgow set up a twin microphone arrangement, with each of the instruments representing one of the sisters. Talking into them from two different positions altered the sound of the actress' voice.

"As it was, however," Woodruff commented to us. "Olivia did the two roles so perfectly, the microphone arrangement wouldn't have been necessary. But," he added, "she told us that the small movement of her head required to alter her position between the mikes, helped remind her to switch voices.

Another Brain Twister

For "This Is Hollywood's" adaptation of "The Egg and I", another difficulty arose in transferring a sequence to the medium of sound. It was a scene between Claudette Colbert and Akim Tamiroff, the kitchen monster which figured so prominently in the Betty MacDonald best-seller.

At first rehearsal Miss Colbert expressed doubt that the comedy scene could be done effectively, with only a sound effect as the stove. "It doesn't go over," she asserted.

Soundman Berne Surrey set to work for a better "stove door" sound effect, and found it. At the next rehearsal session, the scene was noticeably far more effective.

"Claudette had been correct in her first reaction," Woodruff explained. "The effect we had used at the first reading wouldn't have worked."

As can be surmised from the above, everybody on CBS' "This Is Hollywood" show strives to make it an out-of-the-ordinary program.

Working consistently with this aim in mind, producer Woodruff is aided by a long and distinguished career in radio and the theater. For several years following Lux's advent in Hollywood, Woodruff was director of the "Lux Radio Theater", and was responsible for many radio innovations during that period, including the placement of the show's sound equipment in an enclosed booth off-stage and the separation of the actors and orchestra by the curtain across-stage.

A newer practice which Woodruff is employing on the strength of one of his pet theories is the elimination of distracting sound effects. "I believe," he elaborated, "that only the initial establishment of a sound effect is necessary. Once the listener's mind has been made conscious of the effect, it can fade out behind the dialogue, rather than continue annoyingly under an entire scene."

Two Episodes Completed

At a youthful age (early twenties), Frank Woodruff was already working in an impressive capacity with the Theater Guild and, he smilingly informed us, at an even earlier age (nineteen), "I had my ulcer and got it over with." (We think that this, if nothing else, makes him an extraordinary producer!)

Another out-of-the-ordinary factor of the "This Is Hollywood" series is its hostess, long-time topflight Hollywood reporter-actress, Hedda Hopper, who brightens each broadcast with her hats and happy chatter (the former for the benefit of her studio audiences, the latter directed to her dialers at home). Each week's dramatic skit is followed by Hedda's informal interview with the show's stars.

Unusual personalities and plays which have been spotlighted on this show, in addition to those mentioned above, include Rex Harrison and Lili Palmer in "Notorious Gentleman"; Vincent Price and Akim Tamiroff in "A Scandal in Paris"; Sylvia Sidney and George Raft in "Mr. Ace"; Paul Muni and Anne Baxter in "Angel on My Shoulder"; Michele Morgan and Robert Cummings in "The Chase"; and Ann Todd and Ray Milland in "The Seventh Veil."

In the last-named, which was the initial offering of the "This Is Hollywood" series, the problem was one of a difficult adaptation. The story

(Please Turn to Page 30)
One for the Album

Mutual's provocative, two-listed commentator, Fulton Lewis, Jr., reveals by this portrait that he's also a pretty good-looking guy. Fulton is heard on KHD at 4:00 p.m. and 10:00 p.m. Monday through Friday.
For Love o' Mike (General Comment)

T-Day Dawns

Like many another, we've been theorizing about television lo, these many years, without ever seeing it in action. Last Monday, you may recall, was T-Day, the day on which the big television push went into action. The video sets were unveiled in many music stores and broadcast centers and the Electric Club gave a big luncheon at the Biltmore to explain television to many folks just like us.

We went to the luncheon hoping to find the answers to many of the questions we've been asking ourselves about this new medium: Will radio talent because they moved around! It's successful? Do you have to sit in the dark to watch it? Can enough be shown on a small screen to be interesting? How are the camera shots varied to do away with just a static scene?

Harry Lubcke, veteran Don Lee television director, proved to be more impressive than even the actual demonstration of the working sets. Lubcke has worked with the medium longer than most of us have even been aware of its existence, and his talk on "Television - Hollywood" made us realize just how important a place Hollywood is telecally. According to Lubcke, the hills here are several times higher than New York's Empire State Building and clear reception can be had one hundred and fifty miles away in San Diego.

As for those questions, a viewing of the actual demonstration gave us these answers: Yes, radio talent will have to convert drastically. Staring into someone's face while they sing two and a half choruses of a song you don't particularly like anyway, is not only not entertaining, it's downright maddening. A singer like Jolson, who uses extravagant gestures and mugs every line, or, like Cantor, who claps his hands and pops his eyes, is going to be much more acceptable than any of the current crop of favorites who just sing and let the mike do the rest. (Roy Rogers and Trigger, in the demonstration we saw, stole the show just how important a place Hollywood is.)

And, no, amazingly enough, you don't have to sit in the dark to see the screen. The image seems just as clear in a room lit by electric light or daylight.

The small size of the screen is a handicap at present. When the television camera trucks back to include a full view of the stage, the entertainers shrink down to the size of brownies, if you're very far from the screen. This seems to indicate that for now, television entertainment will be best if it's simple—a big dramatic production or extravaganza would look as if you were peering through the wrong end of your opera glasses.

The camera shots seem to be handled exceedingly well, and though it's probably difficult to maneuver all the trucking, closeups, and dissolves, the producers probably realize along with their audience that it makes for a much more interesting performance.

Another important point made by the televisionaries is that no revolutionary changes are expected for some years, so purchasers of sets need not worry that their model will become obsolete prematurely. J. B. Elliott, vice-president of RCA-Victor, says, "If the Federal Communications Commission should license transmission of color, we have a simple converter which can be applied to models now on the market."

In case you're one of the many who are interested in this new medium, without actually knowing much about its status locally, here are a few figures which may help. Ninety dealers in this area are displaying and demonstrating table sets and consoles. The prices range from $727 to $2,500. Manufacturers presenting models are RCA-Victor, General Electric, U. S. Television, Scott, Philco, Stewart-Warner and Farnsworth. Paramount station KTLA is on the air two hours every afternoon except Sunday and two hours every evening except Monday. Don Lee's pioneer experimental station, W6XAO, presents programs for two hours every Monday and Friday afternoon and every Monday evening. By June a coaxial cable connecting the east and the west will have been completed, and ninety per cent of the major television programs are expected to originate from here.

It sounds pretty amazing, doesn't it? Now all we need is to put it across is for the present generation of youngsters to discover that they can build a television set from old radio and magic lantern parts. Oh have you forgotten the kids back in the early twenties who made radios out of oatmeal boxes and paper clips? T-Day marches on!

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NEXT WEEK

Don't be a Miss Dit!

Sweeney and March reveal a unique way to get your own radio show.

History is entertainment!

Sportscasting interviews are no picnic!

Conductors come out from behind their batons on this show!

A brassy socialite actress dons a black wig at midnight for a novel disc-spinning program!

Advice to would-be announcers by a veteran mikesman of twenty-four years' radio experience!

All this—and a good deal more—you will discover between the covers of your next week's Radio Life. In addition, you'll find another photo-paned "Seen on the Radio Scene" page, the newest news and views of your pet programs and personalities, complete log information, letters from listeners, gags of the week and record reviews!

Get your copy early.

*She wanted to read it but she missed it.

Your Cue (Shows You May Like)

Milton Berle

Milton Berle belongs to the sharp-witted school of radio comedies who address their audience as "dudes" and "gentlemen" instead of "folks." Outside of that, he's not much different from the usual air funnyman, even though most New Yorkers we know rank him above Henry Morgan. Derivative as ever, Berle has returned to the air on Tuesday nights at 8:30 on NBC. Self-admitted purveyor of other comedies' material—starting with the late vaudevillian Richie Craig, Jr.—Berle, we think, has turned this propensity to his advantage by publicizing it.

It seemed to us as though Berle had brought his record up to date with his first show in the new series—his "Men Who Made America" seems closer than a blood brother to Henry Morgan's "March of Science"—right down to the last farand.

It's only fair to report that Berle was at his best—when being the most original—his handling of Announcer Frank Gallup was a new approach to the "how'll we work the announcer into the show?" problem. Gallup is (Continued on Next Page)

Page Nine
KECA mike memos

By Virginia West

A decade of the American theatre in one season...That's exactly what you've enjoyed if you've been listening to U. S. Steel's "Theatre Guild on the Air" every Sunday night at 7 on ABC-KECA. We believe it would have been impossible to arrange a more representative group of plays than those which have been presented and are still to be presented this season...presented by casts which have included the biggest names of stage and screen.

For example, Helen Hayes recently made her second appearance of the current season in James M. Barrie's delightful comedy, "What Every Woman Knows"...Miss Hayes, it will be remembered, opened the season, starring in "Angel Street." The man-and-wife team of Fredric March and Florence Eldridge have been heard in "Craig's Wife" and "No Time for Comedy," and Dorothy McGuire has appeared in the Ibsen classic, "A Doll's House," and in the co-starring role with author Thornton Wilder in his unique play, "Our Town." Clifton Webb, Dane Clark, Raymond Massey, Gertrude Lawrence, Ronald Colman, Quinton Gish, Elsa Lanchester and Charles Laughton, and many, many other world-famous thespians have added...and will yet add...their illustrious names to the Theatre Guild roster...I wouldn't miss Sunday night at 790!

...Always a Best Bet...KECA

Speaking of Sunday nights on ABC, here's Mary Sullivan..."Policewoman"...heard over KECA at 6:45. Cases from Mrs. Sullivan's own experiences during her 35 years on the New York police force are drama-tized and they make exciting listening...Most everyone who's been a "Pat Novak" fan, as I have, since the series started, recognizes there's a new voice in the role of "Patsy." He's Ben Morris of KGO's announcement staff...An ex-Marine, he "fills the bill" in characterizing the sailor-turned-detective.

...Always a Best Bet...KECA

AROUND RADIO: In a business where 26- or 52-week renewals are the usual...that ace newsmen, Drew Pearson, recently signed a 103-week contract renewal with his sponsor, the Frank H. Lee Company...Jackson Beck, in the title role of "Philo Vance" topills a killer in the lumberjack country in "The Tree Trunk Murder Case," KECA at 8:30 on Thursday night, March 21st. And thinking of mystery thrillers...on Saturday night, the 22nd, don't miss "The Subway Ghost"...weird story of a ghost that walked the subway tracks while a crime wave swept the city! That's the tale to be enacted by "The Avenger," at 8 o'clock.

