Radio Shifts Into High With New Shows

Miracle of Morgan's Ranch
See Page 2
MIRACLE OF MORGAN'S RANCH

By Evelyn Bigsby

Master of Mendacity "Plays It Straight" When It Comes to His Newly-Acquired Acreage at Hemet

Thursday, 8:30 p.m.
NBC-KPNX

DROLLED Frank Morgan, "grow the world's finest coffee on my Brazilian plantation. Since coffee arabica, a Rubiaceous plant, was first introduced into Brazil in 1727, the House of Morgan has devoted itself to its cultivation, from my great-grandfather Senhor Dres Morgan to my paternal gaffer, Siles Morgan—always in his cups and a bit of a drip.

"When I reached man's estate I began looking for untouched soil on which to found my own coffee dynasty, and explored Brazil from the Amazon to the tip of South America. There I encountered a tribe of wild and beautiful women bearing that name. What a race! But I finally caught one. I was welcomed by the simple aborigines, save for a dark-skinned tribe of Indians, who were jealous of my light complexion.

"I took out my die and faded 'em. These amenities over, I set about planting the fertile soil and soon had a bumper crop. Learned the intricate art of planting coffee by just using my bean! As a matter of fact, I developed a coffee that won international acclaim—a special hybrid which I named Gypsy Rose—it outstripped all competition.

"Later, I expanded my operations to include the raising of cattle—what good is coffee without cream? Giving free reign of my ingenuity, I feed the cattle on the surplus coffee, and they thrived until I could scarcely handle the demand. When I wasn't busy roping the steers, I was over-seeing the shipping. In other words, when I wasn't throwing the bull, I was peddling it!"

A typical Morgan whopper! The kind that has made Morgan the radio fans' master of mendacity and star of his own, bright new show. In real life, Francis Phillip Wupperman (his real name) "plays it straight," but so accustomed have his friends become to his fabulous other falsehoods that he has difficulty in making himself believe.

This is especially true of his latest venture, a 600-acre ranch near Hemet.

Until the war, Frank Morgan's favorite pastime was his yacht, The Dolphin. When the Coast Guard took over the yacht, Morgan puzzled for awhile, then brought to surface a thirty-five-year-old ambition—to own a ranch.

"When I was nineteen or twenty," the distinguished looking, fifty-four-year-old actor remembered, "I came west and spent several months in Nevada. Before that, I'd never been as far as Jersey, but life in the open made such an impression on me that I always yearned for a place of my own. Now that I've got it, though, I sometimes 'come to' and think, 'What the heck am I doing with a ranch?'"

Breeds Cattle

Because his place is "small," as ranches go, Morgan devotes most of his efforts to breeding fine cattle, the pedigreed Aberdeen-Angus, and to raising Duroc hogs. But there's room, too, for barley and alfalfa, four or five cats, four dogs, three milch cows, peaches, apples, plums, apricots, almonds, cherries, and avo...
Mrs. Dorothy White, 1329 Ferris Road, El Monte, Calif.

Sirs: Here's my "two cents worth" on the "Mary Marlin" serial. It is positively one of the most boresome serials on the air. I always turn my dial when 12 noon rolls around. As previous critics have written, the serial gets absolutely nowhere. So much for that.

Among the daytime serials, my favorites are "Lorenzo Jones" and "Vic and Sadie." They're two programs that bring laughter and peace to one's home. Most of the other serials are full of war, divorces, and those meddling old fools who always stick their noses in everybody's business. We meet enough of these in everyday life, so you see why I criticize them. Not too harshly, but mildly.

All in all, though, I think we're fortunate to have so many fine radio programs as we Americans have. We have a wide selection from which to choose, and we are not compelled to listen to any certain programs.

Thanks, Radio Fan Fare, for being so cooperative in writing up the articles your readers request. I can truthfully say I enjoy every feature article.

Patricia LeGrand, Main P. O. Box 1051, Los Angeles 53, Calif.

Sirs: The letter you printed about radio speakers using doubtful word pronunciations of common words pleased me, especially when the word envelope was included. There is no reason for the affected way of saying on-velocity for the common envelope. One who persists in so doing wants his listeners to think he's educated, or it's generally a "putting on the dog" when running for office to get the illiterate to think he's a college man.

Miss Ione Davis, 8737 Lexington Avenue, Hollywood, Calif.

