COMEDIES TO RULE WEST’S RADIO LANES
BERGEN RETURNS WITH CHARLIE
ALL CONTESTS IN THIS ISSUE

NEW FALL RADIO SHOWS
ORSON WELLES
Back on CBS Sept 15

September 7-13, 1941

NEWS BROADCASTS LISTED HOURLY!
COMPLETE DAILY LOGS, HIGHLIGHTS
Winston Churchill's Radio Talk did not, to our mind, add anything new to the solution of world problems, nor, for that matter, did it take anything away. What he said echoed strangely from 1919 and the idealistic tragedy that was the end of the efforts of our beloved War President, Woodrow Wilson. Eight points or Fourteen are of no consequence if first they do not reside in the heart that may demonstrate love for humanity.

But, it set us thinking—and if our thinking seems miraculous to those of our esteemed readers who sharply and volubly at times take us to task—please be merciful in judgment on what is to follow:

What we thought: Our country is earth's only real democracy. What the ideal is inspired of our founding sires, has been the leaven in the institutions we have founded, in the way of our life, our dream of the future. It goes without saying that we are great in our heterogeneous giantism. Sprawled from one magnificent ocean to the other, from piney woods north to cotton blossoms south, we have set our feet and worked out a pattern for humanity. We think it is a good pattern—the best so far evolved—for the rest of the world. We think, also, it is a better pattern than has yet come out of Europe with its lethal intrigues, its class politics and pseudo-democratic rights to rule. We have had sons emerge on this land we have built. These sons, including our current War President, Franklin Delano Roosevelt, are products of our democratic process. Scanning the meaning of democracy we find it to mean: a way of life and of being that accords to each and every one their just share in the privileges they have in common, peace and a consistent goodwill and a will to do better for all who are of us.

And we thought: Bitter though the contingency of war may be, sadly though we contemplate its urgency, there is this to say: No true son of our democracy will betray us. And there is no record in our history that those we have chosen to leadership over our destiny have betrayed us. Sharp may be our disagreement with Roosevelt or loud our praise, bitter our damnation of Lindbergh and Wheeler or warm their place in our hearts—this much shall still be true: President Roosevelt is a product of Democracy. He is one of its sons—how great only the future may disclose—but son he is. It is not within compass of conceivable that such a son would betray the brethren who, with him, have earnestly wished good for America, and for the world, as we of a democracy understand what is good. Franklin Delano Roosevelt is our leader, deserves our trust and support on these simple premises. Whatever is to be our role in the world to come, may we not be sure that it will be one developed, strongly and resolutely, out of the crucible of our maturity as a society of men and women that looks out upon life and the future as mediums of good agency.

While we are on the subject of Democracy, it might not be amiss to point out one of the pitfalls into which fell a Polish immigrant. The immigrant was a guest of an American air-quiz and was asked by the quiz-master: "What do the letters 'R. F. D.' stand for as an American public service?" The quiz-master saw an eager light in the eyes of the immigrant and graciously pointed to him and said: "Mr. Podoloski?" And Mr. Podoloski, the buttons on his vest strained against a chest swelled with pride beamed: "Ranklin Pelano Doosvelt," and sat down while the audience hilariously contemplated this addition to American Incepibism.

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**SEPTEMBER 7, 1941**

**On and Off the Beam**

**Radio Life in NEW YORK**

NEW YORK CITY: There were about 1200 disappointed radio fans at the CBS Radio Playhouse on 45th Street to see the "We the People" broadcast on a recent Tuesday night. The show was put on from Port Dix but someone forgot and the usual 1200 tickets were sent out for the New York studio. The guests heard the program via loud speakers—though not more than about 75 remained for the full half hour...Garson Kanin has been in town on furlough and telling the radio pals made during the filming of "Citizen Kane" all about army life. Some of the boys' will be soldiers themselves before long, so they're mightily interested in knowing what's what...Now that Marion Hut-}

**Radio Life in NEW YORK**

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**Jay Kaye**

--Jay Kaye

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### Comedy Rules Winter Air

**LAST WEEK,** with air-returning programs nearly all established for the fall and winter season, sponsors and producers in the aggregate had decided on one thing: A turbulent world, caught between the twin devils of impending post-war depressions and war itself, has need of laughter.

That comedians would rule radio roosts for the 1941-42 season is foregone conclusion. At first timorously staying at the indifferent necessity of advertising wares, raw materials for which might not be available in sufficient quantities, time-buying manufacturers in face of network reports of increased time-sales, aligned themselves in their most successful selling manner.

As Radio Life last-minute developments were these highlights: Frank Fay, veteran vaudevillian heard before on Rudy Vallee's show, heads his own program Oct. 4th to follow the Vallee program. Bob Burns has his own program commencing September 10th on CBS. Similarly, Hal "Gildersleeve" Peary has cut himself out of the Fibber McGee and Molly program, now heads his own comedy show called "The Great Gildersleeve," which first aired August 31st.