...Always a Best Bet...KECA

We hardly think you could call it public service...but it definitely helps to cheer those dim dawns for habitants of this vicinity who have to be about their business in the very early hours each morning...We're talking, of course, about KECA's new lineup of "wake-uppers." Signing the station on each Monday thru Friday at 5:30 a.m., is Ralph Langley's new "Morning Watch"...Master of his own particular brand of zany humor, Ralph says he has more inspiration in his new show...for he can "watch the clock" and get paid for it...watch for all kinds of new ideas to pass along...and "watch the time" and help his fans get off to work! Also new on the early schedule (6:30 to 7:00 a.m.) is "That Feller McKellar," enced by Doug McKellar, whose "pixie" sense of humor and unstudied "tongue in cheek" style won him the berth as headman of the show. Doug, McKellar, who started his radio career as a disc-jockey on KGU, Honolulu, features unusual waxes...novelty tunes, corny melodies and lively rhythms...interspersed with his own gems of wisdom and sage advice on such important topics as how to get "Junior Miss" out of the bathroom so the old man can shave in time to catch the 7:03...and other equally world-shaking subjects...In other words, if you wake up feeling the need of cheer...you'll find it on KECA, from 5:30 on!

...Always a Best Bet...KECA

Advertiment

Radio in Review

(Continued from preceding page)

well known as an announcer on the lotter music programs and his character on the Berle show is rather that of one collected with mountebanks. Berle kowtows to him in a most obsequious manner—"Yes, Mr. Gallup, sir," "Please, Mr. Gallup, sir," etc.—and bemoans the fact that other comedians have nice, jolly, fat announcers who laugh all the time.

A prominent member of the cast is Jack Guilford, who was a one-man riot locally in the "Meet the People" shows, principally because of his pantomimic gifts, and who becomes just another radio stooge in this instance. Joyce Matthews (Mrs. Berle) assists in feminine roles. (Wonder what Mrs. Berle sounds like?) The daytime and his orchestra are as wonderful as ever, and singing discovery Dick Farney sounded very much like a sensation on the first broadcast.

The program was well produced and smooth, none of the nerves or fluffs apparent on most first nights disturbed the performers. Incidentally, the shows comes from New York and the script was rifled with references to the Friars Club, Roseland, Henny Youngman and other New York landmarks, giving Benny, Hope, Skelton, et al. the right to their glory about the Sunset Strip, C-U-Mong, etc., at least for a little while longer.

Coffee Time

For a long time now, we've been hearing a lot about radio's "Mr. and Mrs." breakfast programs (Dorothy and Dick Kollmar, Jinx and Tex McDonough), and let's not mention "Tallul" and "Fredd"; of course! However, save for the riotously satirical Radio Life Award-winning treatment of the subject by the latter couple (Phil packaged and narrated by Tallulah Bankhead and Fred Allen) on the Allen show, local radio fans haven't had any chance to sample this novel type of other offering.

A few weeks ago, this void (?) on our radio menu was filled by "Breakfast with Binnie and Mike" (Binnie Barnes and Mike Frankovich). KFVD, Monday through Friday, 8:30 a.m., and if only for the sole reason that Binnie Sullivan, Sulli-...
excess poundage. On the more personal side of the Frankovich home life, we are allowed to eavesdrop as Mike tells his wife how lovely she smells this morning, and Binnie chides her husband about that moustache he’s attempting to sprout. On infrequent occasions, the Frankovich children are brought on the scene, as is the Frankovich maid, Olive, who can be heard mumbling “Your toast is ready” and “Would you like more hot coffee?” in the background.

Our main attraction to this type of microphone offering is its informality, while we would place on the negative side the Frankovitches’ prolonged attempts at “being funny” and their somewhat reaching efforts to be “folksy.”

“California Melodies”

If you want a thirty-minute pause to refresh you in your pursuance of crime across your Thursday night dial, turn to KHJ and hear “California Melodies.” Orchestra leader Harry Zimmerman bids you relax, then puts his twenty-five-piece orchestra through an unsophisticated repertoire of tunes that are light in tone and easy to listen to. A twelve-voice all-girl choir is utilized as an instrumen-tal effect, and when the girls stick to this, it’s a good clean ensemble. When the choir voices lyrics, however, they are offered no contrast, and are a little disappointing.

Bill Gordon, writer and narrator of the show, ties the airs together with a small, pleasant story for each that somehow manages to lend a California background. A tale of a rodeo cowboy, that real western plains character, leads up to “Gal in Calico”, naturally. The vision of an early California senorita reminiscing from her window somehow brings up the novelty “Rainy Night in Rio.”

Then a skillful transition is brought about and the “Weekly American Musical Medley”, a basketful of music hall hits, is reviewed, and you find yourself tapping your feet in time to show tunes and the contributions of such favorites as Leo Robbin and Ar-thur Schwartz, or Gordon and Revel. It’s pleasant music that gives the listener old tunes and new, show tunes and popular melodies. It’s well narrated, and while it wasn’t designed to set the world on fire, it is a nice evening spot to look forward to.

**Big Town**

If we didn’t know differently, we would have believed, after listening to its Tuesday night (March 11) broadcast, that CBS’ “Big Town” is being scripted by Dick Tracy cartoonist Chester Gould. Its thirty minutes of drama (?) was composed chiefly of the imbecilic wailings of a down-and-out character called “Willie the Weep”, the equally illiterate and Mortimer Snerd-ish utterances of the hero’s sidekick, “Harry the Hack”, the gallant outbursts of said hero—the two-faced, racket-busting editor of the Illustrated Press (viz. “I am going right over to Neighborhood House and look into this!”). This, plus the muttered threats of a juvenile delinquent to end all juvenile delinquents, who successively flaunts a gun to indicate he’s “ready for da big-time”, slugs a sweet-voiced welfare worker over the head with it, and empties most of its ammunition into a rapsy-voiced old lady who had been willing to go along with him on everything but murder.

Climax (?) of the show came when the unarmed hero came face to face with the gun-toting junior villain. The former talked himself out of this ticklish situation with an unappetizingly detailed description of the errant youth’s prospective death in an electric chair. The picture painted was so graphically done that the villain dropped his gun in a frenzy of nausea, the hero himself admitted being sick to his stomach—and, we should imagine, most of the listeners were similarly stricken.

Perhaps writer-director-producer Jerry McGill doesn’t intend “Big Town” (CBS-KNX, Tuesday, 9:00 p.m.) to be adult either, but at that hour and with those goings-on, it should be. Yet, from the announcer’s narrative bridge into the story, through every page of its inane dialogue, the program’s entire approach is similar to that of a current-day children’s adventure serial or comic book.

**On Mike**

Listeners to “Young Dr. Malone” were startled last Wednesday (March 12) to hear a masculine voice break into the program and state to a na-tion-wide audience: “Gimme the operator,” or words to that effect. The show faltered while the cast waited for the voice to continue. It didn’t.

(Permission to Page 19)

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**Sorry, Wrong Number**

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(Permission to Page 19)
Gene Jones of the Radio Life Business office have received many letters saying, "What do you mean, 50,000 wires? I can get it page and it comes to 4,579 and two it's over." None of the master mathe- maticians who sat up all night counting seemed to agree on the exact number, but all discovered that it was short of 50,000.

Guess they don’t realize that the mantle of poetic license has fallen on the shoulders of the ad writers in this day and age. We didn’t realize that people literally sit down and tell us they read Radio Life from "cover to cover!"

Derbying with Beryl

Radio Life got together with Beryl Davis the other afternoon over a couple of Brown Derby egg omlettes. Beryl is the young English songstress you’ve been hearing on the air of late (NBC’s Bob Hope and Victor Borge-Benny Goodman shows, CBS’ "Hit Parade.") A stage and a youthful show business vete- ran, Beryl, we found, was far less impressed by the sight of Hollywood celebrities occupying nearby booths at the Vine Street diner than by the plate of eggs in front of her.

"We can’t get them in England, you know," she lamented, her crisp British accent very much in evidence. "Fancy things like brown eggs, you know, are obtainable, but they aren't good when you are really hungry. Real food—eggs, butter, milk, cream—you can't get. And sweets! Why, do you know what my baby sister (Beryl is twenty-three, her sister is nine) does when she is given a penny or so to squander? She goes to the chemist’s and buys throat lozenges. That’s the only thing she can get!"

The clothing situation in England, Beryl reported, is about as desperate. "The hard thing to understand con- cerning that, however," she continued, "is that they are not expensive. The stocks are full, but rationing is the fact. Per- haps the reason is to check spending, for even if you have the money, you can’t buy without coupons."

One of the things Beryl likes best about California is shops. "I wear them all the time, and think it’s won- derful that you can go about sloppy if you like. Yet, at the same time," she added, "you can find plenty of oppor- tunities to dress yourself sloppy for just so long, then I feel that I must really dress up!"

Slacks aren’t the only American things to which Beryl has taken with childlike enthusiasm. She went to a baseball game in Pasadena a few evenings preceding our chat. (In Eng- land, she was mascot of an AEF base- ball team.) She finds it hard to tear herself away from her home at the Farmer’s Market. (“If only my baby sister could see that place,” she interpolated wistfully, “my dad would die and be born here.”) She drinks some six or seven Cokes a day. “I stopped drinking tea,” she frowned. “They just don’t know how to make it over here. They confuse you with fancy kinds—orange pekoe and what-have-you. In Eng- land, you just ask for ‘tea’, and it’s always good.”

But when it comes to radio, she states categorically that competitive commercialism is far superior to England’s government-owned BBC. “A friend gave me a little radio which I have in my apartment, and I listen to everything,” she exuded. “Let’s see—how does it go? K-E-L-Y-E-Y, the Kelley Car Company…” Beryl happily chirped a singing commercial. “At night, I listen to Billy暴风’s broadcast, and Slim Gaillard—vou-toreennie.”

Songstress Davis denies any signs of homesickness as yet, which is surpris- ing, she pointed out, “as I’m a home girl, and have always lived at home with my family.” Trained as a singer by her bandleader-father, Beryl disclaims the idea that she sings like an American. “I don’t drop my British accent when I sing,” she insisted. “When my father ever heard me say can’t instead of couldn’t, or dance, in- stead of dance, my life wouldn’t be worth a thing. I sing, rather, with an American conception, the American way of which we have probably learned from my mother, who lived in Plymouth where the English influence is less decided.”

(To judge for yourself, if you aren’t yet familiar with Miss Davis’ singing style, she’s currently displaying her warbling wares weekly on “Your Hit Para- de” and is waxing discs under the MGM banner that will shortly be available at your local music store.)

Beryl has spent almost a third of her lifetime under wartime dangers and Inconveniences. The former, she recalled, caused her to think as she went to bed each night, “Why worry about tomorrow—I may not even be here,” and the sound of an alarm still “tears through my middle and leaves me shaken.” The latter—warte- time inconveniences—including the ve- roius, the problem of fitting the required accoutrement of a gas mask into what might otherwise be a chic ensemble.

"After all," she shrugged, "what can be done with a whole bunch of string? I hated gas masks. I couldn’t breathe in the things, and we couldn’t get my sister near one—even though, for the children, they made some up to look like Mickey Mouse.”

We said at the start of this report that Beryl Davis showed no signs of being celebrity-conscious. She was, however, genuinely thrilled when conduc tor Intelligence and output chief placed himself in the booth opposite us. “I have never met him,” she told us, but "I am his number-one fan. I think his work is wonderful!”

