Highlights of the Radio Week...Logged and

Indexed to Improve Your Listening Pleasure
The Cover Girl

She is Patricia Dunlap, twin of Marjorie Hannan in the Cudahy Packing Company's "Bachelor's Children" from KHJ-Mutual-Don Lee, Mondays through Fridays, starting at 10:05 a.m. An eastern-born girl, she is just past 22, but has developed into one of Radio's leading emotional actresses. In KHJ she offers, she plays the part of a young man's wife.

Patricia has developed the art of wearing clothes smartly to a degree that has won for her a reputation for superlatively attractive appearance. She is also considered most shapely girl in radio, with special "oomph-asis" on her legs, which besides carrying her alertly through life, have been responsible, it is said, for increases in the business of optometry, preponderance of such business being males with eyestrain.

She is a competent cook, is interested in things artistic, and when you hear her next, you will know she is Janet, young Dr. Ryder's wife.

CONTESTOR'S CORNER

The Contestors are back in their corners! Below are a few new listings with a couple of reminders of still current contests you might have forgotten.

CRIME DOCTOR

KEN: 7 a.m., Monday

Vote on release of prisoner and state reason for decision in 100 words.

PRIZES: Two of $50, ten of $10 each.

THE GOLDBERGS

KEN, 9 a.m., Monday

Write the questions and answers.

PRIZE: Twelve prizes each week of $25 plus bottle of Trel for each winner.

TONIGHT'S BEST BUYS

KEN, 4:30 p.m., Tuesday

List five questions and answers.

ADDRESS: Folger Coffee, San Francisco, Cal.

KAY EKSYE'S COLLEGE

KFI, 6 p.m., Wednesday

Right of studio contest receiver a carton of Lucky Strike cigarettes. Cash awards range from 1st prize of $25 to 10th going to other four contestants. Participants selected at random.

Next week we'll go over past listings and reprint among new contests a few of old standbys.

(Attention, Radio Life Readers)—How do you like the "Radio Pulpit"? It is a new feature and is "on trial," so give us your "verdict." Address in care of RADIO LIFE, 1029 W. Washington, Los Angeles.

Primer for Politicians

First repercussions of verbal big guns are beginning to be heard in Democratic and Republican campaigns. Few political orators can come near popularity of radio-geic Roosevelt, nor approach in homespun simplicity the middle-western candor of photo-genic Willkie. For these two gaffe tolerating association of Broadcasters had nothing to say this week. For the scores of flannel and sugar mouths who would soon verbally display both candidates' clearest politicaliben, NAB issued instructions: (1) You speak—you don't shout. (2) The audience you have depends upon what you say in the first two minutes of your talk.

(3) Tie up your Introduction with something timely, well known or unusually pertinent.

(4) Few speakers can hold radio attention for more than 15 minutes. (5) Write sentences shortly. Use picture words. Try it on a friend. Remember, you have radio competition. (6) Be friendly. Be sincere. (7) Do not cough or sneeze into the microphone. Guess is that majority of political speaking stooges will continue to mistake sound and fury for calm light of public education in matters of political government.
Music War on Air
Famed 'Name' Bands May Go Off Air
Unless Networks and ASCAP Settle Fee Differences

During past six months NAB (National Association of Broadcasters) and ASCAP (American Society of Composers and Publishers) have been "horn-locked," the first in protest against annually increasing bills for service, the second in defense of its policies which were sentence-summarized in a page advertisement (The Hollywood Reporter, August 7):

"It (ASCAP) gave you (Station Owners) the unrestricted use of musical works that have established and proven entertainment values, not just hoped-for or synthetic values."

American radio listeners, majority of whom are no dumb bunnies, were beginning this week to wonder what it was that ASCAP was defending. Few Americans, counting among them "jive" and "swing" addicts, can recall for much longer than its currently faded life the name of compositions to which ASCAP attributes "established and proven entertainment values."

The interest of these Americans in radio music is transient, except for the sounder aspects of musicianship. They cannot, as listeners, be expected to develop rapid enthusiasm for music that is ground out in musical mills, the Tin Pan alleys of America and played for a day and forgotten.

Yet to some extent Radio Listeners may be affected. For these "music mills," whose products are brought to life in America's 72 million radio sets, have presented a "bill" to the Listener. The bill, vicariously paid for them by the broadcasting industry, last year came to $4,300,000!

ASCAP realized this "take" on two contentions successfully held: 1—Most of radio programs are musical, 2—Most of its music is ASCAP. Add to this ASCAP's exaction of 5% of radio's gross revenues, and broadcaster's wish to pay only for music used, and the core of the argument and situation is known.

Question: Is the ASCAP bill of $4,300,000 justified by the quality and quantity of material now almost exclusively controlled by ASCAP and willynilly, without public expression of opinion, tossed into the sound-turgid atmosphere?

Last week to nearly climax the struggle between ASCAP and NAB spoke Paul W. Kesten, CBS vice president:

"Between 1923 and 1931 the bill which broadcasters had to pay to ASCAP for broadcasting music controlled by that society increased from $10,000 to nearly $1,000,000 per year."

Now ASCAP has made further demands upon the radio industry which increase its pressure toll on the industry by over 100%, and which would increase the charge against network programs by over 300%. These charges would apply to all programs whether or not they used ASCAP music.

These demands by ASCAP are, obviously, impossible of acceptance if radio broadcasting and network broadcasting is to continue to serve the public and the needs of national advertisers on its present economic base.

Columbia has therefore decided, for its network and for its owned and operated stations, that it will not and cannot submit to these demands.

To supply music to listeners in face of possibility ASCAP may come out second best in fight, broadcasters formed Broadcast Music, Inc. By 1941 (January) when, so far as is known now, CBS will be non-ASCAP (as may be other networks) BMI may become a deepened and widened reservoir for music and song. Into this pool may be poured erstwhile talent of unknowns for whom ASCAP has no generally helpful attitude.

For the public, first conjecture of complete "junking" of ASCAP may be: Will possibility of an uncontrolled open market for talent spruce up musical appearance of Radio, now somewhat shiny-seated from squattting too long in chair of monotonous similarities?

The public's second conjecture must be: Will big time radio affect quality of music and will big orchestra "names" go off air and lose by so doing the following radio builded for them?
**SUNDAY Programs**

**August 18, 1940**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station</th>
<th>Summary</th>
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</thead>
<tbody>
<tr>
<td>8 to 9 A.M.</td>
<td>KSI-8, Bonnie Stewart, 8:45; Book of the Month Club, 8:50</td>
<td>WRRS, West Coast Church, 8:00</td>
<td>Salt Lake Tabernacle.</td>
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<tr>
<td>8 to 9 A.M.</td>
<td>KGWS, Yellow Orch, 9:15</td>
<td>KMR, Young Orch, 9:15</td>
<td>News.</td>
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<tr>
<td>9 to 10 A.M.</td>
<td>KGQ, 9:00; Westwood Church, 9:00</td>
<td>KRT, 9:00</td>
<td>March of Games.</td>
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<tr>
<td>10 to 11 A.M.</td>
<td>KAL, 10:00</td>
<td>KXG, 10:00</td>
<td>Northwest Serenade.</td>
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<tr>
<td>11 A.M. to 12 Noon</td>
<td>KSI-11, Charles Holland, 11:30; Yvette, 11:45</td>
<td>KXG, 11:00</td>
<td>Hallett Orch, 11:30; Sweet Home.</td>
</tr>
<tr>
<td>12 Noon to 1 P.M.</td>
<td>KSI-12, Chautauqua Symphony, 12:00</td>
<td>KAL, 12:00</td>
<td>Garden Club, 12:15; Band.</td>
</tr>
<tr>
<td>1 to 2 P.M.</td>
<td>KSI-13, World's Your's, 1:00</td>
<td>KGQ, 1:00</td>
<td>First Mate Bob and the Crew of the Good Ship Grace.</td>
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**SUNDAY Program Highlights**

**A.M. Programs are shown in Light Face Type. P.M. Programs in Black Face.**

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<th>Time</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Radio City Music Hall.</td>
<td>KFN-1A, RE - KFN - KYE.</td>
<td>Variety.</td>
</tr>
<tr>
<td>8:00</td>
<td>Wives Over America.</td>
<td>KAL-10, KXG-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>10:00</td>
<td>Saints of America.</td>
<td>KTF-10, KTM-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>10:30</td>
<td>Baghdad Round Table.</td>
<td>KFN-KPP-10, KYE-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>11:30</td>
<td>Invitation to Learn.</td>
<td>KXG-10, PA-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>1:00</td>
<td>French Program, KXG-10</td>
<td>KFM-10, KTV-10</td>
<td>French Program.</td>
</tr>
<tr>
<td>1:30</td>
<td>Help Thy Neighbor.</td>
<td>KKF-10, KFB-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>2:00</td>
<td>Sunday Songs.</td>
<td>KSI-10, KSI-10</td>
<td>Sunday Songs.</td>
</tr>
<tr>
<td>3:00</td>
<td>What. No Architect?</td>
<td>KSI-10, KSI-10</td>
<td>Times.</td>
</tr>
<tr>
<td>4:00</td>
<td>Summer Symphony.</td>
<td>KSI-10, KSI-10</td>
<td>Variety.</td>
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<tr>
<td>5:00</td>
<td>Manhattan Merry-Go-Round.</td>
<td>KSI-10, KSI-10</td>
<td>Variety.</td>
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<tr>
<td>6:00</td>
<td>Hour of Charm.</td>
<td>KSI-10, KSI-10</td>
<td>Variety.</td>
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<tr>
<td>7:00</td>
<td>Ingleswood Park Concert.</td>
<td>KFI-10, KSI-10</td>
<td>Variety.</td>
</tr>
<tr>
<td>11:00</td>
<td>Bells of Harmony.</td>
<td>KSI-10, KSI-10</td>
<td>Variety.</td>
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**Sports—Comment**

1:30 | Pacific Coast League Baseball. | KSI-10, KSI-10 | Variety. |

**Public Affairs—News**

9:30 | Social Issues of War. | KSI-10, KSI-10 | Variety. |

**SUNDAy Logs Page**

**Radio Life**

August 18, 1940
Perishing: "It is not hysterical to warmly discussing two significant radio
paced. With democracy overturned in Europe, only the British are left to defend democracy and liberty.

"If there is anything we can do to save the British fleet . . . we shall be failing in our duty to America if we do not do it. . . . America will safeguard her freedom and security by making available to the British or Canadian government at least fifty over-age destroyers . . . left from days of the (first) world war . . ."

