FOR A TASTY SNACK ANYTIME . . . Mary Lou Harrington, NBC teen-age actress, likes something light and crisp. Hol-Grain Wheat Wafers are paper-thin, lightly salted and toasted. And—each crisp wafer with its 100% whole wheat goodness has only 3 calories! Eat as many as you want! Hol-Grain Wheat Wafers are always good all ways . . . just right by themselves, or with jams, jellies and spreads.

—Advertisement.
About Your Letters

All letters to the Ear inspire 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. MARY G. Barrows, 3828 Wilshire Blvd., Los Angeles 5, Calif.

Sirs: I often hear Walter Craig's name in the cast credits on shows like 'Lux Radio Theater,' 'Suspense' and the other night on the George O'Hanlon Show. Then I heard his name in the credits on the 'Dick Haymes Joke Shop,' KLAC-TV's television show, but I didn't see him. What gives with 'The Voice,' and speaking of his voice tricks, was he the 'voice' on that program? I thought at first that it was Pete Smith. Now I'm beginning to wonder. Would you please print a picture of Walter Craig, so we can see him?

Happy to. On advance notice, and sometimes withinimitate ANYBODY. His version of Joan Davis is collapsing, and he's the only person we've met who can completely fool as on Harry Truman. Walter does scads of radio and print work, many, trick voices for Ralph Edwards, and he was the Pete Smith you heard on the Dick Haymes Joke Shop.

Paul H. Lindberg, 4734 Hamilton Street, San Diego 4, Calif.

Sirs: Could you kindly put in a picture of news commentators Howard K. Smith and Elmer Davis? We greatly appreciate the layout of Mutual newsmen in a recent issue.

Mrs. M. J. Lucas, 4928 East Firestone Boulevard, Downey, Calif.

Sirs: I want to agree heartily with Mrs. Joe Russo and ask why, oh why, does every mystery program, "P.B.I." program, and "Counterspy" program have to have its little dash of sex in the form of a goozy scene culminated in a long sigh and a significant silence? A good, fast-paced detective yarn does not need this added prop to keep it up, and it has established a formula which is both deadly dull and quite a little ridiculous. Congratulations to "University Theater" for some fine performances, and particularly for their off-the-beaten-path selections. I particularly liked "Passage to India" recently. I could suggest to many actresses, even Helen Hayes, that there are other plays besides "Dark Victory." That which seems to pop up at least twice during every season. O. Henry and Damon Runyon (as demonstrated so ably by Fletcher Markle recently on "Ford Theater") should be ideal material for hundreds of radio stories.


Sirs: Could you tell me what the name of the theme music is for "Blake of Scotland Yard," heard over KTTLA television station on Friday?

Excerpts from the album "Kite of Spring" by Stravinsky, used for the "Blake of Scotland Yard" theme.

Mrs. J. L. Lucas, 4928 East Firestone Boulevard, Downey, Calif.

Sirs: I was agreeably surprised to hear that Judy Maguire would be the new hostess on the "Hollywood's Hall of Fame." Judy as the hostess fits the program perfectly, and I'm glad to hear she was selected. Congratulations to Judy for her good work and for her ability to judge the right people for the program. And don't be surprised if you hear Hal J. Segal's name from time to time. Hal is Judy's husband and they have a lot of local radio experience. They should do well together.

Mrs. J. M. Lucas, 4928 East Firestone Boulevard, Downey, Calif.

Sirs: I am glad to hear that Judy Maguire has been selected as the hostess for "Hollywood's Hall of Fame." I was particularly interested in her selection because I think that the program has been ruined by the previous hostesses. Judy has a warm personality and a good sense of humor, and I am sure that she will make a good hostess for the program. I would also like to commend the producers of the program for their choice. They have done a good job of selecting the right people for the program, and I am sure that they will continue to do so in the future.

Mrs. F. J. Russo, 9438 East Firestone Boulevard, Downey, Calif.

Sirs: I was very pleased to hear that Judy Maguire has been selected as the hostess for "Hollywood's Hall of Fame." I have always admired her work on the radio, and I think that she will do a wonderful job on the program. I would also like to commend the producers of the program for their choice. They have done a good job of selecting the right people for the program, and I am sure that they will continue to do so in the future.

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EVE ARDEN doesn't have to work hard to prove that today's "readin', ritin', and rhythmic" prof can be glamorous as well as intelligent.

"THAT WONDERFUL MAN," Jeff Chandler, alias "Dr. Dana," is Eve's leading man on the show, as biology instructor "Philip Boynton."

"Our Miss Brooks"

The Modern Schoolmarm Cracks Wise, Likes New Hairdos, and Gets Her Heart Broken As Easily As Anyone Else, the Way Eve Arden Plays Her!

By Judy Maguire

Sunday, 6:30 p.m.
CBS-KNX, KSJO

ITH "Our Miss Brooks" and its chic star, Eve Arden, CBS has taken a healthy swipe at a great American cliche—that all school teachers must of necessity be mousey, inhibited spinsters.

In several other ways, this spirited new series is accomplishing even more:

It is providing human, rollicking-

ly good situation comedy entertainment.

It is adding well-scripted emphasis to the country's still tight problem of underpaid educators. "What have I got to be thankful for?" wailed "Principal Osgood Conklin" (enacted by Gale Gordon), during the program's Thanksgiving story. "Me, with a school full of unreasonable teachers all screaming for a living wage?"

It is painting a more likeable picture for young people who might be

January 16, 1949
trying to decide on teaching careers.

And it is proving an excellent showcase for the talents of a charming and gifted comedienne.

"I think Eve is the only woman I've ever known in show business who can carry off the sort of comedy that Groucho Marx and Frank Fay can," claims Miss Arden's script-er, Al Lewis. Al has written for both Marx and Fay, and began his own radio span fifteen years ago writing for an upcoming new comedian named Bob Hope. He does all the dialogue and revision on the show, although many outlines are submitted. "All I ask for from contributors is a beginning, a middle, and an end," he smiles, and I'm willing to write the rest of it. This," he frowns, "is not so easy as it sounds!"

"And by golly," Al sighs, "if I ever thought when I was a kid that I'd wind up writing so favorably about a school teacher, I'd have died laughing. I went to school under protest until I was sixteen, and then I escaped! But now," he admits sentimentally, "I've come to know teachers, and to love them."

**Take It Easy Time**

The ritual on the show is relaxed. Producer Larry Berns, star Eve, writer Lewis, and script-girl (plus idea secretary) Jan Murray, take a table at the Derby each week, and go through script problems after they eat. This avoids ulcers, and we all feel much funnier.

The "Our Miss Brooks" format is generously concentrated upon making real personalities out of its several supporting characters. The cast is an unusually fine one. Jeff Chandler, as Eve's co-star, plays heart interest professor "Philip Boynton." Plus-featuring Gale Gordon as "Principal Conklin," good lines are given to Jane Morgan as "Connie Brooks's" landlady, "Mrs. Davis," and to Dick Crenna and Gloria MacMillan as teen-agers "Walter" and "Gloria."

So far, "Miss Brooks" is a woman without a past, and has no living relatives, not even a stray cousin or grand-uncle. "We're going to have to find her an aunt, or somebody," puzzles writer Lewis. "Meanwhile, her only real friends are me and her landlady, 'Mrs. Davis.'"

The setting for Madison High School is (unadmittedly) a town somewhere in the Midwest. "It's not necessarily Madison, Wisconsin," spars Lewis, "and not necessarily not Madison, Wisconsin. After all, when you're writing a show it is very nice to know what kind of weather you're having."

Letter responses to "Our Miss Brooks" have been exceptionally pleasing, and particularly from teachers. The California State Board of Education has offered its own written compliments. And the program recently had another encouraging omen of success.

Fellow CBS show "Sing It Again" asked "Miss Brooks" to give a clue to its musical riddle about the Galloping Gridiron Ghost, Red Grange. The "Brooks" hooperating on that particular evening hit exactly 77, and "77" was Red Grange's old number.

"So, we hope to gallop even farther than Red before we finish," smile cast and crew.
Inspired by the Success of a "Truth or Consequences" Segment, Ralph Edwards Has Built a Whole New Program Devoted To "Little People Who Have Big Lives"

By Evelyn Bigsby

UNIQUE "THIS IS YOUR LIFE" BROADCAST took place in a downtown Los Angeles elevator, for which "star" of show, John Sexton, was operator. As Edwards reviewed Sexton's life, he stopped at different floors, where waiting show participants got on to surprise Sexton. Here Sexton's aged father is reunited with son, right. Edwards in rear. (NBC-Holloway photo.)

FIRST GUEST "STAR" OF EDWARDS'S NEW SHOW was a paraplegic, Paul Jackson, right, shown here with emcee and one of studio participants, Raymond Griffith, who helped recreate Jackson's story. Griffith, an ex-Army medic, saved Jackson's life in ETO. (NBC-Holloway photo.)

"This Is Your Life"

Tuesday, 8:30 p.m. NBC-KFI, KFSU

HE was frankly sixty, but, dressed in her best black taffeta and fired by the excitement of something unexpected about to happen, she exuded a youthful glow.

We met Ada Nelligan deep in the recesses of Radio City. She was sitting all alone in an empty dressing room behind Studio D. This is the studio occupied weekly by "Fibber McGee and Molly" and this happened to be Bill ("Old Timer," "Wallace Wimple") Thompson's dressing room. Ada was nervously "reading" Bill's script when we sneaked up on her, but it was easy to see she was too excited and apprehensive to comprehend a single word she was scanning.

She didn't know it, but Ada, in twenty-five minutes, was to be the star of Ralph Edwards's new show "This Is Your Life."

FOR BROADCAST AIRED ON PEARL HARBOR anniversary, "star participant" was Lieut.-Comm. Sylvan Greene, whose plane probably fired first against Japanese immediately after sneak attack. He's shown here with long-time friend, Mayor Bob Wian of Glendale.

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Ada knew that something was up, but what? For two weeks, ever since she had been called long distance from Hollywood in her theatrical agency office in Brooklyn, she had been in a mysterious whirl. At first, she said, she had refused to talk with Hollywood. Then, when she discovered the call was on the level, she lifted the receiver only to be told she was going to Hollywood. Protests from Ada that she couldn't. More protests, all overridden. Then the voice from Hollywood (it belonged to Ralph's production manager, Al Paschall) asked to talk to Ada's secretary.

"Uh huh!" agreed the secretary. "Uh huh! Yes... Sure... I see... Certainly! Uh huh!"

The secretary hung up. "You're going to Hollywood," she announced to Ada.