Some moments later, when the fair- haired maestro was paged for a tele- phone call, at the sound of his name, Beryl clapped her hands together in vigorous applause.

★ ★ ★

PART-TIME RESIDENT

Phil Baker, star of “Take It Or Leave It” over CBS, has bought a home in Brentwood, California, where he and his wife will spend six months each year.
CONTESTS AND OFFERS

Add these to your list of contests and offers to enter—and all get the closing date whenever possible. To time to time we'll repeat news of contests that ran for a lengthy period in case you've missed the first announcement. Each is written to the programs which sponsor the contests and offers in which you're interested in entering—so be sure to listen in case you want. Writers should also include their head size and color of their hair and eyes. Send letters to Ted Malone, Monday-Through-Friday Hat Contest, American Broadcasting Company, New York City 18, N. Y.

"Fun with Fisher" KXXL, 10:00 p.m. Tuesday, Freddie Fisher has invented a new instrument and he wants a name for it. Best suggestion wins a twenty-five-dollar bonus. (Suggestion to Freddie Fisher, Hollywood madhouse, 1841 North Martini Boulevard, Hollywood, Calif. Closing date, indefinite. Other contests will be held on the program weekly, after this one concludes.

Jack Berch, KFTI, 6:30 a.m. Monday, through Friday. If you would like Jack's recipe for chocolate walnut chiffon pie send a post card with your name and address plainly printed to Jack Berch, Box 316, New York City, N. Y.

"Lone Ranger", KECA, 7:00 p.m. Monday, Wednesday, 8:00 p.m. Saturday. You can set an "atomic bomb-" fling by sending fifteen cents and a letter to the program with your name and address plainly printed to "Lone Ranger", KECA, Hollywood, Calif. Closing date, indefinite.

"Three Alarm", KMPC, 1:05 p.m. to 2:30 p.m. Monday through Friday. Send a post card with your name and address to "Three Alarm", KMPC, Hollywood 28, Calif. Send for quick buttermilk roll recipe to Betty Crocker, General Mills, Minneapolis, Minnesota.

We're interested in the hope that those interested will still have time in which to enter.

Demosntrates Radar

When Nelson Case isn't working as an announcer on CBS' "Lone Journey" serial, there's a strong likelihood he'll be found in the vicinity of Fred Astaire Field in Brooklyn, where he demonstrates radar's usefulness. Blind radar-controlled landings of planes are made to show how safely they can be effected when fog or darkness affect a pilot's vision.

Gilbert Murray

RECORD APPEARANCES

According to recently compiled records of "Radio Theater" appearances, Loretta Young leads with nineteen; Claudette Colbert follows with eighteen performances; Genial Don Ameche leads the men with twenty appearances; Brian Aherne is next in eighteen, George Brent closely follows with seventeen, as does Fred MacMurray.

WON'T MISS IT

would like discussed on his new series. The writers of the five best suggestions which will receive a week of programs each will receive a clever hat. Mail letters no later than midnight, March 24, so Ted can send you your prizes. They are: "Lone Ranger," Mon-day-Through-Friday Hat Contest, American Broadcasting Company, New York City 18, N. Y. (Announcement of this one-week contest came too late to include in last week's issue. We're interested in the hope that those interested will still have time in which to enter.)

Mrs. C. Hall, 11106 Avalon Bird, Los Angeles 3, Calif.

Heard on the Kenny Baker show:

Kenny: Here, put this fiddle under your chin and try it.

Lonnie: I can't play it. I'm left-handed.

Kenny: That's all right—put it under your other chin and go ahead.

Ronnie Gunney, 527 South Reese Place, Burbank, Calif.

Heard on the Jack Benny show:

Benny Day: I went down to the drugstore and got a tomato soda.

Jack Benny: A tomato soda? What's in it?

Dennis Day: A scoop of cherry ice cream, walnuts on top, and soda water.

Jack Benny: Where does the tomato come in?

Dennis Day: She was the one who gave it to me. Hubba, hubba.

Cyril Wiener, 918 South Broadway, Los Angeles 44, Calif.

Heard on the Jack Benny show:

Benny: I had a friend named Richmond who stopped at the Ulysses S. Grant Hotel in San Diego. He left without paying, and the hotel manager said it was the first time Richmond ever took Grant!

Mrs. Phil Trebol, 10824 Ocean Park Avenue, Los Angeles 34, Calif.

Heard on "Truth or Consequences":

Ralph Edwards: If I load of coal costs $15.00, what would a load of wood come to?

Contestant: I don't know.

Ralph: Ashes!

Angela Pegram, 2740 East 8th Street, Los Angeles 3, Calif.

Heard on the Jack Benny show:

Jack (as teacher) talking to "pu-pil" Frank Nelson: Why did George Washington throw a dollar across the Potomac?

Frank: I knew that would aggravate you!

Donald L. Cooke, 411 D Avenue, Coronado, Calif.

Heard on the Dinah Shore show with Ozzie and Harriet guesting:


Mimi Tomkins, 5356 Lefington Avenue, Hollywood, Calif.

Heard on the Red Skelton show:

Red: I ate so much Chinese food that I went home and did my own laundry.

Yolanda Kohl, 1003 South Baldwin, Arcadia, Calif.

Heard on the Dennis Day show:

Mr. Anderson: In my opinion, all men should be fathers.

Dennis Day: That's my opinion, too, if they don't who will?
TIME CHANGES

Sunday, March 23—"The Green Hornet", KECA, 8:30 p.m. (30 min.) Formerly KECA, 9:30 p.m. Monday.
Monday, March 24—"The Clock", KECA, 8:30 p.m. (30 min.) This psychological drama replaces "Board of Missing Heirs." Formerly KECA, 8:30 p.m. Sunday.
Monday, March 24—"Board of Missing Heirs", KECA, 9:30 p.m. (30 min.) Formerly KECA, 8:30 p.m. Monday.

Thursday, March 27—"Hollywood Star Time", KNX, 7:30 p.m. (30 min.) Formerly KNX, 8:00 p.m. Saturday. Last performance of this show.

WHAT'S NEW

Comedy-Drama

Saturday, March 22—"Joe and Ma-bel", KHJ, 10:00 p.m. (30 min.) A one-time preview of the show starring Jackie Cooper and Gloria Blondell.

Music

Monday, March 24—"Three Steps to Rhythm", KNX, 5:45 a.m. (15 min.)

Monday through Friday. Replaces Jimmy Wakeley.

Monday, March 24—"Hits and Headlines", KMPC, 9:30 a.m. (30 min.) What is America talking about, singing, admiring this way of vocalists and hit tunes in 1937 and the past ten years? Monday through Friday.

Audience Participation

Saturday, March 29—"The Three Bs", KNX, 4:30 p.m. (30 min.) A spelling bee in which the audience gives the correct answers—they hope.

WHO'S GUESTING

Variety

Sunday, March 23—Fred Allen Show, KFI, 5:30 p.m. (30 min.) Guest stars, Rogers and Hammerstein.

Sunday, March 24—"Charlie McCarty", KFI, 5:00 p.m. (30 min.) Ann Baxter visits Charlie and Edgar Bergen.

Sunday, March 25—"Leave It to the Girls", KHJ, 7:30 p.m. (30 min.) Victor Jory enacts a "heavy" in his visit to the cast of this Martha Rountree production.

Monday, March 24—"Erskine Johnson", KHJ, 4:30 p.m. (15 min.) Arlene Whelan guests with Erskine.

Wednesday, March 26—Bing Crosby Show, KECA, 9:00 p.m. (30 min.) Jack Benny and Mary Livingston are Bing's guests.

Thursday, March 27—"Sound Off!", KHJ, 8:00 p.m. (30 min.) Singer Nan Wynn joins the crew.

Drama

Monday, March 24—"Casebook of Gregory Hood", KHJ, 8:30 p.m. (30 min.) Allen Rich, radio editor of the San Fernando Valley Times, plays himself.

WHAT'S PLAYING

Drama

Sunday, March 23—"Theater Guild", KECA, 7:00 p.m. (1 hr.) "The First Year" starring Gene Tierney.

Monday, March 24—"Cavalcade of America", KFI, 8:30 p.m. (30 min.) Thomas Mitchell in William Seaward's "The Man Who Stepped Aside."

Thursday, March 27—"Hollywood Star Time", KNX, 7:30 p.m. (30 min.) This show makes its final appearance at this time Bob Hope guests.

Thursday, March 27—"Suspense", KNX, 9:00 p.m. (30 min.) Nancy Kelly in "Trial by Jury."

Saturday, March 28—"This Is Hollywood", KNX, 7:15 p.m. (30 min.) "Sinbad the Sailor" starring Douglas Fairbanks Jr. and Maureen O'Hara.

Forum

Sunday, March 23—"Open Forum", KMPC, 9:00 p.m. (1 hr.) "Should Japanese aliens be admitted to citizenship?" is the subject of discussion.

Music

Sunday, March 23—"Standard Hour", KFI, 8:30 p.m. (1 hr.) Internationally famous violinist Jaseh Jacobson is guest artist with the Los Angeles Philharmonic Orchestra directed by Alfred Wallenstein.

Monday, March 24—"The Telephone Hour", KFI, 9:00 p.m. (30 min.) Coloratura Lily Pons, guest star.

WHAT'S SPECIAL

Public Interest

Sunday, March 23—"Chicago Round Table", KFI, 10:30 a.m. (30 min.) "Moscow Peace Conference, the Future of Europe" is the subject of discussion.

Tuesday, March 25—One World Flight", KNX, 6:30 p.m. (30 min.) Wire-recorded interviews with Manuel Roxas, President of the new Philippine Republic and U.S. Ambassador Paul V. McNutt will help producer-narrator Norman Corwin tell the story of the young nation's hopes and strivings for peace and security in an uncertain world.

WHAT'S BACK

Public Interest

Monday, March 24—"Nelson Pringle", KNX, 7:15 a.m. (15 min.) The CBS news analyst returns at a new a.m. time and continues with his p.m. newscast. Monday through Friday.

SCENE STEALER

When Vaughn Monroe and his CBS orchestra were appearing at New York's famed Strand Theatre recently, Vaughn's two-year-old daughter was allowed to peek in from the wings. Tiring of waiting, the child strolled out onto the stage and started a plentiful "I want my daddy." The roar of the applause showed who stole the show from "daddy."

ADDRESS UNKNOWN

Once a week, for many years, Amos 'n Andy have received what they term their sweetest fan letter. Each of these letters is written by the same woman, who never signs her name. Each runs six or seven single-spaced pages, is composed entirely in dialect, and her texts have touched upon virtually all subjects from national affairs to dishwashing.