In effect said British-decorated John J. Pershing: "When I saw the wealth of the British empire I felt that the rich had become too rich. When I saw the poverty of Central Europe I felt the poor had become too poor. . . . In the past we have dealt with a Europe dominated by England. In the future we may have to deal with a Europe dominated by Germany."

Colonel Lindbergh spoke before cheering thousands of Chicago's Soldiers Field. He pleaded for adequate defense, saying:

'The plan should be based upon the welfare of America. It should be backed by an impregnable system of defense. It should incorporate terms of mutual advantage, but it should not involve the internal affairs of Europe. They never were and never will be carried out to our desires.'

Barked Anglo-philie Frank Knox, navy secretary: " . . . We may be sure that "Doc" Goebbels is interested."

Into news-reel theatres showing both men in action in metropolitan Los Angeles went Radio Life reporters to learn from audience reactions estimate by citizens of speech by both noted Americans. Assuming figure "100" to represent maximum thunder roar, reporters checking their decimals found:

Applause for Lindbergh . . . . 20
Applause for Pershing . . . . . . 01
Pershing hissed . . . . . . . . . . . . . Not at all
Double Bills Hit!

Peoples' Platform to Air Opinions!
Wanted or Not. Program to Find Out

A NIGHTLY spectacle in America is the exodus toward midnight of millions of persons from the land's theatres. These millions blink suddenly for a moment at bright impacts of lights, shiver and move on with brains beginning to live again.

For upwards of three hours these millions have sat on their respective fannies in theatre auditoriums. Most of them have been viewing double features, the gift to an appreciative people by a generous and unselfish motion picture industry.

Quiescent infectives of an American producers' disease, "Double Featureitis," many of these Americans have sworn "Never Again!"

What they have protested against is the flood of cheap second and third-rate pictures, disguised by flamboyant titles to approximate entertainment. Most vicious characteristic of the disease is that which couples a rotten picture with a good one, spoils for millions the fun they expected normally to get from the good one for which they paid the price of admission.

For overly long time motion picture-goers have been without a defense, or means of expression for or against further spread of the malady.

To the rescue of those then a CBS program (KNX, Saturday, 24, at 3 p.m.) "People's Platform" will completely air both the pros and cons of the double feature bill.

For long originating out of New York the program now is scheduled for Pacific Coast origination.

For its first Pacific Coast airing Motion Picture Double Bill is the subject.

Lining up against continuance of the compound feature billings are Daryl F. Zanuck, Twentieth Century-Fox film mogul, Samuel (Include Me Out) Goldwyn and Mrs. Leo B. Hedges, state chairman, motion picture division, Parent-Teachers association.

In defense of the double bill will be I. E. Chadwick, pioneer independent producer, veteran of 30 years in the picture business and producer of hundreds of low cost, no-brain-taxing pictures; Trem Carr, onetime head of Syndicate, Monogram and Republic.

The typical housewife will be represented by a Mrs. Arthur Beck, with the whole controversy or "talk out" being chairman by Dr. P. F. Woellner, education professor at University of California in Los Angeles.

Program will break in on listeners as it always has. Before airtime those taking part will have finished lunch in the studio. Microphones secreted under the table and in other parts of the studio will be flicked open. The conversation, which has been going on without benefit of broadcast for several minutes, will be on the air. Dr. Woellner will re-orient the subject for the listeners and for a half-hour ensuing, the double bill will come in for its just share of damnation and praise, with the Radio listener who is also a movie-goer, the one to pass last judgment.

Lord Haw Haw

Germany's Lord Haw Haw picked up recently by CBS' Atlantic short wave listening post gave Americans insight into Nazi technique of undermining civilian morale.

Said Lord Haw Haw: "In view of the terrible experiences of the inhabitants of Belgium, Poland and France during military operations in their lands, British householders might do well to examine the contingencies of warfare. They might ask themselves particularly:

"What precautions have been taken against interruption of power and water supplies? Are there enough candles and torches available and have water supplies been stored? Are medical chests properly stocked to be used for deep body wounds caused by flying shell fragments? Have proper preparations been made to care for sick members of families?"
The Lux Radio Theatre, which returns to the air on Monday night, September 9, will continue its policy of offering a variety of entertainment, but comedies lead in the plays purchased to date for Fall presentation. The list includes three comedies, one western and two romantic dramas.

★ A serious Jack Pearl Sunday August 18 at 8:30 over KHJ-Mutual-Don Lee as "Tito," tragic Pagliacci-like clown in a story of frustrated love. Recommended as a new slant on Pearl.

★ Charles E. McQuigg, dean of engineering, Ohio State University, to talk about America's power resources and national defense, Tuesday, August 20, 11:45 a.m. KHJ.


★ For After Midnight-ers: "Insomnia Club." (Longest radio show. Midnight to crack o' Dawn.) Special programs for insomniacs, last party funners, with membership feature. Listen and then get membership card from Radio Life.

★ Jimmie Lunceford and colored orchestra now at Casa Manana and remote controlled by KNX for CBS network. Nice to listen to.

★ Sir William Blackstone, England's great toby jurist, over whose "Commentaries" countless law students have burned the midnight oil, to be subject of an "Adventures in Reading" program, NBC-Blue Network, Monday, August 19, 6:30 to 7:00 p.m.

★ Malcolm Claire will feature an entire week of stories about opera, beginning Monday, August 19, during his portion of the NBC Children's Hour at 4:45 p.m., PST, over the NBC-Blue Network. (Thursdays only, the program is heard at 2:15 p.m.)

"The Five Hundred Hats of Bartholomew Cubbins," fantasy by Dr. Seuss, outlandish animal cartoonist. Might prove interesting since technique of presenting spectacle of King courtesy—regarding Master Cubbins having 500 hats appear one after the other on his coco—challenges curiosity.

★ Conductor Nathaniel Shilkret and Carnation Contented pay a musical visit to the NBC-Red Network on August 20, from 6:00 to 6:30 p.m., PST, over the NBC-Red Network.

Lullaby Lady Opal Craven will sing Gretchanino's "Berceuse," quartet to be heard in Igor Gorin's Caucasian Sketches.

★ The first three days of the week will be given over to the beautiful story of the sea nymph, Undine, from the story by Baron de la Motte-Fouque, and the opera by Gustav Lortzing.

On Thursday and Friday "Uncle Mal" will story "Mignon" against a background of music from the opera, played by organist Irma Green.

★ Presenting a foursome of moving picture youngsters doing a travesty on several Shakespearean plays, Frank Hilliard Productions on August 20, (Tuesday) will give their nineteenth show on television station KXTV.

Adapted for television by Mr. Hilliard, with Bill Christie as technical collaborator, the presentation will have the principal roles played by Shirley Mills (of "Grapes of Wrath"), Ken Lundy ("Little Tough Guy"), Judith Grant (private pupil of Mme. Ouspenskska), and Ken Wilson ("Capt. Courageous").

★ Four Fitch Bandwagon programs to originate on the Pacific Coast August 25 to September 15. The first three will come from Hollywood, and the fourth from San Francisco. Orchestras to be heard from Hollywood are the L. A. City College Orchestra, Chuck Cascades' orchestra and Freddy Nagle's orchestra.

★ Bud Abbott and Lou Costello to broadcast the "Hour of Smiles" from NBC's Hollywood Radio City August 21. Benay Venuta, singing star, and orchestra leader Peter Van Steeden, to accompany the comedy stars.

Y our Lamplighter Club Cards are being mailed daily. If you haven't written for yours, just send a stamped, self-addressed envelope to the Lamplighter, care of Radio Life, and your card will be on its way. This club card entitles you to certain Lamplighter privileges at our leading night and dance spots. Each Friday over KHJ, 4:45 to 5:00 p.m., the Lamplighter will announce the place of the week's tux, the Lamplighter card. Be sure and tune in to KHJ, 4:45 p.m. This Friday's guests will include the NTG Girl Revue and Johnny Richards, local orchestra leader now playing at the Biltmore Bowl. The air show will come direct from the Paramount Theatre. Openings—Johnny Richards and his group at the Biltmore, Jimmy Lunceford and the four Hot Shots (dance team) are now at the Manana. Bert Rose scores with "The Desert Song" at the Pari Inn. Bert does a remarkable job of the "Red Shadow." Marvin Dale goes big with his new gang at Topsy's in South Gate. Bob Shoup's arrangements are terrific. Rumors—A certain (new to Southern California) night spot boss may reopen the Trocodero on the Strip. Understand "Slapstick" Maxx Rosenbloom is returning in a few weeks. Probably means a new show at his spot. What's this talk of Genial Jan Garber fathering a night spot in Santa Monica? Inside chatter states that the Hull interests have done a great job in the short weeks at the Miramar in Santa Monica. That new Watercade dance-idea outdoors, opens the 15th. Congratulations Joe Grey.

BANDS THAT PLAY FOR YOU AND MORE—La CONGA—Two bands on the revolving stage.

COCONUT GROOVE AMBASSADOR—Eddy Duchin, Clyde Lucas next.

WILSHIRE BOWL—Gus Abrilow, smooth arrangements by a past master of all the tricks.

CASA MANANA—Jimmie Lunceford—Tops in swing, 4 Hot Shots dancing.

CABINET GARDENS—Return of Ray Pearl. ZANBANGA—Three well-grouped Hawaiian strings.

FLORENTINE GARDENS—Darry Harpe—Exceeding Rhumba.

ROSELAND ROAD—Ray Stillwell from Hotel Astor.

THREE'S—Marvin Dale—New but very solid. Russ Brown on the vocals.

BILTMORE BOWL—Johnny Richards—local boys make good.

CATALINA—Bob Crosby.

VENICE BALLROOM—Michael Brown's Orchestra.

Remember for your Lamplighter Prizes and Club benefits tune to KHJ-Don Lee Station 4:45 to 5 p.m. Fridays. Guest artists, 25 free prizes of prizes. —Adios.
Gadgetry of Sound

Elmer, the Bird and Train
Imitator Is Radio's Laugh

REMEMBER ELMER, the versatile sound expert and bird note singer, who used to entertain the folks of a summer evening in the town square back home?

We thought "Elmer" quite a card; the way he used to take off train whistles, imitate rooster fights, make a noise like the town siren and in general do imitations that had us in stitches.

We don't know where Elmer is now, but we have found out that science has robotized all Elmer's accomplishments.

We made a visit to CBS’ basement twenty feet below the level of Sunset boulevard and Columbia Square.

When we got down in the basement we joined a crowd of tourists who were watching and listening to Clark Casey, CBS sound staffman, put a robotized Elmer through his paces.

