

September 15-21

ACCURATE LOGS 7 DAYS IN ADVANCE



Radio LIFE

She
Speaks of
Glamor

Page 27

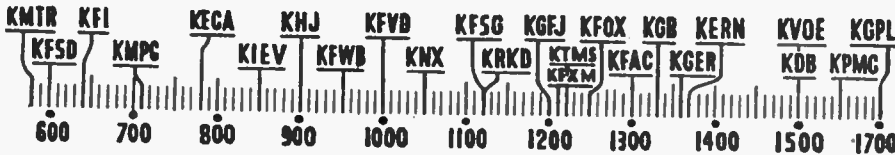


A 5c magazine, to increase your listening pleasure, made available for only 1c by your friendly—

Alpha Beta Markets

Exclusive in your neighborhood

Radio Life Dial Indicator



THE EAR INSPIRES THE PEN—

The Week's Best Letters from Our Readers

Doris Grey, Inglewood, California.

Gentlemen: May I add my vote, as suggested in the letter of Dr. William F. Madsen in August 11 Radio Life, for more quieting, wholesome radio programs—especially more "sweet" and slower tempos in the musical programs. From 6 o'clock in the morning until bedtime the predominating note in most musical programs is swing tempo with a commercial after every number. Give us more and better music.

Your exceptionally fine radio magazine needs only one improvement, according to my mind, to make it THE outstanding magazine of its kind, and that is to list the stations in the radio log in the same order as they appear on the dial. I realize you are no doubt giving the stations in the order of their seeming importance, but the program, or station, that may be important to you may not be of first importance to me, but aside from that fact, it is very difficult to locate a station or program in the scrambled array as now presented. Just as it would be difficult to find numbers or letters of the alphabet if they were scrambled in the same way. I say begin with KMTR at 570 and end with KVOE at 1500, with the other stations in their rightful order. I mark my magazine with my favorite programs immediately after receiving it and that may be found of service to your readers as a suggestion to follow.

★

Marian Bateman, 118 North Benito street, Redondo Beach, Calif.

Sirs: In Radio Life (August 25-31) you said on Page 24 that Gainsborough had created "Pinky." I am sorry to say you have made a mistake, as it was Sir Thomas Lawrence's most famous painting, which now hangs in the Huntington Art Gallery.

Editor's Note: Radio Life's Editor stands corrected. Marian Bateman is substantially correct, would have scored 100 per cent had she referred to the painter as "Thomas Lawrence," since the creator of "Pinky" was not a knight.

★

Joseph Lautman, 832 Golden avenue, Los Angeles, California.

Sirs: For the information of Mr. Pat Sublett, that popular song hit, "I'll Never Smile Again" has nothing to do whatsoever with whether or not Miss Benay Venuta uses Ipana or Sal Hepatica.

Radio, as a general rule, plays the most popular song on the hit list. It just so happened that that song was the one. It has nothing to do with the product or

the name of the program, "It's Time To Smile."

I love Benay Venuta's sweet voice more than anything else that has come out of radio. If you don't stop heckling her I'll have to use my fists! But I'm hoping I won't have to, though.

Editor's Note: Benay Venuta loyalist Joseph Lautman has no argument with Radio Life, which merely prints in this column letters from readers who are eager for an outlet of expression about matters radio. Radio Life editors contemplate with awe such evidence of appreciation as Reader-Listener Joseph Lautman evinced for Benay Venuta. She must be some gal.

★

E. DeNault, Corona, California, Box 212-A, Route 1.

Sirs: We get Radio Life every week and like it better than 10-cent magazines we used to buy. Could you print a picture of Lee Sweetland and Sally Muller, who often sing solos and duets on the Union Oil program, Monday nights? We like them so much. A friend who attended a broadcast said they were married. Do you know if this is true?

Editor's Note: If Lee Sweetland and Sally Muller are married to each other or to two other persons it is unknown to NBC officials. Newcomers to Union Oil and NBC, they have not yet had their pictures taken. When they do, their pictures will be printed.

★

George H. Laird, Beverly House Hotel, 140 South Lasky Drive, Beverly Hills, California:

Sirs: I add my voice to that of Mr. Huston, in your August 18 issue, in praise of the program "Exploring Our Urges." It is one of the most interesting programs on the air.

★

F. V. Warnoll, Del Mar, California:

Sirs: You mention a program as "over the NBC-Blue Network." How shall I identify either the Blue or the Red? Congratulations on your magazine. We get ours from "Pig-Wig" in La Jolla.

Editor's Note: For those listening in to programs from NBC outlets KFI and KECA, Los Angeles; The "Red" is KFI, the "Blue" KECA. San Diego's KFSF is also "Blue." Both Red and Blue are coast-to-coast networks, color-distinguished to give better air service.

★ ★ ★

Mrs. Edward G. Robinson is discussing with Peter F. Fairchild, the internationally famous portrait painter, his doing a life-size oil portrait of her son, "Manny."

HOLLIDAY HOOTS

by
KATE HOLLIDAY

MORE than Hope or Benny or Allen, I like a mad gent named Ransome Sherman, who conducts what is laughingly called "Club Matinee" over KECA. Sherman has been on the air since radio was a crystal set. He used to ad lib shows in Chicago before the advent of the program schedule. The only trouble with those old rat races was that everyone within fifty feet would get broken up, and very little but unrestrained laughter would come out of the mike. Now, he's at least lucid. Or is he? Listen some time. . . .

. . . So What Department: John B. Hughes, CBS newsman, has said that his musical education consisted of three singing lessons and a class in oral expression in high school. Me, I think I'll join the Elks! . . . Garwood Van, the orchestra man (rhyme!), is thinking of changing his name to "Gary" since practically everyone calls him that anyway. He ought to change it to "Di". Sorry! That slipped! . . . Elvia Allman, Cobina of the Hope show, will have to forsake Laguna now that Bob is going back on the air Sept. 24. And, just when she was getting to be the bronze beauty, too! . . . The "Marriage Club," which Haven MacQuarrie used to m. c. as a sustainer for NBC, has a sponsor! It will go CBS for the Continental Baking Company on Sept. 7. There will be a slight cheer, please! . . . Eddie Cantor will be heard opposite Fred Allen, starting October 2. And, are the Crosley boys going to have fun! . . . Alec Templeton's show really has it tough! They will be heard from Chicago until January, from New York until February, from Florida when it's cold in New York, and then will come to the Coast in March and April. Tea and crumpets will be served. . . . If you hear of a nasty accident happening to Ripley, it's all because he defied superstition on his Friday, Sept. 13 show. I ain't believin', but— . . . It just goes to show you that the sponsor isn't always right. "Those We Love" was taken off the air last spring, with a Crosley of about 18, because of sponsoritis. The public howled. Now, it's back for CBS instead of NBC, and Nan Grey, Donald Woods, and Richard Cromwell can go to work again. Turn a dial about Sept. 16. . . . LOOK WHAT I FOUND: Only I didn't find him. "Gateway to Hollywood" did, two years ago. His name is Hugh Beaumont, and when he appeared on the series he was considered good enough to do supporting character roles for the rest of the contestants. Then, they forgot about him—as always. He was lost in little theatre stuff—again as always. I heard him the other day on "New Voices of 1940," and Mr. Beaumont, for my small slice of dough, is tops! He's a natural. I hope some other people think so, too. I'd like to hear him again!

Burns and Allen in New Format

In Which Something Is Told of Their New Fall Air Offerings, and About Them in Their Home

THEY may be completely funny to you on the air in a cleanly homespun way, but catch Gracie Allen and George Burns at home and the keys to their personalities are Ronnie and Sandra Burns, aged 6 and 5 respectively.

The 'two infants are adopted children but the Burns' household revolves around them. Husband and wife for thirteen happy years of working together in the "show business," they have worked out a formula for success that is as good as any. A great part of that formula inheres in the patter of Ronnie's and Sandra's feet on the floors of the simple, tastefully furnished house on Maple Drive in Beverly Hills, their piping voices in halls and from playground.

Right now the parental concern of these two great air comics is directed to the fact that Ronald will soon be going to school again.

"Public school," George Burns says proudly. "There they can learn self reliance and learn the ways of democracy, the living together with their fellows." George Burns went to New York Public School No. 198 under the old Williamsburg bridge in New York.

"When I think of that school and the schools our kids in the West go to, I think: 'What a change!'" George sighs. "We went to school six hours a day, but only got in three hours of learning. The noise of trains, traffic and steamboat whistles drowned out half the day."

Gracie didn't have sound trouble when she went to school. She was educated in Star of the Sea Convent in San Francisco where she was born and lived as a child in the old and picturesque Richmond district. Her schooling was that of any other little Catholic girl, strict training in things of faith, of morals and manners and character.

Today, thirteen years after they met backstage in a New Jersey theatre where George was doing a turn in song and dancing, they have fashioned a domestically and professionally happy life. In the first place, when they found each other they found what both needed to make life interesting and objective. Their tastes were nearly mutual. Gracie was in the theatrical world, but was "at liberty" when both were nicked by little Eros' sharp tipped arrows. Today they stand close to the top as entertainers of American millions. The Burns and Allen show is a radio event for millions every Monday night (KFI, 6:30 p.m.). During the summer when air shows slip in ratings, theirs remained fairly constant. During fall and winter as they go on making fun for America and Hornel's "Spam," indications are their Crosby will be up with the best of the air's offerings.

Between introductions to Ronnie, who proved a manly little fellow and who



Thoroughly human and lovable are these two stellar comics, George Burns and Gracie Allen. They work and live hard for two adopted children, Sandra and Ronnie, and look forward to increased air-fun with a new format on their current offerings for Hornel Company's meat tuxty—Spam.

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insisted he "loved his Daddy and Mummy more than the whole world" and his playing of "Mary Had a Little Lamb," we learned that Gracie and George's show has undergone radical changes in format. Gone are the isolated jokes which weekly regaled audiences. The Gracie and George show of today is plotted. It hinges on the credulousness of George, who gets involved in strange situations each week. It is backed by comedy tailored to please by four writers, including George's brother, Willie. George edits all material, Gracie merely sitting at home until he returns from a room in the Hollywood Plaza hotel where the writers work. She studies her part, leaves it up to George to see that situations in the new format are in order, that laugh points are certain, the show fast-paced and within the limits of good fun.

Gracie and George are little different at home than on the air. Both imbue even a casual breakfast with humor. Of
(Continued on Page Five)

Program Changes This Week

Editor's Note: As rapidly as they are furnished by Log Editors of principal broadcasting networks and major western independents, complete program and time changes will be noted, week to week, in this section. Readers are informed, however, that even noted changes may not hold true, because of broadcasting problems, and nearly overwhelming pressure of world affairs, to which the Radio Industry, in interests of public service, sacrifices time, money and, in some cases, programs, that ideals of public service shall be maintained. 'N1' means New Program. 'NT' means 'New Time'.

Change	Program	Station	Time	Day
NP	Music in the Air	KNX	2:00 p.m.—Sun.	
NP	Light Classics	KMPC	6:00 p.m.—Sun.	
NP	Centenary Quiz	KFWB	9:00 p.m.—Sun.	
NP	Marines Tell It to You	KHJ	3:00 p.m.—Sun.	
NT	Songs for Sunday	KHJ, KVOE, KFXM, KGB	3:45 p.m.—Sat.	
NT	Wythe Williams	KHJ, KVOE	7:45 p.m.—Sun.	
NP	University Explorer	KFI, KFSD	9:30 p.m.—Sun., Tues.	
NP	Secrets of Personality	KHJ, KVOE, KFXM	11:15 a.m.—Mon.	
NP	Those We Love	KNX	8:00 p.m.—Mon.	
NP	Family Doctor	KECA	10:45 a.m.—Tues., Fri.	
NP	Time and Tempo	KECA, KFSD	6:30 p.m.—Wed.	
NP	Eddie Albright	KHJ	11:30 a.m.—Wed. thru Sat.	
NP	Musical Workshop	KMPC	6:30 p.m.—Thurs.	
NP	Eate Smith	KNX	8:00 p.m.—Fri.	
NP	Beldame Handicap	KHJ, KVOE, KFXM	12:30 p.m.—Sat.	
NP	Marriage Club	KNX	7:00 p.m.—Sat.	

SUNDAY PROGRAMS

SEPTEMBER 15, 1940

8 to 9 A. M.

KFI—8, Bonnie Stewart, 8:15, Book of Books, 8:30, Wings Over America.
 KNX—8, West Coast Church, 8:30, Salt Lake Tabernacle.
 KHJ—8, Funny Papers, 8:30, Choir, 8:45, Canary Chorus.
 KECA—8, Music Hall.
 KFWB—8, News, 8:15, Morning Music, 8:30, Rescue Mission.
 KMPC—8, Varieties.
 KMTR—8, Swedish Hour, 8:30, W. B. Record, 8:45, Bob Shuler.
 KFAC—8, Country Church, 8:30, Music.
 KGFJ—8, Songs, 8:15, Strings, 8:30, Music.
 KRKD—8, Requests.
 KFOX—8, Concert Orch, 8:30, Mall Order Melody.
 KGER—8, News, 8:01, Rev. Dowell, 8:30, Pacific College.
 KFSD—8, Music Hall.
 KGB—8, Choir, 8:15, Wayside Church, 8:30, Choir, 8:45, Canary Chorus.
 KFVD—8, Rev. Salas, 8:30, Church of Christ.
 KVOE—8, Choir, 8:45, Chorus.

9 to 10 A. M.

KFI—9, Gordonaire, 9:15, Dr. Caselberry, 9:30, Silver Stricks.
 KNX—9, Columbia Church, 9:30, March of Games.
 KHJ—9, Judge Gardner, 9:30, Amer. Wildlife, 9:45, Food for Thought.
 KECA—9:15, Vass Family, 9:30, Al and Lee Relsler.
 KFWB—9:30, Peter Potter.
 KMPC—9, Young Orch, 9:15, News, 9:30, Swing.
 KMTR—9, Swedish Hour.
 KFAC—9, Liberal Catholic Hour, 9:15, Health talk, 9:30, Music.
 KGFJ—9, Pop Tunes, 9:30, Novelties.
 KRKD—9, Concert.
 KFOX—9, Melodies.
 KGER—9, News, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Bro. Pearson.
 KFSD—9, S. D. Churches, 9:15, Vass Family, 9:30, Relsler Orch.
 KGB—9, Bible Questions, 9:30, American Wildlife, 9:45, Azure Music.
 KFVD—9, Waltz Time, 9:30, Music Box.
 KVOE—9, Health, 9:15, Just Marv, 9:30, American Wildlife, 9:45, Azure Music.

10 to 11 A. M.

KFI—10, Southwest Serenade, 10:15, Physical Well Being, 10:30, Chicago Round Table.
 KNX—10, United We Stand, 10:30, News, 10:35, Swing, 10:45, What No Architect?
 KHJ—10, Strings in Swing Time, 10:15, Hiway Romance, 10:30, Benny Light.
 KECA—10, Swing Cavalcade.
 KFWB—10, Peter Potter.
 KMPC—10, Swing, 10:30, Elias Breeskin, 10:45, News.
 KMTR—10, Madame Reinhart.
 KFVD—10:15, Dr. McCoy, 10:30, Music.
 KRKD—10, Concert.

KFOX—10 News, 10:15, Visitor, 10:45, 1 Am.
 KGER—10, News, 10:05, Swing, 10:30, News.
 KFSG—10:30, Almee S. McPherson.
 KFSD—10, Southwestern Serenade, 10:30, Chicago Round Table.
 KGB—10, Hymn Singer, 10:15, Romance of Hiways, 10:30, Palmer Concert Orch.
 KFVD—10, Music.
 KVOE—10, Strings in Swing Time, 10:15, Hiway Romance, 10:30, Palmer House Orch.

11 A. M. to 12 Noon

KFI—11, Charles Holland, 11:30, Madrigal Singers, 11:45, Kaitenborn.
 KNX—11, CBS Symphony.
 KECA—11, Swing Cavalcade.
 KFWB—11, Peter Potter.
 KMPC—11, Hawaiian Serenade.
 KMTR—11:30, Peter Potter.
 KFAC—11, Church of Open Door.
 KFSD—11, Concert, 11:30, Top Tunes.
 KFOX—11, Swing.
 KGER—11, Pilgrim's Hour.
 KFSD—11, Fred Bliss, 11:15, Foreign Policy, 11:30, Reveries in Melody.
 KFVD—11, First Methodist Church.

12 Noon to 1 P. M.

KFI—12, Gray Orch, 12:30, World 14 Years.
 KNX—12:30, Invitation to Learning.
 KHJ—12, News, 12:15, Troubadours, 12:30, Nobody's Children.
 KECA—12, Sunday Vespers, 12:30, Garden Club, 12:45, Tempos.
 KFWB—12, Peter Potter, 12:30, Jean Leonard.
 KMPC—12, Samuel McKee, 12:15, Musicographs, 12:30, Light Classics.
 KMTR—12, St. Brendan Choir.
 KFAC—12:30, Music.
 KGFJ—12:15, Pop. Concert.
 KFOX—12, Swing.
 KGER—12, News, 12:05, Club Acorcano, 12:35, Czechoslovakia.
 KFSD—12, Sunday Vespers, 12:30, Fun With Revuers.
 KGB—12, Better Homes, 12:15, El Paseo Troubadours, 12:30, Nobody's Children.
 KFVD—12:15, G. Austin.
 KVOE—12, Troubadours, 12:30, Haven of Rest.

1 to 2 P. M.

KFI—1, Yvette, 1:15, Three Cheers, 1:30, Voice of Hawaii.
 KNX—1, World's Fair Vespers, 1:30, Elton Gentily Sweet Rhythm.
 KHJ—1, Dance Music.
 KECA—1, Nick Harris, 1:15, Byrne Orch, 1:30, Looks at Books, 1:45, Voice of Hawaii.
 KFWB—1, News, 1:05, Pop. Symphonies, 1:30, Hermosa Beach.
 KMPC—1, News, 1:15, Organ, 1:30, Betty Phillips, 1:45, Tropic Mood.
 KMTR—1, G. Allison, 1:30, Music.
 KFAC—1:30, Baseball.
 KRKD—1, Blitz Quiz.
 KGFJ—1, Talent Time, 1:15, Music.
 KFOX—1, Townier Concert, 1:30, Music, 1:45, Lucia Floor Show.
 KGER—1, News, 1:05, Spanish Hour.

SUNDAY Program Highlights

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

Variety

8:00—Radio City Music Hall, KECA-KFSD.
 8:30—Wings Over America, KFI, KGB, KVOE.
 10:00—Salute of America, KFSD.
 10:15—Romance of Hiways, KHJ, KVOE-KGB.
 10:30—Chicago Round Table, KFI-KFSD.
 12:30—Invitation to Learning, KNX.
 2:30—Gene Autry Melody Ranch, KNX.
 3:30—French Program, KMTR.
 4:00—Charlie McCarthy, KFI.
 4:00—American Forum of Air, KHJ-KGB-KVOE-KFXM.
 4:30—One Man's Family, KFI.
 5:00—Stairway to Stardom, KMPC.
 6:00—Good Will Hr., KECA-KFSD.
 6:30—Signal Carnival, KFI.
 7:00—Open Forum, KFAC.
 7:15—Helo Thy Neighbor, KFWB.
 8:00—Pickard Family, KMPC.
 9:30—University Explorer, KFI-KFSD.

4:55—Elmer Davis, KNX.
 7:45—Wythe Williams, KHJ-KVOE.
 8:00—Walter Winchell, KFI.
 9:15—Governor Olson, KFOX-KFWB.

Outstanding Music

11:00—Charles Holland, KFI.
 11:00—Columbia Symphony, KNX.
 11:30—Madrigal Singers, KFI.
 2:00—Boston Pop. Orch., KMPC.
 3:30—Fitch Bandwagon, KFI.
 4:00—Summer Symphony, KECA.
 5:00—Summer Hour, KNX.
 5:00—Manhattan Merry-Go-Round, KFI.
 5:30—Album of Familiar Music, KFI.
 6:00—Hour of Charm, KFI.
 6:05—Symphony, KHJ-KGB-KVOE-KFXM.
 7:30—Hancock Ensemble, KVOE-KHJ-KGB.
 8:00—Ingewood Park Concert, KNX.
 10:00—Phil-Harmonia, KECA.
 11:15—Music You Want, KFWB.

Sports—Comment

1:30—Pacific Coast League Baseball, KFAC.
 8:00—Cullente Races, KFSD.
 8:30—Bill Stern, KFSD.
 10:15—Bowling Notes, KFWB.

Quiz Programs

2:30—Beat the Band, KFI.
 3:00—Prof. Puziewit, KFI.
 7:30—Prof. Askem, KFSD.
 8:30—Take It, KNX.

Drama

3:30—Ellery Queen, KMPC.
 4:00—Columbia Workshop, KNX.
 7:00—Cub Theatre, KMPC.
 7:00—Crime Doctor, KNX.
 7:15—Irene Rich, KFI.
 7:30—Presses Roar, KFI.

Public Affairs—News

11:15—Foreign Policy, KFSD.
 11:45—Kaltenborn, KFI.

KFSD—1, News, 1:15, Byrnes Orch.
 1:30, Behind Mike.
 KGB—1, McFarland Twins, 1:30, Prima Orch.
 KFVD—1:15, Music.
 KVOE—1, Dance Orch, 1:30, Lutheran Hour.

2 to 3 P. M.

KFI—3, Gordon Orch, 2:30, Beat the Band.
 KNX—2, Music in the Air, 2:30, Melody Ranch.
 KHJ—2, Tropical Serenade, 2:30, Venuti Orch.
 KECA—2, Catholic Program, 2:30, Parade of Years.
 KFWB—2, Melody Matinee.
 KMPC—2, Boston Pop. Orch.
 KMTR—2, Songsmith, 2:15, F. T. Curry, 2:30, Volney James.
 KFAC—2, Baseball.
 KGFJ—2, News, 2:15, Music, 2:45, Faith.
 KRKD—2, Blitz Quiz.
 KFOX—2, Salon Orch, 2:30, Band.
 KGER—2, News, 2:05, Music, 2:15, Rev. Brooks, 2:30, Long Beach Band.
 KFXM—2, Tropical Serenade, 2:30, Venuti Orch.
 KFSD—2, Theater Parade, 2:05, Gordon Orch, 2:30, Balboa Park Organ.
 KGB—2, Serenade, 2:30, Venuti Orch.
 KVOE—2, Tropical Serenade, 2:30, Dance Orch.

3 to 4 P. M.

KFI—3, Prof. Puziewit, 3:30, Bandwagon.
 KNX—3, News, 3:30, Grenadier Band.
 KHJ—3, Marines, 3:30, Sigrid Schultz, 3:45, Songs for Sunday.
 KECA—3, European News, 3:30, World's Fair Band.
 KFWB—3:30, Melody Matinee.
 KMPC—3, News, 3:15, Stage One.
 3:30, Ellery Queen.
 KMTR—3, Volney James, 3:30, French Hour.
 KFAC—3, Baseball.
 KGFJ—3, Helping Hand, 3:30, W. C. T. U., 3:45, Universal Quartet.
 KFOX—3, Music, 3:15, Don Allen, 3:30, M. Hegidus, 3:45, Bronzemen.
 KGER—3, News, 3:05, Harold Agal, 3:20, Long Beach Band.
 KFXM—3, Rendezvous, 3:30, Romance of Hiways, 3:45, Songs for Sunday.
 KFSD—3, Evangelistic.
 3:30, Captains of Industry.
 KGB—3, Rendezvous, 3:30, Sigrid Schultz, 3:45, Songs for Sunday.
 KVOE—3, Rendezvous, 3:30, Sigrid Schultz, 3:45, Songs for Sunday.

4 to 5 P. M.

KFI—4, Charlie McCarthy, 4:30, One Man's Family.
 KNX—4, Columbia Workshop, 4:30, Strand Orch, 4:55, News.



KHJ—4, American Forum.
 KECA—4, Summer Symphony, 4:30.
 KFWB—4, Stuart Hamblen, 4:30, Messenger Orch, 4:45, Stuart Hamblen.
 KMPC—4, H. M. S. Richards, 4:30, London News, 4:45, Melodies.
 KMTR—4, Special Events, 4:30, News Reel, 4:45, Eventide.
 KFAC—4, Baseball.
 KGFJ—4, News, 4:15, Studio Party, 4:30, Concert.
 KFOX—4, Wade Lane, 4:15, Chapel Singers, 4:30, Fireside Church.
 KGER—4, News, 4:05, Gospel Tidings, 4:30, Rev. Fullerton.
 KFXM—4, Amer. Forum of the Air, KFSD—4, Sunday Concert.
 KGB—4, American Forum.
 KFVD—4, Jack the Bellboy.
 KVOE—4, American Forum.

5 to 6 P. M.

KFI—5, Manhattan Merry-Go-Round, 5:30, Familiar Music Album.
 KNX—5, Summer Hour.
 KHJ—5, Revival.
 KECA—5, Church Program, 5:30, Organ, 5:45, Sports.
 KMPC—5, Stardom Stairway.
 KMTR—5:15, Ethel Hubler, 5:30, Martin Luther Thomas.
 KFAC—5, Baseball.
 KGFJ—5, American Legion.
 KFOX—5, Mother & Dad, 5:30, Kingdom Temple.
 KGER—5, News, 5:05, Mizpah, 5:30, Rev. Weber.
 KFXM—5, Old Fashioned Revival.
 KFSD—5, Musical Heritage, 5:30, Organ.
 KGB—5, Revival Hour.
 KFVD—5, Tempo Moderne, 5:30, Colored Revue.
 KVOE—5, Revival Hour.

6 to 7 P. M.

KFI—6, Hour of Charm, 6:30, Care-free Carnival.
 KNX—6, Art Baker, 6:15, Clark Ross.
 KHJ—6, News, 6:05, Symphony Hr.
 KECA—6, Good Will Hour.
 KFWB—6, News, 6:15, Strollin' Tom, 6:30, Freedom Speaks.
 KMPC—6, Light Classics, 6:30, Allen Roth Presents.
 KMTR—6, C. Sharpe Minor.
 KFAC—6, News, 6:15, Music, 6:30, Salvation Army.
 KGFJ—6, News, 6:15, Salon Moderne, 6:30, Hits-Bits.
 KRKD—6:15, News, 6:45, Pan-Amer.

(Continued from Page Three)

course Gracie doesn't clown, nor does he, but there is in Gracie's manner that which makes one think a situation is developing. Her home voice is almost the same as her air voice. She explains that by saying:

"I've always had what might be called a ripply voice. On the air I merely accentuate it a little, because comedy calls for elaboration."

Gracie and George started out 14 years ago being the characters you know today. When both realized that the little arrow fellow had got to them, they teamed up in theatricals. At that time Burns was supposed to be the comedy relief, Gracie the straight. She asked the questions and George answered them.

"We found that people laughed more at the questions Gracie asked than at my answers. So, right away we reversed the procedure. The comedy responsibility was Gracie's, and I was the straight man." Thus George explains how the two characters developed.

Of course, every Radio Life reader-listener knows why Gracie is funny. She assumes the role of a person who believes she is terrifically bright. All others are just dopes! There's one such person in every neighborhood. An example of how Gracie uses her "smartness" as an air comic was furnished in one of the first of the new format offerings.

George had just won a breach of contract suit brought against him by a young beauty for whom he had "fallen" (on the air, of course). He was required, however, to pay costs of \$25. Gracie could not understand why, since George had won the suit, he had to pay anything.

She suggested the use of influence. The result was that George wound up in a set of Gracie-directed complications involving court contempt, bribery and the loss of more money than was demanded in the original suit. Gracie dismissed all this difficulty by saying: "It was all his fault (George's). He didn't see the right people. People are so important nowadays."

Gracie has one bright blue eye and one bright brown eye. Both eyes shone brighter when little Ronnie came in, curtsied, and said that "Mommy and Daddy are the best people there are." Gracie and George think Ronnie and Sandra are, so the Burns family are even Stephen there. We didn't get to see Sandra. She was upstairs, infantly regal in bed with some minor child complaint.

Our impressions of these two show people is that they are thoroughly human. They are friendly and generous and take a deep interest in their jobs as parents and citizens. George works hard with his writers, Hal Block, Artie Phillips, brother Willie and John Medbury, who gets the weekly script last to give a fresh viewpoint analysis.

They don't spat more than any other average family. Gracie says: "If George wants to go around with the boys, it's all right. I just go out with the girls. Mutual trust and confidence in each other is a simple formula for happiness in marriage." George's constant aim is a constantly entertaining show. This, his wife, his son and daughter and the home of which he is proud, are his obsessions. Doesn't that sound like the average American man, working hard and well, loving his home and the things in it?

WITH THE POET

Conducted by
DOROTHY RANDALL

THE VOICE WITHIN

We force our opinions on others,
And criticize if we're defied,
We hold out our right hand to take
And close the left at our side,
We're always in such a hurry,
True values are lost in the din,
We blunder and err unheeding
Of that still, deep voice within.

Such a few of us stop to measure
The words that we send on their flight,
We hurt, we wound, then we're sorry,
As if that could make things right,
We ought to look before leaping,
Make a plan for all we begin,
We can't go wrong if we heed it
And follow the voice from within.

We boast of the course we would follow
If temptation stopped by our way,
Yet I know we'd be no different
Than those we so harshly flay,
We ought to strive for tolerance,
Such an effort would surely win
The peace and the blessed comfort
Of that still deep voice within.
By ESTHER NILSSON.

Gracie collects old glass, has quite a collection in different parts of the house. Right now both pointed out they've had to add to the house.

"Ronnie and Sandra are getting at the age of separate rooms," George explains. He looks at his watch.

"Gosh, I got to go, dear. I'm a day late with the Monday night script." He's off, and we go into the living room, listen to Gracie give us highlights for this piece. Then we leave, full of eggs and "Spam" and feeling happy we've met the Burnses Gracie (Allen) and George.

KFOX-6, News, 6:15, Allen Orch.
6:30, Hit Time, 6:45, Walsh Orch.
KGER-6, News, 6:05, Records, 6:30,
Concert, 6:45, Italian News.
KFXM-6, A. P. Bulletins, 6:05,
Symphonie Hour, 6:30, News.
KFSO-6, Good Will Hour.
KGB-6, News, 6:05, Symphonie Hr.
KVOE-6, News, 6:05, Symphonie
Hour.

7 to 8 P. M.

KFI-7, World is a Stage, 7:15,
Irene Rich, 7:30, When Presses
Roar.
KNX-7, Crime Doctor, 7:25, News,
7:30, Crosby Orch.
KHJ-7, Answer Man, 7:15, Hancock
Ensemble, 7:45, Wythe Williams.
KECA-7, Chapel Quartet, 7:15,
Chansonette, 7:30, Rocky Melodies.
KFWE-7, Cugat Orch, 7:15, Help
Thy Neighbor.
KMPC-7, Cub Theatre, 7:30, Concert
Hall.

A KVOE "MUST" for SUNDAY

ALBERT MITCHELL
"THE ANSWER
MAN"

Presented by
VAN DYCK CIGARS
7 p. m.

KMTR-7, Bob Shuler,
KFAO-7, Open Forum.
KGFJ-7, Spanish Hour.
KFOX-7, Lucca Floor Show, 7:15,
Owens Orch, 7:30, Anson Weeks,
7:45, Organ.

KGER-7, News, 7:05, Clnemanla,
7:30, Chants of Phillip, 7:45, Al
Williams.
KFSG-7, Wendell St. Clair,
KFSO-7, Josiah Hopkins, 7:15,
Junior G-Men, 7:30, Prof. Askem,
KGB-7, Answer Man, 7:15, Maga-
zine Man, 7:30, Hancock Ensemble.
KVOE-7, Answer Man, 7:15, Han-
cock Ensemble, 7:45, Wythe Wil-
liams.

8 to 9 P. M.

KFI-8, Winchell, 8:15, Parker
Family, 8:30, Night Editor, 8:45,
News.
KNX-8, Inglewood Park Concert,
8:30, Take It Or Leave It.
KHJ-8, Rabbi Maglin, 8:15, Pas-
tor's Study, 8:30, Command Per-
formance.
KECA-8, News, 8:05, Young Orch,
8:30, Sports Newscast, 8:45, Book-
man's Notebook.
KFWE-8, Dr. MacLennan,
KMPC-8, Pickard Family, 8:30,
London News, 8:45, Wings Over
Jordan.
KMTR-8, Floyd Johnson.
KFAO-8, Open Door Church.
KGFJ-8, News, 8:15, Exploring
Urges, 8:30, Night Justice.
KFOX-8, Concert Varieties.
KGER-8, News, 8:30, Headlines.
KFSO-8, Caliente Races, 8:30, Bill
Stern, 8:45, Moments of Melody.
KECA-8, White Temple, 8:30, Com-
mand Performance.
KVOE-8, Heidt Orch, 8:15, Rabbi
Maglin, 8:30, Command Performance.

9 to 10 P. M.

KFI-9, Shelton Orch, 9:30, Univer-
sity Explorer.
KNX-9, Luncford Orch, 9:30, Agui-
lar Orch, 9:45, News.
KHJ-9, News, 9:15, Voice of Prophe-
cy, 9:45, Gagen Orch.
KECA-9, Shelton Orch, 9:30, Sanc-
tuary.
KFWE-9, Centenary Quiz, 9:30,
News, 9:45, Ballards.
KMPC-9:45, Chapel Quartet, 9:30,
So You Know History.
KMTR-9, Travelogue, 9:15, Special
Events.
KFAO-9, Elliot Fisher, 9:30, Glo-
rious Hope.

KGFJ-9, News, 9:15, Lest We For-
get.
KFOX-9, News, 9:15, Gov. Olson,
9:30, Frank Christy Orch, 9:45,
Thornhill Orch.
KGER-9, News, 9:30, Tuckin' in.
KFXM-9, News, 9:15, Voice of
Prophecy, 9:45, Gagen Orch.
KFSG-9:30, First Nighters.

KMPC SUNDAY HEADLINERS

Ellery Queen
3:30 p. m.

Stairway to
Stardom
5:00 p. m.

Cub Theatre
7:00 p. m.

KFSO-9, Lucas Orch, 9:30, Univ.
Explorer, 9:45, News.
KGB-9, News, 9:15, Voice of
Prophecy, 9:45, Gagen.
KVOE-9, News, 9:15, voice of
Prophecy, 9:45, Gagen Orch.

10 to 11 P. M.

KFI-10, News, 10:15, Bridge to
Dreamland.
KNX-10, Crosby Orch, 10:30, Shaw
Orch.
KHJ-10, Nagel Orch, 10:30, News,
10:45, Serpico Orch.
KECA-10, Phil-Harmonia.
KFWE-10, Gypsy Caravan, 10:15,
Bowling Notes, 10:30, Contrasts in
Rhythm, 10:45, Dancin'.
KMPC-10, Dance Hour, 10:30, News,
10:45, Hawaiians.
KMTR-10:15, Lopez Orch, 10:45
Fiddler Orch.
KFAO-10, Melody Hour.
KGFJ-10, News, 10:30, Dreamer.
KFOX-10:15, Anita Boys, 10:30,
Island Music, 10:45, Hamilton Orch.
KGER-10, News, 10:45, Dance.
KFXM-10, Nagel Orch, 10:30, News,
10:45, Serpico Orch.
KFSO-10, Esther Stuart.
KFSO-10, Harpa Orch, 10:45, Bridge
to Dreamland.
KGB-10, Arnheim Orch, 10:30
News, 10:45, Serpico Orch.
KFVD-10, Jack the Bellboy.
KVOE-10, Nagel Orch, 10:30, News,
10:45, Serpico Orch.

11 to 12 Midnight

KFI-11, News, 11:15, Nottingham
Orch, 11:30, Sandman.
KNX-11, News, 11:15, Dance Orch,
11:30, Strand Orch, 11:55, News.
KHJ-11, Dale Orch, 11:30, Hawa-
lians.
KFAO-11, Orkan.
KFWE-11, Three Kings & a Queen,
11:15, Music You Want,
Music You Want.
KMPC-11, Music Hall.
KMTR-11, Melody Lane.
KFAO-11, Music, 11:15, Concert.
KGFJ-11, News, 11:15, Concert.
KFXM-11, Dale Orch, 11:30, Koki
Hawaiians.
KFSG-11, It Really Happened, 11:15
Music.
KFND-11, Nottingham Orch, 11:30,
Kentucky Sandman.
KGB-11, Dale Orch, 11:30, Haw-
lians.
KVOE-11, Dale Orch, 11:30, Hawa-
lians.

