THE GREAT 'INCORPULATION', PAGE 16—JULY 21-27

OUR COVER GIRL
See Page 19

Highlights of the Radio Week...Logged and
- Indexed to Improve Your Listening Pleasure
Winchell Is Okay, Heater Ordered Rest

Fortnight ago western radio listeners, among millions of others throughout the nation, were startled by faltering of gossip Walter Winchell as his Sunday night (KFT) program staccato raced to its end.

No clues to mystery came from NBC publicists. Still puzzling, many a Radio Life reader wrote their editor variously. (Walter Winchell was ill. He had been working too hard. He was a victim of Fifth Columnist harassment.) Nothing like this happened to doughty Winchell who has given Fifth Columnists many a deserved roasting. Nothing more startling happened than the telegraphed script sheets, fumbled for them while excited announcers standing by tried to fill in roughening air interval.

On the more serious side of somewhat similarly plotted incident was announcement this week by Mutual-Don Lee officials: Gabriel Heater has been ordered by his physician to discontinue his broadcasting for a complete rest. Doughty as Winchell, Newscaster Heater was still "hot" last week, doing his work from an upper New York state hideaway.

Shilkret Baton Beats Carnation Time

Nathaniel Shilkret, radio and recording orchestra conductor, will start a series as guest conductor of the Carnation Contented program Monday, July 22, at 6:00 p.m., over the Red Network.

His first program will direct a salute to the Near East to include: "Far Across the Desert Sands," "Call of the Desert," "Allan Be With Us," "Where My Caravan Has Rested" and "Scheherazade," are orchestral numbers. "Ah Moon of My Delight," by Robert Kessler, tenor; the Syrian folk song, "Asinte, Ainte koi Mesou" by Lullaby Lady Opal Craven, and "In a Persian Market," sung by the Continentals quartet and chorus.

NEWSPAPER DRAMA TO SUNDAY

"When Presses Roar," the series of dramatic programs built around the excitement and romance of the newspaper industry, is now heard over KFT each Sunday at 7:30 p.m., instead of the former Thursday night spot.

Write in your Ideas
Enlist Readers In Air Criticisms

Magazine Opens Way For Listeners-Readers Ability To Exert Influence In Affairs of Radio

WHAT are your opinions about Radio programs?
Is Radio fulfilling its obligations to its millions of listeners upon whom its sponsors depend for support to make advertising profitable?
What are these obligations?
What are Radio's program defects?
What programs are outstanding and why?

Have you an opinion, criticism, or suggestion which, in your mind, could be accepted by Radio officials for the improvement of Radio from the Listener's earpoint?

In other words 'What's Your Mind' about Radio?

To many a Radio Editor, Studio official, program director, and obscure worker in the world's greatest entertainment field, these are questions to which intelligent answers long have been sought.

To find these answers polls have been taken and cross sectional views of mass opinion abstracted from sterile 'Yes' and 'No' responses. In spite of polls, however, criticism of radio continues to be a flourishing family and social activity.

The Publisher of Radio Life believes that somewhere on the Pacific Coast there live men and women who could make a lastling contribution to Radio.

To find these persons Radio Life has arranged with Network stations to sponsor an entirely different Radio Life Reader participation plan for Radio criticism.

Each month, indefinitely from date of this issue a group of Radio officials and Radio Life's editor will select the most constructive and intelligent letter or submitted to the Magazine by a Reader.

This letter may be caustically critical of Radio programs. It may be a gentle reminder of things that might be done. It could be a smashing attack on features with which the writer feels he is in agreement with others. It could be any sort of a letter, but, it must be one that can be evaluated on these points:

(1) Intelligent approach to subject discussed; (2) sound development of the subject; (3) reasonable conclusions on part of writer, and (4) final recommendations drawn from conclusions.

Once each month the Writer-Reader whose letter is chosen will be invited to appear on a big time program, the first being 'What's On Your Mind?' (KNX 8:30 p.m. Mondays). On the program the Writer will be introduced, may air an opinion and will receive a commenda-
tory letter, memorializing his or her contribution to Radio. In addition the winner, if a woman, will receive an order for one large panel photograph of herself, child, children or family. The photograph will be done by Paul Han-
son, the eminent American society photo-

The photograph will be done by Paul Hans-
son, the eminent American society pho-

tographic portraitist, whose works have appeared in Magazines 'Life', 'Coronet', 'Vogue', 'Vanity Fair', and other out-
standing quality magazines, or $10 in cash will be paid.

Further, each monthly letter winner will enter automatically competition to choose the best of the twelve letters during the year. She or he will then receive, if letter again wins, a plaque in-
scribed with suitable phrasing to attest to his or her contribution. The plaque will be signed by principal networks of the West Coast.

If the winner be a man he will be given $10 in cash, as well as other forms of recognition provided.

It must be understood by the Readers that this is not a contest in the ordinary sense. It is a serious attempt on the part of Radio Life magazine and the Radio Industry to bring the world of listeners into closer touch with and give it a voice in shaping Radio's future.

In total effect, the letter writing plan is a forerunner to an impor-
tant announcement soon to be made to all Radio Life Readers. This an-
nouncement will mark a revolution-
ary step forward in listener parti-
cipation with the Radio Industry. The plan behind the announcement will, at first, be limited to Radio Life readers, many of whom will be called upon to take active parts.

IN THIS ISSUE:

**Chargades and Prizes**
Listeners can now play "charades"—a good old-fashioned game, by radio. Each Monday night at 8:30 p. m. KGB is presenting "Radio Chargades"—a fascinating program with eleven prizes offered on each program.

Above is Rosemary DeCamp, who is heard on the "Dr. Christian" program as "Judy Price" over CBS KNX Wednesdays, 7:30 to 7:55 p.m.

**Dial Indicator**

**Religious, News Broadcast**

Listeners, Enlisted

Nothing On His Mind

Program Changes

Daily Log

Dailly Highlights

Herald Tribune

KXN News

RKO News

World Rundown

Lamp Lighter

Coming Out of Ether

World On Dial

Alphabetical Listing

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Nothing On His Mind
Mr. Weissman Gets Up Bravely to Face Quiz And Finds He Has Left His Mind Behind

By DAVID WEISSMAN

WHICH cools faster, black coffee or Coffee with cream? Does a horse pull or push in harness? What color is the bottom stripe of the American Flag? If your uncle's sister isn't your aunt, who is she? What is the difference between an octagon, a hexagon and a paragon? What's the difference between a relic and a relig? Which is heavier, a quart of milk or a quart of cream? Who was the first President of the United States? What is a cameoleopard?

And there you have the whole field of modern education thrust down your ear-drums, willy-nilly via the air waves. History, physics, mathematics, sociology agriculture and technicolor. Mind you, I'm not playing jokes at this new streamlined radio educational system. I believe in education. I even took a crack at it once myself under much more strenuous conditions through grammar and high school. But since the quiz-craze I feel quite put out by the unnecessary energy I had to expend all those years in school. If they had had radio when I was a kid, my education would have been less painful and probably just as effective.

And the education I've been getting—everything from anatomy to zoology. Talk about your first foot shelf of books—this two foot radio cabinet has beat a mile. You don't have the strain of turning pages. All you do is sit and listen, and no matter what the question is there'll always be an answer. My knowledge of the Bible has deepened. Now I know it wasn't Solomon who was the strong man—although he should have been, to be able to support a thousand wives. I know that Abel was born before Cain, perhaps so that he could raise him. I discovered that it was Daniel who was thrown to the lions and little David slew the giant Goliath with a sling-shot.

Chunks of history, world-shaking facts like the information that George Washington was our first president; that there are thirteen stripes in our flag and that Lincoln wrote the Gettysburg address—would have passed me by entirely if I hadn't glued my ears to the "Brainfreezer" program with Prof. Cudgelwitz presiding. How would I know the answer to the question as to how many eggs one hen would lay, if a hen and a half laid an egg and a half in a day and a half. Now I know the difference between a zither and a zentim. You people might not. I mean that one of the following is a heathen—it's either a Polyhedron or a Polynesian.

If a man can't get around in this world, succeed in his business and learn how to live, isn't it the radio query hour's fault?

All you have to do is get into a broadcasting studio, be picked as one of the answerers and guess correctly. Sounds simple, doesn't it? It did sound simple to me, and I set out to earn some of those nickels and shiny silver dollars. But I wasn't going to go unprepared—not me. I wasn't going to rely merely on my own educational background. A high school course wasn't enough to stand against these intellectual giants on the radio. So I began to read the Encyclopedia Britannica from A to Z, gave old Webster a good thumping and subscribed to several Quiz magazines.

Of course it was necessary to drink a case of 'Popola' before I could gain entrance to the studio. The rules said you had to have four bottle tops to get a pass to the "Brainfreezer" hour and qualify for the intelligence test. I managed to get a front seat in the studio so that I could catch one of the pingpong balls the announcer threw out into the audience. The more or less lucky ones who caught these balls would get a chance at the hard money and the easy questions. I was lucky. I caught one. The reward money was practically in my hand.