PRE-EASTER CONCERT

Thora Matthiason, soprano, and the Male Quartet are featured on Inglewood Presbyterian Church's 1947 pre-Easter concert on KNX, Tuesday at 7:30. Selections include "My Heart Ever Faithful" by Bach, "Twilight" by Massenet and "Ave Maria" by Bach-Gounod. The orchestra is under the direction of Earl Towner.

www.americanradiohistory.com
The ensuing years have seen Dick singing with such top bands as Tommy Dorsey and Benny Goodman, and fulfilling a three-month stand at New York's famous La Martinique. But national attention began when his 'You'll Never Know' and "It Can't Be Wrong," done with dramatic backgrounds, outsold all other platters. Decca sold over a million copies and a phone technique he heard in rehearsals, Haymes' unhurried ever-presence stick-foot to foot to foot to foot to foot, go to work. Gordon found he could prepare the exact amount of required material and avoid air lulls. Three engineers, headed by Tom Boxter, used a half mile of cord and a twelve mikes. Between Sid, who worked from the broadcasting booth in the Warwick Hotel, and Pat McGeehan, working back-stage, an inter-com system with a pair of mikes was in operation.

Movie biggies, grooved to think mainly in visual terms, at first objected to the mikes on stage, claiming they would hide the star personalities from the audience of 6700. They bowed to ABC when it was pointed out that the listening audience would be a mere forty-five or fifty million. "INCIDENT CAUSING the greatest amusement was when the house was darkened for a showing of a shorts program of the Pulitzer prize. The curtains parted, and the film clicked on screen backwards!"

Personally, although we liked Jack Benny as emcee, we thought his subdued mode of gagging let the tempo down a bit. Someone like Bob Hope, with a fast line of patter, always picks things up and creates a tension appropriate to such occasions. Only those who have received one of Atwater Kent's many invitations could appreciate Benny's gag: "I've found a new use for my printing press. I've converted it from running Christmas cards to running invitations to Atwater Kent parties!"

And wasn't Benny funny when he came on, just after past Academy Award winners had paraded across the platform, with Ronald Reagan announcing the box names and the pictures making them famous or vice versa? Jack announced: "This is Jack Benny" from 'The Horn Blows At Midnight'.

WHEN RADIO AND MOVIES combine to put something over, it's colossal (and incidentally, what a difference being radio-wise makes in the mike poise of those stars who know their kilocycles!) As for personalities' appearances, old timers registered disappointment in the subnormal evidence of super glamour. There weren't as many jewels (Please Turn to Page 29)
SUNDAY, MARCH 23

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

California Temperance Federation
Member, Hollywood B. O. A.

KMPC—Sunday Morning Melodies
KLAC—Church of the Magi Service
3:30—KFI—Grandpa Owens Reads...Melodies
KNX—Salt Lake Tabernacle
KGB, KFXM, KYOE—Voice of People's Laws
KFWB—Helen Richey Service
KMPC—Chapel Service
KFWB—Union Rescue Mission Serenade
KWWB—Buenas Noches
KXLA—Kirby's Western Church
KLAC—Christ Church Unity
KFI—Young People's Film Hour
KLY—Musical Memories
KFOX—Morning Bible Hour
8:15—KFC—Organ Melodies
KGFJ—Quiet Moments
9—KFI—The Eternal Light
KFXM—Religion to Learning
KECA—News
KJH, KGB, KYOE—Pilgrim Hour
KMPC—Show Tune Time
KLAC—News, Catholic Hour
KFWB—Sunday Serenade
KXR—Liberal Faith Hour
KRXD—Waltz Time
KFXM—Hollywood House Presents
KFWB—San Bernardino
KFWB—Italian Hour
KXLA—Sunday Morning Devotional
KXIC—Bing Crosby Time
KFWB—Ernest Rangell
KFOX—Popular Melodies
KFI—The Eternal Light
KXLA—California Tabernacle
KECA—Washington Inside Out
KMPC—Across the Footlights
KFC—Lecture
KFXM—Universal Table
KXIC—Carole King
KECA—St. Raphael Church
KXIC—Ruth Smith Sings
9:30—KFC—Taylor Made Melodies
KNX—As Others See Us
KECA—Taylor Made Melodies
KI, KGB, KYOE, KFOX—Lutheran Hour
KFWB—Melodies for Sunday
KFWB—Peter Potter's Flatter Parade
3:15—KFI—News
KFOX—Gilbert & Sullivan
KXLA—Corral Time
KXLA—Western Club
KECA—Meet the Band
KFXM—Naval League
KFWB—Rural Music
KFOX—News
KJH—First Call
KFC—Reflected Melodies
KFXM—Reflected Memories
KFC—Rhythmed Melodies
KFI—Sports Folio
10—KECA—People's Platform
KFOX—Ranch House
10—KXLA—Music News
KXIC—Salt Lake Tabernacle
KXLA—Salute the Musical Hour
KFWB—Peter Potter's Flower Parade
KXLA—Story Hour
KFXM—News, Glenn Hardy
KXLA—Western Federal
KJH—Musical Hour
KFOX—People's Platforms
KFXM—News
KXIC—Music
KXLA—Stave Program
KFWB—Turner Symphony
KXLA—Sunday Morning Church
KXLA—Sunday Serenade

KLAC—Broadsheet
KJH-KECA
KFWB
KXLA-KFOX
KXIC
KFXM
KJH
KGB
KYOE
KFOX

KJH—Music
KFXM—News
KJH—Sunday Roundup
KLAC—A Salute to Broadcasting
KJH—America United
10:05—KXIC—Radio Revival
10:15—KXIC—Home Town Parade
10:30—KFC—Music Man
11—KJH, KGB, KFXM, KYOE—Ballad Time
KXIC—Stars of Song
10:36—KFXM—Chicago Round Table
*KNX—News
*KFXM—Sammy Kaye Serenade
KXIC—KGB—Junior Jury
KXLA—Zaxa Folkus
KFXM—Church News
KFXM—Hollywood Melodies
KXIC—Top Tunes
KFXM—Voices of Prophecy
KFXM—Music Time
11:45—KFXM—Mark Twain
11:45—KXIC—J. Howard K. Chavez
KFOX—Cumberland Church
11:45—KXIC—Church Time
11:55—KFXM—Facts and Fiction
With Myron McConnell
12:00—KFXM—RCA Victor Show
12:00—KNX—Weekly News Review
12:00—KJH—Drama
12:00—KJH, KGB—Crime of Clarisse Bymo
12:00—KNX—Serenade
12:00—KXIC—Pass the Program Parade
12:00—KNX—News, Music
12:00—KFOX—Cocktail Hour
12:00—KXIC—Round Time
12:00—KFXM—Methodist Church
12:00—KRX—Italian Melodies
12:00—KFXM—Hollywood Baptist Church
12:00—KXIC—Christian Church
12:00—KFXM—Morning Time
12:15—KJH, KGB—Band Concert
12:15—KJH—Don't Take a Walk
12:15—KXIC—Hour of Stars
12:15—KXIC—Here's to You
12:15—KJH—Song of the Islands
12:15—KXIC—Those Witches
12:15—KXIC—Sunday Serenade
12:15—KJH—New Freedom Hour
12:15—KFXM—New Philharmonic Hour
12:15—KFXM—RPM—Waltz of Peace
12:15—KXIC—Broadsheet

SUNDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon Programs in Boldface

Comedy-Variety
3:00—Ozile and Harriet, KNX
3:15—Bobby Benny, KFXM
3:45—Phil Harris and Alice
4:15—Hal Roach Shorts
4:30—Charlie McCarthy, KFI
5:00—Kes Smith, KNX
5:15—Bob Burns, KFI
6:00—Blondie, KNX
6:15—Steve Benny, KFXM
Quiz, Participation
1:00—Who's Kids, KFI
2:00—Darts for Dooce, KECA
3:00—Mean Chet, KJH
3:30—Double or Nothing, KBX
3:30—Dillie Hall or Leave It to the Girls
3:30—Leave It to the Girls
4:00—Twenty Questions, KJH
Drama
1:15—One Man's Family, KFI
1:30—Commander Guild, KXIC
9:30—Romance of the Ranchos, KNX
Music
1:30—Salt Lake Tabernacle, KNX
11:00—Victor Show, KXIC
11:00—Harvest of Stars, KJH
12:00—Golden Camel, KFXM
12:00—New York Philharmonic
1:00—Hour of Charm, KNX
2:00—Arturo Toscanini, KFI
5:00—Family Hour, KNX
5:30—Haggy Carmichael, KNX
5:45—Gene Autry, KNX
4:30—Hollywood Music Hall, KECA

KLAC—Central American
KJH—North American
KECA—South American
KJH—Europe
KECA—World

KLAC—Radio News
KJH—Dr. Crvlo
KECA—Union News
KJH—Contrasts on Wax

1:15—KFI—Radio News Weekly
KJH—Dr. Drug
KECA—Union News
KJH—Contrasts on Wax

2—KFI—RPM—Symphony
KXLA—Family Hour
KECA—Redwood—Darts
3:00—KJH, KGB, KFXM, KYOE—Chamber Music
KJH—Dave Rose
KECA—American Way

3—KJH—RPM—Symphony
KXLA—Today's Hits
KECA—Cavalade of Classics
KJH—The Record Show
KECA—Hollywood Holiday
KJH—Reminiscence
KECA—Concert
KFI—Afternoon Concert
KXLA—Western Roundup
KJH—Monthly Review
KJH—Strings of Memories
KJH—Blessed Sunday
KJH—New Day
KECA—Remembrance

4—KJH—RPM—Symphony
KXLA—Quick as a Flash

Learn RADIO BROADCASTING

Frederick H. Speare, popular radio producer and writer, takes us behind the scenes of radio in this in-depth look at the craft of radio broadcasting.

KXLA—Hollywood Studio
KECA—People's Platforms
KECA—Radio
KFXM—People's Platforms
KECA—Saturday Night
KECA—Radio
KECA—Emancipation
KECA—Approved for Veterans

KXLA—Dexter's Denunciating Radio School
6671 Sunset Blvd.
Hollywood 2232 • Studio 1591

KJH—Radio
KXLA—People's Platforms
KFXM—People's Platforms
KJH—Matinee Melodies
KXLA—Sundae Serenade
KFXM—Quick as a Flash
WRITE SCRIBING

KFOX - 10:00

KGER

KPI:'-'

KFXM

KVOE

KXE-All Star Westerns.

KXE-Wake Up America!

Kiev-Bing Crosby.

FLOYD B. JOHNSON

AND King's Ambassadors

KFOX 4:30-5:00 P. M.

1280 Kilocycles

REBROADCAST

KGER 5:00-6:00 P. M.

1150 Kilocycles

FLOYD B. JOHNSON

FLOYD B. JOHNSON, King's Ambassadors.

KFOX - 10:00

KGER

KPI:'-'

KFXM

KVOE

KXE-All Star Westerns.

KXE-Wake Up America!

Kiev-Bing Crosby.

FLOYD B. JOHNSON

FLOYD B. JOHNSON, King's Ambassadors.

KFOX - 10:00

KGER

KPI:'-'

KFXM

KVOE

KXE-All Star Westerns.

KXE-Wake Up America!

Kiev-Bing Crosby.