Ada went home. Her daughter, Helen, who keeps house for her, greeted her with, "So you're going to Hollywood!" Ada began to think maybe she was.

But two weeks went by, and when the morning of her scheduled departure day arrived and no tickets or other preparations were in evidence, Ada decided to go on to the office and forget the whole thing. At noon, a messenger arrived with tickets for The Chief. "You leave tonight," he informed Ada Nelligan.

Ada didn't want to leave her daughter in New York, but she yielded to Helen's pleadings and boarded the train on schedule Friday night. Sunday morning she arrived in Los Angeles. Al Paschall met her and drove her to the Hollywood Knickerbocker.

**VETERAN of the land rush, Jonah Hatfield, was "star" of another "This Is Your Life" program, filled with nostalgic guests and memories of country's pioneer days.**

January 16, 1949
Guess Whose?

Here Are Pictures of the Soundman’s Set-Ups on Two Different Mutual Shows And Radio Life Wonders if Its Smart Readers Can Tell Which Shows They Be?

SET-UP FOR ONE OF MUTUAL’S mystery programs. This one shouldn’t be too hard, if you note clue carefully.

Answer: “CINDERELLA”

January 16, 1949
NEXT WEEK

FRANKIE! And we do mean Remley. Here’s a story on the real-life musician who’s become a household word on the Harris-Faye Show.

ANNA ROOSEVELT. Now a commentator on ABC, this famous lady graces our cover and a profile story.

LUCILLE BALL. The one and only Miss Ball speaks her mind on this week’s show. We include pictures of her delightful air show, “My Favorite Husband.”

CLARK DENNIS. He’s a tenor, but Clark has that baritone appeal. It comes through on our story on him, too.

JACK WEBB. The man with that voice! You loved him as “Pat Novak,” “Johnny Modero” and “Jeff Regan.”

PLUS! Pictures of personalities, television snaps, “Flashbacks” from the old file, letters, logs and latest news. Don’t forget—Next Week!

For Love o’ Mike (General Comment)

Rumors Are Flying

Frank Bull to sponsor a World Series of Jazz in 1949. The KFWB platter-spinner will invite top Dixieland bands from all American and many foreign cities to compete. ... Beryl Davis’s kid sister, Cherry, received movie and radio offers after an appearance on the Peter Potter show. ... Latest news on Jack Kirkwood’s show for ABC is that it might wind up as a night-time half-hour series. ... Anita Gordon, formerly vocalist on the Charlie McCarthy show, is screen-testing. ... Franklin P. Adams of “Information Please” fame is auditioning as a very talkative disc jockey on a New York station. Other news on the sorely missed “Information Please” is that it is auditioning for television—also in New York. ... NBC would like to get U.S. Steel’s “Theater Guild on the Air.” Can’t believe it, but “Manhattan Merry-Go-Round” might lose its sponsor and fold from the air after an eon of broadcasting. ... Clark Dennis, the top tenor who’s tops, practically got that film contract signed. ... The National Association of Manufacturers, better known as the NAM, is considering entering the field of radio entertainment with a musical show.

Looks Like

Sweeney and March will be reunited on several upcoming Bing Crosby shows. Bing enjoyed their work on the Christmas show he did for CBS. ... Dean Elliot is the new musical conductor on the Jack Carson show. ... Louise Erickson won the spot as Alan Young’s girl friend on the new Alan Young show. ... Bing’s first records since the ban will be two tunes from the Cole Porter Broadway hit, “Kiss Me, Kate.” ... Eve Arden will star in a film version of “Our Miss Brooks.” ... “Hollywood Hotel” set for a revival on radio and TV. ... Hal March joins the Alan Young show until Bob Sweeney returns from his tour with Jack Carson. ... Edward Arnold, ABC’s “Mr. President,” started his sixty-fifth picture last week. ... Bob Hope’s current schedule adds up to thirty-two shows, an extra twenty-six days of personal appearances. ... “I Can Hear It Now,” the record album of famous voices of recent history narrated by CBS newswoman Ed Murrow, is making record sales history. ... Jimmy Durante will play the London Palladium in July. Jimmy toured in England for several years before he made his last American comeback, so he’ll probably get a riotous welcome.

Your Cue (Shows You May Like)

Damon Runyon Theater

Another good idea hit the air when the “Damon Runyon Theater” premiered on KFI, 3:30 p.m. Tuesday. Damon Runyon’s short stories are ideal air material, and the wonder to us is that no one has dramatized them for radio before.

On this series, bright idea number two took shape when the powers that be cast John Brown in the key role of “Broadway,” the narrator and leading character in many of the stories. John, in case your radio memory is tricky, is the clever actor behind “AI” on “My Friend Irma,” “Thorny” on the Ozzie and Harriet program and “Digger O’Dell” on “Life of Riley.” His “Broadway” is closer to “AI” than it is to his other characterizations, but still an entity of its own.

The opening show was “Tobias the Terrible,” a tale about a young man from a small town mixed up with a New York mob. If your knowledge of Damon Runyon is slight, you should bear in mind that Runyon mobsters are naive, easily hurt and endowed with hearts of gold and the childlike whimsies of Margaret O’Brien.

Happily, all the strange and wonderful names and talk of the pure Runyon are retained. Characters like “Harry the Horse,” “Regret,” “Angie the Ox” still roam the big street. Guns are still “rooses,” girls are still “dolls.” No Runyon fans need fear (Continued on next page)

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By Virginia West

How would you like to know an ex-jailbird who takes the governor along when he crooks a safe . . . a Sing-Sing grad who gives kids nickel candy for a penny? Does this sound unbelievable? Well, you'll know that it isn't if you've discovered ABC-KECA's new comic-mystery program, "Little Herman," heard every Saturday evening at 6 o'clock.

"Little Herman," played by Bill Quinn, is a New York corner candy-store proprietor . . . a black sheep turned white! In real life, while Quinn was between stage jobs, he, his brother, and his mother actually owned and operated such a store in Manhattan, so he brings to the new series a "sidewalks of New York" knowledge of crime techniques and insight into the seamy side of life acquired from firsthand experience. "Little Herman" is presented weekly by the Cheesborough Manufacturing Company . . . Lend an ear for something new in the drama department. That ace detective, "Bulldog Bore," has picked up his clues and moved from his Saturday night time to a Friday night dial spot . . . 9:30 p.m. where the popular Thrifty Drug series will follow that exciting big-money show, "Break the Bank."

... Ralph Langley and the News . . . 7 a.m. . . . KECA

Would you expect a train whistle to be responsible for fan mail? Well, the one heard Monday thru Friday at 9, on ABC-KECA "Welcome Travelers" broadcast, draws an average of sixty fan letters a month. Railroad men and their wives and families write to Tommy Bartlett, emcee of the show, to say the train whistle used is a wreck signal . . . The truth is the show's producers auditioned whistles for days before the debut, and picked the one used as the best because of its pitch and level . . . Speaking of morning shows . . . a good start for your day is to listen to Ralph Langley and his Breakfast Edition of the News on KECA at 7 . . . Then in the laugh department, don't forget Zeke Monnors and his new half-hour of melody and mirth at 7:30 . . . Kay Kyser and his wife, the former Powers model and songstress Georgia Carroll, will lead the inaugural ball for North Carolina's new governor in Raleigh on the 17th. The favorite son of Rocky Mount is currently commuting between his home town and New York to air his ABC broadcasts of "Kay Kyser's College of Fun and Knowledge." . . . That's KECA at 9:30 a.m., Mondays thru Fridays.

... Ralph Langley and the News . . . 7 a.m. . . . KECA

Something unique in the way of a prize is currently among the gifts offered for the winner of the "Mystery Melody" jackpot on the Sunday evening musical, "Stop the Music," now ABC-KECA at 5 p.m. Included in the list is a competent baby sitter's service for a full year! From disc jockey to drama specialist . . . that's the Sunday record of Bob Shannon, who spins the platters on KECA's 11 a.m. airer, "Tailor Made Melodies." The afternoon (at 3) finds the versatile young man playing heavy character roles on the ABC historic dramas, "California Caravan."

Another versatile KECA regular is junior Harris, who presents "Happy Theater" for the very young generation on that station at 4:45 every Monday thru Friday afternoon. On one show Harris is often called upon to play as many as six characters, which may range from an enchanted princess to some villainous member of the animal kingdom . . . She does a convincing job, too, for the kids love her stories . . . and as Harris says, there's no audience as critical as a young one. For the sake of realism, during a recent Meredith Willson Show on ABC-KECA, a pudding made from the sponsor's product was given John Beal to be eaten while he read the commercials . . . Meredith began to worry when he found there was only one pudding . . . and three rehearsals to go!

--- Advertisement ---

Radio in Review

(Continued from Preceding Page)

that their favorite legends have been tampered with in the dramatizations.

A fine cast of radio actors is heard in this colorful performance given by Frank Lovejoy, Eddie Marr, Luis Van Rooten and Joe Du Val, among others. Adapter Russell Hughes, director Richard Sarvile and producer Vern Carstensen may take bows for treating Ruymon material with such loving hands.

"Call for Help"

We must be getting old and mellow—we've found another daytime giveaway show that we liked. This one is "Call for Help," heard on KNX, 1:30 p.m. Monday through Saturday. Wee Battersea, an emcee with a light touch and a very friendly attitude on this sort of thing, and Tip Corning, one of our favorite announcers, keep the contestants, questions, answers and prizes rolling for the half hour the show is on.

Describing a giveaway show usually ends up in a muddle for reader and reporter, but this one has a cute idea, so we'll give it a whirl. Sounds as if it was based on a twist on the old "no coaching from the audience, please" cry. Each contestant is supplied with a "helper," someone who can attempt to answer a question the contestant is stumped on. The questions come in threes (and are quite intelligible for the children) and even the original contestant doesn't know the answer, he merely says "help!" and his helper tries it. Prizes are split according to who answered what.

For some strange reason, there seems to be an inverse ratio between prizes and contestants on giveaway shows. The less the value of the prizes, the more the interest of the contestants, if you follow us. On this program, a show which does not give away houses, lots, refrigerators or stacks of money, the contestants seem to have a good deal more knowledge than is usually evidenced (or maybe we heard it on good days). For instance, one woman identified Walt Whitman as the American poet who served as a nurse in the Civil War. Bet even Battersea didn't know that before he looked it up!

Playbacks (Critical Comment)

We Point With Pride

To the fine, old-fashioned flavor of "Inspector Heathstone of the Death Squad" and to the full-blown treatment given the认清 the scent character by Alfred Shirley. Reminds us of the glamorous days when we were allowed to stay up late and listen to "The Eno Crime Club."

