A 5c Magazine, to Increase Your Listening Pleasure, Made Available for 2c by Your Friendly FITZSIMMONS STORES

Blondie Holds the Cake
KNX, 7:30 p.m. Mon.
(See Page 2)
THE EAR INSPIRES THE PEN—

Alice L. Martin,
1312 W 11th St., Los Angeles, Calif.

Sirs: I have been enjoying your little paper for a long time.

As I have not been well for the past few years, my radio and reading are my principal means of entertainment. I especially enjoy the articles giving the background of the programs I listen to each day or week. Would it be possible to print articles on Phil Harris, orchestra leader; Battle of the Sexes, and Stu Wilson of Rise and Shine? Thank you so much for the pleasure Radio Life has brought me.

K. W. Wheeler,
Box 1182, San Diego, Calif.

Sirs: Beg to offer a reader's suggestion for future articles giving the correct pronunciation of foreign names of cities, etc., now appearing in the news. Some weeks ago you had one article on this subject—a short one. Why not more?

Ed. Note: Soon to be published is a new list of foreign name pronunciations. Thanks for urging the editor-in-chief.

H. W. Nielsen,
3328 Andril A St., Los Angeles, Calif.

Sirs: Yes—for World on Your Dial in Radio Life.

Mr. and Mrs. V. F. Herbst,
1111 S. Delta St., Rosemead, Calif.

Sirs: Please keep the page World on Your Dial. I vote yes.

Gordon Wahl,
414 N. Formosa Ave., Hollywood, Calif.

Sirs: I have bought almost every issue of Radio Life since it came out from my Carty Bros. market (Breswood) We do not take a daily paper and we would be at a loss without it. I believe your 1 cent advance in price is entirely justifiable, but I have always wondered why you didn't have a short wave department which would give the log of the stations and the time they are on. I am sure many people would listen to short wave if they knew when, where and what to listen to.

C. Webster,
Los Angeles.

Sirs: For me—thumbs down on Albert Hill: Let him read the stuff to the school teachers. They HAVE to listen. We don't. I'll keep on paying two cents cheerfully so long as you stick to the subject, Radio in Los Angeles. You have covered this field in grand shape so far.

When you get us artists of grandeur and begin trying to turn Radio Life into a magazine of general interest, I quit. What with local newspapers, Saturday Evening Post, Life and Colliers, I get enough general reading. Why waste through reams of culinary recipes, Pan-America, etc., to dig out items about Radio In Los Angeles? I won't.

Marvin Seidman,
Los Angeles.

Sirs: I am an ardent reader of Radio Life. The short wave department is very good. My father and brother are amateurs. But I am interested in getting "veries." Would you please continue your good work? There is one thing I would like to say in regard that there should be a short wave editorial list monthly. It should contain the station name, meters, location and the time it comes on and leaves the air. Hoping that you will not discontinue your good work, I have veries from every continent but Africa.

Mrs. A. Jacobs,
2509 Michigan Ave., Los Angeles.

Sirs: My vote for Eddie Cantor. We like his program on the air. We hope he will continue his good work indefinitely.

E. F. DeGraff,
520 McGirk, El Monte, Calif.

Sirs: I am curious to know whether or not Henry, in "Our Gal Sunday," is Leslie Howard of the films. I'm sure that just had to write.

In "Portia Fares Life," is Esther Ralston in the part of "Cathie"? I would like to know.

Does Constance Bennett play the part of a nurse in a morning program, "Valiant Lady"?

Ed. Note: Karl Swenson plays "Jen" of "Our Gal Sunday," and is blusteringly inspired by the comparison with that other gal Monday, Leslie Howard. It's Wilfred Martin in "valiant" part, or was last fortnight. Joan Blairane is the nurse in "Valiant Lady."

Mrs. B. L. McSwain,
2500 1/2 Budlong, Los Angeles.

Sirs: Would you please tell me when and where on the dial I can hear the O'Neill's. They did come in on KFI about 9 o'clock in the mornings.

Ed. Note: The O'Neill's are off the air, have been for several months.

THE STAFF.

Candle On the Cake

TO INFANTHOOD and proud parenthood a birthday is a beautiful event, particularly when the child is husky and healthy and bids fair to grow up into competent maturity. Radio Life's first birthday and time now to review a few of the events in the child's young life. Right off, we know, 1-year-old Radio Life would not have grown to even a first birthday had it not been the successful venture it was adopted by increasing numbers of foster-fathers and mothers, sisters and brothers in Southern California homes.

We were worried a few times. The baby showed signs of incipient rickets—of the type called "rickets financierus"—but thorough dosing with Readership Vitamins according to a feeding formula of factful radio reporting, cleanly stories of personal- ities and programs, pictures to acquaint our readers with faces, those we listen to, finally had the wobbly youngster up and about like any normal publishing child.

Whatever 1-year-old Radio Life is today, it will be on the staff, knowing that it was done with the acceptance of the magazine by some 189,000 Reader-Listeners currently represented in 60,000 families. What the magazine will be in the coming year will be determined by the support of these families and other families to join Radio Life's group of readers. We realize there are other services in radio information we can give, these will be given rapidly as we can do it. The magazine has been improved by color, by Chief Milan's expanded department, by the Cooperative Consommer's Club and by an editorial policy of asking and having the readership help with the building of the magazine. In this latter respect the staff is grateful to you who read now. We realize that you have helped with your letters and suggestions to make Radio Life a singular magazine that reflects more of your own desires and interests than those of the staff, which has depended on you for guidance.

Many persons have written, phoned and wired us to wish us well. Particularly apt it is, we think, that Penny Singleton, representative of cleanly young womanhood, a favorite in California homes, an example for our daughters, should hold the cake on which is the cake from which we learn that Radio Life has come to be, with the generous support of all of you... a fast-stepping 1-year-old in whom your confidence may be happily reposed for wholesome fun, terse and accurate information, and regard for the homes into which it goes.

So, next to a day when Good Irishmen celebrate St. Patrick's natal hour, Radio Life, with Irish Girl Penny Singleton as a representative of cleanly young womanhood, plans to go on as it always wanted to do, doing the best possible job it can to keep you entertained and instructed.

MARCH 16, 1941

RADIO LIFE is published weekly by Compton Printing Company, 1029 West Washington Boulevard, Los Angeles, Phone Ri. 9262, Hanson H. Hathaway, Business Manager; Forrest D. Compton, Comptroller. Single Copies are 5 cents. Unsold material is sent at sender's risk. Radio Life assumes no responsibility for any kind. All remittances should be payable to Compton Printing Company. Reproduction in whole or part without permission strictly prohibited.
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 column. Readers are reminded, however, that even noted changes may not hold true, because of broadcasting problems, and near overwhelming pressure of world affairs, to which the radio industry, in intervals of public service, sacrifices time, money and, in some cases, programs, that ideals of public service shall be maintained. "NP" means New Program. "NT" means New Time.

<table>
<thead>
<tr>
<th>Change</th>
<th>Program</th>
<th>Station</th>
<th>Time</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>NT</td>
<td>I Am An American</td>
<td>KFI</td>
<td>8:15 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NP</td>
<td>American Legion's 33rd Birthday</td>
<td>KFAR</td>
<td>9:00 a.m.</td>
<td>Mon.</td>
</tr>
<tr>
<td>NT</td>
<td>This Is Fort Dix</td>
<td>KFI</td>
<td>11:30 a.m.</td>
<td>Mon.</td>
</tr>
<tr>
<td>NT</td>
<td>Fantastic Far</td>
<td>KFI</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Allied Service Talent Show</td>
<td>K confession</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Show of the Week</td>
<td>KFI</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Chapel Quartet</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Inner Sanctum Mystery</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>This Was My Inspiration</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Keep Fit to Music</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Top of the World</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Hal Stiles</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Irene Adler</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Trained Lawton</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Frank Binniman</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Paris Harvest Address: Dedication of National Art gallery</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Frazer Hunt</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>What's the Latest</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>The Shadow</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Musical Travolge</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Here, from Mexico City</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>East Area</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Near the Town</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Close to Symphonic</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Lew Jenkins vs. Bob Montgomery</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Unlimited Horizon</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Young People's Concert</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Of Men and Women</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Arizona Touring</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Carolina Playmakers</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Gadolph Symphony</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>March of California</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Chicago Concert</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>California Melodies</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
<tr>
<td>NT</td>
<td>Here's the Story!</td>
<td>KFAM</td>
<td>11:30 a.m.</td>
<td>Sun.</td>
</tr>
</tbody>
</table>

West

IDENTIFYING BEULAH: Somewhat embarrassedly on Saturday evenings shortly after 8 o'clock through the land nervous contestants hear, as do listeners, a raucous sound, much like that of a cow whose dignity and feelings have been injured. The sound they hear comes from Beulah, not a cow, but a property of Truth or Consequences.

Beulah was a nondescript gadget with a half-shot reed before she was discovered, growing old and dusty in a music shop, by Jack Farnell, assistant to Edwards. Today Beulah has been dressed up, repaired, given a fine new reed and is insured for $5,000. She is, as a matter of fact, the only one of her kind in existence and part of Soundsman Ted Slade's job is to safeguard her between Saturdays.

Before locating Beulah, Farnell combed every sound effects studio in the city. Because there was nothing telling what it would sound like over the air, he had to buy every possible instrument. He spent over $1,000, to no avail.

Going back to Beulah, it is a task keeping Beulah to a certain standard.

"We can't put too much effort behind it," he explains, "because it will break like the voice of a man with laryngitis. And if one doesn't blow hard enough, it won't give any sound at all. The right note must be sounded."

Slade keeps Beulah in his mouth during the program, allows 20 seconds for a contestant to answer. Before each program, he lubricates himself and practices. "That limbering up rehearsal session is important," he said. "Serves to put me—and Beulah—in fine voice."

Fresno Fancy

RETURN OF Kay Kyser's College of Musical Knowledge to Hollywood for a spring and summer series, brings Virginia Shawn, lovely singing star, back to her home state. A Fresno girl, she is featured as a soloist with Kyser's orchestra, and has appeared in motion pictures with the Musical College prexy. Kay Kyser's College of Musical Knowledge is heard over NBC's KFI Wednesday at 7:00 p.m.

the voices, a meeting of the radio department called to make a decision. Producer Blocki trusts his own judgment, but realizes, when undecided in a choice, it's time to let the public do deciding.

Big name actors and actresses have no meaning on program. It is the dream of the young and deserving actor or actress to audition, be cast for a part. These feel that under Blocki's tutelage, they will have best chance to make a future in radio.

THE CASE FOR SWING: Along Radio Lane, that famed thoroughfare along which Los Angeles-originating programs air to the nation from CBS, NBC, Mutual-Dor Lee and territorially from several lesser but important stations, a controversy waged last week.

Hub of the controversy engaging the heart and soul, the satire and sarcasm, was contained in a simple question: "Is America through with 'Swing'?"