Radio - West - National - International



Where there is war, there also is an NBC reporter, and back in Radio City, New York, and in Washington, expert commentators organize and broadcast interpretations. Above are the men who are top-flighters for NBC war news gathering and commentation. Left to right at top are T. H. Ybarra, Lowell Thomas, and Earl Godwin. Bottom, left to right, are Major-General Stephen O. Piqua, NBC's military expert, H. R. Baukhage and John B. Kennedy.

Sigrid Schultz

"The energy and driving power the German people are putting into this war makes an onlooker gasp for breath."

Thus did staff correspondent Sigrid Schultz (Berlin correspondent for Mutual-Don Lee, local station KIJ) provide a highlight of American networks' summary of the anniversary of the first year of World War II.

What Chicago-born Sigrid Schultz said in a brief punch-packed broadcast from the German war capital might have provided newspaper rewrite men with columns of material. What she said was thought-provoking for Americans, now being war-pushed by New Dealer Franklin Roosevelt.

Said Sigrid Schultz: "Are the British well equipped enough and are their nerves strong enough to withstand the German onslaught? Is the British Empire rallying around the motherland as effectively as is possible, or is the British Empire drifting apart? Is England receiving all the material help she needs from abroad to withstand the German onslaught, and is this help coming fast?"

More pertinently did Sigrid Schultz reveal Hitlerian methodicity in subduing other nations, methods now applied to Britain:

For seven years Germany has worked systematically on plans of conquest and territory holding. The plans include elaborate preparations for policing of conquered areas, propaganda, economic mastery and political domination in every detail.

A factual rather than interpretive reporter, Miss Schultz reports on physical evidence, makes no guess as to consequences or implication of evidence she assembles from facts. Net result has been that to many millions of Americans she

has become war authority. This authority proceeds from earlier world war years during which she was secretary to Richard Henry Little, Berlin correspondent for Chicago Tribune. Now chief of the Tribune's Berlin bureau she has developed intimate working knowledge of the Third Reich. Thus she affords newspaper-reading skeptics opportunity to compare printed accounts of war's progress, causes of action, and thus does American radio serve Americans uncolored news at a time when news is being printed in blood and tears.

★ ★ ★

Baby War Lessons

Shortwave rovers this week had much to entertain them as they thousandth-inched their way on dials across oceans and continents.

Prime show was that of British broadcasting company airing news bulletins to British tots, aged from 10 to 15.

**"Making jams, preserving fruits
Keeps your mind off parachutes."**

Fatherly BBC knee-cuddled the Empire's babes with hearty ho ho conversation. Sample: "What happened to Balbo? An accident? Well, children, Mussolini and Balbo didn't agree about Italy's friendship for Germany, so he was sent away. So, if it was an accident was it the sort of accident that happened to Field Marshal von Fritsch who disagreed with Hitler? You can't tell with dictators."

No listener could know how England's tots were taking this line of education. Guess was that the babies were not much interested in military doings, or morbidly affected by legalized mass murder.

With usual English thoroughness and penchant for putting both feet and hands

into mouths the shortwave program announced (to horror of children?) that all German dogs were to be destroyed. Thus were added politically unknowing animals to those listed for war guilt. (See Radio Lifelines—September 1-7 under caption 'Things That Make Me Nervous').

★ ★ ★

Golden Diva

Barely a generation ago, and within memory of many a youngster now out-of-teens growing, Mary Garden was "Golden Diva" of American song, so-called because of love of sun and tan. On radio's horizon currently has appeared startling resemblance to the former Met star. She is Lucille Manners (onetime Marie McClintchey, Newark stenographer, fired for taking time out to sing at her work.) Miss Manners is heard regionally (Midwest for Cities Service) only, but is of Western radio interest on rounding-out certainty she will be heard coast-to-coast within year. A sun lover also, Lucille Manners looks like a junior edition of the famed Mary Garden, has a soprano voice that is bell-clear and wind-in-the-trees resonant. Like her older image, Lucille Manners leads a vigorous life, stressing mainly importance of keeping fit. This she does by bag-punching, sun-bathing and walks.

As a Newark stenographer she was fired into high salaried radio song brackets. That was eight years ago. Resourceful Miss Manners decided her throat and not her fingers would make her living thereafter. She studied under Louis Dornay, noted teacher, sang on WOR in a morning program, was heard by a Cities Service executive and became on February 5, 1937, prima donna for Cities Service. Now, four years in radio, the onetime Marie McClintchey, one time stenographer, heads for national net fame.

Escape Radio

Sedative for war nerves was an advertisement that appeared in New York newspapers during past fortnight. Paid for by radio station WNEW the advertisements held:

- 1) "It is the duty of your newspaper to give you the news—all the news—however terrible its import.
- 2) "It is the duty of your magazines—with more time at their command—to analyze and interpret.
- 3) "But the duty of your radio station—as we of WNEW see it—is different. That duty is to provide escape."

Was this "escapist" outcry forecast of a flood of organ reveries, sadly modified chamber music and slap-happy abandon on air? Many American listeners breathed in relief. They were among those who had protested war news, in quantity, if not quality, late night bands and bombs-bursting-in-air chatter of sportscasters.

Sensitive to the welterings of a polyglot democracy, aware that more tastes than just a few are to be satisfied, radio in general tongue-cheeked expensive ad statement, realized that escapist programs could in the long run be as nerve-shattering as peace-and-quiet-lethal other programs, all of which fit in somewhere in the shuffle of Americans across their democratic horizons.

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Masses Culture

As though substantiating claims of WNEW (Manhattan station) that escape programs were indicated in trying war-times, there came from Rockefeller Foundation this week news which, if true, is disquieting.

Key bureau of the Foundation and having much to tell of the average American's way of living is the Office of Radio Research of Columbia University, a bureau financed by the Foundation.

Reported the office in the first of its general publications:

"For all times of the day and all parts of the week the number of sets in use increases with the lowering cultural levels of their owners. . . . People actually do less serious listening (ergo, to educational programs, good music, economics, political science, international affairs, et cetera) as the cultural level descends. Consequently, radio as an uplifting influence would seem to be in the same position as a man trying to lift himself by his bootstraps."

Illuminating were these findings: (1) More women prefer radio than do men; (2) during a week in Cincinnati, four stations handled 1,799 news items against 5,498 for three newspapers; (3) radio stressed foreign news, but was outdone on local and state doings.

What report writer Paul F. Lazarfield did not point out:

Radio offers the persons of high cultural level, and low, an opportunity to gauge sincerity of commentation, since all such, high or low, realize that radio cannot color news to the extent newspapers can, and do, for the reason the living voice is ill equipped efficiently to carry bias.

Summarized Reporter Paul F. Lazarfield:

"A program must be entertaining, so it avoids anything depressing enough to call for social criticism; it must not alienate listeners, and hence caters to the prejudices of the audience; it avoids specialization, so that as large an audience as possible will be assured; in order to please everyone it tries to steer clear of controversial issues."

What Reporter Lazarfield said in effect was "Radio is sensitive to opinions, tastes and desires of Americans; it will, when demand is strong enough, obey the usually inarticulate voice of the mass."

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Television Color

Striding faster since inception than did theory and development of sound for motion pictures, television will be in colors by January 1, 1941.

To 33-year-old Hungarian born Dr. Peter C. Goldmark goes distinction of milestone television progress with demonstration of colored television film before James D. Fly, chairman, Federal Communications Commission, last week in New York City.

"Amazingly simple," said Ely of Dr. Goldmark's process which requires but one camera and single wave band for transmission. Earlier color experiments required three cameras, a band for each primary color.

Difficulty faced by experimenters was that there are only seven television bands. No station could appropriate three.

Hailing the Goldmark contribution as most important to radio, Paul W. Kesten, CBS vice-president, said his company expected to produce color television for commercial use by new year's beginning.

Other important news in the Radio Week was (1) more than a dozen radio-set makers were putting finishing touches on FM models (Frequency Modulation) for sale this coming month, (2) Stromberg-Carlson will be out with a table model to retail at about \$75; GE will launch an adaptor to plug into standard (amplitude modulation) sets for conversion into FM, set to retail at \$30.

Strong was a warning by Major Edwin H. Armstrong, Columbia University's reticent and easily blushing inventor of FM.

"Expect," said he, "a flood of cheap converters put out by unlicensed fly-by-night manufacturers." Such converters, the Major declared, must have at least two stages of radio frequency amplification to be satisfactory.

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The Wind's Gone

Despite Radio Lifeline's assurances it looked less certain than ever this week that "Gone With the Wind," three-hour motion picture, would ever get to radio for Vicks, the Vapo-rubbers, or anybody else.

Nicholas Schenck, MGM president, has said "No" in but slightly accented earnestness. Proposition was to serialize the film on air this winter or next year.

Negotiations for serialization had been under whip of Dan O'Shea, Selznick vice-

president, and representatives of Stack-Goble advertising agency. Radio officials, it had been said, had assembled a cast and were preparing the novel adaptation for serial episodes.

Reason for MGM's Schenck's stand against radio comes to this:

Polls conducted by producers reveal that 50 per cent of those who had seen the picture once would see it again; 15 per cent had already seen the long epic three or more times. Faced with this spankingly resounding evidence of motion picture affection, MGM's box-office-eyeing Schenck asked:

"Should we try to improve on something that is already successful? Might it not prove a dangerous business?"

Still hopeful that Schenck will change his practical mind, agency men and radio officials were planning other conferences, while admitting sadly that much of the wind in their ambitious sails was gone.

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Ascap Surrender?

Not yet news for the body public, still spinning in radio circles, was a rumor last week which before year's end intimatedly will break as one of the bigger radio news stories for 1940.

ASCAP (American Society of Composers and Publishers) will "give in" to radio networks before deadline of January 1, at which time major networks declare they will have done with ASCAP in favor of their own BMI (Broadcast Music Incorporated).

Bone of contention has been ASCAP insistence on taking a percentage of gross take of networks (last year this "take" came to more than \$3,000,000), major networks contending they should pay for music used. ASCAP countered that most programs use music, that most music is ASCAP controlled, that it would be cheaper to pay the gross levy than to set up elaborate bookkeeping system to determine what's to be paid for in music, what's not to be paid for.

Playing no freeze-out game with ASCAP, the radio majors are determined to make BMI the reservoir into which will flow good music and song from knowns and unknowns of a land in which virtually every citizen fondly regards himself as a writer.

By last week this determination had begun to appall ASCAP members, frighten some, make others wonder if some way out could not be devised to continue what appears to be a monopoly of music placement.

Coming out of conference huddle with one ASCAP official a network official grinned.

"ASCAP has too big a stake to risk by tactics radio in general cannot approve. Unless a present disposition of many in ASCAP jells into frank willingness to cooperate, January 1 will find MBI handling ASCAP's role."

In both contentious camps feels were being thrown out. ASCAP still hugged sweet illusion it could continue air music domination. Posing fair play, network officials were suggesting that entire matter be left to listeners. After January 1, said they, let BMI and ASCAP work in harmony, let public decide which music is best.

Major Bowes

Institutions are those places, things and persons who and which survive the time of one generation and cut deeply into generations forthcoming.

For many hundreds of thousands who have wondered how Major Bowes has been able to keep his air channels choked with a thickened stream of rug-cutters, harp players, tap dancers and soloists, the first paragraph is an answer.

A second generation of amateurs has grown up in the five years Major Bowes has been on the air. They contribute to the stream and, so far as precedent experience can indicate, will do their part in assuring for some time to come the \$20,000 per week Major Bowes is reputed to get through their efforts.

Bowes is 65 years old, with an intense dislike of profile photography that reveals a tremendous nose. His amateurs have done well for him. He owns an 80-foot yacht, a 27-foot yacht, a number of Chrysler automobiles, one of which is as amazing as Father Divine's heavenly motor carriage. This motorcar cost \$32,000, is equipped with a kitchen, radios, electric razor and bunks.

The venerable peddler of aspirant talent, for which he pays out small sums, started life writing cards, earned money in real estate after the San Francisco earthquake (he was born in San Francisco).

★ ★ ★

American Formula

Patriotic thinker Beth Hart, Plymouth, Iowa, was winner of a contest conducted by Mason City Globe-Gazette for the following statement concerning her favorite program on KGLO, Columbia's station in Mason City.

"The World Today" (CBS feature) lets me know how it goes with my neighbors across the seas. We may speak different languages, have different environments, training and privileges, but we are all flesh and blood, with the same rights and desires. And, being an American, my neighbor's welfare interests me." For this estimate of the attitude of typical Americans as they listen to Columbia news broadcasts, Miss Hart won a one-week cruise on the Great Lakes.

★ ★ ★

Dr. I. Q.

From provincial Texas came Dr. I. Q. (KFI, 5 p.m. Mon.) as a program, and from Texas came Lew Valentine, "Dr. I. Q.," who is no doctor but a former writer for cheap magazines who saw possibilities in an idea given him two years ago by Texas dairyman Lee Segall. Valentine aired the idea over a Houston station. It did not click but the possibilities were there, as alert Grant advertising agency believed. Today Lew Valentine is vice-president of the agency.

Today Dr. I. Q. has formed an airy pattern across America, as well as having rung up a total of 300,000 miles of plane, steamship and rail travel about the country giving away silver dollars in motion picture theatres.



Gogo Delva, of NBC's "Little Or" Hollywood, heard each Monday at 9:00 p.m. over the Blue Network, likes these black silk jersey Zouave trousers with a paisley silk jersey blouse and black satin high heeled boots.

Each Monday night Dr. I. Q. can be counted upon to give away a minimum of 700 dollars, has been known to pass out a thousand.

A serious minded quiz conductor, Lew Valentine has made his candy butchering for Mars Candy company elevate him to a point where many take his title seriously. At best he is a super-salesman for candy, although there is more than a hint of the professional healing doctor in his handling of his program.

★ ★ ★

Little Radio

Essential use of portable radios is based upon intimacy of listening. Those radio loyalists who purchase portables do so for one reason: (1) to assure themselves of continuous contact with favorite programs. Main objections to most portables has been their size. Size can be an inconvenience, as many a manufacturer, gauging public demand, has found out. For long the public has asked for a portable radio set that is conveniently sized. Convenient size would mean to a woman a radio set she could put in a regular handbag; to a man a set that was as handy as a case for cigarettes.

Until a scant month ago no radio set manufacturer had completely met these required conveniences on the part of a radio listening public. But, scant month ago, there appeared on the market a set meeting these requirements. Not quite nine inches in length by 3 deep and 4 inches across top is RCA-Victor, a portable radio with astonishingly faithful tone performance, powered by a ten-cent battery obtainable at any dime store.

This set has taken hold. On California beaches its modulated carrying of air shows and music enlivens sunny days as increasing thousands avail themselves of compacted pleasure at something like \$20 per instrument.

Fully meeting wishes of portable radio owners and those wanting to buy portable radios, the RCA-Victor, made by RCA Manufacturing Company of Camden, New Jersey, George Throckmorton, president, does one more thing: It makes for intimacy in radio enjoyment, thus seems assured of making radio sales history.

★ ★ ★

Private Operators

Busy this week will be Federal Communications Commission offices as out to the nation's private radio station operators will go first of the commercial licenses made possible by commission allocation of frequency modulation broadcasting rights and bands. One hundred and fifty private operators to date have signified their intention of opening stations, licenses for which are scheduled for granting this coming month.

Stimulating interest in new method of broadcasting, FM Broadcasters, Inc., have travelling for display a 1,000-watt transmitter, bulking a ton, first shown a month ago to convention of National Association of Broadcasters in San Francisco.

★ ★ ★

Cecil B. DeMille

Cecil D. DeMille is a radio big gun. Last week he celebrated 40 years in show business with airing of the "Lux Radio Theater's" new season over Columbia Broadcasting System. Having one of the most colorful careers in drama, Cecil B. DeMille fans, on celebration occasion recalled:

(1) On DeMille's first day in Los Angeles, (1913), a cowpuncher, Hal Roach, offered to work for him for five dollars a day. DeMille hired him. Roach became a famous producer. (2) DeMille's first Hollywood office was in a barn, half of which was used as a studio. Owner kept his cow, horse and auto in other half. (3) DeMille made his first dressing room out of a box stall with a door tacked on the front. He gave it to Raymond Hatton. (4) Twenty-five years ago, DeMille rode his horse every morning to his Vine street, Hollywood, studio. Vine street—now a thriving business street—was then a pleasant lane bordered with pepper trees. (5) Watching "The Birth of a Nation," DeMille noticed a handsome youngster who appeared in just a sequence of the film. DeMille put him to work at \$75 a week. He was Wallace Reid. (6) DeMille saw a Mack Sennett comedy one night, liked grace and charm of a young girl who merely leaned against a doorway in a brief scene. He hired her. Gloria Swanson was on the road to stardom. (7) DeMille saw a young, good looking chap playing the part of a cowboy extra on a big ranch near Los Angeles. He was Jack Holt. Two years later, under DeMille's direction, Holt was a star. (8) First artificial light used in Hollywood movies was a spotlight borrowed by DeMille from the

old Mason Theater. Ten years before, DeMille and his wife had appeared in the theater as members of E. H. Sothern's cast in "Hamlet" and "If I Were King." (9) DeMille shocked film industry by paying Geraldine Farrar in 1915 \$20,000 for three pictures (chickenfeed nowadays). (10) DeMille's 1200-acre Paradise Ranch is a sentimental monument on the site of his "The Squaw Man," world's first feature picture and a film that started him fameward. (11) DeMille's father was a playwright, who collaborated with the late David Belasco. From him young DeMille learned the groundwork of his profession. (12) DeMille was first producer to bring to radio a dramatic technique, utilizing music to convey moods to listeners.

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Mike Fluffs

Broadcasting is tense business. When man meets mike there are human slips. Announcer Jerry Lawrence, conductor of poetry program, "The Vagabonds' Trail," (KHJ and the Mutual Don Lee net Mondays 11:00 to 11:30 a. m. PST) has a hobby. It is collecting radio boners. This week announcer Jerry Lawrence released these fluffs by well-known announcers:

David Ross: "We present Tito Guitar and his romantic Guizar."

Andre Baruch: "Good Ladies Evening and Gentlemen," and (introducing a noted journalist) "Mr. so-and-so, Acidity Editor . . ."

Frank Knight: "The weather report: tomorrow rowdy, followed by plain."

Mel Allen: "It's Snipe Poking time, gentlemen!"

Floyd Neale, signing off): "This is the Musical Broadcasting System." (Neale announces Mutual's many important concert programs originating at WOR).

Art Whiteside: (presenting the Crown Prince of Norway over Mutual): "Today it is our extreme pleasure to introduce the Brown Quince of Norway."

Ralph Edwards: "And here is one of radio's most charming and lovely young Sinners . . ."

Jerry Lawrence: "You will know the King and Queen have arrived when you hear a twenty-one sun galoot."

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Tamara Andreeva

The metamorphosis of American dollars to Chinese Sen to Russian rubles gives a key to the personality of CBS' fashion editress Tamara Andreeva, who this week arrived from New York to join confreres in Hollywood offices of the network.

The key is to a conscientious Russian born, American educated (UCLA-A.B. English-1933) girl of 32, who, through sound ability, soundly expressed, earns enough to support her white Russian parents, now domiciled in plains of Manchukuo (once North Manchuria).

Blonde, blue-eyed, direct, Tamara Andreeva became a United States citizen five years ago, began moving up in life as a newspaper-woman (she was once A. P. correspondent in China) and, lastly, as fashion editress (1 year ago) for CBS.



Robert Arnbruster's brilliant arrangements are a feature of the weekly Chase and Sanborn broadcast, heard each Sunday at 4:00 p.m., PST, over the NBC-Red Network. Arnbruster's orchestra is heard accompanying baritone Donald Dickson, and providing background music for Messrs. Edgar Bergen and Charlie McCarthy.

In ten years (or less) Andreeva has become one of the most widely printed women in America. Her fashion columns for the network are syndicated through 1500 papers and reach upwards of nine millions of style-avid women.

Andreeva will afford style-conscious western women opportunity to compare notes critically with each other on merits of the only two radio fashion editresses in the west, the other being Frances "Speaking of Glamour" Scully of NBC. For, Miss Andreeva will air her own styles show in pending time, besides doing show publicity for her company.

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The Duke Records

Contemporary jazz has more zealous devotees than Aimee Semple McPherson, Father Devine, the ill-starred "I Am's" and pinochle put together.

High in regal councils of jazz' mad tempos and rhythms is Duke Ellington, prince of composers of a music that high-brows frown on, but to which millions of the young and the old scuffle shoe leather in the nation's dance-niteries.

Eloquent was testimony this week to Ellington's pontifical composing skills. Out came the Dorsey Brothers orchestra with a 12-inch recording of the Duke's "Solitude," section of a handsome Decca album called "Five Feet of Swing," (to be sold at \$4.25).

On distaff side of canned music shone beauteous Gladys Swarthout (see page 16 this issue). "Gladys Swarthout in Song" is title of Victor album (\$8.00) containing 4 12-inch Swarthouts in four languages. Low register singing "My Lagan (Orientalistic) Love" Miss Swarthout clinches more firmly affections of radio station record spinners, will, certainly, have her share of canned appearances on big stations and small.

Wake Up, America!

Few citizens give thought to fact that dictatorships are held together by power classes, the power being built into the class over years of plotting and planning, by enlistment of sycophants, educated and dumb, but all willing to serve thoroughly undemocratic ideals for their own minor place in the power setup of glib salesmen for dictators.

History of modern and ancient dictatorships reveals same method of capturing popular support and wringing out of this support peculiarly selfish accomplishments having little to do with mass welfare.

Example technic: Taking advantage of economic crisis and shrewdly evaluating desperation of masses, then turning mass restlessness into political lifeblood by alchemy of promise of prosperity, putting up class against class without naming enemies too pointedly—in main selling economic rainbows.

Example result: Discovery of masses that their plight has not been materially remedied and, then, shifting scenery to switch popular imagination to another crisis—war, for instance.

Yet, despite political pretensions of charlatans who divert the human impulse to seek and hope for the realization of democracy, the leaven of democracy persists in working.

From Station WIK in Cleveland has originated an experiment in teaching good citizenship. Time proved the value of this radio step in adult education, made necessary expansion of program.

Under auspices of the American Economic Foundation "Wake Up, America" is based on assumption that poor citizenship is caused by lack of elementary knowledge of American economics. Program process is to reply to questions asked sincerely.

Sample of program subjects aired recently: "Is Totalitarianism Coming to America?" with Philip La Follette, Wisconsin's onetime governor, speaking.

Western listeners may hear this program each Monday night at 9:45 o'clock from following stations of Mutual's net: KHJ, KFXM, KVOE, and KDB.

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Aviation Talker

Addition of Hans C. Adamson, aviation expert, to battery of Mutual news analysts this week rounded out the network's board of specialists on phases of modern warfare.

The panel of experts now consists of: Major Leonard H. Nason, warrior, author and radio analyst whose broadcasts convey information on the military activities of world armies; Paul Schubert, naval expert, who is well versed on the sea power of all countries; and Adamson, who will give Mutual listeners the latest developments above the clouds.

Hans Adamson will be heard over KHJ Mutual Don Lee network in specially arranged broadcasts whenever the situation abroad makes it necessary.

Major Nason is heard Fridays, and Paul Schubert Tuesdays, both from 6:20 to 6:30 p. m. PST.

MONDAY Program Highlights

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

Variety

- 8:30—Johnny Murray, KFI.
9:15—Between the Bookends, KECA-KFSD.
10:30—Views and Reviews, KECA.
12:30—Club Matinee, KECA-KFSD.
2:45—Kate Smith Speaks, KNX.
3:45—Chef Milani, KMPC.
6:30—Burns & Allen, KFI.
7:00—Amos 'n' Andy, KNX-KMPC.
8:00—Show Boat, KFI.
8:00—Pickard Family, KMPC.

Drama

- 9:45—Short, Short Story, KNX.
8:00—Forensic, KNX.
6:30—Blondie, KNX.
8:00—Passing Parade, KECA-KFSD.
8:30—Hawthorne House, KFI.
9:00—American Challenge, KFI.

Public Affairs—News

- 1:30—John B. Hughes, KNX.
3:00—Fulton Lewis, KGB-KHJ-KFXM.
4:45—Elmer Davis, KNX.
6:00—Raymond Gram Swing, KHJ-KGB-KVOE.
6:30—John B. Hughes, KHJ-KGB, KVOE, KFXM.
7:15—Elliott Roosevelt, KFWB-KFSD-KFOX.
7:30—News Reel, KMTR.
7:45—Robert Arden, KFWB.
8:00—John Nesbitt, KECA-KFSD.
8:30—Let's Talk Over the News, KMPC.

- 9:30—Fulton Lewis, KHJ-KGB-KFXM.
9:45—Wake Up America, KHJ, KVOE, KFXM.

Outstanding Music

- 10:45—Hymns of All Churches, KFI.
1:00—Classic Hour, KECA.
1:00—Pop. Symphonia, KFWB.
4:00—Telephone Show, KFI.
4:30—Hollywood Bowl, KFAC.
6:00—Contented Program, KFI.
6:00—Guy Lombardo, KNX.
7:00—Pleasure Time, KFI.
10:00—Phil-Harmonia, KECA.
10:30—Masterworks, KNX.
11:15—Music You Want, KFWB.

Sports—Comment

- 12:30—Major League Baseball, KMPC.
2:00—Tenth Inning, KMPC.
6:15—Sport Briefs, KFAC.
7:00—Sid Ziff, KFWB.
9:15—Sports Roundup, KNX.
10:15—Bowling Notes, KFWB.

Quiz Programs

- 5:00—Dr. I. Q., KFI.
8:00—Pull Over Neighbor, KHJ-KGB-KFXM-KVOE.
8:30—Kash Kwiz, KFWB.
9:30—Photo Phone Quiz, KVOE.

Weather

- KFI—8:15, 9:45, 4:30.
KMTR—9:00.
KHJ-KGB-KVOE—9:00.
KNX—6:00.
KRKD—9:30.
KFWB—11:30.
KGER—11:00, 4:00.

MONDAY Programs

SEPTEMBER 16, 1940

8 to 9 A. M.

- KFI—8, Woman m White, 8:15, O'Neil's, 8:30, Johnny Murray, 8:45, News.
KNA—8, Nancy Dixon, 8:15, When a Girl Marries, 8:30, Helen Trent, 8:45, Our Gal Sunday.
KHJ—8, Breakfast Club, 8:30, News, 8:40, Bess Bye, 8:45, News.
KECA—8, Breakfast Club, 8:30, News, 8:45, Organ.
KFWB—8, Melody Mart, 8:15, Ballards, 8:30, Physical Culture, 8:45, Dr. Reynolds.
KMPC—8, Andy & Virginia, 8:30, Unity Daily Word.
KMTR—8, Spanish Hour.
KGFJ—8, News, Stocks, 8:45, Dr. Wiseman.
KRKD—8:30, State Employment.
KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Classified, 8:45, Al Clauser.
KGER—8, News, 8:01, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Bennington.
KFXM—8, Sunshine Service, 8:40, Bess Bye, 8:45, News.
KFSN—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home Hour.
KGB—8, Breakfast Club, 8:25, Stocks, 8:30, News, 8:40, Bess Bye, 8:45, Cornutusel News.
KFVD—8, Covered Wagon, 8:45, Music.
KVOE—8, Breakfast Club, 8:30, News, Bess Bye, 8:45, London News.

9 to 10 A. M.

- KFI—9, Your Treat, 9:15, Bartel Orch., 9:30, Hy Kathleen Norris, 9:45, Dr. Kate.
KNX—9, Goldberg, 9:15, Life Can be Beautiful, 9:30, Right to Happiness, 9:45, Short Story.
KHJ—9, I'll Never Forget, 9:15, Rev. Laurin, 9:30, Jean Abbe, 9:45, Keep Fit.
KECA—9, Council of Beauty, 9:15, Between the Bookends, 9:30, Mid-morning Jamboree.
KFWB—9, Summer Time, 9:15, Music, 9:30, News, 9:35, Waltz, 9:45, Tune Time.
KMPC—9, News, 9:15, Women of the World, 9:30, Melody.
KMTR—9, John Brown, 9:15, Health, 9:30, Social Events, 9:45, W. B. Record.
KFAC—9, Inspirations, 9:15, Health Talk, 9:30, Women in News, 9:45, Parents Forum.
KGFJ—9, News, Stocks, 9:45, Varieties.

- KRKD—9:30, U.S. Weather Reports.
KIEV—9:30, Mayfair Lost & Found Pets.
KFOX—9, John Brown, 9:15, Hit Review, 9:45, Party Line.
KGER—9, News, Bright Corner, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel.
KFXM—9, I'll Never Forget, 9:15, Organ, 9:30, Variety, 9:45, Organ.
KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News.
KGB—9, I'll Never Forget, 9:15, Homemaker's Catalogue, 9:45, Keep Fit.
KFVD—9:15, News, 9:30, Dr. Richardson, 9:45, Parade.
KVOE—9, I'll Never Forget, 9:15, Monitor News, 9:30, Johnson Family, 9:45, Exercises.

10 to 11 A. M.

- KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Hymns, 10:30, KNX—10, Big Sister, 10:15, Aunt Jenny, 10:30, Wiley, 10:45, My Son.
KHJ—10, News, 10:15, Happy Homes, 10:45, Bachelor's Children.
KECA—10, Our Half Hr, 10:30, Views and Reviews, 10:45, Wife Savers.
KFWB—10, Curtis H. Springer, 10:15, Miller Orch., 10:30, Romance in Rhythm.
KGFJ—10, Musicographs, 10:15, Old Refrains, 10:30, Norma Lee Services, 10:45, News.
KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, Monitor News.
KFAC—10, Serenade, 10:30, News, 10:45, Gothic Tower.
KGFJ—10, News, 10:15, Dr. McCoy, 10:30, Moods in Verse, 10:45, City Dwellers.
KRKD—10:15, Health, 10:30, P. T. A.
KFOX—10, News, 10:15, Health, 10:30, Harmony Hall, 10:45, Chas. Wellman.
KGER—10, News, 10:05, Music, 10:30, Rev. Irv.
KFXM—10, News, Variety, 10:15, Don Songs, 10:30, Garden Club, 10:45, Bachelor's Children.
KFSD—10, Friendship Exchange, 10:15, Our Half Hr, 10:30, Ann Gibson, 10:45, Bridge Class.
KGB—10, News, 10:15, Don Dewhurst, 10:30, Garden Club, 10:45, Bachelor's Children.
KFVD—10:30, Union Rescue Mission.
KVOE—10, News, 10:15, Music, 10:30, Garden Club, 10:45, Bachelor's Children.

11 A. M. to 12 Noon

- KFI—11, Mary Martin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade.
KNX—11, Society Girl, 11:15, Martha Webster, 11:30, KNX-tra, 11:45, News.
KHJ—11, Friendly Neighbors, 11:15, Personality Secrets, 11:30, Flying Feet, 11:45, Zuke Manners.
KECA—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill.
KFWB—11, Tom Stoddard, 11:30, News, 11:45, Political.
KMTR—11, Master Singers, 11:15, Music for Madame, 11:30, Serenade, 11:45, Livestock Journal.

A KVOE "MUST" for MONDAY

"Yankee Doodle Goes to Town"

Patriotic Drama

11:30 a. m.

- KMTR—11, Radio Newsreel, 11:15, Salvation Army, 11:30, Stocks, 11:45, Spec. Events.
KFAC—11, Man on Street, 11:30, Home Beautiful, 11:45, Hawaii.
KGFJ—11, News, Stocks, 11:15, Music.
KRKD—11, Paddock Flashes, 11:30, News.
KFOX—11:15, Dr. Reynolds, 11:30, News, 11:45, Allen Orch.
KGER—11, News, 11:15, Old Camp Meeting, 11:30, Music.
KFXM—11, Friendly Neighbors, 11:15, Personality Secrets, 11:30, Yankee Doodle, 11:45, Pass the Buck.
KFSD—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill.
KGB—11, Friendly Neighbors, 11:15, Quartet, 11:30, Pulpit Highlights, 11:45, KGB Presents.
KFVD—11, News, 11:15, Music, 11:30, Big Red Piano, 11:45, Violet Schram.
KVOE—11, Friendly Neighbors, 11:15, Personality Secrets, 11:30, Yankee Doodle, 11:45, Civic.

12 Noon to 1 P. M.

- KFI—12, Road of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life.
KNX—12, Kitty Kelly, 12:15, Myrt & Marge, 12:30, Hilltop House, 12:45, Stepmother.
KHJ—12, News, 12:15, Strings in Swing Time, 12:45, Muse and Music.
KECA—12, News, 12:15, Word Hunters, 12:30, Club Matinee.
KFWB—12, Al Jarvis.
KMPC—12, Music, 12:15, News, 12:30, Baseball.
KFI—12, Peter Potter.
KFAC—12, News, 12:15, Modern Melodies.
KGFJ—12, News, Stocks, 12:30, Novelties, 12:45, Let's Listen.
KRKD—12:30, Saddle Pals, 12:30, 12:45, News, 12:30, Just Reinx, 12:45, Golden West Pals.
KGER—12, News, 12:10, Music.
KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quarter Hr, 12:45, Pop. Orch.
KFSD—12, News, 12:15, Club Matinee.
KGFJ—12, News, 12:15, Gazer Orch., 12:30, Stocks, 12:35, News, 12:45, Muse and Music.
KFVD—12, Air Editor, 12:30, Music, 12:45, Violet Schram.
KVOE—12, News, 12:15, Dance Orch., 12:30, Troubadours, 12:45, Muse and Music.

1 to 2 P. M.

- KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neil's.
KNX—1, Hy Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines.
KHJ—1, Hawaiians, 1:30, Gazer Orch., 1:45, Let's Play Bridge.
KECA—1, Classic Hour.
KFWB—1, News, Symphonia, 1:30, Dr. Reynolds, 1:45, Hits and Bits.
KMPC—1, Baseball.
KMTR—1, G. Allison, 9:30, Pension, 1:45, Treasure Travels.

- KFAC—1, Religious Science, 1:30, Financial News, 1:45, Organ.
KGFJ—1, News, Stocks, 1:15, Strings, 1:30, Mutinee.
KRKD—1:15, City Hall, 1:30, USC, 1:45, Health.
KFOA—1, Lieut. Governor, 1:15, Rainbow Trio, 1:30, Christian Science, 1:45, E. Martin.
KGER—1, News, 1:05, Officials, 1:20, Hits, 1:30, Spanish Trio.
KFXM—1, Hawaiians, 1:30, Variety, 1:45, Play Bridge.
KFB—1, Frank & Archie, 1:15, Treasured Melodies, 1:30, Temple in Tibet, 1:45, Wayne Van Dyne.
KGB—1, Hawaiians, 1:30, Gazer Orch., 1:45, Let's Play Bridge.
KFVD—1, News, 1:15, Music.
KVOE—1, Hawaiians, 1:45, Bridge.

2 to 3 P. M.

- KFI—2, Agnes White, 2:15, Mine to Cherish, 2:30, Alice Blair, 2:45, Miss Julia.
KNX—2, Young Dr. Malone, 2:15, Backgrounds for Living, 2:30, Joyce Jordan, 2:45, Kate Smith.
KHJ—2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, Homes on Land.
KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light.
KFAC—2, Baseball.
KFWB—2, News, 2:15, D'Artega Orch., 2:30, Music Box, 2:45, Grandma Travels.
KMPC—2, Tenth Inning, 2:15, Ramonoff Group, 2:30, Concert Hall.
KMTR—2, W. B. West, 2:15, Special Events, 2:30, Volney James.
KFAC—2, Am. Legion Aux., 2:15, Good Cheer, 2:30, County Federation.
KGFJ—2, News, Stocks, 2:15, Civic, 2:30, Volunteers of America.
KRKD—2, Chuck Henry Orch., 2:30, News, 2:45, Hawaiians.
KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels.
KGER—2, News, 2:15, Poet Dreams, 2:30, Music.
KFXM—2, Stocks, 2:05, Orch., 2:15, News, 2:30, Five Men of Fate, 2:45, Spottile Revue.
KFSD—2, Theater Parade, 2:05, Dance, 2:10, Listen!, 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels.
KGB—2, News, 2:15, For Ladies Only, 2:30, Five Men of Fate, 2:45, Homes on Land.
KFVD—2:15, Organ.
KVOE—2, News, 2:15, Fed. Symphony, 2:30, Novelty Orch., 2:45, Round Towner.