To Jane Wyman's personality and performance on last Sunday's (January 2) "Family Hour of Stars."

To Buddy Clark for singing the Gershwins' "Who Cares?" and "Some-
thing Sort of Grandish” in his campaign for recognition of “great songs.” To Jack Smith for singing “Mine,” “I Know That You Know” and “If This Isn’t Love” on the same campaign.

To Glenn Ford and Evelyn Keyes for being so charming in the leading roles in the Lux Theater presentation of “Mating of Millie.”

To Jeanette Nolan for another fine performance as “Granny” on the “Favorite Story” broadcast of Dostoevsky’s tale “The Grand Inquisitor.”

To Elmo Roper’s final apology for being so wrong about the presidential poll.

To the excellent Yule presentation of the Redlands University Choir over KFAX—so good that Mutual put it on the network.

**We View With Alarm**

... The woman who called us, demanding that the radio station was not on, though we had it printed in our logs. We checked—seems that President Truman was delivering his State of the Union speech. Shot the devil out of the listener’s woman’s listening schedule. Tough.

... The syrupy ingenue voice that keeps telling us, via singing commercials, that our “precious washbubs will look younger and prettier,” and that we’ll look “younger and prettier” along with the “washbubs.” We’ve got news for her—nothing will ever again be able to make us look younger or prettier.

... Evelyn Knight for imitating Paula Watson’s record of “Little Bird Told Me” when her own voice and abilities could have matched the original record with a typical Knight interpretation.

**New Year’s Salutes**

While we’re pointing with pride, we might special mention the many excellent roundups that were broadcast as 1948 gave way to 1949. Traditionally, radio reminiscences occur about the news, events, songs and personalities that have most effectively put their stamp upon the Old Year. This season brought many noteworthy examples of year-end programming.

We enjoyed Mutual—Don Lee’s “What Will Happen in 1949?” a special broadcast heard on January 1 at 8:30 p.m. by William Hillman, Mutual presidential reporter, forecast that the president would make bold and unprecedented moves for peace. Fulton Lewis, jr., predicted that the first Congress would hold to “middle of the road” legislation due to the conservative Southern Democrats. William L. Shirer offered the opinion that Communistism would lose ground in Europe. Most headlines for 1949 will come from India, he added. Commentator Cedric Foster predicted that as long as Americans talked, they would not fight. Bill Henry looked for thirty-three cents out of every tax dollar to be spent on the Armed Forces. Cecil Brown foresaw a marked drop in prices to the consumer. Mutual’s Chicago news chief, Robert F. Hurleigh, said that farmers could expect another

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By JUNE D. PRAY

It is the custom of the Los Angeles Tenth District, California Congress of Parents and Teachers, to present annual awards to radio stations and programs for excellence in their fields, and this year we have added a television award to our list. It is our pleasure now to announce the winners of our 1948 awards...

**RADIO STATION KFWB**—selected a slice from their income dollar. Albert L. Warner predicted a round of modest wage increases and an increase in the minimum wage scale. Cunningham passed on the opinion that businessmen are not expecting a shooting war from Russia. Hy Gardner and Danton Walker, columnists, predicted that because America would die a natural death, that dance bands would find larger audiences and that entertainers in general had a bright future. Sports commentator Frank Field opined that sports promoters would have to provide new names to draw the fans.

ABC’s “It Happened in 1948,” heard on KECA, January 1 at 4:30 p.m., was a narrated chapter on happenings in the old year. The network used many transcriptions from its news broadcasts (notably Walter Winchell’s) covering the real-life events that made up the tale.

NBC’s recreation of the ten best news stories of 1948 was one of the most effective offerings. With the aid of actual recordings and dramatized reenactments, the program became a well-knit unit. The incident that tied the show together was President Truman’s well publicized porch-building. The sound of hammering and construction started the show, and after the headline-making events of the year had passed before the mike, the same sound tagged the ending. Harry, in other words, was back at the White House finishing the porch.

Most of the shows reprised favorite 1948 songs, but “Club 15” with Bob Crosby, the Andrews Sisters, Margaret Whiting and the Modernaires, did it most neatly and concisely—as did Jack Smith on his fifteen minutes of remembering.

Goodman and Jane Abe deserve special mention for the delightful program they presented in a 1949 salute. In a dream sequence, it presented the year and the months (with Arnold Stang as “February”) all gathered together to welcome 1949. Suddenly old 1929 put in another appearance—seems that 1949 is afraid he won’t be a good year so he doesn’t want to start at all. The program ended with everyone pleading, protesting and insisting that it would be a “Happy New Year.”

Speaking of “Happy New Year,” Jack Benny really took the greeting literally. He pushed his Hooper up to 27.5 on his first show for CBS!
Television Programs

**KXTL—CHANNEL 13**

**THURSDAY (P.M.)**
8:00—Eagles Nest
8:05—Two Of A Kind
9:00—Lightning
9:30—Prizefighter

**SUNDAY (P.M.)**
7:30—The Open Road
8:00—The Abbott & Costello Show
8:30—The Greatest Story Ever Told

**MONDAY (P.M.)**
7:00—Heidi
7:30—The Adventures Of Tintin
8:00—The Bionic Woman

**WEDNESDAY (P.M.)**
7:00—The High Chaparral
7:30—The Mary Tyler Moore Show
8:00—The Waltons

**FRIDAY (P.M.)**
7:00—The David Susskind Show
7:30—The Andy Williams Show
8:00—The New Adventures Of Old Christine

**KLAC-TV—CHANNEL 13**

**MONDAY (P.M.)**
6:30—Booth By Booth
6:45—Sneaky Hooligan
7:00—The Man From UNCLE
7:30—Fortnight
8:00—The Line
8:30—Masterpiece Theater

**TUESDAY (P.M.)**
6:15—The Amazing Yvon
6:30—Bobby World
6:45—Eddie And Ev
7:00—Lucky Ranch 12
7:15—Mr. Good
7:30—Elvis Presley
7:45—John Brabbs

**KLAC-TV Channel 13 USC-UCLA**

**Home Basketball Games**

**KBNH—CHANNEL 4**

**SUNDAY (P.M.)**
6:45—Test Pattern, Music
7:00—Test Pattern, Music
7:30—Piccadilly
7:15—The Pickford Family

**Television Tips**

By JANE PELGRAM

A few weeks ago we made mention of a wonderous device capable of being transmitted through video, that actually transmitted the whole of "Gone With The Wind," lengthy best seller of several years, in four minutes, it was as if the whole film was not stuff. Now "Ultrafax" (a process developed by RCA, Eastman Kodak and NBC) utilizes television, radio and photography to transmit and print complete motion pictures at digital rates at the rate of a million words per minute, and at a speed of 186,000 miles per second, the speed of light. The latest demonstration breezed through "GWTW's" 1,047 pages in about two minutes! Just part of the field opened by this amazing device is transmission of mail, documents, charts, maps, and similar material. Full-length motion pictures can also be simultaneously distributed to thousands of motion picture theaters at once. Each daily newspaper would be a cinch to pick up via the video set. Now all we have to do is to learn how to read with the speed of light! The Mirror, Los Angeles Times, and KNBH, the NBC Hollywood video outlet, joined forces on December 28 to bring Southern California complete news and feature coverage. NBC can benefit from the Mirror prowls and on-the-beat reporting; the Mirror can now grasp NBC's round-the-world news line ten times, in high coverage of news, and feature events begins with KNBH regular operations in mid-January.

One of the biggest deals to date for the use of film on video was consummated between CBS-television and Eagle-Lion. CBS got its hands on twenty-two features and twenty-four westerns, already played out theatrically, and will acquire its regular video fare with the film.

Jerry Fairbanks, the boy who makes all the film for NBC's video chain, recently severed his fourteen-year connection with Paramount Productions. Fairbanks' best-known work for movie moguls was his series of short subjects, "Speaking of Animals," "Popular Science," and "Unusual Occupations." Fairbanks revealed that the television Zoomar corporation, of which he is president, has developed a new type TV camera lens that makes possible telecasting under extremely low lighting conditions. More important than the fact that contestants, viewers and actors or shows will no longer swell (they are usually delighted to be on a show, swelling or not!), is the fact that new fields can be entered. For instance, the practical use of the new camera lens was to videocast the Christmas services from St. Patrick's Cathedral in New York City. The other lens could now have thought of as a resourceful but traditionally dimly-lit interior of the great cathedral into viewers' homes.

A&T opened its coaxial cable from New York to St. Louis, with appropriate lavish ceremony, on Tuesday, January 11. Five networks took part in

(Continued on Next Page)
Radio

Lifelines

By Evelyn Bigsby

TUESDAY NOON WE ATTENDED a luncheon in the Rodeo Room at the Beverly Hills Hotel, hosted by Neil S. McCarthy on behalf of the March of Dimes. Key radio folk listened while the need for funds was explained. Of the 27,000 polo cases across the nation last year, Los Angeles had eleven per cent. We not only exhausted our own funds, but drew to the tune of over $850,000 from the national polo treasury. Again this year, a brilliant parade down Wilshire Boulevard will kick off the drive. It will be a night-time affair with many electrical floats, January 28. As usual, all will cooperate, with station KFWB and its manager, Harry Maislish, who are leading the way.

WEDNESDAY NOON, we were among the group entertained at the California Club by Dr. James Field, minister of the First Congregational Church. To a small group of religious columnists and radioites, Dr. Field introduced Clifton E. Moore, the church's new minister of radio. He gave us a glimpse of what he hopes to do by way of constructive listening. He seems to have made a good impression with the television program put on Christmas Eve from the church and featuring activities around the altar and of the robed choir.

SPEAKING OF VIDEO, by the time this hits the stands, our good little friends, Shirley Dinsdale and Judy Splinters, will have been signed by KNBH for a commercial TV program. The new NBC video station kicks off Sunday, January 16, with a special guest audience in Studio E, followed by a supper party honoring Charles J. Denny, executive vice-president of NBC from New York. CBS broke down and hosted a post-broadcast party in the American Room of the Derby for J. Benny et al. Peter Lawford and Keenan Wynn sponsored a shindig for Lucille Ball at Ciro's after last Friday night's first commercial airing of My Favorite Husband. We like parties—a preference for the small, intimate kind—as much as the next one, but we kind of wish the party-throwers would space things out a little and give us all a breather now.

CHLOE OWINGS and her Pasadena Institute for Radio have something in the pronunciation platter put out for benefit of mikesmen struggling with names of composers.