FLOYD B. JOHNSON

FLOYD B. JOHNSON, King's Ambassadors.

KFOX - 10:00

KGER

KPI:'-'

KFXM

KVOE

KXE-All Star Westerns.

KXE-Wake Up America!

Kiev-Bing Crosby.

FLOYD B. JOHNSON

FLOYD B. JOHNSON, King's Ambassadors.

KFOX - 10:00

KGER

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KXE-Wake Up America!

Kiev-Bing Crosby.

FLOYD B. JOHNSON

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FLOYD B. JOHNSON

FLOYD B. JOHNSON, King's Ambassadors.

KFOX - 10:00

KGER

KPI:'-'

KFXM

KVOE

KXE-All Star Westerns.

KXE-Wake Up America!

Kiev-Bing Crosby.
MONDAY, MARCH 24

Indicates News Broadcasts.

9:00-9:30 KFI—What Do You Say?

9:30-10:00 KNX—Johnny Murray.

10:00-10:30 KNX—Don Melrose.

10:30-11:00 KMPC—Bob and Jerry.

11:00-11:30 KFI—L.A. News.

11:30-12:00 KNX—Miss Rosemary.

12:00-12:30 KFI—L.A. News.

12:30-1:00 KNX—News.

1:00-1:30 KMPC—Bob and Jerry.

1:30-2:00 KFI—L.A. News.

2:00-2:30 KNX—News.

2:30-3:00 KMPC—Bob and Jerry.

3:00-3:30 KNX—News.

3:30-4:00 KMPC—Bob and Jerry.

4:00-4:30 KNX—News.

4:30-5:00 KMPC—Bob and Jerry.

5:00-5:30 KNX—News.

5:30-6:00 KMPC—Bob and Jerry.

6:00-6:30 KNX—News.

6:30-7:00 KMPC—Bob and Jerry.

7:00-7:30 KNX—News.

7:30-8:00 KMPC—Bob and Jerry.

8:00-9:00 KNX—News.

9:00-9:30 KMPC—Bob and Jerry.

9:30-10:00 KNX—News.

10:00-10:30 KMPC—Bob and Jerry.

10:30-11:00 KNX—News.

11:00-11:30 KMPC—Bob and Jerry.

11:30-12:00 KNX—News.

12:00-12:30 KMPC—Bob and Jerry.

12:30-1:00 KNX—News.

1:00-1:30 KMPC—Bob and Jerry.

1:30-2:00 KNX—News.

2:00-2:30 KMPC—Bob and Jerry.

2:30-3:00 KNX—News.

3:00-3:30 KMPC—Bob and Jerry.

3:30-4:00 KNX—News.

4:00-4:30 KMPC—Bob and Jerry.

4:30-5:00 KNX—News.

5:00-5:30 KMPC—Bob and Jerry.

5:30-6:00 KNX—News.

6:00-6:30 KMPC—Bob and Jerry.

6:30-7:00 KNX—News.

7:00-7:30 KMPC—Bob and Jerry.

7:30-8:00 KNX—News.

8:00-9:00 KMPC—Bob and Jerry.

9:00-9:30 KNX—News.

9:30-10:00 KMPC—Bob and Jerry.

10:00-10:30 KNX—News.

10:30-11:00 KMPC—Bob and Jerry.

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11:30-12:00 KMPC—Bob and Jerry.

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2:30-3:00 KMPC—Bob and Jerry.

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9:00-9:30 KMPC—Bob and Jerry.

9:30-10:00 KNX—News.

10:00-10:30 KMPC—Bob and Jerry.

10:30-11:00 KNX—News.

11:00-11:30 KMPC—Bob and Jerry.

11:30-12:00 KNX—News.

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4:00-4:30 KNX—News.

4:30-5:00 KMPC—Bob and Jerry.

5:00-5:30 KNX—News.

5:30-6:00 KMPC—Bob and Jerry.

6:00-6:30 KNX—News.

6:30-7:00 KMPC—Bob and Jerry.

7:00-7:30 KNX—News.
RADIO LIFE

MONDAY LOGS

KLAC-Barclay Allen Orch. Base-Rafferty's Jewel Box.
KLAC-Hawaiian Melodies.
KLAC-Do You Know?
KFWB-Mahalia Jackson.

KFAC-Radio News.
KLAC-Y. Texas Tyler

Television, 6:30, Tonight 8:00-10:30 p.m.

KFJ, KPSD—Sports
KRX—Lowell Thomas
KEC, KPSD—Lisa.

JOHN F. WHITEHEAD & ASSOCIATES

Present

"Moon Dreams"

starring

Marvin Miller

9:45-10:00 P.M.

Monday thru Friday

KFJ

1230 ON YOUR DIAL

KFJ—Moon Dreams, Poetry, Story, Music mixed by Marvin Miller.
KFJ—The Reader, Reported by the Reader.

KFJ, KGB, KFXM, KVOE—Sports.

KEC, KPSD—Sports.

KRX—Lowell Thomas.
KEC, KPSD—Lisa.

EASTSIDE SHOW
10 TO 12 P.M.
Every Night Except Sunday

KFJ

KFJ—Eastside Show.
KFJ—Lucky Lager Dance.
KFJ—Spade Cooler Party.
KGB—Red Cross.
KGJ—Campus Show.
KFX—Amateur Flights.
KFX—Monday thru Friday
KFJ—Sports.
KPSD—Coach Party.

KFJ, KGB, KFXM—News.

KSB—The Army
KPSD—Sports.
KPSD—Coach Party.

KFJ, KGB, KFXM—News.

SEASON

Springs

Summer

Fall

Winter

KFJ—Sports.

KFJ, KGB, KFXM, KVOE—News.

KFJ, KGB, KFXM—Sports.

KFJ, KGB, KFXM, KVOE—News.

KFJ, KGB, KFXM, KVOE—Sports.

KFJ, KGB, KFXM, KVOE—Sports.

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KFJ, KGB, KFXM, KVOE—Sports.

KFJ, KGB, KFXM, KVOE—Sports.
HAVEN OF REST
KRKD and KFOX
8:00 A.M. TUES., 6th Sun.
KXLA 8:30 A.M. Mon., Wed., Fri.

KFI, KFSD—Fred Waring.
KFBK, KNX, KROI—Johnny Murray.
KCSN, KFRC, KVOR, KFXM—Don McNeill's Breakfast Club.
KIP, KITC, KMIQ—Music, Church, KAJ—Inside Baseball.
KMC, KXLA, KLC—News.
KBB, KFBI, KFBQ, KFRI—Easy Listening.
KFC, KJZM, KJZT, KJZV—Country Church.
KGT, KJZB—Concert Pastel's.

RADIO LIFE

TUESDAY LOGS

Olympic Auditorium
FLIGHTS
Tuesday 10:05 am
KLAC

10:05-KLAC-Olympic Bicent. EGG-Cerebral Roundup.
10:15-EFF-Reserve.
10:30-KEF-Inside the News.
10:45-KEF-Concert Roundup.

KLAC

9:00 P.M. TUESDAYS

9-KEF-My Favorite Story. KNX-Big Town.
11-KEF, KPRO, KBM-Fort Bragg Symphony Orchestra.
12-KEF-Story. KNX-Beauties of the Night.
1:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
1:30-KEF-Dance.
2:00-KEF-World of Music. KNX, RUG, KYOE-News.
2:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
3:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
3:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
4:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
4:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
5:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
5:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
5:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
6:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
6:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
6:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
7:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
7:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
7:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
8:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
8:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
8:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
9:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
9:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
9:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
10:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
10:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
10:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
10:45-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
11:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
11:15-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
11:30-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
11:45-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.
12:00-KEF, KPRO, KBM-Group Music. KNX-Beauties of the Night.

Interesting in Radio Broadcasting?

Become A Radio Personality!

Audition Now
For Positions in Wire, Radio, or Television, fascinating fields.

WITHOUT CHARGE!

Your Voice Recorded Free

ANNOUNCING, ACTING, COMEDY, WRITING, SPORTS, COMEDY
Under supervision of more radio and television stations. (Contact with stations and agencies throughout America.)

Hal Styles
School of Radio
8500 Wilshire Bl., Beverly Hills

Private Recital

Oscar Levant, eminent pianist who guests often on CBS' "Information Please," recently played the piano in the White House in Washington. Others at a private party for the Justices of the Supreme Court and their wives.

WWW.americanradiohistory.com
**WEDNESDAY, MARCH 26**

**8**
- KFL, KFSD—Fred Warlag.
- KNX—Johnny Murray.
- KCLA, KFWB—Dee McNeill's Breakfast Club.
- KFI—GB—Cecil Brown.
- KMPC, KXLA, KFMB—Norman's.
- KGER—News.
- KFBD—L.A. Breakfast Club.
- KFGB—Concert Pastelle.
- KFAC—Country Church.

**9**
- KWW—Andy Mansfield.

**HAVEN OF REST**

**KRKD and KFOX**

8:00 A.M. thru Sat.

**KXL A 8:30 A.M.**

- Mon., Wed., Fri.

**KRKD, KFOX—Haven of Rest**

- 8:05—K ned Smith.

- 8:15—KNX, KSDJ—Fred Beck.

- 8:20—KWX—Music of the Movies.

- 8:25—KMPC—Markets; Sports.

- 8:30—KAG—Baynes at the Finns.

- 8:35—KFXM—Music of the Bandwagon.

- 8:40—KXLA—News.

- 8:45—Klutzy—Public Interest.

- 8:50—KXLA—Public Service.

- 8:55—KFL—Breakfast.

- 9:00—KEDJ—Breakfast.

- 9:05—KNX—Victor McDade, Jr.


- 9:15—KXLA—Newsmaker.


- 9:30—KXLA—Public Service.

- 9:35—KXLA—Newsmaker.

- 9:40—KXLA—Public Service.

- 9:45—KXLA—News.

**WEDNESDAY Program Highlights**

**Morning Programs appear in Listform Type: Afternoon and Evening Programs in Boldface.**

**Comedy—Variety**

- 6:00—Fanny's Tavertine.
- 6:05—Dinah Shore, KNX.
- 6:10—Frank Morgan, KFL.
- 6:15—Great Gildersleeve, KFJ.
- 6:20—Shug Crosby, KEC.
- 6:25—Jack Carsons, KFJ.
- 6:30—Donahue, KXLA.
- 6:35—Harry Morton, KEC.

**Quiz, Participation**

- 7:00—McNeill's Breakfast Club, KEC.
- 7:05—Kenny Baker, KEC.
- 7:10—Breman's Breakfast, KEC.

**Comment—Narration**

- 7:15—Fred Back, KNX.
- 7:20—Kate Smith, KNX.
- 7:25—Galen Drake, KEC.
- 7:30—Halston, KEC.
- 7:35—Bertie Wheeler, KEC.
- 7:40—Kero, KFCM.

**Drama**

- 8:00—Hollywood Theater, KFL.
- 8:05—Dr. Christian, KNX.

**Music**

- 8:00—Fred Waring, KFI.
- 8:05—Hollywood, KXLA.