Opinion of some of the men whose music throb along the airwaves was asked. Following are opinions from conductors and musicians about swing music last week:

Ben Bernie (Musicuqui): Swing's just sleeping...wait for its lusty comeback!
Al Goodman (Fred Allen's Star The...
To Be or Not To Be, is question pressing Harlan Ware, creator of "Bud Barton." Should be allow Barton to grow up? This is Ware's poser. Radio Life readers are asked to help him out.

which Willie is sure is his. Mortimer convinces Willie that it's just a clerical mistake, but Ma begins to get a glimpse of the swindle being engineered by Mortimer. She finally buys a share of stock and asks to see the books. Mortimer and Willie refuse (Willie's refusal is in all innocence; he's a small town boy who can't take wealth) and Ma sets out to gather enough proxies to compel public inspection of the books. The break with Evey and Willie seems irreparable.

Of such stuff are most serials made. Called in trade "soap box operas" they are radio's contribution to etch a characteristic of an older America, a contribution neatly summarized last week by a Western university sociologist: "The 'soap box operas' streamlines the back fence gossip. She need no longer jabber across back lots. Radio has canned for her and capitulated more nourishingly the same fare she could get in a neighborhood talk-out, neighborhood scandals, jealousies, the parade of humans doing their meanest and their goodness."

Ma's family consists of her son, John (Gill Paust); her daughter, Fay (Rita Atz); daughter, Evye Perkins Pitts (Dora Johnson); Evey's husband, Willie Pitts (Murray Forbes); Fay's fiancee, Congressman Paul Henderson (Jonathan Hole); Shuffle Shober, an old friend of the family and Ma's right hand man in the Perkins Lumber company, which she runs (Charles Egelston); D. Pemberton Toothy, lawyer and devoted friend of the family (Fred Howard).

EXPENSIVE THE GAG: On sound theory that audience laughter is the product that helps to sell products, radio producers and sponsors often spend amazing amounts of money, devote inordinate lengths of time and energy to fabrication of situations to provoke listening merriment from set-tuned listening air patrons.

Smitten by an idea, Frank Gill and Bill Demling, comedy principals of Show Boat (Mondays, 6:30 p. m., KFI) started out one afternoon the other week to find a man named "Xenophon Zola." Use of Xenophon's name was germane to the idea. In radio, names are not used without having permission of owners.

Xenophon wasn't at home, nor at the barber shop where his wife said he had gone. Nor was he at the pants presses, although he had been there for a "press while he waited."

Cab fares mounting, the comedians pursued Zola across town, learned eventually he was headed for a radio broadcast. They found him in a show (not their own) grabbed a hasty release for use of his name, raced to their own studio as the theme song began.

When the gag came, involving word play between "Xenophon Zola" and "xylophone solo," Demling, tongue twisted, uttered sounds faintly like "sopranino aria." Completely killed was the joke, falling flat as a wafer. "When the audience did laugh, it was because of the mangled whiny Gill uncorked in horror over his pal's "clinker."

KFI, 6:30 p.m.

ASCAP STAGGERS UP: Jubilant last week was the United States department of Justice. Before coffee had been served at a dinner in Washington's Raleigh hotel, ASCAP's lawyer, Milton Diamond, to Justice department's assistants, Victor Water and Holmes Baldridge, had agreed ASCAP should consent to a decree which would kill an anti-trust suit against ASCAP. Reason for the Justice department's elation: The consent and decree gave the government its sought for power, position established, the points: 1) ASCAP will share licensing privileges with publishers and authors; 2) will no longer exercise exclusive bargaining rights over its songs; 3) will limit ASCAP directors from perpetuating themselves in offices; 4) makes eligible song writers to membership with one published song.

Hurtful to broadcasters' BMI was sop tossed to ASCAP. The society is forbidden to truck with BMI. ASCAP was forced to pay a $5,000 fine, will have its own way on one point, ego, in time coming, networks will have to pay for ASCAP music they originate, the charges no longer to be passed on to connecting stations.

By last week BMI seemed in no hurry to adjust its problems and difficulties with ASCAP, taking time to study the decree in detail.

DOWN SOUTH AMERICA WAY: Short wave has been a powerful influence in drawing together countries of the Western Hemisphere. Probably most potent factor in union of continents has been the broadcasting of news of NBC's and CBS' international programs. American newsgathering services bring happenings of the entire world to the news desks in the international divisions where it is edited, translated into six languages, sent out—unbiased, ungarbled—to the news-hungry listeners throughout world. Re-
ports from listeners indicate America's short wave broadcasts, because of impartial character, are more widely listened to than news of other short wave system.

The scope and influence of short wave broadcasting will, in all probability, continue to expand in the months to come. As the United States pursues a policy of fostering Pan-American solidarity, radio will play increasingly important roles in dissemination and exchange of culture, ideas between the Americas. Cognizant was Secretary Hull in saying last week: "every form of international communication which creates closer relationships and a better understanding between the people of the 21 American republics is of particularly great value at this time."

**Polling Polls:** Annual practice of newspapers which have foresight not to be "mad" at radio for its public approved stand that radio is news, and therefore, not to business-office-sluggened for advertising, is to conduct polls of readers. Last week one such paper (Milwaukee Journal) dove into pool of public opinion, came up with following reader facts:

In landslide proportions, Fibber McGee and Molly were voted "favorite comedy act" and "conductors of the most popular program."

Eleven first places went to NBC artists or shows. Classed by Edgar A. Thompson, Milwaukee Journal radio editor, as most successful poll of its type conducted by the Journal, votes were mailed from every Wisconsin community with a post office, and from towns in Illinois, Iowa, Michigan, and Minnesota.

In competition for popularity among balloters, Fibber McGee and Molly made an amazing jump. Last year they were voted third in popularity and fourth in general program popularity. In the favorite comedian's bracket, Fibber and Molly led Bob Hope, Edgar Bergen, Jack Benny and Fanny Brice in that order among the top five. Hope also was runner-up in the most popular program bracket, a branch that found nine NBC winners in 19 places.

For the third straight year, Wisconsin voters named Kay Kyser's band tops, and also picked Kyser's College of Musical Knowledge as the most popular quiz show.

Bing Crosby staged a runaway race for the third time to be elected the most popular male singer. John Barrymore, "The Great Profile," was chosen best new star of the year for his work on Rudy Vallee's show.

The Journal poll, among others, fortified long held, often stated, conviction of Radio Life's Buck Hathaway, that Jim and Marian Jordan are radio's top funny ones.

**International**

**Hitler's Radio Festival:** Chief among Nazi fearfulness in America is PM, sophomoric tabloid, whose hectic editorializing, Nazi-damning Ralph Ingersoll is certain to be a "guest" of the formally clothed Nazi headman, come Hitler. By last week PM's Ralph Ingersoll was counting exultantly the number of Nazi government-paid insults he had encouraged his readers to send to a nation with which America is not yet at war.

Part of America's consciousness had become Hitler's invitation to the United States elite to radiogram him free, requesting program such a citizen would care to hear from German originations. Long must have been Dr. Goebbels' face, and those of other high party leaders at reception their invitation got. Sample radiograms: "Are all Germans as well fed as Goering?" 2) "We would like to hear a funeral march played in tribute to a dead Hitler," 3) "God save the king and help you."

Tendid became gibe at Germany's racial restrictions.

Net end of the broadcast request invitation was the sally of a German commentator: "Some of the cables were an amazing mixture of good American slang, bad German and excellent Yiddish."

Ignoring the "insults," apparently the German propaganda bureau announced it would this week short wave programs inspired by serious American requests, was certain not to answer the request of two Harvard professors who asked: "Will Hitler give his peace terms to the world?"

**We Don't, Really**

Ray Block, maestro of the "Johnny Presents" show heard Tuesdays over the NBC-Red network, was searching for a new musical theme. Absent-mindedly he turned to Johnny, the Call Boy, and asked him his father's name. "Dante," replied Johnny. Forthwith came the name of the new theme, Tschaikowski's Andante Cantabile. An-Dante, don't you get it, Molly? ★ ★

**Here's Glenn Hardy**

When you buy these Rayon Wat-A-Set Panels, you get full 42x78-in. size, even after repeated tubbings. In fact, they are approved by Good Housekeeping, and are tested by Ivory and Lux laboratories as being stretch or shrink proof. A feature value in Eastern-Columbia's 49th Anniversary.

At All Our Stores

Shop Week Nights Till 9 at Stores Stated ★

-4717 South Broadway
-4926 South Broadway
-6748 WashHar Blvd.
-9Central Ave. at 45th
720 South Main Street
-6551 Hollywood Blvd.
AHUNTINGTON PARK
-6504 Pacific Blvd. at Zoo
LONG BEACH, Pine at 8th
PASADENA, 123 E. Colorado

**Eastern-Columbia**

Broadway at Ninth
WHICH WAY
You've got me in a "pickle";
What can I do to:
I wonder if you are tickle
So how can I love you?
Your love says "come";
My judgment bids me stay;
So I am in a quandary.
All the quadry days,
My feet would try new paths.
My hand does not know;
I want to find happiness.
Which way shall I go?
My heart cries "yes";
How can I guess;
Which way to go?

JULIA C. MESSAMORE.

KEEP UP WITH RADIODAY
KEEPING RADIO LIFE CLOSE

WHERE YOUR SAVINGS EARN MORE

ONLINE ACCOUNT BY MAIL

WISH
I would find you a path, an unused path,
Far from the beaten track,
That climbs a hill in a breathless stride
And never once turns back,
But up and on to the very top
I'll let it carry me
And there with the wind to laugh
And dance.
Free as the wind is free.

MARGARET VAUGHAN.

LASTING PERMANENT FOR ANY HAIR
No matter how fine, or straight or
unruly your hair is you can now get a
true lasting general with sensa-
tional "New Life." Just ask your
favorite beauty operator or neighbor.
And order direct for a "New Life" Permanent. You'll be delighted.

OPEN YOUR ACCOUNT BY MAIL

THE LARGEST IN THE WEST
EIGHTH AND BROADWAY SECOND FLOOR
HERE YOUR SAVINGS WORK UNDERRAIL MANAGEMENT

THE MOST
DAST
FEDERAL SAVINGS

WHERE YOUR SAVINGS EARN MORE

OPEN YOUR ACCOUNT BY MAIL

9 TO 10 P.M.

11 TO 12 MIDNIGHT

WISH
I would find you a path, an unused path,
Far from the beaten track,
That climbs a hill in a breathless stride
And never once turns back,
But up and on to the very top
I'll let it carry me
And there with the wind to laugh
And dance.
Free as the wind is free.

MARGARET VAUGHAN.

OPEN YOUR ACCOUNT BY MAIL

THE LARGEST IN THE WEST
EIGHTH AND BROADWAY SECOND FLOOR
HERE YOUR SAVINGS WORK UNDERRAIL MANAGEMENT

THE MOST
DAST
FEDERAL SAVINGS

WHERE YOUR SAVINGS EARN MORE

OPEN YOUR ACCOUNT BY MAIL

9 TO 10 P.M.

11 TO 12 MIDNIGHT

WISH
I would find you a path, an unused path,
Far from the beaten track,
That climbs a hill in a breathless stride
And never once turns back,
But up and on to the very top
I'll let it carry me
And there with the wind to laugh
And dance.
Free as the wind is free.

MARGARET VAUGHAN.