Grooved alphabetically on the record, the correctly pronounced names make important listening for anybody.

FOR YEARS we've been aching to do a story on Floyd D. Young, the Fruit Frost Warning man. Last November, we finally teled in with him over a delightful meal at the Wilshire Derby. We scheduled the story for our January 9 issue. In the story, Mr. Young pointed out that freezes move in cycles of ten to fifteen years and added that we were due for one. The January 9 issue with the prediction first hit the stands on Tuesday, January 4. That same night, the temperature zoomed down to its all-time low of 27°F. We're amazed at our own timing, not to mention Mr. Young's.

SOMEBODY HAS SENT US an announcement of a gadget that automatically turns off the radio when your telephone rings and you pick up the receiver to answer. What we're interested in is a device that will automatically turn off the telephone while our favorite radio programs are on!

Television Tips

(Continued from preceding page)

the festivities... When Billie Burke appeared on television recently, she was delighted to see all the cameramen and technicians running around the studio with earphones on. "Isn't it nice," she said, "that NBC has found work for all those disabled veterans." (1) ... Shirley Dinsdale and "Judy Splinters" televised appeals have resulted in eight available video sets for the "Bedside Network." They need three more. Can you help? ... KNBH opens Channel 4 on Sunday night, January 16. The first few weeks will run Sunday through Thursday, approximately three hours each evening, and will nightly feature NBC stars and special acts.

F. M. Flashes

Beginning January 16, KFMM (94.7) begins a broadcast series of five classical plays in the World Theatre Series of the British Broadcasting Corporation. We list the entire schedule for you now, in case lack of space in subsequent issues cuts out a pretext of any individual presentation.

January 16—"Redda Gabler," Ibsen.
January 23—"L'Aiglon," Rostand.
January 30—"The Trojan Women," Euripides.
February 6—"Doctor Faustus," Marlowe.
February 13—"The Man of Destiny," Shaw.

The plays are presented with outstanding artists of the English theater, including Dame Sybil Thorndike, Alec Guinness and Eric Portman.

Station KFAC, home of high-fidelity broadcasts of good recorded music for Los Angeles and Southern California listeners, has now added FM reception, duplicating their twenty-four-hour-a-day AM schedule. Standard AM KFAC is at 1330 kilocycles; the FM band is at 104.3 megacycles.

KMG's (98.7 megas) popular mass, Gloria Grant, plays hostess to interview movie actor Lee Bowman, Monday night, January 17, at 8:00 o'clock.

A good many of you, call, each time the FM logs and FM Flashes are missing from an issue, to ask why they didn't appear. It has been a matter of supply and demand... our supply of space matched against the demand for radio and television news.

Our appreciation of, and enthusiasm for, FM's nice surprises and excellent reception put us in the "follower" class, too, but we do have to have a measuring stick for reader interest. Your cards and letters could serve as a good indication.

$15,000
IN PRIZES

NON-PROFESSIONAL SINGERS - 18 to 28 Years
Write for Application
ATWATER, KENT FOUNDATION
Hollywood, 28

SUNDAY at 3:00
ABC NETWORK

Page Thirteen
JANUARY 16, 1949

RADIO and TELEVISION LIFE

TIME CHANGES

MONDAY, JANUARY 17 — Larry Smith, KNX, 5:30 p.m. (15 min.) KMPC's news commentator was formerly heard at 8:00 p.m. from through Friday.

THURSDAY, JANUARY 20 — "Mr. President," KECA, 9:00 p.m. (30 min.) The Edward of the Gold Coast Players, 7:00 p.m. on KECA. Thursdays. Also shifting will be "Theatre U.S.A.", which goes from 9:00 p.m. to 8:00 p.m. Thursdays.

WHAT'S NEW

Variety

SUNDAY, JANUARY 16 — "Sing For Your Supper," KECA, 1:00 p.m. (30 min.) Winners at home can earn a specially-cooked dinner in this pleasant little half-hour featuring folk-singer Perry Gilkerson, nutrition expert Adele Davis, pianist Bob Armstrong and organist Elise Emerson. Jim Doyle is narrator.

Drama

SUNDAY, JANUARY 16 — "The NBC Theatre," KFI, 5:30 p.m. (30 min.) Robert Cummings, in "Let's Live a Little," will be today's performer in this new program, which resulted from "Command Performance," Series is not to be confused with "University Theatre," also on KFI.

WEDNESDAY, JANUARY 19 — "C o m e d y Playhouse," KJH, 7:00 p.m. (30 min.) Members of the Gold Coast Players, a radio stock company specially developed for the "Chicago Theater," grand opera and operetta productions, will appear in this new series. Among hits to be heard will be "Fiddler's Delight," "Philadelphia Story," "Two's a Crowd," "Bachelor's Father," "An Italian Summer," "Brewster's Millions," and "The Life of the Party." 

Comedy

SATURDAY, JANUARY 15 — "Hawthorne's Adventures," KECA, 8:30 p.m. (30 min.) Chief Hoganite Hawthorne, Ike Carpenters and his orchestra, vocalist Johnny April, 93-year-old quipster. Jerome and his happy household hire a round-faced, infallible Charlie, and a cast of thousands, will be heard on this program, replacing "The Hawthorne Thing" on KECA, Monday through Friday at 10:30 p.m. Non-audience series.

Music

THURSDAY, JANUARY 13 — "Western Hit Review," KHJ, 8:30 p.m. (25 min.) Dale Evans, the Queen of the Cowgirls, will debut her own new program with the Riders of the Purple Sage and Foy Willing. Western artists will guest and the top western tunes of the week will be featured.

MONDAY, JANUARY 17 — "Olivera Fiesta," KMPC, 8:30 p.m. (30 min.) Echoes of Early Californian and Mexican melody are heard on this sunny series, emceed by Larry Smith and narrated by Senora Consuelo Castillo de Benzo.

Participation

SATURDAY, JANUARY 15 — "It's in the Family," KECA, 4:45 p.m. (15 min.) Joe O'Brien, veteran news director, and teams from the studio audience compete on current-events questions. From New York, for the Congress of Industrial Organizations.

Louella Parsons

Join the lineup of Broadway & Hollywood Reporters on Mutual-Don Lee

Hear These Famous Three Every Sunday Night

Jimmie Fidler at 6:30 P.M.
For Carter Products

Walter Winchell at 8:30 P.M.
For Kaiser-Frazer Corp.

Louella Parsons at 8:45 P.M.
For Andrew Jergens Co.

America's top feminine columnist and radio commentator of Hollywood doings is now heard on Mutual-Don Lee at this convenient later listening time. Remember to keep tuned in after Walter Winchell to hear her first exclusive!

Public Interest

FRIDAY, JANUARY 14 — "Income Tax Information," KFOX, (Long Beach) 9:00 p.m. (15 min.) Federal Bureau of Internal Revenue deputies will explain all phases of Income Tax law to KFOX listeners between now and March. Productions will be handled by Ed Reimers and Earl Bunting on this series for the National Association of Manufacturers.

Commentary

SATURDAY, JANUARY 15 — "Washington Wire to the West," KNX, 5:05 p.m. (15 min.) Bob Stevenson will be the commentator on this series of special stories about topics of western interest, with recorded interviews of western political figures.

MONDAY, JANUARY 17 — "Chet Huntley's Comment," KNX, 5:30 p.m. (15 min.) Huntley will replace Charles Collingwood in this Monday-night-through-Saturday-spot, as Collingwood is being recalled to Washington, D.C., to cover the White House newbeat.

Television

SATURDAY, JANUARY 16 — "News Focus," KNX, 5:35 p.m. (30 min.) This new series of music and interviews will precede "Toast of the Town" weekly.

TUESDAY, JANUARY 18 — "Hollywood Interlude," KTTV (Channel 11), 8:30 p.m. (30 min.) This forum-type show moderated by Kenneth MacGowan will invite prominent actors, directors, writers and producers to huddle over various problems facing the film industry.

TUESDAY, JANUARY 18 — "Views of Youth," KNBH (Channel 4), 8:00 p.m. (30 min.) Representative high-school students of Southern California will be welcomed by moderator John Heilandt to this extemporaneous panel and quiz series. On debut telecast will be Antoinette Wasser from Hollywood High; Pat Lowrey from Immaculate Heart; Don Ziegler from John Marshall; and Chin-Kuang Chow from Los Angeles High.

SATURDAY, JANUARY 22 — "Passadena Playhouse," KTTV, (Channel 11), 9:00 p.m. (30 min.) Initial telecast to be presented by the series will be William Saroyan's "Hello Out There."

WHAT'S BACK

Drama

TUESDAY, JANUARY 18 — "David Harding, Confidential," KNX, 7:00 p.m. (30 min.) This popular mystery-adventure series starring Don McLaughlin returns as a two-week second-round with recorded telecasts to be heard also on Thursdays at the above time.

Commentary

MONDAY, JANUARY 17 — "Robert Arden, KNWX, 7:45 p.m. (15 min.) Mr. Arden, formerly with NBC and KFWB, returns his commentary on International affairs to the air after a two-year absence.

WHO'S GUESTING

Variety

SATURDAY, JANUARY 15 — "Grand Ole Opry," KFI, 7:30 p.m. (30 min.) Romantic
young Tennessean George Morgan will visit the Opry tonight.

SUNDAY, JANUARY 16—"Spotlight Review," KNX, 6:30 p.m. (30 min.) Spike Jones, the Tin-Horn Toscanni, welcomes as his guests Bob Crosby and Celeste Hill.

SUNDAY, JANUARY 16—Jack Benny, KNX, 4:00 p.m. (30 min.) The Ronald Colman make their fourteenth appearance on the show this Sunday.

THURSDAY, JANUARY 20—Dorothy Lamour Variety Theatre, KFJ, 6:30 p.m. (30 min.) Eddie Cantor will do a special comedy routine, and Lloyd Nolan will join Dottie in an original sketch, when they co-visit the show.

Drama

SATURDAY, JANUARY 15—"Let's Pretend," KNX, 6:05 p.m. (30 min.) Dick Whittington and Catherine "The Cat," the story of the poor orphan boy who rose to wealth and power with the aid of his pet.

SUNDAY, JANUARY 16—"Proudly We Hail," KMPC, 9:00 p.m. (30 min.) Vivian Blaine stars in musical comedy, "A Manhattan Fable."

Forum

SATURDAY, JANUARY 15—"Cross-Section, U.S.," KNX, 6:00 p.m. (30 min.) "Should There Be A Bigger Tax on Profits?" will be discussed by members of the AFL, CIO, CWA, and U.S. Chamber of Commerce, Dwight Cooke moderating.