Sirs: This is what you might call a "gripe" on the changes that have been made on Frankie Sinatra's "Vimms" broadcast. I was very thrilled when I received two passes for the opening night for the new season. Being the first broadcast I have ever been invited to attend I was extremely disappointed when every Bobby Sox girl who was not an adult was isolated in the balcony where we couldn't hear or see distinctly. A number of press agents and some servicemen took up the front rows, which was perfectly all right, but rows of good seats were vacant and Bobby Soxers were not allowed to fill them. Is this fair? NO! We're the fans who are financing him—are we to be simply shoved in a corner and like it?

I have heard many wild stories about the so-called "Bobby Sox Brigade" that they scream, push others, bite, and resort to rough tactics to get seats, etc. But when I was there this was not true. We fans control ourselves as much as humanly possible and we can and will be ourselves if we can at least get seats which are vacant. Frank looked as surprised as we were when he looked down at his audience and saw his small audience of 200 in front and huge audience pushed back in the balcony. Please try to use your influence in putting things back to normal.

Hazel E. Johnston, 111 Hamlet Street, Los Angeles 19, Calif.

Sirs: I was just reading the letter from the lady who thinks the "Mary Marlin" story gets nowhere. And I disagree. It's the only serial I still follow because it's so right up to the minute and with things as they are in real life. I've followed this serial from the first day for over ten years now. I've enjoyed every bit of it and it's the only story I follow. All the others are so namby-pamby and all are the same. I do wish Joan Baines could be back as Mary, though—the voice of the girl who plays her part now doesn't sound a bit like her. I miss the old David, too, but he can't be replaced. He was fine. Joe still sounds very natural as from the very beginning. Do keep this story on the air.

Miss Karma Jean Rich, 2638 South Gladiolus Avenue, Glendale, Calif.

Sirs: Last week a lady wrote that she thought Jack Owens ranked with Sinatra and Crosby. I, too, have a favorite singer whom I feel ranks with Sinatra and Crosby. He is Andy Russell. I think he is one of the finest singers I have ever heard. Will there be a picture of him printed in Radio Fan Fare sometime soon?

Andy Russell is in New York at the present time. We're noting your request, though, and hope to do a feature on him when he returns to the West Coast.

Radio fan fare

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September 22, 1944
Radio Shifts Into High!

Here Are Schedules, Pictures Of Fast-Moving Season Into Which Kilocycles Are Moving

Don't look now—but the fall radio season is swinging into high. Because network time is at a premium and because smart stars realize the value of keeping their names constantly before the public, many air entertainers took only eight weeks' respite from the microphone this past summer, with the result that scores are already back on the ether lanes.

An accompanying time table spotlights a few of your favorites to be found on the dial, some of them in their old familiar niches, others in brand new times and even different networks. For instance, Kate Smith, perennial Friday night favorite, is now to be tuned on Sundays (opposite Jack Benny). Ed Gardner, has moved his tavern, bag and baggage, to NBC, where he'll cavort every Friday night at 8:30.

"Man Called X," popular summer replacement for Lux and starring Herbert Marshall, is continuing into the winter season on another chain, the Blue, Saturdays at 7:30 o'clock. Other changes may be noted on the schedule.

New Faces

Perhaps of far more interest to fans is the wealth of new material which will make the coming winter add up to one of radio's lushest. By "new" material is meant, too, several "long-time no hear" personalities. In this category falls Rudy Vallee, who hasn't been airing since he joined the Coast Guard. Fred Waring, replaced in June by Johnny Mercer's Music Shop, is returning with his own half-hour weekly program. Nelson Eddy returns to the fold and Harriet Hilliard and Ozzie Nelson star in their own half-hour program of music and situation comedy, built along the lines of a junior Fibber McGee and Molly. Al Young, who made such a strong impression as Eddie Cantor's summer replacement, was about the only hot weather star to rate a winter show of his own and you'll be hearing him on the Blue starting October 3, 8:30 p.m. Frank Morgan and Fanny Brice, who for the past few seasons have shared billing on the Maxwell House program, mark this season as their time to step out as separate luminaries scintillating in their own air vehicles.