OPEN YOUR ACCOUNT BY MAIL

THE LARGEST IN THE WEST
EIGHTH AND BROADWAY SECOND FLOOR
HERE YOUR SAVINGS WORK UNDERRAIL MANAGEMENT

THE MOST
DAST
FEDERAL SAVINGS

WHERE YOUR SAVINGS EARN MORE

OPEN YOUR ACCOUNT BY MAIL

9 TO 10 P.M.

11 TO 12 MIDNIGHT

WISH
I would find you a path, an unused path,
Far from the beaten track,
That climbs a hill in a breathless stride
And never once turns back,
But up and on to the very top
I'll let it carry me
And there with the wind to laugh
And dance.
Free as the wind is free.

MARGARET VAUGHAN.
HE gas lamps are beginning to toss liver-colored light on the corners. Tinier flames burn in the carbide lamps of victorias and hansom clattering over the cobblestones. After-work crowds are streaming down boardwalks, jamming horse and cable cars, for that man Edison's much-talked-about electric system has yet to weep in the city with its scores of poles and wires. There are crowds packing themselves into the nickelodeons, where they are showing those amazing animations in photography. There is noise, most of whose Broadway rumor of what Nikola Tesla said in a newspaper piece the day before—something about it being but a matter of time when wireless will be as easily as experiments have proved it will carry the terse dots and dashes of the Morse code. It's hard to believe, but, by jiggers, have you ever been in the telephone office and actually listened to voices of people coming from more than 10 blocks away? Well, you just ought to. It's almost unbelievable, but it's being done. And now these moving pictures and electric lights. What's the world coming to? We're certainly living in a great age. Now, those electrics. Serve the oil companies right, sticking the public on kerosene—and the gas company, too. Did you read about that chap who lighted a match in the hallway of the old Ansonia? The flame had blown out. So did he. The darn stuff blew up and tossed him through a hall window, out into the alley. Well, those mantles seem to concentrate the jet and—what a light. You can sit down and read five feet away, almost like in daylight. That'll spell the end of those doggone oil lamps.

The time, you may have guessed, is some years before the turn of the century and down the straightaway of time from 1900. The bustle and the whole bodice corset and "rats" for Milady's hair are as fashionable as the minute. On the street corners gay blades stand during rush hours, avidly seeking a glimpse of a neatly-shaped ankle, most of whose shape is effectively disguised by boot tops that run almost halfway to knees which, probably, not more than a baker's dozen of the idlers among the dashing young men remotely suspect women have. The heads of the women are adorned by complicated assemblies of ribbon, feathers and taxidermed animal hair. Their midriffs are Inquisition-tormented into hour glass corsets and, symbolically, the corsets cut down their years by hours daily by squeezing interior arrangements out of all relation to Lord's plan. Where today's woman is a compact piece of alert mechanism, garbed in a minor length of silk, a quantity of clothes than can be compressed into a double handful, our Girl of the Gay Nineties wore two or three petticoats, modestly under-attired herself in dainty, long-sleeved, legged woolens, added ruff and velvet like theater mantles from her debatable neck down to equally debatable waist. From the waist down it was anybody's guess. A woman might be under that animated clothing bazaar, but it would take time, patience and a genius for mystery unravelling to find out.

And the men? Well, they were a walrus-moustached, grease-slicked - down - haired aggregation who wore snappy, skin-tight pants and velvet-trimmed coats, and diver-reminiscent shoes, who looked upon the button shoe wearer as a "sissy," who surmounted their hirsuted heads with iron fabricated bowlers and derbies and who wore collars that would irk a Percheron.

But these were the Gay Nineties, an era of beer and skittles, torchlight political processions, when Dewey took Manila and the Flora Dora sextette was beginning to grow up. This was the era of the stalwart man of he-ish character, the fainting Desdemonas of society; of the dashing Tally-ho, the hard-working "beef, potatoes and bread" times of America's workers, the days of the Heid milk bath and champagne parties along the gay White way.

What was doing for excitement in those days? What's doing tonight, if we were there in a time whose exact time is hard to
fix, but may be approximated by Joseph Howard, the Minner of the show world?

What’s doing?

The Broadway Garden is opening. They say there’s a danseuse on the program, a peaches-and-cream Beatrice Kay, who gives a twist to the motor to that tearful song that goes, "Oh, sounds. Remember? "The Bird in the Caged Cage." She’s a Lolla, if there ever was one. Boy, and it’s some show that girl puts on. Listen. She wears tights on—well, you know—her limbs. But what tights! Gee,like they’re made of some kind of silk net. You can almost see the bare skin of her—er...limbs through them.

And there’s Joe Howard, the Gay Nineties song and dance man. He hadn’t written by then "I Wonder Who’s Kissing Her now," and some half a thousand other whilom favorites...

But—to get down to realisms about CBS’s “Gay Nineties Revue.” The revue is largely Beatrice Kay and Joe Howard.

Howard is 72 years old now, a venerable age even in the tinsel-happy show world where people keep gracefully young long after others have desperately let go the illusions of youth. He may not be able to do a shuffle-off-to-Buffalo with the airy zip of 50 years ago, but he can still be counted on to plug a song. Two years ago Billy Rose of Aquacadie o’ Lovely fame, whose past is a still procession of broken down old music hall favorites hired for a song, saw Joe Howard, hired him to sing his old favorites at New York’s gilly- and paste-jeweled Diamond Horseshoe.

‘Joe Howard did a comeback along the trail. Manhattanites, the hustles, the whalebone corset, the Cudahy Beef Trust chorus ideas have been entertainment for many years. Joe was a show, reviving for oldsters the memories of departed ers, for critical youngs. There was critical middle-agers a picture, the America was like 50 years, how it danced and did the center smart talk in those days before the 20th century.

Joe Howard is a New York citizen. He peeped at life from a rickety-rack of a house in Cherry Bend, was father- and motherless when, a run-away from an orphanage before he was 16. His runaway was to St. Louis, where he started with the "Refined Minstrels," singing, "A Boy’s Best Friend Is His Mother," a breast-racking ditty that caused many a masculine eye to drop rye and bourbon-diluting tears into glasses. The late William Mulhohn saw him, made him his protege. You old ones might remember him: The little fellow whom the mighty John L. Sullivan could keep on the canvas.

Howard is a veritable tune smithy. He has turned out 25 musical comedies, written 500 songs, had the AEF of World War I singing "Somewhere In France Is a Lilt!" (a fact which gave impetus to many a doughboy’s inspiration to transplant a pretty French erotic liaison to marital status in the Land of the Free and the Home of the Brave). He has written other songs, most of which are heard on the Gay Nineties Revue, which was brought into air reality by CBS’ youngish president, William S. Paley and Producer Al Rinker.

The Revue was originally scheduled as a summer substitute. Two years ago sponsors began to gather that millions of Americans had known for weeks—that Joe Howard, Comic Billy Greene and Beatrice Kay were airing their way to entertain- ment success.

Any Monday night now at 8:00 o’clock from KNX you can, if you wish, create your own illusion of a Hot Time in the Old Town Tonight. Just tune in, put out the incandescents—those new-fangled gadgets Edison is trying to sell—light a good old reliable kerosene lamp (if you haven’t course or can’t afford one, light a candle) and sit back and let Joe Howard’s boom-de-ay take you back (if you’re that old) to New York of a half century ago.

The ensemble’s gathering in the wings, there’s snore in the air of Broadway Gardens, laughter from a thousand throat-ruffled beauties, perch on their, their hustles, a blast of music from the pit... and—who’s the dame, lada?
‘It’s Beatrice Kay and, in a moment, friends, she’ll have you slobbing with that latest song hit:

“She’s More to be Fitted Than Centured.”

Be seeing you at the Gardens, sports.

** CHURCHES **

A snadder world, a dreary world indeed It would seem if churches were not here.

Those graceful symbols of our need For God and hope and rest from fear. Slim spires pointing heavenward, they stand As sanctuaries. Their simple crosses Tell the story of the man Of Gallilee, who bore the pain and loss Of a blighted world, Plain and bare, O’ richly lavish, the deeds it matters not.

With saint or sinner, they share Allah—they symbolize man’s common lot.

—Genevieye Allen.

** SPRING MELODY **

There is a melody that comes with aging—

Sung in the hills by brooks that flow In the merry rhythm of a song

That quickened heartbeats long ago: It sounds a glad and hopeful note

That gents, to the heart of earth—

To echo back from nature’s throat The joyous melody of birth.

—Margaret Vaughan.

THE LOVELIEST SONGBIRD of them all is Beatrice Kay, whose rich, throating voice can pull the last cupping sigh and tear from the songs that wring hearts in the mature decade. Beatrice is in a dashing costume of the Gay Nineties’ show world. Looks a hit overdressed for these uncertain times, eh?

** Symphony **

Tell trees
Praetorians notes
Taught them by winds
Muted inhuman song
Over favoring boughs—

Wind music!

ELEONORE RANDALL LAMKN.
MARCH 16, 1941

MONDAY Program Highlights

Morning Programs Appear in Lightface Type; Evening Programs in Boldface.

Variety

8:00—Johnny Murray, KFI. 8:15—The Art of Driving, KFAC. 8:30—Between Bookends, KECA. 8:45—Johnny Murray, KFI.

Drama

4:30—Joel Orton, KJI-KB-G. 6:15—Lan Radio Theater, KFXM.

Quiz Programs

6:45—Dr. L. K. Koppl, KJ-KKG-FKX.

Outstanding Music

11:00—Hymns of All Churches, KFI. 11:30—Rochester Civic Concert, KECA-FKX.

Public Affairs—News


Sports—Comment

10:15—Bowling Notes, KFWB.

Weather

11:00—Mariners, KJ.

MONDAY Programs

MARCH

8 to 9 A.M.

KFI—1. Johnny Murray. 8:15. Accents of Life. 8:45. Road to Life. 8:45. David Harum.

KECA—2. Breakfast Club. 8:30. 9:00. L. J. Johnson.

KGB—1. Grandmas, Pop. Orch. 8:45. Dr. Reynolds.


KHH—3. 9:00. Hope, 9:30. Pop. Orch. 8:45. Dr. Reynolds.


KHH—3. 9:00. Hope, 9:30. Pop. Orch. 8:45. Dr. Reynolds.


KHH—3. 9:00. Hope, 9:30. Pop. Orch. 8:45. Dr. Reynolds.

KMTR—2. Grandmas, Pop. Orch. 8:45. Dr. Reynolds.

KFAC—1. 1:15. Religion. 8:15. Dr. Milkert. 8:45. City View.

KFAC—1. 1:15. Religion. 8:15. Dr. Milkert. 8:45. City View.


10 to 11 A.M.


**Junior Tuners**

**JUNIOR TUNERS**, a section for boys and girls, will bring you news about programs for children from the very small through high school age. We hope that you Junior Tuners will show us how much you like your own department by writing to "Junior Tuners" Editor Evelyn Bigsby with suggestions for stories you'd like to see here. For the best letter each week we will award two tickets for a popular broadcast.

