How to wipe out crawling bugs for weeks

CHEVRON SURFACE SPRAY... One application leaves an invisible coating of deadly DD'T that retains killing power for weeks. Easy to brush or spray on door and window sills, screens, corners and cracks. Kills flies, mosquitoes, ants, moths, fleas, bedbugs, silverfish. Safe, when used according to instructions.

A STANDARD OF CALIFORNIA PRODUCT
**About Your Letters**

All letters to the Ear Inspires the Pen Department should include name and full address of the sender. Name and/or address will be withheld on writer's request. Opinions expressed in the letters printed are those of the senders and do not necessarily reflect the opinion of Radio Life.

Mrs. Grace Hansen, 244 North Vermont Avenue, Los Angeles 4, Calif.

Sirs: I have been listening to “Escape” and would like to know something of Paul Frees, who usually does the lead. What other shows does he do, and how about a picture?

Paul may be heard nearly every week currently on the “Mr. Malone,” “Shorty Bell,” and “Gregory Hood” series. He also did the Peter Lorre monologue through Spike Jones’s recorded version of “My Old Flame.”

Mrs. Philip Henderson, 2409 South Dressoir Avenue, Los Angeles 16, Calif.

Sirs: Could you please tell me who sings the commercial for Lustre Creme Shampoo?

I wish you would print a more complete FM schedule. How about a day-to-day schedule just like your standard broadcast sections? For instance, I happened to stumble on “Hawaii Calls” at 4:00 p.m. on KHJ-FM Saturdays. As this program and “Truth or Consequences” broadcast at the same time, I ran standard broadcast I used to have to miss Ralph Edwards. Now I can listen to them both. Also neither the daily papers nor our magazine has ever mentioned FM station KRLA. They have very good musical programs.

Ken Carson is the voice of those “Dream girl, dream girl, Beautiful Lustre Creme girl” lyrics. Radio Life’s television and FM editor, Jane Pelgrum, has often talked about FM station KRLA in her weekly column.

Bessie Williams, 1414 East 61st Street, Los Angeles, Calif.

Sirs: I have enjoyed your magazine every week for six years. I love the Western music, gospel singing, and the stories from 9:00 to 10:00. I switch to KRLA, then back to KNX. Other people should do that, then they wouldn’t foul at the soap operas and other things. I like to hear The Deacon and other men speak of their wives and children... shows they’re proud of them.

Mrs. John Oskey, 1343 Ohio Avenue, Long Beach 4, Calif.

Sirs: There are so many really good programs on the air, but me tell you of a program I think deserves a place in the home of everybody. It is only a fifteen-minute program, so let’s all tune in on KGER, Long Beach, every Wednesday at 5:15 p.m. The boys, “Boots and Blackie,” are better than good, and I think they will give some of these other singers a run for their money.

Russell’s Sprouts, 533½ Britannia Street, Los Angeles, Calif.

Sirs: We want to thank you for that swell story, “Where Are the Delinquents?” by Judy Maguire. Our club, the Russell Sprouts (for Andy Russell) belongs to “Teen and Twenty Time.” We’ve been down to many Friday parties and Mauri Cliffer has been wonderful to us.

Lovely Jinx Falkenburg and husband Tex McCrary will offer an excellent variety program, starting Wednesday, June 30 at 6:00 p.m. The popular team replaces “Duffy’s Tavern.”

**MISS VACATION TIME AGAIN, AND NBC HAS SCHEDULED SOME FINE SUMMER REPLACEMENT SHOWS, WHICH YOU CAN HEAR ON KFI. TWO YOU ARE SURE TO ENJOY ARE “TEX & JINX” AND “CARMEN CAVALLARO.”**

Jinx Falkenburg

Carmen Cavallaro

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**WHOLE GRAIN**

**MILDLY LAXATIVE**

**The Poet of the Piano,” will bring his orchestra into the “Date With Judy” time, starting Tuesday, June 29 at 5:30 p.m. via KFI.**

**THAT'S KFI — DIAL 640**

---Advertisement---
This is Morgan Beatty, who coordinates the quarter-hour "News of the World." Program, sold to Alka-Seltzer here on the Coast, hits a rating of 9 or 10. It is sold cooperatively across the rest of the country.

Heading up Hollywood operations on the nightly stint is Roger Sprague, chief of the NBC News. He contacts New York daily at 2 p.m. to check on local cut-in.

John Storm reports from Hollywood (or Los Angeles, if the content of the story is not so glamorous). His specialty is human-interest stuff. Spot usually takes about two minutes.

Other local "News of the World" reporter is Dave Anderson, whose forte is concise straight-news reporting. He has an overseas background.

Hollywood Pickup

We Don't Mean What You Think! This Has Nothing to Do With the Corner of Hollywood and Vine

By Marcia Sinclair

The especially appealing thing about Alka-Seltzer's Nightly "News of the World" is that it whisks the listener, in the flick of an eyelash, to so many different nooks and crannies of the world. Hollywood is one of these crannies—a very important one, for next to New York it seems to have more contributions to the roundup than any other place. According to Roger Sprague, chief of NBC's Hollywood News Room, the local outlet is cut in about every other night. High, so far, has been nineteen times in one month.

"News of the World," as you who have listened know, offers a nightly roundup over which Morgan Beatty presides. We like his semi-monotone introductory words—they always remind us of a top running down.

Interminable Phoning

But before Beatty and the NBC newsmen who contribute to the program prop their scripts in front of a microphone, a maze of intricate preparation has to be checked off in the East. It starts early in the morning when two men sit down by a desk in Washington, D.C., and begin a phone conversation that lasts, on and off, all day. At the other end of the line are two men in New York. Before they are through, these four men involve fifteen or twenty others throughout the world. The resulting

James (Burt) Leiper and Alfred Downes are the two men in Hollywood who write what Storm and Anderson deliver. (NBC-Zeigler photo.)
"News of the World," which sounds like a comparatively simple finished product to construct, winds up requiring from thirty to forty man-hours daily.

At ten o'clock every morning, Beauty and Bill McAndrew, NBC's Washington manager, hold a conference via phone with Frank McCall and Buck Prince in New York. McCall is network news operations chief and Partner is the program coordinator. The quartet reviews the preceding night's program, then begins to set the format for the coming night. At first, during the mid-morning, the program is often vague. But as the day's news assumes shape, the program's format, too, becomes definite.

If, for instance, news from Paris happens to be particularly interesting, a two or three-minute pickup is arranged from Henry Cassidy, NBC's European news director stationed in the French capital. Perhaps a good story pops up in Detroit. If so, NBC's Detroit affiliate, WWJ, is contacted and asked to provide a summary. In many cases news that is not carried in the U.S. is not carried in the wire services is obtained through one of NBC's correspondents around the world, all of whom cable regular reports to the network's New York headquarters, suggesting special stories for the roundup.

**Local Operation**

Procedure in Hollywood is for Sprague to contact New York every afternoon about two o'clock, informing programmers of what's available here. The local department keeps a file of time copy and also employs a calendar for future news dates. Receiving the green light on a spot, Sprague assigns writing of the local story to Burt Leiper and Al Downs. He considers their scripts extremely newsworthy, colorful, and concise. Brevity is necessary, as a pickup usually consumes only ninety to 120 air seconds.

When the program's format is mapped out to the second and all pickup points have been notified, engineers throughout the world are given the cues and timings for their various segments. The shortwave engineers in Paris, for instance, are told that Cassidy will be on the air at 8:18:30 (30 seconds past 8:18 p.m.) for exactly two minutes and 30 seconds on the cue "And how to Henry Cassidy in Paris." Engineers in both New York and Washington must be informed of this cue, in order that they may press the necessary buttons reversing the telephone wires so that the program's originating point will be shifted from Beauty, in Washington, to New York, where Cassidy's short-wave voice is received from abroad and put on the NBC network.

**Few Mishaps**

All this may sound rather compli-
How Mean Can You Be?

By Bill Conrad

PAUSING IN A ROMP with "Cuddles," his pet prehistoric short-faced bear, Conrad poses to illustrate the vast strides made in evolution during the past few thousand years. Prehistoric short-faced Conrad is the one wearing the wrist watch. "Cuddles" sustained a few minor scratches in the friendly scuffle.

HOBBYIST TO THE CORE, Conrad is constantly adding to his private aviary of bizarre and colorful birds. Accustomed to patronizing only the best establishments, Conrad is at the Coral Reef Bird Shop at the Farmers Market. That's a banana-billed toucan in his pocket.

UNDER CONRAD'S bulky, lethargic exterior are an alert mind and a sympathetic nature. Here he is planning to relieve and pass the afternoon. "You don't know, with everyone trying to be good and honest today, the field is wide open for heels, says Conrad.

(Photogs Bill Conrad, whose accompanying article should be read with tongue stuffed well in check, is a reti-
ing, self-effacing young man who is married, lives in Westwood, owns his own plane, likes music (especially classical) and loves to trout-fish. His dad was a motion-picture exhibitor in Bellflower, where Bill first was bitten by the thespian bug. He hung around KFOX, then at KMPC, eventually went into the Army, AFTRS and back into radio. His first big movie part was in "The Killers," followed by "Arch of Triumph," "Rogey and Sonni," "Sorry, Wrong Number," and "Joan of Lorraine." He's appeared on "Scarlet Queen," "Johnny Modern," "Count of Monte Cristo," and is currently heard with Dick Powell on "The Front Page."

HAT THIS article is in print is evidence that Radio Life magazine is in accord with my conviction that many (other) fan magazines have given the public misleading impressions of actors and other entertainers. All sirens have to be home-loving wives in private life; all comedians are glum, serious-minded businessmen at heart; and the much-divorced leading man is really a shy little boy spending his nights at Ciro's in search of a sweet, domestic little girl who will smother him with motherly understanding.

The distorted conception people sometimes have of actors is illustrated in the letter I recently received from one of my thousands of con-

stant admirers, Mrs. Selma Riboflavin, a sleazy, dowdy little housewife of West Van Nuys. Selma writes in a painful scrawl:

Dear Mr. Conrad:

I have heard you on the radio playing those awful gangsters both domestic and foreign, and I have also seen you in the movies, namely "The Killers," where you shot down that nice Burt Lancaster without the courtesy of knocking on the door or him saying come in. And I think you are just grand. My husband says you are just an actor and are not really like the parts you play. Is this true, or is my husband wrong like about everything else?

Sincerely
Selma Riboflavin

Well, Mrs. Riboflavin, I am delighted to inform you that your hus-

band is in no way ignorant. It is the custom of professional bad-men of the radio and screen to affect an air of culture and refinement when not working. You are always reading of movie gangsters and werewolves who take off their makeup and rush home to a little house in San Fern-

ando Valley, where, surrounded by a wife and children (no one of them with two heads), they engage in raising orchids or repairing dolls and kites for the neighbors' brats. None of that sentimental claptrap for me. Let us face it. I have an evil, repulsive disposition that is reflected (Please Turn to Page 8)
Worried About Your Vacation?

Commander Scott, Travel Expert Heard On “Romance of the Highways,” Gives More Tips on Where and What to See

By Commander Scott

(Prepared Exclusively For Radio Life)

Part II

Pacific Northwest

into three parts, the Coastal region, the Cascades, and that area north of the border in Canada.