SUNDAY, JANUARY 17—KNX, 9:00 p.m. (30 min.) "The Mayor and the Magician," starring Guy Kibbee and Glenda Farrell, will be opening performance, as this popular East Coast video program becomes a Hollywood television feature.

Music

SATURDAY, JANUARY 15—NBC Symphony, KFJ, 3:30 p.m. (1 hr.) Guido Cantelli conducts Arturo Toscanini, the first of five concerts of the NBC Symphony. His first program for NBC will be devoted to the music of Haydn and Mendelssohn. Co-starred during the week.

MONDAY, JANUARY 17—"The Telephone Hour," KNX, 12:30 p.m. (30 min.) "Prodigal Son," with Peter Lawford, who has three days later goes into rehearsal for his first Broadway musical, "Tea for Two." The Pacific South" will be heard tonight.

Commentary

SUNDAY, JANUARY 16—Louella Parsons, KCEA, 11:15 a.m. and KHJ, 8:45 p.m. Mel Torme will be Louella's interview subject for tonight.

WHAT'S PLAYING

Drama

SUNDAY, JANUARY 16—"The Eternal Light," KFJ, 9:00 p.m. (30 min.) "The Merry Jests of Hershel Ostropolper," by Edna Ferber, and based upon scenes from "The Treasury of Jewish Folklore."'s appearance.

SUNDAY, JANUARY 16—"Family Hour of Stars," KNX, 12:00 m. (30 min.) Ray Milland enacts an easy-going chap with an act in "The Very Merry Christmas," in L.B. Sheild's current comedy, "The Joyful Bum."

SUNDAY, JANUARY 16—Electric Theatre, KNX, 10:00 p.m. (30 min.) Helen Hayes has chosen John Van Druten's play, "Young Woodley."

SUNDAY, JANUARY 16—"Theatre Guild on the Air," KECA, 6:30 p.m. (1 hr.) The latest George Arliss with an all-star cast including Richard Morley, William Eythe, Irene Rich, and others.

MONDAY, JANUARY 17—"Adventure Parade," KHJ, 3:30 p.m. (15 min.) This week's adventure story will be "Rebecca of Sunnybrook Farm," by Kate Douglas Wiggin."

MONDAY, JANUARY 17—"Lux Radio Theater," KNX, 6:00 p.m. (1 hr.) "You Gotta Stay Happy," stars Joan Fontaine and Jimmy Stewart.

MONDAY, JANUARY 17—"Cavalcade of America," KNX, 6:00 p.m. (30 min.) "Secrets of the World," by John Payne will play. John F. Ermadan, one of America's most memorable comedians, in "Secrets of the World."

TUESDAY, JANUARY 16—"Favorite Story," KNX, 12:00 m. (30 min.) "Arthur Quiller Couch's" "Roll Call of the Reef" will be tonight's stirring drama.


THURSDAY, JANUARY 20—"Hallmark Playhouse," KNX, 5:00 p.m. (30 min.) "Time's an Enemy," James Hiler, produces Ruth Hussey in the Christopher Morley favorite, "Parnassus on Wheels.""

FRIDAY, JANUARY 21—"Ford Theater," KNX, 6:00 p.m. (1 hr.) "Ingrid Bergman's" "Gone with the Wind," "Mlle."" and "Les Misérables."

SUNDAY, JANUARY 16—"Hour of Faith," KECA, 6:00 p.m. (30 min.) "Chopin's Lament," "Encore," and "Bach's Toccata."

(See Turn to Page 29)

RECORD NOTES TO YOU

BY ANDY MANSFIELD

"Remember That Music," KFI, 6:35 p.m. Saturday

ALBUM OF THE WEEK: The ten-twelve-inch sides comprising Columbia's very fine documentary album, "I Can Hear It Now" should have a place in every record lover's library. Here is an audible history from 1932 to 1945 using portions of the recorded speeches of the men whose destiny it was to take part in this epochal era. Again you'll hear the actual voices of Will Rogers, Roosevelt, Churchill, Eisenhower, Truman, Dewey, Willkie, Hitler, Mussolini, Stalin and scores of others, you'll hear the interrupted broadcasts for announcements of the Pearl Harbor attack and Roosevelt's death; the Hindenburg air disaster, Lou Gehrig's farewell to baseball, the Louis-Schmeling fights, and Arthur Godfrey's emotional description of Franklin D. Roosevelt's funeral. This great dramatic work was prepared by Edward R. Murrow and W.噩and ties, to the events of the thirteen-year period together, here is one of the most unusual albums ever to make its appearance, and if you can't get another one I wouldn't take a hundred times its actual cost.

DANCE BAND honors go to the great Duke Ellington band of nearly a decade ago for a pair of previously unreleased Ellington originals: "Caravan" and "In a Sentimental Mood." Why these two goodies were held back so long will probably be one of those waxen secrets, for here is the Duke at his best, both in arrangement and material, not to overlook excellent recording on the RCA Victor label.

JAZZ takes the speaking spot for a 1929 underated version of a pair of 1920 Dixie standards, "Singin' the Blues" and "Jazz Me Blues" as played by Brad Gowans' New Orleans band with an excellent cast that included Dave Tough, Billy Butterfield, and Joe Bushkin. Here is modern Dixieland that should make these early New Orleans buffs proud of their followers—likewise RCA-Victor for making it possible.

MALE VOCAL nod goes to Mercury and Frankie Laine for the Laine original, "I Only Have Eyes for You," and one by The Boy in a very soft and schmaltzy style—and coupled with Earl Hines' "Rosetta" in decided tempo too good and guaranteed to make you walk out. NOVELTY: Anything Jimmy Durante does is good enough for Mansfield; the only kick is they don't happen often enough—though MGM's "Pigskin" and "Dollar a Year Man" helped to make the waiting easier as done in the distinctive Durante style of song and talk.
**SUNDAY, JANUARY 16**

**9**—**10**—KECA—Message of Israel.

9:30—KRCB—Music.

**11**—**12**—KECA—Romeo & Juliet.

11:30—KECA—Music.

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10:00—KECA—Music.

11:00—KECA—Music.

1:00—KECA—Music.

2:00—KECA—Music.

3:00—KECA—Music.

4:00—KECA—Music.

5:00—KECA—Music.

6:00—KECA—Music.

7:00—KECA—Music.

8:00—KECA—Music.

9:00—KECA—Music.

10:00—KECA—Music.

11:00—KECA—Music.

1:00—KECA—Music.

2:00—KECA—Music.

3:00—KECA—Music.

4:00—KECA—Music.

5:00—KECA—Music.

6:00—KECA—Music.

7:00—KECA—Music.

8:00—KECA—Music.

9:00—KECA—Music.

10:00—KECA—Music.

11:00—KECA—Music.

1:00—KECA—Music.

2:00—KECA—Music.

3:00—KECA—Music.

4:00—KECA—Music.

5:00—KECA—Music.

6:00—KECA—Music.
MONDAY, JANUARY 17

Indicates News Broadcast.

11—KKEA, KFSD—Betty Crocker.
KFI, KFSD—Double or Nothing.
KHJ, KGB, KVOE—Ladies First.

12—KING, Second Mrs. Burton.
KAG—1300 Club.
KFI, KFSD—Festival of Music.
KFXL—Blondie.

13—KGER—Peter Potter.
KGER—Al Jolson and His Band.

14—RFD—Sports Flash.

15—KXLA—Waltzing.

16—KHJ, KFXM, KGIL, KVOE—News.

17—KHJ, KGIL, KFXM, KVOE—Words of Life.

Citizens in Action

This Concert You

8:30 A.M. and 10 P.M. Mon. thru Fri.

KFDV — 1020 KC

KFVD—Citizens in Action.
KFSD—Jack Douglas.
KFXM—Morty.
KXL—Public Service.
KGIL—Wednesday Shows.
KVG—The Oval Window.
KGFJ—Lorna Lovett.

9:00—KHJ, KGIL, KVOE—Breakfast Time.
KFXM—Words of Life.

KFAC— unix.
KFBG—Vocal Varieties.
KFXM—Science of Mind.
KGFJ—Gerbil in a Nutshell.
KLG—Yesterdays Hits.
KWMK—In a Nutshell.
KFRD—Spotlight Varieties.

KFLW—Hello Bank.

KFGJ—Welcome, Travelers.

KFLW—Campus.

KFXM—Abby Smith.

KFGJ—Sunshine Program.
KFLP—Sermons.
KFOX—Rev. Ire.
KD—Waltz.
KFVD—Toning Ton.
KGER—Loudspeaker Forum.
KGFJ—Sweet and Sensual.
KHJ—Randy Band.
KFOX—Voice of China.
KCLA—Bar Nuthin Ranch.
KFXM—Ladies' Day.
KGFJ—Luster Hour.
KLG—Kiele.

10:30—KHJ, KGIL—Kate Smith Sings.

10:30—KHJ—Ladie's Day.
KGER—Kate Smith Sings.

KFAC—Mr. and Mrs. Andy.

KFAC—Uncle J——

KFAC—News.

KGER—Current Events.
KGER—Voice of the Army.
KGER—Milestones.
KLG—Music Room.

KWMK—Melia Lavigna.
KVG—Latest News.

11:00—KHJ, KGIL, KFXM, KVOE—Ladies First.

11:00—KHJ, KGIL, KVOE—Meet the Misses.
KAG—Ladies' Golf.

11:30—KHJ, KGIL, KFXM, KVOE—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

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11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

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11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.

11:30—KHJ, KGIL—Ladies' Golf.

11:30—KHJ—Meet the Misses.
**RADIO AND TELEVISION LIFE**

**TUESDAY LOGS**

**Olympic Auditorium FIGHTS**
Tuesday, 10:05 p.m. **KLAC**

**Olympic Auditorium FIGHTS**

**Buck and Wing VET**
With the New Year, fifty-one-year-old Lou Lubin, who is "Shorty, the Barber" on CBS's "Amos 'n Andy" show, ushered in his first full year in show business. Lou started playing amateur shows in his home town of Philadelphia at the age of three. With his parents and two sisters, he was in an act called "The Five Lubins."
**WEDNESDAY LOGS**

**KECA, KFBM—Richfield News.**
**KECB—Sanlatawa, News.**
**KJHL—Ironton, News.**
**KJMB—McCook, News.**
**KSYT—Hastings, News.**
**KFC—Cherryvale, News.**
**KFLD—Botkins, News.**

**SPADE COOLEY TIME**

george Sandars

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**CASTLE CAROLS**

Lynn Castile, heard on the Mutual Don Lee program "Lynn Looks At Hollywood" was a former star of the Broadway stage. Lynn introduced the song, "The Night He Came to the Dance," in the Green Village Folies.