---

**Tell Me a Story**

Tell me a Story will center about the experiences of 14-year-old Nancy Davis, who lives in the Kentucky mountains. Very eager to take her brother, Tom, and sister, Lucy, to hear the governor speak, Nancy manages to get new clothes for them but can't contrive anything for herself. How her old lisle-woolsey makes a hit with the governor will be related on the quarter hour program.

---

**For Little Listeners**

Let's Pretend. KNX, Saturday, 10 a.m. (Fairy stories dramatized.)

Irrene Wicker, KECA, Monday through Friday, 4:00 p.m. (Skit.)

Twilight Tales, KECA, Monday and Friday, 5 p.m. (From Hans Christian Andersen.)

Cobber's (Buddies') Club, KPMC, Monday through Friday, 5 p.m.

Whoa Bill, KFAC, Monday through Friday, 5:30 p.m. (Songs, stories.)

---

**Radio Life**

**MARCH 16, 1941**

**Radio Life Lines**

**BY "BUCK" HATHAWAY**

**While the Radio Geniuses** of exalted third dimension and low Crossley are blitzkrieging their way into radio's Hall of Fame, a couple of quiet, normal, unsung heroes of radio, without flamboyant heraldry, are inaugurating one of radio's great achievements: Revival of a program similar to the Carnegie-cited "White Fires of Inspiration."

These gentlemen are Harrison Hollway, general manager of radio stations KFI and KECA, and Glen Heisch, their program director.

The case history of this program: In 1936, sponsor and originator, Jon Slott, conceived doing a radio dramatization based on the great moment that inspired the immortal poetry, painting, composing and writing of history's great artists. Amazingly little is known of moments that inspired those immortal hardiworks. Jon Slott, using biographer's license, dramatized stirring moments in history, rekindled those "white fires of inspiration" that burned bright in hearts of the great.

The "Inspiration" "came" one day when browsing through Van Dorn's anthology of poetry in Ernest Dowson's poem "Cynara," a tribute to one woman that prompted Mr. Slott to research its inspiration, to discover a most dramatic situation.

**People** throughout the nation who wondered about the story behind exquisite, immortal mementos, were to find it in this program. Written with an eye to its dramatic continuity, approached in the manner of a playwright, the program flowered, bloomed.

"This Was My Inspiration" has a new and interesting premise. For example, in the presentation of Lewis Carroll's "Alice in Wonderland." It has often been said that this was a great political travesty, a story of double meaning. On March 16, Sunday, at 9:30 p.m., "This Was My Inspiration" will show that it was written about a child and for children throughout the world. Carroll's inspiration was little Alice Pleasance Liddell, and he wrote it with no political entendre or overtones.

It is to have the rare distinction of being an artist's program—produced, directed and written by radio. This has been a crying need in radio for some time, for stupid commercialism has destroyed many an artistic endeavor. Producer of the program is Glen Heisch, whose long service and wide experience in radio has bedewed Shakespeare and Mickey Mouse. A program is no better than the man who creatively correlates its given quantities. He must have a sensitive feeling for what an author is attempting to convey, an understanding of end result. He is, in a sense, a human antenna who senses the temper, qualities and value of every moment of a production.

For the first time in radio history, as far as I know, a program is going to be set up on the lines of a motion picture unit. Mr. Slott will serve as dialogue director rehearsing players' lines. He is sound here, for no one understands line values or characterization better than the author, who has researched and written the character conceptually. Claude Sweeten, conductor of KFI and KECA, is a capable musician. The program is fortunate in having him. His list of achievements is too numerous to mention. Recently, his dramatic and musical interpolations on the Poe broadcast called for much comment and adulation.

Bright light of the program will be the presentation of famous stage and screen personalities to head the cast. On March 23, Broderick Crawford, star of New York's "Of Mice and Men," will play the role of Paul Gauguin, that world-famous painter, "calm mad man" of easel and brush.

Lurene Tuttle, first lady of radio, will star on the program. I suspect there is no greater talent in America than that exemplified by this beautiful young actress who has appeared in good radio productions as often as any other artist in the business. She is the same Lurene of Rudy Vallee's program, scintillating co-star of Ted Osborne on the stirring program, "White Fires of Inspiration."

**Much** has been said about the various showcase radio programs, such as "The Columbia Workshop" and "Pursuit of Happiness." "This Was My Inspiration" aspires to be an artist's workshop in which the great names of stage and screen can find a medium, unhindered and unhampered by sponsor requirements, and enact a role they have always wanted to do for their art's sake. In the case of Broderick Crawford: Before Universal had cast him in rugged roles of Jack Dalton and The Vagabond, he had appeared in New York in 101 various parts, but all away from the lusty, fast-rising western star. In his selection of the role of Paul Gauguin, he will portray a role he has always wanted to play. Thus, "This Was My Inspiration" fulfills another function. It brings to the air the talents of stars of stage and screen where in the past they were hidden under a cloud of horse hoof dust, the roar of harmless gun fire.

To Actual-Director Jon Slott. Producer Glen Heisch, Harrison Hollway, Broderick Crawford and the cast of "White Fires of Inspiration," I, on behalf of perhaps as critically intelligent an audience as any program could have—Radio Life Reader-Listeners—go off the deep end, praising Mr. Slott for past performances. Let us wish him well on March 16, when the fated hour—9:30 p.m.—clicks into the time cycle.

I feel I cannot be wrong in forecasting the rebirth of a great and cerebral air show, mature and inspirational for all family members.

Ending Note: Vanity is self deception. Modesty, coupled with knowledge, is genius' hallmark.
Orpheus Will Have A Holiday

By DON SABRE

WHEN Pierre Monteux raises his baton to signal for the well known fanfare of trumpets on evening of March 13, the Don Lee (KHL) network Standard Symphony will melodically sound its 700th consecutive broadcast in 13 years.

In 1926 the Standard Oil Company of California made radio history by linking a radio station in Los Angeles with stations in San Francisco for a series of sponsored concerts by the San Francisco and Los Angeles Symphony orchestras. From this two-city "chain," serving a limited number of people in the vicinity of the cities, Standard Symphony has become a musical institution in California, Oregon and Washington via 32 stations of the Mutual-Don Lee System.

Inaugurated as a non-commercial, the Symphony Hour has retained its character. Today it gives listeners an hour of sweet relaxation, uninterrupted by commercial announcements and non-musical features. The listener has been invited to pull up an easy chair for escape from care and worry, to hear music of master composers brought him by trained musicians led by great orchestral conductors.

Carefully chosen are the programs over air week after week. Listeners with musical tastes may find pleasure and enjoyment in hearing old and well-loved selections, hear, also, new ones to add to their libraries of favorite compositions.

Hundreds of musicians have been assured of year-round employment by the Symphony Hour, which, although it originates from San Francisco most of the time, is also periodically broadcast from Los Angeles and Portland and Seattle. During the winter season, the resident orchestras in the four cities are used for the program. Usually the orchestras are conducted by their regular leaders but frequently they are led by celebrated guest conductors from other parts of the world. When the major orchestras reach the end of their regular season in late spring or early summer, a special Standard Symphony Orchestra takes over the program until the San Francisco Symphony Orchestra is ready to begin its own fall and winter season and so resume the broadcasts.

The memorable 700th program will be conducted by Pierre Monteux, distinguished leader of San Francisco's Symphony, and will be selected from music most frequently asked for. There will be no commercial announcements to break in on the atmosphere of quiet repose.

Supplying the audiences with best in symphonic music, played by skilled musicians under world-famous leaders, the Symphony has furnished nearly 50,000 hours of employment to these artists and performers.

Fashions in dress and furnishings may change frequently, but Schubert, Beethoven, Tchaikovsky, Sibelius, Strauss, and Wagner live ever. Selections of these are to be heard on the 700th consecutive broadcast of the Standard Symphony Hour.

Thousands have written pleading for inclusion of a favorite melody on the all-request program.

Important is this feature: Stressed must be the fact that the Standard Oil music hour gives an hour of uninterrupted entertainment, a noteworthy contribution rare in broadcasting. But Standard Oil buys a solid half-hour Thursday mornings and another solid hour Thursday evenings, with no hint of commercial sponsorship permitted. The Standard Oil company scrupulously insists that none be made, reason perhaps, why the program has civic approval, is regarded as an outstanding institutional program. National recognition has been given by the Women's National Radio Committee and the Radio Institute of Audible Arts. Recently the program was awarded the Phi Beta plaque for "bringing to the public radio programs of the highest artistic merit."

There is a classroom portion coordinated with the schools in the Pacific area, one of the most thoroughly unified studies in modern education. Features include dramatizations, participation songs by students, new American music, concise reviews, and a Teacher's Manual that ranks as one of the finest text books used in the American school system.

Example: There are school broadcast exhibits, a thorough course in orchestral instruments, rhythm and speed, melody and pitch, harmony and volume, folk song to opera, folk dance to symphony, absolute music, descriptive music, emotional music, and an exhaustive survey of the works of the greatest composers.

Some schools even take students afield to listen to bird melodies as a part of a classroom project coordinated with a symphony.

The Standard School broadcast is heard Thursday mornings, 11:15 to 11:45 a.m., on KHL, KVOE, KFXM, KGB, KKO and KDB, as well as the rest of the stations of the entire Don Lee network, while the Standard Symphony is heard Thursday evenings, 8 to 9 p.m., same stations, same network.

When the orchestra plays from Los Angeles, Henry Svedrosky conducts. When the Symphony Hour is heard from San Francisco, Pierre Monteux conducts the baton, and in Seattle the leader is Nicolai Sokoloff.

Fowl Situation

John Nelson, narrator on the KNX program "Tonight's Best Buys," is hoping some Minah bird owner will list one of the pets for sale within the next week or two. He explains that a regular listener to the program has been waiting for a chance to buy one of the talking blackbirds for months—and all he hears offered are ducks, geese, chickens, canaries, love birds and parrots.

Mountain Lake

You are a bright perfection
When the wind needs no correction.
But oh! When the wind is a child
Your silvered purple is so wild.
ELEANORE RANDALL LAMKIN.
Contests

LISTED below are three other contests reported upon during the past week and offered for participation in by California newspapers.

PROFESSOR QUIZ.

PRIZES: Six of $25 each, plus cases of Velvet tobacco.

ELEMENT: You have but fifteen (5) questions with their answers.

REQUIRED: The Questions and Answers, respectively.

HEAD: KNX, 6:30 p.m., Tuesdays.

MAIL: Professor Quiz, CBS, New York City.

CHRISTMAS DOCTOR.

PRIZES: Two of $10 each. Ten of $1.00 each.

ELEMENT: Vote on Printer's release, or 100 words or less.

REQUIRED: See Element.

HEARD: KNX, 8:30 p.m., Sundays.

MAIL: Philip Morris, 121 Fifth Avenue, New York City.

WHAT'S ON YOUR MIND

PRIZES: Ten of $5.00 each, plus prizes for questions answered in 1,000 hand peanuts, two acts Nelson Encyclopedia.

ELEMENT: Send in question. If accepted, you get $5.00, five more dollars if you answer with a new and original question.

REQUIRED: That each question be accompanied by three (3) empty Planters peanuts or half Frank's cocktail tin.

HEAD: KNX, 7:15 p.m., Thursdays.

MAIL: Printer's Penults, San Francisco, Calif.