I had plenty of time during the commercial and the opening musical number to mull over the information I had been cramming all week. I even had a couple of slips of paper up my sleeves with questions and answers—a habit I had acquired in my early school days. I was just about to sneak a glance at these slips of paper when I was deafened by a roar of applause. 'Professor Cudgelwitz' was coming up to the mike. He wore a cap and gown to give him that scholastic appearance so necessary on such a program.

"And what have we here?" gurgled Prof. Cudgelwitz. "Ah—yes— Minnie Murfinkle—happy to have you with us tonight. Now will you pick out a question from the uh-uh —don't look at it—I'll do that—you must do the answering if you can—ha! ha! ha! Now let's see what we have got here? Oh!—If I had three apples and wanted to divide them among four boys, how many apples would each boy get? Now don't say 'apple sauce'—ha! ha!—we pulled that one. Time's slipping fast — how many?

By this time poor Mrs. Murfinkle is giggling hystERICALLY.

"Would you mind repeating that, Professor?" she asks, stalling for time. I make a hasty survey of my accumulated knowledge. Old Doc Cudgelwitz wasn't going to catch me napping. A cuckoo clock sounds off, and with a silly smirch, Prof. Cudgelwitz dismisses the blushing Mrs. Murfinkle, who is mumbling to herself, "Three quarters of an apple—three quarters of an apple."

"And now," continues the professor, "we have Mr.—Mr. "Gobble" stutters the next victim.

The audience titters.

"Well, well, Mr. Gobble—that's fine—happy to have you with us tonight. Now let's see you gobble up the next question—ha! ha! (The audience rocks with laughter.) If it takes three men to dig two holes in one day, how many holes will one man dig in one day? I'll admit that's a pretty deep one — the question, that is. Fine—let us get on with the show. (The audience is shrieking with laughter.)"

"One hole" he shouts into the microphone. There is a startled, elated, joyful look in the professor's eye as he shouts, "Right! Right the first time, Mr. Gobble. Fine! Splendid! Come on audience give Mr. Gobble a great big hand!"

I'm nudged by one of the assistants. It startsle me, but I know next to answer the professor's test. I'm not nervous—no much. Just about as calm as when they were putting me through the Binet-Simon test in the Army back in 1917. And to add to my calmness of mind, I feel that most of the answers I had prepared were beginning to slip and fade from my memory as I make the "last mile" to the mike. I begin to mumble to myself.

"Caviar comes from the egg of the sturgeon—the singular of dire is die—George Washington was a surveyor—Abraham Lincoln was a rail-splitter—Home wasn't built in a day—it was built on seven hills—your next chapter is a topic."

By this time I'm standing up against the mike, braced for anything that might come. My head is a whirling encyclopedia; my tongue heavy with snappy answers. The first question comes.

"What's your name?"

I stare uncomprehendingly at Prof. Cudgelwitz.

"Your name—what's your name?" he insists.

"Come—come—" persists the professor. "We've only got a few moments. What's your name?"

I'm holding on the microphone stand with all my might. My jaws loosen just enough for me to wet my parched lips.

"Gigg—gigg—gigg!" I gig helplessly, trying to keep the mike from biting me.

"Oh, an Eskimo—" chortles the professor. "Well—I don't know if we can ask too many questions.

They tell me I broke the mike as I slipped in a faint to the floor. They tell me, too, that they carried 16 women out of the audience hysterical with laughter. They tell me all these things—but I'm not listening.
SAXES TO BATONS
Artie Shaw's Life Proves That Wanting
To Get There, Plus Trying, Is Necessity

In the early 1920's, New Haven's younger set often danced to the music of an orchestra made up of promising young musicians. Three of the members of the band were Rudy Vallee, Peter Arno and Artie Shaw. In a few years Vallee was a world-famous radio star, Arno was noted as an artist, and Shaw was being hailed as America's "King of Swing."

Five free lessons on the saxophone made up Shaw's musical education. After he heard a saxophone player do a solo of "Dreamy Melody," when he was a boy in New York, Shaw saved up his pennies and nickels to buy a sax for himself. After his five lessons, he was on his own, teaching himself both the sax and the clarinet.

Although he was born a New Yorker, Shaw considers himself a New Haven boy. He went to school there, and got his first job there. He was still in his early teens when he made his professional debut with a dance band. And a brief engagement on the road, he joined the orchestra that included Vallee and Arno in its roster.

From Connecticut Shaw went to Cleveland, where he played the clarinet in Joe Cantor's orchestra. Then came two years with Austin Wylie's band, for which he did all the rehearsing and arranging.

An essay contest conducted by a Cleveland newspaper won Shaw a trip to Hollywood. In the film city, at the age of 19, he joined his first "big name" band, playing with Irving Aaronson at the Coconut Grove.

Shaw and his clarinet moved on to other bands, including those of Andre Kostelanetz, Howard Barlow, Peter Van Steeden, Richard Himber, Freddie Rich, Red Nichols, Paul Whiteman and many others.

In 1936, Shaw blossomed out on his own as a band leader, gaining recognition overnight after his appearance at a swing concert in which some of the country's top bands took part. His popularity increased so rapidly that he won the title "King of Swing," and was named orchestra leader on the NBC program starring Robert Benchley and then on his own NBC broadcast.

Shortly after Shaw was acclaimed "King of Swing" he announced his retirement from the entertainment world, giving up his orchestra and his radio programs. His retirement, ended, however, when George Burns and Gracie Allen began their new NBC-Red Network series July 1. Then, with a new style and a larger orchestra than he had directed before, Shaw returned to radio as music director for the "network nitwits."

Legal Name: Arthur Shaw.
Birthplace: New York City.
Birthday: May 23, 1910.
Nationality: American.
Height: Five feet, seven inches.
Weight: 140 pounds.
Coloring: Black hair, brown eyes.

Flash is a 'Sooner':
Sooner Sleep Than . .

"Flash," a pure-white, male English setter, has long been an object of mystery to Al Pearce and his friends. In perfect health, "Flash" abhors motion and spends his days resting. Worried, Pearce sent the dog to a noted Beverly Hills trainer a fortnight ago. "Flash" returned to the Pearce doorstep five days later with the following note:

"Dear Mr. Pearce—We have successfully trained over 1200 dogs in Southern California. Frankly, we have never seen a setter like 'Flash.' This dog is kindly, affectionate, and fairly intelligent. But our experts simply tell us he is allergic to motion. They have found 'Flash' asleep in thickets with our decoy rabbits only a foot away. We have simulated hunts, used shot guns at close range, and 'Flash' has never batted an eye—nor opened one.

"We're sorry, Mr. Pearce, but we give up. There will be no change, of course, for the entertainment this remarkable dog has afforded all of us. Very truly yours, J—L—-."

Jane and Goodman Ace, NBC's "Easy Aces," give their script a light once-over before the broadcast. To rehearse it more kills the spark of its spontaneity, they believe. The Aces are considered among best light programs on air.
**SUNDAY PROGRAM HIGHLIGHTS**

**Variety**

8:00 - Radio City Music Hall, KFRC-KFSD.
8:30 - Jones Over America, KFRC.
9:15 - Highways Romans, KFRC.
10:00 - Chicago Round Table, KFRC.
11:30 - Invitation to Education.
12:00 - Love Story Melody Ranch.
12:15 - Why Not the Country, KFRC.
12:30 - French Program of Music, KFRC.
12:45 - Boy's Forum of America, KFRC-KFRC.
1:00 - Goodwill Jr., KFRC-KFRC.
1:30 - National Cereal, KFRC-KFRC.
2:00 - Open Forum, KFRC.
2:30 - Reported Missing Miss, KFRC.
3:00 - Variety, KFRC.
3:30 - P.O.W. Program.
4:00 - Orange County Unit, KFRC.
4:30 - Great the Band, KFRC.
5:00 - Phil-Harmonia, KFRC.
KFX-M - 8:00 - Inwood Park Concert.
KVOE - 10:00 - Variety, KFRC.

**Public Affairs—News**

8:00 - Public Affairs—News, KFRC.
8:15 - Women's Clubs, KFRC-KFSD.

**Outstanding Music**

11:00 - Columbia Symphony, KFRC.
12:30 - Radio St. Louis, KFRC.
1:00 - Music, KFRC.
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Meet The Nurse

Pretty Elizabeth Reller (above), plays Nurse Ann Malone in the engrossing dramatic serial, "Young Doctor Malone," now heard over KNX Mondays through Fridays at 2:00 p.m., PST. The story gives intimate glimpses into the life of a doctor.

Johnny Presents...

Audrey Marsh, featured soloist on CBS network's Friday night musical variety show, "Johnny Presents," stepped into the theatrical limelight as one of the cast of that fabulous Broadway play, "Able's Irish Rose." Later, while being pursued by a variety of villians in Christopher Morley's "After Dark," she learned she could sing as well as act. Radio discovered it also.

RADIO LIFE LINES * Buck Hathaway

LISTENERS ARE GETTING RESTLESS: A raft of letters come in from readers who are growing a bit bored with newscasts that are monotonously repetitive. The best is from Dave Weismann, who suggests all stations set aside definite hours each day to recap what's happened to the world during the day.

. . . At lunch with Jack Sayres, CBS publicity man, soon to join Young and Rubicon, who said Radio has only made one difference in play habits of today's kids. "They still go 'Bang! Bang!' I killed you, Orville!" They only do a better production," contended Sayres.