The Coastline is delightful all the way from Brookings (near the California border) right to Port Angeles at the Northern tip of the Olympic Peninsula in Washington.

Sometimes you are right at the water's edge skirting a beautiful bay, at others you are a thousand feet above the waves that dash relentlessly against the cliffs—much of the way the trees border the hills right down to the water's edge, with here and there a peaceful green meadow where cows graze in quiet contentment.

Countless rivers flow into the Pacific and each one has its own charm and particular attraction. The Rogue, the Coos, the Umpqua, the Siuslaw, the Alsea, the Yaquina, the Nehalem and the magnificent Columbia are only a few. Big or small, they will provide unrivaled sport for the angler with their salmon and fighting steelhead or wary trout.

Lakes are also numerous and wild game abounds everywhere, particularly in the wilderness areas of the Olympic Peninsula.

Gorgeous Blooms

Are you fond of wild flowers? If so you will be delighted with the entire coast, for everywhere wild flowers bloom in abandon. Azaleas in a countless variety of shades bloom nine months of the year (best in June and July). Rhododendrons grow into huge bushes twenty or thirty feet high, weighed down by the profusion of huge flowers; foxgloves six to eight feet tall, wild lilac, violets, in fact you can practically name the flower you want to see and there it is in all its loveliness. In one ten-acre area just alongside the highway near Brookings, Oregon, more than 100 different varieties of flowers were found growing, and this amazing variety is noticeable all the way.

Along the entire 700-mile stretch there are no really large settlements, but if you enjoy the great outdoors and the gifts of a bountiful nature it doesn't matter where you stop, there you will find real enjoyment.

But although the coastal region is truly wonderful, it does not contain...
FAMOUS LOVE STORIES

ISOLDE...an unkind fate dooms her romance with TRISTAN for tragedy. For alas...Isolde is betrothed to King Mark of Cornwall. So the unhappy lovers drink a love potion, then meet for one last tryst. But King Mark discovers them, and wounds Tristan grievously. Tristan flees to Brittany, where Isolde follows him, only to have him die in her arms. Then Isolde, unable to bear life without her lover, follows him in death.

How Mean Can You Be?

(Continued from page 6)

in my face, body and mannerisms. One of my greatest ambitions in life is to find out where Boris Karloff lives, so that I can trample through his collection of rare and magnificent orchids. You ordinary people have no idea of the satisfaction I would derive from seeing Karloff sobbing over a mangled odontoglossum allopurea.

Often I get letters from ambitious young people asking for suggestions on how to act nasty.

My advice is: Be nasty!

Practically everyone these days is trying so hard to give the impression of being honest, kind and well-meaning. That leaves the field wide open for all those of us who have been unmitigated heels. In every radio show or movie there is ONE hero. But he has to fight against at least three or four of his friends, who can prove how noble he is. There is a shortage of convincing crooks or "hoods." That's where I come in.

Should you find me convincing in the role of a racketeer, I ask no praise for my acting ability. The credit is due to you, the listener, for detecting and appreciating the sincerity of my performance. I firmly believe that an actor, to be honest with his public, must have had some first-hand, real-life experience at playing the type of character he attempts to portray.

I get myself in the proper frame of mind for a villainous role by devising contemptible little atrocities with which to plague my mother-in-law. These are particularly devilish in view of the fact that my mother-in-law is rather a pleasant, kind-hearted woman. Her naive belief in the goodness of people makes her an easy victim of my diabolical schemes. When she gets a telegram asking her to drive a hundred miles through the cold and rain, to be at the bedside of a sick relative, she hastens to comply, never thinking that the message may be phony.

A few months ago, when I was suffering from a bad cold, she came into my room to see that the bedclothes had not slipped off. Pretending to mistake her for a burglar in the darkened room, I seized a revolver and fired several shots at her. The memory of her screams still invokes a reminiscence. The gun contained only one blank cartridge, naturally—I didn't want to risk marring some etchings I have on the wall.

Not long ago some children in the neighborhood were having a birthday party on the lawn. A masked horseman, brandishing a huge sword, galloped through the terrified children and disappeared down the street, leaving them in a tragic ruin. At the rumor that the perpetrator of that escapade is a certain heavy-set radio actor, I casually shrugged my shoulders and mix myself a giant malt.

Permit me to go public with the rumor that I was seen on Olympic Boulevard, taking The Whistler's little three-year-old son to nursery school. This is a malicious lie, created by my enemies to discredit me. Some people will even stoop to slandering a little child in order to gain their nefarious ends. Actually the little fellow was merely showing me where to find a nest of black widow spiders, which I required for a gift I was preparing for a friend.

The well-balanced individual must have his hobby, and I am no exception. On Sundays you will find me in my garden, trimming the poison ivy, wailing the deadly nightshade and cultivating the rare South American plants that yield the curari poison with which to dip the arrows I shoot at the neighbors' chickens.

Pretending to miscalculate my aim, I shoot at the neighbors' chickens.

From time to time I pause at my herpetarium to outstare a cobra. This affords valuable practice for polite encounters with other actors.

Friends often tell me with a chuckle, "Conrad, if night club proprietors had to depend upon your patronage, they'd all go broke." Smilingly I admit the truth of that statement, for I find my greatest pleasures in my home.

Sitting in my living room before a roaring fire, I puff my pipe and listen to the homey sounds issuing from the kitchen, where my wife clanking her chains contentedly bastes an entire ox roasting in the oven.

Occasionally I am taunted by acquaintances who ask, "If you're so frigid, how come you once played the part of a cop on 'Johnny Modero'?"

At the mention of this, a flush starts at my collar, but stops when it reaches my check. It is true that I played "Inspector Warcheck" on "Johnny Modero." But in my defense I will submit that, even if "Warcheck" was on the side of law and order at least personally he was a very disagreeable and unpleasant fellow.

"But," some of you may say, "if this Conrad is really such a despicable character, how does he manage to keep working with all those nice law-abiding radio and movie people in Hollywood?"

The answer is simple. I can be magnificently charming when the need arises. Fortunately, it has not yet arisen.

**

TIES OF AFFECTION

His role as "Al" on "My Friend Irma" seems to be affecting usually conservative John Brown. In place of his customary black ties, John is now sporting a gay cravat at the CBS broadcast studio. He explained that he's actually not dressing for the part of "Al"...merely using up his Christmas ties in the order of their loudness.
For Love o' Mike (General)

Penny for Our Thoughts

Gentle readers (we hope!)

Please read us through, then blow your tops if you must. You know, when you must, you must. And we really have to—raise the price of Radio Life from 8 to 9 cents.

It's this way: the past few months we've had our doggedest to make a bunch of very ready figures balance. They've developed into the stubbornest, most unobliging figures imaginable. We probably rate an "A" for effort in trying to change red ink to black. But no luck. So now we're turning to you.

We believe that we can count on you to help us out. If you'll just dig down and come up with one extra penny, we know our worries will be over. The last time we had to raise our price to meet what our business manager calls "skyrocketing production costs," you kindly wrote in and said, "Why didn't you make it 10 cents instead of 8? We'd be glad to pay that much and more for such a fine magazine."

We hope you weren't kidding! We've taken you seriously—one cent's worth, that is.

Runners Are Flying

Ken Dolan Associates have come up with a week idea for Susan Peters, "Book Store Girl!" It's a bet for this fall. . . . Singing movie stars (and husband and wife) Kathryn Grayson and Johnny Johnston may be heard in a radio musical comedy next season. Cast has a wonderful comedy lineup including Elvia Allman, Joe Kearns and Sara Berner. . . . Abe Burrows has another sponsor's tap. . . . Durante may be on for Camels in the coming season. . . . Shows being auditioned and getting raves are Cy Howard's "Little Immigrants," starring J. Carrol Naish. . . . Mickey Rooney's new "Hollywood Showcase" in which the Mick demonstrates his ability at singing, mimicking, drums, acting and comedy! . . . "Great Moments from Great Lives," sponsored by the Council of Protestant Episcopal Churches and including Walter Hampden in "Cyrano de Bergerac." . . . David Street may sub for Andy Russell for the week that Andy is in Hawaii—that is if Andy gets permission to go. . . . The Thomas Committee (Un-American Activities) is quietly having radio investigated by the F.B.I. Insufficient evidence to warrant a probe is the rumored status.

Jerry Devine will point "This Is Your F.B.I." toward curbing juvenile delinquency this fall. . . . Cute new show coping sponsor interest is Billie Burke's "Meet Kitty Muffett" which will feature Will Wright, Janet Waldo, Lew Hearn and Doris Singleton in support of the fluffy star. . . . Kay Kyser's "Star Hunt" will be another talent hunt with new gimmicks. Who's going to be left undiscovered by winter? . . . Broadway comedienne Nancy Walker is as- signing a situation-plus-guest-and-young-talent effort for CBS. . . . Garry Moore's Hooper on "Breakfast" is really climbing. . . . Durante may join the terrific Friday-night comedy bloc being lined up for fall by NBC. . . . Fred Allen making overtures to get Arnold "Gerard" Slang on his "Allen's Alley" lineup next season.

Looks Like.

Campana has canceled its "First Nighter" and is dropping out of radio for good. . . . Mickey Rooney's "Shorty Bell" will switch to a variety show, "Hollywood Showcase." . . . Gregory Peck, Robert Taylor, Humphrey Bogart, Bette Davis and Ginger Rogers will be members of the radio reper- tory company dreamed up by Pruden- tial for Jerry and the Pirates" will be dropped in favor of a new kid show that starts next sea- son. . . . Al Jolson has succeeded the late Tom Breneman as mayor of En- cino (honorific, that is). "Life of Riley" will join the NBC Friday-night comedy lineup in the fall. . . . Lew Ayres' "I Am a Doctor" and the "Mr. Tut t" series will be replacements for Lux this summer. . . . Additional good news is the return of "Author Meets the Critics," which will fill a half-hour of the "Ford Theater" time during the warm weather. The other half-hour will be a musical show featuring the return of Jane Pickens. . . . Sheila Graham is going to be in another movie. "Impact," it's called. . . . Early Chicago radio is being novel- ized in the soon-to-be-published "Leg- end of a Lady." . . . Phil Baker will be dropped from "Everybody Wins" at the end of his current cycle. Among those reporters tagged for the show are Milton Berle and Dick Powell. . . . "Suspense" will be a half-hour show from now on. It replaces the Dick Haymes show and will have Cary Grant, Ida Lupino, Douglas Fairbanks, Agnes Moorehead in ensuing guest spots. . . . Erskine Johnson and Edith Gwynn of the Hollywood Re- porter will alternate as guest experts on the "Let's Talk About Hollywood" quiz. . . . Arthur Godfrey's "Talent Scouts" winners will go on the road a la Major Bowes late in the summer. John B. Kennedy will be back on the air as commentator for Mutual this fall. He's been missed.

Your Cue (Shows You May Like)

The Jerry Wayne Show

Youthful radio favorite Jerry Wayne has returned to the air this summer with his own show, KNX, 4:30 p.m. Monday through Friday. Possessor of a very pleasant baritone voice, Wayne should be welcomed back by new fans who go for his style and old fans who remember his past network appearances.

Frankly musical, the show features the Wayne voice in a variety of new and old tunes. "Talk of the Town," "You Can't Be True Dear," were among those programmed on his opening show.