---

Pasadena Wedding Chapel

92 South Madison Avenue - Sycamore 3-8760

The Pasadena Wedding Chapel is a most ideal place for weddings and receptions. Accommodates two hundred guests. . . . Beautiful floral decorations, chapel interior, and staff organized, theatrical, and dressing rooms, everything essential for the proper wedding. Rates from $30.00.

Thank you for your Minister if desired. Visit the Chapel anytime, open daily from 9 A.M. to 9 P.M. Reception Lounge with all service, caterers, and finest refreshments, terms according to number of guests. Weddings any hour, day or night, any day of the week. Phone for information.

---

Flying Feet Broadcasts

Patients' open forum direct from Dr. His Foot Clinic

7:30 p.m., KHJ

---

If head noises sound, you'll need more than a "ground"... See Page Nineteen

---

LISTED below are three other contests reported upon during the past week and offered for participation in by California newspapers.

PROFESSOR QUIZ.

PRIZES: Six of $25 each, plus cases of Velvet tobacco.

ELEMENT: You have but fifteen (5) questions with their answers.

REQUIRED: The Questions and Answers, respectively.

HEAD: KNX, 6:30 p.m., Tuesdays.

MAIL: Professor Quiz, CBS, New York City.

CHRISTMAS DOCTOR.

PRIZES: Two of $10 each. Ten of $1.00 each.

ELEMENT: Vote on Printer's release, or 100 words or less.

REQUIRED: See Element.

HEARD: KNX, 8:30 p.m., Sundays.

MAIL: Philip Morris, 121 Fifth Avenue, New York City.

WHAT'S ON YOUR MIND

PRIZES: Ten of $5.00 each, plus prizes for questions answered in 1,000 hand peanuts, two acts Nelson Encyclopedia.

ELEMENT: Send in question. If accepted, you get $5.00, five more dollars if you answer with a new and original question.

REQUIRED: That each question be accompanied by three (3) empty Planters peanuts or half Frank's cocktail tin.

HEAD: KNX, 7:15 p.m., Thursdays.

MAIL: Printer's Penults, San Francisco, Calif.
Most o' them stars is a high-crastic lot. When I went to their houses some of 'em might nigh set the dogs on me. Then one mornin' at 10 o'clock I heered a radio program called "Mirandy's Garden Patch." On KFI it was. Well, I figured gals's path an' mine led right through the same copypatch. She was tellin' when to plant, an' how to keep fer all sorts o' posies an' shrubs an' the like. (My land, I bet that gal loves to scratch in the dirt good as a chicken.)

I knew she warn't no city-bred gal, fer she was too much like a human bein'. There was sich honesty, horse sense an' overflowin' love in her voice, there I set all puddled up in tears. An' I jist bet she's worth her weight in sugar-cured hams to them sponsors o' her'n.

Pappy allus claimed that the secret o' successful hawg callin' was havin' some-sin' in yer voice that convinced the critters ye had jist what they was a'cravin'. That gal Mirandy has got that very thing. She makes a body feel like they jist had to do business with the outfit she's a-braggin' on.

I tore out fer her house like a pullet wantin' to lay a sig. She lives in a little holler in the hills not fur from here. An' her house ain't a-tall big or fine but it's so kivered with climbin' roses, morning-glories an' honeysuckle, an' the yard with its whitewashed rocks an' flowers makes it purty enough to have a calendar pasted underneath.

When I got there, I'll kiss-a pig if'n she warn't down on her knees a-buggin' her plants. But she riz an' come to meet me. 'Peread right proud to see me too, fer she was smilin' like a angel. After I told my name she shook my paw like it was a piano handle an' asked was I kin to Pokey Romer of Chigger Ridge.

I says, "Reckon ye might call us kin .. . I was his own gal." There Mirandy an' me had lived 14 mile apart since we was knee high to a doodle butt an' never met til. We set ourselves down an' she resoomed an' continued the talk. "Happen ye recollect the cuttin' scrape yore Pappy an' my Pappy got into one time an' yore Pappy went home with one yeer a'missin'!"

 Says I, "I shore do, but my Pappy never heft no gregge in yore'ne. He sorter took it as a favor. Whilst it did hurt some fer the long run it saved us money. With jest one yeer, a pair o' yeer-muffs done Pappy two seasons."

I told 'er I was a writer an' the interview begun. First off she told me who her sponsors was. Talbot's Insecticides, Coast Federal Savings and Loan Co., Lyon Van and Storage Co., and Vano Cleaner. (Lawzee, I reckon a heap o' folks would think they was lucky to have one sponsor.)

Then she told how her Ma died an' left a pair o' little younguns, an' Pappy with the rock-in-chief drops. Her first job was with the Beverly Hill-Billies at KMPC. "Peeared like folks took to 'er right off. Pernet she was on KNX on the Hollywoood Barn Dance. An' then to KFI, an' might nigh ever station in town. Then got signed up with NBC on the Gilmore Circus. Was there better two yeer. I fergot to as what she done at the circus. I bein' purty as a paper doll, she might of been a trapeze performer, but with her git-up-an'git I'd judge she was the lion tam-ah.

An' on top o' all her other work, she finds time to make transcriptions fer a (Concluded on Page Twenty-three)
Boy Scout Of Radio

Paul Elkins Does
His Good Deeds to
Win Air Affection

By ALEC GEORGE

PAUL ELKINS is the “Johnny Appleseed” of radio. Like his memorable prototype in America’s early days he wends his way down the west’s air lanes, planting his seeds of good deeds, leaving behind him, in place of tender apple tree shoots, a sense of life’s finer values, of comradeship and cheer for a great many more persons than one need bother to count.

While life may be, admittedly, a screwy adventure at best or worst, depending how tough the breaks have been for you, Paul Elkins has a notion about it that is not quite as nutty as this Old Apple of a world sometimes gives us reason to believe it is.

His notion is that doing a good turn for a guy or a gal is really some sort of seed; not exactly an appleseed from which will grow the little spheroids which, when pressed, emit a hard-ciderly juice to take the edge off trouble, but, nevertheless, a seed out of which will sprout an expanding willingness on the part of people to give the tough-breakers a lift along the seamy road.

Call Paul Elkins a Civic Boy Scout and you’ve tagged him accurately. Good deeds spring like beans from mythical Jack’s beanstalk from his small talk program every Monday afternoon at 3:45, KFWB. The average Boy Scout is a tyro in contrast to our hero. Not one good deed, but several, does he account for every day in the week. He certainly must sleep well nights, with nothing more startling on his conscience than the memory of helping to make the St. Thomas Parish society’s fish-fry a tremendous success by virtue of casual mention of the fish-fry to his increasing afternoon auditors, or suggesting rather warmly that a certain leg-paralyzed newspaper writer might have a decent chance to earn a living if somebody would kick in with a typewriter, or uttering a call to owners of big cars that it would be a swell idea to take a few lonesome souls out for Sunday rides . . .

Well—to pull no punches . . .

She was going to die, was this slip of a dame the cops picked up one afternoon from a downtown street. Nothing really exciting or unusual about a dame dying, even though she was a rather attractive sort of a midge. Lots of people kick the bucket, day in and day out. One more or less didn’t matter, except, perhaps, to the bucket-kicker and whoever might be around with a little love—for him or her.

“T.B.,” said the doctors. “Chance to live if properly cared for. Needs rest, proper diet, freedom from worry.”

Well, a hospital isn’t the most cheerful place in the world, and special diets and attention are always on tap like turning a water faucet and there you are.

Paul Elkins sat down one afternoon before his microphone with his head buzzing with pictures of this little lady, wasting life without hope, certainly skidding to the Great Crossing on a one-way ticket.

Sort of matter-of-fact he told the little gal’s story, said:

“Maybe I’m wrong. Maybe there isn’t anybody listening who really cares a tinker’s damn about a life like this. But folks—maybe there’s somebody listening who might have a stirring of feeling along his backbone, a feeling that would run right on into the heart. Maybe that person would have enough of the good things of this world to be able to spare some of it for a girl like this one. Maybe it’s a shame that God’s sunshine and the right food can only be had with dough, Maybe. Well, anyway, how’s about it, you who can afford to keep this girl where she wants to be—here on this side of the Old River?”

Maybe we’re wasting space telling you what is obvious. There was such a person listening. The kid’s all right now, or beginning to be all right. It’s a caution the way a body’ll put on weight and sick tissues mend when the right provender goes into it.

“Port of Hope,” Paul Elkins calls his program. Out of the Port along the ocean goes Paul Elkins’ good will, his ship. It gathers its cargoes from a thousand and one homes and coastal territories, requests, pleas, responses to air-stated cases requiring help, a cargo of whimsies, desires, dreams and hopes from tiny toddlers to slippin’ smilies and in between.

Mention of little Tommy, whose dog has been run over by an automobile, stuffs Paul’s office with puppies, gifts and cash for Tommy.

Said Paul: “Martha N. is a stranger in L. A. She faces a serious operation. Yearns for a friendly person to give her a bit of courage and a smile.” For Mar-

(Concluded on Page Twenty)
WEDNESDAY PROGRAMS

MARCH 16, 1941

WEDNESDAY PROGRAM HIGHLIGHTS

Morning Programs Appear in Lifestyles Type: Evening Programs in Boldface

Variety
8:05—Johnny Murray, KFY
8:20—Kathy, KFXM
8:15—Between Bookends, KECA-KFSD
8:10—Art Baker, KFY
9:00—Art Baker's Notebook, KFL
1:15—Club Mather, KECA
2:20—Counties of America, KJL
2:15—Lena Ranier, KJLG-KB
2:30—Meet Mr. Meek, KX
3:00—Mr. District Attorney, KFY
Quiz Programs
6:00—Don't Be Pensive, KX
6:00—Quiz Ride, KFY

Outstanding Music
12:00—Luncheon Concert, KEAC
1:00—Symphony, KFY
4:00—Time for Tone, KFY
5:00—Smile Service, KX
6:00—Evening Concert, KEAC
7:00—High Rolls, KX
8:00—Adventures in Rhythm, KJL-KGB
8:10—Philarmonica, KFL
8:15—Jazz Vamps, KFY
9:00—Roulston, KFY
11:00—Crown Annex, KFY

Public Affairs—News
7:00—Bob Garred, KNX
8:05—Kay Kirkwood, KFXC
9:00—Bill L. Fetsch, KBOE-KFXM
9:05—Fulton Lewis, KJL-KVOE
9:10—Frank Blingam, KFY
9:15—Fred Worden, KX
9:20—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
10:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX

12:00—To 12 Noon

12:00—News Break, KFY
12:00—Guiding Light, KFY
12:15—Jeopardy, KFY
12:30—Let's Talk News, RMPC
11:15—Public Affairs, KX

Sports—Comment
11:15—Pro-Figures, KFXM
11:00—Bowling News, KFSD

Weather
KX—6:00
KX—6:15, 7:45
KJL-G—7:00, 9:00

11:00—Ward, KX
11:15—Harman, KX
IF JOAN MERRILL is consistently as good on the air as she is on Bluebird's recording of "Miss Johnson Phoned Again Today," it is no wonder that we must reckon. Miss Merrill is not only tuneful but dramatic. There is a tinge of Judy Garland it seems, in pronunciation and tone character, but the effective delivery obviously indicates her "competing." Being one of the best of the current ballads in conception, lyrics, and even music, there is great hope for its success, particularly among the ladies.