Bits of String and Pieces of Glass: Letter from Don McNamara, KECA announcer, thanking for recent plug. Thanx, Don. A few others could follow your example. . . . Sorry, Irene Gordon, that audition offer turned out to be just a bad publicity gag by a person who should have known better. . . . And I should have known better than to fall for it. . . . Radio doesn't have to call for talent auditions. . . . Talent has to find its own way usually to Radio. . . . Winfred Scott, KFI commercial sec. . . . mystery girl of radio lanes. . . . Looks 26. Is 26. Is taken for 35. Why? Because few people can believe that a slender, good looking stripling like her could be as serious at 26 as she is. . . . What's in a song? Charles Holland, voca-brilliant, sang "Una Furtiva Lagrima," Caruso's famous aria, in his home town, Norfolk, in Virginia. . . . Then he plugged along, a song genius in a battered hat. . . . until years later (month ago in fact) he sang "Una Furtiva Lagrima" at Red Cross monolith. . . . Now he's a parrot in a silk topper if he wants to wear one. . . . Radio's got him. Movies want him. . . . and the public will have him.

Best extractionist in town is Dr. Richard H. Rhemthuller. . . . who combines tabloid cultural education in matters scientific and sociological, as he deftly wrists from its uncertain throne the tooth he should have nammed to have in your mouth. . . . Glad for Frances Scully. . . . NBC Fashion Editrix . . . for NBC's smart act in hoisting her across the Western Hemisphere. . . . And Catherine Schall, NBC publicity staff, . . . one of those formally coolish girls who enhance drawing rooms . . . yet is as down earthish as a sunlitened field flower.

Fanfares and Signoffs: Mere tap on the chime for Joe Leighton, CBS log editor . . . for this whizzer: "Why do radio announcers invariably have small hands?" Then his modulated hilarity at a dumb bunny look: "We pause for Station Identification. Get It? . . . No, we didn't either. . . . not right away. . . . Funny, isn't it? . . . Signoff with an offstage tin rattlie for David Walsh, Examiner sports writer . . . for that very新鲜ish, "fisherman whofishing" crack about Hal Berger. . . . Sign off for a wouldbe "Senator" who rhymes "Forty" . . . loses as many chances to go to Washington as the number of times he radio rants.

Speaking of Candidates: It's just one man's opinion (my own) but . . . there are a lot of political office aspirants on the air who are using Herr Hitler as a springboard into American office. . . . Trouble with most of these simpletons is that they don't credit people with ordinary good sense. . . . If here were these chaps two years ago when first flashes of lightning war illuminated the horizon?

Is it 1916 all over again? Then, President Wilson called out National Guard at urgings of international tradistis . . . to cope with Mexican Emergency . . . (?). . . . World War I was two years old then. . . . It was three when American laddies went gut-pouring in Europe. . . . World War II moves twice as fast. . . . Now Demo-Roosevelt intimates airily plan to call our Guard again. . . . Nobody objects to defense strengthening . . . even if it means wearing out Guard. . . . But, Que'on (?) Will 1941 see a well trained National Army in Europe? Or can it be that the President . . . democratically? engaged too long in keeping secret from the people his Third Term plans . . . is on the level?

Quick Jottings in the Memory Book: Chef Milan, Big food Chef . . . gets along . . . is now on KMPC among other stations. . . . Coming up . . . a cracking good yarn from Bill Anderson of KMPC . . . all about how a "Citizen Is Born" . . . full of dramarion on emigres sculptured to fit the Democracy. . . . "Sky Blazers," CBS aviation program, voted best kids' program by 21 New York schools. . . . Marriage Club, Inc. . . . could do better than to take time of earnest marriage information seekers . . . with such nonsense as "Do you believe a man should let his wife put her feet in the small of his back?" . . . Well, it happened. . . . Apologize to Al Clipper at Lacey's Cafe . . . for not keeping lyric writing appointment. . . . Goodbyes to little Helen Hayes and saure Otto Kruger. . . . They're off-air till September 9. . . . The best water coolers in town are at CBS. . . . They squirt cold water like "gone wild" fire hoses.

A KNOWLEDGE TEST
Radio Life and NBC Give Readers New Kind of Quiz. Set of Chimes for Win

So, you think you know your radio? Well, let's find out. For one who does know Radio and its principal program figures, and who can write a good letter, correctly identifying Radio Personalities, Radio Life and National Broadcasting Company are collaborating on a four-week contest. The prize is a set of NBC Chimes.

Maybe its the Hollywood heat wave; but here's an identification contest to brighten your days and sharpen your wits.

On this page are four (4) likenesses of persons who are adding to your radio enjoyment day in and day out. Each week for four weeks a set of four faces will be published. If you can identify all of them, and write the editor the 'best letter', the NBC chimes are yours.

Just save each week's list of faces. When you have all sixteen, identify them, write your letter and mail your material to Radio Life's editor. Send no boxtops. This is just between Radio Life Readers, the Magazine itself, and National Broadcasting Company. Under each likeness there is a printed clue to the identity of the person depicted. Maybe you think it's going to be easy. Well, it isn't. It's worth trying, however, for those NBC chimes are out of the ordinary prizes, with the pride of a great national network behind them. The contest is exclusive with Radio Life, and (Shh) here's a secret. NBC officials write and say that the editor will also get a set of chimes. Being generous hearted the editor will give his set to the second best letter and set of identifications. That is, if NBC doesn't object.

Remember, save all the faces for four weeks and then mail them together with your letter.

Luncheon Dress Rehearsal

Elka Chase, suave young actress and comedienne, presides over the weekly broadcasts of "Luncheon At the Waldorf" with the same elan that puts her name in lights for such Broadway shows as "The Women" and "Keep Off the Grass." At left, she's rehearsing and at right, she's through and free to continue the Elka Chase chase around town for microphone material.

THE BUDGET DECORATOR

Question & Answer Box

QUESTION: In my living room I have a sofa against the wall, and am planning to buy tables and lamps for each end. Should I get odd tables, and a pair of lamps—or should I get a pair of tables, AND lamps too?

ANSWER: That depends to a great degree on how well the room is balanced? A pair of lamps are all right used on different tables...a drum table and a pembroke table if they are nearly the same height. But, if your room lacks unity, and has a spotty, scattered look, you'll find that a pair of lamps, and a pair of tables will help correct this fault.

QUESTION: In our Colonial cottage, the floors are of hard pine, and we'd like to know how to finish them. Should we use acid, or oil stain?

ANSWER: Well, we prefer an acid to an oil stain—after staining, the floors should be given an application of good quality floor wax and then polished.

QUESTION: We have a green and gold dining room with a mulberry carpet. Should we use green or yellow candles for our table decoration?

ANSWER: No matter what the color scheme for your room might be, never use colored candles, except for Christmas or Hallowe'en parties. Perfectly plain ivory, or white candles, are the only ones considered in good taste, and these are beautiful in any color scheme.

QUESTION: We have a large combination radio and Victrola, which seems out of scale in our small room, yet we have to have it there. Is there any way of making it less conspicuous?

ANSWER: If the radio is so placed that a screen can't be used, it should be treated like this. Remove the legs, and any super-imposed decoration, and paint it the color of the wall to minimize its importance in the room.

If you have any questions to ask, sit right down and write to the Budget Decorator in care of Station KFWB. We will answer your questions. The Budget Decorator will tell you of other services which will save you many dollars, if you are planning any changes in your home.

If you wish to secure the Personalized service outlined in the morning program, if you would like to have Mr. Mel Melvyn revise your rooms on the floor plan charts, and also get the four 25c tickets to the summer course of lectures and handbook—enclose a dollar bill to cover mailing and other costs.

Be sure to listen in Monday, Tuesday, Thursday and Friday at 8 a.m. to the Budget Decorator.
GLAMOUR TO SOUTH
Hollywood Fashion Expert To Short Wave Programs To Americas In NBC Promotion

Time was when modish women of the world looked to far distant Paris, for clothing of noted Continental designers was their objective, from back alley Sezane to Fifth avenue "clothes racks" and healthy daughters of western pioneers.

These latter, adapting themselves to constant sunshine and an equitable climate, slowly invaded a field in which Paris claimed leadership. Motion pictures and radio established operating headquarters in Hollywood. On distant Paris two strikes were called. Now war hurt, Paris has had third strike called.

California, and California's Hollywood, have become the world's center of fashion. No more striking proof of this could be forthcoming that that which came this week in an announcement from National Broadcasting Company.

For National Broadcasting Company, ambitious, capable and decidedly attractive Frances (Speaking of Glamour) Scully, has edited fashions, taken fashion pictures, consulted on designs, and made pertinent observations to affect dress habits of more women in one day than many a Paris dress designer sold in a decade.

"Frances (Speaking of Glamour) Scully today became the first Hollywood commentator to be sold to a commercial sponsor for short wave broadcasts of her news about stars to South America.

Miss Scully's programs will be broadcast each Friday to Latin America in Spanish and Portuguese via NBC short wave facilities in New York, in the interests of Johnson's Floor Wax. Its title will be "Fashions from Hollywood."