Elmer was strewed all over the basement, on records—some 1,000 two-sided of them totalling upwards of 8,000 sound effects—in electrically wired contraptions, in drums, in strangely carpentered devices—in, as a matter of fact, some 4,000 different pieces of equipment all of which were designed to faithfully reproduce some one of the uncounted thousands of sounds and noises of humanity at work and play.

Mr. Casey was demonstrating a record with the effect of a streamliner hornng for a crossing, running down a straightaway and then passing over a bridge. A woman fidgeted and got up.

"My gosh!" she exclaimed, "I've got to go, I just remembered my train for Des Moines leaves in two hours!"

Have you ever wondered how radio produced the terrific storm effects for Alma Putrecean's daily thriller, "Virtue Is Its Own Reward" or "What Am I Offered?"

When the storm is at its "galash" worst picture a sober-faced soundman artlessly tipping half a snare drum on which thousands of small B.B. shot are rolling. This is the mighty surf pounding against the stern and rockbound coast. Offside another soundman with a rubber hammer taps a sheet of tin and we have thunder on the scene.

A box, one foot square and deep, containing an ordinary faucet and a wash paddle supplies effects of a shower bath, man swimming, a rowboat being rowed and a creek singing merrily on its way to the sea.

Remember the artillery scene in the Dixieland melodrama "Them Yanks Is Tough." A soundman gently tapped a brass cymbal and we heard the shells go thundering toward the bridge over which the "demmed" Yanks were clattering (to the accompaniment of a couple of coconut shells for horses' hooves). A shell hit the bridge. It was shattered and we heard but did not see the collapse of mighty timbers as Soundman Bailey casually crumpled up a little berry box between his hands.

We hear the pounding of marching feet on a country road. An army division is moving into position for the final scene in "Spitz Krieg" or "The Last of the Chows." Nearer and nearer they come. Hundreds, nay, thousands of brave men ready to give their all for liberty. We hear them pass the microphone—these thousands, all simulated by 36 up-right wooden pegs bounding rhythmically up and down on a celotex board a foot square.

Fire ranges along the water front. It must be a terrific fire, for Soundman D. Creed is crunching together a much bigger piece of cellophone before the palate than he usually employs.

How satisfying is the sound of eggs frying on the air, beautiful eggs that, like Yooohoodi, are not there. Their incineration is deftly conveyed by crinkling together a postage stamp size of cellophone.

Someday, when in the mood, take a sound tour of CBS. You'll be amazed at the number of gadgets they've assembled for noise and effects making.

For instance, one section of the basement is given over to the making of earth. The earth has been taken from different sections of the country in order to more faithfully reproduce sounds that are used by automobiles, horses and humans going over those sections.

There are scores of telephones of all makes and periods. Dozens of cash registers which make a graphic picture of the history of America's besteting passion—getting the 'oughday! Jingle bells and horse-collars! Clocks and kitchen utensils. Air-worked things that give off the sound of different corks out of different bottles.

Four score whistles and sirens. Chains, handcuffs, lew irons, rifles, pistols and small cannon. Door and window assemblies. A roller skate on an iron track. Roll this up the track and you know that Vera Vel Vedere has just entered the elevator in spacious Hexington Mansard and is on the up.

Old Grampus Joe, the prospector, stumbles on a rattlesnake. We hear the vicious warning whirr. This time it is a real rattler. A big rattler. A big rattler from once ambitious rattlers are mounted on electrically vibrated springs. Press a button, the rattlers rattle and Grampus Joe falls groaning and reaches for the old elixer of hangovers.

Elmer may have been a card with his bird calls back in the old days. Today, however, a box six inches wide, when a lever is pushed, tosses out more bird calls to the square inch of ear membranes than Elmer at his palmiest ever thought of.

Given a chance CBS soundmen will produce any sound you can think of. If desired but the question of a match being brought across a cake of wet bath soap.

Garden Maker Flings
Air Posey Hints

Problems of gardening in the Southland are discussed by Ada Perry in her radio series. "Over the Garden Gates," heard each Friday over KGB at 10:15 a.m. Miss Perry is a well known San Diego horticulturist with a large radio following.
It's More Than Too Bad:—This scrap between ASCAP and Major Networks. It only goes to prove, however, something I've always believed, viz.: when somebody starts something like ASCAP, it's got to be done with the democratic principles of this country in mind. So maybe it's goodbye ASCAP and a Pagliacci medal for Bing Crosby, who says he won't sing without ASCAP. . . . The rest of you boys remember—America is still a democracy. A democracy means no monopolistic hooey against the crowd. . . . So fanfares to NAB, and my sympathies (for what they're worth) to some fine men and women in ASCAP.

Five NBC coast-to-coasters now originating East will be in Hollywood this month. They are Bob Crosby and Camel Caravan, Horace Heidt with Treasure Chest and Pot o' Gold, Costello and Abbott and the Fitch Bandwagon—counting Costello as one.

Bits of String and Pieces of Glass.—Arch Oboler's first Proctor and Gamble show is on sked for October 4. It's NBC and titled "Every Man's Theatre." "Information, Please" moves time from NBC-Blue to NBC-Red, November 15. . . . Kenny Baker's become a journalist. A monthly newspaper is on tap to carry news of Kenny fan clubs. . . . Crane Wilbur (Warner Brothers' big patriotism man) is readying some Edward Robinson's "Big Towners" for fall. . . . Broadcast Music, Inc. (BMI, hereafter) is set to supply radio music when ASCAP contract expires come January 1, 1941. . . . Helen Hayes is a-dickerling with Lipton's (the tea caddies) for a half-hour show. Hope it clicks, for Helen's an oomphatic girl.

Note to Whom It May Concern:—Where is Linda Johnson? She's the Texan brought out last November for Wrigley's "Gateway to Hollywood." . . . You are holding out on the fans.

Tip to an Agency:—You're rumored to be planning radio appearance for a famous (?) motion picture female flesh and sex peddler. My guess is public won't stand for the lady. She's had her seasons of sex peddling. People go to motion pictures, but radio goes into the home. Like odors, there's a difference.

Yesterday's Voices:—We think KHJ has something and suggest you listen Friday, August 23, at 7:15, to the voice of a chap who in life sent the thrill of life along the keels of that lovely flotilla, Womanhood—Valentino.

Most Pleasant Moments of Week:—Meeting Helen Carroll, fennmember of Merry Macs. She's another one of those Radio's wilderness is full of. . . . Clean American kids busting their ankles, straining their voices and exhausting their emotions putting on Radio's constant show for the likes of all of us. . . . An invitation from Hal Rork to go deep-sea fishing on Fletch Wiley's boat . . . having lunch with Lloyd Brownfield, newly arrived CBS publicist. . . . The little period of running with Catherine Schall (NBC) about a wrongly-captioned Harlow Wilcox picture (last week). . . . Taking two tow-headed sons to Venice and going on "Coaler-Beaster" (little Boo's name for it). . . . Talking with Bill Anderson (KMPC) about the Pickard family sponsored by Dr. Cowen, the fix-em-now-and-pay-as-you-go denti-genius. . . . Trying to follow flashing wit of Mark Finley (KHJ) in an off-morning-feeling conversation. . . . Dinnering with Al Pearce and finding out something his agents ought to know—that Pearce is more than a showman; he has a world of business sense radio bigwigs should earful.

One of radio's favorite singing groups is The Smoothies, who have been on many NBC programs in the East and recently journeyed to Hollywood to bring their distinctive song interpretations to the new Burns and Allen show. From left to right they are: Charlie Ryan, Baba Stewart and Little Ryan. The Burns and Allen show is heard each Monday from 6:30 to 7:00 p. m., PST., over the NBC-Red Network.

Marian Shockley, "Nikki" of the Ellery Queen show, has received scores of letters from well-wishing fans warning her to watch out for her detective employer whose interest in her, they feel sure, is strongly romantic.

Janet Logan, often cast in radio shows as a young married woman, now assumes a new type part, in the title role of the popular CBS "Stepmother" serial.

Maxine, pictured here, is featured soloist on the Sunday night "Hour of Charm" program over the NBC-Red Network.
MULLEN: An American Lad Makes Good

FRANK E. MULLEN, widely known on the Pacific Coast in radio and advertising circles, has been elected vice-president and general manager of the National Broadcasting Company.

Mullen takes over his new office at NBC as serving as vice-president of the Radio Corporation of America.

For seventeen years Mr. Mullen has had an outstanding career in radio. He has been identified with broadcasting, and particularly with network operation, practically since its inception. He has been closely associated with every phase of the conception and progress of broadcasting as a national public service. He has also been an active participant in the development of television.

In 1923, Mullen organized the first radiocasting device for farmers in the United States. He joined NBC a few weeks after its formation in 1926, and served for eight years as its Director of Agriculture.

In 1934, he was transferred to New York City as manager of the Department of Information of the Radio Corporation of America. In 1939 he was elected vice-president of RCA in charge of advertising and publicity.

* * *

Paley Award Held Up

Selection of the winner of the Paley Amateur Radio Award for 1938 has been waived by the board of judges, it was announced today. This action was requested by the American Radio Relay League because, in its opinion, no candidate was named whose accomplishments in "research, technical development, or operating achievement" justified presentation.
TUESDAY Program Highlights

Variety
8:15—Between the Bookends, KF OX.
10:15—Budget Decorator, KP WB.
11:00—Bevy of Beauties, KLRP.
1:45—Kate Smith Speaks, KXN.
2:00—Chef Milton, KF OX.
2:45—Sister Rose, KH PM.
7:00—Second Husband, KNX.
7:30—Secret Agent, KY OX-KHJ.
9:45—Eddie Ryder, KG KG.
9:45—Pamela, KF WB.
9:45—Bob and Carol, KF OX.
10:45—Shirley, KF AC.
11:00—Irene Paulsen, KF OX.
11:00—Dancing with Brinos, KF WB.
11:00—Christmas With F, KF WB.
11:00—Talk Over the News, KF WB.
11:45—Glenn, KF WB.

Sports—Comment
12:50—Major League Baseball, KMF.
1:00—NHL Hockey, KF OX.
1:05—Auto Race, KF WB.
1:10—Transatlantic Race, KF WB.
1:45—Sports Roundup, KF WB.
1:45—Sports with Brinos, KF WB.
2:15—Sports and More, KF WB.
2:15—Sports with Brinos, KF WB.

Quiz Programs
11:00—Catalina Quiz, KNX.
11:00—Northwest Universities, KF WB.
11:00—Big Red, KF WB.
11:00—Battle of the Books, KF WB.
11:00—The Challenge, KF WB.
11:00—The Challenge, KF WB.