Reverse:

How Did He Look. This recording is as much a novel as a trial of Joan Merrill as "Miss Johnson Phoned Again Today" is a dramatic rendition. This song is sung with much feeling and expression. Like its accompanying title, the orchestral arrangement and arrangement are in good taste with both songstress and song.

ACKNOWLEDGING that music is a universal language, the Eddy Duchin All-Ballads in conception, lyrics, and even music, are among the most popular. There are a few peeks to the ear that Ed Duchin can please everyone. From a popularity standpoint, Mr. Duchin has a great measure of success among hi [sic] listeners, and his very sweet music, a rare harmony among his heterosexual Americans. Here is a soft, easy flowing piano, expertly arranged in a pleasing, moody manner.

Contents:

The Way You Look Tonight, Lover Come Back to Me, Why Do I Love You, Peppermint Paradise, I'm Sorry, Y'know, Yi, Yi, Yi, Yi, Yi for Decca. There is much screaming and shouting in harmony which many people like. Vic Schoen and his orchestra should do well for the Andrews Sisters, which is regrettable, but this ever-popular feminine trio has allowed for less arrangement of "competing," and this be a great thing for the orchestra to show when the entire record is not quite audible.

Reverse:

I'll Be With You in Apple Blossom Time. (From the motion picture, Back Private.) This record was also made by the Andrews Sisters.

—W. MAURICE ISON.
Civic Boy Scouts

(Concluded from Page Seventeen)

tha W. at the hospital; numerous postcards, letters, wires and visitors.

"Made an operation seem like a picnic," she wrote.

Dogs, cats, alligators, white mice, lovebirds, skunks (2), canaries and minnows have found homes through Paul's "Port of Hope." His tip to householders, during a thirsty spell, to wet their shrubs sent local water consumption up over night. He has served as a middleman for listeners desiring an exchange of advice, from marital matters to finding the author of a favorite poem. He has been the go-between in swaps from washing machines to bread recipes.

He wields a Pied Piper power over his listeners.

Sympathetic and enterprising, Elkins doesn't know his own strength. But the radio audience does. His program over KFVB prompts a spontaneous flow of letters and phone calls.

Paul's program is reminiscent of a grab bag. During the course of it he has delivered a humorous comment on coloring salt so it can be made easily on food, has suggested a way to make catsup pour. It has had a request from a son and daughter to locate a lost father; a request for advice on rug-buying; a discussion as to whether women prefer to kiss men with or without mustaches; an offer to exchange beauty treatments for a pair of chintz curtains; the opinion of optical experts concerning bronzettes, red heads and blondes; an offer of four mystery books for some shut-ins to read; a request for the location of a Hindu restaurant; what the eyes of an auto driver do at 45 miles an hour; a request for transportation for a visit to Rancho Los Amigos; a bit of poetry; a request for infant clothes and a baby basket; and a baby offered for adoption.

You might say the guy gets around via the airlines.

Paul's a New Yorker transplanted happily in California, a graduate from the College of the City of New York, has been in radio since 1926, starting on an eastern station with an Orson Welles-ish program, and has done theatrical stock. Explaining his Port of Hope program, he said:

"Just got to wondering one day about how many people don't get the breaks, not because people aren't kind, but because the people who can help don't know the ones who are having tough sledding. I figured they could be brought together."

Well, it was good figuring, as thousands of letters to KFVB are proving.

I was getting up to leave when Elkins stopped me.

"You happen to know of anybody who has a tame deer?" he asked casually.

Just as casually we said: "Yes, there's one in a back yard on Bronson, third house from the corner across from the Le Conte Junior High."

And that's the truth. There is one.

"Thanks," he said, without batting an eye. "I have a request from a group of small fry who want to see one."

When we left him he was making a note of the address.

What's New in Shows?
You'll Find Out on Page 3... Any Week

File Under "Beverages"

IF COFFEE DISAGREES
DRINK

"Ficgo"

The California natural mealtime drink made from finest Barley and selected sun-dried UNSULPHURED Figs. It is rich in Natural fruit sugar, Iron, and other nourishing, wholesome elements.

Do not break off from coffee abruptly if it discomforts you. Try half coffee and half Ficgo from the start and gradually get the Ficgo drinking habit! You'll be surprised how easy it is—and you'll enjoy the appetizing Ficgo flavor as thousands do!

It Has Mild Laxative Effects

Sold by the better markets and health food stores for 15 years. Get a package—in individual bags or "plain"—today.

Marshmallow Ficgo Cream
1/4 lb. marshmallows 1/4 cup hot Ficgo 1 pint of heavy cream, whipped
Cut the marshmallows into small pieces (using scissors dipped in hot water), put into the upper part of double boiler, and dissolve over hot water. Add the hot "Ficgo" stir, and let cool, then fold in the whipped cream. Pile in sherbet glasses and let stand in the refrigerator for several hours. Serve topped with a rosette of whipped cream and garnished with rumberries or cherries. Serves 6.

The children will love the taste of Ficgo—a wholesome hot drink with meals or between meals.

Use only one Level teaspoon per cup. Economical. One package equals 2 of coffee
Radio Life Consumers' Club
Directly by Chef Milani

The Wearing of the Green—Monday is St. Patrick's Day, but that isn’t the only reason why green should predominate this week. Friday is the first day of spring, too, when nature herself starts wearing green. Of course we don’t think much about it out here in California where there’s plenty of green all year round, but it’s nice to know that spring is here anyway, and it won’t hurt to commensurate in some way along with St. Patrick’s Day.

St. Patrick’s Day, of course, is easy on the menu. All you do is fix an Irish or Mulligan stew in a pinch, and there you are, though of course we personally would try something a little more elaborate. As for spring—well, maybe lamb might be nice on the 21st. Lamb begins to frolic when spring is here, so why shouldn’t you have a little frolic in the kitchen with some lamb? Anyway, it’s a thought.

From Our Members—Mrs. Evelyn Frank of Los Angeles suggests: Dipping croquettes, cutlets and even hamburgers in left-over waffle or pancake batter before frying them. Mrs. L. M. Bovee of Culver City: Using water instead of sweet milk in cakes when you want them lighter, or fluffier.

Then we had a lovely letter from a Mrs. Marshick, also of Los Angeles. It didn’t give any food hints, but it was so beautiful, we feel compelled to quote it in part. She speaks of memories of Southern Europe and says, “I remember so well a dish of tiny fish, ‘cento in bocca’, fried in olive oil on a little charcoal stove and how delicious they were! And wild asparagus, gathered on the hills, and chicken risotto, and so many other beautiful things besides food: The wonderfully blue ocean, the glorious hills and happy, singing people.”

Thank you Mrs. Marshick for the poetry of your thoughts. Food was ever meant to be accompanied by other delights. “Cento in bocca,” by the way, means a hundred in a mouthful.

Is There Any Nourishment in Coffee?—The answer is, “No.” Coffee is a stimulant: not a food. However, there are coffee substitutes that do have food value, and probably the most outstanding of these is Fiego. Fiego is made from the finest selected barley and sun dried, unspiluiered California figs, and in addition to having nourishing properties it also serves as a mild laxative. You’ll find Fiego conveniently packed in individual bags for making one or two cups as you do with coffee, and for something really worthwhile and different in the way of a meal-time drink, it just can’t be beat.

This Week, Soufflé—Soufflattery, or How to Flatter a Soufflé—It makes them very happy to be baked with the dish standing in hot water for instance, and most of them like to enjoy a white sauce foundation. With a cheese soufflé the egg white should of course be
folded in after melting the cheese, but before the actual baking begins.

All soufflés usually call for about half an hour in the oven at 375
degrees, and don’t forget that business about surrounding them with
water or you may make them mad. A soufflé is a sort of broody
creature and likes to feel the isolation of a Krakatoa when its tem-
perature rises.

**COOKING ADVENTURES—**A cooking adventure is a kind of
culinary experiment. It must never be performed recklessly, but with
a certain amount of discretion and a little epicurean inspiration. One
way to enjoy such adventures of course, is with wine. Wine can
give a dish a sort of aristocratic quality that places it in a kind of
gauging class in the beau monde. Try preparing a fish or meat sauce
with wine some time, remembering that the wine should be dry and
that for fish it should also be white.

Then there’s adventure in having a little sweet wine in deserts,
and all soufflés are possible when the menu includes foods of
wine, or cooked with wine, or when brandy is poured over them and
touched with a flame. We leave the variation of all such good vintage
ideas up to you and wish you all kinds of adventurous luck with them.

However, a final suggestion: When you decide on wine cookery,
decide on it with Royal Feast wines, a brand especially qualified to
make your culinary dreams come true, and for an especially glor-
ious repast, we recommend that you serve Royal Feast wines with
your dinners as well as in them.

**Chef Milian’s Famous Soufflé Recipes**

Recipe for Soufflé with Raspberries

7 ounces stiff raspberry jelly
5 egg whites
2 ounces granulated sugar

Place the raspberry jelly in a small basin and mix slowly in with
the powdered sugar, so as to obtain a consistent preparation, then
put on the flame and stir briskly, skimming it off in one after another, and
whisk for 20 minutes. When this is frothy and firm, pour it into a sou-
fittle pan for 40 minutes in a very slack oven. Five minutes
before removing the soufflé from the oven glaze it with sugar.
Set it on a large platter and cover with a large hot dish cover,
serve immediately.

Recipe for Soufflé Creamy with Cheese

12 egg yolks
1% pounds butter
1% table spoons whipping cream
1 pinch nutmeg

Place the egg yolks into a saucepan, heat them with partly melted
butter. Season with pepper and nutmeg, then stir preparation on a
slow fire, the same as a cream, so that it thickens, constantly stir,
without letting it boil. When done remove from the fire and stir
in grated Swiss cheese. (The preparation should be mellow.) Then
add to it first beaten egg whites, fold thoroughly but gently
and then the 3 table spoons of whipped cream. Pour this prepara-
tion into a soufflè pan. Lay on a baking sheet, and bake it for 25
minutes in an oven at 375 degrees and serve at once.

Recipe for Soufflé with Swiss Cheese

¾ pound flour
1% pounds butter
1% tables spoons sugar
2 eggs
1% pinches pepper

Put the flour into a saucepan with 2 ounces of butter, 5 ounces of
cream cheese, and a pinch of pepper and the sugar. Dilute slowly
with the milk, then after the preparation has thickened, add 2 more
ounces of butter, and the eggs, see to it that the curd is
on a slow fire until it detaches from the saucepan. Then re-
melt and let get partly cold. Now add 2 more ounces of butter,
and put into a soufflè pan, pan it on a small platter, place in oven and bake
for 20 minutes at 375 degrees.

Chef Milian’s Super-Economical

**"Dinner for Four, A Dollar, No More"**

The menus on this page stress simple, wholesome meals for
four people, and can each be prepared for a total of $1.
The cost of each is checked weekly in Radio Life Markets.