Great commercial importance is attached to sponsored short wave broadcasts recently inaugurated by NBC to the Latin American republics in view of restrictions imposed on American trade with Europe by the war.

Miss Scully's Speaking of Glamour programs are heard each Wednesday, from 4:00 to 4:15 p.m., on Red Network.

Ahoy, Mates!

For yachting or strolling the ocean-side, here's a real nautical number with a red anchor awheel in a stripe of blue, a flattering wide-swing skirt, and a saucy little red bolero jacket which you can wear or carry.

Comfortable!

White marquisette in fluffy, transparent layers create a celestial quality in the summer evening gown worn by beautiful Beverly Roberts, CBS radio actress. Inspired by the exquisite designs and the soft colors of ancient Persian art, the bodice is richly encrusted with coral beads. (Bonwit Teller.

Exquisite!

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Exquisite!

For yachting or strolling the ocean-side, here's a real nautical number with a red anchor awheel in a stripe of blue, a flattering wide-swing skirt, and a saucy little red bolero jacket which you can wear or carry.
I am sure you will have the support of most civic organizations and deserve a great deal of credit for your efforts. I also believe that the broadcasting stations will support a movement to improve children's radio programs to meet the demands of the public.

Best wishes for your continued success and my compliments on the splendid work you are doing.

Rosemary Thebe Gray, 1811 Edgecliff Drive, Los Angeles, California:

Sirs: It begins to appear that Radio Life might be the happy medium between listeners and radio, and, possibly, a medium through which the discerning "radioist" (listener) might express reasonable opinions and recommendations for radio at large. At least, I think, a magazine has the proper intelligence behind it, as must yours, since it is everywhere, rightful to be a start in this direction of keying listeners into closer understanding of rights in this business of listening.

David Weissman, 519 No. Lafayette Park Place, Los Angeles, California:

Sirs: Let's call a halt to constant repetition of news broadcasts. My general idea is that there are too many newscasters on the air, and too little unbiased news to warrant the importance placed upon them. Just because news is censored at its source, it becomes impossible for truthfulness in transmission to listeners. In spite of the fact that most of the broadcasters inform listeners that news is censored, the listener himself is prone to believe that which he wishes to believe, thereby intensifying his own prejudices, instead of being enabled to make choices and build opinions on the facts — facts we don't get. The objective of news casting is lost, and time, both listeners' and stations' and sponsors' money wasted, when the net result is less knowledge and more confusion concerning that which is going on and, worse, increases restlessness in our Democracy. Did the Italians win a naval battle, or did the British? Will the French remain mortal allies of the English, or will they belong now to the totalitarian setup? These matters are not to be learned in newscastings which give as many sides as there are censors to edit out unfavorable material.

We read a news column and have a chance to analyze while reading. The voice of a broadcaster, neutral and objective as he tries to make it, has, nevertheless, an overbalancing effect on the listener. The listener's judgment is warped by the vibrancy and tonal qualities in the announcer's voice.

It would be much better for radio stations to set aside a definite one spot time (or perhaps two spots) each day for an editorial recap of what has happened to the world since the day began. Then listeners could listen critically and calmly and really arrive at some fair grasp of the situations that develop.

WATCH PROGRAM CHANGES
WRITE IN YOUR IDEAS

Sophisticated Lady!

A special welcome and congratulations to the ravishing songstress, Dale Evans, of CBS network's "News and Rhythm." Dale hails from the wide open spaces down in Uvalde, Texas, home of that other famous Texan, John Nance Garner. After her Sunday broadcasts, Dale indulges in her favorite pastime — horseback riding. Her favorite hero, incidentally, is Tom Mix.
TUESDAY PROGRAM HIGHLIGHTS

12:15, Word Hunters.

12:15, Musical Mates.

1:15, Al Jarvis.

1:15, Dr. Peter Potter.

1:15, Melody Time.

2 to 3 P.M.

2:15, Make Your America.

3:15, Let's Listen.

9:15, Let's Talk Over News.

4:15, KMO's Musical Soiree.

5:15, Musical Soiree.

6:15, Melody Pageant.

7:15, Musical Soiree.

7:30, Musical Soiree.

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Just--'

'Amos n'Andy'

A Great 'Incorporation' Has Been Operating for a Decade To Delight Of Millions Of Fans
Who Set Their Watches By Them

Way back in 1931 that wagish magazine of humor and observation, "The New Yorker," published a center spread two page sketch that got a laugh across the country. The sketch shows the entire population of the nation kneeling ecstatically before a huge radio cabinet illuminated by the rays of the setting sun. The hands of a clock point to 7 p.m. Over the whole harmonious scene, high in the heavens flutter two contended figures, sporting stubby wings, derby hats and smoking cigars. They were labelled "Amos n' Andy" and the title of the picture was "The Angelus."

Yes, indeed, here is radio's miracle team.

Think of it! Twelve years on the air—five days every week—200 different characters—and for more than a decade the nation has set its clocks by Amos' Andy's organ theme, "The Perfect Song."

Yes—for over twelve years the nation has followed the homely philosophies of two true friends, the happiness and heart throns, the problems and joys of two of the most human characters who have ever reigned supreme on the air. For, as their creators suggest, the characters of Amos and Andy, of the Kingfish, Brother Crawford, Miss Blue, Lightnin' and some 200 other citizens of radio's mythical Harlem, are far more real to millions of listeners than their own neighbors, or the two men who created this world on the airwaves, Freeman Gosden and Charles J. Correll.

Did you know that "Amos'n'Andy almost weren't born because of Charley Correll's almost illegible handwriting?"

Way back in August, 1919, a young automobile salesman in Richmond, Va., named Freeman Gosden, got a job with a theatrical firm and was told to report to one Charles J. Correll, a one year veteran in the amateur theatrical business, and located in a hotel at Durham, North Carolina. Gosden hurried to Durham and looked at the hotel register. There were names that looked like Carroll and Pereil and Derrell, but no recognizable Correll. As Gosden remarked recently—"I shudder when I think what I would have missed—in work and fun—if I hadn't gone out looking for this great Spencerian penman who could hardly write his own name. The clerk finally recommended a man in Room 307. He turned out to be C. P. Correll, a dignitary in the hardware trade. I looked around for two whole days, and finally found the real Correll pounding a piano in the Elks Club and already hard at work on our show. I introduced myself. We both went to work—and, thank heavens, we've been at it ever since."

Before looking at the two chaps who have woven such humanity, loyalty, companionship and plain human nature into the inspired characters that inhabit the "Amos 'n' Andy" broadcasts, let's glance at a brief chronological record which makes the "Amos'n'Andy" achievement all the more remarkable.

Freeman Gosden (who later became Amos, and Charles Correll (who later became Andy) actually went on the air in 1920 with an experimental broadcast in New Orleans less than a year after they first met in 1919. Both boys doubt if they were heard more than two miles away.

They first sang as a team via WEBH, Chicago, in March, 1925. They first received pay as a sustaining broadcast in November, 1925, via WGN, Chicago. And they were first heard as "Sam'n'Henry" on KGN in January, 1926.

And then came the great day—March 19, 1928—when "Amos'n'Andy" were created and broadcast on WMAQ, Chicago. They first went on a real network when they had their first sponsor (Pepsodent) on August 19, 1929.

So much for dates. From then on, out of the vivid imaginations and facile penmanship of Gosden and Charles Correll — "Amos'n'Andy"—poured a gallery of warm, living characters: the Kingfish and his wife, The Battle Axe; Brother Crawford, and Madam Queen, and Ruby, and Lightnin', and Miss Blue, and some 190 other lovable and laughable citizens of a mythical Harlem, along with the Fresh Air Taxi Cab Company, Incorporated.

"Memories of a boyhood in the South often guide us in developing 'Amos'n' Andy' characters," Gosden observes. For the Gosden family have been southerners for generations and Harry Gosden, Freeman's brother, still lives in Asheville, N.C., where he is a newspaperman. Charlie Correll's family also were southerners and were closely related to the Jefferson Davis family of the Confederacy period.

"Back in 1925," says Gosden proudly, "we even made records. We recorded 'Georgianna' and when a music store salesman told us our disc was sold out we really thought we were something,"
intended to be a human, straightforward story about real folks with a lot of feelings and foibles that a lot of us have. The social set which touches the Fresh Air Taxi office in Harlem is made up of people who do odd things, some good and some not so good, but human. And human beings often do funny things, even without intending to."

Maybe that's the reason that over ten percent of their fan mail asks for advice in solving personal problems. "The Boys" don't give such advice. But many times they've received thanks from some listener for broadcasting an episode that helped solve a problem.

Both "Amos 'n' Andy" in real life are players of harmless practical jokes. Gosden is the one who likes to glue quarters to the bottoms of swimming pools. Correll is the one who sends numerous telegrams notifying his victims that all manner of unpopular acquaintances of theirs will arrive at the house at the same time.

Yet Correll would rather fly a plane than listen to Gosden work out on his amateur short-wave station. And Correll doesn't get strenuous at tennis while Freeman gives the local champs a hard struggle.

Together, as "Amos 'n' Andy," they influence American speech. These people you heard saying, "Buzz me, Miss Blue," "Check and double check," and "I'm in the nine-hole," or "I've regusted," and "Awah, awah!" are just repeating "Amos 'n' Andy."