Weather
KF—8:15, 9:45, 4:15.
KFXM—8:15, 9:45, 4:15.
KRMF—8:15, 9:45, 4:15.
KRMF—8:15, 9:45, 4:15.
KRMF—8:15, 9:45, 4:15.

Outstanding Music
1:00—Classical Hour, KECA.
3:00—Classical Hour, KECA.
5:00—Meredith Wilson, KF OX.
8:15—Philharmonic, KECA.
11:15—Musiq You Want, KECA.

11 A.M. to 12 Noon

KX—11—Friendly Neighbors, 11:15. Dr. Yes, 12:15.
KJ—12—Dr. Tabeth, 12:15. S d a y B l a z e, 12:45.
KRMF—12—Spontaneity, 12:15. Cardiovascular, 12:45.

12 Noon to 1 P.M.


1 to 2 P.M.

KF—1—Sacred Heart, 1:15. Pera’s Delight, 1:30. Pasquale, 1:45.
KRMF—1—Sacred Heart, 1:15. Pera’s Delight, 1:30. Pasquale, 1:45.

2 to 3 P.M.

KF—2—Phoebe Young, 2:15. Land, 2:30. Alice Blair, 2:45. Miss Julia, 3:00.
KRMF—2—Michael Living, 2:15. Joyce Jor- dan, 2:45.
KRMF—2—11:45, 2:45. John Ass. 3:00.
KRMF—2—Tenth Anniversary, 2:15. Windsor a, 2:45. Grandpa Travels.
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MUSIC PONTOFF
Capsuled Advice on Symphony Enjoyment

To people who know music Jose Rodriguez (KECA) is more than a person with a flair for competent music criticism. As the weekly newspaper reporter for Los Angeles he has assumed pontiff stature among civic-minded biddies who are seen aggressively in forefronts of welcoming and arranging committees, among whom competent to whom music expertise is important, and among thousands of aspiring youths who are impressed by black beards, pop eyes, and gestures as signs of subject mastery.

The Rodriguez "Classic Hour" (daily at 1 p.m. KECA) to many is a radio gem that shimmers in its sixty melodic facets, sharply cut to bring out the radiances of "good music."

A blunt spokesman in matters relating to music, Rodriguez this week capsuled in a paragraph his philosophy and music in the lives of the people, and incidentally, produced those who are sensitive about its hollowed aspects.

Said Rodriguez: "Most of us take too narrow and arbitrary attitude toward music and what we pleasantly call the 'inner things of life.' These (including music) should not be something we put on, with an uncomfortable sense of treading on hollow grounds; and I hope we shall part of us and our daily lives. We need more good music badly played. I'd rather see a family group making a weird attempt at wringing harmony from an odd collection of instruments, then to see these same people meandering about the house while the radio pours out the world's finest symphonies."

Main plaints of Jose Rodriguez are:
1-Most radio listening is like a summer flirtation, a flit from one love to another; creating a "horrible" overfeeding of good music it does not hear; 3-Classical music needs devotion of the kind which is brought by forty years of happy married life.

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Brighter New World

Television Will Change A People's View of All Life

TELEVISION is being held up by selfish motion picture interests! It is available now for use, but great financial interests with huge investments in picture houses, are deliberately keeping this new scientific wonder from the people!

Lest you take the above statements seriously, let it be hastily pointed out that they are merely reflections of many an otherwise intelligent person's belief. They are dying! For, the truth of television has always been available to the public.

Not long ago a similar muddled-up belief died after a long and "dishonorable" career. It was that gigantic gasoline vending corporations would never permit the marketing of Diesel oil engines for automobiles!

"Diesel oil engines would operate for a fraction of the cost of gasoline engines. You don't think that the big oil companies are fools enough to encourage something that would cut into their profits, do you?" Thus has spoken many a person who, had he thought clearly, would have known better.

The truth is that the Diesel oil engine is not completely practicable for automobile use in this stage of its development. The weight per horsepower necessary to make it of service in automobiles is too great for practical purposes.

And, almost the same sort of reason explains the delay in getting television into the public market. The range of television is too limited to make possible universal broadcasts without a co-axial cable system and area stations at horizon sight intervals. Cost of such a system would bankrupt American radio interests. And, too, there is still much improvement to be made in scanning devices and transmission of scanned objects before television becomes more than an interesting marvel of man's inquiring mind and capable hands.

Television is here. So much cannot be denied. And it will be improved and perfected until there will come a time—guessed now by many men of science as lying within the encompass of the next decade—when it will be the most potent force for good man has developed.

For, Television cannot lie. It cannot be made to lie. In those sentences repeats the hope of the future's clear sanity for civilization.

The ultimate effects of television are beyond ability of the best minds now to picture. Certain it is, however, that it will have social consequences of tremendous import.

When completely developed in practical terms of usage by the world's millions Television will record the sights and sounds of history as it is made, where it is being made, at the time it is being made without alteration by political or religious groups, by duet toned picture promoters or by those whose obscure but selfish purposes are served by distorting truth.

Motion picture companies are not "in" television. Many smart-minded motion picture executives are already buying into television. They see it as a giant industry of the future, to far overshadow with its bulk even the great film making plants of today. They see television as the record of the present, not the chronicle of yesterday's dead and gone events.

What of the effects television will have on humanity? Certainly among the prime effects will be a better educated, more enlightened society with a rising cultural current. Important to consider is the impact of television. News and events will be recorded while they are occurring. Imagine, if you will, how potent an instrument to measure sincerity and the reasonableness of mass action television can be. For instance: War clouds darken world horizons. Out of the ebb and flow of the human tides emerges a world interest figure. This figure harbors a brain and a plan. Will the plan be good or is the brain mad? How can these things be known? Radio, motion picture and news commentaries on the figure must always be con- nected in effect on the mass mind. It is hard to make a black printed word on a piece of paper mean to a reader what the figure, moving and speaking in the midst of his ambition and viewed in the act, must come to mean in the mass imagination of the age. A voice alone is hard to assay for the character of the speaker. A motion picture may or may not be "doctorable." But, voice and picture, projected on the instant scene of current happening cannot be denied. The record is there, clear and inescapable, struck off from the eternity onward rush of time and men in time. There can be no "hooey" about television. Propagandists would face an insurmountable task of organizing a "propaganda show" for human consumption. To do that they would have to ignore time and, since time is the essence of television's value, their arduous stage would appear absurd in contrast to televised action occurring within the period they devoted them- selves to the synthetic manufacture of emotions and mass opinions.

What other effects? Almost certainly within the lives of millions now living the daily newspaper will be decadent. Journalism of the printed word is nearing its death after building the edifice of its self to public service. Of what use newspapers when the more significant world happenings have been known, heard and seen hours before press can roar?

The home will again become a home in the literal meaning of a word that stands for communion among parents and kin. No longer will men, women and children still restless in search of entertainment when, in the time required to view a three hour double feature of no particular merit, music, events, sports, entertainment, andience happenings in the great world have been brought to the family hearth?

On the rising crest of television will ride new social and industrial activities. There will be revived the legitimate stage of the coming decade—when the entertainment, the cultural effects, the social and industrial effects impossible to bring to the home. Thousands of places will be opened for artists, musicians, technicians, teachers, and a new kind of journalist—the Tele-reporter and Tele-editor—will appear.

Advertising will undergo radical and spectacular change. A new advertising agency will discover that bombast rarely influences buying decisions. The more craftsmanlike will have detected the difference between repetition of selling phrases and the superiority of "spotting" their sponsors' products in televised programs. From within the agency will come a new art of salesmanship. Instead of "propping" the human voice, sound and sight the show will go on with hardly the most positive an attempt to grab attention continuity has been interrupted.

Immediate and future world events will be of interest to the mass mind when, in the time remaining, their occurrence becomes a part of the mass of happenings. A world interest figure is a personalization of the news of the day. The Tele-reporter is no longer the public's "face." Each figure has its own "face." A chance to view the figure and his story is a chance to understand the figure.

Politicians, perennially engaged in saving the world for Democracy, for Fascism, and for themselves, will have to stand in the pitiless candor of television.

Child training will become easier and more resultful. Things that live interest children. Television brings life, sound, and movement of life, and, therefore, much of the lost psychological bond and discipline in the child field will be done by television.

What's holding all this back?

I) The present development of the present television mechanism is limited to "horizon vision," that is to say, television can be sent only as far as the human eye can see; (2) Until projection can be made over vasty increased distances, television to be put into general use, would require thousands of broadcast stations at intervals of twenty miles; (3) All television is carried through co-axial cable, the cost of which today is $2.00 per linear foot, or $15,560 per mile; (4) Improvements must yet be made in scanning devices so as to project clear representations to television receivers.

These are the four major obstacles. But, if you think they are going to prevent the mass production of advertising sets and the re-ordering of humanity's lot on earth, you must guess again.

For, you don't know your science!
August 18, 1940

**CHEF MILANI'S . . . . Food Philosofy**

**BREAKFAST PERMUTATION:** Suppose you had to have a fruit, a cereal, some breadstuff, and a protein for breakfast every morning; and suppose that as a fruit, you could only choose orange juice, grapefruit, prunes, figs or applesauce; as a cereal, only corn flakes, bran, puffed rice, rolled oats or cream of wheat; as breadstuff, either white toast, brown toast, biscuits, pancakes or waffle; and as a protein, either bacon, eggs, sausage, ham or hamburger—how long could you go without having exactly the same breakfast twice?

This is a question for those who think they can't get enough variety in their morning menu, and the answer is, that with the twenty-five items listed above, you could go nearly a year and a half without having exactly the same breakfast twice.

The next time you're stumped for some way to change the table routine, try a little mathematics.

*Double or Nothing:* If for any reason you need a couple of hundred calories on short notice, try eating an ounce of butter; if you haven't got an ounce of butter, two ounces of sugar will do; if you're short on cream, eight ounces of rice will serve the purpose.

But maybe you're allergic to rice. In that case, a pound of carrots or two pounds of tomatoes should turn the trick.

This of course, could go on and on, until we had you eating about twenty stalks of celery; but we hope you will never need two hundred calories that bad.

*Radio Life Chicken a la KMPC:* I've been asked for a chicken recipe, both by this magazine and by the boys over at The Station of The Stars; so perhaps this is a good time to kill two birds with one formula.

In each case, of course, the bird should be a young spring chicken weighing about two and a half pounds, and in order to fix it, you also need one half cup of flour, one egg, four tablespoons of pineapple juice, one cup of breadcrumbs, four tablespoons of melted butter, two teaspoons of lemon juice, and salt and pepper.