**CHEF MILIAN’S DOLLAR (FOR 4) DINNER No. 1**

Eggs Jardiniere
Spaghetti with sauce
Baked potatoes
Avocado pear salad with French dressing
Bread and butter
Gelatine
Coffee

Recipe for Eggs Jardiniere

8 eggs
1 No. 2½ can tomatoes
1 onion
1% teaspoons Seasonettes
1 clove garlic
4 tablespoons butter

Mix onion and 2 cloves of garlic very fine, try in 4 tablespoons
of butter, in a large thick skillet. When onion and garlic get nice
and golden, pour contents of No. 2½ can of tomatoes in and let
simmer for 1½ hour. Sprinkle 1½ teaspoons of Seasonettes on, and
add 1 pound of peas. Cook for another 15 minutes. Then very
gently drop 8 eggs in the sauce. Cover the skillet and let cook
until the albumen of the eggs gets nice and white.

**CHEF MILIAN’S DOLLAR (FOR 4) DINNER No. 2**

Baked sea bass with mushroom sauce
Boiled potatoes with butter sauce
New carrots jardinerie
Asparagus salad with mayonnaise
Butter and bread
Butterscotch pudding

Recipe for Baked Sea Bass with Mushroom Sauce

2 pounds Mexican sea bass
1% tablespoons Seasonettes
1 can Superio mushroom sauce
2 tablespoons of butter

Place 2 pounds of sliced Mexican sea bass in a heating pan, sprinkle
with 1½ tablespoons of Seasonettes. Melt 2 tablespoons of butter and
pour over the sea bass. Then open a can of Superio mushroom sauce
and pour over the fish. Place in a preheated oven at 350 degrees.
Let fish bake for 30 minutes.

**CHEF MILIAN’S DOLLAR (FOR 4) DINNER No. 3**

Polenta a la Montagnole
Pork sausage a la Nola
Shredded carrot salad with mayonnaise
Bread and butter
Signet pears
Coffee

Recipe for Polenta a la Montagnole

4 teaspoons Seasonettes
3 slices O’Fishand bacon
1 No. 2½ can solid packed tomatoes
1% cups Parmesan cheese
1% pound yellow corn meal
4 tablespoons butter

Mix 1 pound of pork sausage with 4 slices of soaked and squeezed
bread, and season with 2 teaspoons of Seasonettes. Form into 4 even
flat cakes. Fry with 3 slices of bacon, when brown on both sides
remove from frying pan. Then fry 1 chopped onion and 2 cloves
of garlic in the bacon fat. When onions and garlic get to a golden
color put in contents of No. 2½ can of tomatoes. When tomatoes
come to a boil add the 4 meat cakes, and let simmer for 2 hours.
Then put 2½ cups of water into a saucepan, add 2 more teaspoons
of Seasonettes, and 4 tablespoons of butter. When boiling, stir in
1% pound of yellow corn meal with a wooden spoon. When corn-
meal gets thick let simmer for 30 minutes until smooth. When
done put polenta in a platter, cover with sauce that you have made
from tomatoes and meat cakes. Sprinkle with cheese and serve.
NEWS BROADCASTS

NOTE: Figures in parentheses following call letter and announcers are frequencies in kilocycles, and correspond to the numbers on your radio dial.

6:45 A.M. KFI (Lawton) for Me.
7:00 A.M. KGFJ (Watson) (1280) M. thru Sa.

7:45 A.M. KFI (Hayes) (600) M. thru Sa.
8:00 A.M. KFJ (Watson) (1280) M. thru Sa.
8:05 A.M. KFI (Hayes) (600) M. thru Sa.
8:15 A.M. KFI (Watson) (1280) M. thru Sa.
8:30 A.M. KFJ (Watson) (1280) M. thru Sa.
9:00 A.M. KFI (Hayes) (600) M. thru Sa.
9:30 A.M. KFI (Hayes) (600) M. thru Sa.
10:00 A.M. KFJ (Watson) (1280) M. thru Sa.
10:15 A.M. KFI (Hayes) (600) M. thru Sa.
10:30 A.M. KFJ (Watson) (1280) M. thru Sa.
11:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
11:30 A.M. KFI (Hayes) (600) M. thru Sa.
12:00 Noon KFJ (Hunter) (1290) M. thru Sa.
12:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
12:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
1:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
1:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
2:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
3:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
4:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
5:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
9:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
10:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
11:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
12:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
12:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
1:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
1:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
2:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
3:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
4:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
5:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
6:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
6:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
6:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
7:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
7:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
7:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
8:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
8:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
8:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
9:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
9:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
9:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
10:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
10:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
10:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
11:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
11:15 A.M. KFJ (Hunter) (1290) M. thru Sa.
11:30 A.M. KFJ (Hunter) (1290) M. thru Sa.
12:00 Noon KFJ (Hunter) (1290) M. thru Sa.
12:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
12:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
1:00 A.M. KFJ (Hunter) (1290) M. thru Sa.
1:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
2:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
3:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
4:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
5:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
6:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
7:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
8:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
9:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
9:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
9:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
10:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
10:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
10:30 P.M. KFJ (Hunter) (1290) M. thru Sa.
11:00 P.M. KFJ (Hunter) (1290) M. thru Sa.
11:15 P.M. KFJ (Hunter) (1290) M. thru Sa.
11:30 P.M. KFJ (Hunter) (1290) M. thru Sa.

Her Royal Highness

(continued from Page Sixteen)

cosmetic company back east some's. She's worked a heap in movin' pitchers, too. One was with "Bob Burns' bazzooka" called "She'll Be Comin' Round the Mountain." I dis-remember the others.

Our talk drifted back to gardenin' an' I axed if'n she'd ever warn folks about plantin' when the moon was right. She shook her head—sad like—an' said she doesn't for fear somebody'd write in an' say she was lackin' in the head. Ain't town folks ignorant?

No longer ago than last summer Mirandy said she planted pumpkins on a hillside when the moon was full an' they grew so big one of 'em broke loose an' kept a yearlin' shout.

I hope she'll say agin sometime... an' as Mirandy says on her programs, "God love ye all—an' fayre ye well!"

Eddie Albright says:

THROFFTY Presents INSIDE THE NEWS

with JOSE RODRIGUEZ and SID SUTHERLAND

KFI 10:30 P.M. Nightsly Except Saturday

SWOPPERS' MARKET

All advertisements in this department are placed at $3.00 per word (words to a line), cash with order, to Radio Life, 1039 West Washington Boulevard, Deadline for inclusion in issue of following week is Friday noon of each week.

Add your name to our mailing list for free advertising.

MERCURY Candid Speed Camera. $2.50. Cost $30. Want $10. 3243 Stratford, L. A.

OUTDOOR AVIARY for Boston female. R1. 2078.

WANT either color or string base. Will swap for? buy. Edsall, 131 W. 5th St.

DEPENDABLE phone and mail service. Miss Stuart, FA. 1641.

FACTORY-blimished releases, $2.85. 6:00-16's. 10,000 mi. guar. Thousands of satisfied customers. Fred E. Small, Colorado & Lincoln, 1115 W. 6th St.

MOVING PICTURE projector with case. SumBell and Howell, new model black and chrome finish, Cost $165. used less than 15 hours. Sell for $75 cash. Mr. Syoter, Days, TU.

Thursday Program Highlights

MORNING PROGRAMS

VARIETY

8 a.m. - 9 a.m.
KFI - 8, A Merry Christmas. 8:15, Harry James. 8:30, Bing Crosby. 8:45, Nat King Cole. 9:15, Dinah Shore.

9 a.m. - 10 a.m.
KFI - 9, A Christmas Carol. 9:15, Bing Crosby. 9:30, Nat King Cole. 9:45, Nat King Cole. 10:15, Harry James.

OUTSTANDING MUSIC

11 a.m. - 12 noon
KFI - 10, Movie Themes. 11:15, Kay Kyser. 11:30, Harry James. 11:45, Nat King Cole.

12 noon - 1 p.m.
KFI - 11, Music of the Day. 12:15, Bing Crosby. 12:30, Nat King Cole. 12:45, Harry James.

Drama

9:30 - 10 a.m.
KFI - 10, A Christmas Carol. 9:45, Harry James. 10:15, Bing Crosby.

10 a.m. - 11 a.m.
KFI - 11, Music of the Day. 10:15, Bing Crosby. 10:30, Nat King Cole. 10:45, Harry James.

Quiz Programs

8 a.m. - 9 a.m.
KFI - 8, Who's Who Quiz. 8:15, Harry James. 8:30, Bing Crosby. 8:45, Nat King Cole.

9 a.m. - 10 a.m.
KFI - 9, A Christmas Carol. 9:15, Bing Crosby. 9:30, Nat King Cole. 9:45, Harry James.

Sports-Comment

11 a.m. - 12 noon
KFI - 10, A Christmas Carol. 11:15, Kay Kyser. 11:30, Harry James. 11:45, Nat King Cole.

12 noon - 1 p.m.
KFI - 11, Music of the Day. 12:15, Bing Crosby. 12:30, Nat King Cole. 12:45, Harry James.

Weather

KFI - 12, A Christmas Carol. 12:15, Kay Kyser. 12:30, Harry James. 12:45, Nat King Cole.
**STYLE SLANTS**

by MARTIN BERENS

THAT first swell, sunny day we had in the city, "up-and-coming blonde singer" of KFMB, appeared at the station in a combination play dress and play suit. She said she was going to put a hex button on the sleeves by reminding the listeners that we're a-waitin'. If old Sol refuses to be loved an invitation as Carol's, he must be crazy and a menace, floating around up there.

The outfit she wore was in soft rayon jersey and gave the effect of a soft sport dress. The top was in wide jockey stripes of two shades of blue, royal and powder, running up and down, and was collarless. It had a deep yoke and the material, gathered all around below the yoke, hung in soft gathers. Shoulders were plain but the sleeve was peeked away up, falling to a sporty cuff. The skirt was in all-solid color powder blue, with a wide waist band, and the material again gathered all the way around, giving a soft, full effect. It buttoned all the way up the front and was of knee length, which this year's style is to wear. A removable belt in stripe was at the waist.

Miss Knight, who is the singing star of "Out of the Hat," Sunday at 6 p.m.: "Song Stories," Tuesday and Thursday evenings, and "Americana," on Monday, Wednesday and Friday at 3:30, is about 5 feet 4 inches tall and a very lovely blonde. The jersey, which is a clingable fabric, skirted her on her and I think, will be one of the most successful play-wear fabrics of the year.

When the skirt was unbuttoned and removed the play suit was revealed. This was in one piece, attached to the jockey-striped top and was in the form of a short, very full skirt with tight shorts underneath. This, too, was in solid-color powder blue, and the top and bottom was broken by removing the belt from the full-length skirt and wearing it as part of the play suit.

When buying your own early sportswear, regardless of whether it's in jersey, cotton, seersucker or denim, or other play fabrics, be sure to coordinate play dress and play suit. You'll get so much more wear out of it than from just a plain play suit, as it's suitable for almost any occasion during the summer.

Style Slants, with Martin Berens, is on KFMC Tuesday and Thursday at 11:45 a.m.