3 to 4 P. M.

- KFI—3, Art Baker, 3:30, Exno. Band.
KNX—3, Mary Foster, 3:15, News, 3:20, Wiley, 3:45, Europe.
KHJ—3, Fulton Lewis, 3:15, Noble Orch., 3:30, Haven of Rest, 3:45, A. F. of L.
KECA—3, Unclassic Hour.
KFWB—3, Mulloy Family, 3:30, Blanchard McKee, 3:45, Carol Leighton.
KMTR—3, Volney James, 3:30, Memories, 3:45, Billy Richman.
KFAC—3, S. J. Shady.
KGFJ—3, News, Stocks, 3:15, Vocalists, 3:30, Music.
KFOX—3, Mulloy Family, 3:30, Blanchard McKee, 3:45, C. Leighton.
KGER—3, News, 3:05, Music, 3:15, Let's We Forget, 3:30, Capers, 3:45, Music.
KFXM—3, Fulton Lewis, 3:15, Variety, 3:30, Haven of Rest.
KFSD—3, Mulloy Family, 3:30, Blanchard McKee, 3:45, Carol Leighton.
KGB—3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest.
KFVD—3, News, 3:15, Music.
KVOE—3, Washington News, 3:15, Noble Orch., 3:30, Haven of Rest.

4 to 5 P. M.

- KFI—4, Telephone Show, 4:30, Organ.
KNX—4, Wiley, 4:15, KNX-trail, 4:30, Jack Owens, 4:45, News.
KHJ—4, Sheep & Goats.
KECA—4, Bud Barton, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Clark.
KFWB—4, Don Milligan, 4:30, Music, 4:45, Stuart Hamblen.

Royal Crown

"News Reel of the Air"

4:30 to 4:45 p. m.

Monday-Thru-Friday

KMPC

An Undergraduate Looks at Radio

I WONDER how many of us realize the great part radio plays in our daily lives. Once a luxury within the grasp of only a few, it has now become a necessity to the great majority of us. The mere twisting of a dial brings London news, a New York symphony, a Chicago variety program, or a Forest Hills tennis match.

But radio, like music, art and life itself, must go through an evolution all its own. It has come a long way since those first early days, but even now it is only in a stage of adolescence. Quite naturally, the audience which it attracts is largely adolescent, not so much in actual age as in discriminative ability. The very fact that the daily serials have such a wide audience while highbrow programs (like last year's Kellogg's Corn Flakes Circle) appeal to a comparative minority is ample proof of this. Yet we have made a step forward—the cheap humor of the past has bowed out to the polished patter of Edgar Bergen and the racy rartee of Jack Benny. Sponsors have even discovered that Brahms, Beethoven, and Tchaikowsky can sell as many Munchy Crunchy Crackers as present day

live-geniuses. I imagine that Jose Rodriguez is as well known to Los Angeles listeners as Al Jarvis.

The popularity of a smooth, sophisticated quiz program like "Information, Please" shows that a large audience is still interested in acquiring knowledge. Too, there is a sporting element present—the chance of perhaps stumping the experts and winning prizes. But the growing popularity of these quiz programs shows that it is not the gambling element alone which attracts, but also the chance of increasing one's knowledge. In the not too distant future education via the air-planes may develop as a direct outgrowth of these programs. Interesting lecture series on science, art, or literature by outstanding authorities in each field might be offered the radio public—for example, Deems Taylor speaking on American music, Van Wyck Brooks on New England culture, Henry McBride on American art, or Dr. Carver on science's contributions to better living. Such a program series is needed to make us realize the richness of our cultural heritage. When the lectures become a reality, radio will have made another step forward in

contributing good to its public and will have reached a stage of evolutionary maturity.

Drama programs like the Lux, Mercury, and Texaco Star Theatres have found a most appreciative audience. The Columbia Workshop has proven quite a success, and I should like to suggest that the University Dramatic Society of UCLA might be used to advantage by some wide-awake producer. The UDS has already shown its resourcefulness and ability by such productions as "Le Bourgeois Gentilhomme," and more recently "Of Thee I Sing," and "Our Town." A program bringing local university talent before the public might prove more than worthwhile.

The activities of the fifth column have been much in the news and "vicious forces struggling to undermine us from within" has become a common phrase. Last year producers of the Pursuit of Happiness series found that Americanism was a salable commodity. That weekly half-hour not only made a vast audience America-conscious, but more appreciative of the word American and all it stands for. We need more programs selling Americanism, and we need more songs like the Ballad for Americans. What better way than this to fight subversive elements?

—DOROTHY ASKENAZY.

- KMPC—4, Social Secretary. 4:15. Salon Music. 4:30. Newsreel. 4:45. Aloha Land.
- KMTR—4, Special Events. 4:15. News. 4:30. Religious. 4:45. Special Events.
- KFAC—4, Pacific Coast Musician. 4:15. Literature Portraits.
- KGFJ—4, News. 4:15. Tea Time. 4:30. Observer. 4:45. Music.
- KRKD—4:15. Vienna Taylor. 4:45. News.
- KFOX—4, Melodies. 4:30. Swing Tunes.
- KGER—4, News. 4:30. Swing.
- KFXM—4, Trading Post. 4:30. Green Hornet.
- KFSD—4, Dance. 4:15. Rocky Gordon. 4:30. Irene Wicker. 4:45. Malcolm Clair.
- KGB—4, Sheep & Goats. 4:30. Green Hornet.
- KFVD—4, Tea Time.
- KVOE—4, Sheep & Goats Club. 4:30. Green Hornet.

5 to 6 P. M.

- KFI—5, Dr. I. Q. 5:30. String Serenade. 5:45. News.
- KMPC—5, Lux Radio Theater.
- KHJ—5, News. 5:15. Daily Comics. 5:30. Shafter Parker. 5:45. Cheer Up.
- KECA—5, Twilight Tales. 5:15. Tarzan. 5:30. News. 5:45. Sports.
- KFWB—5, Stuart Hamblen.
- KMPC—5, Novelties. 5:15. News. 5:30. Uncle Harry.
- KMTR—5:30. Melodies at Eyetide.
- KFAC—5, London News. 5:15. Music. 5:30. Whoo! Bill.
- KGFJ—5, News. 5:30. Baseball Scores.
- KRKD—5:15. Vienna Waltzes. 5:30. Race Results.
- KFOX—5:35. Beauty Talk.
- KGER—5, News. 5:05. Latin Hour.
- KFXM—5, Popular Orch. 5:30. News. 5:35. Variety. 5:45. Cheer Up.
- KFSD—5, News. 5:30. Paul Martin Music.
- KGB—5, South American Way. 5:30. Shafter Parker. 5:45. Cheer Up.
- KFVD—5, Tempo. Moderne. 5:15. News. 5:30. Music. 5:45. Talk.
- KVOE—5, Ads. 5:15. Studio. 5:30. Shafter Parker. 5:45. Cheer Up.

6 to 7 P. M.

- KFI—6, Contented Program. 6:30. Burns & Allen.
- KNN—6, Guy Lombardo. 6:30. Blondie.
- KHJ—6, Ray Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Paging Past.
- KECA—6, Europe News. 6:15. Hudson Orch. 6:30. Adventures in Reading.
- KFWB—6, News. 6:15. Strollin' Tom. 6:30. U. S. Army. 6:45. Dixieland Band.
- KMPC—6, Song Stories. 6:30. Easy Listening.

- KMTR—6, Special Events. 6:30. Life Payments. 6:45. Nation's Builders.
- KFAC—6, News. 6:15. Music.
- KGFJ—6, News. Italian Melodies. 6:30. Gold Hour.
- KFOX—6, News. 6:10. Sportlight Parade. 6:15. Marie Antoinette. 6:30. Swing Ding. 6:45. Hawaiians.
- KGER—6, News. 6:15. Records. 6:30. Italian Journal.
- KFXM—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Sweets and Seats. 6:50. Salon Music.
- KFSD—6, News. 6:15. Hudson Orch. 6:30. Reading Adventures.
- KGB—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. News and Views. 6:45. Pazing Past.
- KVOE—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Pazing Past.

7 to 8 P. M.

- KFI—7, Pleasure Time. 7:15. News. 7:30. Where or When.
- KHJ—7, Amos n' Andy. 7:15. Dance Orch. 7:30. Pipe Smoking Time. 7:55. News.
- KHJ—7, Diamond Orch. 7:15. Radio Charades. 7:30. Lone Ranger.
- KECA—7, Rainbow Room Orch. 7:30. True or False.
- KFWB—7, Sin Ziff. 7:15. Elliott Roosevelt. 7:30. Serenade. 7:45. Robert Arden.
- KMPC—7, Amos n' Andy. 7:15. News. 7:30. Allen Roth Presents.
- KMTR—7, Special Events. 7:15. Music. 7:45. News Reel.
- KFXM—7, L. A. Bar Assn. 7:15. J. Knight. 7:30. Chapel Quartet. 7:45. Political.
- KGFJ—7, Spanish Hour.
- KRKD—7, News. 7:15. Waltz Time. 7:30. Fishing Facts.
- KHJ—7, Four Daily Bread. 7:15. Elliott Roosevelt. 7:30. Anything Can Happen. 7:45. Robert Arden.
- KGER—7, News. 7:05. Jewish Hour.
- KFXM—7, Diamond Orch. 7:15. Prof. Trio. 7:30. Lone Ranger.
- KFSG—7:45. Evangelette.
- KHJ—7, Imagine That. 7:15. Elliott Roosevelt. 7:30. True or False.
- KGB—7, Diamond Orch. 7:15. Star Parade. 7:30. Lone Ranger.
- KVOE—7, Diamond Orch. 7:30. Lone Ranger.

8 to 9 P. M.

- KFI—8, Show Boat. 8:30. Hawthorne House.
- KNN—8, Those We Love. 8:30. King Orch.
- KHJ—8, Pull Over Neighbor. 8:30. Sing With Band.
- KECA—8, Passing Parade. 8:15. Morgan Orch. 8:30. News. 8:45. Donald Novis.
- KFWB—8, Fiesta. 8:15. Old Favorites. 8:30. Kash Kwiz.
- KMPC—8, Pickard Family. 8:30. Talk Over News. 8:45. Fun Quiz.

- KMTR—8, Special Events. 8:15. Rover Orch. 8:30. One Woman's Opinion. 8:45. Spec. Events.
- KFAC—8, County On Review. 8:30. Forty Plus.
- KGFJ—8, News.
- KFOX—8, Lucca. 8:15. Literature On Parade. 8:30. Judge Gardner.
- KGER—8, News. 8:05. Rodolfo Hoyos. Sing With Band. 8:45. Pop. Orch.
- KFSG—8, Evangelistic.
- KFSD—8, Passing Parade. 8:15. Morgan Orch. 8:30. Long Orch.
- KGB—8, Pull Over Neighbor. 8:30. Radio Charades. 8:45. KGB Presents.
- KVOE—8, Pull Over Neighbor. 8:30. Shelton Orch.

9 to 10 P. M.

- KFI—9, Amer. Challenge. 9:30. Biltmore Boys Orch.
- KNN—9, News. 9:15. Sports Round-Up. 9:30. Noble Orch. 9:30. Lunceford Orch. 9:45. News.
- KHJ—9, News. 9:15. Hoagland Orch. 9:30. Fulton Lewis. 9:45. Wake Up America.
- KECA—9, Lil' Ol' Hollywood. 9:30. News. 9:45. Frank and Archie.
- KFWB—9, Swing Out. 9:30. News. 9:45. Ballads.
- KMPC—9, Melody Memory.
- KMTR—9, Floyd Johnson. 9:30. Peter Potter.
- KFAC—9, Moonlight Symphony.
- KGFJ—9, Jewish Hour.
- KFOX—9, News. 9:15. Krupa Orch. 9:30. Luken Church.
- KGER—9, News. 9:05. Political. 9:30. Pastor Crouch.
- KFXM—9, News. 9:15. Hoagland Orch. 9:30. Fulton Lewis. 9:45. Wake Up America.
- KFSG—9:45. Southern Singers.
- KFSD—9, Lil' ol' Hollywood. 9:30. Biltmore Boys Orch. 9:45. News.
- KGB—9, News. 9:15. Hoagland Orch. 9:30. Fulton Lewis. 9:45. Wake Up America.
- KVOE—9, News. 9:15. Hoagland Orch. 9:30. Photo Phone Quiz. 9:45. Wake Up America.

10 to 11 P. M.

- KFI—10, News. 10:15. Julia Blake. 10:30. Bridge Club. 10:50. Lucas Orch.
- KNN—10, Crosby Orch. 10:30. Masterworks.
- KHJ—10:45. Joy Orch.
- KECA—10, Phil-Harmonia. Hoagland.
- KFWB—10, Gypsy Caravan. 10:15. Bowling Note. 10:30. Contrasts in Rhythm.
- KMPC—10, Dance Hour. 10:30. News. 10:45. Hawaiians.
- KMTR—10, Merry-Go-Round. 10:15. Lopez Orch. 10:30. Special Events.
- 10:45. Fiddler Orch.
- KECA—10, Melody Hour.
- KGFJ—10, News.
- KFOX—10, Dance. 10:15. Fitzpatrick Orch. 10:30. Lellianians. 10:45. Organ.

- KGER—10, News. 10:15. Music.
- KFXM—10:45. Joy Orch.
- KFSG—10, Florence Winterburn.
- KFSD—10, Clancy Orch. 10:30. Theater Parade. 10:35. Lucas Orch.
- KGB—10:45. Joy Orch.
- KVOE—10:45. Pearl Orch.

KMPC

MAJOR LEAGUE

BASEBALL

with

Hal Berger

12:30 p. m.

Mon. thru Fri.

Sponsored by

Pontiac Dealers

11 to 12 Midnight

- KFI—11, News. 11:15. Dunham Orch. 11:30. Harpa Orch.
- KNN—11, News. 11:15. Clark Ross. 11:30. Strand Orch. 11:55. News.
- KHJ—11, Vagabond Trail. 11:30. Hawaiians.
- KECA—11, This Moving World. 11:15. Organ.
- KFWB—11, Three Kings & a Queen. 11:15. Music You Want.
- KMPC—11, Music Hall.
- KMTR—11, Let's Dance.
- KFAC—11, Dance Music.
- KGFJ—11, Music.
- KFXM—11, Vagabond Trail. 11:30. Hawaiians.
- KFSG—11, Prelude to Slumber.
- KFSD—11, Biltmore Boys. 11:30. Harpa Orch.
- KGB—11, Vagabond's Trail. 11:30. Hawaiians.
- KFVD—11, Jack the Bellboy.
- KVOE—11, Vagabond Trail. 11:30. Hawaiians.

TUESDAY Program Highlights

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

Variety

9:15—Between the Bookends, KECA-KFSD.
10:30—Views and Reviews, KECA.
12:15—Club Matinee, KECA-KFSD.
2:45—Kate Smith Speaks, KNX.
3:45—Chef Milani, KMPC.
6:30—Dor House, KFI.
7:00—Amos 'n' Andy, KNX-KMPC.
7:30—Johnny Presents, KFI.
8:00—We The People, KNX.
8:00—Pickard Family, KMPC.
8:30—Cameo Clinic, KMTR.
8:45—Twilight Trails, KHJ-KGB-KVOE-KFXM.
9:30—University Explorer, KFI-KFSD.

Drama

5:00—Second Husband, KNX.
5:30—Court of Missing Heira, KNX.
7:30—Secret Agent, KVOE-KHJ-KGB-KFXM.
9:00—Passing Parade, KFI.

Public Affairs—News

3:45—Kaltenborn, KFI.
4:55—Elmer Davis, KNX.
6:00—Ray Gram Swing, KVOE-KHJ-KGB.
6:15—Public Affairs, KNX.
6:30—Mayor Bowron, KFVB.
6:30—John B. Hughes, KHJ-KGB-KVOE-KFXM.
7:00—Wythe Williams, KHJ-KVOE-KGB.
7:45—Robert Arden, KFWR.
8:30—Let's Talk Over the News, KMPC.
9:00—Passing Parade, KFI.

Outstanding Music

1:00—Classic Hour, KECA.
1:00—Pon. Symphonia, KFVB.
5:30—Meredith Willson, KFI.
7:00—Pleasure Time, KFI.
10:00—Phil-Harmonia, KECA.
10:30—Masterworks, KNX.
11:15—Music You Want, KFVB.

Sports—Comment

12:30—Major League Baseball, KMPC.
2:00—Tenth Inning, KMPC.
6:00—Sports Final, KMPC.
6:45—Sports Huddle with Braven Dyer, KNX.
7:00—Sid Ziff, KFVB.
7:15—Inside of Sports, KHJ-KGB-KFXM.
8:15 to 10:00—Pacific Coast League Baseball, KFAC.
9:15—Sports Highlights, KNX.
10:15—Bowling Notes, KFVB.

Quiz Programs

4:30—Treasure Chest, KFI.
7:00—Information Please, KECA-KFSD.
8:30—Prof. Quiz, KNX.
8:30—Battle of Sexes, KFI.

Weather

KFI—8:15, 9:45, 4:15.
KHJ-KGB—9:00.
KNX—6:00.
KRKD—9:30.
KFVB—11:30.
KVOE—7:58, 9:00.
KGER—11:00, 4:00.

KFVD—10, Serenade. 10:30, Union Rescue Mission.
KVOE—10, News. 10:15, Have You Read? 10:30, Dance Orch. 10:45, Bachelor's Children.

11 A. M. to 12 Noon

KFI—11, Mary Marlin. 11:15, Ma Perkins. 11:30, Pepper Young. 11:45, Vic & Sade.
KNX—11, Society Girl. 11:15, Martha Webster (1:30, KNX-tra. 11:45, News.
KHJ—11, Friendly Neighbors. 11:15, Mrs. Hauser. 11:45, Land of Dreams.
KECA—11, Orphans of Divorce. 11:15, Honeymoon Hill. 11:30, John's Other Wife. 11:45, Plain Bill.
KFVB—11, Tom Stoddard. 11:30, News. 11:45, Political.
KMPC—11, Master Singers. 11:15, Music for Madame. 11:30, Interlude for Strings. 11:45, Musical Workshop.
KMTR—11, Dr. Talbot. 11:30, Stocks 11:45, Spec. Events.
KFAC—11, Man on Street. 11:45, Hawaiians.
KGFJ—11, News, Stocks.
KRKD—11, Paddock Flashes. 11:30, News.
KFOV—11:15, Dr. Reynolds. 11:30, News. 11:40, Rev. Orch.
KGER—11, News. 11:45, Music.
KFAC—11, Friendly Neighbors. 11:15, Classic Strings. 11:30, Land of Dreams.
KFSD—11, Orphans of Divorce. 11:15, Honeymoon Hill. 11:30, John's Other Wife. 11:45, Just Plain Bill.
KGB—11, Friendly Neighbors. 11:30, Land of Dreams.
KFVD—11, News. 11:15, Musical Album. 11:30, Red Piano. 11:45, Violet Schram.
KVOE—11, Friendly Neighbors. 11:30, Land of Dreams.

12 Noon to 1 P. M.

KFI—12, Road of Life. 12:15, Stella Dallas. 12:30, Lorenzo Jones. 12:45, Portia Faces Life.
KNX—12, Kitty Kelly. 12:15, Myrt & Marge. 12:30, Hilltop House. 12:45, Stepmother.
KHJ—12, News. 12:15, Music. 12:30, Neko Manners.
KECA—12, News. 12:15, Club Matinee.
KFVB—12, Al Jarvis.
KMPC—12, Music. 12:15, News. 12:30, Baseball.
KMTR—12, Peter Potter.
KFAC—12, News. 12:15, Modern Melodies.
KGFJ—12, News, Stocks. 12:30, Novelities. 12:45, Let's Listen.
KRKD—12:30, Saddle Pals.
KFOV—12:15, News. 12:30, Gardner.
KGER—12, News. 12:10, Music.
KFXM—12, 'Singin' Sam. 12:15, News. 12:30, Calvary Quarter Hr. 12:45, Pop Orch.
KFSD—12, News. 12:15, Club Matinee. 12:45, Agricultural Conservation.
KGB—12, News. 12:15, Music. 12:30, Stocks. 12:35, Views of the News. 12:45, Zek Manners.
KFVD—12, Air Editor. 12:30, Music. 12:45, Violet Schram.
KVOE—12, News. 12:15, Music.

1 to 2 P. M.

KFI—1, Girl Alone. 1:15, Kitty Keene. 1:30, Midstream. 1:45, O'Neills.
KNX—1, By Kathleen Norris. 1:15, Beyond These Valleys. 1:30, News. 1:45, Scattergood Baines.
KHJ—1, Life of Byron. 1:30, McFarland Twins Orch. 1:45, Play Bridge.
KECA—1, Classic Hour.
KFVB—1, News, Symphonia. 1:30, Dr. Reynolds. 1:45, Hits and Bits.
KMPC—1, Baseball.
KMTR—1, G. Allison. 1:30, Pension. 1:45, Treasure Travels.
KFAC—1, Belligiosa Science. 1:30, Financial. 1:45, Organ.
KVOE—1, News, Stocks. 1:15, Strings.
KRKD—1:15, City Hall. 1:45, Health.
KFOV—1, Lieut. Governor. 1:15, Lucia Floor Show. 1:30, Rainbow Trio. 1:45, Emil Martin.
KGER—1, News. 1:05, Officials. 1:20, Bits of Hits. 1:30, Spanish Trio.
KFXM—1, Life of Byron. 1:30, Variety. 1:45, Let's Play Bridge.
KFSD—1, Frank & Archie. 1:15, Huriburt Band. 1:45, Amer. Legion.
KGB—1, Life of Byron. 1:30, McFarland Twins. 1:45, Bridge.
KFVD—1, News, Stocks. 1:15, Music.
KVOE—1, Life of Byron. 1:30, Dance Orch. 1:45, Let's Play Bridge.

2 to 3 P. M.

KFI—2, Agnes White. 2:15, Rhumba Band. 2:25, News. 2:30, Alice Blair. 2:45, Miss Julia.
KNX—2, Young Dr. Malone. 2:15, Michael Loring. 2:30, Joyce Jordan. 2:45, Kate Smith.

KHJ—2, News. 2:15, Bookworm. 2:30, Community Hall. 2:45, We the Women.
KECA—2:15, News. 2:30, Against the Storm. 2:45, Guiding Light.
KFWR—2, News. 2:15, D'Artega Orch. 2:30, Music Box. 2:45, Grandma Travels.
KMPC—2, Tenth Inning. 2:15, Breekin. 2:30, Concert Hall.
KMTR—2, W. R. West. 2:15, Termito Topics. 2:30, Volney James.
KFAC—2, Women Assoc. 2:30, Band Concerts.
KGFJ—2, News, Stocks. 2:15, Civic. 2:30, Salvation Army.
KRKD—2, Henry Orch. 2:30, News. 2:45, Hawaiians.
KFOV—2, Civic. 2:15, At Theatre. 2:30, Dr. Reynolds. 2:45, Grandma Travels.
KGER—2, News. 2:05, Music.
KFXM—2, Stocks, Orch. 2:15, News. 2:30, Edna O'Dell. 2:45, Spoilite Revue.
KFSD—2, Theater Parade. 2:05, Dance Music. 2:10, Listen. 2:15, Monitor News. 2:30, Health Talk. 2:45, Grandma Travels.
KGB—2, News. 2:15, Sista. 2:30, O'Dell-Turner. 2:45, We the Women.
KFI—2, Music. 2:15, Organ. 2:30, Rhythm.
KVOE—2, News. 2:15, Federal Music. 2:30, O'Dell-Turner. 2:45, Round Turner.

3 to 4 P. M.

KFI—3, Art Baker. 3:30, Bob Hanson. 3:45, Kaitenborn.
KNX—3, Mary Foster. 3:15, News. 3:20, F. Wiley. 3:45, Europe.
KHJ—3, Fulton Lewis. 3:15, Prima Orch. 3:30, Haven of Rest. 3:45, Inside Sports.
KECA—3, Unclassic Hour.
KFVB—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton.
KMPC—3, Music. 3:15, Kern Orch. 3:30, Tropic Moods. 3:45, Chief Milani.
KMTR—3, Volney James. 3:30, Memories. 3:45, Billy Richman.
KFAC—3, Masterpieces.
KGFJ—3, News. 3:15, Vocaliers.
KRKD—3, Hawaiians.
KFOV—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton.
KGER—3, News. 3:05, Music.
KFXM—3, F. Lewis. 3:15, Variety. 3:30, Haven of Rest.
KFSD—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton.
KGB—3, Fulton Lewis. 3:15, Devotions. 3:30, Haven of Rest.
KFVD—3, News. 3:15, Music.
KVOE—3, Washington News. 3:15, Dance Orch. 3:20, Haven of Rest.

4 to 5 P. M.

KFI—4, Shield Orch. 4:15, Mirandy. 4:30, Treasure Chest.
KNX—4, Wiley. 4:15, KNX-tra. 4:20, Music. 4:30, First Nighter. 4:55, War News.
KHJ—4, Sands of Time. 4:30, Musical Matinee. 4:45, Conversation Piece.
KECA—4, Bud Barton. 4:15, Rocky Gordon. 4:30, Irene Wicker. 4:45, Malcolm Clair.
KFVB—4, Don Milligan. 4:30, Bert Flske. 4:45, Stuart Hamblen.
KMPC—4, Salon Music. 4:30, Newsreel. 4:45, Aloha Land.
KMTR—4, Spec. Events. 4:15, News. 4:30, Religious. 4:45, Spec. Events.
KFAC—4, Music. 4:15, Drawing Room. 4:30, Tea Time. 4:45, Health Talk.
KGFJ—4, News. 4:15, Tea Time. 4:30, Observer. 4:45, Music.
KRKD—4:15, Venna Taylor. 4:45, News.
KFOV—4, Matinee Melodies. 4:30, Swing.
KGER—4, News. 4:30, Bob Carlin. 4:45, Tune Time.
KFXM—4, Trading Post. 4:30, Music. 4:45, U. S. Army.
KFSD—4, Maxine Santter. 4:15, Rocky Gordon. 4:30, Irene Wicker. 4:45, Malcolm Clair.
KGB—4, Sands of Time. 4:30, Music. 4:45, Conversation Piece.
KVOE—4, Sands of Time. 4:30, Musical Matinee. 4:45, Classified.

5 to 6 P. M.

KFI—5, Hurtado Band. 5:30, Meredith Willson.
KNX—5, Second Husband. 5:30, Missing Heira.
KHJ—5, News. 5:15, Daily Comics. 5:30, Shafter Parker. 5:45, Blue Beetle.
KECA—5, Expo. Band. 5:30, News. 5:45, Sports.
KFVB—5, Stuart Hamblen.
KMPC—5, Piano. 5:15, News. 5:30, Uncle Harry.
KMTR—5:30, Evertide Melodies. 5:45, Spec. Events.
KFAC—5, London News. 5:30, Whoopee Club.
KGFJ—5, News. 5:30, Baseball Scores.

TUESDAY Programs

SEPTEMBER 17, 1940

8 to 9 A. M.

KFI—5, Woman in White. 8:15, O'Neills. 8:30, Strings That Sing. 8:45, News.
KNX—8, Nancy Dixon. 8:15, When a Girl Marries. 8:30, Helen Trent. 8:45, Our Gal Sunday.
KHJ—8, Neighbors of Woodcraft. 8:30, News. 8:40, Mutual Friend. 8:45, News.
KECA—8, Breakfast Club. 8:30, News. 8:45, Organ.
KFVB—8, Melody Murt. 8:15, Baldrans. 8:30, Physical Culture. 8:45, Dr. Reynolds.
KMPC—8, Andy & Virginia. 8:30, Unity Daily Word.
KMTR—8, Spanish Hour. 8:45, Religious Music.
KFAC—8, Country Church. 8:45, Mildred Lager.
KGFJ—8, News, Stocks. 8:45, Dr. Wiseman.
KRKD—8:30, Jonathan Breakfast Club.
KFOV—8, News. 8:15, Dr. Reynolds. 8:30, Ads. 8:45, Sooter Californians.
KGER—8, News. 8:01, Soul Patrol. 8:15, Mizpah. 8:45, Rev. Bennington.
KFXM—8, Neighbors of Woodcraft. 8:30, Orch. 8:45, News.
KFSD—8, Breakfast Club. 8:15, Good Cheer. 8:30, Farm and Home.
KGB—8, Woodcraft. 8:30, News. 8:40, Stocks. 8:45, Cornhusel News.
KFVD—8, Covered Wagon. 8:45, Music.
KVOE—8, Good Morning Neighbor. 8:30, News. 8:45, London News.

9 to 10 A. M.

KFI—9, Song Fellow. 9:15, Masters Orch. 9:30, Kathleen Norris. 9:45, Dr. Kate.
KNX—9, Goldbergs. 9:15, Life Can Be Beautiful. 9:30, Right to Happiness. 9:45, Mary Lee Taylor.
KHJ—9, Luther Orch. 9:15, Rev. Laurin. 9:30, Music. 9:45, Keep Fit.
KECA—9, Council of Beauty. 9:15, Between Bookends. 9:30, Midmorning Jamboree.
KFVB—9, Summer Time. 9:15, Music. 9:30, News. 9:35, Waltz. 9:45, Tune Time.
KMPC—9, News. 9:15, Organ. 9:30, Melody.
KMTR—9, Set Your Clock—Martin L. Thomas. 9:15, Health. 9:30, Special Events. 9:45, W. B. Record.

KFAC—9, Inspirations. 9:15, Health Talk. 9:30, Women in News. 9:45, South Amer. Way.
KGFJ—9, News, Stocks. 9:15, Music.
KRKD—9:30, U. S. Weather.
KFEV—9:30, Mayfair Lost & Found.
KFOV—9, John Brown. 9:15, Half & Half. 9:45, Hollywood Band.
KGER—9, News 9:03, Bright Corner. 9:15, March Ahead of Time. 9:30, Revival. 9:45, Full Gospel.
KFXM—9, Frank Luther. 9:15, Sunshine Service. 9:45, Popular Orch.
KFSD—9:15, Between the Bookends. 9:30, Health. 9:45, News.
KGB—9, Frank Luther. 9:15, Homemaker's Catalog. 9:45, Keep Fit.
KFVD—9:15, News. 9:30, Dr. Richardson. 9:45, Parade.
KVOE—9:15, Luther Orch. 9:15, Monitor News. 9:30, Johnson Family. 9:45, Exercises.

10 to 11 A. M.

KFI—10, Light of the World. 10:15, Arnold Grimm's Daughter. 10:30, Volant Lady. 10:45, Hymns.
KNX—10, Big Sister. 10:15, Aunt Jenny. 10:30, Fletcher Wiley. 10:45, My Son and I.
KHJ—10, News. 10:15, Happy Homes. 10:45, Bachelor's Children.
KECA—10, Our Half Hr. 10:30, Views and Reviews. 10:45, Family Doctor.
KFVB—10, Curtis Springer. 10:15, G. Miller Orch. 10:30, Romance in Rhythm.
KMPC—10, Musicographs. 10:15, Old Refrains. 10:30, Norma Lee Service. 10:45, News.
KMTR—10, Woman's World. 10:30, Dr. Reynolds. 10:45, Monitor News.
KFAC—10, Midmorning Serenade. 10:30, News. 10:45, Gothic Tower.
KGFJ—10, News. 10:15, Dr. McCoy. 10:30, Moods in Verse. 10:45, City Dwellers.
KRKD—9:15, Health.
KFOV—10, News. 10:15, Health. 10:30, Pacific Paradise. 10:45, C. Wellman.
KGER—10, News. 10:05, God's Sunshine. 10:30, Rev. Ivie.
KFXM—10, News. 10:05, Variety. 10:15, Organ. 10:30, Craig Orch. 10:45, Bachelor's Children.
KFSD—10, Our Half Hour. 10:30, Ann Gibson. 10:45, Heaven on Earth.
KGB—10, News. 10:15, Mark Love. 10:30, Craig Orch. 10:45, Bachelor's Children.

WAX CRAX

by **Mort Werner**

HERE we go again with another rapid review of some of the latest discs that the record companies have released in the past few days. . . . Columbia takes the spotlight with its follow-up Virginia O'Brien record. She does two more tunes from the Broadway show, "Keep Off the Grass" . . . "I'm An Old Jitterbug" and "Spring." Virginia, you will remember, is the gal that stopped the show every night in "Meet the People." Art Wilson, who did her arrangements for "Meet the People," also made these. . . . Ray Noble put forth a smooth double with two Bing Crosby tunes, "That's For Me" and "Rhythm on the River" in his usual smooth manner. . . . Gene Krupa sets a very smart rhythm in his new version of "Perfidia"—something a little bit different from Krupa. . . .

Victor and Bluebird Records

The King Sisters' "Fifteen Minute Intermission" is really all right—especially the orchestral background provided by Alvino Rey. . . . Xavier Cugat has waxed a couple of Congas that will undoubtedly do very well with the "Conga-conscious kids." . . .

Decca is a bit late with the Ink Spots' version of "I'll Never Smile Again" but is right on time with a tune, "Now I Lay Me Down to Dream," recorded by Guy Lombardo. . . .

These Aren't New But . . .

Ray Noble's "Tiger Rag," released by Victor in 1935 and still one of the best

swing records today. There's a fast piano chorus in that record that's so fast that it's impossible. Now you can actually listen to something that's impossible. . . . Jimmy Dorsey's "Parade of the Milk Bottle Caps"—a fine arrangement of the clever novelty that is still available on the Decca records—get it. . . . Tommy Dorsey's "Star Dust" that came out about two years ago is still one of the best. . . .

Theme Songs

I got a couple of letters last week about theme songs. "Does Your Heart Beat for Me" is Russ Morgan's and "Rose Room" is Phil Harris'. By the way, Phil Harris returns to the Wilshire Bowl October 3rd and you'll hear the "Maharajah" nightly over KHJ. . . .

Record Shows

I was listening to KIEV in Glendale the other day and they really drag out some of the old records. Out of a clear sky in the middle of a Tommy Dorsey program I heard "Dese, Dein, Dose," an old Dorsey Brothers disc made by the original "Brothers." . . . Peter Potter is gaining quite a listening audience with his nightly "Memories in Melodies," as is the "Drive-In Request" program, which is heard nightly at 11:00 over KMTR. . . . I wonder when somebody is going to start a record program of real old records that would interest many thousands of record collectors here in Hollywood. . . . Another thing I've been wondering about is, why doesn't some-



Pretty Joann Banks, pictured here, one of radio's outstanding young actresses, is devoting two weeks to the study of her lines for her appearance Wednesday, Sept. 25, as star of "Manhattan at Midnight."

MUSIC CITY
Complete Record Dept.
Sunset at Vine, Opposite NBC
Free Parking Open Evenings

body make an inexpensive record cabinet to hold records? I'll buy one. . . .

Well, that about does it for today. Pick up Radio Life about this time next week and see what's new in the record world. See you then. . . .

MORT WERNER.

- ERKD—5:30, Race Results.
- KFOX—5, Swing.
- KGER—5, News. 5:05, Latin Hour.
- KFXM—5, Pop. Orch. 5:30, News. 5:35, Variety 5:45, Blue Beetle.
- 4FSD—6, News. 5:15, Band. 5:30, Amateurs. 5:55, So. Pacific.
- KGB—5, Mystery Hall. 5:30, Shafter Parker. 5:45 Blue Beetle.
- KFVD—5, Band. 5:15, News.
- KVOE—5, Mystery Hall. 5:30, Shafter Parker. 5:45, Blue Beetle.

6 to 7 P. M.