Barrymore, Wynn

Perhaps two of the most exciting personalities who have agreed to broadcast this autumn are Ethel Barrymore and Ed Wynn. The first lady of American theater's royal family will come to listeners in a dramatic series titled "Miss Hattie." Ed Wynn, "the laughing fool," will punch gags on a half hour show called "Happy Island" and will be aided by Songstress Evelyn Knight, Jerry Wayne, baritone, and Mark Warnow's music.

The accompanying table has been compiled for your convenience in tabbing important programs yet to return or debut on the airwaves. Happy listening!
MAJOR NETWORK SHOWS

Sundays:
- Ethel Barrymore, Blue-KGO, 12:30 p.m.
- Music America Loves Best, NBC-KPO, 1:30 p.m.
- You Can't Take It With You, MBS-KFRC, 2:00 p.m.
- Kate Smith, CBS-KQW, 4:00 p.m.
- Bergen McCarty, NBC-KPO, 5:00 p.m.
- Fanny Brice, CBS-KQW, 7:30 p.m.
- Gildersleeve, NBC-KPO, 8:00 p.m.

Mondays:
- Dinah Shore, NBC-KPO, 6:00 p.m.
- Information, Please, NBC-KPO, 7:30 p.m.
- Burns and Allen, CBS-KQW, 6:00 p.m.
- Bob Hope, NBC-KPO, 7:00 p.m.
- Frank Sinatra, CBS-KQW, 6:00 p.m.
- Sammy Kaye, MBS-KFRC, 8:00 p.m.
- Fred Waring, Blue-KGO, 8:30 p.m.
- Frank Morgan, NBC-KPO, 8:30 p.m.
- Ed Wynn, Blue-KGO, 8:30 p.m.
- Duffy's Tavern, NBC-KPO, 7:30 p.m.
- Aldrich Family, NBC-KPO, 8:30 p.m.
- Joan Davis-Jack Haley, CBS-KQW, 9:00 p.m.

Tuesdays:
- Metroplitan Opera Auditions, Blue-KGO, 6:00 p.m.
- Fibber McGee and Molly, NBC-KPO, 6:30 p.m.
- Alan Young, Blue-KGO, 8:30 p.m.
- Nelson Eddy, CBS-KQW, 7:30 p.m.
- Eddie Cantor, NBC-KPO, 6:00 p.m.

Wednesdays:
- Harriet and Ozzie Nelson, CBS-KQW, 3:00 p.m.
- Metropolitan Opera Auditions, Blue-KGO, 1:30 p.m.
- Oct. 8
- Oct. 3
- Sept. 20
- Sept. 27

Thursdays:
- Those We Love, NBC-KPO, 11:00 a.m.
- CBS-KQW, 3:00 p.m.
- Frank Morgan, Blue-KGO, 8:30 p.m.
- Nbc-Kpo, 6:30 p.m.
- Nbc-Kpo, 6:00 p.m.
- Nbc-Kpo, 7:00 p.m.
- Nbc-Kpo, 9:00 p.m.

Fridays:
- “Steel Horizons”, MBS-KFRC, 6:00 p.m.
- CBS-KQW, 3:00 p.m.
- Oct. 5
- Oct. 5
- Oct. 5
- Nov. 5

Saturdays:
- Metropolitan Opera Auditions, Blue-KGO, 5:30 p.m.
- Metropolitan Opera Auditions, Blue-KGO, 11:00 a.m.
- Sept. 22
- Sept. 29
- Oct. 7
- Nov. 25

RETURNING SHOWS

Sundays:
- Dorothy Thompson, Blue-KGO, 8:15 p.m.
- Jack Benny, NBC-KPO, 4:00 p.m.
- “Steel Horizons”, MBS-KFRC, 6:00 p.m.
- Those We Love, NBC-KPO, 11:00 a.m.
- Harriet and Ozzie Nelson, CBS-KQW, 3:00 p.m.
- Metropolitan Opera Auditions, Blue-KGO, 1:30 p.m.

Tuesdays:
- Fibber McGee and Molly, NBC-KPO, 6:30 p.m.
- Alan Young, Blue-KGO, 8:30 p.m.

Wednesdays:
- Nelson Eddy, CBS-KQW, 7:30 p.m.
- Eddie Cantor, NBC-KPO, 6:00 p.m.

Thursdays:
- Bob Burns, NBC-KPO, 6:30 p.m.
- Abbott and Costello, NBC-KPO, 7:00 p.m.
- Dinah Shore, NBC-KPO, 9:00 p.m.