Additional attraction of the program is the interesting music of Alvy West and the "Little Band." This group consists of seven pieces—aalto, accordion, trumpet, guitar, electric guitar, bass and drums. Arrange- ments take full advantage of all seven pieces. The group deserves to hit top popularity and probably will when the Petrillo record ban subsides.

Guest stars on the program have been well chosen and welcome to di- alers. They're in "Little Linky," the girl featured in the Broadway musical, "Allegro," who deserves a
Radio in Review
(Continued from Preceding Page)

**“Make Mine Music”**

So many of the light music programs are so well known and have such an honored radio past that there is no need for us to remind already faithful audiences of their existence.

With the summer accent on light music, however, many new shows of this type have joined the company of “American Album,” “Waltz Time,” “Pause That Refreshes,” etc. “Make Mine Music,” KNX, 1:30 p.m. Sunday, is one selected for special mention. Several interesting facts attend this selection. The program is one of the few still coming from that former radio capital of the world, Chicago. It helps to prove that Chicago still has the talent to put across an entertainment. It also proves that Chicago radio will have to reach for a less well-trod path in order to attract attention to its faded importance as a radio center.

Another interesting sidelight on “Make Mine Music” is that the name Petrillo holds a high place on its list of credits—deservedly, we think. Caesar Petrillo—often referred to with his rather well-known brother James C. Petrillo—conducts the orchestra that supplies the best moments of the show. Singers Billy Leach and Connie Russell are good, though not unusual, entertainers. The weekly guest spot usually features a more exciting vocalist. The King’s Jesters, a male quartet, are of the same sort; most quartets seem to feature, but with a more whimsical touch.

The songs and musical numbers featured each week are of the same sort. The program has been following for a generation—a large helping of Jerome Kern, equal parts Vincent Youmans, George Gershwin and Sigmund Romberg, with a sprinkling of Irving Berlin, Rodgers and Hart and a soupcon of John Philip Sousa.

**Playbacks ( Critical Comment )**

**We Point With Pride**

To that charming ex-governor of Georgia, Ellis Arnall, whose appearance on “Information Please” is a blend of real Southern charm and Yankee wit.

To Fred Allen’s gag of handing a lady in his audience three dollars in the words “leave me alone.” In answer to Kenny Delmar’s suggestion that Allen’s shows should fall in line with the audience participation, we fail.

To “Hollywood’s Salute to the..."
DR. WALLACE STERLING is the West's most distinguished news analyst. He is director of the Henry E. Huntington Library and Art Gallery, professor of modern history at the California Institute of Technology, a member of the research staff of the Hoover War Library at Stanford University and a member of the Canadian Institute of Social Sciences. Dr. Sterling is heard on KNX each Saturday at 5:55 P. M.

ARTHUR LAKE, who plays the part of Dagwood on the "Blondie" show (KNX, Sunday evening at 8:30) isn't at all like Blondie's bumbling husband in real life. Arthur has written the scenarios for several motion pictures. He is a partner in a factory producing plastic products and the owner and manager of a large apartment house. During the war he served in the U. S. Coast Guard and now holds a Captain's commission in th Coast Guard Reserves.

FRANK GRAHAM, narrator of "Chuckwagon Tales," assumes the roles of all of the characters who appear in the stories he relates over KNX each Sunday afternoon at 2:00. During his radio career he has played more than 2,000 parts, sometimes using as many as 12 different "voices" on one program. He plays each of the roles so convincingly that a lady once sent him a dozen pairs of argyles at Christmastime. "One for each member of your cast," she wrote.

PENNY SINGLETON, who plays the title role on "Blondie," the hilarious comedy heard on KNX each Sunday evening at 8:30, makes a hobby of hobbies. She is an enthusiastic collector of coins, stamps and buttons. When these sidelines aren't keeping her busy she searches for ideas to use when she decorates her home each Spring. Between hobbies she helps her two...
American Red Cross” on June 12 to benefit efforts for the Oregon flood victims. Ozzie and Harriet with script by El- lott Lewis and the duet by Betty Hut- ton and Danny Kaye were particular- ly noteworthy.

To the effective performances by Swedish Ingrid Bergman and American Robert Montgomery in the very English “Jane Eyre” on Lux Theater. An excellent adaptation and performance by the balance of the cast, particularly Herb Butterfield, backed up the evening in a thrilling hour’s entertainment.

To Dave Dexter’s segment of old popular records on Gene Norman’s KFWB show last Tuesday. We were kept up long after the closing time because we didn’t hear a word away from Johnny Mercer and Ginger Rog- ers dueting in “Enlight Me” on “Me Me Me,” Bing’s wonderful record of “I’m Playin’ With Pay,” Dixie Lee (Cros- by) vocalizing “Got Me Doin’ Things” and early discs of Mae West, Helen Morgan, Lena Horne, Isham Jones.

We View With Alarm

The excellent programs that are released at such a late hour that the people who might be interested are merely sleepy—namely, “Frontier of Science” (11:45 p.m.), “Of Men and Books” and “In My Opinion” (both 11:40). That psychological quiz, “What Makes You Tick”—if it doesn’t suc- ceed in probing people’s minds, it’ll be uninteresting—if it does succeed, who knows what they’ll find out?

The way in which studio audi- ences seem to get only the most vociferous amongst the more subtle but lasting jests just “laying there.” This is most particularly noticeable on the Abe Burrows show, “Mr. And Jane,” and “Friend Irma.”

The endless talent-discovery shows now on the air and being planned for fall. What happens to all those formerly “discovered”—and are we to believe that the talent-show “repeaters” much like those ghouls who haunt audience-participation shows?

Those subtle commercial lead- lines between dramatic scenes. We’re thinking about the question raised on Lux last week—would Charlotte Bronte have lacerated her scarves with those tiny diamonds of Lux?

Hallmark Players (James Hilton)

Unusual casting of “Hallmark Players” (summer version of “Radio Reader’s Digest”), finds English author James Hilton serving as emcee of the dramatic show, with lesser talents adapting the scripts. All this takes place on KNX, each Thursday at 7:00 p.m.

Opening play of the series was Stephen Vincent Benet’s “Devil and Daniel Webster,” well performed by Alan Reed as “Devil” and John McIntyre as “Webster.” The AFRA cast including Jeanette Nolan, Earle Ross, Peter Leeds, Louis Calhern and especially Bill Johnstone deserves mention. Top Hollywood air actors, of whom the foregoing are good examples, will populate the scripts in place of the all-too-usual movie stars.

Author James Hilton, more famous as writer of “Goodbye, Mr. Chips,” “Lost Horizon,” and “Random Har- vest” than an air personality, did well in the guest emcee chore. His quiet delivery and mild British personality seemed quite right in in- troducing “great stories from the world’s bookshelves.”

The story itself, exciting as a motion picture and as a book, seemed too static as an opening radio show. This nowhere pace wasn’t helped by some frankly over-long commercials. Maybe the Hilton show should be applied in the direction of the actual scripting. Heralded for the fol- lowing week’s show was an item tagged “Mrs. Union Station,” which we have never happened to meet with on our periodic tours of “the world’s bookshelves.”

On Mike (About Studio Happenings)

Better Not Be!

Inside stuff: In KFI’s Studio D, where all the station breaks are made (or missed) is posted a reminder close to the mike. It’s a clipping from Radio Life’s “Next Week” box and it says, “Don’t be a Missidt.”

Presidential Caboose

The almost instantaneous eye-wit- ness account of the San Francisco pa- rade welcoming President Truman to that city on June 12 was expedited by the cooperation of a friendly cop with CBS. Jacks, CBS’ Chef, was on the scene.

Chet was sitting in a radio-equipped au- tomobile as the parade was forming. A policeman, seeing the “Press” card on Chet’s coat, said it ahead, found himself driving only a few cars back of the presidential limousine. He telephoned the CBS-KNX newsroom in Hollywood and gave a colorful running account of the event which was aired on a Pacific-network newscast ten minutes later—before most of the watchers along San Francisco’s streets had even seen the president. But the carriers of portable radios got a thrill out of hearing what they were about to see much, and would we please transfer her copy?

We hope this finds Trixie and her R. E. together again and Trixie much, much better.

Champ Again

How good can you get? We’re be- ginning to wonder after hearing that Tommy Cook won the Southern Cali- fornia Inter-Scholastic Tennis cham- pionship last week. Right now he doesn’t know whether to concentrate this summer on stock or tennis. Any suggestions, fans?

No Conscience

It shouldn’t happen to a dog . . . and it didn’t. It happened to a chimp- panzee. We came across the little fel- low seated beside the Artists’ En- trance at NBC. He was all dressed up in a natty-looking but very warm cowboy suit, complete with hat and stout little shoes. His equally uncom- fortable owner, Pinky Jackson, of North Hollywood, was there, too, waiting and waiting.

Finally, the man they had been waiting for came past. Bob Hope. Hope looked surprised when the man rushed over and offered a hand. But being a good scout, he accepted the little mitt, then shouted “Isn’t he a lover!” and rushed on into the studio. Trainer Jackson gathered up his little charge to leave, but chimp “Mike” broke away, flung himself into the cool nearby ivy and screamed in rage and discomfort. Poor Jackson was equally uncomfortable, and a very disappointed man, we learned.

It seems some wiseacre had spent a pleasant few moments indulging himself in an inflated ego. Touting himself off as a big operator in the Hope circle, he’d persuaded Pinky Jackson to bring “Mike” to the studio of a Tuesday, with the assurance that there would be a job in the offing. A real deal. Of course, had Hope been carried away with the whole thing, and ushered “Mike” onto his show as a surprise “gag guest,” our operator would have proudly stepped forward for full credit. Nothing happened . . . so he wisely stayed in the background.

Bob Hope can’t be blamed for his cursory greeting and by-pass of the duo and their efforts. “Mike” can’t be blamed for his tantrum, and certainly Pinky can’t blame him for being reasonably trusting of the offer he received stemmed from a good source. Taking his cute animals around is his work, and he’s on the lookout for jobs. But the sharpie who lured Pinky and “Mike” there with a job as bait! That’s our newest nominee for “the meanest man.”

A Little-Known Fact

When Edgar Bergen and Charlie McCarthy entertained the patients in the nation’s only leprosarium near New Orleans recently, it was Edgar’s third visit of the kind. He at one time studied for a medical career at North- western University, and made trips through leprosaria in both Venezuela and Hawaii.
Effective with the
July 4th issue
(next week)
RADIO LIFE
will be
9c A COPY

No one likes to raise prices. We don't either. We have held off as long as we can. Now—with our next issue—the price of Radio Life has to go up one cent.

Most magazines have gone up 50% to 100%. Radio Life has been 8c since a year ago—almost two years. Next week it will be 1c more.

We will continue to produce for you the best magazine we know how to produce ... filled with news, pictures, fan stories, exclusive logs and program information ... all new, all exclusive ... fascinating behind-the-scenes stuff you can not get from any other publication, anywhere, at any price.

Radio Life will always come to you at the lowest price consistent with the interest and quality you expect from Radio Life—still, after eight years, the only magazine of its kind in America.

RADIO LIFE
Your Radio News-Magazine
TIME CHANGES
MONDAY, JUNE 28—Jerry Lawrence, KNPC, 7:30 p.m. (15 min.) Jerry's show from the Bowery to KNPC starts Monday and shifts from 3:15 p.m. on KNPC Monday through Friday.