- KFI—6, Summer Pastime. 6:30, Dog House.
- KNX—6, Miller Orch. 6:15, Public Affairs. 6:30, Four Clubmen. 6:45, Sports Huddle. 6:55, News.
- KHJ—6, Ray G. Swing. 6:15, Johnson Family. 6:30, John R. Hughes. 6:45, Hollywood Shopping News.
- KECA—6, News. 6:15, Ink Spots. 6:30, Our Neighbors the Haines.
- KFWB—6, News. 6:15, Strollin' Tom. 6:30, Quintones. 6:45, Dixieland Band.
- KMPC—6, Song Stories. 6:30, Hollywood Chatterbox. 6:45, Community Sing.
- KMTR—6, Spec. Events. 6:30, U. S. Marines. 6:45, Special Events.
- KFAC—6, News. 6:15, Sport Brief. 6:30, Music.
- KGFJ—6, News, Italian Melodies. 6:30, Gold Hour.
- KRKD—6:30, Recordings.
- KFOX—6, News. 6:10, Sports. 6:15, P. T. Barnum. 6:30, Swing Dink. 6:45, Hawaiians.
- KGER—6, News. 6:30, Italian Journal.
- KFXM—6, Ray G. Swing. 6:15, Johnson Family. 6:30, John R. Hughes. 6:45, Sweets & Sents. 6:50, Music.
- KFSD—6, News. 6:15, Ink Spots. 6:30, Recital. 6:45, Junior G-Men.
- KGB—6, Raymond G. Swing. 6:15, Johnson Family. 6:30, John R. Hughes. 6:45, Paging Past.
- KVOE—6, Ray G. Swing. 6:15, Johnson Family. 6:30, John R. Hughes. 6:45, Paging Past.

7 to 8 P. M.

- KFI—7, Pleasure Time. 7:15, KFI News. 7:30, Johnny Presents.
- KNX—7, Amos 'n' Andy. 7:30, Lancelord Orch.

- KHJ—7, As the Clock Strikes. 7:15, Inside of Sports. 7:30, Ned Jordan.
- KECA—7, Information Please. 7:30, Cabbages and Kings. 7:45, Black Velvet.
- KFWB—7, Sid Ziff. 7:15, Serenade. 7:45, Robt. Arden.
- KMPA—7, Amos 'n' Andy. 7:15, KMPA—7, Allen Roth Presents.
- KMTR—7, Behind News. 7:15, Music. 7:45, Special Events.
- KFAC—7, Christian Science. 7:15, Music. 7:30, Forty Plus. 7:45, L. A. Playground.

A KVOE "MUST" for TUESDAY

STAR RAZOR BLADES

Present

WYTHE WILLIAMS

Commentator

7 p. m.

Also Heard Thursday

- KGFJ—7, Spanish Hour.
- KRKD—7, News. 7:15, Three-Quarter Time. 7:30, Do You Know?
- KFOX—7, Daily Bread. 7:15, Jobs for Americans. 7:30, Treasure. 7:45, News.
- KGER—7, News. 7:05, Jewish Hour.
- KFXM—7, Wythe Williams. 7:15, Inside of Sports. 7:30, Ned Jordan.
- KFSG—7:45, Evangelistic.
- KFSD—7, Information Please. 7:30, Black Velvet.
- KGB—7, Wythe Williams. 7:15, Inside of Sports. 7:30, Ned Jordan.
- KVOE—7, Wythe Williams. 7:15, Dance Orch. 7:30, Secret Agent.

8 to 9 P. M.

- KFI—8, Musical Americana. 8:30, Battle of Sexes.

- KNX—8, We, the People. 8:30, Herbeck Orch.
- KGB—8, Laugh and Swing. 8:30, Serpico Orch. 8:45, Twilight Trails.
- KECA—8, Easy Aces. 8:15, Mr. Keen. 8:30, News. 8:45, Cavalcade of History.
- KFWB—8, Fiesta. 8:15, Old Favorites. 8:30, Warner Bros. Orch.
- KMPA—8, Pickard Family. 8:30, Let's Talk Over News. 8:45, Fun Quiz.
- KMTR—8:30, Camera Clinic.
- KFAC—8:15, Baseball.
- KGFJ—8, News. 8:15, Jean Valentine. 8:45, Music.
- KFXM—8, Lucas Floor Show. 8:15, Eagle. 8:30, Judge Gardner.
- KGER—8, News 8:05, Rudiofo Hoyos.
- KFXM—8, Laugh & Swing. 8:30, Serpico Orch. 8:45, Twilight Trails.
- KFSG—8, Ecangalistic.
- KFSD—8, Easy Aces. 8:15, Mr. Keen. 8:30, Long Orch.
- KGB—8, Laugh & Swing. 8:30, Serpico Orch. 8:45, Twilight Trails.
- KVOE—8, Laugh and Swing. 8:30, Studio. 8:45, Twilight Trails.

9 to 10 P. M.

- KFI—9, Passing Parade. 9:15, Packard Trans. 9:30, Univ. Explorer.
- KNX—9, News. 9:15, Sports Round-Up. 9:20, James Orch. 9:30, Agullar Orch. 9:45, News.
- KHJ—9, News. 9:15, Lyon Van & Storage. 9:30, Hamilton Orch.
- KECA—9, Holmes Orch. 9:30, News. 9:45, Frank and Archie.
- KFWB—9, Names in Music. 9:30, News. 9:45, Ballard.
- KMPA—9, Memory Melody.
- KMTR—9, G. Allison. 9:15, Special Events. 9:30, Peter Potter.
- KFAC—9, Baseball.
- KGFJ—9, Jewish Hour.
- KFOX—9, News. 9:15, Eventide Echoes. 9:30, Christy Orch. 9:45, Thornhill Orch.
- KGER—9, News. 9:05, Rev. Hauff.
- KFXM—9, News. 9:15, Dale Orch. 9:30, Fulton Lewis. 9:45, Hamilton Orch.
- KFSD—9:30, Angelus Choir.
- KFSD—9, Holmes Orch. 9:30, Univ. Explorer. 9:45, News.
- KGB—9, News. 9:15, Dale Orch. 9:30, Fulton Lewis. 9:45, San Diego.
- KVOE—9, News. 9:15, Dale Orch. 9:30, Washington News. 9:45, Hamilton Orch.

10 to 11 P. M.

- KFI—10, News. 10:15, Richards Orch. 10:30, Bridge Club. 10:50, Sir Francis Drake Orch.
- KNX—10, Crosby Orch. 10:30, Masterworks.
- KHJ—10, Nagel Orch. 10:30, News. 10:45, Joy Orch.
- KECA—10, Phil-Harmonia.
- KFWB—10, Gypsy Caravan. 10:15, Bowling Notes. 10:30, Contrasts in Rhythm.
- KMPC—10, Dance Hour. 10:30, News. 10:45, Hawaiians.
- KMTR—10, Merry-Go-Round. 10:15, Lopez Orch. 10:30, Special Events. 10:45, Fiddler Orch.
- KFAC—10, Melody Hour.
- KGFJ—10, News.
- KMPC—10:15, Anlwa Boys. 10:30, Hawaiians. 10:45, Hamilton Orch.
- KFSD—10, News. 10:10, Music. 10:15, Salvation Army. 10:30, Swing.
- KFXM—10, Nagel Orch. 10:30, News. 10:45, Joy Orch.
- KFSG—10, Esther Stuart. 10:30, Mr. and Mrs. Webb.
- KFSD—10, Lucas Orch. 10:30, Theater Parade. 10:35, Garber Orch.
- KGB—10, Nagel Orch. 10:30, News. 10:45, Joy Orch.
- KFVD—10, Jack the Bellboy.
- KVOE—10, Nagel Orch. 10:30, News. 10:45, Pearl Orch.

11 to 12 Midnight

- KFI—11, News. 11:15, Nottingham Orch. 11:30, Harpa Orch.
- KNX—11, News. 11:15, Shaw Orch. 11:30, Manny Strand Orch. 11:55, News.
- KHJ—11, Dale Orch. 11:30, Rhythm Rascals. 11:45, Hawaiians.
- KFAC—11, This Moving World. 11:15, Organ.
- KFWB—11:15, Music You Want.
- KMPC—11, Music Hall.
- KMTR—11, Let's Dance.
- KFAC—11, Dance Music.
- KFXM—11, Dale Orch. 11:30, Rhythm Rascals. 11:45, Hawaiians.
- KFSG—11, Gladwyn Nichols. 11:30, Melodies.
- KFSD—11, Nottingham Orch. 11:30, Harpa Orch.
- KGB—11, George Bacon. 11:30, Rhythm Rascals. 11:45, Memory Time.
- KVOE—11, Dale Orch. 11:30, Rhythm Rascals. 11:45, Hawaiians.

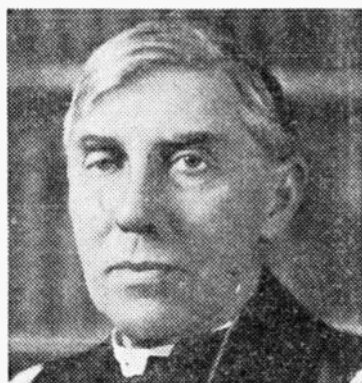
Religion on Air

Clerics of All Faiths Contribute to Humanity's Cry for Enlightenment

SUNDAY after Sunday, for nine years, the Columbia Broadcasting System's Church of the Air has broadcast to far-flung audiences two services with sermons delivered by clerics representing all the established faiths in the United States.

This CBS presentation, in which many eminent prelates have participated entered its tenth year this month. Church leaders of all denominations have sent congratulatory messages to Columbia, emphasizing their appreciation for what the Church of the Air has done and is doing for the cause of religion.

During the existence of this religious program, its services have been listened to by many millions—in homes, hospitals, camps, boarding schools, infirmaries—by persons dwelling in desolate areas in this country and in Canada, and also by those in distant lands who have heard the messages over Columbia's short wave stations.



RT. REV. H. ST. GEORGE TUCKER

In a statement of the policy of this program, William S. Paley, president of the Columbia Broadcasting System, writes:

"When the Columbia Broadcasting System, in September, 1931, offered its facilities for the creation of a Church of the Air, it was generally recognized that religious broadcasting should not be haphazard but, in fairness to all concerned, should follow a carefully pre-determined policy. That policy, as it was then conceived, and as it stands today, is based on the simple premise of religious freedom.

"It provides that the pulpit of Columbia's Church of the Air shall be made available, impartially, to all established religious faiths in America; that speakers who use this pulpit shall enjoy freedom of expression, so long as their messages in no way attack the religious faith of others; that no charge shall be made or payment accepted for religious broadcasts on the Columbia network . . ."

Among the letters extending congratulations to Columbia on the Church of the Air anniversary are the following:

His Eminence William Cardinal O'Connell, Archbishop of Boston:

"Your fine radio programs have been

productive of much good during the past nine years and I am sure that your millions of listeners rejoice with you on this happy occasion and look forward to a continuance of these instructive and informative programs which are doing so much to foster and strengthen the religious spirit of the good people of America . . ."



RABBI LEO JUNG

Rabbi Leo Jung, of the Jewish Center: "Pray accept my cordial congratulations on the occasion of the ninth anniversary of the Church of the Air."

The Rt. Rev. H. St. George Tucker, Presiding Bishop of the Protestant Episcopal Church:

"I congratulate the Columbia Broadcasting System upon this nine years of outstanding service to the cause of religion . . ."

The Rev. Dr. William Lindsay Young, Moderator of the General Assembly of the Presbyterian Church in the United States:

"The Columbia Broadcasting System is to be congratulated for this significant contribution to American culture . . ."



WILLIAM CARDINAL O'CONNELL

Coming Out of the Ether

with

BERNIE SMITH

BY SOME fortunate quirk of circumstances, we were permitted to sit in the sanctum-sanctorum of all radio, the control booth, at last week's Kay Kyser College of Musical Knowledge. It was one of the great thrills of our 10 years' association with the radio industry.

Have you ever noticed a football backfield when it is clicking perfectly? If you have, you'll understand the basic reasons for the success of the Kyser show.

Genial Ed Cashman, the producer, is the "coach" of the team, watching each minute detail with an experienced eye; keeping the show within its time limits, moving a contestant closer to the mike, keeping the band in tonal balance, speeding things up here, slowing them down a bit there.

Kyser is the star quarterback, the mainspring of the team. His tremendous energy, his amazing personality, and his constant spirit of good fun, keep the fans in the grandstand happy.

Other members of the backfield, lovely Ginny Simms, Harry Babbit, Sully Mason, Ish Kabibble and the hard-working boys in the band, contribute their share to the rapid pace, the successful "clicking" of the show.

George Duning, arranger for the band, is little known to the fans in the bleachers, but his is a vital and necessary job nonetheless. George is responsible for the music of the organization and aids Cashman in production.

We noticed one thing about the entire Kyser troupe, the point which we believe to be the keynote to their unequalled success. They're all enjoying their work! From Kyser and Cashman down to the newest member of the band, every person connected with the show has a lot of fun . . . a spirit of cooperation, friendliness and good fellowship that is transmitted to listeners all over the country. You can't beat a backfield combination like that!

We think it is the reason why the Kyser organization leads all other shows on the air today in popularity, why his records are among the very tops in sales, why his motion pictures break box-office records and why his personal appearance tours set standards never before reached by dance bands.

Kyser, to our notion, has got something there!



We had an idea that the news-casting business had just about reached its peak, but we were quite wrong. A glance at the fall schedules shows more and more news commentaries listed. Most big newspaper names will be heard soon, as Europe's war continues to grow in public interest. A major portion of these new programs will be sponsored, too!

CHEF MILANI'S Food Filosofy

DO YOU KNOW—That wood pulp is sometimes used for sausage casings; that pectin feeds the fruit that feeds you; that you can broil an orange and like it, especially with meat; that wet cellophane will stick to a dish when it dries and make an excellent cover; that if you want to keep from crying when peeling an onion, all you have to do is peel it under running water; and that special cuts of specially raised beef have been worth as high as five dollars a pound?

If you don't, maybe you know that the composition of the human body approximates the composition of the earth's crust; that you can dust iced coffee and cream with cinnamon; that sugar is simply carbon, oxygen and water, but no chemist can make it; that you can keep moisture from gathering in a lid by spreading a cloth over the pot before covering it; and that a piece of fruit frozen into your ice cubes will add an artistic touch to your drinks?



Does Your Taste Need Glasses?—Taste "blindness" is an unfortunate condition that actually exists. Some people have no taste, just as others have no sight or hearing, while others are only partially incapacitated and can correct the condition. Of course, the only glasses that can be used for taste, are those that contain a drink, but these are not always necessary. You can exercise your taste, just as you can exercise your eyes, and with very encouraging results if you stick to it.

If for any reason food seems tasteless to you, begin today to develop a greater perception for it. When you turn a morsel over on your tongue, turn it over in your mind, too, and try to appreciate all the different flavors that it has to offer. Suppose it is just a mouthful of bread and jam with a swallow of milk: Make yourself realize the fruit flavor of the jam, the sweetness of it as composed to the sweetness of the milk, the texture of both of these in relation to the texture of the bread, the slightly flat quality of the one, the cool meltingness of the other, the warmly salt peculiarities of the third. Do this every day with everything you eat and watch your taste buds come to life, as well as your appetite and enjoyment.



Nose-Twist Salad—Don't be alarmed. We are only speaking of nasturtiums. That's what the word nasturtium means: nose-twist, or, more accurately, nose-twister. It was so called because its pungent taste causes one to slightly twist or wrinkle up the nose when eating it. The leaves, stems and flowers of the dwarf variety are not uncommonly used in salads, though more popular as a garnish, and the seeds, when half ripe, are also mixed into mustard pickles.

This is one instance of something really making itself quite useful besides being beautifully ornamental, and all you have to do is reach into your flower garden for it.

Veal Birds Maria—Take a pound and a half of veal steak, half an inch thick, a one-inch cube of fat salt pork, a half cup of breadcrumbs, one egg yolk, a half cup of meat stock, a tablespoon of Worcestershire sauce, three tablespoons of butter, one cup of cream, two tablespoons of flour, a half cup of chopped parsley, salt and pepper—and proceed as follows:

Remove the skin and fat from the veal, pound it thin, and then cut it into four-inch squares. Now grind the veal trimmings with the salt pork, mix this with the breadcrumbs and egg yolk, then add it to the meat stock, salt and pepper it, and put in the Worcestershire sauce. (Better put the Worcestershire sauce into the meat stock first, for more equal distribution.) Next, spread the mixture over each piece of veal, roll the meat, fasten with a toothpick, and salt and pepper again. This done, roll the rolls in the flour and saute them in the butter until brown. Finally, add the cream, simmer for about half an hour, and when you are ready to serve them, pour the pan gravy over them and sprinkle the chopped parsley on top.

I hope you like them.



Your Constitutional Rights—A constitutional, as you probably know, is a walk for your health, and people sometimes ask me if it is advisable to take one right after eating. In this respect, the old rhyme says:

"After dinner rest awhile;
After supper walk a mile."

but it is not a bad idea to rest a little and walk a little in both cases or after any meal.

MILANI CONTEST

Chef Milani now has a new contest going on his daily broadcast Monday through Friday over KMPC. It is very interesting. Tune in at 3:45 Monday through Friday. If you are a customer to eat every day you can easily join in the contest.

Everybody likes Chef Milani contests. So why don't you? Tune in KMPC 3:45 and learn Food Facts, Filosofy and how to be a winner.

CRITICISE AND PATRONIZE

Both functions are yours. Help Radio Life by writing in. Help markets by patronizing Radio Life carriers.

Tele-visually Speaking

By JERRY COLBY

THE Don Lee Telecasting station, which is moving itself and personnel to hill-top overlooking Hollywood, is expected to transmit a much better picture than it has in the past few years. Many persons have remarked: "If W6XAO would spend a few extra dollars, the 'viewers' would not be disappointed with television." If they knew Tommy Lee has spent almost a half million dollars in experimentation, they would laud his intelligence and courage. He hasn't earned a dime from the investment. A special road has had to be built to convey all the necessary equipment which goes to make up a station of this size. Mr. Lee is giving to the television public a mark for other stations to shoot at. His office is filled night and day with contractors and engineers. No beauteous damsels and embryonic actors clutter his ante-room, artisans await the summonses from the "big boss" January 1st, 1941, will see finished what years of thought and labor have evolved. We should be proud of men who have the courage of their convictions and the foresight to believe in the future of our country to the extent of giving of themselves and pocketbooks for a dream turned real. Television is here!



"Viewers," perk up your ears; there is to be competition amongst the telecasting stations this fall. There will be at least three fullfledged, going-every-night, television stations. There may be a fourth. Paramount's Television Productions and Howard Hughes' stations will definitely throw pictures into the ether before three moons roll around. Lineage, we believe, will be 525 and can be received on 441-line television receivers.

The other company which is expected to receive its go-ahead signal from FCC is American Television, with whom Dr Lee DeForest and U. A. Sanabria, two outstanding research engineers, are associated. If these notables cannot get a license, then who can? Real estate agents are combing the city for high spots and proper surroundings.

If you haven't a television receiver now, visit a dealer and look over the models now displayed. They'll be at a premium when stations start telecasting and publicizing programs.

DID YOU KNOW

You can now get bacon with that full rich smoky flavor you used to get at grandma's!

JUST ASK FOR
WILSON'S
O'Fashund Bacon
It's "Sliced on the Hind"

For Pets' Sake - Insist Upon
Mayfair
DOG & CAT FOOD

No. 1 TALL
15 OZ. TINS 3 for 25¢

ALSO "HOT DOGS FOR DOGS"

A BOWL OF MUSIC

*That's Just What Life Is for the
Woman Who Is Bringing Great
Music Within Mass Reach*

FORTY percent more people were seated out there than had been seated in other seasons—out there and above them on the easy rising, seat-tiered slopes.

From the top row of seats the orchestra shell looked like a miniscule of sea life, a shell glowing with inner light. From the shell came music no sea had ever made, no lonely sea mollusk had cap-

tured in horny outer covering from which time had removed him.

The 18th season was drawing to a close in a shimmer of distant stars and an upward cascading of notes of a great symphony. As it and other orchestras had done in the past, the orchestra in the Hollywood Bowl shell worked with precise musicianship under the direction of the formally attired conductor.

And, to one side, out of sight of the hard-playing orchestra, the silent thousands in the sky-reaching seats and the huddle of late comers standing by the orchestra entrance, stood the woman of whom millions have heard, but few have met. She would be Mrs. Leland Atherton Irish, executive vice-president of the Southern California Symphony association, which sponsors Los Angeles' Philharmonic winter season and "Symphonies Under the Stars" in summer.

The history of Southern California music, the story of Hollywood Bowl, and its broadcasting concerts and rehearsals, familiar to hundreds of thousands of Southern Californians, is, in measure, the story of Mrs. Irish. Los Angeles citizens are wont to regard themselves proudly when they visit other points in the nation. Most often they are called upon to tell what they know of what many other citizens in other places think of as one of the wonders of the modern world. Literally, Hollywood Bowl is a world wonder. There are imitations of it in other cities and other lands, but Hollywood Bowl is more than a site that lent itself to cultural purposes. It is more than thousand-block-long rows of seats rising on a gentle hillside. It is more than a magnificent music shell set at the bottom of the slope and fronted with a stage on which hundreds of persons could perform at the same time. All these are but material evidence of something more precious than materials and design. These things are the physical testimony to a creative and spiritual fire burning in a group of Californians. These Californians (names and histories can be obtained from Hollywood Bowl Association) in 1922 saw beyond their times as public spirited citizens. In that year they undertook construction of the Bowl. What they set out to do and, in time, did, was to bring great music within the popular range. Millions who have heard Bowl Symphonies in the last eighteen years have been enriched by the unstinting courage and graciousness of that early group, most of whom are living today.

When this year's (the 18th) season ended, the work and vision of the founding Californians had been assured as an enduring public service by virtue of the selection, in 1925, of the woman of whom this piece is written.

Mrs. Irish first became identified with the Bowl in 1925 when she was named by Mrs. Artie Mason Carter as colonel of a money raising team. Mrs. Irish's team led the field. The following year she was named General Chairman of the Bowl concert season. Her association continued through 1929.

In the spring of 1934 when members of the Philharmonic Orchestra elected to sponsor the season, they drafted Mrs. Irish to serve with them. Again she was



Left is Gladys Swarthout in "Carmen" costume, with Mrs. Leland Atherton Irish, who is congratulating the famed singer on her performance. The performance attracted 24,015 persons to Hollywood Bowl to set a record for this record breaking enterprise of the enterprising Mrs. Irish.

general chairman. William Andrews Clark, Jr., founder of the Philharmonic Orchestra and its sole guarantor for 15 years, died that summer. A group of public spirited men and women of the Southland then organized Southern California Symphony Association to assure continuance of the orchestra.

The association began its sponsorship of the Symphonics under the Stars in 1935. Mrs. Irish continued in her capacity of general chairman but in 1936 became executive vice-president and secretary of the association and in active charge as manager both for the winter and summer seasons.

A native daughter of California, born not many miles from the Bowl, Mrs. Irish from early youth has taken a very active part in civic affairs. Her dynamic force, driving energy and infectious spirits have kept alive many enterprises that might otherwise have languished.

From early May to September she plunges exuberantly into the difficult task of producing a season of Symphonics Under the Stars—a job demanding several brands of and varieties of ability, tact and stick-to-it-ive-ness.

A typical Bowl day brings Mrs. Irish hustling into the office ready for a tussle with temperament, a brush with economics, and supervision of conferences involving a multiplicity of details relating to the season.

She puts in motion the wheels that turn a highly sensitized mechanism. The production of grand opera fully costumed and lavishly staged in the Bowl involves, first, engagement of a suitable conductor, then casting. Mrs. Irish gives first choice always to resident artists. When these are not available she turns Eastward or to whatever point they may be found. When the best available artists are listed, she submits the names to the program committee and the executive committee of the symphony association for sanction.

After casting come intricate problems of staging. With her able lieutenant, William McKelvy Martin, assistant manager, she works out details of cost. Certain operas may not be given in Hollywood Bowl, for the immensity of the place may entail an outlay far beyond the expected revenues.

This summer the schedules of events on the program administered by the association calls for seven performances of grand opera. These performances have made it possible to engage 1,000 resident artists and musicians.

Mrs. Irish is a business executive but she possesses also a live interest in the domestic side of life. She dons an apron early every morning and prepares breakfast for her husband and her father, then drives her car to the Bowl office.

After a day that would bowl over (no pun intended) many a hardened business man, her day is not always over, for she frequently is called upon to preside at a banquet or other public function. Despite a day of harrassing and worrying difficulties, she must present herself with smiling countenance ready to contend with any of the exigences of a master of ceremonies, introduce 50 or more

guests and make a speech in the bargain. It is not hard for Mrs. Irish to smile, however, for she has a keen sense of humor—the kind that can appreciate a good joke on herself.

Every Tuesday morning she turns up in Pepper Tree Lane to do her stint at the head of the Artists' Breakfast. This feature of Bowl seasons is her own. She founded it a dozen years ago as one of the means for promoting interest in the concerts.

From the breakfast she returns to her office, turns in a sizeable amount of work—tidies herself up a bit and appears for the concert that night fresh as a newly plucked rose. When her office staff work through a hectic day and see Mrs. Irish after 12 or 14 hours of work still smiling and ready for more work—they wonder how she does it. Just plain love of her work and a desire to serve, she avers.

No sooner had the last applause faded away on the closing night's concert than Mrs. Irish put full steam ahead for the winter season of the Philharmonic Orchestra.

As chairman of the committee for the Southern California Symphony Association membership renewal she arranged for meetings, membership teas to be held in the next few weeks and continued with plans for the 1940-41 winter season.

The 22nd Philharmonic Orchestra season opens November 21 in Philharmonic Auditorium under the direction of the distinguished Bruno Walter.

Not the least of Mrs. Irish's varied activities are the speeches and lectures she delivers throughout the year. She makes many appearances before the microphone and always stresses the value of the radio in promoting an interest in fine music. She has spoken over virtually every radio in Southern California.

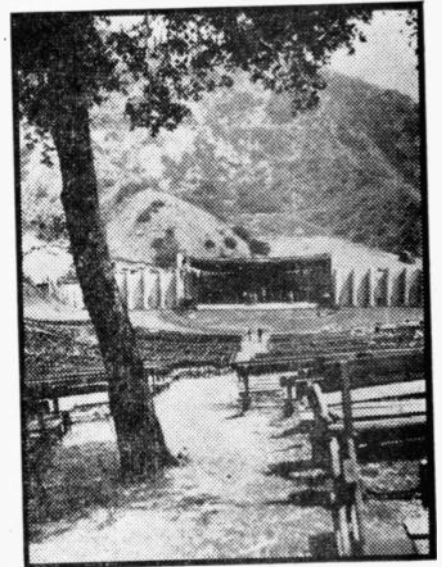
Mrs. Leland Atherton Irish is of American pioneer stock, her maternal grandmother being among the famed '49'ers. In early days the family lived on a rancho, of which today Leimert Park forms a part. As a girl she was an organist, met her husband thirty years ago during a recital and sealed a romance that is still lightful and happy. Her father was the contractor in 1906 who built the old Philharmonic Auditorium, which last year had its ancient face lifted and streamlined. She was educated in private schools and is a B.B.A. from Woodbury College. The Irishes live on the Hollywood Riviera near Palos Verdes. They have no children. Mr. Irish is head of the Leland A. Irish Tire company.

Life to Mrs. Irish is, as you can see, a big bowl of music, into which a world dips its ears.



BLACKFACE CUTUPS

When Amos and Andy walked into Albert Mariani's tailoring establishment to purchase their fall wardrobes, they were obliged to wait the better part of a half hour before given a fitting. Taking advantage of their wait, they seated themselves on a fitting table, legs crossed tailor fashion, and went into a comical routine to amusement of salesmen and customers.



In this place, surrounded by vernal nature, under the star-wooded blue-black nights of California's Southland, millions of Americans have sat and listened to "Symphonics Under the Stars," success of which in season's play and out of season's work has been due to the earnestness of purpose and the seemingly limitless energy of Mrs. Irish, one of the Southland's distinguished daughters.

CHILD HELPER

Walter White, Jr., the creator of the humane "Nobody's Children" show on Mutual, is currently in San Francisco working out details with a possible sponsor. Incidentally, during the one year's run of the program, Mr. White has been responsible for placing one homeless child a week in comfortable homes, in Los Angeles alone.



Columbia Announces

Below are listed the last listings and schedules for fall airings of the Columbia Broadcasting company:

Sept. 3—First Nighter, Tues.....	4:30
Sept. 7—Marriage Club, Sat.....	7:00
Sept. 9—Lux Radio Theatre, Mon.....	8:00
Sept. 13—Believe It or Not, Fri.....	6:00
Sept. 16—Those We Love, Mon.....	8:00
Sept. 18—Football Forecasts with Sam Hayes, Wed.....	7:15
Sept. 22—Take It or Leave It, Sun.....	6:00
Sept. 23—Design for Happiness, Sun.....	2:00
Sept. 29—Helen Hayes' Theatre, Sun.....	7:30
Sept. 29—Screen Guild Theatre, Sun.....	12:30
Sept. 30—Wheatena Playhouse.....	3:45
Oct. 2—Fred Allen-Texaco, Wed.....	9:00
Oct. 3—Kate Hopkins.....	12:30
Oct. 4—Kate Smith Hour, Fri.....	12:30
Oct. 5—I Want a Divorce, Sat.....	8:30
Oct. 6—Silver Theatre, Sun.....	12:30
Oct. 7—We, The Abbotts.....	4:15
Oct. 8—Big Town, Tues.....

WEDNESDAY Program Highlights

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

Variety

- 8:30-Johnny Murray, KFI.
10:30-Views and Reviews, KECA.
12:30-Club Matinee, KECA-KFSD.
2:45-Hate Smith Speaks, KXX.
3:45-Chef Milan, KMPC.
4:00-Speaking of Glamour, KFI.
4:15-Meet the Author, KMPC.
5:00-Star Theatre, KXX.
6:00-Kay Kyser, KFI.
7:00-Anios n' Andy, KXX-KMPC.
7:30-Plantation Party, KFI.
8:00-Abbott and Costello, KFI.
8:00-Pickard Family, KMPC.

Drama

- 8:45-Short Story, KXX.
4:30-Where Are You From? KHJ-KGB-KVOE-KFXM.
7:00-Hollywood Playhouse, KFI.
7:30-Dr. Christian, KXX.
8:00-Meet Mr. Meek, KXX.
8:30-Mr. District Attorney, KFI.

Public Affairs-News

- 1:30-John R. Hughes, KXX.
3:45-Kaltenborn, KFI.
4:55-Elmer Davis, KXX.
6:00-Raymond Gram Swing, KHJ-KVOE-KFXM-KGB.
6:30-John R. Hughes, KHJ-KGB-KVOE-KFXM.

- 7:15-Elliott Roosevelt, KFVB-KFOX.
7:45-Robert Arden, KFVB.
8:30-Let's Talk Over the News, KMPC.
9:30-Fulton Lewis Jr., KHJ-KGB-KVOE-KFXM.

Outstanding Music

- 1:00-Pop. Symphonia, KFVB.
1:00-Classic Hour, KECA.
5:30-Columbia Concert Orch., KXX.
7:15-Lanny Ross, KXX.
10:00-Phil-Harmonia, KECA.
10:30-Masterworks, KXX.
11:15-Music You Want, KFVB.

Sports-Comment

- 12:30-Major League Ball, KMPC.
7:00-Sid Ziff, KFVB.
8:15 to 10:00-Pacific Coast League Baseball, KFAC.
9:15-Sports Highlights, KXX.
10:15-Bowling News, KFVB.

Quiz Programs

- 8:30-Question Bee, KXX.

Weather

- KFI-8:30, 1:00, 3:15, KXX-6:00.
KRKD-9:30.
KHJ-KGB-9:00.
KFVB-7:30.
KVOE-7:55, 9:00.
KGER-11:00, 4:00.

- KMPC-11, Master Singers, 11:15.
Music for Madame, 11:30. Soloists, 11:45.
Musical Workshop, 11:45.
KMTX-11, Dr. Taibot, 11:30.
Stocks, 11:45.
Spec. Events, 11:30.
KFAC-11, Man on Street, 11:30.
Home Beautiful, 11:45.
Hawaiians, KGB-11, News, 11:15.
Music, KRKD-11, Paddock Flasher, 11:30.
News.
KFQX-11:15 Dr. Reynolds, 11:30.
News, 11:40.
Rhythmic Age, KGER-11, News, 11:15.
Old Camp Meeting, 11:30.
Musical Moments, 11:45.
Standards.
KFXM-11, Friendly Neighbors, 11:15.
Pass the Buck, KFSJ-11, Orphans of Divorce, 11:15.
Honey-moon Hill, 11:30.
John's Other Wife, 11:45.
Just Plain Bill.
KGP-11, Friendly Neighbors.
KFVD-11, News, 11:15.
Musical Album, 11:30.
Red Piano, 11:45.
V.
KVOE-11, Friendly Neighbors.

12 Noon to 1 P.M.

- KFI-12, Road of Life, 12:15.
Stella Dallas, 12:30.
Lorenzo Jones, 12:45.
Portia Faces Life, KFXM-12, Kitty Kelly, 12:15.
Myrt & Marge, 12:30.
Illitton House, 12:45.
Stepmother, KHJ-12, News, 12:15.
Organ, 12:30.
Troubadours, 12:45.
Word Dramas, KFAC-12, News, 12:15.
Word Hunters, 12:30.
Club Matinee, KFVB-12, Al Jarvis, KMPC-12, Music, 12:15.
News, 12:30.
Baseball.
KMTX-12, Peter Potter, KFAC-12, News, 12:15.
Melody Hour.
KGER-12, News, Stocks, 12:30.
Novelties, 12:45.
Let's Listen, KRKD-12:30, Saddle Pals, KFQX-12:15, News, 12:30.
Just Relix, 12:45.
Pals of Golden West, KGER-12, News, 12:10.
Music.
KFXM-12, Chamber of Commerce, News, 12:30.
Calvary Quarter Hr, 12:45.
Pop. Orch.
KFSJ-12, News, 12:15.
Club Matinee.
KGB-12, News, 12:15.
John Arnew, 12:30.
Stocks, 12:35.
News, 12:45.
Word Dramas.
KFVD-12, Air Editor, 12:30.
Music, 12:45.
V. Schram.
KVOE-12, News, 12:15.
Organ, 12:30.
Troubadours, 12:45.
Word Dramas.

1 to 2 P.M.

- KFI-1, Girl Alone, 1:15.
Kitty Keene, 1:30.
Midstream, 1:45.
O'Neills.
KXX-1, By Kathleen Norris, 1:15.
Beyond These Valleys, 1:30.
News, 1:45.
Scattergood Balms, KHJ-1, Hollywood Whispers, 1:15.
Hawaiians, 1:30.
Prima Orch, 1:45.
Let's Play Bridge.
KECA-1, Classic Hour.
KFVB-1, News, Symphonia, 1:30.
Dr. Reynolds, 1:45.
Hits and Bits, KMPC-1, Baseball.
KMTX-1, Treas. Travels.
KFAC-1, Religious Science, 1:30.
Financial, 1:45.
Organ, 1:15.
KGER-1, News, Stocks, 1:15.
Strings, 1:30.
Matinee, KRKD-1:15, City Hall, 1:30.
USC.
Organ, 1:45.
Health.
KFXM-1, Lieut. Governor, 1:15.
Lucas, 1:30.
Christian Science, 1:45.
E. Martin.
KGER-1, News, 1:05.
Officials, 1:20.
Hits, 1:30.
Spanish Trio.
KFXM-1, Agri. Adjnat, Adm., 1:15.
Hawaiians, 1:30.
Variety, 1:45.
Play Bridge.
KFSJ-1, Frank & Archie, Soiree, 1:30.
Temple in Tibet, 1:45.
Wayne Van Dyke.
KGB-1, Hollywood Whispers, 1:15.
Hawaiians, 1:30.
Prima Orch, 1:45.
Let's Play Bridge.
KFAC-1, News, 1:15.
Music.
KVOE-1, Hollywood Whispers, 1:15.
Music, 1:30.
Dance Orch, 1:45.
Let's Play Bridge.

2 to 3 P.M.

- KFI-2, Agnes White, 2:15.
Mine to Cherish, 2:30.
Alice Blair, 2:45.
Miss Julia.
KXX-2, Young Dr. Malone, 2:15.
Background for Living, 2:30.
Joyce Jordan, 2:45.
Kate Smith.
KHJ-2, News, 2:15.
Bookworm, 2:30.
Know Your America.
KECA-2:15, News, 2:30.
Against the Storm, 2:45.
Guiding Light, KFVB-2, News, 2:15.
D'Artega Orch, 2:30.
Music Box, 2:45.
Grand-ma Travels.
KMPC-2, Tenth Inning, 2:15.
Darrell Calker, 2:30.
Concert Hall.
KMTX-2, W. B. West, 2:15.
Special Events, 2:30.
Volney James, KFAC-2, Let's We Forget, 2:30.
Band Concert.
KFEJ-2, News, Stocks, 2:15.
Civic, 2:30.
Caro Players, 2:45.
L. A. Pan Wagon.