Perhaps the secret of the great "Amos 'n' Andy" success is a simple one — plus a rigid regime of daily work. For both Gosden and Correll are interested in the human side of people. Both live quiet lives with their families. Gosden has two mighty attractive youngsters, Freeman, Jr., and Virginia. Correll has a four months old daughter, Dorothy Alyce. Both Gosden and Correll are able and enthusiastic amateur photographers.

After 20 years together—their friendship and companionship are closer than ever.

Perhaps the living sentiment in "Amos 'n' Andy" and in their creators, Freeman Gosden and Charles Correll, is best illustrated in 20 quiet, private little ceremonials they've experienced and that few people have ever heard about. The Gosdens and Corrells invariably spend each New Year's Eve together in a big, jolly family party with mutual friends. And around midnight, just as invariably, Charlie and Freeman get off alone together for a few moments. There's a toast and a pledge to one another — and to "Amos 'n' Andy" — and another New Year begins.

After all, it's worth getting a bit sentimental about such a friendship of 20 years standing, and about such human and vital characters as two other old friends, "Amos 'n' Andy."

Two proud fathers, Freeman (Amos) Gosden and Charles (Andy) Correll, get a heap of pleasure out of the younger Corrells and Gosdens, who are showing their daddies what Father's Day means. Virginia and Freeman Gosden Jr., are portraying a happy family while Dorothy Alyce Correll plays the part of the baby. The famous Columbia network stars, whose partnership and friendship goes back more than 20 years, have found a still strong bond in the fondness of the Gosden children for the Correll youngsters.
FOOD FILOSOFY
by
Chef Milani

Our recipe this week calls for a chicken, so perhaps a few words about how to pick a chicken will not be amiss. Strangely enough, the cleaner a chicken looks, the harder it is to tell how good it is. Once it is drawn and the head and feet removed, it looks very appetizing, indeed, but you too sure. It is better to choose your fowl when it is dressed, with only its clothes off, or undressed with its feathers all on. It has a lot to do with its smooth feet and skin and its abundance of pin feathers. The softness of the cartilage at the end of the breastbone is also a good indication of youthfulness. But if the chicken is generally known by its smooth skin and ease of concealment, we can't help it. If poulterers want to call a chicken dressed when it is undressed and undressed when it is dressed, that's their business, and if the chicken doesn't mind, why should we?

The age of a chicken has a lot to do with its goodness, and since a chicken has no teeth (poor thing!) other signs must determine its youthfulness. A young chicken is generally known by its smooth feet and skin and its abundance of pin feathers. The softness of the cartilage at the end of the breastbone is also a good indication of youthfulness. But if the chicken is generally known by its smooth skin and ease of concealment, we can't help it. If poulterers want to call a chicken dressed when it is undressed and undressed when it is dressed, that's their business, and if the chicken doesn't mind, why should we?

If you prefer to pick your chicken alive—and that, after all, is the best way—there are a few other indications of tenness that may guide you. For one thing, your chicken should have a bright red comb and for another, smooth, shiny feathers. Its eyes should be clear, its body firm and plump, its breast bone flexible, and its legs not too rusty in color.

Having chosen your chicken and taken it home, here is another good point to remember: If your chicken has been freshly killed, it is a good idea to keep it from six to ten hours before cooking it, but freshly killed or not, if it must be preserved for awhile, keep in mind that a temperature close to thirty-two degrees is the best; and when we say close, we mean close. The flesh of a chicken kept below thirty-two degrees is inclined to become frosted, and if kept above thirty-five degrees it is apt to deteriorate.

All these precautions having been considered, let us proceed to fix the chicken a la New Orleons. This is what you do:

Sprinkle three and a half pounds of stewing chicken cut into pieces with salt and pepper, fry one quarter of a pound of bacon cut into one inch cubes until it is crisp and add them to the chicken. New try the chicken with a little more salt. Now fry the chicken in the bacon drippings until the chicken gets brown, having browned the chicken, add to the chicken chopped very fine, add 1 tsp. to the chicken tomatoes, one table spoon of chopped parsley, one half teaspoon of oregano, one half cup of sliced okra and a quart and a half of boiling water. Cover and simmer for an hour and a half. At the end of an hour add a half, add another cup of a half of sliced okra and cook for a half hour longer. Then put in four medium size tomatoes, let it come to a simmer and simmer for fifteen minutes longer, serve with three cups of boiled rice.

I once read somewhere that "a cheerful look makes a dish a feast," and if a delicious dish can bring on a cheerful look—why, then our happiness at the table can not only be assured, but often multiplied as well. It sounds a bit involved, but I think you'll get the idea. Meanwhile, if you wish to extend the above dish into a more substantial feast, try serving with it an orange, pineapple and grapefruit cocktail, olives and celery, creamed chicken soup, a combination salad, string beans and sliced beets, hot biscuits, and blueberry pie and coffee.

Juvenile Prayer Penned By Carrie J. Bond

Frequently, in NBC's Story of Mary Marlin, Patti Willis, as 4-year-old Davey Marlin, recites a brief prayer written especially for Davey. The prayer goes like this:

"Dear God, my gentle, loving friend,
Give me a grateful heart;
Give me the spirit to forgive all wrongs;
Give me the grace to comfort all who need;
Give me strength to live above my sorrows;
And give me faith that I may some day come to Thee.

The prayer was written for Author Jane Crusinberry by one of the show's most ardent fans, Carrie Jacobs Bond, the country, a beloved song writer, who is a friend of the author.

On Our Cover

The Cover Girl is Gale Page, NBC network Star, and the first of the Cover Girls of Radio Life who refused to give her age. How—somehow, the guess is she was born long after the turn of the Century. No guessing, however, that she was born in Spokane, Washington, as Sally Ritter. In teens she went to Piedmont School to study voice and piano, doing well enough with the first to appear as a Singer over a Chicago Station. She came to Hollywood in 1937 and almost at once the Radio City took notice of a phenomenon—a girl who would rather be healthy than glamorous. Destiny sits on Gale's shoulders, however, for she remains healthy and glamorous. She did screen work but gave it up for Radio. She eats what she wants, when she wants it. She stars with Jim Ameche in 'Hollywood Playhouse.' In her veins flows Irish temperament, English coolness and Indian—ahem! Her Great Grandfather was Joseph Gale, Oregon's first Governor. She likes to knit and—darn it!—she knits all the time! She is not an outdoor girl, but displaces 5 feet and 5 inches of atmosphere where she is out, or—in.

WHAT'S IN THE AIR?

It's just a gag, officer. I'm really on my way to hear

BESS BYE
8:40 to 8:45 A.M. Mon., Wed., Fri.

Don't bother about dessert tonight We can't listen to

THRIFTY NEWS
7:15 to 7:30 P.M. Monday

I was not flirting. He just whizzed alongside and said

PULL OVER, NEIGHBOR
8:00 to 8:30 P.M. Monday

Other Highlights for Today:
Rise and Shine 6:00 to 7:15 A.M.
Morning News 7:15 to 8:00 A.M.
Dr. Lindahl 8:00 to 8:30 A.M.
Carters of Elm St. 8:15 to 9:00 A.M.
The Family Bible 9:15 to 9:45 A.M.
Kress Fit to Music 9:15 to 10:00 A.M.
Haupt Homes 9:15 to 10:15 A.M.
Bachelor's Children 10:15 to 11:00 A.M.
Our Friendly Neighbors 11:00 to 11:15 A.M.
Edie Airwright 11:15 A.M.
The Broadway News 12:00 to 12:15 P.M.
The Broadway News 12:15 to 12:30 P.M.
News Comics 5:15 to 5:30 P.M.
Raymond G. Swing 6:00 to 6:15 P.M.
John B. Hughes 6:30 to 6:45 P.M.
Lone Ranger 7:50 to 8:00 P.M.

DON LEE
KULW DIAL 900
Programs and time listings on these pages are supplied to "Radio Life" by the radio stations shown, and are correctly entered prior to go to press. Inaccuracies in these columns are usually the result of last minute changes by the broadcasting studios.
Baseball By Air

Hal Berger and Corps of Soundmen Mix
Curves and Cheers to Thrill Thousands

GLANCE at the sports section of any Los Angeles newspaper during the baseball season and you will find that reports of Major League games are featured over Pacific Coast League games, and, this is in spite of the fact there are two Coast League clubs, Los Angeles and Hollywood, playing every day. You may be surprised until you start thinking of reasons why this switch in featuring is practiced.

People make fans. A check of population in Los Angeles and Southern California will reveal an overwhelming percentage of population comprises men and women who have come to California after living somewhere East or Midwest.

Those who have followed National and American League baseball back there still want news of the game. Local sports editors are on their toes enough to realize this interest exists, and is always increasing as more people continue to come west.

But newspapers aren’t the only source of information for baseball-hungry Southerners Californians. They tune in their radios five days a week, Mondays through Fridays, and hear the outstanding Major League game of the day coming to them with all the thrills of a play-by-play broadcast direct from the ball park in the East or Midwest.

Over the loudspeaker, the familiar voice of Announcer Hal Berger barks out the plays, but he isn’t on the scene of action. Far from it. Actually, he’s sitting in the studios of radio station KMPC on famous Wilshire boulevard in Beverly Hills, surrounded by a crew of three men who help him re-create the game of the day.