MONTDAY, JUNE 29—The Casebook of Gregory Hood, KJH, 8:30 p.m. (30 min.) Elliott Lewis stars as the importer-adventurer in a new time, as show moves from Wednesdays on KJH at 7:00 p.m.

THURSDAY, JULY 1—"Doorway to Life," KNX, 7:30 p.m. (30 min.) Replaces "First Nighter," and switches from KNX Sunday, 4:30 p.m.

SATURDAY, JULY 3—Steve Allen Show, KNX, 7:00 p.m. (30 min.) Switches time with "Beaumont," then scheduled on KNX at 8:00 p.m. Saturdays.

WHAT'S NEW
Drama
SUNDAY, JUNE 27—"Chuckwagon Tales," KNX, 2:00 p.m. (30 min.) Frank Capra will narrate and enact all the roles of these western-fare yarns. Van De Anteaux announces; Del Costello plays organ background.

Comedy
FRIDAY, JULY 2—"There's Always Albert," KNX, 8:30 p.m. (30 min.) Situation-comedy, principals all settled, replaces the Danny Thomas show.

Music
MONDAY, JUNE 28—"Club Tunes and Tropics," KNPC, 5:05 p.m. Bill Edwing will emcee this series of 12-recording events, carrying on this new show for the late Marnie Clift's "Teen and Twenty Time." TUESDAY, JUNE 29—Carmen Cavaliaro, KFI, 5:10 p.m. (30 min.) Until your fall "Date With Judy," the post of this summer series will play a thirteen-week summer engagement at NBC.
FRIDAY, JULY 2—"Spotlight Revue," KNX, 7:30 p.m. (30 min.) Dick Jurgens and his orchestra will perform throughout the summer, as Spike Jones and Dorothy Shay take vacation.
SATURDAY, JULY 3—"Rendezvous," KNX, 9:00 p.m. (30 min.) Replaces Abe Burrows and Hoagy Carmichael. Hoagy leaves air for the summer; Abe may shift to another spot.

Mystery
SUNDAY, JUNE 27—"Mystery Playhouse," KNK, 11:30 p.m. (30 min.) The best mystery plays from the script files of the four major networks will be re-presented by this year's summer mystery series replacing "Sherlock Holmes."
TUESDAY, JUNE 29—"Mystery Theatre," KNK, 9:00 p.m. (30 min.) Frank and Anne Hummert produce this replacement for "Ben-Twain."
THURSDAY, JULY 1—"The Doctor Says Murder," KNX, 9:00 p.m. (30 min.) Replacement for "F. B. I., In Peace and War," which is leaving the air.

Participation
TUESDAY, JUNE 29—"Hit the Jackpot," KNX, 6:30 p.m. (30 min.) A new title for the Bill Cullen show, "Catch Me If You Can," replacing "Chipher." PAGE FOURTEEN

WHAT'S PLAYING
Drama
SUNDAY, JUNE 27—"Still House," Page Fourteen

WHO'S GUESTING
Comedy
SUNDAY, JUNE 27—Fred Allen show, KFI, 5:30 p.m. (30 min.) Fred's last guest of the season will be his old "relinquished" partner Jack Benny.

Music
SATURDAY, JUNE 26—"Grand Ole Opy," KFI, 6:00 p.m. (30 min.) Tex McCrary and his wife, Jinx Falkenburg, return as Duffy's Tavern" fill for the summer. Format again includes impromptu conversations, guesitngs, capsule news analyses and musical interludes by Johnny Garlanti's quintet.

Composite
MONDAY, JUNE 28—"David Harum," KNX, 12:00 p.m. (15 min.) With Cameron Prudhomme, the title role, Allen Hale stars again, as the adventures of this picturesque individual return.

Commentary
WEDNESDAY, JUNE 30—"Tex and Jinxy," KFI, 6:00 p.m. (30 min.) Tex McCrory and his wife, Jinx Falkenburg, return as Duffy's Tavern" fill for the summer. Format again includes impromptu conversations, guesitngs, capsule news analyses and musical interludes by Johnny Garlanti's quintet.

Serial
MONDAY, JUNE 28—"Voice of the People," KNX, 9:00 p.m. (30 min.) Replaces "Aunt Patsy," as Joan Tompkins as "Susan Price Willi," this popular daytime serial series returns, Monday through Friday.

WHO'S BACK
Mystery
MONDAY, JUNE 28—"Chandu, the Magician," KJH, 7:15 p.m. (15 min.) Grace Matthews plays the sympathetic role of a junior martin in the orphanage "on the top of the hill" Monday through Friday. Series debuts.

Mystery
WEDNESDAY, JUNE 30—"The Lone Wolf," KJH, 6:30 p.m. (30 min.) Gerald Mohr stars again, as the adventures of this picturesque individual return.

Commentary
WEDNESDAY, JUNE 30—"Tex and Jinxy," KFI, 6:00 p.m. (30 min.) With Cameron Prudhomme, the title role, Allen Hale stars again, as the adventures of this picturesque individual return.

Serial
MONDAY, JUNE 28—"David Harum," KNX, 12:00 p.m. (15 min.) With Cameron Prudhomme, the title role, Allen Hale stars again, as the adventures of this picturesque individual return.

WHAT'S SPECIAL
Drama
SUNDAY, JUNE 27—"Ford Theatre," KFI, 2:00 p.m. (30 min.) Sinclair Lewis's "Arrowsmith" concludes the fall season.
SUNDAY, JUNE 27—"Suddenly We Hail," KNPC, 7:45 p.m. (30 min.) Richard Conte stars in "Marry Me Again.
MONDAY, JUNE 28—"Screen Guild Players," KNX, 7:00 p.m. (30 min.) Final show of the season, repeat performance of "The Old Lady Shows Her Medals" with Ethel Barrymore, Barrymore and Douglas Fairbanks, Jr.

WHAT'S BACK
Mystery
MONDAY, JUNE 28—"Chandu, the Magician," KJH, 7:15 p.m. (15 min.) Grace Matthews plays the sympathetic role of a junior martin in the orphanage "on the top of the hill" Monday through Friday. Series debuts.

Music
MONDAY, JUNE 28—"Musical Masterpieces," KJH, 4:00 p.m. (1 hr.) Dvorak, Schubert, Straus-Dorai, "Graduation Ball Ballet." TUESDAY, JUNE 29—"Musical Digest," KJH, 6:45 p.m. (30 min.) Featuring the "Water Music Suite." TUESDAY, Chopin's "The Enchanted Night," and Wednesday, Tschaikowsky's "1812 Overture."

Participation
WEDNESDAY, JUNE 30—"Queen for a Day," KJH, 11:30 p.m. (30 min) "A Teen-Age Queen" will be selected. Friday, July 2, a "Wild West Queen."

Forum
SATURDAY, JUNE 26—"Northwestern Reviewing Stand," KJH, 2:30 p.m. (30 min.) "Who's Who in the World" will feature a number of celebrities, business and political leaders who will be with us this summer.
SATURDAY, JUNE 26—"Open Forum," KLAC, 9:10 p.m. (50 min.) "Should Industry-Wide Bargaining Be Prohibited?"
SATURDAY, JUNE 26—"America United," KNX, 11:00 p.m. (30 min.) Senator James H. McGrath and U. S. Chamber of Commerce Representative Emerson Schmidt debate "Should the Social Security Laws Be Improved?"

Commentary
SUNDAY, JUNE 27—"Romance of the Highways," KJH, 10:15 a.m. (15 min.) Commander Scott will review his radio travels through Arizona's desert wonderland.

Sports
TUESDAY, JUNE 29—"Baseball," KNPC, 8:10 p.m. (to concl.) Bob Kelly covers the Los Angeles vs. San Francisco Series meet in Los Angeles through Friday, and on Saturday at 2:30 p.m.
TUESDAY, JUNE 29—"Baseball," KNAC, 8:10 p.m. (to concl.) Howard Cosell vs. Oakland through Friday at above time, on Saturday at 2:30 p.m., and on Sunday and Monday, July 4 and 5, at 1:25 p.m.

WHAT'S SPECIAL
SUNDAY, JUNE 26—"Gershwin Me- memorial," KECA, 11:00 a.m. (30 min) Paul Whiteman conducts his eleventh concert commemorating the anniversary of George Gershwin's death, during "ABC Symphony" time.

Let's Celebrate
Probably one of the most party-ed girls in New York is "Mug" Richardson, Arthur Godfrey's (CBS "Talent Scouts") gal Friday. When "Mug" it slip that her birthday was coming up, a series of surprise parties began Friday evening and continued on till Monday. Overwhelmed, the pretty Southern belle didn't have the heart to share the news with the news that they were all a little previous and her birthday wouldn't be until the following week!
Mauri told about how we had presented a Gold Trophy to Howard for being the most cooperative star with his Fan Club. . . . Hope to see some more pictures of Howard in Radio Life soon.

Charles W. Schaefer, Box 514, Olive View, Calif.

Sirs: It would appear that many announcers consider their listeners possessing the minds of children, whereby it becomes necessary to shout and cajole to draw attention.

In a previous Radio Life, E. S. of Los Angeles 26 hemoans the frivolous attitude of certain comedians regarding accidents with resultant injuries and fatalities. If Mr. Sutton's broadcast does appear almost sacrilegious, but for how long a time over the radio, in the press, and by word of mouth, have we been warned, preached at, and entreated concerning accidents, apparently without avail? Omitting the cold-blooded criminal mentality, apparent insouciance and sheer ridicule appear often unbelievably artistic and as nothing else can. Anger will follow such a seemingly ruthless attitude. I've seen it happen.

Jimmy Neal, 1322 Exposition, Los Angeles 7, Calif.

Sirs: What ever happened to the good program "Main Line" which featured railroad stories? I liked it very much and I miss it a lot. I am hoping for its return.

"The Main Line" underwent several revisions in format before it finally left the air. We agree it would be good to have it back again, in its first and authentic form.

Eleanor Linton, 517½ South Coroandel Street, Los Angeles 5, Calif.

Sirs: A number of my friends and I have found that most people do not know about some of the very stimulating and interesting historical, literary and artistic programs to be heard over CBS. Can't something be done to give a more permanent and/or more favorable place on the schedule to such splendid presentations as "CBS Is There," "Meet the Author," "Pitt's in One," "Doorway to Life," etc.? Also could you not give us more articles about programs of this sort and feature them more faithfully in your sections "Program Highlights" and "Precasts and Previews"?

Radio Life would indeed like to note and feature programs more frequently . . . if the network would let us know "where" they'll be! However, recent Highlites have taken care of most of your favorites and we have carried stories or reviews on all of them.

Mrs. Elaine Cartwright, 8010 Crossos. Cabin Three, Los Angeles, Calif.

Sirs: One of my favorite programs, "The Casebook of Gregory Hood," has returned to the air, and the part that leaves me dizzy is that another favorite, "The Saint," is on at the same time. This is not the only case, but it seems like such a shame because you can't hear both at once.

By the way, what has happened to the wonderful program that used to star Warren Williams? He had such a wonderful voice for radio.

Warren Williams has been out of the radio scene for quite some time. We agree on his "wonderful voice" and it would be fine to hear him back again.

Jeanette Bauer, Lincoln Acres, Calif.