**Sports**

- 8:00—Race Linesup, KWW.
- 8:05—Sunset, KGFJ.

**Mystery—Detective**

- 8:00—Three Little Dreams, KEC.

**Comedy—Variety**

- 6:00—Frank Sinatra, KNX.
- 6:05—Musical Digest, KGFJ.
- 6:10—Super Club, KFI.
- 6:15—Kronken's Variety, KFJ.
- 6:20—Music Supreme, KGFJ.

**Comment—Narration**

- 6:30—Paul Harvey, KEC.
- 6:35—Sid Hitchcock, KEC.

**Drama**

- 6:40—Publicity, KEC.

**Music**

- 6:45—Three Little Dreams, KEC.

**Sports**

- 6:50—Football, KEC.

**Mystery—Detective**

- 7:00—district Attorney, KFI.

www.americanradiohistory.com
**MILD & MELLOW**

3:30 to 4 P.M. **WAX WORKS** Monday Through Friday

**ROWLAND and His TRIO**

3:30-4:30 P.M. Mon-Sat

**SMOOTH DIALING**


3:55 - **KFI**-Sports Flash.

**KFWB**-Afternoon Melodies.

**KMF**-Musical Favorites.

**KFWF**-J. A. Daily Reporter.

**KRW**-Swing Session.

**KMPC**-Arthur Pendelburn.

**KFOX**-News, Stardust.

4:05 - **KGER**-Under Blue Skies.

4:15 - **KNX**-Burritt Wheeler.

4:20 - **KLAC**-Music Room.

4:25 - **KXLA**-Juke Box Matinee.

4:30 - **KGM**-Sports Flash.

**KCRA**-Norman Sings. **KXLA**-Adventure Parade.

**KMLC**-Mild and Mellow.

**KFMB**-Melody Matinee.

**KGED**-Lexus Variety Hall.

**KSF**-Sports Flash.

**KSL**-Amber Smith Sings. **KXAJ**-Adventure Parade.

**KMLC**-Mild and Mellow.

**KFMB**-Melody Matinee.

**KGED**-Lexus Variety Hall.

**KMLL**-Dialing 1430.

**KMLC**-This Woman's Secret.

**KSF**-Sports Flash.

**KSL**-Amber Smith Sings. **KXAJ**-Adventure Parade.

**KMLL**-Dialing 1430.

**KMLC**-This Woman's Secret.

**KSF**-Sports Flash.

**KSL**-Amber Smith Sings. **KXAJ**-Adventure Parade.

**KMLL**-Dialing 1430.

**KMLC**-This Woman's Secret.
**THURSDAY, MARCH 27**

**HAVEN OF REST**

**KRKD and KFOX**

8:00 A.M.  Tues. thru Sat.  
**KXLA** 8:30 A.M.  Mon., Wed., Fri.

**KRKD**, **KFOX**—*Haven of Rest*.

**KRKD**—*Family Church*.

**KFWI**—*Wake-up Ranch*.

**KXDR**—*Men, Me, and the Church*.

**KMPC**—*Markets*.

**KFWI—Morning Melodies*.

**KLAC**—*Hayses at the Haens*.

**KFWI**—*Jack Bench*.

**KFWI**—*Earl Moody*.

**KXW**—*Wink of Reality*.

**KFWI**—*Tide of Reality*.

**KFWI—Public Service*.

**KFWI—Voice of Health*.

**KXLA**—*Harmony Homestead*.

**KXLA—Harmony Homestead*.

**KXLA**—*Lake View*.

**KXLA—Lake View*.

**KFSD**—*Standard School Broadcast*.

**KXLA**—*Big Sister*.

**KKEA**, **KFBM, KFRO**—*Concert Pastiele*.

---

**BELL TAILORS**

**Presents**

**Dinner Bell Round Up**

12:00 noon, Mon. thru Fri.  
**KXLA**

---

**THURSDAY Program Highlights**

Morning Programs appear in Lightface Type.

**Evening Programs in Boldface.**

**Comedy-Variety**

8:00—**McNell's Breakfast Club**.

8:30—**McNell's Breakfast Club**.

**Music**

8:00—**Dance Hall**.

8:30—**Dance Hall**.

**Drama**

6:30—**Grand Marque, KHJ**.

7:00—**Reader's Digest, KHJ**.

**Public Interest—Information**

6:45—**Town Meeting, KCA**.

8:30—**Wallace Sterling, KXN**.

**Sports**

10:00—**Racing Lineup, KKW**.

10:00—**Racing Lineup**.

**Sports**

10:00—**Racing Lineup**.

**Sports**

10:00—**Racing Lineup**.
SATURDAY, MARCH 29

8 KFI—Jump-Jump of Holiday News.

*KFX—News, Let's Pretend.

*KFJ—Song of the Seagull.

*KMPF—Talley Jackson, Melodies.

*KFWB—Morning Melodies.

*KFJ—Count Davis, Melodies.

*KFJG—Concert Pastelle.

*KFMB—Listen to the Birds.

*KIEV—KGER—News.

HAVEN OF REST

KRRD and KFOX
8:00 A.M.
Mon., Wed., Fri.

KRRD, KFOX—Haven of Rest.

KFVD—Wake up Ranch.

KGB, KVOE—Story Time.

KFMB—n-Krackin'.

KFND—Eight o'Clock Special.

KFMB—The Timekeeper.

8:35 KGER—My Fair Lady.

8:45 Coffee Concert.

KFMB—Market Reports, Sports.

KLAC—Hayes at the Reins.

KMPC—Saturday Special.

KIEV—Musical Bandwagon.

8:30 KFJ—KFMD—Smillie Ed

* KXN—KSDJ—Adventure Club.

*KMPF—Three Susie.

*KFWB—Walton's Restaurant.

*KLBA—Bell Bandstand.

*KIEV—Music.

*KFJ—Children's Story Time.

*KFJ—Sally Bynum.

*KFMB—Know Your Bible.

*KFMB—Wake Up and Smile.

9:45 KFJ—Street Swing Shop.

*KFJ—Yr. Army on March.

*KFAC—Organ Moods.

*KFJ—Sacred Serenade.

*KFJ—Morning Serenade.

*KIEV—Musical Memories.

*KFMB—Voices of Children.

9 KFJ—Young American Speaks.

*KXN—KSDJ—Theater of Today.

*KFJ, KFMM—Theater of Today by Du Robertson.

*KFJ, KFMM—Pro Arte Quartet.

*KFAC—Keith Hetherington.

*KFM—Sally Bynum.

*KGOF—Public Messenger.

*KFMB—Vocal Tilt.

*KLBA—Bell Bandstand.

*KFJ—Waltz Time.

*KRDK—Sagebrush Serenade.

*KIEV—Rosa Mayes.

*KFWB—Voice of China.

*KFMB—Quiz Down.

9:00 KGER—London Otter.

9:15 KFJ—By Request.

*KFCA—Mirandy.

*KFMB—Moral Melodies.

*KLAC—Storybook Song.

*KFAC—Morning Concert.

*KFWB—Re-Williw.

*KFJ—KFMD—News.

*KFMB—Kaye Smiths.

*KPID—Mild Rice.

*KFMB—Pro Arte Quartet.

9:30 KFJ—KFMD—News.

9:30 KFJ—Meet the Author.

*KNX—Stars over Hollywood.

*KMPF—American National.

*KFJ, KGB, KYOE—Flight Time.

*KFMB—By Way of Comparison.

*KFAC—Pet Program.

*KFMD—News.

*KFJ—Open Album.

*KFJ—KFMD—News.

*KLAC—Music Land Reves.

*KFMB—Radio 78s.

*KIEV—Meet the Band.

*KGER—Music.

*KFJ—Melodies.

*KFMB—Kids' Bible Club.

9:45 KFJ—KMPF—Kilheimer.

*KFCA—Little Khalil.

*KRRD—News.

*KFJ—Morning Melodies.

*KFJ—Remembered Rhythms.

*KGER—Rhythm Road.

*KFJ, KFPS—National Farm and Home Hour.

*KNX—Grand Central Station.

Page Twenty-eight
Just a Plane Trip

Aviation-minded Edgar Bergen's idea of a good day was fulfilled recently when he and friend Brian Aherne flew to Oxnard, Calif., for lunch; to Santa Barbara for golf; then to Van Nuys for dinner.

Donor Don

By reason of twenty hardworking years on the stage, screen and radio, Donald O'Connor of CBS' 'The Ginny Show' is now a star and a youngster. So he was recently able to celebrate his birthday as a radio star by gifting his mother with a Packard Clipper and his wife with a Buick.

Exploring the Name

André Baruch, announcer of MBS' "Exploring the Unknown," needs fifteen seconds to acquaint audiences with his full name—André Bernar! Jean Jacques Rousseau Octavus I Troisimiére Baruch de la Pardo!

Siam Old Story

A recent Lux drama, "Anna and the King of Siam," will be of special interest to Producer William Keligher, as he and his wife visited Siam several years ago in search of background material for a screen story.

Page twenty-nine
Mystery Theater
Music
Midnight Flyer
Man Lombardo, on the Webster of the Roundup__ h1.F.1 :. Jones the Family Fultoa....._.HH,1, Victor____
KNX,........KHJ,
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记录

笔记给你的你

BY ANDY MANSFIELD

1 note—no
2 notes—maybe
3 notes—yes

Chord in G-tops

PAUL WHITEMAN ORCH.

With Earl Wild at the piano, here is the finest and most distinctively different interpretation of Gershwin’s “Rhapsody In Blue” to date. Not only are Paul’s orchestra and chorus at their best, but coupled with the fact that this is the first complete recording of the “Rhapsody” on four twelve-inch sides, it rates nothing but the finest; a glorious Chord in G! (Signature Album).

JOHNNY MOORE’S THREE BLAZERS

Six very listenable sides comprise the Blazer’s first album in a variety of styles from ballad to blues and back again… bend an ear in their direction and you’ll see why made the three-note department. (Exclusive Album).

BENNY GOODMAN ORCH.

Making his debut on a new label, BG not only has a swell band, but also vocals by Johnny Mercer on both sides of “Moon-Faced, Starry-Eyed” and “It Takes Time”… which all adds up to a very choice three-note rating. (Capitol).

MELODY

With Sonny Burke’s musicians backing him nicely on “I’m Yours” and “Who Cares What People Say”, this youngster without much of a voice can really sell a song and will bear watching for, hence the full two notes on his latest release. (Musicraft).

PAULA KELLY AND MODERNAIRES

This popular vocal group has a couple goodies in “Lovin’ Time” and “Hoodie Addle”… tunes are nicely arranged… orchestra backing is good… group’s vocal work is smooth… how else could it make the three-note niche? (Columbia).

PHIL HARRIS ORCH.

If you haven’t heard about the “six tall, slim, slick, sycamore saplin’s”, better known as Phil’sie’s “Possum Song” a spin… and for good measure, it’s coupled with “It’s a Good Day”… even Jackson would give it three notes. (RCA-Victor).