- KRKD-2, Henry Orch, 2:30.
News, 2:45.
Hawaiians.
KFQX-2, Civic, 2:15.
At Theatre, 2:30.
Dr. Reynolds, 2:45.
Grandma Travels.
KGER-2, News, 2:05.
Musicals, 2:30.
Long Beach Band, KFXM-2, Stocks, Orph, 2:15.
News, 2:30.
Know Your America.
KFSJ-2, Theater Parade, 2:10.
Ljandra, 2:15.
Monitor News, 2:30.
Health Talk, 2:45.
Grandma Travels.
KGB-2, News, 2:15.
Voices, 2:30.
Know Your America.
KFVD-2, Music, 2:15.
Organ, 2:30.
Rhythm.
KVOE-2, News, 2:15.
Round Town-er.

3 to 4 P.M.

- KFI-3, Pleasure Time, 3:15.
Art Baker, 3:45.
Kaltenborn, KXX-3, Mary Foster, 3:15.
News, 3:20.
Fletcher Wiley, 3:45.
Europe, KHJ-3, Fulton Lewis, 3:15.
Prof. Lindsay, 3:30.
Haven of Rest, 3:45.
Inside Sports.
KECA-3, Unclassic Hour.
KFVB-3, Maddox Family, 3:30.
Blanchard McKee, 3:45.
Carol Leighton.
KMPC-3, Music, 3:15.
Swing, 3:30.
Tropic Moods, 3:45.
Chef Milan.
KMTX-3, Volney James, 3:30.
Memories, 3:45.
Billy Richman.
KFAC-3, Masterpieces.
KGER-3, News, Stocks.
KRKD-3, Hawaiians.
KFOE-3, Maddox Family, 3:30.
Blanchard McKee, 3:45.
Carol Leighton.
KGER-3, News, 3:05.
Composers Guild, 3:20.
Long Beach Band, KFXM-3, Fulton Lewis, Jr., 3:15.
Variety, 3:30.
Haven of Rest.
KFSJ-3, Maddox Family, 3:30.
Blanchard McKee, 3:45.
Carol Leighton.
KGP-3, Fulton Lewis, 3:15.
After-noon Devotions, 3:30.
Haven of Rest.
KFVD-3, News, 3:15.
Music.
KVOE-3, Wash. D. C. News, 3:15.
Skiles Band, 3:45.
Haven of Rest.

4 to 5 P.M.

- KFI-4, Speaking of Glamour, 4:15.
Mirandy, 4:30.
Gentlemen Relax, KXX-4, Wiley, 4:15.
KXX-tra, 4:25.
Music, 4:30.
Jack Owens, 4:45.
News, 4:55.
War News.
KHJ-4, Where Are You From? 4:30.
Green Hornet.
KECA-4, Bud Barton, 4:15.
Rocky Gordon, 4:30.
Irene Wicker, 4:45.
Malcolm Claire.
KFVB-4, Don Milligan, 4:30.
Bert KFSK, 4:45.
Stuart Hamblen.
KMPC-4, Social Secretary, 4:15.
Meet the Author, 4:30.
Newsreel, 4:45.
Aloha Land.
KMTX-4, Spec. Events, 4:15.
News, 4:30.
J. W. Matthews, 4:45.
Spec. Events.
KFAC-4, Music, 4:15.
Drawing Room.
KGER-4, News, 4:15.
Tea Time, 4:30.
Observer.
KRKD-4:15, Venna Taylor, 4:45.
News.
KFXM-4, Music, 4:30.
Swing Tunes, KGER-4, News, 4:30.
Geo. Strange.
KFXM-4, Trading Post, 4:30.
Green Hornet.
KFSJ-4, On With Dance, 4:15.
Rocky Gordon, 4:30.
Irene Wicker, 4:45.
Malcolm Claire.
KGB-4, Where Are You From? 4:30.
Green Hornet.
KFVD-4, Ten Time.
KVOE-4, Where Are You From? 4:30.
Green Hornet.

5 to 6 P.M.

- KFI-5, Waltz, 5:30.
Ricardo Orch, 5:45.
Brazilian Band.
KXX-5, Texaco Summer Show, 5:30.
Columbia Orch.
KHJ-5, News, 5:15.
Daily Comics, 5:30.
Shafter Parker, 5:45.
Cheer Up.
KECA-5, Your Government Reports, 5:15.
Tarzan, 5:30.
News, 5:45.
Sports.
KMPC-5, Novelties, 5:15.
News, 5:30.
Uncle Harry.
KMTX-5:30, Eventide Melodies.
KFAC-5, London News, 5:30.
Whoa Bill Club.
KGER-5, News, 5:30.
Baseball Scores.
KRKD-5:30, Race Results.
KFXM-5, Swing, 5:55.
Beauty Talk.
KGER-5, News, 5:05.
Latin Flour.
KFXM-5, Pop. Orch, 5:15.
Who Are You? 5:30.
News, 5:35.
Variety, 5:45.
Cheer Up.
KFSJ-5, News, 5:30.
Looks at Books, 5:45.
Shield Revue, 5:55.
So. Pacific.
KGB-5, KGB Presents, 5:15.
Who Are You? 5:30.
Shafter Parker, 5:45.
Cheer Up.
KFVD-5, Tempo, 5:15.
News, 5:30.
Waltz, 5:45.
Talk.
KVOE-5, Ada, 5:15.
Who Are You? 5:30.
Shafter Parker, 5:45.
Cheer Up.

WEDNESDAY Programs

SEPTEMBER 18, 1940

8 to 9 A.M.

- KFI-8, Woman in White, 8:15.
O'Neills, 8:30.
Johnny Murray, 8:45.
News.
KXX-8, Nancy Dixon, 8:15.
When a Girl Marries, 8:30.
Helen Trent, 8:45.
Our Gal Sunday.
KHJ-8, Breakfast Club, 8:30.
News, 8:40.
Bess Bye, 8:45.
News.
KECA-8, Breakfast Club, 8:30.
News, 8:45.
Organ.
KFVB-8, Breakfast Club.
KMPC-8, Andy & Virginia, 8:30.
Unity Daily Word.
KMTX-8, Spanish Hour, 8:45.
Religious.
KFAC-8, Country Church, 8:45.
Mildred Lager.
KGER-8, News, Stocks, 8:45.
Dr. Wiseman.
KRKD-8:30, State Employment.
KFQX-8, News, 8:15.
Dr. Reynolds, 8:30.
Ads, 8:45.
Texas Jim.
KGER-8, News, 8:01.
Soul Patrol, 8:15.
Mizpah, 8:45.
Rev. Bennington.
KFXM-8, Sunshine Service, 8:30.
Pop. Orch, 8:40.
Bess Bye, 8:45.
News.
KFSD-8, Breakfast Club, 8:15.
Good Cheer, 8:30.
Farm and Home Hour.
KGB-8, Breakfast Club, 8:25.
Stocks, 8:30.
News, 8:40.
Bess Bye, 8:45.
Cornhusker News.
KFVD-8, Covered Wagon, 8:45.
Music.
KVOE-8, Breakfast Club, 8:30.
News, Bess Bye, 8:45.
News.

9 to 10 A.M.

- KFI-9, Your Treat, 9:15.
Nature Sketches, 9:30.
By Kathleen Norris, 9:45.
Dr. Kate.
KXX-9, Goldbergs, 9:15.
Life Can Be Beautiful, 9:30.
Right to Happiness, 9:45.
Short Story.
KHJ-9, I'll Never Forget, 9:15.
Rev. Laurin, 9:30.
Music, 9:45.
Keep Fit.
KECA-9, Council of Beauty, 9:15.
Between the Bookends, 9:30.
Mid-morning Jubilee, 9:35.
Waltz, 9:45.
Dr. Reynolds.
KMPC-9, News, 9:15.
Women of the World, 9:30.
Melody.
KMTX-9, Religious, 9:15.
Health, 9:30.
Special Events, 9:45.
Religious.
KFAC-9, Inspiration, 9:15.
Health Talk, 9:30.
Women in News, 9:45.
Parents Forum.
KGER-9, News, Stocks.
KRKD-9:30, U. S. Weather.
KFEV-9:30, Mayfair Lost & Found Pets.
KFXM-9, John Brown, 9:15.
Hit Revue, 9:45.
Party Line.
KGER-9, News, 9:03.
Bright Corners, 9:15.
March Ahead of Time, 9:30.
Revival, 9:45.
Full Gospel.
KFXM-9, I'll Never Forget, 9:15.
Song Treasury, 9:30.
Variety, 9:45.
Popular Orch.

- KFSJ-9:15, Between the Bookends, 9:30.
Health, 9:45.
News.
KGB-9, I'll Never Forget, 9:15.
Homemaker's Catalog, 9:45.
Keep Fit.
KFVD-9:15, News, 9:30.
Dr. Richardson, 9:45.
Parade.
KVOE-9, I'll Never Forget, 9:15.
Monitor News, 9:30.
Johnson Family, 9:45.
Keep Fit.

10 to 11 A.M.

- KFI-10, Light of the World, 10:15.
Arnold Grimm's Daughter, 10:30.
Valiant Lady, 10:45.
Betty Crocker.
KXX-10, Big Slater, 10:15.
Aunt Jenny, 10:30.
Wiley, 10:45.
My Son and I.
KHJ-10, News, 10:15.
Happy Homes, 10:30.
Homemaker's Forum, 10:45.
Bachelor's Children.
KECA-10, Our Half Hr, 10:30.
Views and Reviews, 10:45.
Wife Saver.
KFVB-10, Curtis Springer, 10:15.
G. Miller Orch, 10:30.
Romance in Rhythm.
KMPC-10, Musicgraphs, 10:15.
Old Refrains, 10:30.
Norma Leo Serviss, 10:45.
News.
KMTX-10, Woman's World, 10:30.
Dr. Reynolds, 10:45.
News.
KFAC-10, Serenade, 10:30.
News, 10:45.
Gothic Tower.
KGER-10, News, 10:15.
Dr. McCoy, 10:30.
Verse, 10:45.
City Dwellers.
KRKD-10:15, Health.
KFQX-10, News, 10:15.
Health, 10:30.
Harmony Hall, 10:45.
Chas. Wellman.
KGER-10, News, 10:05.
God's Sunshine, 10:30.
Rev. Ivie.
KFXM-10, News, Variety, 10:15.
Five Furin Hinds, 10:30.
Homemaker's Forum, 10:45.
Bachelor's Children.
KFSJ-10, Allen Prescott, 10:15.
Our Half Hour, 10:30.
Ann Gibson, 10:45.
Bridge Lesson.
KGB-10, News, 10:15.
Five Farm Hands, 10:30.
Homemaker's Forum, 10:45.
Bachelor's Children.
KFVD-10, Morning Serenade, 10:30.
Union Rescue Mission.
KVOE-10, News, 10:15.
Five Farm Hands, 10:30.
Homemaker's Forum, 10:45.
Bachelor's Children.

11 A.M. to 12 Noon

- KFI-11, Mary Marlin, 11:15.
Ma Perkins, 11:30.
Pepper Young, 11:45.
Vic & Sade.
KXX-11, Society Girl, 11:15.
Martha Webster, 11:30.
KXX-tra, 11:35.
Soloists, 11:45.
News.
KHJ-11, Friendly Neighbors, 11:30.
Edith Albright.
KECA-11, Orphans of Divorce, 11:15.
Honey-moon Hill, 11:30.
John's Other Wife, 11:45.
Plain Bill.
KFVB-11, Tom Stoddard, 11:30.
News, 11:45.
Music.

Bob Crosby Did a Walkathon to Air

SEVEN years ago (circa) a sleek haired Gonzaga University undergraduate sang his heart out through the smoke hazed, sweat-odorous mulling of a Spokane, Washington walkathon. It was one way of making a living and defraying school costs for Bob Crosby, currently the leader of Camel Caravan orchestra, (NBC-KFI, 6 p. m., Thursdays).

Today, and since the first of this year, young Crosby has been the leader of the band featured on NBC's Camel Caravan broadcasts, now heard each Thursday at 6:00 p. m., PST, over the coast-to-coast Red Network. But Bob's career in the musical world began in a very humble way. It was while he was going to college at Gonzaga University in his native Spokane, Washington, that he got a job nights singing for the contestants at a walkathon. Once in a while the manager let him warble a bit while the show was on the air. He was doing a number during the broadcast time one night when Anson Weeks happened to hear him. The orchestra leader arranged an interview. The upshot was a contract which made the young singer forget about college and took him to San Francisco with the Weeks' band.

After six weeks with the orchestra, Crosby and Anson Weeks had a disagreement and Bob returned to Gonzaga. However, the differences were settled and the young singer rejoined the band, remaining with it for two years. Then he got the chance to join the Dorsey brothers, Jimmy and Tommy, as featured vocalist, and he jumped at the opportunity. Six months later he had a band of his own known as the Bob Crosby Bobcats, and that was the start of a three-year nationwide junket that has covered every town of any size in the United States. The band began by playing straight Dixieland music of the old-time variety, but has since modified its repertoire to include more diversified music.



BOB CROSBY

Like his elder brother Bing, Bob Crosby has had the singing bug in his bonnet since he was knee-high to a grasshopper. He made his first stage appearance at the age of 13 in his home town. He was scheduled to sing "Has Anyone Seen My Gal" during an amateur show in a local theater, but stage fright struck him and he couldn't sing a note. After the organist had played the introduction five times, the boy ducked out the stage door and ran all the way home.

The NBC band leader spent his high school lays in Spokane, playing baseball, football and tennis, when he wasn't in class. All through high school, singing was his greatest interest, and when he went to Gonzaga University he took a music major. Like his brother, the younger Crosby takes his singing very seriously,

practicing scales an hour every day. In college he took up the study of law, and he still leans towards that profession next to singing. Flying is his favorite diversion, though his band work prohibits much of it.

Currently, Bob Crosby and his Camel Caravan orchestra are heard weekly over the NBC-Red Network broadcasting from Catalina Island, where the young band leader also is filling an engagement at the famed Casino.

LEGAL NAME: George Robert Crosby.
BIRTHPLACE: Spokane, Washington.
BIRTHDAY: August 23, 1913.
NATIONALITY: American.
HEIGHT: 6 feet.
WEIGHT: 185 pounds.
COLORING: Black hair; brown eyes.
BACHELOR.

Roosevelt Slap

Smarting and angered this week were Administration officials, including war-heading Franklin D. Roosevelt, nation's president and in-face-of-democratic-traditions-flyer aspirant to a third term as president of the United States.

Sobered and shocked into contemplative wakefulness by Roosevelt greasing of nation's skid toward war were millions of Americans.

Both administration officials and public had listened to General Hugh (Bull-in-the-Woods) Johnson, fearless commentator, were still talking about his air speech of last week.

Said Johnson: "If Roosevelt is reelected he will take us into war within about two weeks," the blunt-spoken columnist told reporters. "And he will set up a war dictatorship as drastic as anything Hitler and Mussolini have conceived. I believe already he has reached an understanding with Great Britain that those 50 destroyers are only the beginning."

6 to 7 P. M.

KFI—6, Kay Kyser.
 KXN—6, Miller Orch. 6:15. Public Affairs. 6:30 Genevieve Rowe. 6:45. Sam Hayes.
 KHJ—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Paging Past.
 KFCX—6, News. 6:15. Ink Spots. 6:30. Time & Tempo.
 KMPC—6, Song Stories. 6:30. Easy Listening.
 KFWB—6, News. 6:15. Strollin' Tom. 6:30. Vacation Time. 6:45. Dixieland Band.
 KMTR—6, Spec. Events. 6:30. Life Payments. 6:45. A. F. L.
 KFAC—6, News. 6:15. Sport Briefs. 6:30. Music.
 KGFJ—6, News. 6:15. Melodies. 6:30. Gold Hour.
 KFOX—6, News. 6:10. Sports. 6:15. P. T. Barnum. 6:30. Swing. 6:45. Hawaiians.
 KGR—6, News. 6:30. Italian Journal.
 KFMM—6, Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. News. 6:50. Salon Music.
 KFSB—6, News. 6:15. Ink Spots. 6:30. Time & Tempo.
 KGB—6, Ray G. Swing. 6:15. Johnson Family. 6:30. News & Views. 6:45. Paging Past.
 KVOP—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Paging Past.

7 to 8 P. M.

KFI—7, Hollywood Playhouse. 7:30. Plantation Party.
 KXN—7, Amos 'n' Andy. 7:15. Lanny Ross. 7:30. Dr. Christian. 7:55. News.
 KHJ—7, Answer Man. 7:15. Chapel Quartet. 7:30. Lone Ranger.

KFCA—7, Quiz Kids. 7:30. Manhattan at Midnight.
 KFWB—7, Sid Ziff. 7:15. Elliott Roosevelt. 7:30. Serenade. 7:45. Robert Arden.
 KMPC—7, Amos 'n' Andy. 7:15. News. 7:30. Allen Roth Presents.
 KMTR—7, Behind News. 7:15. Today's Music. 7:45. Special Events.
 KFAC—7, Fishing Facts. 7:30. Floyd Allen.
 KGFJ—7, Spanish Hour.
 KRKD—7, News. 7:15. Three-Quarter Time. 7:30. Do You Know?
 KFOX—7, Daily Bread. 7:15. Elliott Roosevelt. 7:30. Anything Can Happen. 7:45. News.
 KGER—7, News. 7:05. Jewish Hour.
 KFSG—7:45, Young People's Church.
 KFSD—7, Quiz Kids. 7:30. Manhattan.
 KGB—7, Answer Man. 7:15. Star Parade. 7:30. Lone Ranger.
 KVOP—7, Answer Man. 7:15. P. S. Army. 7:30. Lone Ranger.

8 to 9 P. M.

KFI—8, Abbott & Costello. 8:30. Mr. District Attorney.
 KXN—8, Mr. Meek. 8:30. Question Bee.
 KHJ—8, P. E. Gardner. 8:30. Nagel Orch.
 KFCA—8, Easy Aces. 8:15. Mr. Keen. 8:30. News. 8:15. G. Gray Orch.
 KFWB—8, Fiesta. 8:15. Old Favorites. 8:30. Inspiration.
 KMPC—8, Pickard Family. 8:30. Let's Talk Over News. 8:45. Fun Quiz.
 KMTR—8:30. F. Johnson.
 KFAC—8:15. Baseball.
 KGFJ—8, News. 8:10. Mr. Parsons.
 KFOX—8, Lurea Floor Show. 8:30. Joy Orch. 8:45. West Orch.
 KGER—8, News. 8:05. Spanish Hour.
 KFSG—8, Evangelistic.

KFSD—8, Easy Aces. 8:15. Mr. Keen. 8:30. Sports Chat. 8:45. Gray Orch.
 KGB—8:30. Nagel Orch.
 KVOP—8, Orch. 8:30. Nagel Orch.

9 to 10 P. M.

KFI—9, Martin Orch. 9:30. Stanford University. 9:45. Scott Orch.
 KXN—9, News. 9:15. Sports Round-Up. 9:20. Lunceford Orch. 9:45. News.
 KHJ—9, News. 9:15. Dale Orch. 9:30. Fulton Lewis. 9:45. Joy Orch.
 KECA—9, Mooney Orch. 9:15. Reporter Without Portfolio. 9:30. News. 9:45. Frank & Archie.
 KFWB—9, Names in Music. 9:30. News. 9:45. Ballads.
 KMTR—9, Melody Memory.
 KMTR—9:30. Peter Potter.
 KFAC—9, Baseball.
 KGFJ—9, Jewish Hour. 9:30. Music.
 KFOX—9, News. 9:15. Eventide. 9:30. Dance Time. 9:45. Thornhill Orch.
 KGER—9, News. 9:30. Brie-a-Brie.
 KFMM—9:30. F. Lewis. 9:45. News.
 KFSG—9:45. Spirit of L. I. F. E.
 KFSD—9, Mooney Orch. 9:30. Savitt Orch. 9:45. News.
 KGB—9, News. 9:15. Dale Orch. 9:30. Fulton Lewis.
 KVOP—9, News. 9:15. Dale Orch. 9:30. News.

10 to 11 P. M.

KFI—10, News. 10:15. Heart of Julia Blake. 10:30. Bridge Club. 10:50. Sir Francis Drake Orch.
 KXN—10, Crosby Orch. 10:30. Masterworks.
 KHJ—10, Serpico Orch. 10:30. News. 10:45. Joy Orch.
 KECA—10, Phil-Harmonia.
 KFWB—10, Gypsy Caravan. 10:15. Bowling Notes. 10:30. Contrasts in Rhythm.

KMPC—10, Dance Hour. 10:30. News. 10:45. Hawaiians.
 KMTR—10, Merry-Go-Round. 10:15. Lopez Orch. 10:30. Special Events. 10:45. 88th St. Orch.
 KFAC—10, Melody Hour.
 KGFJ—10, News.
 KFOX—10, Thornhill Orch. 10:15. Aniva Boys. 10:30. Lelanians. 10:45. Hamilton Orch.
 KGER—10, News. 10:10. Dance Orch.
 KFMM—10, Serpico Orch. 10:30. News. 10:45. Joy Orch.
 KFSG—10:15, Forgotten Man. 10:30. Melody Trio.
 KFSD—10, Young Orch. 10:30. Theater Parade. 10:30. Lucas Orch.
 KGB—10, Serpico Orch. 10:30. News. 10:45. Joy Orch.
 KVOP—10, Serpico Orch. 10:30. News. 10:45. Pearl Orch.

11 to 12 Midnight

KFI—11, News. 11:15. Lucas Orch. 11:45. Harpa Orch.
 KXN—11, News. 11:15. Shaw Orch. 11:30. Strand Orch. 11:35. News.
 KHJ—11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
 KECA—11, This Moving World. 11:15. Organ.
 KFWB—11, Three Kings & a Queen. 11:15. Music You Want.
 KMPC—11, Music Hall.
 KMTR—11, Let's Dance.
 KFAC—11, Dance Music.
 KGFJ—11, Music.
 KFMM—11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
 KFSG—11, Sacred Serenade. 11:30. John Vitello.
 KFSD—11, Nottingham Orch. 11:30. Harpa Orch.
 KGB—11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Memory Time.
 KFVD—11, Jack the Bellboy.
 KVOP—11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.

THURSDAY Program Highlights

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

Variety

- 9:15-Between the Bookends, KECA-KFSD. 10:30-Views & Reviews, KECA. 12:15-Club Matinee, KECA-KFSD. 2:45-Kate Smith Speaks, KNX. 3:45-Chef Milani, KMPC. 5:00-Major Bowes, KNX. 5:00-Kraft Music Hall, KFI. 6:00-Camel Caravan, KFI. 6:00-Rudy Vallee, KECA. 7:00-Amos 'n' Andy, KNX-KMPC. 7:30-Good News of 1941, KFI. 8:00-Strange As It Seems, KNA. 8:00-Pickard Family, KMPC. 8:30-Budget Decorator, KFVB. 8:45-Twilight Tales, KHJ-KGB-KFXM.

Drama

- 7:30-Canadian Holiday, KFSD-KFCA. 8:00-Aldrich Family, KFI.

Public Affairs-News

- 1:30-John B. Hughes, KNX. 3:45-Kaltenborn, KFI. 4:55-Elmer Davis, KNX. 6:15-Public Affairs, KNX. 6:30-John B. Hughes, KFXM-KVOE-KHJ. 7:00-Wythe Williams, KHJ-KVOE-KGB. 7:45-Kober Arden, KFVB. 8:30-Let's Talk Over the News, KMPC. 9:30-Fulton Lewis Jr., KHJ-KGB-KVOE-KFXM.

Outstanding Music

- 1:00-Pop. Symphonia, KFVB. 1:00-Classic Hour, KECA. 6:30-Toronto Symphony, KECA-KFSD. 7:00-Pleasure Time, KFI. 7:15-Lanny Ross, KNX. 7:45-Plantationaires, KHJ. 8:30-Standard Symphony, KFI. 10:00-Phil-Harmonia, KECA. 10:30-Masterworks, KNX. 11:15-Music You Want, KFVB.

Sports-Comment

- 12:30-Major League Baseball, KMPC. 6:45-Braven Dyer, KNX. 7:00-Sid Ziff, KFVB. 7:15-Inside of Sports, KHJ-KGB. 8:15-Horseman's Forum, KMTR. 9:15-Baseball, KFAC. 9:15-Sports Highlights, KNX. 10:15-Bowling Notes, KFVB.

Quiz Programs

- 7:30-Askit Basket, KNX. 8:30-Answer Auction, KNX.

Weather

- KFI-7:45, 11:00, 1:00. KMTR-9:00. KHJ-KGB-KVOE-9:00. KNX-8:00. KRKD-9:30. KFI-7:45, 11:00, 1:00. KFVB-11:30. KVOE-7:58, 9:00. KGER-11:00, 4:00.

- KNX-11, Society Girl, 11:15 Martha Webster, 11:30. KNX-tra, 11:35, Yella Pessl, 1:45. News. KHJ-11, Friendly Neighbor, 11:15, Women World Wide, 11:30, Eddie Albright. KECA-11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill. KFVB-11, Tom Stoddard, 11:30. News, 11:45, Music. KMPC-11, Master Singers, 11:15, Music, 11:30, Yella Pessl, 11:45, Musical Workshop. KMTR-11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events. KFAC-11, Man on the Street, 11:30, Theosophy, 11:45, Hawaii. KGFJ-11, News. KRKD-11, Paddock Flashes, 11:30, News. KFOX-11:15, Dr. Reynolds, 11:30, News, 11:40, Buddy Cole Orch. KGER-11:30, News, 11:15, Int. Miss. Baat, 11:30, Music. KFXM-11, Friendly Neighbors, 11:15, Classic Strings. KFSD-11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill. KGB-11, Friendly Neighbors, 11:15, Women World Wide. KFVD-11, News, 11:15, Musical Album, 11:30, Piano, 11:45, Violet Schram. KVOE-11, Friendly Neighbors, 11:15, Women World Wide.

12 Noon to 1 P.M.

- KFI-12, Boad of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life. KNX-12, Kitty Kelly, 12:15, Myrt and Marje, 12:30, Hilltop House, 12:45, Stepmother. KHJ-12, News, 12:15, Dance Orch. 12:45, Turner Pianist. KEA-12, News, 12:15, Club Matinee. KFVB-12, Al Jarvis. KMPC-12, Noon Tunes, 12:15, News, 12:30, Baseball. KMTR-12, Peter Potter. KFAC-12, News, 12:15, Modern Melodies. KGFJ-12, News, 12:45, Let's Listen. KRKD-12:30, Saddle Pals. KFOX-12:15, News, 12:30, Gardner. KGER-12, News, 12:10, Music. KFXM-12, Sing-a-mam, 12:15, News, 12:30, Calvary Quart. Hour, 12:45, Pop Orch. KFSD-12, News, 12:15, Club Matinee. KGB-12, News, 12:15, Dance Orch. 12:30, Stocks, 12:35, News, 12:45, Melody. KFVD-12, Air Editor, 12:30, Music. KVOE-12, News, 12:15, Dance Orch. 12:45, Melody Bouquet.

1 to 2 P.M.

- KFI-1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neills. KNX-1, By Kathleen Norris, 1:15, News, 1:45, Scattergood Baines. KHJ-1, Dance Orch. 1:30, McFarland Twins Orch. 1:45, Play Bridge. KECA-1, Classic Hour. KFWE-1, News, Symphonia, 1:30. KMPC-1, Reynolds, 1:45, Hits and Bits. KMTR-1, G. Allison, 1:30, Pension, 1:45, Treasure Travels. KFAC-1, Religious Science, 1:15, Perry Sisters, 1:30, Financial, 1:45, Organ. KGFJ-1, News, 1:15, Strings. KRKD-1:15, City Hall, 1:30, Recordings, 1:45, Health. KFOX-1, Lieut. Governor, 1:15, Lucca, 1:30, Pan America, 1:45, Dr. Martin. KGER-1, News, 1:05, Officials, 1:20, Bits Hits, 1:30, Spanish, 1:45, Variety, 1:45, Let's Play Bridge. KFSD-1, Frank & Archie, 1:15, Heart Strings, 1:45, Gallicchio Orch. KGB-1:30, McFarland Twins Orch. 1:45, Play Bridge. KFVB-1, News, 1:15, Music. KVOE-1, Dance Orch. 1:30, Civic, 1:45, Let's Play Bridge.

2 to 3 P.M.

- KFI-2, Agnes White, 2:25, News, 2:30, Alice Blair, 2:45, Miss Julia. KNX-2, Young Dr. Malone, 2:15, Bob Edge, 2:30, Joyce Jordan, 2:45, Kate Smith. KHJ-2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, Legion News. KECA-2:15, News, 2:30, Against the Storm, 2:45, Guiding Light. KFVB-2, News, 2:15, D'Artega Orch. 2:30, Music, 2:45, Grandma Travels. KMPC-2, Tenth Inning, 2:15, Thos. Peluso, 2:30, Concert Hall.

- KMTR-2, W. B. West, 2:15, Special Events, 2:30, Volney James. KFAC-2, Political, 2:30, Band. KGFJ-2, News, 2:15, Civic. KRKD-2, Henry Orch. 2:30, News, 2:45, Hawaii. KFOX-2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels. KGER-2, News, 2:05, Musicale, 2:30, L. B. Bay. KFXM-2, Stocks, Music, 2:15, News, 2:30, Conservation Reporter, 2:45, Spotlite Revue. KFSD-2, Theater Parade, 2:05, Dance, 2:10, Listen, 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels. KGB-2, News, 2:15, Siesta, 2:30, Conservation Reporter, 2:45, American Legion News. KFVD-2, Music, 2:15, Organ, 2:30, Rhythm. KVOE-2, News, 2:15, Fed. Music, 2:30, Conservation, 2:45, Round Towner.

3 to 4 P.M.

- KFI-3, Art Baker, 3:30, Dinner Music, 3:45, Kaltenborn. KNX-3, Mary Foster, 3:15, News, 3:20, Fletcher Wiley, 3:45, European News. KHJ-3, Fulton Lewis, 3:15, Venuti Orch. 3:30, Haven of Rest, 3:45, Inside Sports. KFAC-3, Unclassic Hour. KFWE-3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KMPC-3, Music, 3:15, Kern Orch. 3:30, Swing, 3:45, Chef Milani. KMTR-3, Volney James, 3:20, Memories, 3:45, Richman. KFAC-3, Symphony. KGFJ-3, News, Stocks. KFOX-3, Madoux Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGER-3, News, 3:05, Seal Beach, 3:20, Long Beach Band. KFXM-3, Fulton Lewis, 3:15, Variety, 3:30, Haven of Rest. KFSD-3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGB-3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest. KFVD-3, News, 3:15, Music. KVOE-3, Wash., D. C., News, 3:15, Skiles Band, 3:45, Haven of Rest.

4 to 5 P.M.

- KFI-4, Organ Concert, 4:30, U. S. Army Band. KNX-4, Wiley, 4:15, KNX-tra, 4:25, Music, 4:30, Best Buys, 4:45, News, 4:55, War News. KHJ-4, Swing Strings, 4:15, Song Spinners, 4:30, Melodies. KECA-4, Bud Barton, 4:15, Rocky Gordon, 4:30, Pot of Gold. KFVB-4, Don Milligan, 4:30, Bert Fiske, 4:45, Stuart Hamblen. KMPC-4, Salon Music, 4:30, News-reel, 4:45, Aloha Land. KMTR-4, Spec. Events, 4:15, News, 4:30, Religious, 4:45, Spec. Events. KFAC-4, Music, 4:15, 20th Century Drawing Room, 4:30, Tea Time Tunes. KGFJ-4, News, 4:30, Observer, 4:45, Music. KRKD-4:15, Venna Taylor, 4:48, News. KFOX-4, Matinee Melodies, 4:30, Swing. KGER-4, News, 4:30, Geo. Strange. KFXM-4, Trading Post, 4:30, Melodies. KGB-4, Medical Society, 4:15, Rocky Gordon, 4:30, Pot of Gold. KGB-4, Strings in Swingtime, 4:15, Song Spinners, 4:30, Melodies. KFVD-4, Tea Time. KVOE-4, Music, 4:30, Melodies.

5 to 6 P.M.

- KFI-5, Kraft Music Hall. KNX-5, Major Bowes. KHJ-5, News, 5:15, Daily Comica, 5:30, Shafter Parker, 5:45, Blue Beetle. KECA-5, Twilight Tales, 5:15, Sing and Swing, 5:30, News, 5:45, Sports. KFVB-5, Stuart Hamblen. KMPC-5, Piano, 5:15, News, 5:30, Uncle Harry. KMTR-5:30, Eventide Melodies. KFAC-5, London News, 5:30, Whoa Bill Club. KGB-5, News, 5:30, Baseball Scores, 5:45. KRKD-5:30, Race Results. KFOX-5, Swing.

Programs and time listings on these pages are supplied to "Radio Life" by the radio stations shown, and are carefully checked prior to going to press. Inaccuracies in these columns are usually the result of last minute change - by the broadcasting studios.

THURSDAY Programs

SEPTEMBER 19, 1940

8 to 9 A.M.

- KFI-8, Woman in White, 8:15, O'Neills, 8:30, Strings That Sing, 8:45, News. KNX-8, Nancy Dixon, 8:15, When a Girl Marries, 8:30, Helen Trent, 8:45, Our Gal Sunday. KHJ-8, Neighbors of Woodcraft, 8:30, News, 8:40, Mutual Friend, 8:45, News. KECA-8, Breakfast Club, 8:30, News, 8:45, Organ. KFVB-8, Melody Mart, 8:15, Balards, 8:30, Physical Culture, 8:45, Dr. Reynolds. KMPC-8, Andy & Virginia, 8:30, Unity Daily Word. KMTR-8, Spanish Hour, 8:45, Beligious Music. KFAC-8, Country Church, 8:45, Mildred Lager. KGFJ-8, News, Stocks, 8:45, Dr. Wiseman. KFOX-8, News, 8:15, Dr. Reynolds, 8:30, Classified, 8:45, Eddie Dean. KGER-8, News, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Beunington. KFXM-8, Neighbors of Woodcraft, 8:30, Pop. Orch. 8:45, News. KFSD-8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm & Home Hour. KGB-8, Neighbors of Woodcraft, 8:30, News, 8:40, Stocks, 8:45, Cornussel News. KFVD-8, Covered Wagon, 8:45, Music. KVOE-8, Good Morning Neighbor, 8:30, News, 8:45, London News.

9 to 10 A.M.

- KFI-9, Song Fellow, 9:15, Masters Orch. 9:30, By Kathleen Norris, 9:45, Dr. Kate. KNX-9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Light to Happineess, 9:45, Mary Lee Taylor. KHJ-9, Luther Orch. 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit. KECA-9, Council of Beauty, 9:15, Between Book Ends, 9:30, Mid-morning Jamboree. KFVB-9, Summer Time, 9:15, Music, 9:30, News, Waltz, 9:45, Tune Time. KMPC-9, News, 9:15, Music, 9:30, Melody Preferred. KMTR-9, Martin Luther Thomas, 9:15, Health Talk, 9:30, Special Events, 9:45, Religious. KFAC-9, Inspirations, 9:15, Health Talk, 9:30, Women in News, 9:45, Novelty Notes. KGFJ-9, News, Stocks. KRKD-9:30, U. S. Weather. KIEV-9:30, Mayfair Lost & Found Pets.

- KFOX-9, John Brown, 9:15, Half & Half, 9:45, Hollywood Band. KGER-9, News, 9:03, Bright Corner, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel. KFXM-9, Frank Luther, 9:15, Sunshine Service, 9:45, Pop. Orch. KFSD-9:15, Between the Bookends, 9:30, Health, 9:45, News. KGB-9, Frank Luther, 9:15, Homemakers Catalogue, 9:45, Keep Fit. KFVD-9:15, News, 9:30, Or. Richardson, 9:45, Parade. KVOE-9, Luther Orch. 9:15, Monitor News, 9:30, Johnson Family, 9:45, Exercises.