Sirs: When is radio doing out Purple Hearts? The housewife would make Admiral Halsey look a sissy. Her medals would be dragging. I have a grand idea for a concentration camp—make 'em listen to the radio each morning and watch 'em slowly go nuts!

Certainly I can't expect "Aunt Jenny" to be happy by this time. Must keep in the mood. "Helen Trent"—everyone knows her. Just shows in order to be a success, he stupid. "Sunday"—now there's a slick chick. She can find more murders and murderers than any police department. Now comes the "Mel Perkins" from a small town with everything in it but the Grand Central Station. Rocks in her chair and talks to "Pa's" picture. Very touch-

ing. "Doc Malone"—should give his family pills and take a few sleeping tablets for himself. "Second Mrs. Burton"—she is having a baby and making a project of the whole thing. "Nora Drake"—can that gal suffer!

Wouldn't it be possible to cancel all the corn and send it to "C.A.R.E."

Rachel Pearson, 1860 West 85th Street, Los Angeles, Calif.

Sirs: Gentlemen of the radio, what about having some talent-hunt programs out here in Los Angeles? We need new voices for radio but it seems impossible for many really talented people to get a hearing.
TUESDAY, JUNE 29

KECA, KFMB - Welcome to News Broadcast.

9:00 - KECA - News.
9:05 - KECA - News.
9:10 - KECA - News.
9:15 - KECA - News.
9:30 - KECA - News.
9:35 - KECA - News.
9:40 - KECA - News.
9:45 - KECA - News.

THE HOUR OF GENERAL ELECTRIC 12:00-1:00 P.M.

AL JARYS ORIGINAL MAKE-BELIEVE BALLROOM

TUESDAY Program Highlights

Morning Programs Appear in Light-Type Face: Afternoon and Evening Programs in Boldface.

**Coed-Fun**

3:30 - Arthur Godfrey, KXN.
7:00 - Cedric Archer, KFI.

**Quiz, Participation**

8:00 - Me-Nell Bakers, Club, KECA.
8:05 - KXN.
8:10 - Katherine, KFI.
8:15 - KXN.
8:20 - KFI.
8:25 - KXN.
8:30 - KFI.
8:35 - KXN.
8:40 - KFI.
8:45 - KXN.
8:50 - KFI.
8:55 - KXN.

**Mystery Detective**

6:30 - Thin Man, KFF.
8:00 - Monte Cristo, KFI.
10:00 - The Best of Tonight, KXN.
12:00 - Mystery Theater, KFI.

**Public Interest Information**

9:00 - Town Meeting, KECA.
11:00 - Frontiers of Science, KXN.

**Drama**

7:00 - Studio One, KXN.

**Classical, Semi-Classical Music**

8:00 - Fred Waring, KFF.
8:05 - Carson Carvalho, KFI.
8:10 - Big Bands, KXN.

**Comment-Narration**

7:45 - Fred Beck, KXN.
9:00 - Art Bucher, KFI.
9:15 - Don Drake, KFJ.
10:30 - Don Drake, KFJ.
12:00 - H. Adams, KFF.
12:15 - Bud Collyer, KFF.
12:30 - Art Bucher, KFI.
12:45 - Don Drake, KFJ.
12:00 - Buck Collyer, KFF.
12:15 - Art Bucher, KFI.
12:30 - Don Drake, KFJ.
12:45 - Buck Collyer, KFF.
1:00 - Art Bucher, KFI.
1:15 - Don Drake, KFJ.
1:30 - Buck Collyer, KFF.
1:45 - Don Drake, KFJ.
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2:15 - Art Bucher, KFI.
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* Indicates News Broadcast.

849 — KXLA — Music.
9:05 — KFJ — Ladies' Day.
9:30 — KHECA, KSFMB — Breakfast in Hollywood.
• KFAC — Festival.
• RFON — News.
8:45 — KGFJ — News.
9:30 — KXLA — Music.

KHECA — Festivals.
KSFMB — Records.
KGFJ — News.
RFON — News.

KHECA — Breakfast in Hollywood.
KSFMB — Records.
KGFJ — News.
RFON — News.

WEDNESDAY, JUNE 30

CLIFFIE STONE'S
WAKE-UP RANCH
7:00-8:30 a.m.
Monday thru Saturday

Check KFVD

HOLLYWOOD BANDSTAND
DIAL 890

WEDNESDAY Program Highlights

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

Comedy-Variety
3:30 — Arthur Godfrey, KNX.
4:00 — Tex and Jim, KFI.
4:30 — Harvest of Stars, KECA.
5:30 — Jack Pearl, KNX.
6:00 — Dendie's Day, KFI.

Comment-Narration
7:45 — Fred Bock, KNX.
8:15 — Gale Grahn, KSFMB.
8:45 — Joe Henderson, KMF.
9:15 — Mr. D. A., KFI.

Public Information
4:45 — If They Had Lived, KGFJ.

Sports
9:15 — Racing, KLAC.
9:30 — Racing, KFJ.
10:00 — Major League Ball, KMF.
10:30 — Sports, RRKD.
11:00 — Boxing Results, KMF.
11:30 — News, RRKD.
12:00 — For the House, KMF.
12:30 — Leave It to Girls, KJHL.

Drama
6:30 — Hollywood Theatre, KFI.
8:30 — Dr. Christian, KNX.

Classical, Semi-Classical Music
8:00 — Fred Waring, KFJ.
8:00 — Your Song, KNX.
8:30 — Sing Us a Song, KFJ.
7:00 — Bowl Auditions, KFJ.

Popular-Western Music
4:45 — Stuart Hamblett, KMF.
8:00 — Supper Club, KMF.

Hollywood Bandstand

Page Twenty-two

KRMF — News, Glenn Hardy.

Comment-Narration
7:45 — Fred Bock, KNX.
8:15 — Gale Grahn, KSFMB.
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Drama
6:30 — Hollywood Theatre, KFI.
8:30 — Dr. Christian, KNX.

Classical, Semi-Classical Music
8:00 — Fred Waring, KFJ.
8:00 — Your Song, KNX.
8:30 — Sing Us a Song, KFJ.
7:00 — Bowl Auditions, KFJ.

Popular-Western Music
4:45 — Stuart Hamblett, KMF.
8:00 — Supper Club, KMF.

Hollywood Bandstand

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KRMF — News, Glenn Hardy.

Comment-Narration
7:45 — Fred Bock, KNX.
8:15 — Gale Grahn, KSFMB.
8:45 — Joe Henderson, KMF.
9:15 — Mr. D. A., KFI.

Public Information
4:45 — If They Had Lived, KGFJ.

Sports
9:15 — Racing, KLAC.
9:30 — Racing, KFJ.
10:00 — Major League Ball, KMF.
10:30 — Sports, RRKD.
11:00 — Boxing Results, KMF.
11:30 — News, RRKD.
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Hollywood Bandstand

Page Twenty-two

KRMF — News, Glenn Hardy.
THURSDAY, JULY 1

Indicates News Broadcasts.

8:25—KSI, KFMB—Don McNeall's KFMB First Class.

KFI, KFDM—Fred Waring.

* KCRN—Carol Haynes.

KXX—Johnny Murray.

KLAC, KMBF, KOWL, KSLA

KGFJ—Dr. Frederick Bailey.

KFLO, KFJO—Morning Melodies.

KFOX, KRHD—Haven of Rest.

KFV—Wakopa Ranch.

KWRK—Ralph Mendez.

* KCRN—Music Page.

* KCRN—News, Cityslip.

8:30—KFI, KFJO—Jack Berch.

* KMBF—Editor's Diary.

KNN, KSDB—Grand Slam.

KRR—A Sackful of News.

KRVF—Toss Listening.

* KCRN—KRL, KOWL, KRHD—News.

* KCRN—Words of Life.

KFGF—Happiness Note.

KFI, KFJO—Yesterday's Hits.

KXLA—Stock Watch.

* KFJO—Baptist Brothers.

8:45—KU, KSMB—Smilin' Light.

9:00—KRT, KFI—Lorn Lowton.

KNN—Romero.

KXLA—Green Light Revue.

KFBB—Science of Mind.

KGFJ—Coffee Parade.

KFBV—Radio Varieties.

KRR—Peltzer Hour.

KWRK—Bible Treasury Hour.

KRVF—Time Talk.

KWRW—Voice of China.

KXLA—Richie's Ranch.

9:05—KFI—Ladies' Day.


KFL—Aunt Jenny.

KFWB—You and Me.

KRT—Racing News.

KGFJ—Community Chest.

KFOX—Ballets for Girls.

KOWL—Hawaiian Melodies.

KGE—The Comedy Hour.

KWRW—Women's League.

9:45—KFI—Artictunes.

KCRN—KFDR—Meditation.

KFDR—Breakfast in Hollywood.

KXLA—The Design of Family.

KNN, KSD—Selmore Trent.

KWRW—Morning Melodies.

* KOWL, KWRW—News.

KRT—Specials.

KFG—Valley Shopper.

KJJO—John Sunday.

KFOX—Rehearsal.

KWRW—Top of the Morning.

9:49—KRT—Morning Melodies.

KFOX—KD, KFMI—KXLA—KQMI.

KRR—Communion Service.

KROW—All of Song.

* KRT—Radio Variety Show.

KWRW—Rescue Mission.

10:05—KFI—KCRN—Afternoon Drake.

KDL—Downtown and All Ground.

KFI, KFXM, KRGB—KXLA—Broadway Masters.

KNN—Big Sister.

KGE—Nellie Edwards.

KRFB—Barret of Douch.

KFOX—Ali Jarvis Ballroom.

KRR—Bear-O Ranch.

* KCRN—Kermit.

* KFOX, KGER—News.

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KGFJ—Valley Frolic.

KOWL—Romance in Music.

KRT—Kx Team City.

KRR—Paddock Routines.

KWRW—Racing Lineup.

11:15—KGFJ—Music Roundup.

KFI, KFXM, KRVEO—Two-Bon Baker.

KRT—Music in the Air.

KWRW—Tune-Up Time.

KXLA—Music.

KWRW—Sports Flash.


KRT, KFJO—KWRW—News.

KGFJ—The Joke.

KRT, KFJO—Young Man.

KFBB—Revue Mission.

KGR—Maestro.

KGFJ—Chair Call.

KRT, KFJO—Women's World.

KGR—Racy Rhythm.

KGFJ—Feature Story.


KFI, KFXM, KRVEO—Two-Bon Baker.

KRT—Music in the Air.

KWRW—Tune-Up Time.

KXLA—Music.

KWRW—Sports Flash.


KRT, KFJO—KWRW—News.

KGFJ—Crisp.

KRT, KFJO—Young Man.

KFBB—Revue Mission.

KGR—Maestro.

KGFJ—Chair Call.

KRT, KFJO—Women's World.

KGR—Racy Rhythm.

KGFJ—Feature Story.

13:00—KGFJ—Music Roundup.

KFI, KFXM, KRVEO—Two-Bon Baker.

KRT—Music in the Air.

KWRW—Tune-Up Time.

KXLA—Music.

KWRW—Sports Flash.


KRT, KFJO—KWRW—News.

KGFJ—Crisp.

KRT, KFJO—Young Man.

KFBB—Revue Mission.

KGR—Maestro.

KGFJ—Chair Call.

KRT, KFJO—Women's World.

KGR—Racy Rhythm.