Burns and Allen have been recalled for a new series and Ramon Sherman, whose "Hap Hazard" was a summer fill-in for Fibber and Molly, gained a new lease on radio life when sponsors decided to bankroll him on a second program. Zanize Abbott and Costello will continue on the Edgar Bergen show when he and his dummy return September 7th.

Into step Mutual fell, turning up with one of its own, a program featuring comedian Milton Berle, dramatist Charles Laughton. Further evidence of the trend John Bartermore's contract has been renewed on Rudy Vallee's Thursday evening program, indications that the network will continue to be on broad comedy; moreover, guest stars already booked include top film comedians.

Ed East, rotund master-of-ceremonies of last season's "Ask It Basket" and "Spotlight" programs, received three requests for auditions in one day. Col. Stoopnagle is similarly busy. East also is making several new sponsors to his early morning "Breakfast in Bedlam" program, aired locally in New York.

Finally, all old favorites will be back: Jack Benny, Fred Allen, Al Pearse, Fibber McGee and Molly, Eddie Cantor, Fanny Brice and Frank Morgan, Bob Hope and Jerry Colonna. In addition, Phil Baker, Walter D'Oeche, and Ed Wynn may be heard.

Below are NBC programs, old and new, that are coming or have come back to the air, and the times of airing. Noted times may change but the editors will announce changes in time to prevent annoyance whenever possible.

#### September 1
- The Great Gildersleeve, Sundays, 7:30 p.m., KFI.
- September 3, Time To Smile, Wednesdays, 8 p.m., KFI.
- September 4, Maxwell House Coffee Time, Thursdays, 7:30 p.m., KFI.
- September 5, Chase and Sanborn Show, Sundays, 4 p.m., KFXM.
- September 8, That Brewer Boy, Mondays, 5:30 p.m., KFI.
- September 23, Pepsodent Show starring Bob Hope, Tuesdays, 6 p.m., KFI.
- September 28, Eleanor Roosevelt, comments, 4:30 p.m., KECA.
- September 28, Edmund Lowe and Victor McLaglen in serialization of "Wint Price Glory," 4:30 p.m., KECA.
- September 30, Treasury Hear (shifts from CBS), 5 p.m., KFI.
- October 5, Fibber and Molly, 6:30 p.m., KFI.
- October 5, Jells show starring Jack Benny, Sundays, 4 p.m., KFI.
- October 5, Tony Wons Radio Scrapbook, Sundays, 11:15 p.m., KECA.
- October 5, Adventures of Sherlock Holmes, Sundays, 7:30 p.m., KFI.
- October 6, The Westerners, Mondays, Wednesdays, Fridays, 7:30 p.m., KFI.
- October 6, Krackerbocker Playhouse, Saturdays, 7:30 p.m., KFI.
- October 7, Burns & Allen, 4:30 p.m., KFI.
- October 15, "Fap Hazard" with Ramon Sherman (time to come), KFI.
- October 16, America's Town Meeting of the Air, 6:30 p.m., KECA.
- October 19, Metropolitan Opera Auditions, 2 p.m., KFI.
- October 20, Bing Crosby returns to Music Hall, 6 p.m., KFI.
- October 23, Comedian Frank Fay in
A view at Pomona Fair grounds, where Los Angeles County annually draws from the State the best in agricultural, industrial, mechanical exhibits of California’s prowess.

ROMANCE of the RANCHOS

A thrilling new radio program the whole family will enjoy. Gripping, dramatic, yet historically accurate...human interest stories that re-create the romance and adventure behind the development of Southern California from the earliest Spanish days.

SEPTEMBER 7, RANCHO SAN RAFAEL
...the land where now are located Glendale, Garvanza, Eagle Rock, part of Flintridge, Highland Park and Occidental College. Watch for the broadcast of your community’s story.

Sponsored by:

TITLE INSURANCE AND TRUST COMPANY
LOS ANGELES

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various events:

- **Every Sunday—KNX—6:30 P.M.**
  - **ROMANCE of the RANCHOS**
  - **THE LAND WHERE NOW ARE LOCATED**
  - **GRIFFING, DRAMATIC, YET HISTORICALLY ACCURATE...HUMAN INTEREST STORIES THAT RE-CREATE THE ROMANCE AND ADVENTURE BEHIND THE DEVELOPMENT OF SOUTHERN CALIFORNIA FROM THE EARLIEST SPANISH DAYS.**

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SEPTEMBER 7, 1941

**COUNTRY FAIR:** Proud are Southern Californians of their greatest of County Fairs, that held annually in Pomona, to be held this year from September 12 to 28 in modernized display of the State and County’s industrial, business, agric-

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**AGAINST THE FLOOD:** Difficult among problems faced by engineers of the nation is that of flood control. Annually throughout the land rampaging rivers pound against fragile banks, raise flood crests above shorelines, sweep in over countryside to devastate priceless arable acres, ruin homes, add to life losses by this and other hazards of nature on the wild-loose.

Sensing that flood control is not completely an engineering problem, but also one of awakened sentiment leading to civic pressures to give engineers money and authority to do their good works, radio last week was reported doing its part.