LOU WHITMAN ORCH.

Strictly novelty is Prima’s “Baciaglampo”, while on the reverse side Louis vocals “Just a Gigolo” in a yesteryear revival at slower tempo… you’ll hear both plenty times in machines… that’s a joke, ton, but the two notes ain’t. (Majestic).

Writers Can Be Normal

(Continued from Page 5)

every week’s Burns and Allen script. “We like to feel,” put in Keith, “that our relaxation shows in the final product.” (It does, tellus!)

Paul is the one who usually hitches the idea for the show. Friday morning Keith call on George Burns in his office in Hollywood to discuss next week’s story line. (“Incidentally,” remarked Paul, “George is a heck of a nice boss.”) The show is divided into three “spots.” Following the conference, Paul and Keith divide the first “spot,” each going home to write his half. Saturday these are read to George. More conferences and one is written and okayed, Tuesday, the third. “We know where we’re heading all the time,” the team stated. “We re-write together.”

Even Burns doesn’t know who wrote to whom, alls are Paul and Keith in their scripting. Practically phenomenal are their speed and their willingness to cut lines if necessary. While some writers fuss and fume, acting as if their only child were being dismembered when they are asked to chop hunks of script, Paul and Keith attack the problems like skilled, matter-of-fact surgeons.

Paul started in radio in 1932 as singer on the “Night Hawk Frolics” in Kansas City. Ted Malone was dating Paul’s sister and became Paul’s idol. When Ted entered radio, naturally Paul wanted to get in, too.

“Keep out of radio,” admonished Malone. “It’s only a passing fancy.” But Paul wanted to sing on the air like Gene Austin (“and he can, too,” interpolated Keith), so he got a job with the Frolics on NBC and teasingly called Malone at midnight, just to hear the show went on the air. Stumbling out of his warm bed, Malone received Paul’s news, then, realizing that it was fruitless trying to keep Hennig out of radio, said resignedly, “All right, come over to the station tomorrow (Malone was on CBS) and I’ll let you sing.”

“I was there five years,” laughed Paul. “I opened up at 5:30, then announced, dusted, and did some filling.” In 1937 he went to Chicago to assist Ida In and Molly,” stayed until November, 1938, then joined Rudy Vallee’s writing staff, where he remained until hooking up with Keith in 1942. He joined in 1943.

“Yeah,” summarized Keith of Paul’s career. “He’s lived dangerously.”

Keith, a North Carolina product, has a background of newspaper reporting and writing which led to his conceiving a novel. Someone showed it to Ben Hecht, who wanted to adapt “The Front Page” for radio. Keith worked on this, then slipped into writing sketches for the old Vallee

Varieties in 1933. In 1938 he was with Chase and Sonborn, stayed two years, then spent two, writing on the Texaco show with Ken Murray. He joined Burns and Allen in 1941.

One of the writers’ first assignments was to build George and Gracie as Mr. and Mrs. in a new program. Involved changing Gracie from a complete imbecile into a wacky housewife.

Typical Case

Both Keith and Paul think writers do not receive proper consideration. Paul exaggerates in discussing the situation. “A big potato comes out from New York with $10,000 to spend on a show for some sponsor,” he points out. “Now, let’s see, who’ll we get for a big star?” the fellow asks. They pick a $5,000-a-week name. Then the show must have a big-time band, so they hire one for a couple of grand. Nothing but the best, you know! A producer then sanders for him. Finally, the big potato has everything set, he thinks, and gets ready to board the Super Chief back to New York. Just as he’s stepping into the dining car: "Oh, by the way, get someone to write the show.” His local man protests. “The budget won’t allow it.” The big potato sloughs off the problem with, “Quite a problem to put it out for $100 a week!”

“That’s what the matter with a lot of shows,” remarked Hennig.

Both Paul and Keith are married andchorused. “We’re both in love with our wives.”

“If you print that and my girl friend reads it, I’m dead,” kidded Paul. His wife is the former Ruth Barth, Chicago radio actress, and they have two girls, Carol, five, and Linda, two, and a little red-haired boy, Tony. The Hennings home is in the Valley, and after living for many years in an apartment, Paul has found a yard most exciting. “I spent a lot of my childhood around in the garden that Ruth said she was a grass widow,” he added. The Hennings find movies their chief source of entertainment and seem to have as many as four in a row when the opportunity is provided. Asked whether he had any hobbies or collections, Paul said, “Yes, I collect children.”

Keith and his wife, Frances, live in Hollywood and have no children, but seven cats. They see about four movies a year. He goes in for book collecting, American first editions and mysteries, and likes to collect odd facts. “Master of Useless Information,” he laughingly refers to himself. “I can name, for instance, the names of the first two American soldiers killed in the Civil War.”

Proving that script writers can be nice people and practically normal, Keith had to puncture the theory with a tiny pin prick: “I don’t like to work in the daytime. I like to work at night,” Keith explained, “because after dinner and typing until two or three in the morning.”

“Yeah,” said Hennig, wryly, “Heaven help you if you call him before ten ayem!”

Page thirty-two

www.americanradiohistory.com
Kearns Carries On

Like Most Radio Veterans, Joe Kearns Has Experienced Radio at Its Best—And Worst! Busy Kearns Takes Time to Tell Us of His Work and Hobbies

By Joan Buchanan

Joe Kearns is a radio young-old timer, but even he isn't immune, he admits, to those radio nightmares! "I have a recurring dream," Joe told us, "in which I have a dirty old purple ditto copy of the script and I desperately try to read and ad lib through it!"

Joe is kept so busy in radio running back and forth between shows that he claims that if he broke a leg his career would end. You hear Joe as the voice of "Suspense," on the "Maisie," Judy Canova and "Sam Spade" shows, and as "Mr. Colby" on the Mel Blanc show. He does as many as eleven network programs a week and, amazingly enough, he doesn't have to chart his time to remember where and when he is due.

Joe's longest hiatus from the airways was a six-week siege in the hospital. He plans to get away for a trip this summer—and hopes it'll be to Sweden.

Getting back to that nightmare, Joe recalls that incidents of nightmarish proportions have occurred to him while in front of the mike. The most recent was a heckler in the Canova show audience. Not content with trying to get into the act from the sidelines, the Interloper jumped from the audience and ran up to the stage to join Joe. "Mel Blanc and George Neice grabbed hold of him and bore him out into the wings while the rest of us carried on," Kearns related.

Too Smart

Joe's worst memory of radio, however, was on an experimental show called "Your Witness." The show was presented as a stage play. The actors had to memorize their lines and contend with props in addition to worrying about getting over the air. Joe, discovering that much of his scene was played from a phone booth on the stage, decided to pin up the pages of his script in the booth and read it then and there. "I was smart," commented Joe. "I was going to save myself a lot of trouble! When we went on the air I discovered that it was so dark in the booth I couldn't see to read—I had to ad lib practically my whole part!"

Joe also recalls the time the lights went out in the old KNX studio while he was at the mike doing a part in the "Scattergood Baines" series. The soundman lit candles and held them over the actors' scripts while they tried to read by the dim light. "Unfortunately, though," Joe smiled, "the hot tallow from the candle kept dripping on my hand. I couldn't move my script away because I wouldn't have been able to see it and I couldn't stop and tell the sound man that he was burning my hand."

(Please Turn to Page 39)
Furthermore, U. S. Tax Court Decided "Pot O' Gold" Rewards Were Outright Gifts, Not Subject to Income Levies

Wednesday, 6:30 p.m.

XTRA good news for those fortunate few who received the Wednesday night "Pot O' Gold" gift is the fact that the entire amount is entirely tax-free—not a penny is deducted for taxes. In the U. S. Tax Court, on December 28, 1945, in the case of Pauline C. Washburn vs. Commissioner of Taxes, the court held that "the chance selection of a name by the 'Pot O' Gold' people was an outright gift without any of the earmarks of an income and was not included in the gross income of the taxpayer."

Miss Washburn had been given $1,000 by the sponsors of "Pot O' Gold" before it left the airwaves several years ago, and her fight against being taxed for the gift paved the way for all recipients of the "Pot O' Gold" gifts to have all of it to enjoy. Today, thanks to Miss Washburn, "Pot O' Gold" considers itself the only radio program whose gifts are tax-free.

The telephones called the first two broadcasts in "Pot O' Gold's" new series went unanswered, and as $100 is sent to the person in whose name each phone called is registered, with the remaining $900 being added to the "pot," the "Pot O' Gold" jackpot held $2,800, its greatest amount to this date, when the telephone owned by Mrs. Florence Rattigan, of Philadelphia, Pennsylvania, a cashier for the Bureau of Internal Revenue, was chosen. Mrs. Rattigan was home, and practically speechless when Emcee Happy Felton told the telephone owner: "M A E S T R O H A R R Y S A L T E R conducts the orchestra as "Pot O' Gold" baritone Jimmy Carroll sings a ballad as build-up to the climax of the program—the $1000 award."

できません。
There's one name in this huge stack of telephone directories that belongs to a very lucky person each week. Happy Felton peruses a phone book to be sure the Feltons are listed—just in case. By the small size of many of the volumes, it looks as though the villages and small towns of the U. S. are well represented.

Her the glad tidings that she was about to have $2,800 dropped in her lap by the sponsors of "Pot O' Gold."

Seventeen thousand dollars have been given away through Happy Felton's phone calls during the weekly broadcasts between October 3 and January 29, inclusive. Of the seventeen telephones called, four were not answered by the end of the allotted time, with the owners garnering $100 each, but of the other telephone owners, eleven were given $1,000 each, two received $1,900, and Mrs. Rattigan was made $2,800 richer—richest of all.

Chief Yeoman Eugene Hawkins, USCG, of New London, Connecticut, shows his home phone number to the custodian of the library of telephone books, Chick Johnson. The two lovelies are present to help spin the Giant Selector.

"Stop the music", calls Felton as he gets the answer to his weekly call. Harry Saltzer obliges as Happy makes with the chatter. Though Felton is a comedian and a graduate of the Olsen and Johnson show, "Hellsapoppin,", this is one moment he takes very seriously. There's someone on the other end of the line to whom this means a great deal, and it means a lot to Happy, too—so "stop the music!"
All dressed up in his conductor's hat, Al Poska gets into the spirit for a "Midnight Flyer" run.

AL PROCURED A SET of wheels for a young fan who wanted to enter a soap box derby, and in appreciation the fan named his entry after Poska's show.

When that mythical train, the "Midnight Flyer," comes chomping out of your radio speaker each night at the witching hour, get on board—join in the fun—dance—or, just relax and enjoy it. Any way, you can't lose. The "Flyer," sponsored by Barbasol, is making its mark as one of the most popular record shows on the air. Even if you're a music hater (we met one once), you can't help enjoying Al Poska's pixyish sense of humor.

Poska, as you no doubt have gathered by this time, is the conductor of the "Flyer," and a finer, more upstanding character we have yet to meet. He's a staff producer at KFI, but the "Midnight Flyer" is his baby. He loves it with all his heart. The result—a carefully programmed, clever show.