KGFJ—Feature Story.
KXLA - Juke Box Maintenance.

KO WL - Wall of Sound.

KFWB - Harold Huntley, Newsmen.

KFWB - Bobby Keane, KFWB - "K-Town" Newsmen.

KFWB - Olympic Games.


FRIDAY, JULY 2

**Indicates News Broadcasts**

8 - KECA, KFBW - Don McNeill's Town Crier.
KFI - Fred Waring.
KFBG - Clovis.
KNX - Johnny Murray.
KLCM - KMPF, KOHL, KSLA, KFBW - Morning Melodies.
KFWC - Dr. Fred Waring.
KFOX, KRRD - Bible Institute.
KFCJ - Country Church.
KFWD - Wakeman Band.
KXSM - Westernaires.
KRWB - Rafael Mendez.
KRHE - Barber Singers.
KGER - News, Milpah.
8:15 - KXSL - Markets.
KGFJ - Public Message.
KHAL - Hayden Reins.
KOWL - Meet the Band.
8:20 - KFBW - Music.
8:30 - KMCJ - Sports Roundup.
8:36 - KJOL - Editor's Diary.
KKNX, KSSD - Grand Slam.
KMPF - A Song for You.
KFAK, KFBW, KGOL, KOWL - News.
KGFJ - Yesterday's Hits.
KXLA - Haven Reins.
KFDP - Easy Listening.
KFWC - Warkop's.
KGER - Hammond.
8:35 - Special Varieties.
8:45 - KFIS - Los Lawson.
9:40 - KSRX - Rosemary.
KRGJ - Green Light Revue.
KFBW - Science of Mind.
KFBM - Vidal Jour.
KFBV - Veranda.
KGER - Guests.
KRWB - Happiness Highways.
KRWV - Bible Treasury Hour.
KGER - Bible Treasury.
9:45 - KECA, KFBF - Welcome, Travelers.
KFSO, KGER - News.
KXNN - Woody Warren.
KRGJ - KFBW, KGB, KYOE - Kate Smith Special.
KFCJ - Morning Concert.
KFWC - Rolph Toms.
KGER - Your L. A. Police.
KFGJ - Scrapbook.
KLCJ - Coffee With Crosby.
KMPF - Band.
KOWT - Helen Markham.
KXSM - Neighboring Serenade.
KRWV - Voice of China.
KFWC - Waitle Time.
KRWL - Sunny Side.
KJOL - Bar Nothing Ranch.
KXLA - Ladies' Day.
9:50 - KGER - Bahama Breeze.
KFDP - News.
KFSO - You and Me.
KGFJ - Airtorials.
KFLAG - Ballads for You.
KFAI - Racing News.
KOWT - Hawaiian melodies.
KSBW - Three's a Company.
10:00 - KECA, KFBF - Breakfast in Hollywood.
KKNX, KSLH - Helen Trent.
KFBG, TGBJ, KGOL, KDFJ - Dr. McMaster.
KLCJ - Morning Melodies.
KFWB, KRWV - News.
KGFJ - Racing News.
KFBG - Show Town.
RGJL - Valley Shopper.
GFJL - Browne.
KRWV - Top o' Morning.
9:45 - KSBW - Collings.
KCLJ - Morning Melodies.
KFCJ - Tiptop Sunday.
KFDP - Reminiscin' Sam.
KGER - Big Sister.
KRHE - Veterans' Reunion.
KLCJ - Home-Finders News.
KJRJ - Big Brother.
KRWV - Meet the Misses.
KFWC - Everybody Wins.
KFBW - Bank, KECA.
10:00 - KECA, KFBF, KGB, Drake.
KJOL - Downtown and All Around.
KGER - Big Sister.
KJOL, KFBW, KGOL, KYOE - Ginger Rogers.
KMPF - News, Edith Lion.
KMBJ - Al Jarvis Balroom.
KXSM - Balroom.
KGER - Serenade.
KFWC - Valley Frolic.
KXSM - Country Music.
KRRD - Paddock Flashes.
KXLA - Bar O Ranch.

FRIDAY PROGRAM HIGHLIGHTS

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

**Comedy-Variety**

3:30 - Arthur Godfrey, KNX.

**Quiz, Participation**

8:00 - McNeill Blind Club, KECA.
8:30 - Grand Slam, KNX.
9:30 - Biff, in Hollywood's KFWV.
11:00 - Barret of Cucumber, KNX.
12:00 - Queen for a Day, KFWB.
2:00 - Heart's Desire, KXSL.
3:00 - Hump Day, KXSM.
3:15 - Bride and Groom, KRWV.
7:00 - Everybody Wins, KNX.
9:00 - Break the Bank, KECA.

**Classical, Semi- Classical Music**

8:00 - Fred Waring, KFBW.
8:30 - Waitle Time, KJOL.
8:45 - Minus-Speed, KNX.

**Comment-Narration**

7:45 - Fred Back, KNX.
9:15 - Sister Smith, KFBW.
10:00 - Galen Drake, KECA.
10:15 - What Do You Say, KGB.
10:15 - Ted Malone, KFWC.

**Mystery-Detective**

8:00 - The Fat Man, KJOL.
9:30 - The Girl from Bugford, KECA.

**Public Interest-Information**

7:00 - Meet the Press, KJOL.
11:15 - Report from E.N.O., KNX.

**Sports**

9:15 - Racing, KNAC, KFBW.
10:00 - Race Lines, KJSL.
5:00 - Race Results, KJOL.
5:30 - Sports Dial, KDFJ.
5:45 - Sam Bailey, KJOL.
6:05 - Bob Kelley, KJOL.
6:15 - Record Breaks, KFWB.
6:30 - Inside of Sports, KNX.

**Classical, Semi-Classical Music**

9:00 - Fred Waring, KFBW.
8:30 - Waitle Time, KJOL.
8:45 - Minus-Speed, KNX.

**Comment-Narration**

7:45 - Fred Back, KNX.
9:15 - Sister Smith, KFBW.
10:00 - Galen Drake, KECA.
10:15 - What Do You Say, KGB.
10:15 - Ted Malone, KFWC.

**Popular-Western Music**

4:45 - Stuart Hamblen, KFBW.
5:00 - Spot News, KNX.
6:00 - Clipper Club, KNX.
6:15 - Jack Smith, KFBW.

**Music Galore from 10 to 4**

**Time**

**Music**

10:05 - KJOL - Betty Crocker Magazine of the Air.
11:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
12:05 - KJOL - Betty Crocker Magazine of the Air.
1:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
2:05 - KJOL - Betty Crocker Magazine of the Air.
3:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
4:05 - KJOL - Betty Crocker Magazine of the Air.
5:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
6:05 - KJOL - Betty Crocker Magazine of the Air.
7:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
8:05 - KJOL - Betty Crocker Magazine of the Air.
9:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
10:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
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6:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
7:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
8:05 - KECA, KFBF - Betty Crocker Magazine of the Air.
MADE THE GRADE

Ten years ago, when “Dr. Christian” first signed on a radio feature, actor Joe Duval auditioned for the part of the druggist, but came in a close second to actor Gale Gordon. But patience has its reward, it seems. Just ten years later, Duval got a call from the “Christian” office. How about it? Could he play the part of a druggist?

WORTH A COOL MILLION

“Colonel Stoopnagle,” inculcable inventor of goofy gadgets and regular comedian on the CBS Vaughn Monroe show, modestly admits that he had a rival in the “bright ideas” profession. He’s “Hobart T. Greeble,” who has just invented slow binaries for watching turtle races.

OFF THE KEYBOARD

Al Jolson recently aired his new song about his new son, ASU. He called it “Next Heaven to Heaven” and styled it in the pattern of the immortal “Sonny Boy.”

THE SIMPLE LIFE

What did he do before he piloted taxis, Walter O’Keefe asked Hollywood cab driver Walter Smith during a recent “Double or Nothing” show at CBS.

“Drove a truck,” replied the contestant.

“And before that?”

“Drove a bus.”

“What’s your hobby?”

“Driving.”

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<td>KBOF</td>
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<tr>
<td>11:00 p.m.</td>
<td>KFMN</td>
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</tbody>
</table>

* Indicates programs of news and communication.
RECORD NOTES TO YOU

BY ANDY MANSFIELD

1 note—fair
2 notes—pleasing
3 notes—very good

Chord in G-tops

KWWK, 3:30 p.m. Monday through Friday.

ALBUM OF THE WEEK: Eight sides that deserve a place along with the other sixteen by Jolson made their appearance in A's third album. . . . Tunes are all hits of yesterday but sound better as Jolie does 'em today. . . . Best sides are "Red, Red Robin," "For Me and My Gal," "Rainbow Round My Shoulder" and "I Want a Girl. . . . When Al gets tunes like these, the result is always a Chord in G. (Decca.)

RECORD OF THE WEEK: Again It's Al Jolson with "Hatikvoh" and "Israel"—both with choral background. First in choral waxing of National Anthem of Israel, beautiful and haunting as Al sings its minor melody in Yiddish. . . . Reverse is in English and is the song of victory as Israel's people return to their homeland. . . . Easily three notes on this pair. (Decca.)

GIRL VOCAL OF THE WEEK: Peggy Lee has two choice sides in the easy-topped "Bubbl-o-oo, Bubbl-o-oo" and a new cutting of an oldie that was Peg's first hit as vocalist with the old Goodman band, "Why Don't You Do Right?". . . . Superb backing by the Dave Barbour combo and Peg's irresistible style stamped this disc as a top three-fer. (Decca.)

(Good B.C. Vocal of the Week is Columbia's "Music for Millions" Album of eight all-time hits selected by Paul Whiteman. . . . It can't miss!)

Worried About Your Vacation?

(Continued from Page 7)

all the wonders of the Northwest.

The central valleys are also veritable gardens in which grow a profusion of crops. Huge orchards of pears and apples lend a delightful touch.

Then the rugged Cascades are of never-ending wonderland and at least one sky-reaching peak seems to be always in view—Mt. McLoughlin, Mt. Thielsen, the three Sisters, Mt. Jefferson, Hood, Mt. Adams, perfect Mt. St. Helens and Mt. Rainier with its numerous glaciers. Here again you find a paradise for the fisherman and hunter.

All through the Cascades are rivers and streams, waterfalls and cascades and numberless blue lakes circled by pine-clad slopes—not one or two, but dozens upon dozens of them—each worth visiting, each able to provide a perfect spot for your vacation—I'm not going to name them here but there is one that I must not overlook—Crater Lake.

Crater Lake is a blue, blue lake in the very heart of an extinct volcano. From its waters rise two islands—Wizard and the Phantom Ship, and its sides rise for rim. Words could never describe this amazingly beautiful lake whose waters never freeze, although the entire surrounding countryside is buried deep in snow during the winter months.

Then there's the Columbia River Gorge, another strikingly beautiful area. Only two rivers in the entire world cut through a continental range to reach the sea; one is the Congo in Africa, the other is the Columbia. A magnificent highway runs through the gorge, giving you excellent views of the river and the rugged cliffs—and along the way there are many waterfalls, all beautiful, all different.

Great Dam

There are so many natural things to be seen in Oregon and Washington that it seems somewhat superfluous to talk of man-made things, but both Bonneville Dams and the Grand Coulee Dam are so magnificent that they should be included in any itinerary if time permits. Portland and Seattle are great cities that offer much for the tourist.