Having brought these things together, here is one way of keeping them on good terms with each other:

Disjoint the chicken, wash it, and dry it on a towel; then sprinkle with salt and pepper and roll it in the flour. Having beaten the egg with the pineapple juice, dip the chicken in the mixture and then roll it in the bread-crumbs. This done, put it in a well-greased baking pan, and after sprinkling it with the melted butter and lemon juice, bake it at four hundred degrees for fifty minutes, and then serve it with white cream sauce.

A nice dinner to go with this chicken is fruit cocktail, soup financier, shoe-string potatoes, sliced tomatoes, gherkins, watercress salad, ice cream with wafers, and coffee.

About the gherkins! I suppose that most of you have noticed that they look like little cucumbers. Well, that's what the word means: a cucumber. It comes from okurke, the Bohemian word for cucumber; but if you want something more classic, you can call them Cucumis Anguria.

*By the Sea, By the Sea, By the Beautiful Sea:* That's where they have less goiter trouble. And do you know why? Because goiter is due to a deficiency of iodine in the system, and iodine is supplied to the sea, by the beautiful sea— not only in sea-foods, but also in the plant life that grows near it.

*If You Haven't Tried It - You Should Department: Beating an egg into the cocoa when it's done; adding some diced, crisp bacon to potato salad; tomato juice instead of milk when making French toast; leaving the peelings on when making applesauce and straining the sauce afterwards; putting a date in the core of an apple before baking it; baking a pear in honey and water; adding some raisins or dates to stewed prunes.*

Take it from Shakespeare: He said, "Unquiet meals make ill digestion." Where that man got all his wisdom nobody knows; but it doesn't matter, as long as it's true; and in this case it certainly is.

**CHEF MILANI**

Chef Milani now has TWO contests going on his daily broadcast over KMPC. Tune in at 3:45 and find out how you can get in on some of the money.

If you eat and can write a rhyme, you're all set to win some of the money given away daily on Chef Milani's broadcasts. Tune in on KMPC at 3:45, Monday to Friday, for the few simple rules and instructions.

Everybody likes to write rhymes, and that includes you. Tune in on Chef Milani over KMPC daily at 3:45 and find out how you can get money.

Chef Milani now runs a double and finds out how you can get money. 3:45 broadcasts. You can win with a question or a rhyme, so don't miss it. Your losing money if you do.

**DID YOU KNOW**

It's easy to build a reputation as a marvelous cook. Just serve

**WILSON'S**

**Tender Made Ham**

*THE HIGHEST QUALITY OF MINE I KNOW***

Cooks in 5 min. to 1 lb.

Tender through.

Delicious in flavor.

Accept no substitute

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**WHAT'S IN THE AIR?**

No fire, ma'am...the boys just came over because you listen to

**THE BREAKFAST CLUB**

9:00-9:30 a.m.
Mon., Wed., Fri.

Turn off that silly beam, pilot, and let's tune in

**I'LL NEVER FORGET**

Mar., Wed., Fri.
9:00-9:15 a.m.

No, aah, we don't hunt no more...not since we started listenin' to

**LET'S PLAY BRIDGE**

1:45-2:00 p.m.
Mon. thru Fri.

I've installed two auto radios so I'll be sure to hear

**PULL OVER, NEIGHBOR**

8:00-8:30 p.m.

Other highlights for today:

Rise and Shine...
6:00-7:45 a.m.

Morning News...
7:45-8:00 a.m.

Bess Byn...
8:00-8:45 a.m.

The Family Bible...
9:15-9:30 a.m.

Keep Fit to Music...
9:45-10:45 a.m.

Happy Homemakers...
10:45-11:00 a.m.

Bachelor's Children...
10:15-11:00 a.m.

Our Friendly Neighbors...
11:00-11:15 a.m.

Eddie Albrecht...
11:15-11:30 a.m.

Firing Forth...
11:30-12:00 a.m.

The Broadway News...
12:00-12:15 a.m.

Newsmakers...
12:15-1:00 a.m.

Raymond G. Swing...
8:06-8:15 a.m.

John B. Hughes...
8:30-8:45 a.m.

Lone Ranger...
7:35-8:00 a.m.

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**DON LEE KHL**

**MUTUAL**

**DIAL 900**

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**RADIO LIFE**

Page 15
Radio Makes a Star

Given a Girl With Talent and Looks, Airmen Can Transform Her Into a Nation's Favorite With Magic of Publicity

OLD-FASHIONED!" said one critic looking her over from head to toe. "Not enough poise," remarked another, "simply lacks that certain something," was the verdict of observer number three.

Eyeing the pretty, raven-tressed lass who had just thrilled the last notes of a stuffy operatic aria, the talent scout shook his head. "For the present," he replied, "You may be right. But I like that feeling in her voice. And her looks and figure aren't exactly to be sneered at! No—we'll keep her. And just wait! We put a wrinkle in her voice and a spark into her personality! Wait! The build-up begins! She'll wow 'em! Mark my words: some day Lilian Machuda will be a name known to every radio and movie fan in the U. S. A."

Well, the talent scout's actual prophecy is impossible now, for the first action taken by Lilian's manager, the NBC Artists Service, was to change her name from Machuda to Cornell—the one we know her by today.

And after deciding her voice was fashioned for popular music rather than the classics, the next step in their campaign to make Lilian Cornell famous was to send her to a voice teacher experienced in light musical veins, who taught her the intricacies of popular rhythm.

Soon the time arrived for her first real step up the ladder of success. Artists Service assigned Lilian to a few local radio spots where the songstress acquired the "mike technique" experience essential for a network debut. The efforts on two popular Chicago programs, the NBC Jamboree and Club Matinee, were obtained for her to display her talents.

Meanwhile two powerful "build-up" forces were working for Lilian Cornell. The contract she had signed with NBC Artists Service to manage her career covered more than mere business routines. Clothes, friendships and recreation all called for their knowing counsels. The right places had to be frequented and the right people met. Clothes had to be streamlined to her personality—all in all, everything designed to type her as a glamorous radio songstress was strenuously plugged.

In their campaign to make little-known Lilian Cornell a nationwide star, NBC Artists Service sent out photos of their client as a tennis player, a mermaid, the dream of college boys. Here is a widely-publicized picture of the bewitching actress-songstress as mascot to the Chicago Cubs. Today, Miss Cornell is winning fame in Hollywood as well as over the NBC-Networks.

Lilian Cornell posing as the ideal tennis player, the typical mermaid, the college boy's dream, ad infinitum, flooded newspaper and magazine offices throughout the nation. Lilian's managers even arranged to have her picture taken as mascot (fully uniformed!) of the Chicago Cubs!

While all this was going on, Lilian was appearing on more and more sustaining radio programs. As her fan mail rose and her personality became etched on the public mind, she began to receive top billing with greater frequency. Eventually her bread came—in form of a bathing-suit picture, published in a radio fan magazine, which created quite a stir among Hollywood's movie producers, and led to urgent demands for auditions.

Since Lilian's radio commitments in Chicago prohibited a personal Hollywood appearance, her managers arranged a cocktail party in the movie mecca, at which an audition of Lilian's voice was heard by special wire from the Windy City. The rest is none less history. The large public following of the songstress plus her looks plus her figure plus her singing and acting talent led to an immediate contract with Paramount Pictures. In the months that followed Lilian Cornell appeared high up in the Dramatics Personnel of "Buck Benny Rides Again!"

Although our heroine has not yet reached the "star" class, she's definitely on the way. Rapidly, too. Her movies, as they appear, will win her larger, more loyal audiences, as her series of sustaining assignments did for her. Her manager has already appeared in four pictures, soon to be released, since "Buck Benny"; "Dancing on a Dime," "Rhythm on the River," "Kiss those Toys Goodbye" and "Touchdown."

All of which isn't to say that anyone with talent can be "built up" to Lilian Cornell's proportions. For mere audacity abounds today in the entertainment world.

ONE of the most elusive things in the world of talent is an individuality that appeals to the public. That is what the scout has to keep his eye peeled for, for in addition to personality, physical charm and vocal arresting individuality. That's what the talent scout perceived in Lilian Cornell with the clairvoyance that only successful scouts possess. Then, once the catch was made, began his real job: to sharpen that individuality and through continual radio spots and an accompanying flood of publicity to etch her personality deep on the public's collective mind.

All of which is a trying, painstaking task, calling for canny insight into fickle public tastes and understanding of the nuances and brain-storms of the show business. Anyone from NBC's Artists Service Bureau—the men who discover and develop divas, ballerinas, tap dancers, mystery writers, cowboy singers, symphonic conductors, dialecticians, ad infinitum—will vouch for that.

Although night clubs, hotels and theatres are sources offering a vast amount of talent to radio, the biggest slice of radio, who reach talent comes from all stations around the country. When a particularly fine voice is heard by a scout, its possessor is investigated, and if the necessary ability and individuality is there, he (or she) is taken to Chicago, Hollywood or New York's Radio City for an audition.

Then, if the results are successful beyond the "type" idea, the campaign, the whole general buildup. Movie, radio and gossip columns are plugged. New fashion styles are watched, and sometimes the artist's make-over can even get a new style named after his charge. In some cases, even a color is named after a star, witness Genevieve Blue—after the part played by maestro- micker on the "Amos 'n' Andy" program.

Jean Dickinson and Conrad Tribault are typical cases of bigtime radio stars who came up from the church leaguers. Jean, who reached the apex of success with her debut last winter at the Metropolitan Opera, started singing in Den-
null
Ted Duff, 3801 Nichillinda Drive, Pasadena, California.

Sirs: I have a gag I liked. Fibbon McCree asked me if I had a tall planting a hedge and just then Mrs. Up¬
pington came up. Mc Gee said, "Quick, Molly. Help me get these plants in. I don’t want to get caught with my plants
down. I would enjoy like 'fo' tickets for NBC broadcasts, for my father and mother and little brother. My name is
(see above).

Charles R. Meyer, Route 1, Box 277, San Bernardino, California.

Sirs: Here’s to Radio Life, a grand magazine. It has brought me deep pleasure and is filled with vivid, well-written articles. The best of everything to you as you really deserve it.

This evening I listened to the Abbot-Costello hour, and their best gag was:

"I’m used to big-game hunting and going to cut off my family."

"And if I ever feel you on my uncle and myself went into the game country and what do you think happened?"


"How come?" Costello: "The darning lion swallowed my uncle."

RECA-1, Red Rowan, 4:15, Rocky Gordon, 4:35, Irene Wicker, 4:45, Chili Cooker.