This is Berger’s sixth season of re-creating baseball. He’s acknowledged to be the best announcer in the business at this particular job. Except for the season of 1936, when he did his specialty for a station in Chicago, Hal’s efforts have been confined to Los Angeles. His first season on the Pacific Coast, 1935, was for another Los Angeles station, but since 1937, he has been an exclusive KMPC feature.

You are probably wondering how this re-creating is accomplished and why it takes three men in addition to Berger to make the broadcasts sound like a real play-by-play description direct from the baseball park. Here’s how and why.

To start at the information source of supply, a special Western Union operator sits in the press box at the game being broadcast and taps out a play-by-play account which includes every ball pitched and every bit of action that takes place. Another operator receives this information off the wire in Beverly Hills and types it out on sheets of W.U. yellow paper.

When Hal sits down at 12:30 p.m. to start his daily broadcast, he has these wire reports in front of him. He also has an odd collection of mutual sound effects which he operates to simulate the thumping of a pitched ball in the catcher’s glove and the whack of the bat when it meets the ball. Different degrees of loudness account for fast or slow ball pitching and for foul balls or good solid hits. Hal even has a section of wire fence rigged up to create the sound of a ball hitting the imaginary screen in front of him.

Recorded sound effects, played on a standard triple turn-table set-up by KMPC soundman Lloyd Creekmore, heighten the illusion that you are actually hearing a broadcast from a big league ball park thousands of miles away. Each year, before the Major League season gets under way, portable equipment is set up at Wrigley Field in Los Angeles. Technicians sit for hours recording every possible type of baseball crowd noise. They even catch a Ladies’ Day crowd for this especially high pitch. Creekmore’s clever mixing of these recorded effects delivers cheers and boos with split-second accuracy to follow Berger’s description of the play. The constant hum of voices which you always hear at the park provides a never-changing background.

As he broadcasts each game, Berger has a diagram of the field in front of him and score cards which enable him to identify the players by number. He knows the distances to the outfield fences in every Major League park, the location of the dugouts, and he has at hand a complete set of records on every player in the National and American Leagues.

And Berger has top audience in the face of some pretty stiff competition from other major Los Angeles stations. There is substantial home listening, and filling stations, bootblack stands, taxi cabs, bars, radio shops, lunch rooms, markets, and many other types of locations turn their sets to KMPC religiously every day at 12:30 a.m. for Berger’s broadcasts.

Los Angeles is by far the largest city in the United States, except for regular National or American League cities, where major league baseball games are re-created. In fact, it is one of only nine cities in which games of both leagues are broadcast. Des Moines, Denver and Wichita are the three other sizeable cities in the group which also includes six Mississippi river towns near St. Louis.

Popular is Hal Berger with his Southern California ballgame enthusiasts. Recently, a downtown newspaper columnist, blithely criticized his manner of calling “Stee-rike.” Stone Berger’s way of calling strikes and balls is nearly similar to big league umpires way, the result was hundreds of letters to Berger, urging him to pay no attention to such sophomoric goings on.

Like Topsy, Breakfast Club ‘Jes’ Grew’d

Early broadcast of the NBC breakfast club, like Topsy, “just grew.” In a radio world where split-second timing is the backbone of all that goes out on the air, and where the director is the doctor responsible for keeping the backbone in order, the Breakfast Club goes right along without any regular director and without a script. It’s all ad-libbed—a free-for-all show in which M.C. Don McNell and his helpers let the quips fall where they may.

Moving along at a fast pace, despite the absence of director and script, the Breakfast Club gets on and off the air in a manner as perfectly timed as the most expertly directed show.

The secret of the production’s long-standing popularity is believed to be its informality.

“We use gags sent in by listeners,” says McNell, “and, of course, we make up our own gags—sometimes we just talk about without any gags at all. In short, we just say what comes into our minds and the listeners are a lot of spontaneous wisecracking which sounds as though it might have been rehearsed, yet it never is.”
SPENDTHRIFT MATE
In Which Jack Benney's Helpmate Proves He Is Veritable Soul of Sweet Generosity

BY MARY LIVINGSTONE

Every Sunday night all year long, my script calls for me to make scathing remarks about my husband, Jack Benny, and especially about his widely-heralded cheapabate tendencies. I comply because Jack thinks it’s funny. But I’d like to take this opportunity to come to his defense and correct the wrong impression that many people may have.

Despite what has been said about his tightwad proclivities, I want you to know that Jack is actually a spendthrift at heart. Otherwise, why would he spend a quarter every Sunday to park his Maxwell in the lot behind the NBC studios, when the car itself can’t be worth more than a couple of dollars?

Can you name anyone else who’ll lay out 12½% of his investment just for the privilege of having his automobile looked after for a couple of hours?

And those suits he gives Rochester! Why, some of them have been in his family for three generations . . . real heirlooms. You don’t find skinflints giving away family keepsakes like that, do you?

I’ll admit I was sort of burned up when Jack installed that apple-vending machine in the pantry. But look what he’s done for the medical profession. Why we’ve had doctors around almost constantly, since he found it was costing him a nickel a day to keep them away.

Now it’s true, Jack may set a frugal table, but look at the indulgence he’s prevented. Everyone knows that too many green olives will make a person sick. So Jack looks out for his guests’ welfare by serving them one apiece.

Now you’ve all heard Phil Harris moan about the way Jack underpays him. But there’s another side to that story too. Phil is a regular play boy when he’s well-heeled. He just throws his money around. And think how much more he’d be wasting if Jack paid him what he thinks he’s worth.

I feel I must mention in passing the really splendid result of Jack’s penchant for tipping the bellhops with cigar coupons when we stayed at the Sherry-Netherland Hotel in New York. Instead of cluttering up their pockets with small change, he gave them enough coupons so that, by pooling their tips, they were able to get a lovely antimacassar for the easy chair in their lounge.

And finally, if Jack were actually stingy, why didn’t he take the bus over to Fred Allen’s for a nickel, and tell Fred what he thought of him while they were in Hollywood? Instead, Jack waited until he got to Hawaii and called him by radio distance at a cost of $17.50.

I don’t say Jack’s the most liberal guy who ever lived, but he’s certainly the most convincing talker that a gal ever listened to while she tried to write a column for Radio Life.

Knox Manning Gets The Hot News

Knox Manning, who has begun a new series of morning newscasts over KNX and CBS Pacific Coast stations at 11:45 a.m. Mondays through Fridays, checks the wire service tickers in the news room at the CBS Hollywood studios before going on the air. Manning’s long experience with news broadcasts enables him to handle “hot copy” direct from the wire. He also is heard nightly on CBS western stations at 11 p.m. in a late evening summary of the day’s developments.

CONTESTOR'S CORNER

By tuning to the Pretty Kitty Kelly program, listeners can learn how to get an exact duplicate of the floral perfume pin, shown above on pretty Arline Blackburn, the “Pretty Kitty Kelly” of the program aired Mondays through Fridays at 12 to 12:12 p.m., KNX.

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* * *

KNX, 12 midnight to 1 a.m., Mon.-thru-Sat.; MIDNIGHT MERRY-GO-ROUND: Three or four “brass rings” each night with cash prizes and tickets for the correct title of the recording and production it’s from, plus questions.

* * *

KNX, 7 a.m., Sat.—SKY H I L Y A Z E R S :— Write for rules and application for exciting Model Airplane Exposition at N. Y. Fair, July 21. Mail Sky Blasters, 630 Fifth Avenue, New York.

* * *

KNX—9:45-11 a.m., Mon.-thru-Fri., My Son AND I—Same bracket, link chain with name in red, blue or black letter, for 18 cents and one copy top “Swandown,” (Print name and specify color), Mail—“My Son,” Battle Creek, Michigan.

* * *

Just between us girls, that Floral perfume pin put out by the Continental Baking Company, is something to have.

* * *


We saved the Twenty Grand announcement for the last. We have it on reliable authority that no bona-fide Contestor really considers an “offer” worthy of his or her attention. So, it is with a happy feeling of really rounding out the column this week that we close with one that really “gives out,” with a fine first prize and ample reward for the succeeding hundred who also tried.
THE WEEK — CASINO GARDENS, OCEAN
Roth TORCH with plenty of MALNECK hits the stand at the VICTOR chesters. Kay KYSER substituted on the sciatica forced him to the MAYS in ROCHESTER. Kay Kyser substituted on the air—leading Benny's group—MATTHEW MALNECK hits the stand at the Victor Hugo.

A NEW SPOT—The Palm Grove on N. Virgil opened with an "Island" atmosphere — seems intimate and informal — for entertainment—Helen Golden (doing gay 90's strip tease)—Evelyn Roth TORCH warbler with plenty of that "Ann Sheridan stuff"—Red Keenan the singing waiter and Al Roberts music to foot to.

BANDS THAT FLY FOR YOU AND ME—
COCKATUFT GROVE, AMBASSADOR—Eddie Duchin—If you like top piano leader.

WIGGLE HOUR—fuss Arnhem очень hit for "On the Cub Phil"—Smooth arrangement by jazz master of all the tricks.