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**INSPIRATION**

It could hardly be said that A.B.C. Meredith Wilson fails to take his Jello commercials seriously. Meredith not only talks about the Jello Laurel sage sing song of it to the tune of “Every Day,” but also bids his wife, Rini, prepare a huge bowl of the dessert to be consumed during each Wednesday broadcast.
THURS., JANUARY 20

8:15—KCEF, KFMF—Don McNeill's Breakfast Club.
8:20—KTI, KPSF—Fred Waring.
8:25—KTVI, KXBR—Dr. John L. Reiley.
8:30—KUFM, KLAC—Harry Babbitt.
8:35—KJX, KGVO—Lady J. Day.
8:40—KSTC, KAVX—Mr. Goodfellow.
8:45—KRWK—L. A. Dunham.
8:50—KFOX—Nursing Diagnosis.
8:55—KGB—Miss America.
9:00—KCA, KFMF—Betty Crocker.
9:05—KRGJ—Sports Flash.
9:10—KCA, KFMF—Betty Crocker Magazine.
9:15—KJX, KGVO—Lady J. Day.
9:20—KTVI, KXBR—Dr. John L. Reiley.
9:25—KSTC, KAVX—Mr. Goodfellow.
9:30—KUFM, KLAC—Harry Babbitt.
9:35—KJX, KGVO—Lady J. Day.
9:40—KSTC, KAVX—Mr. Goodfellow.
9:45—KRWK—L. A. Dunham.
9:50—KFOX—Nursing Diagnosis.
9:55—KGB—Miss America.
10:00—KCA, KFMF—Betty Crocker.
10:05—KRGJ—Sports Flash.
10:10—KCA, KFMF—Betty Crocker Magazine.
10:15—KJX, KGVO—Lady J. Day.
10:20—KTVI, KXBR—Dr. John L. Reiley.
10:25—KSTC, KAVX—Mr. Goodfellow.
10:30—KUFM, KLAC—Harry Babbitt.
10:35—KJX, KGVO—Lady J. Day.
10:40—KSTC, KAVX—Mr. Goodfellow.
10:45—KRWK—L. A. Dunham.
10:50—KFOX—Nursing Diagnosis.
10:55—KGB—Miss America.
11:00—KCA, KFMF—Betty Crocker.
11:05—KRGJ—Sports Flash.
11:10—KCA, KFMF—Betty Crocker Magazine.
11:15—KJX, KGVO—Lady J. Day.
11:20—KTVI, KXBR—Dr. John L. Reiley.
11:25—KSTC, KAVX—Mr. Goodfellow.
11:30—KUFM, KLAC—Harry Babbitt.
11:35—KJX, KGVO—Lady J. Day.
11:40—KSTC, KAVX—Mr. Goodfellow.
11:45—KRWK—L. A. Dunham.
11:50—KFOX—Nursing Diagnosis.
11:55—KGB—Miss America.
12:00—KCA, KFMF—Betty Crocker.
12:05—KRGJ—Sports Flash.
12:10—KCA, KFMF—Betty Crocker Magazine.
12:15—KJX, KGVO—Lady J. Day.
12:20—KTVI, KXBR—Dr. John L. Reiley.
12:25—KSTC, KAVX—Mr. Goodfellow.
12:30—KUFM, KLAC—Harry Babbitt.
12:35—KJX, KGVO—Lady J. Day.
12:40—KSTC, KAVX—Mr. Goodfellow.
12:45—KRWK—L. A. Dunham.
12:50—KFOX—Nursing Diagnosis.
12:55—KGB—Miss America.
1:00—KCA, KFMF—Betty Crocker.
1:05—KRGJ—Sports Flash.
1:10—KCA, KFMF—Betty Crocker Magazine.
1:15—KJX, KGVO—Lady J. Day.
1:20—KTVI, KXBR—Dr. John L. Reiley.
1:25—KSTC, KAVX—Mr. Goodfellow.
1:30—KUFM, KLAC—Harry Babbitt.
1:35—KJX, KGVO—Lady J. Day.
1:40—KSTC, KAVX—Mr. Goodfellow.
1:45—KRWK—L. A. Dunham.
1:50—KFOX—Nursing Diagnosis.
1:55—KGB—Miss America.
2:00—KCA, KFMF—Surprise.
2:05—KJX, KGVO—When a Girl Is
2:10—KTVI, KXBR—Dr. John L. Reiley.
2:15—KSTC, KAVX—Mr. Goodfellow.
2:20—KUFM, KLAC—Harry Babbitt.
2:25—KJX, KGVO—Lady J. Day.
2:30—KSTC, KAVX—Mr. Goodfellow.
2:40—KFOX—Nursing Diagnosis.
2:45—KGB—Miss America.
2:50—KCA, KFMF—Betty Crocker.
2:55—KRGJ—Sports Flash.
3:00—KCA, KFMF—Betty Crocker Magazine.
3:05—KJX, KGVO—Lady J. Day.
3:10—KTVI, KXBR—Dr. John L. Reiley.
3:15—KSTC, KAVX—Mr. Goodfellow.
3:20—KUFM, KLAC—Harry Babbitt.
3:30—KSTC, KAVX—Mr. Goodfellow.
3:40—KFOX—Nursing Diagnosis.
3:45—KGB—Miss America.
3:50—KCA, KFMF—Betty Crocker.
3:55—KRGJ—Sports Flash.
4:00—KCA, KFMF—Betty Crocker Magazine.
4:05—KJX, KGVO—Lady J. Day.
4:10—KTVI, KXBR—Dr. John L. Reiley.
4:15—KSTC, KAVX—Mr. Goodfellow.
4:20—KUFM, KLAC—Harry Babbitt.
4:30—KSTC, KAVX—Mr. Goodfellow.
4:40—KFOX—Nursing Diagnosis.
4:45—KGB—Miss America.
5:00—KCA, KFMF—Betty Crocker.
5:05—KRGJ—Sports Flash.
5:10—KCA, KFMF—Betty Crocker Magazine.
5:15—KJX, KGVO—Lady J. Day.
5:20—KTVI, KXBR—Dr. John L. Reiley.
5:25—KSTC, KAVX—Mr. Goodfellow.
5:30—KUFM, KLAC—Harry Babbitt.
5:35—KJX, KGVO—Lady J. Day.
5:40—KSTC, KAVX—Mr. Goodfellow.
5:45—KRWK—L. A. Dunham.
5:50—KFOX—Nursing Diagnosis.
5:55—KGB—Miss America.
6:00—KCA, KFMF—Betty Crocker.
6:05—KRGJ—Sports Flash.
6:10—KCA, KFMF—Betty Crocker Magazine.
6:15—KJX, KGVO—Lady J. Day.
6:20—KTVI, KXBR—Dr. John L. Reiley.
6:25—KSTC, KAVX—Mr. Goodfellow.
6:30—KUFM, KLAC—Harry Babbitt.
6:35—KJX, KGVO—Lady J. Day.
Saturday, January 22

* Indicates News Broadcast.

8:00 E - KECA - KFBM - Shopper's Special.

8:15 KFI - KSFZ - Meet the Mekas.

8:45 KIXL - Oratorio.

9:00 KNX, KKBZ, KLAC, KMP - News.

9:30 KAGH - Music.

10:00 KFWB - Wawona.

10:30 KFBM - Sports Flash.

11:00 KFVU - Various Sports.

11:30 KFMB - News.

12:00 KECA - KFMB - Metropolitan Opera.

12:30 KFMB - News.

1:00 KFMB - News.

1:30 KFMB - News.

2:00 KECA - KFMB - Junior Junction.

2:30 KFMB - News.

3:00 KECA - KFMB - Junior Junction.

3:30 KFMB - News.

4:00 KECA - KFMB - Junior Junction.

4:30 KFMB - News.

5:00 KECA - KFMB - Junior Junction.

5:30 KFMB - News.

6:00 KECA - KFMB - Junior Junction.

6:30 KFMB - News.

7:00 KECA - KFMB - Junior Junction.

7:30 KFMB - News.

8:00 KECA - KFMB - Junior Junction.

8:30 KFMB - News.

9:00 KECA - KFMB - Junior Junction.

9:30 KFMB - News.

10:00 KECA - KFMB - Junior Junction.

10:30 KFMB - News.

11:00 KECA - KFMB - Junior Junction.

11:30 KFMB - News.

12:00 KECA - KFMB - Junior Junction.

12:30 KFMB - News.
“This Is Your Life” (Continued from Page 7)

Hotel. By this time, Ada knew she was going to be on a Ralph Edwards program, but in what capacity she was ignorant. Thinking she might appear in some kind of a role, she had tried to tune in the broadcast, but had had bad luck getting clear reception and so was still in the dark. When Ralph dropped the story to her, Ada became more and more certain that as an ex-wardrobe mistress she might be called on for some kind of stunt or memoir. But what? she asked anxiously as she nervously fussed with the braids of her graying hair.

“They took me for a drive this afternoon,” she confided. “I haven’t been in Hollywood for ten years, but I did enjoy it. I know a lot of people here, but I do wish my daughter could have come out with me and shared all the fun. I should be here at NBC right away! I wonder what those boys” (Ralph Edwards and Al Paschall) “are up to. They said they just wanted to chat with me a little bit on the phone, but if they... I’ll murder them if they... oh, I wonder what this is all about!”

Without letting the big fat cat out of the well-known bag, it was difficult to reassure Ada Nelligan. The most expedient technique, it seemed, was to keep her talking about her trip, her daughter, Hollywood, anything except the impending show.

And while she was sitting, wondering in a quiet dressing room, two turns and two corridors down the hall at least fifty people were flitting about in the last-minute rush before air time. They were making certain that the show would be a smash success. It had to be, because Ada Nelligan was a star.

A scant five minutes before air time Ralph and Al came for Ada to escort her to Studio E. “Seems as if I’m a short east mile,” she laughed uncertainly as she went, dreamlike. They ushered her onto the stage of Studio E. Solemnly they seated her at a small table, with her back to a white columned portal with white curtains. “This Is Your Life,” written in gold scrolls, labeled the doorway.

There was no “warm-up.” Ralph was introduced by the announcer; the curtains were drawn apart, and the show began to roll.

“And whose life do we search tonight, Johnny?” asked announcer Art Balinger of the little red-coated Philip Morris call boy.