KFWB-1, Don Milligan, 4:38, Bert Hammond.

KMPC-1, State Secretary, 4:15, Meet the Governor, 4:30, Newsrew, 4:45, Johnny Land.


KFAC-1, Music, 4:15, Drawing Room.

KGER-1, News, 4:15, Ten Time, 4:30, Observer.

KRKD-1, 4:15, Venus Taylor, 4:15, News.

KFXR-1, John Brown, 4:15, Love Songs, 4:30, Trading Post, 4:30, Where Are You From?

KPSD-1, On With Dance, 4:30, Geo. Langton, 4:45, Malcolm Clarke.


KFBK-1, Jack Costello, 4:15, Jitterbug, 4:30, Jam¬

bey.

KFBK-1, Sheep & Goats Club, 4:30, Where Are You From?

6 to 7 P.M.

KFTI-1, Organ, 5:30, Ricardo Orch, 5:45, Brazilian Orch, 6:00, Los Angeles Times.

KXLA-1, Texas Star Theatre, 5:38, Hollywood Orch, 6:05, Daily Comic, 6:15, Shaffer Parker, 6:15, Cheer

KRGW-1, Your Government Reports, 5:45, Baseball.

KXLA-1, Los Angeles Times, 5:15, News, 5:30, Uncle Harry.

KLAC-1, 5:15, News, 5:30, Po¬

tical, 5:15, Evide,.

KRLA-1, News, 5:30, Baseball.

KXLA-1, News, 5:30, Baseball.

KXLA-1, News, 5:30, Baseball.

KXLA-1, News, 5:30, Baseball.

7 to 8 P.M.


KXLA-1, Show "Andy," 7:15, Lanny Ross, 7:30 Dr. Christian, 7:30, Jack Carson.

KDKR-1, "Answer Man, 7:30, Channel

KXLA-1, "Treasure Island, 7:00, "Sea Captain, 7:15, KFIB-1, "Red Ziff, 7:15, Kiltott Orch.

KXLA-1, "Amer, n Andy, 7:15, Political, 7:15, Evide,

KXLA-1, Music, 7:15, Political, 7:15, Evide.

KRMV-1, Fishing Fats, 7:30, Floyd

KXLA-1, "Answer Man, 7:15, Spina¬
n Hour, 7:00, Three Quart¬

er, 7:30, Do Kow, 8:00, "Red Ziff, 7:30.

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er, 7:30, Do Kow, 8:00, "Red Ziff, 7:30.
The 'Gooks' Relieve Serial Day

TO ONE, save the manufacturers and their advertising agency, have exact figures on influence "Vic and Sade" (Gook Family) have had on sales of Crisco, vegetable-derived "lard" or shortening used by millions of housewives.

That they must measurably effect sales graphs is a reasonable enough thought. In a radio day chocked with "pet" and "departure" difference one from the other is best detected by decibel thunders of strangely similar characters doing strangely similar things in similar situations, the Gook family, so Radio Life Readers by hundreds a yer, is dependable for its certain laughter and its homely disregard for nerve-knot-tying complexities.

The Gooks are three, Vic, Sade and on-with-a-rush-into-life son Russ. Sade is a woman American housewives understand. Vic, the father, has taught them to be content with their own man of the house, finding in Sade's life with him chuckled confirmation of the worth-whileness of their own. Aired by radio-minded Proctor & Gamble, Vic, Sade and Russ are not a serial in strict sense of "strip shows." Their appearances are smoothly but sharply etched domestic configurations on a background of typical American family life.

Vic is juvenile father who pro

vores ardent manisms in a

woman listener, who has helped many a "doghouse" husband out of the "house" and marital grace age by presenting to hurt wives evidence that men "are just boys grown big."

Sade conducts her household on a budget, listens to verbal storms of life with another American husband the private conviction that given the chance he could run the country, business, industry, humanity as well as the "lot of them." She also keeps up with the neighborhood and with her volatile son. The Gooks are all to an end: Faithful, slight

ly accented radio-programming of a sort we know best—the Family—done without boredom or forcefulness for radio interest and followers.

To be the ends of the world for this "Vic and Sade," one might add... That the beginning for this "Vic and Sade," the end of the world for this "Vic and Sade," one

might in the same way: That the

"Vic and Sade" effect sales graphs is a reasonable enough thought. In a radio day沏eted with "pet" and "departure" difference one from the other is best detected by decibel thunders of strangely similar characters doing strangely similar things in similar situations, the Gook family, so Radio Life Readers by hundreds a yer, is dependable for its certain laughter and its homely disregard for nerve-knot-tying complexities.

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ly accented radio-programming of a sort we know best—the Family—done without boredom or forcefulness for radio interest and followers.

Start With Ten Bucks.
Wind Up With ?

"Here's ten dollars to play with," says Uncle Jim at the start of his Question Bee program which is broadcast over Columbia network Wednesday nights (KNX-CBS, 8:30 to 9:00 P.M., PST).

Some folks underestimate their own knowledge, and as a result, don't win as much money as they might. For instance, a chap might answer the question "Tell four questions and only end up with $15 (a dollar bonus is given for asking Uncle Jim a stickler.) If, on the other hand, he places his correct answer, he can fold up $69 as his winnings at the end of the show.

According to rules of the game, the contestant may evaluate the question as a dollar or as high as the amount in his hand. Assuming that he knows all the answers, this is the way it works (no half dollars are allowed):

Stake: Value Total
$ 10 $ 0 $ 10
$ 15 $ 8 $ 23
$ 23 $ 12 $ 35
$ 35 $ 18 $ 53
Bonus Question $ 15

Prize for high score $ 15

8 to 9 P.M.
KTRK-8, 11:15; Lynn, 8:30, Stand- er, 8:30; MRa, 8:30; Joeb, 8:30.
KHX-8, 11:15; Frieda, 8:30; Frieda, 8:30; Joeb, 8:30.
KABC-8, 11:15; Joan, 11:15; Ora, 11:15; 8:30, Trumpet, 8:30.
KGE-8, 11:15; Alwin, 11:15; Alwin, 11:15; 8:30, Trumpet, 8:30.
KTRK-8, 11:15; Lynn, 8:30, Stand- er, 8:30; MRa, 8:30; Joeb, 8:30.
KTRK-8, 11:15; Lynn, 8:30, Stand- er, 8:30; MRa, 8:30; Joeb, 8:30.
KTRK-8, 11:15; Lynn, 8:30, Stand- er, 8:30; MRa, 8:30; Joeb, 8:30.
RADIO CAMER

Ted Allan Misses No Bets When 'Shooting'

Many a charming woman has looked at a photograph of herself and felt (1) a sense of frustration that her photograph failed to reveal her flawless loveliness, or (2) hated the photograph because it did more than flatter comeliness— made her more lovely than privately she guesss herself to be.

For such women a Radio Life reporter this week went truth hunting, succeeded in "flushing" from his lair atop CBS' Columbia Square workshop Ted Allan, rangy CBS' West Coast chief photographer.

Among much that was artistically revealing and reasonable, Photographer Ted Allan said:

"Photography is not just picture taking. A good photograph involves a studious approach to the subject. Photography has mechanical principles, but these principles must be psychologically interpreted and applied.

"There is a time in the day of every woman when she looks at her knowing best. She may not be at her best when she arrives at her photographer. But, she recalls how she did look. It is the photographer's job to capture this recollection of her and transmit it recognizably to negatives. Then he has a photograph of the woman as she knows herself to be and more often than not, as others see her and adore her.

"Skin textures in print look differently than in real life. A live, healthy face skin must look alive and healthy in a picture. Light must be manipulated to produce 'live' skin tones in such a way that a blemish, for instance, that in real life takes nothing away from attractiveness, may not in a photograph minimize that attractiveness.

"A photographer to do good work must know his subject. How rapidly knowing a person may be speeded up as a process entirely up to the talent and ability and understanding of the photographer.

"What men and women, picture-bound, should bear in mind is: photography is an art only when the photographer is creating effects in and of a person instead of merely prosaically and casually photographing what in is front of the camera.

"There are always two persons involved in a sitting. The external everyday person and the internal individual. These two must be recognized and merged in such way that both are identifiable."

"Personality's digger-out is Ted Allan, who wastes few negatives in getting what he is after. A barrage of witty talk picks away at usual reticences and embarrassments of sitters. Most times unknown to him he has pressed a bulbul, picture is taken in that off-guard moment when they are their selfless selves, not nervous posers striving for effects.

Radio publicity photography is exacting.

Self-made, Ted Allan does not like many a would-be photographic artist talk a "great" picture. He merely goes ahead and makes, rather than takes, one.

Penny Singleton (Blondie) is Made up by Mr. Allan

Tiny Tots Know What They Want

TUVEILE listeners of Columbia network's prize-winning "Let's Pretend" take a pencil in hand to tell director Nila Mack in no uncertain terms—albeit a big vaguely—how and when they want what.

If that seems a bit cryptic, the following may seem even more so.

Bearing a Decoto, Calif., postmark one message requests the Let's Pretenders to "please play Rose Bud and Snow White and the brown bear it is all one play thank yow."

A younger in Fort Collins, Colo., wants the story of Jesse James, while others in Anderson, S. C., write "we are a set of children which wish for everything. Please play Moon and Sun or Alice in Wonderland."

A boy in Garden City, N. Y., wants Miss Mack to "send" around one of the men who does sound effects "to answer some questions"—just like that.

From Minneapolis, Minn., a letter arriver asking for "The Twelve Months," adding that the writer is a victim of the chicken pox "and it does itch." A candidate for "neatest trick of the week" department is a Louisville, Ky., missive as follows:

"I am a little girl and a little boy. We are Brother and sister. My name is Alma and mine is George."

Then to the "slight confusion" division might be added from Sprin City, Pa., "I listen to your wonderful program every Saturday and I think it can't compare with any of the children's or grown-ups' programs."

"Dear Larketenders, I like 'The Three Golden Hairs.' You know sotthan like this 'a baby was born and The King put the child in a box and put him in the water. The people said the he would marry the kings Dauter.' Sotthan like that."

GET 2 COPIES FOR HOME AND CAR
THE EAR INSPIRES THE PEN—

The Week's Best Letters from Our Readers

MR. A. G. Hime, 151 Hoover street, Los Angeles.

Sirs: Radio Life is the best yet. It is already indispensable at our house. Having for years used only the main radio station's programs, we are at a loss to find those not listed. Can you possibly find the space soon to tell us where they are located on the dial, and the names of the towns in which the following stations are: KFXM, KVOE, KGB, KDB and KMTS.