10 to 11 A.M.

- KFI-10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Hymns. KNX-10, Big Sister, 10:15, Aunt Jenny, 10:30, Fletcher Wiley, 10:45, My Son and I. KHJ-10, News, 10:15, Happy Homes, 10:45, Bachelor's Children. KECA-10, Our Half Hr., 10:30, Views & Reviews, 10:45, Wire Saver. KFVB-10, Curtis Springer, 10:15, G. Miller Orch. 10:30, Romance in Rhythm. KMPC-10, Musicographs, 10:15, Old Refrain, 10:30, Norma Lee Service, 10:45, News. KMTR-10, Woman's World, 10:30, Dr. Reynolds, 10:45, News. KFAC-10, Serenade, 10:30, News. KGFJ-10, Gothic Tower. KFSD-10, News, 10:15, Dr. McCoy, 10:30, Moods in Verse, 10:45, City Dwellers. KRKD-10:15, Health. KFOX-10, News, 10:15, Health, 10:30, Pacific Paradise, 10:45, Chas. Wellman. KGER-10, News, 10:05, God's Sunshine, 10:30, Rev. Ivie. KFXM-10, U. P. News, 10:05, Variety, 10:15, Mark Love, 10:30, Craig Orch. 10:45, Bachelor's Children. KFSD-10, Our Half Hr. 10:30, Ann Gibson, 10:45, Marine Band. KGB-10, News, 10:15, Ink Spots, 10:30, Craig Orch. 10:45, Bachelor's Children. KFVD-10, Morning Serenade, 10:30, Union Rescue Mission. KVOE-10, News, 10:15, Music, 10:30, Craig Orch. 10:45, Bachelor's Children.

11 A.M. to 12 Noon

- KFI-11, Mary Marlin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade.

Miss Dorothy Lean, 933 1/2 E. Lexington Dr., Glendale, Calif.

Sirs: Each week I purchase a Radio Life magazine. It's a magazine that is definitely indispensable to me. When I get my Radio Life, the first thing I turn to is the "Gag of the Week" page. I have found so much enjoyment in reading over the various gags, therefore, I too would like to contribute a gag.

I heard this following gag over KMTR on Floyd B. Johnson's Evangelistic Service.

Rev. Johnson was announcing that next his choir chorus was going to sing. He said: "Tonight we have a summer choir—some are here and some are not here."

I would be delighted to receive six tickets for an NBC tour.

★

Chadwick Fossen, 1422 1/2 Stratford Ave., South Pasadena, Calif.

Sirs: We certainly think your Radio Life is keen. Mother gets the lowdown on all her favorite daytime programs. I thought this gag was really funny. It was on Al Pearce's program.

Raymond Radcliff: Mr. Pearce.

Al Pearce: Yes Raymond?

Raymond: All the cows on your ranch are orphans.

Al: How's that?

Raymond: Well, the foreman said they didn't have any fodder.

If I win I would appreciate three tickets to either NBC or CBS tours.

Gag of the Week Winners

For the best Gags of the Week heard over Radio and sent Radio Life, tickets will be sent winners for admission to radio broadcasts and tours of NBC and CBS Hollywood studios. Listen to your favorite programs and then send your best Gag to 1029 West Washington Boulevard, Los Angeles.

★ ★ ★

This Week's Winners

★

L. R. Chapman, 621 So. Hope St., Los Angeles, Calif.

Sirs: Radio Life has put new life into my radio pleasure. I read it from cover to cover, enjoying all departments, and make excellent use of the daily schedules and other information.

Here is a gag I thought funny on the Signal Carnival program, and which I hope may bring me tickets to a Gene Autry broadcast.

Vera Vague is telling about the composition on a snake her teacher asked her to write.

"Did you turn out a good one?" Jack Carson asks.

"No," sighs Vera, "the snake bit me every time I tried to put it in the typewriter."

★ ★ ★

PUBLIC SERVICE

Public appreciation of Radio Life by patronage of Radio Life markets makes for contentment all around.

Dorothy Wellman, 2811 Fourth street, Ocean Park, Calif.

Sirs: I heard my favorite gag of the week on Kay Kyser's program.

Everyone seemed to be talking about this modern world when all of a sudden one of the fellows from the band popped up with a question. If all of you think this world is so modern, take a guess at what per cent of the people still ride in buggies. No one could guess, but the answer was "babies," and plenty of them.

Radio Life is a very helpful magazine to me and I hope that it will never be stopped again.

★

Bradish Bailey, 3541 Yorkshire Road, Pasadena, Calif.

Sirs: One of the best gags of the week was on the "Blondie" program. Dagwood was dressed up in western clothes when Baby Dumplin' walked into the room. Blondie asked Baby Dumplin' how his father looked. Baby Dumplin' replied: "He looks like Alvin Fuddle." Then Blondie came out with the remark: "You shouldn't insult your father!"

I think Radio Life is one of the best magazines sold for such a cheap price, also it's very accurate. I would like two tickets to Columbia Square, Hollywood.

★ ★ ★

In New York is Edward G. Robinson, principal in the "Big Town" series, to interview prominent writers about scripts for the forthcoming airing (October 9) of the popular show. He will return to the West October 2.

KGEM—5, News, 5:05, Latin Hour.
KFXM—5, Orch. 5:15, Arthur Mann.
5:30, News, 5:45, Blue Beetle.
KFSD—5, News, 5:15, Sing & Swing.
5:30, Ball Trio, 5:45, Madame Kriete, 5:55, So. Pacific.
KGB—5, KGB Presents, 5:15, Arthur Mann, 5:30, Shafter Parker, 5:45, Blue Beetle.
KFVJ—5, Band, 5:15, News, 5:30, Waltz, 5:45, Talk.
KVOE—5, Ads, 5:15, Arthur Mann, 5:30, Shafter Parker, 5:45, Blue Beetle.

6 to 7 P. M.

KFI—6, Camel Caravan, 6:30, Hoag & Mitchell.
KXN—6, Miller Orch. 6:15, Public Affairs, 6:30, Buddy Clark, 6:45, Sports Huddle, 6:55, News.
KHJ—6, Raymond G. Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Paging Post.
KPCA—6, Rudy Vallee, 6:30, Toronto Symphony.
KFWB—6, News, 6:15, Stroллин Tom, 6:30, Quintones, 6:45, Dixieland Band.
KMPC—6, Song Stories, 6:30, Musical Workshop, 6:45, Community Sing.
KMTR—6, Special Events, 6:30, Rhea Crawford, 6:45, Spec. Events.
KFA—6, News, 6:15, Sport Briefs, 6:45, Aviation Novelties.
KGFJ—6, News, Italian Melodies, 6:30, Gold Hour.
KRRD—6:15, Fishing Pals.
KFOX—6, News, 6:10, Sports, 6:15, P. T. Barnum, 6:30, Swing, 6:45, Hawaiians.
KGER—6, News, 6:30, Music, 6:45, Italian Journal.
KFXM—6, Raymond G. Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Sweets and Seats, 6:50, Salon Music.
KFSD—6, News, 6:15, Toronto Symphony, 6:45, Junior G-Men.
KGB—6, Ray G. Swing, 6:15, Johnson Family, 6:30, News, Views, 6:45, Paging Post.
KVOE—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Paging Post.

7 to 8 P. M.

KFI—7, Pleasure Time, 7:15, KFI News, 7:30, Good News of 1941.
KXN—7, Amos 'n' Andy, 7:15, Larry Ross, 7:30, Askit Basket.

KHJ—7, As the Clock Strikes, 7:15, Inside of Sports, 7:30, Gabriel Heatter, 7:45, Reisman Orch.
KPCA—7, Kinney Orch. 7:30, Canadian Holiday.
KFWB—7, Sid Ziff, 7:15, Dr. Lechner, 7:45, Robt. Arden.
KMPC—7, Amos 'n' Andy, 7:15, News, 7:30, Allen Roth Presents.
KMTR—7, News, 7:15, Music, 7:30, Special Events.
KFA—7, Christian Science, 7:30, Friends of Poland.
KGFJ—7, Spanish Hour.
KRRD—7, News, 7:15, Three-Quarter Time, 7:30, Do You Know?
KFOX—7, Daily Bread, 7:15, Jobs for Americans, 7:30, Treasure, 7:45, News.
KGER—7, News, 7:05, Italian Good Samaritan, 7:20, Music, 7:30, Japanese News.
KFXM—7, Wythe Williams, 7:15, Inside of Sports, 7:30, Lone Ranger, 7:45, Amos 'n' McPherson.
KFSD—7, Famous Composers, 7:30, Canadian Holiday.
KGB—7, Wythe Williams, 7:15, Inside of Sports, 7:30, Voice of Liberty, 7:45, Reisman Orch.
KVOE—7, Wythe Williams, 7:15, Toast Meters, 7:30, McFarland Twins Orch. 7:45, Reisman Orch.

8 to 9 P. M.

KFI—8, Aldrich Family, 8:30, Standard Symphony.
KXN—8, Strange As It Seems, 8:25, News, 8:30, Answer Auction.
KHJ—8, Chicago Tonight, 8:30, Plantationaires, 8:45, Twilight Trails.
KPCA—8, Easy Aces, 8:15, Mr. Keen, 8:30, News, 8:45, Outdoor Reporter.
KFWB—8, Fiesta, 8:15, Old Favorites, 8:30, Rambles.
KMPC—8, Pickard Family, 8:30, Let's Talk Over News, 8:45, Fun Quiz.
KMTR—8:30, Technocracy, 8:45, Property Owners.
KPCA—8:15, Baseball.
KGFJ—8, News, 8:15, Jean Valentine, 8:30, News.
KFOX—8, Lucca, 8:15, Frolic, 8:30, Swing.
KGER—8, News, 8:05, Hoyos.
KFXM—8, Chicago Tonight, 8:30, Plantationaires, 8:45, Twilight Trails.
KFGJ—8, Amos 'n' McPherson.
KFSD—8, Easy Aces, 8:15, Mr. Keen, 8:30, Lucas Arch.

KGB—8, Chicago Tonight, 8:30, De Aryan Comments, 8:45, Twilight Trails.

TUNE IN

THE PICKARD FAMILY

SUNDAY THRU FRIDAY

8:00 to 8:30 P. M.

KMPC

KVOE—8, Chicago Tonight, 8:45, Twilight Trails.

9 to 10 P. M.

KFI—9, Standard Symphony, 9:30, NBC Rehearsal.
KXN—9, News, 9:15, Sports Round-Up, 9:20, Dance Orch, 9:30, James Orch, 9:45, News.
KHJ—9, News, 9:15, Serpico Orch, 9:30, Fulton Lewis, 9:45, Hamilton Orch.
KPCA—9:30, News, 9:45, Frank and Archie.
KFWB—9, Names in Music, 9:30, News, 9:45, Ballads.
KMPC—9, Memory Melody.
KMTR—9, Horseman's Forum, 9:15, Special Events, 9:30, Peter Potter.
KGFJ—9, Jewish Hour.
KFOX—9, News, 9:15, Travelog, 9:30, Frank Christy Orch, 9:45, Thornhill Orch.
KGER—9, News, 9:05, Mexico.
KFXM—9, News, 9:15, Serpico Orch, 9:30, Fulton Lewis Jr, 9:45, Hamilton Orch.
KGFJ—9, Amos 'n' McPherson, 9:30, Piano Duo.
KFSD—9, Avision Orch, 9:30, Billmore Boys, 9:45, News.
KGB—9, News, 9:15, Serpico Orch, 9:30, Fulton Lewis, 9:45, Hamilton Orch.

KVOE—9, News, 9:15, Dance Orch, 9:30, Washington, D. C., News, 9:45, Hamilton Orch.

10 to 11 P. M.

KFI—10, News, 10:15, Harna Orch, 10:30, Bridge, 10:50, Richards Orch.
KXN—10, Lunceford Orch, 10:30, Masterworks.
KHJ—10, Nagel Orch, 10:30, News, 10:45, Joy Orch.
KECA—10, Phil-Harmonia.
KFWE—10, Gypsy Caravan, 10:15, Bowling Notes, 10:30, Contrasts in Rhythm.
KMPC—10, Dance Hour, 10:30, News, 10:45, Hawaiians.
KMTR—10, Merry-Go-Round, 10:15, Lopez Orch, 10:30, Spec. Events, 10:45, Fiddler Orch.
KFA—10, News.
KFOX—10, Thornhill Orch, 10:15, Aniya Boys, 10:30, Lillianiana, 10:45, Hamilton Orch.
KGER—10, News, 10:15, Dance.
KFXM—10, Nagel Orch, 10:30, News, 10:45, Joy Orch.
KFGJ—10, Esther Stuart, 10:30, Drama, 10:45, Sons of Harmony.
KFSD—10, Garber Orch, 10:30, Theater Parade, 10:35, Richards Orch.
KGB—10, Nagel Orch, 10:30, Par-nell Orch.
KFVJ—10, Jack the Bellboy.
KVOE—10, Nagel Orch, 10:30, News, 10:45, Pearl Orch.

11 to 12 Midnight

KFI—11, News, 11:15, Nottingham Orch, 11:30, Young Orch.
KXN—11, News, 11:15, A. Shaw Orch, 11:30, Strand Orch, 11:55, News.
KHJ—11, Dale Orch, 11:30, Rhythm Rascals, 11:45, Hawaiians.
KPCA—11, This Moving World, 11:15, Man With Pipe, 11:45, Organ.
KFWB—11, Three Kings & A Queen, 11:15, Music You Want.
KFI—11, Music Hall.
KMTR—11, Let's Dance.
KFA—11, Dance Music.
KFXM—11, Dale Orch, 11:30, Rhythm Rascals, 11:45, Hawaiians.
KFGJ—11, Gospel Accordiana.
KFSD—11, Nottingham Orch, 11:30, Young Orch.
KGB—11, Dale Orch, 11:30, Rhythm Rascals, 11:45, Memory Time.
KVOE—11, Dale Orch, 11:30, Rascals, 11:45, Hawaiians.

Luncheon at the Waldorf



ILKA CHASE, AIR HOSTESS

ILKA CHASE

The Hostess of the Waldorf Luncheon Explains Her Point

COSMOPOLITE, comedienne and actress, Ilka Chase takes to the NBC-Blue Network on "Luncheon at the Waldorf" every Saturday afternoon at luncheon time in New York as the "Woman About Town" who chit-chats with her unseen audience in a smooth, sophisticated manner.

The script is prepared as though she were talking with a friend on the telephone or writing a letter. Or, as she also sees it, her intimate tidbits are tossed through the air in an "over the fence" manner as though she were gossiping individually with each of her listeners.

Interviewed, Miss Chase explained the format of her program.

"Although the program probably has its greatest appeal for those women who have a little extra money to spend, its enjoyment is not limited to them," she began. "The less affluent listener with taste and imagination can easily and economically benefit by copying from the style hints. To inject wider appeal, I in-

clude suggestions on jobs and careers for women."

"Mainly I try to make the script, which consumes about seventeen of the thirty minutes on the air, as varied and entertaining as possible. Timeliness is an important factor in keeping the program interesting.

In choosing guests to be interviewed at the "nike" Miss Chase keeps an eye on their desirability as names or personalities. Miss Chase herself prepares the script for the interviewees. This, she says "precludes any possibility of a hitch during the broadcast," since most of her guests are not professional entertainers. "Of course," she added, "I submit the lines for the guest's approval."

Although the program sounds extemporaneous on the air, Miss Chase does not ad-lib; the script is followed faithfully. She pointed out that she has plenty of time to think of all the smart things she'd like to say in preparing the script, and, what's more, she confessed that she'd probably lose her place in ad libbing and bobble her next lines. "As it is," she

laughed, I keep my finger firmly glued to the lines as they are spoken."

Ely Culbertson, the bridge expert, was the first man to be invited. And when Miss Chase announced her choice, considerable argument was raised about placing a man on a women's program. To this she quietly rejoined as a statement of fact, "Nothing appeals to women like a man," and so male personalities continue to be heard on the show. Most recent ones, Arthur Schwartz, eminent composer, Howard Lindsay, star of "Life With Father" and Walter Wanger, famous Hollywood film producer.

"I didn't think I'd like radio work when I started this series, but now I do," she confided. "My first radio experience probably had much to do with my apprehension before the current show began. It was titled "Mae and Wilbur" and from that you can gather the type of show it was.

Miss Chase's only worry is that something might go wrong during the show. To guard against an exigency, such as not having a guest show up, she has prepared a dummy script. At such a time, she said, the guest would be the production man, who, she said, has "lots of radio stories."

Miss Chase left the stage temporarily in 1926 to serve as "Vogue's" London correspondent, of which her mother, Mrs. Edna Woolman Chase, is the editor. She confesses that writing is not a new experience for her.

Until two months ago, Miss Chase combined her radio program with acting in the Broadway play, "Keep Off the Grass." Prior to that, you may remember her as one of the stars in the Broadway version of "The Women."

Miss Chase had no summer vacation, nor will she have a winter one, because the program is scheduled to run in the Saturday spot over the NBC Blue Network far into the winter months. A renewal contract is in the offing, even at this writing.

And when the thermometer goes down there will be her warm chatter to take your mind off the weather if you tune in your radio on Saturdays at 9:30 PST. (KECA-KFSD).

★ ★ ★ BEST DRESSED MAN

Alex D'Arcy recently had his first opportunity to face a microphone. George Jay, the radio commentator for "Radio Newsreel," interviewed Alex for fifteen minutes regarding his award of "The Best Dressed Man" title, and D'Arcy did a splendid job of ad-lib repartee.

Insomnia Dividend

Those holding membership cards in the Insomnia Club of the Universe (KFAC daily, Midnight to 6 a.m.) were in the swim recently. Members enjoyed famous Bimini Bath swimming pool for five consecutive mornings, merely presenting their membership cards in the club.

Many dividends accrue to club members. Another will soon be announced from KFAC. Send a stamped, self-addressed envelope to Radio Life for your membership card. There are no dues, no assessments.



Dorothy Bryant, who has appeared on the Radio-Stage in Geneva, Paris and London, will soon be heard and seen in a series of Television broadcast, Dramatic plays.



Thomas Beck, handsome Broadway leading man, plays the role of a wealthy Wall Street lawyer in the serial, "Meet Miss Julia," heard over KFI at 2:45 p. m. Monday through Friday. He has been featured in "Held" and "Seventh Heaven" on the stage, as well as in numerous radio dramas.



Twenty-four hours in one day aren't enough for Mary Eastman soprano, co-star of the "Saturday Night Serenade," broadcast over KNX-CBS every Saturday from 5:45 to 6:15 p. m. PST. Her voice study, with the "Met" as her goal, and her charitable work for Westchester orphans take every spare minute. Born in Kansas City and educated in Chicago, Miss Eastman won the Atwater-Kent contest for New York State in 1929, where she first starred in Heywood Brown's production, "Shoot the Works."

NEXT WEEK!

Scores of commendatory letters from readers on past performances of Radio Life and containing story and article suggestions have prompted inclusion in next week's issue of Radio Life, of two fine articles.

Hollaway's Story

By BERNIE SMITH

Here will be one of the most engrossing personality tales of the radio year. A great radio personality limned against the background of radio's development as one of the more important aspects of American life. In it Mr. Bernie Smith adds to your behind-the-scenes knowledge of radio as an industrial and entertainment medium. Harrison Hollaway (KFI-KECA), probably to a greater extent than many other noted radio figures, has lived, worked and dreamed with radio since its infancy. Much that he tells through the facile pen and judgment of Mr. Smith is new to our readers. All that Mr. Smith tells is interesting and stimulating for those who keep radio-informed.

THEN THERE IS:

Pictures on the Air!

By MARK FINLEY

A resourceful radio public relations man takes the readers on a tour of Television of the past and the present and makes a prediction or two of the future. Mark Finley is a staff member of the farflung Mutual-Don Lee network (KHJ in Los Angeles). He will tell of what his organization is doing, has been doing, and will do to bring Television leadership to the west. No dry statistics dust this moving article. The writing is rich with information and colorful with description. It should prove to be the best of its kind to appear in any American magazine.

Helen Hayes' Theater

By THE EDITOR

Miss Helen Hayes, diminutive motion picture, stage and radio actress is here revealed in all the fine qualities for good theater she represents and expresses. Called the "First Lady of the American Theater," Helen Hayes has launched out with her own radio show. Signed by Columbia Broadcasting Company for a new series Miss Hayes has announced intention of bringing to some 20 million listeners a regular Sunday evening parade of plays, most of them drawn from original stories, motion pictures, magazines, histories and novels. This article brings the critical spotlight to bear on a fine theater personality and human being.

THERE ARE ADDED FEATURES OF COURSE:

Introducing Sherlock Holmes

A personal interview with Basil Rathbone, star of NBC's "Sherlock Holmes Series" and Nigel Bruce, the finest of Watsons. This interview discloses highlights of one of radio and the stage's finest friendships and professional working harmonies.

PLUS—

Radio-West-National-International

PLUS—20 weekly features covering every phase of American Radio. Selections of the most interesting short stories of personalities, happenings and news of radio from throughout the world.

It Isn't All Noise

Or Is It? The Author Poses Another Grin and Thought Provoker

THE earliest method employed by the aborigines to express their ideas, thoughts and emotions was the production of some kind of noise.

A grunt, a sigh, a laugh, a sob, a scream, a shout or a belch was all our so-called uncivilized ancestor needed to get on in his world. And he got along pretty well on this intellectual stratum, until the aboriginal intelligentsia began to develop words with which to confound, confuse, and contaminate the boobs and suckers of the day.

I can imagine (and you can, too, if you smoke the stuff I do) the consternation among the bucks and swains of the bare-skin age, when an effete jungle slicker came down among the cave-dwellers with such words as "I love you," which idea was formerly expressed by a sock on the noggin, a couple of grunts, a laugh or so and a sigh.

We won't go into the sad details of the havoc the introduction of speech wrought on an unsuspecting world. Listen in to a speech of Hitler's on the radio, and you'll get a hint of what I mean. Suffice to say that the first few words uttered by labial and lingual man needed explanation. That necessitated the creation of more words which were just as indefinite, and which needed more words for clarification. The science of Semantics had not yet been heard of. And so the language grew.

But was mankind satisfied? Not by a long shot. It wasn't enough to be able to talk. They had to have some one to talk to (mind you, I didn't say "with"). They had to have an audience. So hards and wandering minstrels came into being. They strolled about the country staying overnight at Dinosaur-Otels, and spilling language all over the terrain.

Peaceful and peace-loving men and women took their children and fled into the far corners of the world to escape this perpetual palaver. But they were not safe. Some aboriginal Jim Farley invented the post office and letter writing, so that he could spread his gallivanting gab. Even this did not stop the rattle of tongue-tattoo.

Finding it didn't penetrate deep enough they accentuated language by putting a beat and rhythm into it. They walloped hollow logs, they flayed elephants to get their skins for drums, they even took their tusks and made piano keys out of them, to help them force words down the unwilling ears of our ancestors. They gave language the impetus of cat-gut and brass.

Men's ears, which were decent self-respecting organs, probably too palm-leafish to cock a straw katy on them at a rakish angle, began to shrink. Today, because of this shrinkage you don't see a pair of properly proportioned ears. In fact, it has come to that stage where

the female three-quarters of the race is so ashamed of them they wrap them up in their own hair or a snood. And our ears began to lose that finesse for delicate sound that the ground mole, for instance, has. The lowest vibrations a man can hear these days without straining is "Have one on me!"

So what? So, we exchanged our simple, mono-syllabic, aboriginal methods of thought-and-desire-transference to a lot of noise. And that noise is getting not

Humorist



DAVE WEISSMAN

only more raucous every day (consider swing, double talk and some radio announcers) but there's entirely too much of it.

Mankind has been made the fall guy for this kind of noise so much that he soon fell for the gramophone, the telephone and now the radio. And as Shakespeare (the man who, like fried eggs, is always associated with Bacon) so aptly put it—and he could put things more aptly than a jig-saw puzzle expert—said:

**"What means this noise?
Fellow, what miracle dost thou proclaim?
What stir is this?
What tumult's in the heavens?
Whence cometh this alarm and the noise?"**

Don't tell me that William of Avon didn't give the radio inventor an idea with the above quotation. Where else, outside of a women's club meeting or sewing circle can you get such a reaction unless you have a radio in mind?

I don't think I can answer the first question. I don't know what most of the noise coming from the radio means. Radio apologists have been trying to give an answer ever since radio's squalling in-

fancy. But they are prejudiced. Personally, I think that less than one-tenth of one per cent of the noise you get over the radio, including the static, has any meaning at all. And I'm not knocking.

Is there any meaning or sense to devoting nine and one-tenth (9.1) radio hour time on news broadcasts every morning between 8 and noon? Is there any sense in broadcasting more than thirty "Breakfast Serials" during the same time? Is there any sense letting so-called "preachers" disseminate anti-Democratic views? Is there any reason for permitting certain records of alleged music to take up so much of the ether? And it is the same during the afternoon and evening hours. Keep your radio tuned on during the day and you will get ninety-nine and nine-tenths per cent of "sound and fury."

But, and thank heavens for that "but"—there is that one-tenth of one per cent of sense on the air. It is only a beginning, but when we get that percentage we feel that radio is doing something to compensate us for listening. There are, for instance such programs as "Chicago Round Table," "Washington Merry-Go-Round," "The New York Philharmonic," "So You Think You Know Music," "Information Please," "Quiz Kids," "Take It or Leave It," "American School of the Air," "The People's Platform," "Arch Oboler Plays," "Invitation to Learning" and a few others.

So, considering the time that these worthwhile programs take in proportion to the banal babble, clatter, jabber and chatter thrust at our ears, we often wish we could return to the grunt, the sigh, the laugh and the belch of our ancestors, and we ask ourselves this question: "Is it all noise—or is it?"

—DAVE WEISSMAN.

★ ★ ★

Biggest Hookup

This week's news was that Wythe Williams, Mutual news analyst and foreign correspondent, went over KHJ-Mutual Don Lee (Tuesday, September 10) on the largest commercial hookup ever made available to a newscaster. He will be heard twice-weekly on Tuesdays and Thursdays sponsored by the Star Division of the American Safety Razor Corporation, or Treet Safety Razor Corporation. On the coast he will be heard over KIIJ and the Don Lee net from 7:00 to 7:15 p.m. PST under the American Safety Razor hookup.

With a network of 93 stations, the new program represents the largest contract yet signed by Mutual. It represents also most extensive broadcast of a twice-weekly commercial program.

Williams, author of the newspaper column, "As the Clock Strikes," rocketed to national prominence by startling accuracy of amazing newsbeats in less than eight months on air. He is a news veteran, (26 years have been spent abroad representing English and American newspapers). As a World War correspondent for New York Times, he saw many of the biggest ruckuses of World War I. In 1936 he wrote "Dusk of Empire," predicted the present war. He will also be heard Sundays, unsponsored, at 7:45 p. m. PST.

FORECAST and things current IN RADIO

Editor's Note: The following are brief flashes on selective radio programs and events, current and coming up in the future. They are intended to afford a guide for introduction to radio matters of indicated general interest.



One old and one new serial start September 30 and October 7 from NBC on Fridays (time not yet set). They are "Portia Blake" and "Kate Hopkins."

Impressive movie names will stud the Arch Oboler series to start October 4. Signed are Nazimova, Joan Crawford, Bette Davis and Norma Shearer. Oboler dramatizations are outstanding radio fare, and are based on what is called "stream of consciousness" technic, (Radio Life, August 18-24, Page 25).

The "Parker Family," Sunday night NBC-Blue (KECA) network feature has been extended for 13 weeks and will take off September 29 in new run.

Of noteworthy interest is scheduled return of Andre Kostelanetz and his charming wife, opera diva Lily Pons, to CBS, September 29. The couple have been vacationing in Honolulu.

Kate Smith to have Willie Howard, 57-year-old singer, whose first significant role was in "Little Duchess," in the era (1901) that starred Anna Held, with whom he sang. He is of the famed vaudeville team of "Willie and Eugene Howard," board favorites from 1903 to 1912.

Pomp and circumstance of radio will bring back in their favorite roles of Sherlock Holmes and Watson two air favorites September 29. They are Basil Rathbone, a thoroughly authentic artist, and his lifelong friend, Nigel Bruce, radio and motion picture bright light. An article in next week's issue will illumine personalities of both gentlemen.

Funny Robert (Bob) Hope, accompanied by the mad professor, Jerry Colonna, glamour girls Brenda (Blanche Stewart) and Cobina (Elvia Allman) and music added by Skinnay Ennis will be on NBC-Red Network (KFI) September 24.

"Hello, Everybody" (September 20, CBS-KNX) is of course corpulent and happy Kate Smith. She will come back to radio with Tyrone Power, Mary Astor and Dean Jagger to do an air-adaptation of the motion picture "Brigham Young."

Still of continuing interest is "Unclassic Hour," Al Poska, conductor, KECA daily at 3 p. m., Monday through Friday.

"Good News of 1941" is back on air (KFI, Thursdays, 7:30 p.m.) with Fanny (Baby Snooks) Brice, Hanley Stafford, Dick Powell and Mary Martin. A cleanly fun show.

Henry Weber, Mutual conductor, his wife, Marion Claire, are back on the Symphonic Hour over KIHJ-Mutual, Sundays, 6 to 7 p.m. Weber is Vienna-trained and Marion Claire made operatic debut in Italy. Both have been Mutual Symphony headliners since April, last.

Wilshire Oil Company this week renewed for 13 additional broadcasts (Mondays, 8 to 8:30 p.m. KIHJ) the delightfully human show "Pull Over, Neighbor."



Lovely Helene Freeman, pictured here, portrays Sandra Wilson in the fascinating dramatic serial, "Meet Miss Julia," which tells the story of the paying guests in Miss Julia's boarding house. KFI, 2:45 p.m. daily.

Alfred Wallenstein is again batoning "Sinfonietta," the amazingly excellent music program from KHJ and the Mutual-Don Lee Net, Fridays at 4:30 p.m.

Monday, September 16, Daniel W. Hoan, mayor of Milwaukee, will be guest discussion leader on the subject, "Can Democracy Survive in the United States?" Dr. Alfred P. Haake, noted economist, is heard regularly on all the "Wake Up America" programs, as is moderator Fred G. Clark, Foundation General Chairman (American Economic Foundation, sponsors of the program).

The title of the Willard George program featuring society chatter, household hints and other material of interest to women, is "Ruth Hauser, Reporting." Program is broadcast 11:15 to 11:30 a.m. PST Tuesdays and Fridays over KHJ.



By E. E. Y.

AMONG THOSE PRESENT: Cary Grant soloing at the Hollywood Derby—What, no Barbara Hutton? That Lana Turner-Vic Mature lunching affair now includes dinners; maybe a studio publicity buildup. If so, nice work if you can get it. Slapsy Maxie is back at his Hollywood night spot; noticed Muzzy Marcellino, the ork leader, in a huddle with his arranger at the Miramar Water-cade.

Trocadero Gone But Not Forgotten— Understand the Roosevelt has purchased the old "Troc" fixtures and will use same in their Florentine Room opening in November.

Lost and Found Dept.: Bubbles Schinazi drops Wayne Morris. Carole Landis finds freedom attractive after 8 weeks of marriage. John Barrymore is trying to get "lost" again. Hedy the Gorgeous Lamarr files against Gene Markey. Arlene Whalen and Alex D'Arcy represent the "found (fond) department and are honeymooning in Hollywood.

Answering the Mail: Regarding our Lamplighter nights and get-togethers— We suggest you tune the Lamplighter program over KHJ, 4:15 p.m. every Friday. You can then be sure of the weekly Lamplighter at one of our leading night spots, then call WEBster 6161 for your reservation.

BANDS THAT PLAY FOR YOU AND ME
LA CONGA—Two bands on the revolving stage.

COCOANUT GROVE, AMBASSADOR—Clyde Lucas.

WILSHIRE BOWL—Fred Nagel, New here. Comes from Pacific Northwest.

CASA MANANA — Jimmy Lunceford—Tops in swing. Four Hot Shots dancing. Henry Busse opens the 26th.

CASINO GARDENS—Jimmy Joy returns. A swell band.

ZAMBOANGA—Three well-grouped Hawaiian Strings.

FLORENTINE GARDENS—Daryl Harpa. Excellent Rhumba.

ROSELAND ROOF—Ray Stillwell from Hotel Astor.

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

BILTMORE BOWL—Johnny Richards. Local boy makes good. Patricia Kay.

CATALINA—Bob Crosby.

ZENDA BALLROOM—Jack Dunn. Second year.

MIRAMAR HOTEL—Santa Monica. Joe Serpico.

EARL CARROLL'S—Manny Strand.

VICTOR HUGO'S—Matty Malneck.

PARAMOUNT THEATER—Orrin Tucker. Bonnie Baker.

THE BREAKERS—Al Roberts' swell group.



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 pairs of prizes.

FRIDAY Program Highlights

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

Variety

8:30—Johnny Murray, KFI.
9:15—Between the Bookends, KECA-KFSD.
10:30—Views and Reviews, KECA.
12:30—Club Matinee, KECA.
3:45—Chef Milani, KMPC.
4:00—Wings For America, KHJ-KGB.
6:00—Don Ameche, KFI.
6:30—Al Pearce Gang, KNX.
7:00—Amor 'n' Andy—KNX-KMPC.
7:30—Johnny Presents, KNX.
8:00—Pickard Family, KMPC.
8:00—Kate Smith Program, KNX.

Drama

9:45—Short Story, KNX.
5:30—Grand Central Station, KNX.
8:30—Death Valley Days, KFI.

Public Affairs—News

1:30—Job. B. Hughes, KNX.
4:55—Elmer Davis, KNX.
6:00—Raymond Gram Swing, KVOE-KGB-KFXM-KHJ.
6:30—John B. Hughes, KHJ-KGB-KVOE-KFXM.
7:15—Elliott Roosevelt, KFWB-KFOX-KFSD.
7:45—Robert Arden, KFWB.

8:30—Let's Talk Over the News KMPC.

9:30—Fulton Lewis Jr., KHJ-KGB-KFXM.

Outstanding Music

1:00—Classic Hour, KECA.
1:05—Pon Symphonia, KFWB.
5:00—Waltz Time, KFI.
7:15—Lanny Ross, KNX.
10:00—Phil-Harmonia, KECA.
10:30—Masterworks, KNX.
11:15—Music You Want, KFWB.

Sports—Comment

12:30—Major League Baseball, KMPC.
2:00—Tenth Inning, KMPC.
6:15—Sport Briefs, KFAC.
7:00—Sid Ziff, KFWB.
8:15 to 10:00—Pacific Coast League Baseball, KFAC.
9:45—Hollywood Legion Fights, KHJ-KGB-KFXM-KVOE.
10:15—Bowling notes, KFWB.

Quiz Programs

5:30—What's My Name? KFI.
6:30—Quiz Kids, KFI.
7:45—Lampighter, KHJ.
8:00—Quiz Court, KFI.
8:45—Fun Quiz, KMPC.

Weather

KFI—9:15, 12:45, 3:00.
KHJ-KGB-KVOE—9:00.
KNX—8:00.
KRKD—9:30.
KFWB—11:30.
KGER—11:00, 4:00.

KMPC—11, Master Singers, 11:15, Music for Madame, 11:30, Music, 11:45, Livestock Journal.
KMTR—11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events.
KFAC—11, Man on Street, 11:30, Home Beautiful, 11:45, Hawaiians.
KGFJ—11, News, Stocks, 11:15, Music.
KRKD—11, Paddock Flashes, 11:30, News.
KVOE—11:15, Dr. Reynolds, 11:30, News, 11:40, Arnheim Orch.
KGER—11, News, 11:15, Camp Meeting.
KFXM—11, Friendly Neighbors, 11:15, Pass the Buck, 11:30, Ink Spots.
KFSD—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill.
KGB—11, Friendly Neighbors, 11:15, Radio Rubes, 11:45, Muse & Music.
KFVD—11, News, 11:15, Musical Album, 11:30, Red Piano, 11:45, Violet Schram.
KVOE—11, Friendly Neighbors, 11:15, Music, 11:45, Muse and Music.