Before we go on into Canada, I would like to mention two other attractions, Puget Sound and the Olympic Peninsula. Puget Sound is an area of bays, islands and broken coastline that is always worth exploring. If you enjoy boating of any kind Puget Sound can provide it for you.

The Olympic Peninsula is an area of rugged unexplored wilderness—and it has been designated as a National Recreation Area. What it means is that it will be kept in its primitive state so that coming generations may enjoy it.

There is so much more to be seen in Washington and Oregon—the apple orchards of the Wenatchee Valley, the rugged grandeur of Mt. Rainier, the beautiful scenery around Spokane, the Wallowa region of Oregon and the interesting lava flows and cinder cones around Bend, the John Day country. But we must also consider British Columbia.

For a change of pace, take the ferry from Seattle to Port Angeles to Victoria on beautiful Vancouver Island. You will find that Victoria is a beautiful city that has often been described as being "more English than England itself."

Vancouver Island is so large that it is hard to realize that it is really an island, you will only to be there for very few hours to realize that it is a perfect vacation area offering everything you could possibly wish.

The city of Vancouver is on the continent mainland and is reached by another scenic boat trip. It is beautifully situated, and a very nice city, but don't make the mistake of spending too long here, although you will be tempted to do so. I do not mean that you won't have a good time, because you will, but if you stay too long in Vancouver, you will miss some of the other things; maybe a trip along the Inside Passage and into the fjords of British Columbia, or a fishing expedition on the Fraser or along one of the other magnificent rivers. Or more likely it will be a trip into the Canadian Rockies, a land of unbelievable attractions, rugged grandeur, sparkling scenery, in which deer, bear and caribou and many other wild animals graze peacefully.

If you are heading for Banff and Lake Louise, you will find them both worth traveling thousands of miles to see.

There's the Columbia Ice Field—not just a glacier or an ice cap, but a huge ice field, the only one outside the Arctic or Antarctic regions. You can not only visit the ice field but you can actually travel right across it and enjoy every mile.

North of this amazing area is the Jasper National Park, another region of unbelievably rugged and beautiful scenery—an area where wild animals seem to be at home everywhere.

"Evergreen Playground" is certainly an area that you should consider seriously when you are trying to answer the question, "Where shall I spend my vacation?"

NOTE: (Next week, the Southwest—Utah, Arizona, and New Mexico.)

Hollywood Pickup

(Continued from Page 5)
moving employment, the Turner-Topping wedding, and Rosie the Riveter going back to work.

Several on-the-spot pickups have been made, notably at the Tujunga brush fire, the Pico Street explosion, S.C. and U.C.L.A. football rallies, and at Don Loper's, where an appraisal of pre-holiday merchandise items was made.

Concerning the speed with which the newsman can get the news on the air, Sprague reports the instance in which they were notified at five minutes to eight from New York to have the hearings of the Un-American Activities Committee in Los Angeles cut in. After twenty minutes after eight, the hearing was heard on the Alka Seltzer broadcast. In the interval, the wire story from New York had to be redone, the story had to be written and the studio set up for the broadcast!

Impossible Requests

Details between here and New York are usually smooth as silk. There was, however, one request, on the "call hours' notice, for a pickup from Palm Springs. Even if the writers and reporters had flown down, they couldn't have managed a cut-in in that short time.

"The East," remarked Sprague indulgently, "has no idea of distances out here. They think Palm Springs is probably a ten-minute run from Hollywood and Vine."
Houses and People

Barker Brothers Home Furnishings
Authority Talks About the Houses He Sees and the People He Meets

By Evelyn Bigsby

ENTHUSIASM is Edgar Harrison Wileman, your "Backgrounds for Living" man. Sitting cozily in the Brown Derby's Bamboo Room, he entered into a Radio Life interview as if one lone reporter were a thousand eager homemakers hanging on his every word. Although he talked rapidly, fluidly, and gestured frequently and emphatically, he didn't choke on his good breakfast of eggs, ham, whole-wheat toast and coffee and his special order of "lots of mar-malade!" We think he likes people and that one reason he likes his work is that every home problem is as different as the person posing it.

There is no daily-dallying with Mr. Wileman. Ask him an honest question and you get an answer likewise. He knows what he likes personally in houses and decorating and perhaps the only queries of ours on which he balked in the least were those concerning his own home.

"Do you think the sun will shine today?" he facetiously sidestepped your reporter's first attempt at learning something about the Wileman domicile. Then he relented sufficiently to say that he likes clear, bright colors, especially yellow, green, or turquoise, that he lives in La Habra Heights in a modern house—not modernistic! His wife, he claims, leaves all the decorating to him. A sample dialogue in the Wileman home, according to its master, runs something like this:

He: "Dear, do you like this?" (showing her a piece of fabric).
She: "No, I don't."
He: "Neither do I."

or

He: "Do you like this?"
She: "Uh-huh."
He: "So do I. I thought you would."

Mrs. Wileman, however, must not be thought of as a woman of indeterminate tastes. She likes turquoise and she likes to be practical.

He: (Speaking of the dark-blue car they were lucky enough to get) "Isn't this smart, dear?"
She: "Yes. But look at that car going by—the turquoise one. Next one we get . . ."

or

He: (Looking at a modern interior) "Isn't that smart?"
She: "Yes, for today."

"Mrs. Wileman," says her husband, "looks at furniture with a live-with-it angle. Perhaps because she is a blonde, she likes (in addition to turquoise) rich red and she doesn't like yellow or orange. The Wileman home? It's done predominantly in clear green—"a turquoise, rather than a chartreuse," Mr. Wileman explains. The furniture leans to 18th Century, informal, as befits a ranch home. "The colors of my garden come right into the house," the decorator continued.

Sources of Ideas

Because one is supposed to indulge in a hobby the opposite of one's business, Mr. Wileman works outside among his avocados—pruning, digging, irrigating. Some of his best decorating ideas come when he's tramping with his dog out "where the devil lost his topcoat."

Ideas for his radio scripts often are suggested by the mail he receives from listeners. One broadcast was the outcome of a request for information about inside planting. Another query about use of Oriental art

in the home inspired two programs. Mr. Wileman usually works ahead two weeks on his scripts (which he dictates and broadcasts from his office at Barker Brothers' main store). Topics, if possible, are chosen by the theme of the month at the store. The expert also tries to arrange his programs in related series of three, so that one week's subject will encompass one subject. In addition, from September to June, he is called upon to speak before various groups twice weekly and averages two lectures a week in the store—one for the public and one for employees. With Barkers for twenty-five years as a consulting decorator, Mr. Wileman has headed

(please turn to page 39)

Hot-Weather Tips

1. Chintz slip covers for living-room sofas and chairs are cool and crisp-looking.
2. Slip covers for dining-room chairs and bedroom furniture give a refreshing touch, in fact, little chintz covers for silk lamp shades make a delightful summertime change.
3. Take down your heavy draperies and put up crisp, colorful cottons in cool greens and blues. In bedrooms, replace heavier draperies with ruffled organdie tie-backs.
4. For some windows, use aluminum slat Venetian blinds finished in banded enamel and with removable slats for easy cleaning.
5. For semi-outdoor rooms, use Ever-cool shades (small wood slats corded together and made to roll up). Outside awnings also help keep rooms cool and give a nice color note to house.
6. Seersucker bedspreads in white and pastels will take frequent summer tubbings, require no ironing.
7. Store your formal damask tablecloth and try gay printed ones for a hot-weather May. A silk tablecloth provides a vivid touch for the table.
8. Plants inside the rooms help give your home a cool look.
9. If your house is uninsulated, have insulation installed on the roof, where most of the summertime heat comes through.
10. If you decide to paint, use cool clear green, blue, or turquoise for that summery effect.
FILLING IN THE MISSING BLANKS
on the answer board, Johanna Linse, telephone supervisor on the weekly "Par Answer Game," records the winning combination of numbers she has just received over the switchboard.

WITH BUZZER AT FULL BLAST AND LIGHTS FLASHING incessantly, this specially constructed switchboard is the scene of most of the frenzied action on radio's newest telephone quiz—"The Par Answer Game." Waving a correct answer, operator on left anxiously signals the superintendent.

Maybe KHI's New Quiz Is the Answer
For Contestants Who Never Are Lucky

By Jim Parsons

If you walked into studio 4 at KHI on a Friday night, you'd never realize that you were in a radio station. There sit twenty-five telephone operators busy taking calls, scribbling messages, signaling frantically to the superi-visor who skitters about the place in a high state of frenzy. Phones ring madly; the switchboards are loaded with incoming calls; everything seems to be in utter chaos. You'd bet that you were at a fire-alarm switchboard, with dozens of winker lights flashing for attention.

But no! If you looked sharply enough, you'd see three figures barking into microphones and trying to make themselves heard over the confusing din. And then it dawns on you that this must be the scene of the radio telephone quiz—"The Par Answer Game."

So you crowd your way over to the micros, where you find Colleen Collins, Vic Perrin, and Tony LaFranco. You hear Tony say, "Which is the longer, the Amazon or the Mississippi River?" Vic chimes in with, "If you think the Amazon is longer, circle the number one under the letter A." "But if you think the Mississippi is longer," retorts Colleen, "circle the number two under A." "And when you check a winner," announces LaFranco, "call HYperion 3141."

It's all part of a unique quiz show in which listeners may participate at home by using their telephone or social security numbers to verify the correct answers to the questions asked. Players place specified digits from their phone or social security numbers under the letters P-A-R-S-O. The object of the game is to circulate all the numbers as they appear under the letters. When listeners have marked a complete game, they...
may phone or mail in their answers. Winners receive gift merchandise certificates.

**Plenty of Excitement**

Vic Perrin and Colleen Collins are no strangers to radio audiences. Both have appeared on many "Red Ryder" and "Cisco Kid" western thrillers, but they both agree that they have never appeared on any program as wild as this radio-telephone game. As Perrin puts it, "The gun-shots and hoof-beats of the western shows seem like the quiet of home as compared to this madhouse when we hit the air. What with all this racket, you can't hear yourself think."

"But we have a lot of fun," Colleen reminds him. "This is one of the most remarkable quiz programs around. In many quiz shows, although the listener may know the answers to the questions asked, he can't do a thing about it. But on this program, everybody has an equal opportunity."

"And there must be a lot of loyal followers of our show," says Tony LaFranco. "At least, we do have a great many winners. We figure that the operators can handle 2500 phone calls an hour, and we don't close the switchboards until the calls stop coming in. The lines are loaded all the while we are on the air and calls keep pouring in for some time after we sign off. The station is also flooded with mail response on the program. Listeners don't need a telephone to play our game. They mail in their answers."

Since there are so many winners, time won't permit the reading of all names on the air. Usually telephone supervisor Johanna Linse will keep a close watch for the first correct entries checked by her operators. Vic Perrin then interrupts the show to read these names.

This program might be the answer to those who complain that they never win anything on radio contests.

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**A Picture of Smiling Satisfaction!** Because one of her calls was a winner, this telephone operator is pleased as punch.