Editor's Note: KFXM and KMTS are brought in just to right of 1200 on the dial. KFXM is in Butte, Montana; KMTS in Santa Barbara. KVOE and KGB are right of 1500. KGB is my favorite radio artist. In the second in Santa Barbara. KGB is in San Diego and comes in around 1530.

* 

Joseph Lautman, 832 Golden avenue, Los Angeles.

Sirs: After hearing my dear favorite radio songstress, beautiful Miss Benay Venuta, "The Pride of Radio," singing two songs tonight ("I'll Never Smile Again" and "Lullaby of Broadway") I feel duty bound that you give us, and her, due recognition by publishing her latest picture and by telling more about her. If you do I'll buy ten copies of Radio Life. She is my favorite radio artist and I wouldn't exchange her for anything under the face of the sun. I really mean this. She most certainly has a beautiful voice. So come on, Radio Life, loosen up. And—give! Give! Give!

Editor's Note: Radio Life will shortly "give out on brassy Benay." Venuta, the charming girl of Hollywood, whose name and song will ring throughout the nation's homes, is now under contract to NBC, by whom she is to appear every evening. She is quite without rivalry. Her bit song to "I'll Be Smiling for You, Jon."

* 

June Koontz, 424 South Stoneman, Los Angeles.

Sirs: I should like very much to know the real name of "Vivian" on "The Hour of Charm" program. Any other information regarding this girl with the charming voice will be appreciated. Would you be kind enough to print a picture of her? Needless to say I enjoy Radio Life very much, for to read it is to enjoy it, and I am a Radio Life fan.

* 

Mrs. Ames Rey, 1807 Central avenue, Newport Beach, California.

Sirs: A few days ago I met a friend, become a grandmother for the fourth time. She said: "This makes four for Anne and she's only 23. She needs help but they cannot afford it. They make mistakes that bring me tears, yet I can't stay out of the picture. I must not interfere." If I could help, even through other channels, I should be happy. Sometimes they are severe, sometimes lax in discipline. They call them "jokes." The children are often underfed and overfed and sleeping periods are irregular. They (the young parents) are scarcely beyond childhood and with love and experience they still need experienced guidance. I have thought of a Young Mothers' club for a group of Anne's friends. You know girls will be girls and accept advice which is taboed when it comes from their own mothers. What do you think about it?

Young mothers need advice, but how and where is a question to solve, . . . commercial copy. Understatement is often disappointment in the listener. Affecting, singsongy, insistently dramatized repetition of commercials grates on nerves, may even build "sales resistance."

I think the most effective announcing is that which inures in dignity and good taste, a straightforward logical appeal, calm and easy, punching home those stronger points.

Many announcers seem to labor to be over-clever, to project their own personalities, from such sounds stilted and insincere. The best announcer is the one who diverts least attention from the product to himself. . . . Radio Life and the radio industry will have more vitality if they deal with radio issues frankly from the standpoint of public service and entertainment.


Sirs: The caption under the picture of Harlow Wilcox in the August 11-17 edition of Radio Life was so lovely I Alc Templeton and Edna "Kuty" B. & Milli's orchestra with Conrad Nagel as master of ceremonies WERE the summer show for John T.

But THIS YEAR, 1940, the summer show is in the capable hands of one MEREDITH WILLSON. In fact, the show is called "Meredith Willson's Musical Revue"—and the personalities include Jack St. Germain, Ray Hendricks and Cliff Nazarro. But, you are right on one detail they threaten or scold is announcing it. Flash! Word has just reached us that Dewey took Manila!

Editor's Note: Taken with reservations is Paul Hartman's assurance that "dewy" has captured Manila. For reasons (2) above the editors, and caution from police him NBC: (2) The editor assumed the caution is overexaggerated. Because of thisfallback, Radio Life's "deception" will prove to a reasonably precise facts, make suggestions and promises. The columns shown, will not join with an argument member of dreaded "Wit Column."

* 

Lou Huston, 826 East 20th street, Long Beach, California.

Sirs: In a recent issue you printed a letter concerning a program "Exploring Our Urges," sponsored by the California Safety Council on KFJ, Sundays at 8:15 P.M. For several weeks I have been following these interesting talks by the Counsellor, and not once have I heard an appeal for donations or boxes. As an announcer on a local station (KFOX) this strikes me as an interesting novelty to say the least, or cold it is announcing it. Oh, of course the station donates the time to the California Safety Council. All right then. But don't the Council grind it up? What doesn't the Counsellor scream Safety-Safety-Safety? In this respect the program is so unusual as to be practically unique. The Counsellor, in his direct talk mainly to young people, discusses calmly and sanely his ideas of human behavior or psychology. But, he doesn't preach! His show is actually creeping into radio after all these years? Is there actually a program on the air that does not wheedle us as though the halfwitted children, or threaten us as though we were naughty brats? Or talk down to us with a "And-who's bright-little-boy-are-you" approach? There is such a program, and "Exploring Our Urges" is it!

* * *

POPPIES

Each morning poppies wake, rejoice, With lifted head, the laurel of song To sing their golden song of praise For his beatitude.

At noon each poppy had a cup Where every questing bee may sip And then the poppies dramatize A pageant with the sunset skies.

But in the dusk each faithful flower Enfolded upon its vesper hour And through the night bread is best in heaven-ventured sacrament.

—Bertha Morehouse
SHORT-WAVE—American Programs Hold Own in Battle for Air Empires

Despite fact that embattled European nations stuff airways with sense and nonsense concerning the "gloriousness" of their individual missions to restore security and peace to the world through murder and pillage, the United States is busiest short-wave broadcaster of all put together.

Most antlike in its atmospheric scurrying over globe is NBC's International Division which beams short-wave programs through WRCA and WNBI to Spanish, English, German, Italian, Portuguese, Irish and French (Nazi?) nationals and trumpets its major item—Western hemisphere good will to the South Americas.

NBC's short-wavers are designed to stir admiration for American way of living, feature of which is a Hollywood Hour for provincials who have never seen (would never believe until they saw it) Hollywood Boulevard, typical but extended American Main street.

Columbia broadcasting, contrasts an NBC expenditure of some $200,000 per year with a staff of 40, with a modified program setup, chief feature of which is that to please South Americans is to dish out same fare as pleases Americans.

Potent are the two networks' short-wave ideas. It affords in a propaganda-immune world news that is almost uncolored, music that is interesting, and suggests for South American and world adoption a pattern of happy American respectability.

Biggest test American networks will face is that indicated by Nazi and Fascist infiltration in the hemisphere so far untouched by spurtling gore of peoples fighting each other in the name of Christianity, Democracy, King, Liberty and what have you? To meet test, indications were this week that American radio would widen financial pool to under-write new bellows for American short-wave lungs. Cost of bellows (power increases) to be 2 millions of dollars, suggested by our State Department.

Merry Macs Become 'Hit Paraders'

The Merry Macs are three-quarters McMichael and one-quarter Carroll. The male members of the quartet are Judd, Ted and Joe McMichael, brothers, and the songstress is Helen Carroll. Following the precedent of all girl vocalists with the Merry Macs, Helen recently got married, but unlike the others she is remaining with the quartet. This picture was made during a Camel Caravan rehearsal. Left to right: Ted, Helen, Joe and Judd.
ARCH OBOLER

A Master Dramatist Ready's New Shocker

Arch Oboler will return to airlines over NBC-Red Network October 24 for 39 weeks.
The above memorandum for a radio editor is informatively matter-of-fact. The name and genius of Arch Oboler is, however, far more than mere editorial information to West Coast millions who last year sat up and took notice of a strangely presented radio conception of Dalton Trumbo's war drama "Johnny Got His Gun."

Listeners suspected this was something new. And new it was. A writer had sunk the Lares and Penates of conventional radio drama fare, and using words and dialog like probe and scalpel had exposed, more clearly than ever before, a technic many an able writer had sought to reveal.

Dalton Trumbo's "Johnny" was a war veteran without legs or arms, a macabre block of flesh sans face, sans more than a ragged red hole in the flesh through which the flesh block was fed. Yet, "Johnny" was a living human being. In the wound-scored butcher's specimen that was his body consciousness streamed. This consciousness was "Johnny's" light and sign (to himself) that he was still "Johnny" who had gotten his gun.

Oboler sensitively let himself down into Johnny's slow-moving stream of consciousness. The result was a radio play that startled millions, sent thousands nervously to bed, played hob with many a full stomach and set a sharper look of maternal solicitude in eyes of many a mother.

When the play ended NBC switchboard's lighted up like Pasadena's Christmas Tree lane. Oboler had taken his audience with him into the murky backwaters and swift flowing center streams of "Johnny's" being. He had also brought an ace dramatist into their ken.

Core of Oboler technic: Getting into thoughts of persons. Uncanny ability to assay the spiritual and psychological truths behind a smile, a scientist making marks in sand during a seashore night, mysteries of birth and death, a shutter banging in the wind, the implications behind a sigh.

Net result of Oboler technic: Getting listeners so personally involved in his tales that they have difficulty re-orienting themselves when program is finished.

Where many another writer will "bat" out a passable script Oboler may spend a month working out a story to run but four minutes on air.

He has produced with success short shorts each taking up less than ten minutes of air time.

These include "The Laughing Man," a play about a scientist of the future who finds a contemporary history book amusing and incredible; "Eigerwund," a breathtaking fantasy of mountain climbing; "The Machine," a sardonic tale of a woman who hates machinery yet must depend on an iron lung for life, and "The Man to Hate," tragedy of a small boy who unwittingly causes his father's execution.

His return to the air by NBC is considered a signal NBC triumph, by expectant listeners, another period of radio's most gutty fare.
FRIDAY Programs

AUGUST 12, 1949

8 to 9 A.M.

KFI-8, Woman in White, 8:15, O'Neill's, 8:30, Johnny Murray, 8:45.

KFWB-9, Between the Bookends, 9:00, KFWB/KFCA.

KFWD-9, Story, 9:00, Central Standard.

KFWJ-9, Summer Time, 9:15.

KFWY-9, Summer Time, 9:15. WINS for America, KFWJ.

9 to 10 A.M.

KFI-8, Your Treat, 9:15, Tillamook Kitchen, 9:30, By Kathleen Norris, 9:45.

KFXM-9, Weather, 9:15, Betty Lipton.

KFXM-9, Weather, 9:15, Party Line.

KGER-9, News, Bright Corner, 9:15.

KGER-9, News, Bright Corner, 9:15.

March Ahead of Time, 9:30, Re-Run.

GXGM-9, I'll Never Forget, 9:30, Mnpj.