Fridays:
- Amos 'n' Andy, NBC-KPO, 7:00 p.m.
- San Francisco Opera, MBS-KFRC, 10:00 p.m.

Saturdays:
- Boston Symphony, Blue-KGO, 5:30 p.m.

September 22, 1944
Who Wants to be An Actor?

By Helane Peters

Almost Everybody! But Until NBC's New "Opportunity Theater," Amateurs Had Little Chance at the Microphone

NDLESS LINES of amateurs, starry-eyed and shaky-limbed, have been circling in and out of broadcasting studios for years—since that day back in radio's moppet stage when somebody dreamed up audience participation shows.

But until the recent advent of "Opportunity Theater" there was little place in those lines for would-be actors. Whistlers, yodelers and animal imitators, yes; actors (which probably half of your friends want to be), no.

"Opportunity Theater," heard Saturdays over KPO and the Pacific Coast NBC network, has licked the production problems involved in presenting amateur thespians to a radio audience. What's more, actors who make good are given a three-month membership in the American Federation of Radio Artists and a professional engagement, complete with union salary.

Unprofessional actors of both San Francisco and Los Angeles are in on the chance—competitive, in fact, though San Francisco has the outset advantage of numbers. One San Franciscan takes part in each of the three Saturday shows originating at KPO, while Southern Californians get a crack at the one show a month broadcast in Hollywood. Out of the four monthly participants, the board of judges names one Northern Californian to receive an expense-free trip to Hollywood and a professional appearance on the program in which will also be cast the Los Angeles winner. If the latter is the following month's grand winner, he gets a professional engagement, plus a $50 war bond in lieu of a trip.

Have Rehearsal

Unlike Haven McQuarrie's late "Do You Want To Be an Actor?", this program does not put its amateurs on the air "cold." Winners of twice-weekly tryouts take home scripts for over-night study and are given two thorough rehearsals before program time. And, of course, they are cast opposite top NBC artists, headed by "Opportunity Theater's" regular star, versatile Archie Presby.

And how do these professional

"You're Bitter, See. You took a prison rap and you're sore at the world," says Director Ben Harkins, explaining to Shipyard Worker Lee Stone the character he is to portray. In years of programming and writing for NBC, Mutual, CBS and for Warner Bros., Harkins has auditioned and dreamed with thousands of amateurs. And he loves it because "they're giving all they've got every minute."

Radio fan fare
showmen treat the quaking amateur? Listen to what Athene Andrews, "Opportunity Theater's" first winner, told us:

"I had studied my script practically all night and when I walked in for the first rehearsal I was all business — very serious about the whole thing and particularly serious about myself. I saw Mr. Presby, Monty Margetts and the others and suddenly an awful thought made me go all weak and shaky: 'They're all professionals and I'm just an amateur.'

Then somebody said: 'Hello, there. Congratulations' and started to introduce me. Archie broke out with his famous giggle and began wise-cracking with announcer Ray Lewis — about this and that and anything I could be in on. Monty sort of took me under her wing and then Director Ben Harkins and Producer Don Thompson begin giving me instructions — casually, as though I were really one of them. And the first thing I knew, I felt like I really 'belonged.' I'd forgotten all about being an amateur."

Seemed Professional

As a matter of fact, watching and listening to Miss Andrews' performance, we, too, forgot she was an amateur. Whether she wins the Hollywood trip or not, we predict this dark-eyed San Franciscan will soon leave her present job as junior statistician for the Federal Public Housing Service and devote most of her time at the mike.

As for Director Ben Harkins, who has been auditioning and directing radio and picture talent up and down the Pacific Coast for years, his opinion is this: "We won't have an amateur of Athene Andrews' caliber each week—but the average"

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Not as Trumped-up as it might appear in this photographer's brainchild. It graphically depicts the earnest pleading of countless amateur actors for a chance to be heard over the air. Recipient of the girls' entreaties is James McIntyre, general manager of "Opportunity Theater's" sponsor, West Coast Soap Company.
ENJOY INEXPENSIVE PRIZE-WINNING ORANGE MARMALADE