**RADIO LIFE**

**PAGE 27**

**FRIDAY LOGS**

Broadway Anniversary

Hollywood's famous department store, The Broadway-Hollywood, on the world-famous Hollywood and Vine corner, will use a concert radio campaign over Warner Bros.' KFWB to herald the event of its 10th anniversary.

**RADIO LIFE, BEST RADIO BET**

**STYLE SLANTS**

by MARTIN BERENS

"That first swell, sunny day we had in the city, "up-and-coming blonde singer" of KFMB, appeared at the station in a combination play dress and play suit. She said she was going to put a hex button on the sleeves by reminding the listeners that we're a-waitin'. If old Sol refuses to be loved an invitation as Carol's, he must be crazy and a menace, floating around up there.

The outfit she wore was in soft rayon jersey and gave the effect of a soft sport dress. The top was in wide jockey stripes of two shades of blue, royal and powder, running up and down, and was collarless. It had a deep yoke and the material, gathered all around below the yoke, hung in soft gathers. Shoulders were plain but the sleeve was peeked away up, falling to a sporty cuff. The skirt was in all-solid color powder blue, with a wide waist band, and the material again gathered all the way around, giving a soft, full effect. It buttoned all the way up the front and was of knee length, which this year's style is to wear. A removable belt in stripe was at the waist.

Miss Knight, who is the singing star of "Out of the Hat," Sunday at 6 p.m.: "Song Stories," Tuesday and Thursday evenings, and "Americana," on Monday, Wednesday and Friday at 3:30, is about 5 feet 4 inches tall and a very lovely blonde. The jersey, which is a clingable fabric, skirted her on her and I think, will be one of the most successful play-wear fabrics of the year.

When the skirt was unbuttoned and removed the play suit was revealed. This was in one piece, attached to the jockey-striped top and was in the form of a short, very full skirt with tight shorts underneath. This, too, was in solid-color powder blue, and the top and bottom was broken by removing the belt from the full-length skirt and wearing it as part of the play suit.

When buying your own early sportswear, regardless of whether it's in jersey, cotton, seersucker or denim, or other play fabrics, be sure to coordinate play dress and play suit. You'll get so much more wear out of it than from just a plain play suit, as it's suitable for almost any occasion during the summer.

Style Slants, with Martin Berens, is on KFMC Tuesday and Thursday at 11:45 a.m.

**RADIO LIFE, BEST RADIO BET**
Radio's next step will be to dicker with the musicians. Even now the department of justice is preparing a strong case against ASCAP (American Society of Composers, Authors, and Publishers), which the American Federation of Musicians, who is a virtual dictator of the musicians' realm. We hold no brief for either in the case of ASCAP and we feel merit in the case of many of those who have aroused the ire of broadcasters who are getting tired of paying through the nose without recourse.

In Chicago, all stations must have a man standing by the machine that plays records. It is this man's sole duty to turn the record over and put the needle in the track. The engineer sits idly by whistling to himself. Does such sound like democracy? Or does it sound like a racketeer at work?

Such an asinine ruling is being planned for Los Angeles. Radio will fight such a move, of course. Should the agitators who plan the ruling wish to bring their racket into the open, Radio will present it to the American people. There is a strong possibility listeners will have music available but nobody to play it for them.

SMITHEREENS: Alec Templeton will be in Hollywood for approximately seven weeks. That makes at least seven weeks of assured sunshine for rain-beaten Southern California! "This Was My Inspiration," the new series of dramatic programs on KFI each Sunday night at 9:30. They're sooooplooper. Could it be that the Barrymore boys, John and Lionel, are building up a terrific air duel? Rudy Vallee's making a movie with Rosemary Lane, the Casa Loma orchestra, Brenda and Cobin (from the Hopkins local Six Hits and a Miss. Sounds like it ought to be okay with a cast like that. Too bad we don't have a local release for Hedda Hopper's CBS program, sponsored by the Southern California citrus industry. From what we've been able to gather, the program's a honey.

Both the ASCAP battle and the upcoming "understanding" with the musicians have long been sore spots with the broadcasters, but until this time they haven't been unified to a point where they could strike back. These are interesting times for listeners and broadcasters alike.
THE PROGRAM FINDER

Note: All alphabetical listings below 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 listeners to these interesting programs which offer cash, merchandise, trips, and an almost innumerable variety of rewards for original thinking.

1 Want a Divorce
KVOE, 8:30 P.M.

2 Information Please
KFI, 2:50 P.M.

3 Ingenuity of the West
KFBK, 8:30 P.M.

4 Inner Sanctum Mystery
KECA, 8:00 P.M.

5 The Big Mystery
KXJQ, 9:00 P.M.

6 Inside Sports
KJH, KGB, KVOE, KFXM, 6:00 P.M.

7 Joe and Mabel
KJH, KGB, KVOE, 1:30 P.M.

8 Johnny Presents
KJH, KGB, KVOE, 8:30 P.M.

9 Johnny's other Wife
KECA, KFSO, 12:30 P.M.

10 Johnson Family
KJH, KGB, KVOE, 1:30 P.M.

11 Jordan, Ved
KJH, KGB, KVOE, 8:30 P.M.

12 Just Plain Bill
KECA, 10:45 P.M.

13 Katzenhoven, H. V. . .
KFI, 4:15 P.M.

14 Keep Fit to Music
KJK, 9:00 M.

15 Kip's Quizzaro
KNS, 4:00 M.

16 Knickerbocker Playhouse
KJH, KGB, KVOE, 8:30 P.M.

17 Kraft Music Hall
KVOE, 11:15 A.M.

18 Kyser, Kay...
KFI, 7:00 W.

19 Lampinghill
KHJ, 4:45 P.M.

20 Laugh 'n Swing Club
KJH, KGB, KVOE, 8:30 P.M.

21 Laws & Lawyers
KJH, KGB, KVOE, 10:15 M.

22 Lawton, Fleetwood
Mehl'shan's: KJH, 5:00 W.

23 Let's Play Bridge
KJH, KGB, KVOE, 2:45 M.

24 Let's Pretend
KNS, 10:00 M.

25 Lebanon, Talk Show
KNS, 8:00 M.

26 Lewis, Fulton
KHJ, KGB, KVOE, 2:45 M.

27 Library Chamber Concert
KECA, 8:15 M.

28 Life Can be Beautiful
KNS, 10:00 M.

29 Little Cottage
KMSF, 6:00 A.M.

30 Lindsay, Fred
KJH, KGB, KVOE, 3:15 M.

31 Lorne Jane
KNS, 2:00 A.M.

32 Love's Money
KJH, KGB, KVOE, 7:30 M.

33 Luncheon at Waterfront
KJH, KGB, KVOE, 10:15 A.M.

34 Lamberton Concert
KFSO, KECA, 10:15 A.M.

35 Luttrell, Fred
KJH, KGB, KVOE, 10:45 M.

36 Mack, John
MCT, 10:45 M.

37 MacInnes, Mary
KNS, 8:00 M.

38 Martin, Mary
KNS, 8:00 M.

39 Martyn, Tony
KFI, 8:00 W.

40 Masterworks
KNS, 10:30 M.

41 Match, Coffee Time
KNS, 6:00 M.

42 McCarthy, Charlie
KNS, 5:30 M.

43 Melody Hour
KFL, 10:00 M.

44 Melody Hour
KFL, 10:00 M.

45 Memory Lane
KNS, 8:00 M.

46 Metropolitan Auditions
KNS, 6:00 M.

47 Memories in Melody
KMSF, 6:00 M.

48 Memory Lane
KNS, 8:00 M.

49 Mix, Tom
KCA, 1:15 M.

50 Miller, Glenn
KNS, 7:45 P.M.

51 Surfboard, Eddie
KNS, 6:30 M.

52 Miss Janet
KNS, 6:30 M.

53 Mister District Attorney
KJH, KGB, KVOE, 9:00 W.

54 Moby Dick
KECA, KFBK, KVOE, 8:00 W.

55 Moody, Andy
KNS, 8:00 M.

56 Moody, Sonny
KNS, 8:00 M.

57 Moody, Sonny
KNS, 8:00 M.

58 Moody, Sonny
KNS, 8:00 M.

59 Moody, Sonny
KNS, 8:00 M.

60 Moody, Sonny
KNS, 8:00 M.
$\text{Recommended Radio Services}$

**Hollywood-West Wilshire**
Hollywood's Largest Exclusive Radio and Service Store.
Guaranteed Factory Service

Radio Specialists, Inc.
453 No. Fairfax
Pleasant of Plenty

**YORK 5201**
**ARIZ. 30968**

---

**WILSHIRE-WESTLAKE CENTRAL LOS ANGELES**

**50c HOME SERVICE CALL**
Includes Minor Adjustments

**DRIVE-IN**
Auto Radio Service
EARL'S RADIO & TELEVISION SERVICE CO.
740 S. HOOVER
15 Years Reliable Service in L. A.
Federal 1714

---

**HUNTINGTON PARK SOUTHEAST LOS ANGELES**

**HOME RADIO SERVICE CALLS 50c**
Includes Minor Adjustments, Radio Lensed
While Years Is Being Repaired.
Distor and Largest Radio Company in the CITY.
COMPLETE STOCK PARTS AND TUBES.
Discount in Americans and Service Men.

**MAC'S RADIO CO.**
6215 PACIFIC BLVD.
JE. 7488

---

**Checkered Career**

Don Prindle, head gag writer for "Al Pearse and His Gang" on CBS, likes to boast of a "checkered career." Don wanted to be a doctor. His family hoped he'd be a lawyer. So Don studied to be a chiropractor, then in turn became a singer and actor, and finally a gag writer. And Prindle says what he really wants to do is write "a good American tragedy."

---

**Musical Tapes**
KFAI 7:30 p.m. M. Tu., Th. F.
Kfib 7:30 p.m. M. Tu., Th. F.
Kfib 7:30 p.m. M. Tu., Th. F.
Munson, The RECA, 10 a.m. M.-F.
National Playhouse KFAI, 9:30 a.m. Tu., Th.
Myrd and Mark KKN, 11:15 p.m. M.
Nagel, Conrad KNN, 15 a.m. Su.
National Barn Dance KFA, 6 a.m. Su.
National Yeppers KBT, 7 a.m. Su.
New York Philharmonic KN, 12 a.m. Su.
New World Symphony KN, 8:15 a.m. M-F.

---

**Recommended Radio Services**

**South & Southwest L. A.**
CARLTON RADIO and APPLIANCE CO.
5418 So. Western Ave.
AXminster 1-9746

**DRIVE-IN SERVICE**
For Auto Radios

**HOME SERVICE**
All Work Guaranteed
Wheat Nuts, The All-Family Cereal, Is Here!

Your grocer now has Wheat Nuts, the new kind of cereal, which contains the life germ of the wheat. By a special milling process part of the starch content, as well as the indigestible bran, has been removed. As a result you get the delicious flavor of the wheat germ—the part in which is concentrated the rich health-giving vitamins and minerals. Through this patented new milling process, Wheat Nuts retain the ingredients usually lost in the old-fashioned milling process. Ask your grocer for Wheat Nuts today. Taste the difference.