With more than 18,000 records in KFI's music library to choose from,

When the "Flyer" celebrated its first anniversary recently, many well-known artists and other friends joined in the observance. Here Margaret Whitting gives Al a big birthday smack.

And Relax with Conductor Al Poska, Who Enlivens Fast Musical Journey

By Eva Meyer

Monday-Saturday, 12 midnight KFI
"OPEN THE DOOR", says Jack McVea, whose famous recording is being spun coast to coast. Jack was Al's "Flyer" guest not long ago.

looking as if he enjoyed Al's birthday party, Freddy Martin exchanges remarks with Poska over the "Flyer" mike.

Al's scope is unlimited, and he takes advantage of the situation to offer his many fans the ultimate in variety. The playing of the "top tunes" with monotonous regularity, characteristic of many platter shows, is religiously avoided on the "Flyer." Of course, Al always plays a few of the ones most frequently requested. The remainder of the show is devoted to new releases, distinctive arrangements of old tunes, unusual numbers and, occasionally, a noted guest interview.

when two platter pushers meet, what do they talk about? You're right. And they did! Ira Cook, left, and his host, Poska.

al appears interested as Spike Jones explains some of his washboard "musical" contraptions to the "Flyer" conductor.
Howard Culver, Versatile Radio Actor, Follows Flying, Modeling in Clay, Woodworking, Interior Decorating, Writing, Collecting

Howard Culver, who plays "Simon" on Mutual's "Count of Monte Cristo" and who's also heard on Mutual's "Gregory Hood", is an ardent hobbyist. Currently, he models in clay, writes, photographs, does woodwork, is interior decorating his newly-acquired home, files, collects knives, goes hunting and camping. At some time or other in his life he's touched on at least half of all possible hobbies, and the chances are great he'll hit the other half before he's through.

Most of Culver's hobbies start through either necessity or accident. For instance, his small daughter was given some child's modeling clay, took it to her father with the request, "Daddy, make a man."

Culver, who has always regretted his complete inability to draw or paint, picked up the clay with considerable misgivings and began working it into shape. To his great surprise, it turned out far better than he had ever expected. That night after his daughter had gone to bed, he got it again and started working with it — and another Culver hobby was born.

Critic Encourages

Firing and glazing is too much trouble for Howard, therefore he works in clays which will harden after he's through with them and lets it go at that. He doesn't keep his figurines long — gives them away almost immediately to whatever admiring friend takes a fancy to them. That there are many such is proven by the comment of an art critic, who told him that if he'd devote two years to nothing but modeling, he could be tops in the field.

His flying hobby was born of necessity. The actor has enjoyed hunting, fishing and camping ever since he was a youngster, but with radio's hours they are, no longer finds time to indulge because by the time he gets wherever he plans to go in his car, it's time to turn around and make the long drive home. After his discharge from the Navy, he happened to be talking to a friend who was learning aviation under the G. I. Bill of Rights and suggested that Howard do the same thing.

"Me?" was Howard's instant reaction. "What would I want to do that for?"

But after thinking it over, he realized that flight is the one sensible means of vacationing for a mike-tied man. Now, when he finds himself with an afternoon free, he files with his wife to a resort, amuses himself for two or three hours, and is home again in the time it would have taken to drive the trip one way.

Another Hobby

His knife collection, too, was accidental. When he was living in San Francisco, somebody gave him a Philippine bolo knife, which started him off on the subject of South Pacific weapons. He collected every type of knife from the area he could find, read numerous books on the subject. While in the Navy, he added a Japanese samurai sword and a Moro kris to his collection; now is expanding into South American and Oriental knives.

Culver originally intended to be a student of medicine — still reads everything he can on the subject, even though he has long since discarded his dream of being an M.D. In high school, he was president of the school drama club; during Boys' Week was invited with three others to do an audition at KHJ as part of Boys' Week activities. To his surprise, the following Sunday he got a call from True Boardman to do a part on the KHJ program, "Annals" (Please Turn to Page 39)
Wholesale Hobbyist

(Continued from Page 38)

of the Ages," Culver worked all summer in radio, planned to start back to school again in the fall.

When fall came, he was doing so well he decided to postpone school for another year. By the time that year was ended, the recession had set in and Culver decided that inasmuch as he was firmly established in one career, he'd be silly to drop it, so he's stayed in radio ever since. Even though he still cracks those med books, it's a decision he's never regretted.

Although Culver's hobbies keep his apartment pretty well messed up, what with woodworking tools in this corner, photography equipment in that, and spray guns and paint brushes in another, his wife doesn't really mind. Not, anyway, since she happened to read a certain newspaper clipping. It said that a fellow named Steinway kept his wife's kitchen in a state of upheaval for thirty years while he built a piano in it—and nothing Howard can do will ever equal that.

FLYING IS a time-saver, as well as hobby, enabling actor to take restful trips away from mike.

No Ordinary Show

(Continued From Page 7)

of "The Seventh Veil" is a complex psychological study that took nearly two hours to relate on the screen. Nevertheless, "This Is Hollywood's" twenty-minute adaptation was effective enough to provoke this comment from Compton Bennett, director of the British picture: "It makes me think I wasted a lot of film!"

KEYBOARD TO MIKE

The raven-haired beauty who plays "Clia" on NBC's "Light of the World," is Charlotte Keane, who bypassed a scholarship to continue piano studies in order to satisfy a dramatic inclination.

Kearsn Carries On

(Continued from Page 33)

off in the middle of the broadcast!" Ah, yes, that soft life you actors lead!

But Joe still loves radio. He names Fred Allen, Henry Morgan, all the good musical programs as among his favorites. "And I like the quiz shows, too," he added. "They're very stimulating."

Music has played an important part in Joe's life—and it still does. Joe was a theater organist in silent days. Remember the guy who played for community sings while the slides were thrown on the screen? Well, that was Joe. Locally he played at Talley's Broadbrowntown.

Played Local Boards

Joe started his career as both organist and actor in Salt Lake City. He first ventured into radio there as an actor and writer in connection with his stock company work. Later he was used as legitimate stage locally. Joe recalls that two of the people with whom he was associated in those days were Lurene Tuttle and Victor Jory.

Music, cooking, writing, reading and movie-going all have their place in Joe's spare moments. He's enthusiastic about good food and holds a card in the exclusive Societe des Gentilhommes Chefs de Cuisine, which you can probably decipher as Society of Gentlemen Chefs. According to Joe, the purpose behind the club is to trade original recipes with other club members. The only way to be tapped for membership is to be recommended by another member as astute in the way of food as you are.

Joe also "gobbles up" books and especially likes anything unusual in the way of psychological studies and novels. He admits that writing takes up so much time that he has neglected it lately, but in the past he has contributed scripts to "The Whistler," and he was the scripter of a syndicated series, "Radio Writer's Laboratory." He loves the movies and was currently raving over "The Best Years of Our Lives" when we asked for a preference.

Joe still plays the Hammond organ and has a large collection of opera recordings. He also solves crossword puzzles and claims he never cheats, even at solitaire. Calls himself a "very dull dresser" because he prefers nothing more original than blue!

GENII POPULAR

Peter Lind Hayes, of the CBS "Dinah Shore Show," has hit a new high with his kiddie album "Genii, the Magic Record," of which 75,000 albums have been sold in five weeks.

Think and Grow Rich

FUNNY how everything you do catches up with you! June 2 Radio Life's cover showed Frank Morgan in cap and gown clutching to his bosom a copy of a book titled, "Think and Grow Rich." The pose was intended to be funny—and it was. But now Morgan and several other people might be wondering if it's as funny as it looked at the time.

Seems that Napoleon Hill, philosopher, business consultant, lecturer and author of "Think and Grow Rich" is now broadcasting his own programs each Sunday afternoon over KFWB. This leaves Frank Morgan in the position of having to select a new textbook for his philosophical adventures.

Those who have read "Think and Grow Rich" and who use its principles to operate their businesses probably run into the hundreds of thousands, judging from the number who have contacted Dr. Hill and his publishers.

Certainly the book has been read by millions of readers, for it is estimated that more than six and a half million copies have been published, including the several foreign editions.

In Southern California, Napoleon Hill's adherents comprise about one out of every three persons. The new radio program takes the form of a "Radio Success Round Table" with Napoleon Hill in person, and features on each program individuals who have followed his Laws of Success to attain success in their profession or business.

Students of Dr. Hill will form individual "Master Mind groups" in their homes and follow his suggestions for attaining the major objectives of every member of the group.
ALFRED LEONARD, CENTER, OWNER AND MANAGER of the "Gateway to Music" and featured on the radio program of the same name (Sunday, 9:30 a.m., KFAC) presents donated records to Dorothy Gilbert, right, of Los Angeles Red Cross Camp and Hospital Service, and Mrs. Otto Wartenweiler, as listeners to his airplane show answer requests for discs for hospitalized veterans in Southern California. A second appeal is scheduled on "Gateway to Music" this month.

IN THE CONTROL ROOM OF BIRMINGHAM Veterans Administration Hospital, Leonard, left, and Ginny Simms, star of her own CBS show, select records to be played over the hospital's own radio network picked up on receiving sets in every ward of the institution. Sound engineer, Joel Tucker, seated, controls tone volume. Miss Simms has appeared on Red Cross hospital shows throughout the year and is taking an active part in the current fund drive for the mercy organization.

WHILE VETERAN JOHN MCCLOSKEY looks approvingly, Miss Simms and Miss Gilbert tune in on broadcast from Birmingham's radio station as Red Cross-collected records are played during the regular evening broadcast. Noted radio stars each week are appearing in special ward and auditorium shows arranged by Los Angeles Red Cross.

MEN AND women convalescing in Veterans Administration and military hospitals in and about Los Angeles can use records that may only be collecting dust in your album.

From Birmingham Veterans Administration Hospital in Van Nuys—from the West Los Angeles Veterans Administration Center—from San Fernando Veterans Hospital—from Corona and Long Beach Naval Hospitals have come pleas for records which can be utilized on phonographs in both private wards and in broadcasts over hospital "networks."

Recently, Alfred Leonard, in his "Gateway to Music" program (Sunday, 9:30 a.m., KFAC), at the request of the Los Angeles Red Cross, asked his listeners to donate records. The response was terrific.

Highlight of the Red Cross party's presentation tour of the hospital was the inspection of the control room and of the workings of the "bedside network" serving "Station KBGH." The group first visited the hospital's Music Library, where donated records are kept in album fashion, and were given the privilege of selecting the evening's program. From the library, the records go to the hospital radio network control room, operated by veteran Joel Tucker, where the broadcast over KBGH originates.

Bedside ear-phones connected with the control room bring the programs to both the private and semi-private wards as well as the "live" shows staged in the hospital's spacious Red Cross auditorium. Miss Simms graciously accepted the invitation to appear as an "extra special" attraction on the evening she visited Birmingham, and later sang for the bedridden patients unable to attend the auditorium show.