It’s Easy To Make Anytime With This Simple Recipe

6 Medium Sized Oranges  
(2 lbs, Sliced)
6 Cups Water
3 1/2 Cup Lemon Juice  
(About 6 lemons)
1 Package M.C.P. Pectin
9 1/2 Level Cups Sugar  
(Measured ready for use)

1. Cut oranges in cartwheels with very sharp knife to make slices that are as small as possible. Discard the large flat peel ends. Sliced fruit should weigh 2 pounds.
2. Put sliced fruit in 8-quart kettle. Add the water and lemon juice.
3. Bring to a quick boil; boil gently for 1 hour (uncovered). If peel is not tender in 1 hour, boil until tender.
4. Measure the cooked material. Due to boiling, the volume will be reduced below 7 cups. Add water to make total peel and juice exactly 7 cups.
5. Put back in kettle. Stir in M.C.P. Pectin; continue stirring and bring to a full boil.
6. Add sugar (previously measured). Stir gently until it has reached a full rolling boil, and BOIL EXACTLY 4 MINUTES. Remove from fire; skim and stir by turns for 5 minutes.
7. Pour into jars. If you use pint or quart jars, seal hot and invert jars on lids until Marmalade begins to set. Then, shake well and set jars upright. This keeps the peel evenly distributed throughout.

NOTE: This recipe works equally well with Naval Oranges or Valencia. When either variety is over-ripe and peel is soft, use 3/4-cup Lemon Juice instead of 3 1/2-cup. (Be sure to discard any seeds.) This recipe makes 7 pounds of prize-winning Orange Marmalade.

THE FAMOUS “DAGWOOD SANDWICH” is demonstrated by Arthur Lake, well-known Dagwood Bumstead of the CBS “Blondie” series. More Lake concocts his famous sandwich in response to a plea from forty United Air Lines reservation girls, so busy handling war-time travel that they are keeping offices open twenty-four hours a day. Because they get hungry at midnight and have no convenient spot where they may eat, they asked Dagwood for instructions in his specialty. Using the two-finger technique, Arthur typed out his formula, then demonstrated it with a four-decker made of baked beans, pickles, meat (three varieties) tomatoes, cucumbers, lettuce, and seasoning galore. Suggested Lake: “Be bold and inspired, don’t be intimidated by tradition; altitude in a sandwich is an asset because it makes possible more flavors and jaw exercise; use multiple seasonings—mustard, catsup, soy sauce, mayonnaise and A-1 give you a combination to be remembered; don’t worry about nightmares—these sandwiches will keep you awake.

Tips on Sandwiches

HE SCHOOL lunch should never be a problem as long as mother can figure out a yummy sandwich, because a sandwich that is appealing and at the same time nourishing is the big moment of any lunch box. Too many well-meaning mamas slap together a couple of pieces of uninspired bread and smear it with peanut butter or jelly.

Now there’s nothing wrong with peanut butter and jelly, except that the same thing every day gets even a child down. We’d suggest a change by using a chunk style peanut butter and varying the jelly, even to using orange marmalade or jam. Fix this combination up as a three-decker, with salt rising bread, or use alternate slices of white and whole wheat.

Here are a few suggestions that will tempt the young appetite:
Salmon Sandwiches
Drain the oil from a can of salmon and remove the skin and bones. Shred the salmon fine, using a sturdy fork. Add yolk of hard-boiled egg, which has also been mashed up fine and seasoned with salt, paprika, lemon juice, chopped parsley, and boiled salad dressing. Spread between folds of cracked wheat bread.

Onion Sandwiches
Butter one hundred per cent whole wheat bread. Chop Bermuda or Spanish onion fine and mix with mayonnaise. For a variation, use sardines instead of onion.

Walnut & Cheese Sandwiches
Chop nut meats fine and mix with your favorite soft cheese. Add a dash of salt and pepper, spread generously on slices of potato bread, with plenty of crisp lettuce added.

Cucumber Sandwich
Chop cucumber fine, add a little onion juice, dash of paprika, and mix with mayonnaise. This is a very tasty sandwich.

Ham and Pickle Sandwich
Grind a few slices of boiled ham, add dill pickle and one-quarter teaspoon of mustard. This makes a wonderful spread for rye bread.