Page Thirty-Two

Ada Nelligan gasped. “I’m scared,” she whispered to Ralph Edwards, “I thought I would do this only with you!”

Rapidly the broadcast got underway and took shape. Flashing back, Ralph Edwards invited all the stage with the persons nearest and dearest to Ada Nelligan. First her daughter, Helen. Then her son, Richard. They weren’t the only ones who cried. Total of audience began to look for their handkerchiefs.

In quick succession, onstage through the white portals came John Lund and Don De Fore, budding actors in 1939 to whom Ada had given advice. Maurice Evans, for whom Ada supervised costumes, was cut in from his dressing room in Hannah Theater, Cleveland, Ohio. Rhys Williams and Irene Tedrow, members of the Evans troupe, were reunited with Ada Nelligan. Then came Barbara Stanwyck, Joan Crawford, Al Jolson—all part of the wardrobe mistress’s past, and finally, her childhood friend, Gladys Creighton of Baltimore.

By this time, Ada Nelligan was beside herself with wonderment and joy. Someone loaned her a large handkerchief which she used to dry her eyes. She alternated wax and laughed with sheer, deep happiness.

“It’s been a good life,” she murmured as the procession came to an end. “Mom would be very proud of me.” She had $3000 in the bank. She had a check for $1250 to clear the mortgage on her home. “It’s wonderful!” she shouted.

“Wonderful,” echoes Ralph Edwards. “My idea in this new show is to prove that the little people have big lives... big lives... lives often just as interesting or more interesting than those of famous people.”

For the opening broadcast of the new series, Ada had been his “guest star” of a personable paraplegic, Paul Jackson, whose life was recreated and whose future was assured by the $1250 check. On the second airing, a pioneer of the land-rush days was star participant. The “glamour” type in the style of Ada Nelligan and involving entrance of famous personalities, constituted the third show, and Ralph believes he has enough types of program and variety of “guest stars” to assure fine broadcasts for years to come.

The mail pull for “This Is Your Life” has been enormous. At first most of the letters praised the program for the good it was doing in making listeners forget about themselves and in putting up the drama in everyday life. Then word spread, and cards arrive with biographies for suggested “guest stars.” Mail now amounts to around 1000 letters weekly.

Infowords from productions into production of “This Is Your Life.” The aura of secrecy surrounding the chief participant must be kept inviolate. Travel arrangements for members of the “guest star” family have to be equally protected. The “star” is placed in one hotel, the other participants in another (the Hollywood Roosevelt). After the program has signed off, a giant reunion party takes place. Then, for several days following, the show “star” and his or her friends are entertained in Hollywood.

Naturally this is not all new business, either for Ralph Edwards, Al Paschall, or their assistants. On “Truth or Consequences” they have received their baptism by fire and salver. In fact, the idea for “This Is Your Life” was inspired by a “T or C” episode in which a wounded veteran in Hawaii was connected with the show, and his hometown telephone was plugged with his best friends on a Saturday night, was recreated. Then, about three years Edwards followed up with another “T or C” consequence involving a paraplegic. This young man’s life was done in live flashbacks and onstage he was reunited with his family, for rh7 teachers, buddies, even the doctor who delivered him. Then, to assure his future, the program presented him with a course of study at a watch factory and enough money to set himself up in the watch and jewelry business.

Thus it was that “This Is Your Life” came into being. It is a show packed with pathos, drama, nostalgia and humor. Its participants (not contestants) form a stratum of “little people” even as you and the people you know. They are good for tears and they are good for smiles. We enjoyed the one about the “This Is Your Life” participant who was asked what he would most like to do or see in Southern California. He and his family decided to pass up everything else for a day at a well-known cemetery.

DIALYSIS (Continued from Page 11)

program series for children.

“STANDARD SCHOOL BROADCAST”—3:30 p.m. Thursdays on KFAC—selected as the outstanding music-entertainment broadcast for schools.

“YOUR HEALTH PARADE”—1:15 p.m. Thursdays on KFAC—selected as the outstanding health broadcast for schools.

“JUDY SPLINTERS”—6:30 p.m. Mondays through Saturdays on KTLA—selected as the outstanding television program for children.

“ADVENTURE PARADE”—3:30 p.m. Mondays through Fridays on KJH—selected as one of the outstanding radio program series for children.

Between the lines of the phrasing of these led ins can be seen the care and appreciation. To sponsors and advertising agencies, to station and network personnel, to writers, producers, directors, all who had a part in bringing these programs to us—we say thank you for your efforts, and you may be sure we shall continue to support you wholeheartedly.

(Radio Life is happy to devote this weekly space to the Third District P-T A. Opinions expressed in this column are their own and not necessarily those held by the Editorial Department of Radio Life)
CASTING AT CHICAGO'S WJJD IN 1931, stock and completing a successful Jury. "Broadway run as Minnie Maddern Fiske's leading man in "Ladies of the crash against musicians' stands."

Carlton KaDell began his broadcasting at Chicago's WJJD in 1931 after traveling in Chautauqua and completing a successful Broadway run as Minnie Maddern Fiske's leading man in "Ladies of the Jury."

"Those were the days when one program would collide into another on their respective ways in and out of the single broadcast studio, and when nothing ever got on the air without the noise of people dashing around collecting equipment or crashing against musicians' stands."

Every announcer has had his moments, and Carlton whimsically recalls the time the only woman on a show fainted in the poor ventilation, and he and the other remaining chap ad-libbed over her prostrate form a resume of what she was supposed to have said. In another incident, Carlton arrived at the downstairs elevator forty seconds before he was to be at the top of the building delivering the Elgin 10 a.m. time signal. It took thirty seconds for the car to reach the last stop, and another ten seconds for Carlton to charge up the final flight of stairs to the station. As he flung himself before the microphone, the time signal began to buzz. "Ladies and gentlemen," he gasped, "when you hear the tone it will be... exactly ten seconds late!"

January 16, 1949
Behind the Scenes

No. 3 of a Series

Ralph Stephens Is One of the Guards Handling The Artists' Entrance, the Glamorous Back Door of NBC, Where He Endeavors to Create Goodwill, Maintain Order and Keep Out Autograph Hunters

By Joan Buchanan

Ralph Stephens, guard at the Artists' Entrance at NBC, probably knows more people in radio than anyone else in town. He is the gentleman to whom you must show an NBC card— or a familiar face— in order to get into the building. The network puts out different types of passes for people with various reasons for getting into the building—employees have one kind, publicity people another, even song pluggers have their own type. And if you show a white card with a gilt trim, you get the royal treatment— that means you're the head of an agency and something pretty special. "Stars just get in with their faces," Stephens smiles. If a person has left his pass at home, isn't recognized by the guard at the door but must get into the building, Stephens calls inside to make sure he isn't being given a story, and passes the forgetful one through. Many are the dodges used by tourists, autograph seekers and crackpots to get through the door and onto the hallowed ground trod by stars— and Stephens knows them all. "Some of them claim to be a thirty-second cousin of Al Jolson's. Or they'll try to join a group of three or four people and walk in with them." Sunday is his bad day— that's when the teenagers descend in droves. No autograph seekers or camera fiends are allowed on the grounds, so they cluster around the parking lot gates and occasionally try to sortle up to the door. One ingenious fan used to hide behind the cars on the lot and jump out with her camera when a radio personality came by. Stephens feels particularly incensed at the almost "professional" fans who get pictures and signatures merely to sell them to friends with only an amateur standing.

Other Duties

He admits that occasionally someone may slip by the desk and get into a studio. "I'd need more than two eyes to keep track of them all," he sighs. A phone call from the inside will summon a guard who quickly ushers out the trickster.

The duties of Stephens and other guards assigned to the Artists' Entrance don't stop with the in-and-out routine at the door. Occasionally a young hopeful will approach the desk and announce that he wants to be in radio. "I try and help them," admits Stephens, "ask them what they want to do." Usually they want him to recommend an announcer's school. Stephens calls an announcer in the building and tries to get him to recommend one. The guard's desk is also used as a message go-between. There's a blackboard just inside the entrance where phone-call messages are chalked.

Pages deliver messages to those on the inside unless rehearsal is on. Stephens is relieved that the two phone-call agencies, RATE and the Call Club, both have desks in the inside corridor to take the bulk of messages. Before this innovation, the calls used to drive him to distraction during busy times.

The guard's desk and the present system of pass cards were instituted the morning of December 9, 1941. Up until then there was merely one guard in the lobby and a wide-open back door. The day after Pearl Harbor, the building was swarming with Pinkerton men. The entrance was partitioned and an electric door was installed. Stephens was sworn in as a special officer by the police dept.

(Please Turn to Page 39)

January 16, 1949
Hasn't Missed a Trick!

By Jane Pelgram

Tuesday, 6:30 p.m.
Saturday, 6:30 p.m.
NBC-KFQ, AF-SU

HARLOW moved in early is a phrase that could easily describe the climb of persuasive voice Harlow Wilcox from a Chautauqua platform to nothing but top radio announcing.

The first move came in 1929. Radio jobs paid little, and the whole country was in a period of economic flux that didn't encourage leaving one good job for another of a more tenuous nature. At the time, Harlow was selling electrical equipment and doing well enough at the job to have snapped the sales management of his Chicago firm. Everyone he knew solemnly advised him to stick to selling.

But the heritage of show business was too strong. Harlow's father played cornet for the first Ringling Brothers show ever produced, and Harlow himself had enjoyed stints on both Chautauqua platforms and high-school operetta stages in his home town, Omaha, Nebraska.

The reasoning Harlow employed to bolster his desire for further theatrics was, "Stick to selling, huh? Well, radio announcing is selling." He began auditions at once.

A small local station first etherized the Wilcox voice, and a few years later Harlow moved on to NBC, getting in on the ground floor of one of today's biggest networks, his second step in the right direction.

Meet the Jordans

At NBC the tall young speaker met a couple of stock-company players and vaudevillians, named Jim and Marian Jordan. The couple were just then getting a toehold in radio, and Wilcox helped them cut some audition records. During the hilarity of record-cutting, a friendship sprang up among the trio, and when Jim and Marian's show was bought for radio, they asked the young announcer to come along as their regular. All "Fibber and Molly" fans know the rest of that story.

Kids Commercial

Whether prompted by keen business acumen or just the merry business of doing a funny show, Harlow and the Jordans pounced happily on writer Don Quinn's idea of "kidding the commercial." The practice has since been adopted by dozens of stars and announcers, but once more Harlow was there among the first.

In 1939 the "McGees" moved to the Coast, their announcer with them. Immediately Harlow attracted attention. His tall, poised figure, prematurely gray hair and impeccable grooming proved assets, but more important to radio was the complete believability of his radio sales talk.