12 Noon to 1 P.M.

KFI—12, Road of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life.
KNX—12, Kitty Kelly, 12:15, Myrt & Margie, 12:30, Hilltop House.
12:45, Stepmother.
KHJ—12, News, 12:15, McFarland Twins, Orch. 12:45, Scrapbook Stories.
KECA—12, News, 12:15, "Word Hunters", 12:30, Club Matinee.
KFWB—12, Al Jarvis.
KMPC—12, Music, 12:15, News, 12:30, Baseball.
KMTR—12, Peter Potter.
KFAC—12, News, 12:15, Modern Melodies.
KGFJ—12, News, Stocks, 12:15, Music, 12:45, Let's Listen.
KRKD—12:30, Saddle Pals.
KVOE—12, Music, 12:15, News, 12:30, Music, 12:45, Golden West Pals.
KGER—12, News, 12:30, Officials on Parade.
KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quarter Hr. 12:45, Pop. Orch.
KFSD—12, News, 12:15, Cal. Agriculture, 12:45, Commonweal Club Luncheon.
KGB—12, News, 12:15, Chapel, 12:30, Songs, 12:35, News, 12:45, Scrapbook Stories.
KFVD—12, Air Editor, 12:30, Music, 12:45, Violet Schram.
KVOE—12, News, 12:15, Chapel Moments, 12:30, Maleville Orch. 12:45, Scrapbook.

1 to 2 P.M.

KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neills.
KNX—1, By Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines.
KHJ—1, Hollywood Whispers, 1:15, Hawaiian, 1:30, Gagen Orch. 1:45, Play Bridge.
KECA—1, Classic Hour.
KFWB—1, News, 1:05, Symphonia, 1:30, Dr. Reynolds, 1:45, Hits and Bits.
KMPC—1, Basenol.
KMPR—1, G. Allison, 1:30, Music, 1:45, Treasure Travels.
KFAC—1, Religious Science, 1:30, Financial, 1:45, Organ.
KGFJ—1, News, Stocks, 1:15, Strinks.
KRKD—1:15, City Hall, 1:30, USC Poetry, 1:45, Health.
KFOX—1, Lieut. Governor, 1:15, Lucas's, 1:30, Christian Science, 1:45, Emil Martin.
KGER—1, News, 1:05, Ad Club, 1:30, Spanish Trio.
KFXM—1, Hollywood Whispers, 1:15, Hawaiian, 1:30, Variety, 1:45, Play Bridge.
KFSD—1:30, Temple in Tibet, 1:45, Wayne Van Dyne.
KGB—1, Hollywood Whispers, 1:15, Hawaiian, 1:30, Gagen Orch. 1:45, Let's Play Bridge.
KVOE—1, News, 1:15, Music.
KVOE—1, Hollywood Whispers, 1:15, Civic, 1:30, Gagen Orch. 1:45, Play Bridge.

2 to 3 P.M.

KFI—2, Agnes White, 2:15, Mine to Cherish, 2:30, Alice Blair, 2:45, Miss Julia.
KNX—2, Young Dr. Malone, 2:15, Backgrounds for Living, 2:30, Joyce Jordan, 2:45, Kate Smith.
KRJ—2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, Swing Strinks.
KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light.
KFWB—2, News, Matinee Varieties, 2:15, D'Artega Orch. 2:30, Music Box, 2:45, Grandma Travels.
KMPC—2, Tenth Inning, 2:15, Graciosa, 2:30, Concert Hall.

KMTR—2, W. B. West, 2:15, Spec. Events, 2:30, Volney James.
KFAC—2:30, Band.
KGFJ—2, News, Stocks, 2:15, Civic, KRKD—2, Henry Orch. 2:30, News, 2:45, Hawaiians.
KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels.
KGER—2, News, 2:05, Musicale, 2:30, Long Beach Band.
KFXM—2, Stocks, 2:05, Popular Orch. 2:15, News, 2:30, Organ, 2:45, Spottlite Revue.
KFSD—2, Theater Parade, 2:10, Listen, 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels.
KGB—2, News, 2:15, Voices, 2:30, Len Salvo, 2:45, Swing Strings.
KFVD—2, Music, 2:15, Organ, 2:30, Rhythm.
KVOE—2, News, 2:15, Fed. Music, 2:30, Organ, 2:45, Round Tower.

3 to 4 P.M.

KFI—3, Art Baker, 3:30, Organ Moods, 3:45, Dinning Sisters, KNX—3, Mary Foster, 3:45, News, 3:20, Fletcher Wiley, 3:45, Europe, KHJ—3, Fulton Lewis, 3:15, Prima, 3:30, Haven of Rest, 3:45, Inside Sports.
KFA—3, Unclassified Hour.
KFWB—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton.
KMPC—3, Music, 3:15, Kern Orch. 3:30, Tropic Moods, 3:45, Chef Milani.
KMTR—3:30, Memories, 3:45, Billy Lehman.
KECA—3, Pieces.
KGFJ—3, News, Stocks.
KFOX—3, Maddox Family, 3:30, B. McKee, 3:45, C. Leighton.
KGER—3, News, 3:20, Long Beach Band.
KFXM—3, F. Lewis, 3:15, Variety, 3:30, Haven of Rest.
KFSD—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton.
KGB—3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest, KFWB—3, News, 3:45, Rhumba.
KVOE—3, Wash., D. C., News, 3:30, Skiles Orch.

4 to 5 P.M.

KFI—4, Dance Orch. 4:15, Music, 4:30, From Hollywood Today.
KNX—4, Wiley, 4:15, KNX-tra, 4:20, Music, 4:30, Jack Owens, 4:45, News, 4:55, War News.
KHJ—4, Wings For America, 4:30, Sinfonietta, 4:45, Lampighter.
KECA—4, Bud Barton, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Claire.
KFWB—4, Don Milligan, 4:30, Bert Fiske, 4:45, Stunt Hambley.
KMPC—4, Social Secretary, 4:15, Salon, 4:30, Newsreel, 4:45, Aloha Land.
KMTR—4, Spec. Events, 4:15, News, 4:30, Religious, 4:45, Spec. Events.
KFAC—4, Novel Singers, 4:15, Drawing Rooms, 4:30, Tea Time Tunes.
KGER—4, News, 4:30, Observer.
KRKD—4, Recordings, 4:45, News.
KFOX—4, Melodies, 4:30, Swing.
KGER—4, News, 4:30, Geo. Strange.
KFXM—4, Trading Post, 4:30, Sinfonietta.
KFSD—4, On With Dance, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Claire.
KGB—4, Wings For America, 4:30, Sinfonietta.
KVOE—4, Wings For America, 4:30, Sinfonietta.

5 to 6 P.M.

KFI—5, Waltz Time, 5:30, Music for Moderns, 5:45, News.
KNX—5, Clark Ross, 5:30, Grand Central Station.
KHJ—5, News, 5:15, Dally Comes, 5:30, Shafter Parker, 5:45, Cheer Up.
KECA—5, Kogen Orch. 5:15, Tarzan, 5:30, News, 5:45, Sports.
KFWB—5, Stuart Hambley.
KMPC—5, Novatores, 5:15, News, 5:30, Uncle Henry.
KMTR—5:30, Eventide Melodies.
KFA—5, London News, 5:30, Whoa Bill Club.
KGFJ—5, News 5:30, Baseball Scores.
KRKD—5:30, Race Results.
KFOX—5:45, Beauty.
KGER—5, News, 5:05, Latin Hour.
KFXM—5, Pop. Orch. 5:15, Sports Guide, 5:30, News, 5:35, Variety, 5:55, Cheer Up.

FRIDAY Programs

SEPTEMBER 20, 1940

8 to 9 A.M.

KFI—8, Woman in White, 8:15, O'Neills, 8:30, Johnny Murray, 8:45, News.
KNX—8, Nancy Dixon, 8:15, When a Girl Marries, 8:30, Helen Trent, 8:45, Our Gal Sunday.
KHJ—8, Breakfast Club, 8:30, News, 8:40, Bess Bye, 8:45, News.
KECA—8, Breakfast Club, 8:30, News, 8:45, Organ.
KFWB—8, Melody Mart, 8:15, Baljards, 8:30, Physical Culture, 8:45, Dr. Reynolds.
KMPC—8, Andy & Virginia, 8:30, Unity Daily Word.
KMTR—8, Spanish Hour, 8:45, Religious Music.
KFAC—8, Country Church.
KGFJ—8, News, Stocks, 8:45, Dr. Wiseman.
KRKD—8:30, State Employment.
KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Classified, 8:45, Rough Riders.
KGER—8, News, Soul Patrol, 8:15, Mixgab, 8:45, Rev. Bennington.
KFXM—8, Sunshine Service, 8:30, Pop. Orch. 8:40, Bess Bye, 8:45, News.
KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home.
KGB—8, Breakfast Club, 8:25, Stocks, 8:30, News, 8:40, Bess Bye, 8:45, Cornutusel News.
KFVD—8, Covered Wagon, 8:45, Music.
KVOE—8, Breakfast Club, 8:30, News, Bess Bye, 8:45, News.

9 to 10 A.M.

KFI—9, Your Treat, 9:15, Tillamook Kitchen, 9:30, By Kathleen Norris, 9:45, Dr. Kate.
KNX—9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Right to Happiness, 9:45, Short Story.
KHJ—9, I'll Never Forget, 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit.
KECA—9, Council of Beauty, 9:15, Between the Bookends, 9:30, Mid-morning Jamboree.
KFWB—9, Summer Time, 9:15, Music, 9:30, News, Waltz, 9:45, Tune Time.
KMPC—9, News, 9:15, Women of the World, 9:30, Melody.
KMTR—9, Martin Luther Thomas, 9:15, Health, 9:30, Special Events, 9:45, Religious.
KFAC—9, Inspirations, 9:15, Health Talks, 9:30, Women in News, 9:45, Novelty Notes.
KGFJ—9, News, Stocks, 9:15, Music.
KRKD—9:30, U. S. Weather.
KIEV—9:30, Mayfair Lost & Found Pets.
KFOX—9, John Brown, 9:15, Hit Parade, 9:45, Party Line.
KGB—9, News, Bright Corner, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel.

KFXM—9, I'll Never Forget, 9:15, Organ, 9:30, Variety, 9:45, Pop. Orch.
KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News.
KGB—9, I'll Never Forget, 9:15, Homemaker's Catalog, 9:45, Keep Fit.
KFVD—9:15, News, 9:30, Dr. Richardson, 9:45, Parade.
KVOE—9, I'll Never Forget, 9:15, Monitor News, 9:30, Johnson's Family, 9:45, Exercises.

10 to 11 A.M.

KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Betty Crocker.
KNX—10, Big Sister, 10:15, Aunt Jenny, 10:30, Fletcher Wiley, 10:45, My Son and I.
KHJ—10, News, 10:15, Happy Homes, 10:45, Bachelor's Children.
KECA—10, Our Half Hr. 10:30, Views & Reviews, 10:45, Family Doctor.
KFWB—10, Curtis Springer, 10:15, G. Miller Orch. 10:30, Romance in Rhythm.
KMPC—10, Musicographs, 10:15, Old Refrain, 10:30, Norma Lee Service, 10:45, News.
KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, News.
KFAC—10, Modern Immortals, 10:30, News, 10:45, Gothic Tower.
KGFJ—10, News, 10:30, Moods in Verse, 10:45, City Dwellers.
KRKD—10:15, Health.
KFOX—10, News, 10:15, Health, 10:30, Harmony Hall, 10:45, Chas. Wellman.
KGER—10, News, 10:05, God's Sunshine, 10:30, Rev. Ivie.
KFXM—10, News, 10:05, Variety, 10:15, Five Farm Hands, 10:30, Garden Club, 10:45, Bachelor's Children.
KFSD—10, Our Half Hr. 10:30, Ann Gibson, 10:45, Bridge Lesson.
KGB—10, News, 10:15, Over the Garden Gate, 10:30, Garden Club, 10:45, Bachelor's Children.
KFVD—10, Morning Serenade, 10:30, Union Rescue Mission.
KVOE—10, News, 10:15, Music, 10:30, Radio Garden Club, 10:45, Bachelor's Children.

11 A.M. to 12 Noon

KFI—11, Mary Martin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade.
KNX—11, Society Girl, 11:15, Martha Webster, 11:30, KNX-tra, 11:35, Melodires, 11:45, News.
KHJ—11, Friendly Neighbors, 11:15, Mrs. Hauser, 11:30, Eddie Al-bright.
KFA—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill.
KFWB—11, Tom Stoddard, 11:30, News, 11:45, Music.

Programs and time listings on these pages are supplied by "Radio Life" by the radio stations shown, and are carefully checked prior to going to press. Inaccuracies in these columns are usually the result of last minute changes by the broadcasting studios.

GLAMOR CAREER

Frances Scully, Cover Girl, Is on Her Way

THE COVER GIRL is Frances Scully, a more than ordinarily attractive example of a Career Girl in Hollywood who is not in motion pictures and, let it be known, not particularly interested in whether she is or not.

She is also the intimate of, or on speaking terms with, more Hollywood greats and near-greats than perhaps any other publicly prominent person in the West.

Miss Scully is proof that heritage is no myth. Her father, who is at present supervisor for the Southern Pacific railroad, has done writing as a hobby. Her mother was a fashionable New York designer and milliner. Frances inherited tendencies of both to become (1) a refreshingly original writer on fashions, (2) a fashion script writer, (3) potentially a writer of mystery novels (she vows she will eventually be writing them from hundreds of bizarre plots tucked away in various files and recesses of her active mind) and (4) a girl with an eye that has the snap of an "Eye in the Sky" to detect the winner in any number of modes submitted hopefully for her judgment by Western fashion designers.

Graduating from Los Angeles Catholic Girls' high school, she had one ambition—to write. She has arrived at this point in her career with colors flying triumphantly, having won the war in its first sector, learning to be a publicist, to sell glamor to the public for individuals who are potentially glamorous to start. She is moving forward into the battle of Career with her original objective still in mind—to write novels.

Miss Scully believes that "no matter what you have to do, do it the best you can and you'll get ahead."

She is essentially feminine in spite of the rigorous discipline a girl must impose upon herself who has deliberately set herself out to become a person of importance in her work. She hates soft soap and affectation and is embarrassed by compliments. She was born October 21, 1913, in Pocatello, Idaho.

Miss Scully's creed goes something like this: "I will be a thorough Westerner, which is to say I shall be always as good as my word, which is important to me, and that is to say I shall be on the square with everybody." She is an admixture of idealism and realism. She believes that bad things have been said about Hollywood and its people; but that, in the main, Hollywood and its people are upstanding, hard-working citizens who do not deserve to be tinted by the brush which has probably rightfully blacked those who, in the minority, are not the real type that Hollywood represents.

She got started in radio work and in fashions by filling in for Irene Rich at the Ambassador hotel some years ago. She has never forgotten the opportunity nor the woman who made it possible for her. She quietly sings the praises of Irene Rich and counts her as among the best of human beings. For a while she had done newspaper work, but got in the groove after that.

Miss Scully does a program "Speaking of Glamour" (Wednesdays at 4 p. m., KF1) and through it speaks probably to more women than any other commentator in western radio. Her program has an especial appeal to women. It

shuns cheap gossip, gives interesting tidbits about where Frances has been, whom she saw, what they were wearing and what was said. The program makes very real for millions of the West's daughters their sisters in colorful vocations and manners.

In addition to the coastal program, Miss Scully's scripts are the only fashion show shortwaved to our South American neighbors in their native tongue. This show is for Johnson's Wax company on Tuesdays. She is tremendously well liked and the reasons are plain enough. She is candid and direct, pulls no verbal punches, gives credit where it is due, believes in clean living and lives by the rule that only by being deserving (which means doing things well and selflessly) does one get his deserts.

She has blue eyes, blonde hair, is about 5 feet 4" and wears blue because it is lucky for her and, more, sets off the small-girl freshness of features and the blue eyes.

Miss Scully is Radio Life's subject for prediction: She will accomplish what she has set out for herself.

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MARKET MANAGERS

Market managers in the main are public spirited. That's why you have Radio Life cheaply available weekly.

KFWB on Full Time

All-night broadcasting with programs bought and sponsored by national advertisers, was announced this week by KFWB, Warner Bros. station in Hollywood. Operating on 950 kcl, 5,000 watts, the station goes full time on a 24-hour night and day schedule. A. S. Foster is supervising the 12 midnight to 7 a. m. broadcasts. The 24-hour schedule started Sept. 9.

KFSB—5, News, 5:15, Magic Island, 5:30, Kiddies' Party.
KGB—5, Forrest Warren, 5:15, Sports Guide, 5:30, Shafter Parker, 5:45, Cheer Up.
KFYD—5:15, News, 5:30, Talk.
KVOE—5, Ads, 5:15, Sports Guide, 5:30, Shafter Parker, 5:45, Cheer Up Gang.

6 to 7 P. M.

KFI—6, Don Ameche, 6:30, Alec Templeton Time.
KNX—6, Believe It or Not, 6:30, Al Pearce.
KHJ—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Hollwd. Shopping News.
KECA—6, European News, 6:15, Dinal Shore, 6:30, Renfrew.
KFWB—6, News, 6:15, Strollin' Tom, 6:30, Vacation Time, 6:45, Dixie-land Band.
KMPC—6, Song Stories, 6:30, Easy Listening.
KMTR—6, Spec. Events, 6:30, Life Payments, 6:45, A.F.L.
KFAA—6, News, 6:15, Sport Briefs, 6:30, U. S. Army, 6:45, Music.
KGFJ—6, News, Italian Melodies, 6:30, Gold Hour.
KFOX—6, News, 6:10 Sports, 6:15, P. T. Barnum, 6:30, Swing, 6:45, Hawaiian Rhythm.
KGER—6, News, 6:30, Jewish Hour.
KFXM—6, Ray G. Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Sweets & Seats, 6:50, Salon Music.
KFSB—6, News, 6:15, Dinal Shore, 6:30, Ink Spots, 6:45, Candido Bolshelbo.
KGB—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, News & Views, 6:45, Paging Past.
KVOE—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Paging Past.

7 to 8 P. M.

KFI—7, Pleasure Time, 7:15, News, 7:30, Morgan Orch.
KNX—7, Amos 'n' Andy, 7:15, Lanny Ross, 7:30, Johnny Presents.
KHJ—7, Ravazza Orch, 7:15, Voices of Yesterday, 7:30, Lone Ranger.
KECA—7, Your Voice & You, 7:30, Herman Orch.
KFWB—7, See Ziff 7:15 Elliott Roosevelt, 7:30, Serenade, 7:45, Robert Arden.
KMPC—7, Amos 'n' Andy, 7:15, News, 7:30, Allen Roth Presents.
KMTR—7, News, 7:15, Music, 7:45, News Reel.
KFAC—7, Fishing Facts, 7:15, Music, 7:30, Sunset Singers, 7:45, Gems in Music.
KGFJ—7, Spanish Hour.
KRKD—7, News, 7:15, Three-Quarter Time, 7:30, Do You Know?
KFOX—7, Daily Bread, 7:15, Elliott Roosevelt, 7:30, Anything Can Happen, 7:45, News.
KGER—7, News, 7:05, Jewish Hour.
KFXM—7, Ravazza Orch, 7:30, Lone Ranger.
KFSB—7, Melodies, 7:15, Elliott Roosevelt, 7:30, Hotel Penn Orch.
KGB—7, Ravazza Orch, 7:15, Star Parade, 7:30, Lone Ranger.
KVOE—7, Ravazza Orch, 7:30, Lone Ranger.

8 to 9 P. M.

KFI—8, Quiz Court, 8:30, Death Valley Days.
KEX—8, Kate Smith Program.
KHJ—8, Golden Hr.
KECA—8, Mayor Bowron, 8:15, Lyman Orch, 8:30, News, 8:45, Owens & Mitchell.
KFWB—8, Fiesta, 8:15, Old Favorites, 8:30, Warner Bros. Orch.
KMPC—8, Pickard Family, 8:30, Let's Talk Over News, 8:45, Fun Quiz.

KMTR—8, Special Events, 8:30, Floyd Johnson.
KFAC—8:15, Baseball.
KGFJ—8, News, 8:15, Jean Valentine.
KRKD—8:15, Little Tokyo.
KFOX—8, Lucca's, 8:15, Army Trans, 8:30, Judge Gardner.
KGER—8, News, Hoyos.
KFXM—8, Children's Program, 8:30, Shelton Orch.
KFSB—8, Reminiscing, 8:15, Lorna & Rita, 8:30, Fitzgerald Orch.
KGB—8, McFarland Twins Orch, 8:15, Officer of the Day, 8:30, Shelton Orch.
KVOE—8, Kitchen Kwiz, 8:30, Football.

9 to 10 P. M.

KFI—9, Gordon Orch, 9:30, Woodbury Orch.
KNX—9, News, 9:15, Sports Round-up, 9:30, King Orch, 9:45, News.
KHJ—9, News, 9:15, Dance Orch, 9:30, Fulton Lewis, 9:45, Legion Fights.
KECA—9, Gordon Orch, 9:30, News, 9:45, Frank and Archie.
KFWB—9, Stars Over Manhattan, 9:30, News, 9:45, The Ballards.
KMPC—9, Memory Melodies.
KMTR—9:30, Peter Potter.
KFAC—9, Baseball.
KGER—9, Jewish Hour.
KRKD—9, Little Tokyo, 9:30, Requests.
KFOX—9, News, 9:15, Mr. Galloway, 9:30, Hargrave Orch, 9:45, Thornhill Orch.
KGER—9, News, 9:05, Aubrey Lee.
KFXM—9, News, 9:15, Dance Orch, 9:30, Fulton Lewis Jr, 9:45, Hollywood American Legion Fights.
KFSB—9, Gordon Orch, 9:30, Sacas Orch, 9:45, News.
KGB—9, News, 9:15, Van Orch, 9:30, Fulton Lewis, 9:45, Legion Fights.
KVOE—9, News, 9:15, Football.

10 to 11 P. M.

KFI—10, News, 10:15, Heart of Julia Blake, 10:30, Bridge Club, 10:50, Richards Orch.
KNX—10, Crosby Orch, 10:30, Masterworks.
KHJ—10, Legion Fights, 10:15, Joy Orch.
KFAA—10, Phil-Harmonia.
KFWB—10, Gypsy Caravan, 10:15, Bowling Notes, 10:30, Music.
KMPC—10, Dance Hour, 10:30, News, 10:45, Hawaiian.
KMTR—10, Merry-Go-Round, 10:15, Lopez Orch, 10:30, Special Events, 10:45, Fiddler Orch.
KFAC—10, Melody Hour.
KGFJ—10, News, 10:15, Music.
KFOX—10, Thornhill Orch, 10:15, Aniya Boys, 10:30, Lellanians, 10:45, Hamilton Orch.
KFXM—10:45, Joy Orch.
KFSB—10, Lucas Orch, 10:30, Theater Parade, 10:50, Richards Orch.
KHJ—10, Legion Fights, 10:45, Joy Orch.

11 to 12 Midnight

KFI—11, News, 11:15, Lucas Orch, 11:45, Souders Orch.
KNX—11, News, 11:15, A. Shaw, Orch, 11:30, Manny Strand Orch, 11:55, News.
KHJ—11, Dale Orch, 11:30, Nagel Orch, 11:45, Rhythm Rascals.
KECA—11, This Moving World, 11:15, Main With Pipe, 11:45, Organ.
KFWB—11, Three Kings & a Queen, 11:15, Music You Want.
KMPC—11, Music Hall.
KMTR—11, Let's Dance.
KECA—11, Dance Music.
KFXM—11, Dale Orch, 11:30, Nagel Orch, 11:45, Rhythm Rascals.
KFSB—11, Nottingham Orch, 11:30, Souders Orch.
KGB—11, George Bacon, 11:30, Nagel Orch, 11:45, Memory Time.
KFWB—11, Let's Dance.
KVOE—11, Dale Orch, 11:30, Nagel Orch, 11:45, Rhythm Rascals.

SATURDAY Program Highlights

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

Variety

9:30—Waldorf Luncheon, KECA-KFSD.
10:30—Pan American Fellowship, KECA.
12:00—Club Matinee, KECA.
3:00—People's Platform, KNX.
3:30—Gay '90's, KNX.
4:15—Busy Blind, KFVB.
6:00—World's Fair Party, KHJ-KGB-KVOE-KFXM.
7:00—Barn Dance, KFI.
7:15—Immigration Counsellor, KFVB.
7:30—New Voices of 1940, KNX.
7:30—Reported Missing, KFVB

Drama

9:00—Lincoln Highway, KFI.
7:00—Six Blazers, KNX.
9:00—Listeners' Playhouse, KFI.

Public Affairs—News

2:05—Albert Warner, KNX.
3:05—Kaltenborn, KFI-KFSD.
6:30—John B. Hughes, KHJ-KGB-KVOE-KFXM.
9:00—Bill Huger, KNX.

Outstanding Music

10:15—World's Fair Band, KHJ.
11:45—Music for Keyboard and Console, KNX.

12:15—Congress Chamber Concert, KFI.
1:00—Classic Hr., KECA.
5:30—American Choral Festival, KFXM-KVOE.
5:45—Saturday Night Serenade, KNX.
8:00—Your Hit Parade, KNX.
8:00—Opera, "Faust", KFAC.
10:00—Phil-Harmonia, KECA.

Sports—Comment

12:30—Beldame Handicap, KHJ-KFXM-KVOE.
2:15—Baseball, KFAC.
6:45—Sports Huddle with Braven Byer, KNX.
7:15—Inside of Sports, KHJ-KGB-KFXM.
8:30—Ron Waggoner, KFI-KFSD.
9:15—Sports Highlights, KNX.
10:15—Bowling Notes, KFVB

Quiz Programs

5:00—Kid's Quizaroo, KNX.
7:30—Cranium Crackers, KVOE.

Weather

KFI—8:00, 9:30, 3:45.
KHJ-KGB-KVOE—9:00.
KNX—9:00.
KRKD—9:30.
KFVB—11:30.
KGER—11:00, 4:00.

12 Noon to 1 P. M.

KFI—12, News, 12:15, Congressional Concert.
KNX—12, Bull Session, 12:30, Keyboard and Console, 12:45, Four Clubmen.
KHJ—12, News, 12:15, Songs, 12:30, Beldame Handicap.
KECA—12, Club Matinee.
KFVB—12, Al Jarvis.
KMPC—12, Frolic, 12:15, News, 12:30, Allen Roth.
KMTR—12, Peter rotter.
KFAC—12, News, 12:15, Modern Melodies, 12:45, Music.
KFOC—12, News, 12:45, Jungle Jim.
KRKD—12:15, Civic, 12:30, Saddle Pals.
KFXM—12, Music, 12:15, News.
KGER—12, News, 12:10, Music.
KFXM—12, Songs, 12:15 News.
12:30, Beldame Handicap, 12:45, Pop. Orch.
KFSD—12, News, 12:15, Club Matinee.
KFOC—12, Show, 12:45, Jungle Jim.
KGB—12, Children's Story Parade, 12:15, Songs.
KFVD—12, Organ, 12:45, V. Schram.
KVOE—12, Let We Forget, 12:15, Round Townier, 12:30, Beldame Handicap.

1 to 2 P. M.

KFI—1, Naomi Reynolds, 1:15, Dorsey Orch.
KNX—1, Buffalo Presents, 1:30, Brandwyne Orch.
KHJ—1, News, 1:05, McFarland Twins, 1:45, Dance Orch.
KECA—1, Classic Hour.
KFVB—1, Al Jarvis.
KMPC—1, Spanish, 1:30, Ben Polack, 1:45, Victor Vincent.
KMTR—1, Dick Ross, 1:30, Pen-sions, 1:45, Treasure Travels.
KFAC—1, Religious Science, 1:45, Organ.
KGFJ—1, News, 1:15, Strings.
KFOC—1, Lieut. Governor, 1:15, Lnc-floor.
KGER—1, News, 1:45, Motor Vehicle Talk, 1:15, Swing, 1:30, Spanish Trio.
KFXM—1, News, 1:05, McFarland Twins Orch, 1:30, Variety.
KFSD—1, Steck Orch, 1:30, V.F.W., 1:45, Rhythms by Ricardo.
KRKD—1, News, 1:05, Prima Orch.
KFVD—1, News, 1:45, Salvation Army.
KVOE—1, News, 1:30, Dance Orch.

2 to 3 P. M.

KFI—2, El Chico Revue, 2:25, News, 2:30, Art of Living, 2:45, Sports.
KNX—2, News, 2:05, News From Washington, 2:15, U. S. Army Recruiting, 2:30, Yella Pessi, 2:45, KNX-tra.
KHJ—2, Blaine Orch, 2:30, Youth Drama.
KECA—2, Want a Job? 2:15, Naomi Reynolds, 2:30, Renfrew.
KFVB—2, Al Jarvis.
KMPC—2, Ramonoff Group, 2:15, Strings, 2:30, Concert Hall.
KMTR—2, W. B. West, 2:15, Walter Lawson, 2:30, Volney James.
KFAC—2:15, Baseball.
KGFJ—2, News, 2:15, Civic, 2:30, Seven in Hollywood, 2:45, Hobby Shop.
KRKD—2, Chuck Henry Orch, 2:30, News, 2:45, Hawaiians.
KFOC—2, Civic, 2:15, At the Theatre, 2:30, Kate Smith, 2:45, Allen Orch.
KGER—2, News, 2:05, Musicales.
KFXM—2, L. B. Band.
KFXM—2, Stocks, 2:05, Orch, 2:15, News, 2:30, Youth Dramas.
KFSD—2, Theater Parade, 2:05, Golly Orch, 2:25, News, 2:30, Bul-hon Park Organ.
KGB—2, Blaine Orch, 2:30, Youth Dramas.
KVOE—2, Dance Orch, 2:30, Drama of Youth.

3 to 4 P. M.

KFI—3, Kindergarten, 3:15, John B. Kennedy, 3:30, Bob Hanson, 3:45, H. V. Kaltenborn.
KNX—3, People's Platform, 3:30, Gay Nineties, 3:45, European Roundup.
KHJ—3, Palmer House Orch, 3:15, Pancho Orch, 3:30, Maleville Orch, 3:45, Inside Sports.
KECA—3, Israel, Message, 3:30, Garden Club, 3:45, Nutsell Playhouse.
KFVB—3, Al Jarvis.
KMPC—3, Music, 3:15, Musical Work-shop, 3:30, Tropic Moods, 3:45, Drum-mar.
KMTR—3, Volney James, 3:30, Mem-ories, 3:45, Billy Richman.
KFAC—3, Baseball.
KGFJ—3, News, 3:15, Music.
KRKD—3, Recordings.
KFOC—3, C. S. Fair, 3:30, Cabal-eros.
KGER—3, News, 3:05, Music, 3:20, L. B. Band.
KFXM—3, Palmer House Orch, 3:15, Variety, 3:30, Maleville Orch.
KFSD—3, Message of Israel, 3:30, Bob Hanson, 3:45, Kaltenborn.

KGB—3, Palmer House Concert, 3:15, Venuti Orch, 3:30, Maleville Orch.
KFVD—3, News, 3:30, Thunder Theatre.

KVOE—3, Palmer House Orch, 3:15, Skiles Band, 3:45, Maleville Orch.

4 to 5 P. M.

KFI—4, Listener's Playhouse, 4:30, Yvette, 4:45, Betty Barrett.
KNX—4, Rhumba, 4:30, Hman Adventure, 4:55, War News.
KHJ—4, Venuti Orch, 4:30, Hamilton Orch.
KECA—4, Jenkins Orch, 4:30, Un-Classic Hour, Tales, 4:15, Busy Blvd, 4:30, Marimba, 4:45, Stuart Hamblen.
KMPC—4, Salon Music, 4:30, News, 4:45, Aloha.
KMTR—4, Spec. Events, 4:15, News, 4:30, Spec. Events.
KGFJ—4, News, 4:30, Observer, 4:45, Adult Education.
KRKD—4:45, News.
KFOC—4, Donald Novis, 4:15, Male Chorus, 4:30, Swing.
KGER—4, News, 4:15, Salvation Army, 4:30, Lowell Weeks, 4:45, Music.
KFXM—4, Trading Post, 4:30, Ham-ilton Orch.
KFSD—4:30, Young Orch, 4:45, The-ater Parade.
KGB—4:30, Hamilton Orch.
KVOE—4, Dance Orch, 4:30, No-body's Children.

5 to 6 P. M.

KFI—5, Traffic Tribunal, 5:15, Blit-mors, Boys' Orch, 5:30, Grand Ole Opry.
KNX—5, Kids Quizaroo, 5:30, A. Shaw Orch, 5:45, Sat. Serenade.
KHJ—5, Strings for Swingtime, 5:15, Daily Comics, 5:30, Amer. Choral Festival.
KECA—5:30, Jobs for America, 5:45, Sports.
KFVB—5, Stuart Hamblen.
KMPC—5, Novatones, 5:15, News, 5:30, Musicgraphs, 5:45, Calli-r, Callin.
KMTR—5:30, Eventide Melodies.
KGFJ—5, News, 5:30, Baseball.
KRKD—5:30, Race Results.
KFOC—5, Swing, 5:15, News.
KGER—5, News, 5:05, Latin Hour.
KFXM—5, Popular Orch, 5:15, Shel-ton Orch, 5:30, American Choral Festival.
KFSD—5, News, 5:15, Jenkins Orch, 5:30, Radio Drama.
KGB—5, Swing Strings, 5:15, Shel-ton Orch, 5:30, American Choral Festival.
KFVD—5, Band, 5:15, News, 5:45, Talk.
KVOE—5, Ads, 5:15, Dance Orch, 5:30, Choral Festival.

6 to 7 P. M.

KFI—6, Uncle Ezra, 6:30, Truth or Consequences.
KNX—6:15, Public Affairs, 6:30, News, 6:35, Michael Loring, 6:45, Sports Huddle, 6:55, News.
KHJ—6, World's Fair, 6:30, John B. Hughes, 6:45, Marlies.
KECA—6, News, 6:15, Murore Orch, 6:30, Melody in the Night.
KFVB—6, News, 6:15, Scrolling Tom, 6:30, Cugat Orch, 6:45, Dixieland Band.
KMPC—6, Melody, 6:30, Hollywood Chatterbox, 6:45, Michael Loring.
KMTR—6, Spec. Events.
KFAC—6, News, 6:15, Music, 6:30, Gospel Hour.
KGFJ—6, News, Italian Melodies, 6:30, Gold Hour.
KRKD—6:15, Santalla Presents, 6:45, Father Flynn.
KFOC—6, News, 6:10, Sports, 6:15, Music, 6:30, Hit Time, 6:45, Haw-aiians.
KGER—6, News, 6:30, Italian Jour-nal.
KFXM—6, World's Fair Partv, 6:30, John B. Hughes, 6:45, Thompson Orch.
KRKD—6:45, Father Flynn.
KFSD—6, News, 6:15, Monroe Orch, 6:30, Melody in the Night.
KGB—6, World's Fair Party, 6:30, News and Views.
KFVD—6, Evening Serenade.
KVOE—6, World's Fair Party, 6:30, John B. Hughes, 6:45, Orch.

7 to 8 P. M.

KFI—7, Barn Dance.
KNX—7, Marriage Club, 7:30, New Voices.
KHJ—7, Levant Orch, 7:15, Inside of Sports, 7:30, Gabriel Heatter, 7:45, Reisman Orch.
KECA—7, Hollywood Tomorrow, 7:30, Heatherton Orch.
KFVB—7, Freu Skinner, 7:15, Imml-gration, 7:30, Reported Missing.
KMPC—7, Novatones, 7:15, News, 7:30, Allen Roth Presents.
KMTR—7, News, 7:15, Music, 7:45, Special Even.
KECA—7, Christian Science, 7:15, Modic, 7:30, Dr. Field.

SATURDAY Programs

SEPTEMBER 21, 1940

8 to 9 A. M.