September 22, 1944
A WEDGE OF THIS lovely pie will be in the lunch pail of CBS star Penny Singleton’s schoolgirl daughter, Dorothy Grace. This is an apple custard pie. Recipe: Peel three sour apples and stew until soft and no water is left in them. Mash smooth and add a piece of butter the size of an egg while the apples are still hot. After cooling, beat the yolks of two or three eggs with a small cup of sugar, 1/2 cup of milk or cream, a little grated nutmeg, and a little lemon juice. Meringue of three egg whites and two tablespoons of sugar flavored with lemon essence is a nice topper.

**Beet & Horseradish Sandwich**

To two tablespoons cooked chopped beets add a tablespoon horseradish and spread on buttered white bread. A variation of this may be cold boiled potato, chopped fine, and mixed with one tablespoon of beets. Sardines may also be used as a complement to the beets, which make a very colorful spread.

**Carrot and Swiss Cheese**

This is a splendid way to get your youngster eating vegetables at noon. Use one large boiled carrot and pass it through the meat grinder. Mix with two tablespoons of grated Swiss cheese and season with celery or seasoning salt. This is very nice on commercial corn bread.

**Autumn Delight**

Use one-quarter of a raw, peeled apple, two slices of Swiss cheese, one tablespoon chopped celery leaves. Spread, nut bread lightly with butter and add this succulent filling.

**Watercress and Oranges Sandwich**

This is a very crisp, juicy sandwich. Peel and slice one orange. Chop two tablespoons of watercress and spread on buttered white bread, on one side of which the slices of orange have been arranged. Egg is also a nice combination with watercress, but be sure to add a tablespoon of mayonnaise to the finely chopped hard-boiled egg.

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*A RADIO fan fare*
Who Wants to Be An Actor?

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standard will be that high. There's a gold mine of available talent.

Unlike many of the other would-be actors who now throng Radio CI's corridors, Miss Andrews has been preparing for an acting career most of her life ("since I was five and I'm now 22"). Curiously obviously motivates some to audition. Others seek an outlet for a pent-up urge previously kept a personal secret.

Both hopeful and discouraging was the fact that, out of the twenty-five persons who participated in "Opportunity Theater's" initial try-outs, only two were judged hopeless. Most frequently noted on the applications of the others was "good voice; needs coaching." In other words, from the producers' standpoint, the talent outlook is splendid. But from the amateurs' standpoint, competition is terrific and the oft-repeated "Not this week" of Director Harkins might very probably discourage the less determined.

Contestants should keep in mind, however, that the "this" in Harkins' dismissal contains more hope than they might think. At each try-out he is searching for one or two specific voices for as many parts in plays already purchased for use. In Miss Andrews' case, for instance, she has stopped acting almost before she began to read the try-out scene. So short was she stopped, she confessed that she was sure she was through. But by the few lines she read, Harkins recognized her as "the" voice—not for the part she was reading but for another he had in mind.

Sample Applicants

A very small percentage of auditionees have had professional experience. In this group was Pawley who, along with amateur Lee Stone, was given a part in "Opportunity Theater's" second opus. Instantly recognizing Pawley's work as professional, Director Harkins welcomed the opportunity to use him. Pawley is another star of screen "heavy" William and radio actor Ed and is a screen, stage and radio actor in his own right.

In contrast, Stone, a former salesman, is now an instructor in burning in Mr. Kaiser's Richmond shipyards. (If you heard the broadcast you know Stone.) However familiar in his dramatic role as in his burnout's outfit.

And so, if you want to take a whirl at becoming a professional actor, you may have more ability than you think—as the following anecdote illustrates. After she had auditioned, one woman confessed she hadn't had the slightest intention of trying out. She had come to the studio for the Radio Institute. But, handed an application and script, what else could she do?

What she probably still doesn't know is this: On her application, carefully filed away, is this comment: "Very unusual voice; good reading: future use."

September 22, 1944

A-1 BAKING SUCCESS

Guaranteed

And here's the Western Way to Bake This All-American Dessert

Top of the apple season to you, ladies! This is the time when your family will come to dinner hungry as wolves when they smell the spicy aromas of home-baked apple pie. Juicy apples and tender, flaky crust—the specially good kind you make so easily with Globe "A1" Flour and this tested recipe. Western housewives have baked with Globe "A1" Flour for over 40 years, and the makers guarantee your complete baking success. See the unconditional guarantee above. For perfect baking results every time take a tip from Western cooks — use a tested recipe and guaranteed Globe "A1" Flour.