At different periods Harlow has announced the "Blondie" show, "Amos 'n Andy," "Suspense," Maxwell House and the Lionel Barrymore show. His "Fibber and Molly" commercials for Johnson's Wax have resulted in stacks of fan mail for Harlow, a good share of which comes from housewives asking the announcer further questions about the wax and its use.

Wilcox invariably shrugs aside any personal victory in his radio popularity. "A voice that records well and sounds sincere after the air is a chance of birth. I was blessed with that, and with the knack of reading things so that they smack of the genuine.

"The niciest guy in the world can try to sound enthusiastic, but if he isn't naturally endowed to do so, he just can't fake it. I didn't develop any magic ability . . . I was lucky enough to inherit it."

Paid His "Consequence"

NBC's "Truth or Consequences" has been a well-established, popular show for several years, but it wasn't until the "Hush" contests that it became a nationally awaited and talked-about air time. And almost at the beginning of the lavish giveaway period on radio, three years ago, Harlow Wilcox moved onto the platform of "Truth or Consequences."

His participation in the on-stage merriment, plus his deft handling of contestants and the show during those periods when Ralph Edwards leaves the stage to further embroil some contestant in a "consequence," has since made Harlow even better known to listeners.

(Please Turn to Page 39)
HERE'S ANOTHER personality heard too infrequently these days, It's Vivian Della Chiesa, formerly soprano star of such top shows as "Contended Hour" and "The Magic Key." (Maurice Seymour photo.)

IN 1937, JESSICA DRAGOMETTE was "America's Valentine," as you can see from the accompanying picture. Whoever sent her the gigantic token must have spent quite a sum on express charges alone. Ah, fame!

Flashbacks! No. 38 of a Series

IN 1937, JESSICA DRAGOMETTE was "America's Valentine," as you can see from the accompanying picture. Whoever sent her the gigantic token must have spent quite a sum on express charges alone. Ah, fame!

THIS PICTURE should prove that some contest winners do make good. As fourteen-year-old Suzanne Buzac, soprano from KOIN in Portland, this young lady won a CBS "Hollywood Showcase" contest. She's now MGM star Jane Powell. (CBS photo.)

REMEMBER THIS famous trademark? It's the caricature that maestro Paul Whiteman used for two decades as his identifying symbol.
NO NEW YEAR'S WELCOME WAS COMPLETE in the old days without "Captain Henry" of "Maxwell House Show Boat" giving out with his "Ha-a-ap-EENew Year!" It's Charlie Winninger in action.

Continuing Our Policy of Reminding You, Via the Photo Files, That Radio Is Ever-Changing, Ever Interesting

THIS SHOULD BRING BACK MEMORIES. It's those two popular members of the Al Pearce Gang, human chatterbox Arlene Harris and "Elmer Bluff" (who was also Al Pearce). (Crawford photo.)

WELL, LOOK WHO turned up in the cast of "Joyce Jordan, Girl Interne" eight years ago. He's now movie hero Paul Henreid, but the original caption to this picture called him Paul Henreid, former Austrian baron. Ann Shepherd was "Joyce."

BEA LILLIE and Walter O'Keefe were starred on Broadway in the "Third Little Show." They turned to radio on a program titled "Tune-up Time" which had a bandleader named Kostelanetz and a vocalist called Kay Thompson. Today this line-up, at current values, would be well-nigh priceless.

January 16, 1949
SEEN ON THE RADIO SCENE

HANK WEAVER, right, holds up a painting of Barry Fitzgerald for the star to inspect. Weaver interviewed Fitzgerald on the ABC program, presented him with likeness. (ABC photo.)

NILA MACK (center) of CBS's "Let's Pretend" celebrates eighteenth anniversary of show with some of her "fantasy family," heard regularly on the program.

JACK McELROY, "Breakfast in Hollywood" emcee, presented orchid recently to new show announcer, Joe Yecam, right, who now has his first coast-to-coast assignment. (ABC photo.)

SINGERS KAY STARR AND JANICE PAIGE, appearing on Peter Potter's KFWB "Platter Parade," cringe as he croons. They advised him to stick to disc-jockeying. (Gene Lester photo.)

BACK FROM A HUNTING TRIP comes versatile Bing Crosby, whose dee-threw train porters off guard. Left, Bill Gogan; center, Bill Morrow, writer-director on Mr. C's show.
Hasn’t Missed a Trick!

(Continued from Page 33)

Those who heard announcer Wilcox’s first appearance on Ralph’s madcap Saturday fighter will never forget the occasion. Certainly Harlow never will. But he can laugh about it today.

“The show had been under way for about ten minutes, and I was on for my very first Duuz commercial. As I started on stage, the show producer grabbed me by the arm, mumbled about some last-minute changes from New York, and dragged me out into the corridor.

“I stood there, messily penciling in changes on my script, wondering what sort of a sloppy operation this show worked on...last-minute changes from New York at this hour! It was the most helpless feeling I have ever experienced.

“Ralph, meantime, was back on stage explaining to the studio and air audience about my initiation. When I rushed back to the mike with my hacked-up commercial in hand, ready to do my best, they burst out laughing. That was bad enough, but just as I did reach the mike, Ralph neatly slipped the commercial to which I was clinging out of my hand, and inserted a sixty-fourth carbon copy of a new one, written in some kind of double talk. I tried to read sense into ‘Fuz gets your clothes Kleenex’ and ‘your pretty crayons come out firthier’.

“What did I do? Stumbled through it somehow. You know the business about the old fire horse. When you know you’re on, you make the best of it. I still bear the record of that terrible performance,” Harlow laughs.

In Video

Television and its possibilities lurk beckoningly in the minds of most radio people today. Harlow shrugs away any questions about his advent into the new medium with “Who would want to see an old gray-haired man like me? I’m the type the listeners are better off wondering about.” But the “old gray-haired man,” who prematurely silvered hair with an athletically tanned face contributes greatly to his attractiveness, has once more gone quietly ahead to move in while the field is new. Mr. Wilcox is part owner of a film company engaged in industrial and television film. He and a former Chicago radio-ite invested resources, talent and spare time in Rocket Pictures Incorporated, an already solidly established twenty-four-year-old enterprise. In addition to being a co-owner, Wilcox lends his experience to dialogue direction for the films. (He may have brushed video appearances aside up to now, but we’ll bet Harlow finds himself before the cameras ere long, with one of his big shows!)

Mr. Wilcox’s personal life is spent happily in a nine-room, early American house in Holmy Hills, in the company of “Mari,” his beautiful blonde wife. Mari is a Chicago girl Harlow met just before he left for this coast with “Fibber and Molly.”

It is this Mrs. Wilcox who causes our Mr. Wilcox to bemoan a lifetime of recognizing opportunities and availing himself thereof as merely “the years that passed before I got my big break!”

The busy man who started as a youngster to move in early on radio and all it had to offer didn’t meet and wed his Mari until he was thirty-nine years old.

Carlton KaDell

(Continued from Page 33)

moving partitions, and making new windows, bookcases and pieces of furniture in the house ever since he bought it. He has an excellent rock garden and a small orchard on the property and is entertaining some ambitious ideas of building a garden house.

He has been a happy bachelor for years. He has two dogs, “Mitzi,” a fox terrier, and “Lady,” a Llewelyn setter, for feminine company, and a sassy bantam rooster named “Colonel.”

Carlton is also a great reader and record collector. He owns a particularly large number of Dinah Shore pieces at the present, and he winnily admits: “Maybe that’s because she reminds

Behind the Scenes

(Continued from Page 33)

partment and employees were issued photo badges as identification. Every employee from the newest page to the biggest star was required to wear them. “All except Bing Crosby,” smiles Stephens, “he wouldn’t have his identification picture taken.” Human nature being what it is, people hated to show the guard their passes. “I’ve worked here for years, Ralph,” they’d moan, “you know me.”

Stephens merely reiterated that he did not make the rules and that vice-president Sid Stroz always showed his identification pass, so... At this point, the employee would give in and display his pass.

Old Days

Stephens has worked for NBC for thirteen years. He layed out the present parking lot, before the big building on Sunset and Vine even boasted a foundation. Before that he had worked at the Melrose station next door to RKO. In those days we had Fred Astaire on the Packard show, Marion Talley, the opera singer, the Richfield Reporter—and nothing else. All the programs were coming from San Francisco.” Stephens was the twenty-fifth person hired by NBC Hollywood, so it’s no wonder that he knows practically every employee hired since.

A native of Omaha, Nebraska, where he was in the cattle business (and had a hard time remembering names and faces), Stephens came to Los Angeles in 1928. Neither he nor his wife knew a soul in town. Now he can’t take two steps down the street without running into someone who has worked at NBC. He calculated that he recently said hello twenty-five times on a two-block walk down Vine Street.

He knows that it’s possible to create good-will—and ill-will—in his particular job. “There’s always a way out of a situation. I believe in rules me of my ‘real fan’ days, when I carried a torch for Ruth Etting.”
Radio listeners hail the G-E Gold Seal Value radio as the outstanding radio buy in eight years. Up-to-the-minute quality at pre-war prices! A beautiful cabinet, with a sensitive powerful speaker that brings you General Electric’s exclusive Natural Color Tone!

Start off 1949...
with the best radio buy since 1941!!!

It’s GENERAL ELECTRIC...$23.95*

Radio listeners hail the G-E Gold Seal Value radio as the outstanding radio buy in eight years. Up-to-the-minute quality at pre-war prices! A beautiful cabinet, with a sensitive powerful speaker that brings you General Electric’s exclusive Natural Color Tone!

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Following is a partial list of General Electric Radio Dealers:

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Glendale 6
Citrus 3-4277

ELECTRA CITY
7001 Hollywood Blvd.
Hollywood 28
Granite 2164

STOWERS, INC.
95 N. Arroyo Parkway
Pasadena 1
Sycomore 3-9131

JOHN C. OLSEN
3525 Firestone Blvd.
South Gate
Lucas 8241

CARLSONS
1342 - 5th St.
Santa Monica
Santa Monica 5-8844

GENERAL ELECTRIC SUPPLY CORPORATION
700 TURNER STREET • LOS ANGELES 12, CALIFORNIA • MADISON 7141

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Now you can afford that extra radio—and still be certain of the very best quality! The G-E Gold Seal Value radio is ideal for the bedroom, the children’s rooms, the kitchen or the patio! It’s perfect for the student’s room, and just what a man needs to catch newscasts and timely market reports at the office!