**Weeding Out the Best Questions** are Colleen Collins, Tony LaFranco, and Vic Perrin, left, and Charlie Jones, Don Lee engineer; Charles Chaplin, producer; and Chuck Gower, another engineer, on the right.
"Allen's Alley" Used to be "Town Hall Tonight," back in 1937, but the principals were the same. Here "Mayor" Allen salutes the "Queen," who pays no attention to the "Mayor's" squinting. The "Queen," of course, is Portland Holla, the "Mayor," Fred Allen. (NBC photo.)

Flashbacks!
No. 26 of a Series

Some of These Stars Into Whose Scrapbooks We Dug Are On the Air Today. Some We Can Enjoy Only in Memory

All This Talent BENT EVERY EFFORT toward the NBC "Shell Chateau" entertainment back in 1936-1938. (Left to right)—Basil Rathbone, Billie Burke, emcee Smith Ballew, orchestra leader Victor Young, and Babe Didrikson.

About Twenty Years Ago,
Frank Bull was tagged "one of the ace sports announcers of the West." He's still called that. (Keystone photo.)
NO ONE WILL EVER FORGET the easy, laconic humor that marked Will Rogers's appearances before a mike or on stage. Notice the absence of a script, Rogers's humor didn't need written lines to pour forth easily. (NBC photo.)

THE YOUNG LADY at the grand, grand piano is one of today's top femme comedienne—Judy Canova, sans the pigtails and straw in the mouth that have marked Judy's rustic rough-and-tumble.

IT'S A PRETTY SAFE BET that when this scary photo was snapped (1934), Hugh Studebaker wasn't picturing himself as the kindly "Dr. Charles Matthews" of "Guiding Light." Now it's impossible not to identify "Dr. Matthews" with Hugh Studebaker. (Maurice Seymour photo.)

BACK IN 1936, MAESTRO EMERY DEUTSCH baton the series, "Woman's Place." Here he peers attentively at the notes of Grand Duchess Marie of Russia, who visited the show to speak on "manners and etiquette," and to tell amusing tales of the Romanoff family. (CBS photo.)

EYE ARDEN IS CURRENTLY ENCHANTING JACK CARSON on Jack's Thursday-night NBC show, and Ken Murray owns his own variety show, "Blackouts." In 1936 they were heard together of a Tuesday on CBS . . . as you can tell from the small letters on the mike. (CBS photo.)
"Everything's Under Control"

When Your Radio Programs Reach the Air,
Praise Due the Technical Education and
"Perspective" of Your Studio Engineer!

By Judy Maguire

RAY FERGUSON IS ENGINEER on three of NBC's big shows. . .
"Amos 'n' Andy," "Great Gildersleeve" and Eddie Cantor. As one of the many brilliantly
educated men who technically control your radio listening from its local point
( studio ), Ray has a big story to tell.

RAY FERGUSON IS ENGINEER

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P L U G I N W H E R E . T H E R E S U L T O F " P A T C H -
"Jack Fields," if you know what to plug in where. The result of "patch-

ELL, YOU SIT down at the mixer and . . . uh. . . . T H E R E A R E N I N E
channels on the control board. . . . Well, let me see if I can make this more

SERVED US R I G H T . W E ' H A N D ' D -
ought asked a question like "Whatya think?" But since we did
cooparative NBC engineer Ray Ferguson (of the "Amos 'n' Andy," Eddie Cantor, and "Great Gildersleeve" shows) felt obliged to illu-

Served us right. We hadn't

MINUTE T R I M . E A C H M I C R O P H O N E i
board or "mixer" shows by which the en-

MINUTE T R I M . E A C H M I C R O P H O N E i
engineer handles his program. The

MINUTE T R I M . E A C H M I C R O P H O N E i
control board, of course, faces the

MINUTE T R I M . E A C H M I C R O P H O N E i
studio, and is a mass of such

MINUTE T R I M . E A C H M I C R O P H O N E i
significant markings as "carrier," "neu-

MINUTE T R I M . E A C H M I C R O P H O N E i
mergance between every tone in the pro-

MINUTE T R I M . E A C H M I C R O P H O N E i
gram . . . in order that all this ex-

MINUTE T R I M . E A C H M I C R O P H O N E i
pensive talent will reach the air in

MINUTE T R I M . E A C H M I C R O P H O N E i
its full quality.

MINUTE T R I M . E A C H M I C R O P H O N E i
It is up to the engineer to know

MINUTE T R I M . E A C H M I C R O P H O N E i
how the program will sound when

MINUTE T R I M . E A C H M I C R O P H O N E i
it is on the monitor speaker and

MINUTE T R I M . E A C H M I C R O P H O N E i
when it is broadcast. His "perspec-

MINUTE T R I M . E A C H M I C R O P H O N E i
tive" is the judgment of a well-

MINUTE T R I M . E A C H M I C R O P H O N E i
modulated program. It is un-

MINUTE T R I M . E A C H M I C R O P H O N E i
derstanding. He would regard his

MINUTE T R I M . E A C H M I C R O P H O N E i
profession as a certain sort of art.

MINUTE T R I M . E A C H M I C R O P H O N E i
"No two engineers set up a show

MINUTE T R I M . E A C H M I C R O P H O N E i
in the same way," says Ray, "any

MINUTE T R I M . E A C H M I C R O P H O N E i
more than two pianists play a com-

MINUTE T R I M . E A C H M I C R O P H O N E i
position with the same style."

MINUTE T R I M . E A C H M I C R O P H O N E i
Shortly before the "break," the

MINUTE T R I M . E A C H M I C R O P H O N E i
director, star and cast adjourn to the

MINUTE T R I M . E A C H M I C R O P H O N E i
script room to make cuts or addi-

MINUTE T R I M . E A C H M I C R O P H O N E i
tions, in memo, of a day or two long or short. This is the engineer's time
to check each individual microphone, plug and connection for efficiency.

MINUTE T R I M . E A C H M I C R O P H O N E i
He does this by turning his public-

MINUTE T R I M . E A C H M I C R O P H O N E i
valuable system up to its most sen-

MINUTE T R I M . E A C H M I C R O P H O N E i
sitive pitch, then tapping or speak-

MINUTE T R I M . E A C H M I C R O P H O N E i
ing into the mike ("testing-two-

MINUTE T R I M . E A C H M I C R O P H O N E i
three-four") and shaking the cords

MINUTE T R I M . E A C H M I C R O P H O N E i
for any sounds of scratching. The

MINUTE T R I M . E A C H M I C R O P H O N E i
usual big-studio system is used on so many shows, warmups and after-shows that it really takes a

MINUTE T R I M . E A C H M I C R O P H O N E i
beating. There is a very sensitive

MINUTE T R I M . E A C H M I C R O P H O N E i
ribbon inside most microphones

MINUTE T R I M . E A C H M I C R O P H O N E i
which can be injured if it is merely

MINUTE T R I M . E A C H M I C R O P H O N E i
blown upon too hard. It's easy to

MINUTE T R I M . E A C H M I C R O P H O N E i
imagine the shivers of many an en-

MINUTE T R I M . E A C H M I C R O P H O N E i
engineer when he watches cast mem-

MINUTE T R I M . E A C H M I C R O P H O N E i
bers cuddle up to and shout down the

MINUTE T R I M . E A C H M I C R O P H O N E i
mike during an after-show, or even

MINUTE T R I M . E A C H M I C R O P H O N E i
lean the equipment over the foot-

MINUTE T R I M . E A C H M I C R O P H O N E i
lights for some tomfoolery with the

MINUTE T R I M . E A C H M I C R O P H O N E i
audience. So, if in his checking, Ray

MINUTE T R I M . E A C H M I C R O P H O N E i
finds possibility of a mike failure, he takes the dubious piece down to maintenance shop and brings back another. Unless he has some more business connected with the program, the poor guy can then go out and get some lunch.

STAGE SET

When the crowd collects again, it's to go through the works with such changes as the writers or di-

STAGE SET

rectors may have made. It's then

STAGE SET

almost show-time and a space is allowed for everybody to rest or get
dolled up. The curtains are closed and the house lights are turned down to set before the doors open and the

STAGE SET

audience enters. Ten minutes be-

STAGE SET

fore airtime, the curtains are drawn back for the "warmup." This is a

STAGE SET

powerful check-up. The audience is and laughter will not cause a "feedback" or "howl."

STAGE SET

There is dread in the heart of most

STAGE SET

engineers at about this time that

STAGE SET

the control-board doors will bang

STAGE SET

open and an unfamiliar group of

STAGE SET

people thunder in to stand about in

STAGE SET

( Please Turn to Page 39)
“Everything’s Under Control”

(Continued from Page 38)

a space thoroughly unable to accommodate them. Extra booth visitors are the plague of nearly every radio show. The air-conditioning is insufficient, and their presence is an especially disconcerting thing to the engineer. A cough, movement, or conversation during broadcast time is disturbing to the attention he is trying to give the program and he can certainly not be considered unreasonable.

Whether his neck is being breathed down or not, the engineer is an occupied man in those last few minutes. He checks with the sign-off booth, reports to master control (“‘Gildersleeve,’ Studio A, 5:30”) and checks his clock.

Now, so far as can be judged, “everything’s under control.” If the engineer has not ascertained the right beats at rehearsal and if he has not marketed his script conscientiously, there might be erratic results “because he’d be guessing.” But since he has done everything, the program is now gauged automatically straight through the lines. It will travel through NBC master control, KFI, the telephone company, and out into the network and be calibrated at an exact level every point of the way.

When the second hand of the booth clock is exactly straight up, Ray opens the mixer channels and gives a verbal “go ahead” to the director ... the NBC production man switches the “On the Air” light ... the director throws a hand cue to the announcer, the announcer starts the show. While this reads like a chain of action, it is instead a simultaneous movement on the part of each man.

“So you rehearse all day long,” sighs Ray, “the director has had his say, the musical director and cast have had theirs. But when the lines are open, the show is dropped in the lap of the engineer. It’s his baby for thirty minutes.”

Bothered by Bugs?

Mow ‘em down instantly!


A STANDARD OF CALIFORNIA PRODUCT

Page Thirty-nine
HOLLYWOOD'S RECENT PARTY IN HONOR OF LAMMY ROSS saw Jean Hersholt and guest-of-honors Russ joining Grace Allen at refreshment time. Long a radio favorite, Lammy is now a radio and television star in the East—and he sings as sweet as ever!

JANET CROWDER, "Ma Webster" of Those Websters, "takes out good-luck insurance on Mutual's new address, 1313 Vine Street. She's spilling thirteen cents' worth of salt and defying the black cat, umbrella and ladder.

STARTLING, ISN'T IT? ARE BURROWS THINKS SO too as he glimpses himself on the television set. Burrows, who felt vaguely uncomfortable about having a set in the home, says he's more at ease since he installed a sign reading "Ab's Bay and Grill." (CBS photo.)

KGIL's RED BAKER claims that radio audiences really eat up those old-time discs on his 11:00 p.m. show. And just to prove that he feels the same, Red illustrates for the photographer. (Barber photo.)

JANET CROWDER, "Ma Webster" of Those Websters, "takes out good-luck insurance on Mutual's new address, 1313 Vine Street. She's spilling thirteen cents' worth of salt and defying the black cat, umbrella and ladder.

MARIAN AND JIM JORDAN of Fibbers and Molly" fame received honorary doctor of law degree from St. Joseph's College recently. Left to right are President Luchs, Marian, Dean Paul and Jim. (Trade Press News Service photo.)

SEEN ON THE RADIO SCENE