A-1 APPLE PIE

3 cups Globe "A1" Flour
3/4 cup vegetable shortening
1 teaspoon salt
3/4 cup water (approx.)

Sift flour once, measure. Cut shortening into flour and salt (with pastry blender) until about the size of peas. Add water a few drops at a time, mixing with a fork until particles form a ball when lightly pressed together. Divide into two parts. Wrap in wax paper and chill. Roll each part separately. Will make one 9-inch two-crust pie or two 9-inch pie-shells.

6 large tart apples

1/2 cup granulated sugar

1/4 cup brown sugar

1/4 teaspoon cinnamon

1/2 teaspoon salt
2 tablespoons butter

11/2 cups milk

Pare, core and dice apples; fill pastry shell generously. Combine sugars (amount depending upon tartness of apples), cinnamon, and salt; sprinkle over apples, dot with butter. Roll out remaining pastry, to about 1/4-inch thickness for top crust. Cut a few slits in center to allow escape of steam. Miter edges of under crust, adjust to crust, trim and seal edges securely with tips of fingers or fork. Dot top crust with a few tiny dabs of butter, and sprinkle just a dash of sugar and flour over the top to get an attractive, uneven brown surface. Brush top with milk or beaten egg white for a glaze. Bake in hot oven (350° F.) for 15 minutes, then reduce heat to moderate (300° F.) and finish baking about 25 minutes longer or until apples are tender. Serve hot or cold.

NOTE: If apples are not very tart, add 1 teaspoon lemon juice and grated rind of 1 lemon, or if apples are known to be dry, add 1 tablespoon sugar.

GLOBE FLOUR

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Miracle of Morgan's Ranch

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RHEUMATISM

- Arthritis - Neuritis -

Get Menendez's Number 10 from your druggist or by mail postpaid for $1.25.
Money back if first bottle fails to satisfy.

J. C. MENENDEZ MEDICINE CO.
Dept. 106 Evansville, Indiana

So fine are his Aberdeen-Angus that two of the heifers from the ranch were solicited as anniversary presents for Mrs. McGee and Molly when the Wistful Vista couple recently marked the start of their tenth year on NBC.

Sounds Natural

White-haired Morgan, whose ranch-provoked tan accentuates his handsomeness, has apparently gone overboard in enthusiasm for his land venture. Speaking proudly as a breeder of prize stock should, however, he is met with quizzically lifted eyebrows and of-salt acceptance of his Morgan's Ranch miracles. It is all so tremendous, it sounds like one of his Maxwell House fabrications... "I have a ten-thousand-acre farm carved from the productive soil of the most fertile and lush valley in California! My farm is a very scientific establishment—the envy of agronomists all over the world. Do I go in for animal husbandry? Well, I never found one that was pretty enough to marry—oh! Hated. Husbands have been beneficial. His stock now numbers twenty-one, including the prize, 1400-pound bull, J. Bordo-

Willing to Learn

There's an encyclopedic lot to learn about cattle breeding and Morgan has assumed the attitude of willing student. Journals on livestock have bolstered his knowledge, and visiting shows and talking with other breeders have been beneficial. His stock now numbers twenty-one, including the prize, 1400-pound bull, J. Bordo-

DIALECTICAN

Lu Tobin, who portrays Captain Nils Anderson in the NBC-KPO "Haw- thorne House" serial, has played more dialect roles in the past twelve years than any other San Francisco radio artist. He's been starred in almost every transcontinental show to originate in the Bay City.

GRACIE SCRIBBLES

CBS Comedienne, Gracie Allen's coverage of the Republican and Democratic conventions for the newspapers was such a howling success that she's now regularly reporting her impressions of the political scene in a nationally syndicated column.

NEW MANAGEMENT

"Bill Baldwin's Night Club," nightly platter-spinning session heard over Blue-KGO is now under new management. George Fenneman is taking over the duties of master of ceremonies while Baldwin serves on the Blue's Pacific overseas staff. Bill is scheduled to report the coming battle for the Philippines as a special correspondent.

HOSTESS

Patsy Garrett, who used to be heard as songstress with Fred Waring's crew, is now singing hostess of CBS' Broadway Matinee.