CASA MANANA—Jan Garber.

JAZZ GIRLS—Ray Pearl, very popular.

PEMBUS SKY ROOM—Swir string for dancing—Alberti and His Continental Trio.

NEVADA GROVE—The well crowded Hawaiian Stripes.

FLORISTINE NIGHTS—Daryl Harper—Excellent Rhumba.

ROSELAND ROOF—Ray Stillwell from Hotel Astor.

TOPSY'S—Art Whitine—New but very solid.

BEAVER'S—Rudy Friend and a one piece affair a half off the old block—contract extended.

VICTOR HUGO—Matty Malack, Excellent.

ZENDA BALLROOM—Jack Dunn—Has been there three years.

EARL CARROLL'S—Mance Strand—Swell all around music.

LAMPLIGHTER CLUB—Just send a postcard with your name and address to Radio Life — You will receive at no cost to you a membership card in the Lamplighter Club. This card will entitle you to certain free 'After Dark' privileges (shows, etc.), discounts, and a means of identifying yourself along 'Neon Way'. Remember the Lamplighter Program every Friday at 7:45 p.m., KMPC, 71 on the dial—Adios.
Editor's Note—Creating some sort of record with the writing of two successful radio shows in the same time, or nearly the same time, Carlton E. Morse became this week a subject of congratulation to Radio Life Readers. Furthermore, then, we went out and interviewed the writer, whose scripts on an American family have won him a memorable place in radio.

"A friend told me that you write both One Man's Family and I Love a Mystery," a Radio Life reporter said to me the other day, "but I don't see how that's humanly possible, so I'm asking you to settle this thing once and for all."

"To the reporter I pleaded guilty, and to all others, I plead guilty. I have been doing the saga of the Barbour family for seven years, and 'I Love a Mystery' for less than a year. All together I have written enough words to fill ten volumes. Tired? Not a bit of it, unless you count a pair of typing digits that get a little paralyzed a time.

"When the added chore of writing 'I Love a Mystery' was taken on last year I began to worry for fear the burden would be too heavy. Soon I found that the opposite was true. For whenever I came to an impasse in the story of the Barbours I turned to Doc, Jack and Reggie, and the business of solving their mysteries and problems was relaxation. As soon as I had gotten this busy threesome out of one jam, or into another one, I found that I could turn back to the Barbours and complete their story of their doings with neatness and dispatch.

"As a matter of fact, I Love a Mystery is more than another program, or a relaxer to me. It's a hobby. Few people realize it, but I was doing the same type of stories as I Love a Mystery for NBC in San Francisco long before I ever thought of One Man's Family. I had been a police reporter on a San Francisco newspaper before I came to NBC, and that gave me a background that enabled me to write police stories and mysteries. But I put them aside, and gladly, when the idea of a typical American family, such as the Barbours, was born.

"Frankly, I think the problem of writing One Man's Family was much greater than now. To begin with, the Barbours were new to me as well as to listeners. I cast the show first, mentally picturing J. Anthony Snythe as Father, Minetta Ellen as Mother, Kathleen Wilson as Claudia, Bernice Berwin as Hazel, and Page Gilman as Jack. Then I began writing the episodes. The program caught on, and as it grew, I found the writing of it becoming easier. Now the Barbours are so interesting to me that I never tire of them. I repeat, that occasionally a situation temporarily stumps me, or may even bore me until I have mastered it, but the Barbours themselves—never.

"As to the physical labor involved in writing One Man's Family and I Love a Mystery, I find that a strict routine is most necessary. No dilly-dallying around. Not much social life. Very few motor trips.

"When both shows are on the air, I arrive at my office in NBC's Hollywood Radio City every morning at 8 o'clock. Not 8:10 or 8:30, but 8 on the dot. My pockets are well loaded with cigars and matches, I write and re-write until 12. Then I go to lunch with a few of the fellows around NBC, and if we have time we bowl a few games. Then back to the typewriter. Rehearsals on Wednesday, Thursday, Saturday and Sunday, and broadcasts on Thursday and Sunday complete the rest of the week. But I'm not tired of it, and I don't believe I ever will be.

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British Defense Plans KMPC Highlight

From bomb-proof shelters constructed deep in the earth "somewhere in England" official spokesmen of Britain are continuing their nightly (London time) broadcasts to America, heard in Southern California through the short-wave facilities of KMPC at 4:30 and 8:00 p. m. daily.

All precautions have been taken. Preparing for the expected German invasion, anti-aircraft battery crews, supported by men in sand-bagged machine-gun nests, scan the skies, close to microphone locations. Designed to be sound-proof, these wartime "studios," protected by thick layers of reinforced concrete, will withstand the heaviest calibre bombs. Overhead artillery can go into action without disturbing the announcers or engineers beneath.

RADIO LIFE IS YOUR WEEKLY

And Now—Oompah Girl!

Charming Alma Adams, tuba player in Phil Spitalny's all-girl orchestra has been named "oompa girl" of radio by Dr. Williams of the Ernest Williams Music School. Alma, a dainty slip of 18 years, weighing 108 pounds, puts plenty of oompah into her playing of the instrument that is almost as big as she is. The tuba, specially made for her from a light-weight metal, still tips the scales at 35 pounds—and that's a load off anyone's chest.
Garber Clicks at Casa Manana Rendezvous

Jan Garber and his orchestra, currently performing at the Casa Manana in Culver City and heard nightly from 10:30 to 11:00 p.m. on KNX, are receiving rhythmic support in the floor show from the Smooths, Babb, Little, and Charlie Ryan, singing stars of the Burns and Allen radio program with Artie Shaw.

Gag of the Week Winners

For the best Gag of the Week heard over Radio and sent Radio Life, tickets will be sent to the lucky radio listeners and winners of the NBC and CBS Hollywood studio lottery programs and then send your best Gag to 1979 West Washington Boulevard, Los Angeles.

This Week’s Winners

Mrs. Pearl Johnson, 711 El Centro Avenue, Hollywood, California:

I have a Kraft Music Hall gag I thought was very good. Bing is telling John to Johnny Mercer and says: “I was appointed an honorary member of the fire department in Spokane, and I plan to immediately improve it.” Johnny asked: “What will you do first, Bing?” And Bing said: “I’ll equip it with nylon hoses to stop the runs.”

I wish your magazine the best of everything. It is a welcome visitor in our home.

Mrs. H. H. Wooten, 14655 Sylvan, Van Nuys, California:

Thanks, especially for the Contest Column. Since Radio Life came out I realize I had been missing some of the best programs. It certainly makes radio listening more interesting. ‘I got a laugh out of Edgar Bergen sometime ago when he was discussing the doings of bees with an entomologist. The entomologist said: “These two bees were sucking a . . . a . . . the . . . the . . .”’


“Now, but he tried to,” was the astonishing answer. Should I win I would appreciate four tickets to either CBS or NBC.

M. S. Gearhart, 250 West 61st Street, Los Angeles, California:

First of all I may tell you how much we enjoy all the features of your magazine. We have been getting it for several weeks, and it has gotten to be a habit. It wouldn’t seem right not to have a Radio Life gag. Just a couple of hours ago I heard Elmer Burp, on the Al Pearce show, say: “You can’t take the wallpaper off this house, it’s a California bungalow.” After the show asked what a California bungalow was, Elmer said: “Why, the wallpaper is the only thing that holds the house together.”

Page 28 R A D I O L I F E

July 21, 1940

9 to 10 P.M. 10 to 11 P.M. 11 to 12 Midnight


Coming Out of the Ether with BERNIE SMITH

The mere fact that Don Ameche burned his hand is news of a sort, but the manner in which he sang the grabbing extension is more of a story. It was the cook’s day off from the Ameche household and Don, seeking to be a big help to Mrs. Ameche, who is expecting another heir any moment (and may have brought the youngster into the world, was this reaches readers’ eyes), offered to cook up a nice, tasty dinner, headed by sirloin steak.

Don became too enthusiastic in his preparations. It was too much lard in the skillet and ‘hit him in the hand. The Ameche at a nearby restaurant that evening.

In the offing: “Hit Parade,” or a portion thereof, to originate in Hollywood while Orrin Tucker makes a picture on our town. The boys and girls will have an opportunity to get an eyeful of Bonnie Baker.

Radio schedules take an awful beating these days with war and conventions. The Democratic assembly in Chicago took a bigger hunk of radio time than did the Republicans a few weeks previously.

Here and there: Eddie Paul, who conducts music for the Rudy Vallee program when it originates in Hollywood, was dealt a hard blow this week when his wife died from a heart attack at their Beverly Hills home.

Johnny Richards and his orchestra are making a tour with the Andrews Sisters.

John Conte, announcer who wants to be a stage star, strafed to New York on Thursday for a flight at Broadway.

Jack Sayers, after five years of announcing from the Palomar and Casa Manana and handling KXNtra, has moved into the executive end of radio with an advertising agency.

As spawning partners in his new film, Kay Kyser will have a sexy trio composed of Boris Karloff, Peter Lorre and Bela Lugosi.

JAN GARBER

Also featured with the “Idol of the Airlines” and his crew are the Dancing Velascos, famed ballroom stylists.