KFXM-9, Between the Bookends, 9:30, KFWB/KFCA.

KFWJ-9, Summer Time, 9:45.

KFWY-9, Summer Time, 9:45.

Weather

10 to 11 A.M.

KFI-8, Life of the World, 10:15.

KFXM-9, Variety, 10:30.

KFXM-9, Variety, 10:30.

KFWB-9, Between the Bookends, 10:30, KFWB/KFCA.

KFWJ-9, Summer Time, 10:45.

KFWY-9, Summer Time, 10:45.

KGER-9, News, 10:45.

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KGRB-9, Covered Wagon, 10:45.

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KGRB-9, Covered Wagon, 10:45.

9 to 10 A.M.

KFI-8, Your Treat, 9:15, Tillamook Kitchen, 9:30, By Kathleen Norris, 9:45.

KFXM-9, Weather, 9:15, Betty Lipton.

KFXM-9, Weather, 9:15, Party Line.

KGER-9, News, Bright Corner, 9:15.

March Ahead of Time, 9:30, Re-Run.

GXGM-9, I'll Never Forget, 9:30, Mnpj.

KFXM-9, Between the Bookends, 9:30, KFWB/KFCA.

KFWJ-9, Summer Time, 9:45.

KFWY-9, Summer Time, 9:45.
COLUMBIA . . . W. C. Handy, creator of many a blues song, will probably be heard by Ray Kyser with Ginny Simms singing, of "St. Louis Blues" as the most different ever made. . . Not only is the arrangement outstanding, but the way Miss Simms gives out with the high notes is enough to make any Kyser fan rave for hour on end . . . Novelty man, Sully Mason, may be hearing a few "Swing, Baby, Swing" grades from this "Dyin' Duck" on the reverse of this fine platter . . . Kyser's showmanship continues to prove itself more and more with every label.

Ray Kyser is one little jive band that we're counting on for big things and his version of "In a Little Spanish Town" is certainly one of the hottest reissues why we believe his group to be solid from now on . . . Ray McKinley is the man behind the swing sticks and his run-tumbling blends but oh so neatly with trombone Bradley's efforts. Frankie Slack is the piano man who captures your attention on the other side with an added novelty to his routine to "As Long As I Live" . . . Both are set for a fast tempo, so if you're looking for something sweet, sit this one out!

He's often called, "Mark Warnow's little brother," but the way that Ray-Mond Scott has been wowing them on his road tour lately is nothing short of a "Powerhouse" (a tune he composed by the way). His latest addition to the COLUMBIA label is typical of his Swing, Jive, and "Birdseed Special." The former has plenty of that jibbug's delight in it, music that keeps the feet shufflin'. This band, a serviceable dance band and built with young musicians, because he believes that they will devote more thought and hard work towards making their swing set the most novel and spare, of the year.

And, it looks like he's going to do just that!

TUNES TO WATCH . . . Watch those song pluggers handle the revival of "Maybe"! There's maybe about this one, it's really gonna get there this time! "'Lil Boy Love" sounds good to us, too . . . AND DON'T FORGET "A MILLION DREAMS AGO"! . . . It's just beginning!

Playmate is another of the Noble "Indian Suite" songs, "Seminole." Ray's boys put on quite a bit of warpaint with the result being "solid Seminole syncopection!"

If it's instrumental licks you're lookin' for, step here for the BENNY GOODMAN Sextet and their always favorite combine . . . The boys, under the guidance of one recuperating Mr. Goodman, reach back to 1936 for these "Foolish Things" and brush it off here and there with a few new kicks . . . The Sextet seems very relaxed throughout the three-minute playing time and give practically the same treatment to the reverse, "Six Appeal" . . . They have a new addition at the "88" in Dudley Brooks, but the personnel remains the same with Benny on clarinet, Lionel Hampton and his inseparable vibraphone, Charlie Christian and guitar, drummer man Nick Fatool, and Artie Bernstein at the bass.

When you can't find bands record a "Chloe" it's bound to be something just a little bit different . . . But when JOHN KIRBY and HORACE HENDRISON decide to mix wax, that's definitely OKEH!!!
You will note the deletion of HAT-5 in Budapest from the short wave "Best Betas" effective with this issue. Replacing this station is the old one on the old frequency but with a new and more powerful transmitter—HAT-4 "takes over" to broadcast "Justice for Hungary" on 9.12 Mc. The schedule for North America is daily 4:30 to 6:00 Pacific time. We are approaching the time of year now when Hungary is best, so here's hoping you'll be successful in locating the signal on HAT-4 and the companion station, HAS-3, in the 15-Mc. band send out one of the most attractive Verification Cards available today, so be sure and send for yours.

Here's another Central American country whose radio voice you may or may not listen to: ZIK in Belize. Belize is a British Protectorate. Operating on 10.60 Mc., ZIK-2 may be heard at 5:30 p.m. with a new broadcast, followed by a diversified musical program. The schedule is a 24 hours-a-day operation.

Another "English Colony in the New World" is represented on short waves, too—Jamaica. Call signature is ZQ-1 and frequency is 4.75 Mc. on which it operates daily except Sunday from 3 to 3:30 p.m. Also in the West Indies and in the Spanish colony of Martinique is "Radio Martinique" on 9.70 Mc. which may be heard after 3:30 p.m. each day. This station has English news at 3:30 p.m.

Stamp collectors who are also "short-wave-minded" will find a broadcast just to their liking in "The Philatelic Hour," a feature aired each Wednesday at 8 p.m. over Guatemala station TG-2 on 6.19 Mc. This station also has some very fine musical programs which you will enjoy.

The former OLR stations of the now "deceased" Czecho-Slovakia have been replaced on the 11.84 Mc. spot by DHE-44, Prague, Bohemia. Daily at 2:15 p.m. a variety program is presented from this station. Also the (newly operated) Norwegian station LKV in Oslo has instituted a program for Norwegians in the United States. LKV operates on 15.17 Mc. if conditions are favorable, you can hear this program at 1:30 p.m. each day.

Tuning tips from "here, there, and everywhere" have been our "theme" in the column this week, but in the next issue of RADIO LIFE we'll return to the Orient and visit the short-wave stations of colorful, aloof India—land of vivid contrasts and the famous Taj Mahal!

** For complete radio news and log accuracy, make reading of Radio Life a weekly habit.

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>KMMR</td>
<td>1600</td>
<td>Miami</td>
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<tr>
<td>8:00 a.m.</td>
<td>KQV</td>
<td>640</td>
<td>Chicago</td>
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<tr>
<td>8:30 a.m.</td>
<td>WPTA</td>
<td>1560</td>
<td>Atlanta</td>
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<tr>
<td>9:00 a.m.</td>
<td>WMAL</td>
<td>1540</td>
<td>Washington, D.C.</td>
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<tr>
<td>9:30 a.m.</td>
<td>WOR</td>
<td>870</td>
<td>New York</td>
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<tr>
<td>10:00 a.m.</td>
<td>WJZ</td>
<td>690</td>
<td>Baltimore</td>
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<tr>
<td>11:00 a.m.</td>
<td>WBBM</td>
<td>720</td>
<td>Chicago</td>
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<tr>
<td>12:00 noon</td>
<td>WBB</td>
<td>1340</td>
<td>Boston</td>
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<tr>
<td>1:00 p.m.</td>
<td>WJAC</td>
<td>1230</td>
<td>Pittsburgh</td>
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<tr>
<td>2:00 p.m.</td>
<td>WSB</td>
<td>750</td>
<td>Atlanta</td>
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<tr>
<td>3:00 p.m.</td>
<td>WOR</td>
<td>870</td>
<td>New York</td>
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<tr>
<td>4:00 p.m.</td>
<td>WLS</td>
<td>850</td>
<td>Chicago</td>
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<tr>
<td>5:00 p.m.</td>
<td>WJZ</td>
<td>690</td>
<td>Baltimore</td>
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<tr>
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** Important: Clip and save this list as it will not appear again until revisions make it necessary.
With the Poet

Conducted by

DOROTHY RANDALL

SHADOWS
Sunset streaming from the west
When the day is old,
Trees in the shadow picture fair
Whose grace and beauty far excel
The homely objects there.

Here among the images
Fantastical seemed the scene,
Dreamland's fairy castle looms
With spires and minarets.
An ancient prison to the forgotten, shadowy stone.
And makes the fairy castle
In shadow on the stone.
As lovely shadows may be cast
By objects crude to see,
So our immortal lives may be
More beautiful than we.

—Idell Durrett

THE SUN'S GOOD NIGHT
Caught in ambient glow
Of sun's decline
Fleecy clouds of white
Are changed to gold and grey.

Dancing on the tall
Dance of the drooping lobs leaves,
Darts of broken light
A magic pattern weaves
Dullly trailing lights...
The fingers of the day...
Wave a long farewell
In a lingering goodbye.

Night is creeping on
With shadows through the gleams.
Nature rests in silence,
Soothed by lingering beams.

Good, good night! The sun
In waving last behest
Fails its clank of gold
And slowly sinks to rest.

—Corinna Arthur

Sam Hayes' Program Renewed

Sam Hayes' NBC broadcasts of news for Sperry Flour Company will go into their second year August 32. A 52-week renewal was announced today.

New Time for Garden Club

Opal Scarborough's practical program about planting, the "Garden Club of the Air," is heard at a new time over KECA on Sundays at 12:30 p. m.

Vote for William G. Bonelli

for

District Attorney

Protect the Innocent—Prosecute the Guilty

Bonelli Speaks:

Listen to

William G. Bonelli

Mon. Fri. Mon.

| KMPC   | 7:15 - 7:30 p. m. | August 19 | 23 | 26 |
| KFOX   | 6:30 - 6:45 p. m. | August 19 | 23 | 26 |
| KFVM   | 7:30 - 7:45 p. m. | August 19 | 23 | 26 |
| KFAC   | 7:15 - 7:30 p. m. | August 19 | 23 | 26 |
| KIJ    | 9:15 - 9:30 p. m. | August 19 | 23 | 26 |
| KECA   | 8:45 - 9:00 p. m. | August 19 and 26 |
I can't do a thing with him if he thinks you'll let him hear ROMANCE OF THE HIGHWAYS.

Everybody gets pretty excited about this swell program on Don Lee... especially since it's vacation time for John Q. Public. Every byway and turnpike holds adventure and excitement. You might discover a new way to get to your favorite retreat... Presented by Greyhound Bus Lines.

LISTEN TO

ROMANCE OF THE HIGHWAYS

10:15 - 10:30 a.m.
Sunday
ON DON LEE STATION
K H J