SONG OF YOUTH

Jack Miller, composer-conductor of NBC's "Aldrich Family," has written a popular ballad for early publication suggested by the popular opening theme of the broadcast. It's tentative title is "All the World's A Wonderland When You're In Your Teens."

SURPRISE

When Ken Darby recently returned to his duties as musical director of the NBC's Sunday morning Westinghouse show chorus, after a brief illness, the cast presented him with a smart cream-colored shirt bearing the autographs of all its donors.

LURE BY LOUISE

Louise Erickson's sixteen-year-old star of NBC's "A Date With Judy," designs her own clothes and is now dressing up "personalized creations" for her friends. She has given her sideline business the name "Lure by Louise."

To date, two films have been turned out by "Arquette Productions, Unincorporated--and--Uninhibited." One is "Fool's Gold," a super-Western musical, the other is "Isle of Ball," a spectacular South Sea-Island-romance-musical. Each runs one quarter of an hour in length, credits included. Now in production is "Goon with the Wind," a super-war-between-the-states--epic--musical.

With the assistance of Hollywood's embryo actors and actresses and as-yet undiscovered stars, Arquette produces his films as a strictly non-profit, non-taxable venture. Showings are at the homes of Arquette and his Hollywood friends, with an occasional special presentation at a Hollywood-personality-party, such as a going-away-to-the-Marines-Corps-farewell.

Some Problems

Speaking as a producer, Arquette says that his pictures entail about the same problems as any conventional Hollywood release. He finds, on checking, that true to form, the film takes usually the best, and that about fifty per cent of his film winds up on the cutting room floor.

As director, Arquette has an edge on his professional prototype. His actors and actresses are seen but not heard, for no sound tracks are cut during the filming. Such things as flubs or twerps, short memories for lines and inadvertent comments during shooting don't bother director-Arquette.

Because he is both actor and cameraman, he does run into a difficulty not met by many Hollywood players and craftsmen. Actor-cameraman Arquette sometimes has to be on the double-quick to get from behind, to in front of the camera, to take his own pictures. If the drama is too demanding, Arquette gets one of the other actors to sub as cameraman for him till that scene is completed.

Musical scoring is done while the picture is being shown, so that's a problem that can be handled without strain between shooting and showing, but when it comes to editing his pictures, Arquette really has a job.

That's because Arquette-productions incorporate the use of ready-made and about-to-be-discarded-by-the-film-companies film as well as the film Arquette as producer-director-cameraman shoots.

How He Makes "Epic"

For example in making "Goon with the Wind," Arquette will utilize old film from "Birth of a Nation." After viewing the reels on hand from this 1920 opus, selecting what he needs from it, Arquette will write the script from which he'll do his own shooting, and then, when he has his own camera work done, will splice the old film with the new to make the finished product.

Well, not quite finished, for there's the sound to do. Arquette is all the voices in his pictures, relating the dialogue while he runs the projection machine and keeping his eye on the turn tables that broadcast his music and background sound effects. This part of Arquette-productions really takes talent--the same sort of talent required by a window-flap-jack artist who calls his own turns.

While Arquette, projectionist, keeps the reels turning, and as sound-man, keeps the tables turning, as "voice," he keeps the dialogue flowing by taking all the lines from the cowboy calling to a four-of-a-kind to the heroine yodeling to the cowboy. All the sound, music, voices and background effects are fed into a microphone and released through a speaker behind the screen on which the picture is shown.

Deviations

While he does try to follow a prepared script for the dialogue, there have been occasions when Arquette has adapted his lines to the audience at hand, and given them a greater topical interest to the production. Suggestions for such deviations from the script usually come from the audience, a procedure which in conventional picture houses would be described as heckling, but in Arquette-productions-on-review is just good clean fun.

This just about sums up Cliff Arquette's picture taking activities, except for one department into which his talents are not carried. The stay-aways who worry Hollywood's film industry have no role in Arquette-productions, for you'll notice that in the title line describing his motion picture production activities, "writer-producer-director-actor-cameraman-musical score-film editor and producer," there's no credit for the box office hawk--the hyphen stops short of comptroller.
The document appears to be a schedule of events, likely a television or radio program guide, listing times, dates, and activities. The text is dense and does not lend itself to a clear or concise summary within the constraints provided. It includes a variety of programs, such as news segments, music, and drama. The dates and times are listed in a structured format, typical of such schedules.
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