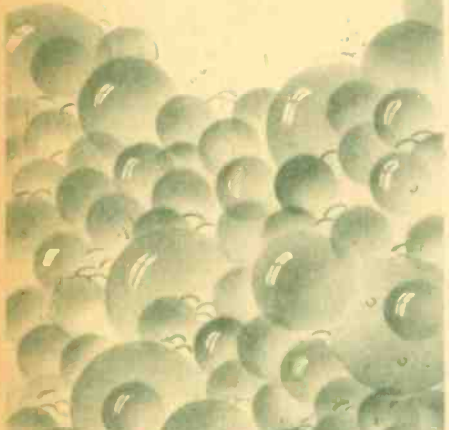


a little



WHITE KING

is a LOT
of soap!



Listen to
ART BAKER
9:45 A. M. - Mon. thru Fri.
KFI



▲ "FOREVER ERNEST" brings Jackie Coogan to the CBS microphone as Ernest Botch, lovable bumbling soda jerker who is talked into extra dashes of whipped cream and trouble by his girl friend, Candy (Lurene Tuttle).
CBS Photos

The Kid Takes to the Air

By Shirley Gordon

Any Way You Look at It, Jackie Coogan's In the Clouds—as Owner of an Airplane Sales Company, as an About-to-be Bride-Groom, and as Star of a New CBS Airshow

Monday, 8:30 p.m.
CBS—KNX

MMMMM—nice flying weather!" was Jackie Coogan's comment as he squinted an experienced eye skyward. Moviegoers nostalgically remember veteran performer Coogan as "The Kid", a ragamuffin with an oversized cap on the side of his head

trudging down a make-believe street beside a sad little man in a derby hat and baggy pants.

Today, thirty-ish and bald-ish, but with the same boyish grin and big wistful brown eyes, Coogan has come to radio in the title role of CBS' "Forever Ernest". As lovable, bumbling "Ernest Botch", a drug store soda jerker, he mixes chocolate malts and banana splits with a heaping help-

(Please Turn to Page 28)

▲ **COOGAN'S REAL-LIFE** romantic interest is Ann McCormack, blonde blues-singer whom he met when both were appearing at Slapsy Maxie's. (Note that Jackie is a bow-tie fancier. He also has a fondness for swimming, softball and, of course, flying).