KFI—8, Strings That Sing, 8:15, Julio Martinez, 8:30, Call to Youth, 8:45, News.
KNX—8, Nancy Dixon, 8:15, Music, 8:30, KNX-tra, 8:30, Let's Pretend.
KHJ—8, Willard Orch, 8:30, News, 8:40, Mutual Friend, 8:40, BBC & Berlin News.
KECA—8, Breakfast Club, 8:30, News, 8:45, Federated Churches.
KFVB—8, Melody Mart, 8:15, Bal-lards, 8:30, Morning Music, 8:45, Salvation Army.
KMPC—8, Andy & Virginia, 8:30, Stu-dio Party.
KMTR—8, Spanish Hour, 8:45, Reli-gious Music.
KFAC—8, Country Church.
KGFJ—8, News, Stocks, 8:45, Dr. Wiseman.
KFXM—8, News, 8:15, Bluestone & Gale, 8:30, Ads, 8:45, Mt. Boys.
KGER—8, News, 8:01, Soul Patrol, 8:15, Mizpah.
KFXM—8, Sunshine Service, 8:30, Pop. Orch, 8:45, News.
KFSI—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home Hour.
KGB—8:30, News, 8:40, Melodic Mo-ments, 8:45, War News.
KFVD—8, Covered Wagon, 8:45, Waltz.
KVOE—8, Willard Orch, 8:30, News, 8:45, War News.

9 to 10 A. M.

KFI—9, Lincoln Hwy, 9:30, Ed Mc-Connell, 9:45, Medical Talk.
KNX—9, Keyboard Capers, 9:15, Health.
KHJ—9, Don Arres, 9:30, Zeke Man-ner, 9:45, Ellnor Sherry.
KFAC—9, W. P. A. Music, 9:15, Social Relations, 9:30, Waldorf Luncheon.
KFVB—9, Smorgasbord.
KMPC—9, News, 9:15, Romance Tunes, 9:30, Music Cavalcade.
KMTR—9, Martin Luther Thomas, 9:15, W. G. Keyes, 9:30, Special Events, 9:45, Religion.
KFAC—9, Inspirations, 9:30, Women in the News, 9:45, Serenade.
KGFJ—9, News, Stocks, 9:15, Mus-ic.
KRKD—9:30, U.S. Weather.
KIEV—9:30, Mayfair Lost & Found Pets.
KFOC—9, Concert Master, 9:30, Bronkmen, 9:45, Wayne King.
KGER—9, News, Mizpah, 9:15, March Ahead of Time, 9:30, Revi-val, 9:45, Full Gospel.
KFXM—9, Don Arres, 9:30, Variety.
KFSD—9:30, Lunch at Waldorf.
KGB—9, Don Arres, 9:30, KGB Pre-sents, 9:45, Ellnor Sherry.
KFVD—9:15, News, 9:30, Parade.
KVOE—9, Don Arres, 9:15, Moni-tor News, 9:30, Fed. Music, 9:45, Ellnor Sherry.

10 to 11 A. M.

KFI—10, I Am American, 10:15, On the Job, 10:30, Herman Orch.
KNX—10, Country Journal, 10:30, Town Crier, 10:45, Brush Creek Follies.
KHJ—10, Might Be You, 10:15, World's Fair Band, 10:30, Noble Orch.
KECA—10, Our Half Hr, 10:30, Pan-American Fellowship, 10:45, U. S. Military Academy Band.
KFVB—10, Smorgasbord, 10:15, Miller Orch, 10:30, Smorgasbord.
KMPC—10, Vera Brodsky, 10:30, Ranch Boys, 10:45, News, 10:30, KMTR—10, Woman's World, 10:30, Special Events, 10:45, News.
KFAC—10:15, L. A. County Medical Assn, 10:30, News, 10:45, Gothic Tower.
KGFJ—10, News, 10:30, Moods in Verse, 10:45, City Dwellers.
KFOC—10, News, 10:15, Petite Mus-icales, 10:45, Tin Pan Alley.
KGER—10, News, 10:45, Rev. Smith, 10:20, Rev. Ivis.
KFXM—10, News, 10:05, Variety, 10:15, World's Fair Band, 10:30, Noble Orch.
KFSD—10, Our Half Hour, 10:30, U. S. Military Band.
KGB—10, Might Be You, 10:15, World's Fair Band, 10:30, Stocks, 10:35, Noble Orch.
KFVD—10, Gospel in Song, 10:30, Serenade.
KVOE—10, Might Be You, 10:15, Band, 10:30, Noble Orch.

11 A. M. to 12 Noon

KFI—11, Hollwd. Bar Program, 11:15, Boy, Girl & Band, 11:30, U. S. Army Recruiting, 11:45, Campus Capers.
KNX—11:30, News, 11:35, Old Vien-na, 11:45, This Is My Land.
KHJ—11, Air Cadet Quiz, 11:30, Ed-die Albright, 11:45, Gagen Orch.
KECA—11, Chamarral Club, 11:15, Byrne Orch, 11:30, Long Orch.
KFVB—11:30, News, 11:45, Music.
KMPC—11, Music for Madame, 11:30, Varieties.
KMTR—11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events.
KFAC—11, Man on the Street, 11:45, Hawaiians.
KGFJ—11, News, Stocks, 11:15, Mus-ic.
KRKD—11, Paddock Flashes, 11:30, News.
KFOC—11, Half & Half, 11:30, News, 11:40, Fitzpatrick Orch.
KGER—11, News, 11:15, Int. Miss Rase.
KFXM—11:30, Classic Strings, 11:30, News.
KFSD—11, Byrne Orch, 11:30, Long Orch.
KGB—11:30, Mutual Dons, 11:45, News.
KFVD—11, News, 11:15, Musical Al-bum, 11:30, Red Piano, 11:45, Viol-et Schram.

The World on Your Dial

By Earl G. De Haven

THOSE of you who follow the interesting broadcasts of the daily "Overseas Program" from Tokyo must dial JZJ on 11.80 Mc. now for that feature. During the fall and winter months JZJ replaces JZK in this "Overseas Service." A check made on JZJ's signal just prior to preparation of this article revealed that audibility was excellent. There is no change in time of the broadcast—still 9 to 10:30 p. m.

As the beautiful Japanese National anthem, "The Kimigayo" is concluded on JZP, a slight shift of your dial 20 Kc. lower in frequency, (11.78 Mc.) will find you "all set" for the "Overseas Program" of MTCY "The Central Broadcasting Station" in Hsinking, Manchoukuo. The program of MTCY is concluded at 11:20 p. m.

The crack band of the Hsinking Military Academy presented an inspiring program of martial music on September 6th that prompted me to coin a truly fitting slogan using the call letters of "The Voice of Manchoukuo." "Music That Charms You" is the rule rather than the exception at Hsinking's Central Broadcasting Station. News in English is heard promptly at 11 p. m. each night from MTCY and is naturally a popular feature of this program. Station MTCY has another program aired in the daylight hours—6:50 to 7:55 a. m. with continuity very similar to that of the night broadcast.

And here's some good news for reader-listeners who are trying to add India to their list of "countries heard." VUB-2 on 4.88 Mc. in Bombay, "The Gateway of India" and VUC-2 in Calcutta on 4.84 Mc. are now being heard between 5 and 6:30 a. m. with what Herb Allen describes as "the loudest and clearest signals ever heard from these transmitters." Having checked on these India stations I can concur with Herb in his report. This is perhaps the opportunity you've long awaited, that proverbial "chance of a lifetime." So—listen to India. If you are doing any listening at 1:55 a. m. you may hear "Current Topics" in English from Tokyo's JYW-3 on 11.73 Mc. with the strongest, steadiest signal coming from Nippon at the present time. And to switch to the continent of South America for a moment, you'll find LRX on

9.66 Mc. in Buenos Aires coming in with tremendous volume on a program aired between 2:30 and 3:45 a. m.—"Radio El Mundo" at her very best. And once again RV-15 at Khabarovsk in the U. S. S. R. is being heard on 4.27 Mc. with best signal around 5 a. m.

In conclusion, call, time, and frequency on a "hard catch"—TAP on 9.46 Mc. in Ankara, Turkey. Try about 7:15 a. m. for the Turkish short-waver. Here's wishin' you luck—and "good listenin'."

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Texaco's Star

Costly are radio shows when designed to properly represent the big name corporations who pay for them. Sometimes, as in case of Texaco Star Theatre, costs seem out of proportion to amount of good show does, quality it has. Texaco Star theatre has paid some \$30,000 for its Texaco Star Theatre half hour. This week came news that Texaco, not altogether satisfied with way things were going, yet not criticizing a show that has remained consistently popular, would take show from Hollywood. What Texaco will do: Take Kenny Baker to New York to deliver a "package" (made to order by one director) show. Gone will be crowds who in season packed Hollywood's old Vine Street theatre. Behind will stay Frances Langford.

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Song-smith

The principal obligation of a periodical is to be honest. While it may make errors, these should be of judgment and not of intent to give coloristic impressions that do not paint a story with the pigment of hard fact.

Bending backward to be scrupulous has been Radio Life to acquaint information-beseeking parents of hazards of indiscriminate schools ostensibly preparing for radio. Net result of recent articles has been to bring into public view responsible teachers and organizations, all feeling as keenly as does Radio Life, necessity for straightforward counsel before investing money in radio training for talented children.

RELIGIOUS BROADCASTS

SUNDAY

- 7:30 a. m. KRKD—Rev. Squires
- 7:45 a. m. KXX—Voice of the Pulpit
- 8:00 a. m. KMTR—Swedish
- 8:00 a. m. KFAC—Country Church
- 8:00 a. m. KGER—Rev. Dowell
- 8:00 a. m. KXX—West Coast Church
- 8:30 a. m. KFVB—Inlou Rescue Mission
- 8:30 a. m. KXX—Salt Lake City Tabernacle
- 8:30 a. m. KFVD—Christ Church
- 8:45 a. m. KMTR—Bob Shuler
- 9:00 a. m. KXX—Columbia Church
- 9:00 a. m. KFAC—Liberal Catholic Hour
- 9:00 a. m. KFSD—S. D. Churches
- 9:30 a. m. KGER—Revival
- 10:30 a. m. KFSG—Aimee McPherson
- 11:00 a. m. KFAC—Open Door Church
- 11:00 a. m. KFVD—First Methodists
- 12:00 noon KECA, KFSD, Vespers
- 12:00 noon KMTR—St. Brendan's Choir
- 1:30 p. m. KVOE—Lutheran Hour
- 2:00 p. m. KECA—Catholic Hour
- 2:15 p. m. KMTR—Rev. Curry
- 3:00 p. m. KFSG—Evangelistic
- 4:30 p. m. KFOX—Fresno Church
- 5:00 p. m. KECA—Church Interdenominational
- 5:00 p. m. KHJ-KVOE-KGB-KFM-KDB—Revival Hour
- 5:30 p. m. KFOX—Kingdom Temple
- 5:30 p. m. KMTR—Martin L. Thomas
- 7:00 p. m. KFSD—Josian Hopkins
- 7:00 p. m. KFSG—Aimee Temple McPherson
- 8:00 p. m. KMTR—Floyd Johnson
- 8:00 p. m. KFAC—Open Door Church
- 8:00 p. m. KFVB—Dr. Stewart MacLennan
- 8:00 p. m. KGB—White Temple
- 8:15 p. m. KVOE-KHJ, Rabbi Magnin
- 9:15 p. m. KHJ-KGB-KVOE-KFXM—Voice of Prophecy

Prime example of what Radio Life drove at with its expository articles is Donna Blair Smith (letter appears on page 2, this issue). Paying for airtime out of her own pocket, Donna Blair Smith proves her own pudding of educational ability, demands nothing of pupils save ultimate agency fees, small charges for musical arrangements of lyrics they and others may write.

Lauding Donna Blair Smith, Radio Life persists in caution: "Have nothing to do with 'teachers' or 'schools' who promise radio careers, or who can produce no reasonable evidence of radio background."

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HIT PARADE BAND

Garwood Van, originator of "Rolling Melodies" music, recently introduced a tune on airlines by Ned Washington, of "The Nearness of You" fame. It is called "I Owe You My Life," and received so many requests that Garwood is compelled to play it nightly on his Mutual air shows.

- KGFJ—7, Spanish Hour.
- KRKB—7, News, 7:15, Three-Quarter Time 7:30 Do You Know?
- KFOX—7, Walsh Orch. 7:15, Melodias, 7:30, Grier Orch. 7:45, Eventide Echoes.
- KGER—7, News, 7:05, Holy Ghost Rally.
- KFXM—7, Levant Orch. 7:15, Instace of Sports, 7:30, Ave Maria Hour.
- KFSO—7:45, Healing.
- KFSD—7, Whistling Parson, 7:30, Heatherton Orch.
- KGB—7, Levant Orch. 7:15, Inside of Sports, 7:30, Voice of Liberty, 7:45, Kelsman Orch.
- KVOE—7, Levant Orch. 7:15, Studio, 7:30, Cranium Crackers.

8 to 9 P. M.

- KFI—8, News, 8:05, Morgan Orch. 8:15, King Cowboy, 8:30, Sports, 8:45, Gordon Orch.
- KXX—8, Hit Parade, 8:45, Noble Orch.
- KHJ—8, Maleville Orch. 8:30, Van Orch.
- KECA—8, Tune Out Time.
- KFWB—8, Peppercine Foundation, 8:30, Union Rescue Mission.
- KMPC—8, Concert, 8:30, Fishing News, 8:45, U. S. Army.
- KMTR—8:30, Hollwd. Theatre Group.
- KFAC—8, Upezi.

- KGFJ—8, News, 8:15, Crime Is Born, 8:30, Lucca's, 8:15, Quartette, 8:30, Thornhill Orch.
- KGER—8, News, 8:05, Hoyos.
- KFXM—8, Maleville Orch.
- KFSD—8, Savitt Orch. 8:30, Sports, 8:45, Gordon Orch.
- KGB—8, Maleville Orch. 8:30, Prom.
- KVOE—8, Maleville Orch. 8:30, Dance Orch.

9 to 10 P. M.

- KFI—9, Paul Martin, 9:30, Young Orch.
- KXX—9, Bill Henry, 9:15, Sports Roundup, 9:20, Shaw Orch. 9:30, King Orch. 9:35, News.
- KHJ—9, News, 9:15, Noble Orch. 9:30, Gagen Orch.
- KFAA—9, Holmes Orch. 9:30, Martin Orch.
- KFWB—9, Gierdate Orch. 9:30, News, 9:45, Ballads.
- KMPC—9, Memory Melodies.
- KMTR—9, Spec. Events, 9:30, Peter Potter.
- KFAA—9, Opera.
- KGER—9, Jewish Hour.
- KFOX—9, News, 9:15, West Orch. 9:45, Christy Orch.
- KGER—9, News, 9:05, Church Call, 9:30, Stage-Screen Echoes.
- KFXM—9, News, 9:15, Noble Orch. 9:30, Cummins Orch.

- KFSG—9:30, Sunday School Teachers.
- KFSD—9, Hollwd. Tomorrow, 9:30, Young Orch. 9:45, News.
- KGB—9, News, 9:15, Noble Orch. 9:30, Gagen Orch.
- KVOE—9, News, 9:15, Dance Orch.

10 to 11 P. M.

- KFI—10, Harpa Orch. 10:30, Richards Orch.
- KXX—10, Crosby Orch. 10:30, Lunceford Orch.
- KHJ—10, Nagel Orch. 10:30, News, 10:45, Serpico Orch.
- KECA—10, Phil-Harmonia.
- KFWB—10, Gypsy Caravan, 10:15, Bowling Notes, 10:30, Sat. Night Swing Session.
- KMPC—10, Dance Hour, 10:30, News, 10:45, Hawaiians.
- KMTR—10, Merry-Go-Round, 10:15, Phil Lopez Orch. 10:45, Fiddler Orch.
- KFAC—10, Melody Hour.
- KGFJ—10, News.
- KFOX—10, Dance Time, 10:15, Answa Boys, 10:30, Leilanians, 10:45, Hamilton Orch.
- KGER—10, News, 10:15, Dance.
- KFXM—10, Nagel Orch. 10:30, News, 10:45, Serpico Orch.
- KFSG—10, Silver Band, 10:30, Music.

- KFSD—10, Harna Orch. 10:30, Richards Orch.
- KGB—10, Nagel Orch. 10:30, News, 10:45, Serpico Orch.
- KFVB—10, Jacs the Bellboy.
- KVOE—10, Nagel Orch. 10:30, News, 10:45, Serpico Orch.

11 to 12 Midnight

- KFI—11, News, 11:15, Lucas Orch. 11:45, Souders Orch.
- KXX—11, News, 11:15, Dance Orch. 11:30, Manny Strand Orch. 11:55, News.
- KHJ—11, Dale Orch. 11:30, Hawaiians.
- KFAA—11, Paul Carson.
- KFWB—11, Three Kings & a Queen, 11:15, Music You Want.
- KMPC—11, Music Nightcap.
- KMTR—11, Let's Dance.
- KFAC—11, Dance Music.
- KFXM—11, Dale Orch. 11:30, Hawaiians.
- KFSG—11, Music 11:15, Prelude to Slumber.
- KFSD—11, Nottingham Orch. 11:30, Souders Orch.
- KGB—11, Dale Orch. 11:30, Hawaiians.
- KVOE—11, Dale Orch. 11:30, Hawaiians.

ALPHABETICAL LISTINGS

Editor's Note: All alphabetical listings, before which appear a 'Star' are those of popular programs of the Contest, Quiz or Offer type. The Stars have been included for quick reference by readers to these increasingly interesting programs which offer cash, merchandise, trips, and an almost innumerable variety of rewards for original thinking.

Abbott-Cost-Ilo (Sal Hepatica, Ipana)	KFI, 8 p.m. W	Haven of Rest	KFXM KDB, KHJ, KGB, 3:30 p.m. M-F
Adventures in Reading	KECA, 6:30 p.m. M		KVOE, 12:30 p.m. Su
Agnes White (participating)	KFI, 2 p.m. M-F		KVOE, 3:30 p.m. M Tu
Aldrich Family (Jello)	KFI, 8 p.m. Th		KVOE, 3:45 p.m. W Th
Alice Blair (Stanco)	KFI, 2:30 p.m. M-F	Hawthorne House	KFI, 8:30 p.m. M
Al Jarvis (L'Avon Cosmetics, Casa Manana, Federal Outfitting)	KFWB, 12 m. M-Su	Heart of Julia Blake	KFI 10:15 p.m. M, W, F
Al Pearce (Camels)	KNN, 6:30 p.m. F	Helen Mencken (Bayer Aspirin)	KNN, 3 p.m. Tu
American Album Music (Bayer Aspirin)	KFI, 5:30 p.m. Su	Helen Trent (Flopper Cosmetics)	KNN, 8:30 a.m. M-F
American (Challenge (Challenge Creamery))	KFI, 9 p.m. M	Help Thy Neighbor (Pepperdine Foundation)	KFWB, 7:15 p.m. Su
American (Choral Festival)	KHJ, KFXM, KVOE, 5:30 p.m. Su	Help Thy Neighbor (Pepperdine Foundation)	KHJ, KGB
American Forum	KDB, KFXM, KVOE, KHJ, 4 p.m. Su	Hilltop House (Palmolive Soap)	KVOE, KDB, 10:15 a.m. Su
Amos 'n' Andy (Campbell's Soups)	KNN, KMPC, 7 p.m. M-F	Hit Parade (Lucky Strikes)	KNN, 12:30 p.m. M-F
Andy and Virginia (participating)	KMPC, 7 a.m. M-Su	Hollywood Playhouse (Woodbury Soap)	KFI, 7 p.m. W
*Answer Auction (Dutch Boy Paints)	KNN, 8:30 p.m. Th	Homenekers Digest (participating)	KTMS, 10:15 a.m. M, W, F
Arnold (Grimm's Daughter (Corn Kix))	KFI, 10:15 a.m. M-F	Honeymoon Hill (Cal-Aspirin Halev, M-O)	KTMS, KFC-A
*Art Bake (L. A. Soap Co., Slavick Jewelry Co., Soloff Mfg. Co., Whitex Mfg. Co., Coas' Federal Savings Assn., Forest Lawn, Penjel Corp., Bleacho Barbara Ann Baking Co.)	KFI, 3 p.m. M, Tu, Th, F	Hour of Charm (General Electric)	KFSD, 11:15 a.m. M, Su
*Ask-It-Basket (Colgate Dental Cream)	KFI, 3:15 p.m. W	Hymns of All Churches (Kitchen Tested Flour)	KFI, 10:45 a.m. M, Tu, Th
Aunt Jennie (Sprv)	KNN, 10:15 a.m. M-F	Information Please (Canada Dry)	KECA, KFSD, KTMS, 7 p.m. Tu
Bachelor's Children (Cudaby Packets)	KHJ, KGB, KDB, KFXM, KVOE, 10:45 a.m. M-F	Inglewood Park Concert (Inglewood Cemetery)	KNN, 8 p.m. Su
Balboa Park Organ	KFSD, 2:30 p.m. Su	Inside Sports (Banyu Cigars)	KHJ, KGB, KFXM, 7:15 p.m. Tu, Th, Sa
Barn Dance	KFI, 7 p.m. Su	Invitation to Learning	KNN, 12:30 p.m. Su
*Battle of Sexes (Molay Shave Cream)	KFI, 8:30 p. m. Tu	Irene Rich (Welch Grape Juice)	KFI, 7:15 p.m. Su
Beat the Band (Corn Kix)	KFI, 2:30 p.m. Su	*Jack Owens (Town Talk Bread)	KNN 4:30 a.m. M, W, F
Best Bays (Folger Coffee)	KNN, 4:30 p.m. Th	John B. Hughes (Brown Williamson Tobacco)	KHJ, KGB
Between Bookends	KECA, KFSD, 9:15 a.m. M-F	John Clark (Marco Dog Food)	KVOE, KFXM, KDB, 6:30 p.m. M-Su
Beyond These Valleys (Wheaties)	KNN, 1:15 p.m. M-F	John Nesbitt (Bank America)	KECA, KFSD, KTMS, 8 p.m. F
*Big Sister (Rinso)	KNN, 9 p.m. Su	Johnny Murray (Smart & Final)	KFI, 8:30 a.m. M, W, F
Bill Henry (Adam Hats)	KFSD, KECA, 8:30 p.m. Su	Johnny Presents (Phillip Morris Cigs.)	KFI, 7:30 p.m. Tu
Bill Stern (Kraft Cheese)	KFI, 5 p.m. T	Johnny Presents (Phillip Morris Cigs.)	KNN, 7:30 p.m. F
Bing (Crusby (Kraft Cheese))	KNN, 6:30 p.m. M	John's Other Wife (Fiezeone, Kolynos)	KTMS
Bloodie (Prince Albert Tobacco, Camels)	KNN, 6:30 p.m. M	Johnson Family	KECA, KFSD, 11:30 a.m. M-F
Blanchard McKee (Phillips' Milk Magnesia)	KFWB, KFMS		KDB, KVOE, 9:30 a.m. M-F
Blitz Quiz	KFOV, KFSD, 3:30 p.m. M-F	Jose Rodriguez	KVOE, KDB, 6:15 p.m. M-F
Blue Beetle	KHJ, KGB, 2:15 p.m. M-F	Joyce Jordan (L.A. France, Satin, Minute Tapioca)	KNN, 2:30 p.m. W-F
Bookworm	KNN, 7:30 a.m. M-F	Just Plain Bill (Anacin, Fly Dred)	KECA, KFSD, KTMS, 11:45 a.m. M-F
Bob Garred (Mennen's Toiletries Bathasweet)	KNN, 9:45 a.m. M-F	Kaltenborn	KFI, 3:45 p.m. Tu, W, Th, Sa
Bob Garred (20 Grand Cigs.)	KNN, 4:45 p.m. M-F	*Kash Kwiz (Log Cabin Bread)	KFWB, 8:30 p.m. M
Bob Garred (Peter Paul Mounds)	KNN, 4:45 p.m. M-F	Kate Smith (Bake Powder, Swansdown)	KNN, 2:45 p.m. M-F
*Bob White	KFWB, 6 a.m. M-Su	Kathleen Norris (Wheaties)	KNN, 1 p.m. M-F
Bridge Club (B'way, Hollywood)	KFI, 10:30 p.m. M-F	Kathleen Norris (Wheaties)	KFI, 9:20 p.m. M-F
Bud Burton	KECA, 4 p.m. M-F	*Kay Kyser (Lucky Strikes)	KFI, 6 p.m. W
Burns & Allen (Spain)	KFI, 6:30 p.m. M-F	Kid's Quiz	KNN, 5 p.m. Su
Cabbages and Kings (Zeeman's Clothing)	KECA, 7:30 p.m. Tu	Kitty Keene (Dred)	KFI, 1:15 p.m. M-F
Canadian Holiday (Canadian Railways)	KECA, KTMS, KFSD, 7:30 p.m. Th	Know Your America (E. E. P.)	KHJ, 2:30 p.m. W
Camel (Aravan (Camels))	KFI, 6 p.m. M	Knox Mauding (White King, Sierra Pine Soaps)	KNN, 11:45 a.m. Su
Carnation Contented (Carnation Milk)	KFI, 6 p.m. M	Kraft Music Ha (Kraft Cheese)	KFI, 5 p.m. Th
Carol Leighton (Bayer Aspirin)	KFWB, KTMS	*Lampighter	KHJ, 4:45 p.m. F
Catalina Quiz (Whittington Trans. Co.)	KFOV, KFSD, 3:45 p.m. M-F	*Lamy Ross (Campbell Soups)	KNN, 7:15 p.m. W-F
Charlie McCarthy (Chase & Striborn)	KMPC, 8:45 p.m. M-F	Let's Play Bridge	KVOE, KHJ, KGB, 1:45 p.m. M-F
*Chef Milani	KFI, 4 p.m. Su	Let's Talk Over News	KHJ, KVOE, KDB, KGB, KFXM, 1 p.m. Tu
Children's Hour	KFI, 10:30 a.m. Su	Life of Byron	KHJ, KVOE, KDB, KGB, KFXM, 1 p.m. Tu
Chicago Round Table	KDB, KGB, KHJ, KVOE, 8:15 p.m. Th	Lester's Playhouse	KFI, 4:00 p.m. Su
Chicago Tonight	KNN, 9 a.m. Su	Lone Ranger (Western Bakers)	KDB, KHJ
Church of Air	KECA, 1 p.m. M-Sa	Lunch Waldorf (Camels)	KGB, KVOE, 7:30 p.m. M, W, F
Classic Hour (Packard Motor Car)	KECA, 12:00 Su	Maddox Family (Anacin, Kolynos)	KFWB, KTMS, KFSD, 3 p.m. M-F
Club Matinee	12:15 p.m. Tu, Th, F	Ma Perkins (Procter & Gamble)	KFI, 11:45 a.m. M-F
Columbia Symphony	12:30 p.m. M, W, F	Major Bowes (Chrystal)	KNN, 5 p.m. Tu
Columbia Workshop	KNN, 11 a.m. Su	Major League Baseball (Poulary)	KMPC, 12:30 p.m. M-F
Comics	KHJ, 5:15 p.m. M-F	Madison Chair	KECA (KTMS, KFSD, 4:45 p.m. M, Tu, W, F
Command Performance	KHJ, KVOE, 8:30 p.m. Su	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)	KFI, 5 p.m. Su
Concert Hall	KMPC, 2:30 p.m. M-Sa	Martha Webster (Campbell's Soup)	KNN, 11:15 a.m. M-F
Council of Beauty (Participating)	KECA, 9:00 a.m. M-F	Mary Foster (Globe A-1 Flour)	KNN, 3 p.m. M-F
Court of Missing Heirs (Ironized Yeast)	KNN, 5:30 p.m. M-F	Mary Martin (Ivory Plates)	KFI, 11 a.m. M-F
*Crime Doctor (Phillip Morris Cigs.)	KNN, 7 p.m. Su	Marrings (Club Continental Baking Co.)	KNN, 7 p.m. Su
Club Theatre (Kay's Beverage)	KMPC, 7:00 p.m. Su	Masterpieces (Honey Music Shop)	KECA, 3 p.m. M-F
Death Valley Days (Pacific Coast Borax)	KFI, 8:30 p.m. F	Masterworks (FIB)	KFI, 2:45 p.m. M-F
Don Ameche (Old Gold Cigarettes)	KFI, 4 p.m. F	Melody Ronch (Wrigley Gum)	KNN, 2:30 p.m. Su
Dr. Christian (Vaseline)	KNN, 7:30 p.m. W	Meredith Wilson	KFI, 5:30 p.m. Tu
*Dr. L. Q. (Milky Way Candy)	KFI, 5 p.m. M	Midstream (Teel)	KFI, 1:30 p.m. M-F
Dr. Kate (Sperry Flour)	KFI, 9:15 a.m. M-F	*Min to Cherish (Albers Cereals)	KFI, 2:15 p.m. M, W, F
Easy Aces (Anacin Co.)	KECA, KFSD, 8 p.m. Tu, W, Th	*Missing Heirs (Ironized Yeast)	KNN, 5:30 p.m. Tu
Eddie Albright (Log Cabin Bread, Battle Creek, Fines' Lawn)	KHJ, 11:30 a.m. W, Th, Sa	Morning Jamboree (Bekins)	KECA, 9:30 a.m. M-F
Eddie Albright (participating)	KHJ, 2:15 p.m. M-F	Mr. Keen (Biscod)	KFSD, KECA, 8:15 p.m. Tu, W, Th
Elliott Queen (Gulf Oil)	KMPC, 4:30 p.m. Su	My Son and I (Calumet Bake Powder, Swansdown)	KNN, 10:45 a.m. M-F
Elliott Roosevelt (Lyons Toothpaste)	KFOV, KFWB, F	Myrt and Marce (Supersuds)	KNN, 12:15 p.m. M-F
Elmer Davis (Gillette Shave Cream)	KTMS, 7:15 p.m. M, W, F	National Burn Dance (Alka Seltzer)	KFI, 7 p.m. Su
Fitch Pandwagon (Fitch Shampoo)	KNN, 4:55 p.m. D	Neighbors Woudcraft (Woudcraft Insurance)	KHJ, KGB, 8 a.m. Tu, Th
Fletcher Wiley (Campbell Soup, Alaska Salmon, Coleman Lamp and Stove, Coast Federal Savings Dash Soap, Day and Nite Water Heater, Helms Bakery, Hy-Pro, Hydro Pura, Louisa Linda, Lindsay Olives, May Co., Mevenger Milk, Nestle's Chocolate, Pillsbury Flour, Snowdrift, Tang)	KNN, 3:30 p.m. M-F	Newswell (Royal Crown Cola, Par-T-Pak)	KMPC, 4:30 p.m. M-F
Forecast	KNN, 10:30 a.m. M-F	Nick Harris	KECA, 1 p.m. Su
Frank & Archie	KFSD, KTMS, 1 p.m. M-F	Night Editor (Cardnet Candy)	KFI, 8:30 p.m. Su
Fred Waring (Chesterfield Cigs.)	KFI, 7 p.m. M, Tu, Th, F	Nobby's Children	KHJ, KVOE, KDB, 4:30 p.m. Su
Friendly Neighbors (Alka Seltzer)	KHJ, KGB, KVOE	Nuvatones	KGB, KHJ, 1:30 p.m. Su
Fulton Lewis	KHJ, KGB, KDB, KFXM, 9:30 p.m. M-F	Old Fashioned Revival (Gosp. Brochure Assn.)	KMPC, 5:00 p.m. M, W, F, Su
Gabriel Heatter (Liberty Magazine)	KHJ, KGB, 7:30 p.m. Th, Sa	Old Gold Show (Cigarettes)	KFI, 1 p.m. Su
Gene Austry (Doublmint Gum)	KECA, 12:30 p.m. Su	One Man's Family (Tenderleaf Tea)	KFI, 4:30 p.m. Su
Gene Austry (Quaker Oats)	KNN, 2:30 p.m. Su	O'Neills (Ivory Soap)	KFI, 1:45 p.m. M-F
Girl Alone (Quaker Oats)	KFI, 1 p.m. M-F	Open Forum (Floyd Allen)	KFI, 8:15 a.m. M-F
Goldbergs (Oxydol)	KNN, 9 a.m. M-F	Orange County Public Forum	KECA, 7 p.m. Su
Good Will Hour (Ironized Yeast)	KTMS, KECA, KFSD, 6 a.m. Su	Orphans of Divorce (Dr. Lyons Tooth Powder)	KVOE, KTMS
Grand Central Station (Listerine, Prophylactic Brushes)	KNN, 5:30 p.m. M-F	Our Gal onday (Anacin)	KECA, KFSD, 11 a.m. M-F
Grandma Travels (Bab-G)	KFWB, KFOV, 2:45 p.m. M-F	Paging Post	KHJ, 6:45 p.m. M, W, Th
Green Hornet	KHJ, KVOE, KFXM, KDB, KGB, 4:30 p.m. M, W	Passing Parade (Bank America)	KVOE, KGB, 6:45 p.m. M-F
Guy Lombardo (L'Avon Cosmetics)	KNN, 6 p.m. M	Parker Family (Woodbury Soap)	KFI, 8:15 p.m. Su

People on Air

Frances Langford, Texaco Star Theater) was happy this week as she cut records with Tony Martin, singer. Eight years ago Frances began her career at Chez Paree, Chicago, met Tony Martin, then hand-singing. Frances introduced Martin to "Hollywood Hotel" producers, got him starred on several occasions. Now, both at career peaks, they teamed talents to make for Decca, "Our Love Affair" and "Two Dreams Met."

Farmer is Bob (Bazooka) Burns. This week Farmer Burns was busy on San Fernando Valley estate readying for harvest of sugar beets.

Married just a week, Virginia Verrill, contralto for two NBC network shows, and Jim Breyley, young MCA band representative, are in Northern Wisconsin today on a honeymoon. Miss Verrill has been relieved of her "Showboat" appearances, September 16, and "Uncle Walter's Doghouse," September 17, to make wedding trip.

First conferences were held this week between Joan Blondell and Van Fleming, author-star of "I Want A Divorce," which takes air from CBS network, October 5. Fleming plans to tie in Miss Blondell's latest picture with opening script. Picture has same title as air-show.

From Washington, North Carolina, came Cecil B. DeMille to become motion picture producer of note, to become in later time air producer of first rank. In Washington last week Producer Cecil B. DeMille was 26th person in line to kiss beloved cousin, Catherine Blount Harding, on her wedding day.

Parted this week will be lovely Indian Helen Carroll and her husband, Carl Kress, outstanding American guitarist. Helen stays in Radio West with Merry Macs and picture assignments, Carl goes back to work in east.

On October 2 Fred Allen will return to air for Texaco Star Theatre. Airings will be from CBS, time schedule to be announced in forthcoming issue.

News Broadcasts

Table listing news broadcast times and stations from 7:00 A.M. to 11:00 P.M. Includes stations like KGFJ, KGER, KIJJ, KECA, KFI, KFXM, KFWB, KRKD, KNS, KMPK, KXN, KXJ, KXV, KXW, KXZ, KXAA, KXBB, KXCC, KXDD, KXEE, KXFF, KXGG, KXHH, KXII, KXJJ, KXKK, KXLL, KXMM, KXNN, KXOO, KXPP, KXQQ, KXRR, KXSS, KXTT, KXUU, KXVV, KXWW, KXXX, KXYY, KXZZ, KXAA, KXBB, KXCC, KXDD, KXEE, KXFF, KXGG, KXHH, KXII, KXJJ, KXKK, KXLL, KXMM, KXNN, KXOO, KXPP, KXQQ, KXRR, KXSS, KXTT, KXUU, KXVV, KXWW, KXXX, KXYY, KXZZ.


To "Stu" Wilson, KIJJ funny script reader, came funny honor this week from Funny-script artist Hal Forrest. Said Forrest:

"Perhaps you may be interested to know that your voice, as it reaches your large audience, in addition to my own

small family, conveys the impression that you are getting just as much of a "kick" out of the funnies which you vocally depict, as those who listen to you, receive. May you never go off the air."

Stu reads the funnies every night at 5:15 over KIJJ.

Large table listing various radio programs and their broadcast times across multiple stations. Includes programs like 'Portia Faces Life', 'Quiz Kids', 'Standard Symphony', 'Telephone Show', 'Vagabond Trail', 'Waltz Time', 'Wake Up America', 'Word Hunters', 'Woman in White', 'Wythe Williams', 'Young Dr. Malone', and 'Your Treat'.



My Friends, I Cast My Vote for
PULL OVER, NEIGHBOR

There are quiz shows and quiz shows,
but it's seldom that one comes along
with a new idea in entertainment.
Here's a justly popular program pre-
sented by the Wilshire Oil Company.

LISTEN TO
PULL OVER, NEIGHBOR

8:00 - 8:30 p. m.

MONDAY

ON MUTUAL DON LEE STATION
KHJ