Garber is presenting during his current engagement three of his popular specialty singers, Lee Bennett, romantic baritone; Fritz Heilbron, rhythm singer, and Jean Gordon, feminine vocalist.

Victor Young is one maestro famed as owner of a perfect ear for music. He’s the only man this column conductor ever saw who could correct a pianist with the playing of the first note and explain, “You’re in the wrong key.”
The World on Your Dial
By Earl G. De Haven

SO RAPIDLY are the scenes shifted in the drama of international affairs these days that the radio spotlight which once focused on Europe may in the next twenty-four hours play on the Far East. The history making broadcasts from Paris, beamed particularly to California, are no more. The capitalization of peace silenced the familiar announcement which nightly thrilled so many short wave listeners of the Golden State. So far the victorious German invaders have not made use of the transmitters of “Paris Mondial.”

But while the radio voice of the homeland is silenced, comes news now of a French operated station in the Far East, FFZ on 12.05 Mc. located in Shanghai, China, within the boundaries of the International Settlement. According to check of the station’s transmissions made prior to press time FFZ may be heard from 6 A.M. until a few minutes past 7 A.M. Pacific Standard Time. An ENGLISH news broadcast is heard DAILY at 7 A.M. With the advent of FFZ in Shanghai, there are now two radio voices of France in the Far East, the other being that of “RAID-SAINGO” in French Indo-China.

We turn next to another Asiatic city that has been very prominent in front page news recently—Hong Kong, “islands of Asia.” The radio voice of Hong Kong is ZBW, operating on 9.32 Mc. from 3 to 7 A.M. DAILY. While interesting programs of Oriental music are often heard from this station, much of the program continuity is made up of popular American dance tunes originating in the ballroom of the popular local cabaret. Most of the station announcements are in English for Hong Kong, or Victoria (as the city is now known), is part and parcel of the British Empire.

Still in Asia, but traveling south now, we “megacycle” our way to Singapore, termed by many “The Wickedest City in the World” and by others “The Crossroads of Asia,” where a station with the call XHP serves as the voice of another British colony, Straits Settlements. With an “X” as the initial letter of the call, “Crossroads of Asia” would seem to fit the station admirably. Scarcely audible at certain seasons of the year, XHP then is X-ceptially Hard Picking. Now, the Singapore station may be heard with good signals between the hours of 3 and 7 A.M. 5.700 Mc.

For the “windup of our Oriental radio round-up” we Key Zoom—to KZRH “Radio Manila” 12 Midnight to 8 A.M. DAILY on 863 KHz in the Philippine Islands. PROGRAM?—recordings for the most part and MANY “commercial spots.” B C N U next week!

SCIENTIFIC STUFF

Man and the Ants are the only creatures that can adapt themselves to any climate—hot, cold, wet or dry—reports John Hix, creator of STRANGE AS IT SEEMS” on CBS.

Baby Moo Moo’ Frizzy’
On Word Hunters

The popular, “Word Hunters,” KECA feature starring Bill and Betty Stulla has a new mascot. It’s “Frizzy” a three weeks old full blooded Guernsey calf! You’ll hear Frizzy’s beautiful! voice when you tune in “Word Hunters” now on the air Monday, Wednesday and Friday, 12:15-12:30, KECA, sponsored by Golden State Company, Ltd.

“Word Hunters” delves into the oddities of word origin. Betty asks, and Bill tells ALL! It’s a fast moving show, packed full of humor, information and interest. Specializing entertaining for the youngsters, too, for it is definitely educational. And the beauty of it all is that anyone can send in a favorite colloquial word or word oddity and if it is used on the air, the sender will receive a bright shiny new silver dollar. Also you’ll learn a lot about how easy it is to make ice cream at home when you use FRIZZ. All you do is chill, whip, and freeze in the ice cube trays and you

Navy Men Gag Pears on Merry Macks

The week’s worst pun, according to Al Pearce, is on a postcard he received this week from “Bud Wilson and Gang” of the Marine Barracks, San Diego. The card read: “We sure are listening to your Friday show on CBS. But tell us, Al, tell us pal, as old Civil War vets, who’s going to Monitor the Merry Macks?” (In radio parlance, dear reader, a “monitor” is the technical gent who regulates the volume of sound flowing through a microphone.)

Pearce wrote back — “Received your broadside on the port quarter. Engineer Gary Harris of CBS is ‘monitor’ for the Merry Macks. And if you can think up another pun as bad as that we’ll put you on the show.”

Insomnia Club Enlivens Sleepless Folk

Assuming that all people out of bed and listening to their radio from midnight till 6 a.m. are afflicted with some form of insomnia, this name was chosen to identify a new feature hitting the air waves at the time for the first time some four weeks ago on KFAC. The Insomnia Club is a regular six hour morning feature on the above station, making its daily bow for public favor at 12:01 a.m. and holding forth till 6 a.m. seven days a week.

Listeners are kidded, ragged and invited into joining increasing hundreds who hold membership cards in this novel radio organization. Short impromptu chats are interspersed with well selected recorded music for the fun.

RADIO LIFE SHORT WAVE GUIDE

Editted by EARL G. DE HAVEN

Reception Conditions—12 Midnite to 7 A.M., FAIR—7 A.M. to 4 P.M., GOOD 4 P.M. to Midnite—GOOD

SHORT WAVE “BEST BETS”—PACIFIC STANDARD TIME

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<thead>
<tr>
<th>Mega.</th>
<th>Call</th>
<th>Location</th>
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<tr>
<td>17.19</td>
<td>GNC</td>
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<tr>
<td>12.31</td>
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<td>Mexico City, Mexico</td>
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| 5.94 | VZSN | (All Schedules DAILY unless otherwise noted)

Schedule

7 to 9:15 a.m., & 7:15-9:30 p.m. (P. B. a.m. & p.m.)
1 to 7:15 p.m. (American Hour)
10 to 11:30 a.m. (P. B. a.m.
4 to 5:15 p.m. (P. B. a.m. & p.m.)
9 to 10:30 a.m., English News 9:35
9 to 10:15 a.m. & 10:30-11 a.m., English News 9:35
7 to 9:30 a.m. & 9:30 to 11 a.m., English News 9:35
7 to 8 a.m. & 9 to 10:20 a.m.
11 a.m., English
6:30 to 11:20 a.m. (News @ 7:45 a.m.)
12:30-11:30 a.m. (News @ 7:45 a.m.)
Recalls Largest Tree
And Wins Philco Radio

Stranger than fiction was the story of last week’s “Pull Over Neighbor” quiz show heard over KHJ and Southern California stations of the Don Lee net, Mondays 8:00 to 8:30 p.m. PST. Jumbled numbers and letters pulled at random by contestants of the show go to make up a license number which names the winner of a Philco prize console radio, provided the automobile owner answers correctly by phone or telegram the question given over the air when the number and plate owner are named.

Returning from a vacation trip to Sequoia National Park with his wife and small daughter, Mr. John J. Putnam, of 2208 Palm Grove, Los Angeles, was listening to the “Pull Over, Neighbor” show. Startled was Mr. Putnam by hearing his own license number called. Motorist Putnam stopped off in North Hollywood, sent a telegram in answer to a question by Art Baker.

“What’s the largest tree in Sequoia National Park?” was the question.

“The General Sherman,” wired smart motorist Putnam recalling a giant redwood seen on the trip.

‘Pastor’s Study’ Will
Bring Wilsie Martin

Featured in a broadcast in “The Pastor’s Study” Sunday morning, July 21 at 8:15 p. m. will be Dr. Wilsie Martin, minister of the Wilshire Methodist Church in Los Angeles.

Dr. Martin will talk informally with Gilbert Harrison of the University Religious Conference of the personal problems which individuals bring into the “pastor’s study” for solution. This program is one in a summer series sponsored by the inter-faith University Religious Conference designed to “humanize the minister, the priest, and the rabbi” by presenting them in the intimate atmosphere of their own studies. The Pastor’s Study is heard every Sunday evening over KHJ and the Don Lee Network at 8:15 p. m., PST.

* * *

SOUNDS “RESINable”

Percy Bailey, radio-musician, turned to the piano because resin used for violin bows made him ill.

A surprised listener, Frank D. Wheeler, white-haired Southern California resident, garnered $25.00 cash and a new Packard-Bell leathersette radio receiver recently when contestants on the KHJ-Don Lee “Pull Over, Neighbor” radio show at random selected numbers and letters from a box composing his license number. Master of ceremonies Art Baker then telephoned Wheeler this poser, which he answered successfully, “What novel by Harold Bell Wright has its locale in the Imperial Valley?” Miss Roxy Burge, a lovely (sur)prize herself, represented the Wilshire Oil Company, program sponsor, at the prize presentation ceremony.

PERFUME TIP
Ginny Simms rubs perfume into back of hand. Then forgets about it. Later, if odor still clings, she decides whether she likes it.

A Lovely (Sur) Prize!
It's okay, boss. They just came over to hear THE BREAKFAST CLUB.

A half-hour of fun and melody starts your day with a smile. Pack up your troubles... brighten up your corner. Here's a new Don Lee show you won't want to miss.

Listen to THE BREAKFAST CLUB
8:00-8:30 a.m.
Monday, Wednesday and Friday
on the DON LEE NETWORK