Months ago Margaret Lether and Ann Daly, writers of the “Bess Johnson” radio script, unconsciously plotted a flood control theme, first injected the idea over KNX August 5. New York Times broke a special story from Mount Holly, N.J., that citizens were to petition Governor Edison, President Roosevelt for flood control appropriations, apparently totally un-inspired by the radio parallel, mythical citizens of a mythical Radio Mt. Holly.

For weeks now, Bess Johnson has paced air dramas with insistent efforts to put over the plans of “Engineer Scott Thorne” to saddle tempestuous “Moccasin River” by damming and flooding surrounding farms.

The real Mount Holly in low-lying Burlington County has been trying to promote the diversion of its Rancocas Creek, which seasonally overflows its banks to cause hundreds of thousands of dollars damage.

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**REPAIRMEN’S VERNACULAR:** Radio-wise is Dr. Orville H. Caldwell, editor (Continued on Page 12)
**Lord of Crestfallen Manor**

By Don Sabre

Hap Hazard’s Show Promises a Winter Of Grins and Laughs

**HERE** probably are places somewhere in this broad land of ours that are like “Crestfallen Manor”, but of one thing we can be certain. Wherever they are they cannot be one-half so funny as the mythical place from which Ransom Sherman, radio’s newly created character, “Hap Hazard” comes airing before a laugh-stricken audience at 9:30 p.m. Tuesdays, KFI (NBC-Red).

The Manor is perhaps like those quaint hotels one sees in journeys through provincial America, hotels that have inevitable loose shingles that hang rustily in the night winds, doors that hang drunkenly and creak like lonesome ghosts, floors that crackle and weave underfoot, cracks in walls, temperamental taps that pay no attention to their prescribed duties—running hot water from the cold, cold from the hot with the noisy abandon of whales and sea lions coming up for air. Proprietors of these hotels are almost always garrulous old duffers who make big talk on hospitality and deprecate woeful lack of services with more handsome talk on atmosphere. Such hotels usually have a

**Sunday’s Best Bets**

BERGEN-McCARTHY: KFI, 4 p. m.—Irresponsible lassies lair room.until, averted by Abbott and Costello, ornamented by guest appearance of Deanna Durbin.

VOICES IN THE WIND: KMPC, 4:30 p. m.—Informally blends dramatic sketches, popular characteizations.

THE GOLDEN HOUR: KJL, 9 p. m.—Finest of concert artists and symphonic music.

BEHIND THE MIKE: KRC, 11:30 p. m.—Keeps behind-cameras showing how commercial radio program is created, auditioned, sold.

be-pimpled gawk for a clerk, a blustering mildly alcoholic handy-man, a Tillie Lisch who waits on tables and makes up beds, beds that collapse in the witching hours and a cook who can perform the miracle of waving a frond of celery across a kettle of boiling water and proudly announce “soup de jour” as though this were a major event in lives of the guests—when there are any guests.

Ransom Sherman is, of course, more memorable than the proprietor of such a place in real life. But he has developed his characterization of the composite owner of the nation’s Crestfallen Manors to a satisfying degree.

Ransom’s place of business is supposed to be a run-down vacation resort. He never makes enough money to put the place in working order, it, at his funniest best, an awkward and inept and well-meaning fellow who is often puzzled, sometimes dismayed at the turn things will take.

He occasionally tries to rise superior to the distressing things that happen to his ambition of making something of Crestfallen Manor. At these times he has been known to appear at a convention of smart hotel owners and harangue them on “How To Run A Hotel” with emphasis, entirely unintentional on the “down”...

...Some carelessly-thrown-away carrot seeds sprouted in the back yard of Crestfallen Manor and inspired Hap Hazard, after affectionately regarding the pair of stringy and sickly carrots that struggled from their unwatered habitat, to address Crestfallen’s women on “Modern Techniques in Garden Making” or “Sowing With Complete Abandon To Grace with Bloom and Beauty Hitherto Undeveloped Areas About the Home Site”...

One night a lady guest was caught in a folding bed which, carrying out the full implications of its title, promptly (Continued on Page 16).
Theatre Notes

Mirandy, who has become so well known throughout the radio world that people have forgotten her name, is very much at home in the part of Maw Cane in "Bill Woman," current play at the Assistance League Playhouse. Mirandy comes from the Ozark Hills of Southern Missouri which were settled in great part by the mountaineers of Tennessee who came out before the Civil War, always keeping to the hills and ridges. Mirandy says, "We are a little more primitive but the people I was raised with had the same downright honesty, unflinching courage and much the same dialect.

Ten years ago Mirandy's radio career started with the Beverly Hillbillies. That association earned for her thousands of friends. The popular "Mirandy's Sociable" programs added to these and the "Gillmore Circus," an NBC attraction, all friends for her all up and down the Pacific Coast. It was during her two years as featured comedienne on this program that she earned the sobriquet, "Hey, Rural champagne."

Mirandy is now heard at 9 a.m. daily over KFI with "Mirandy's Garden Patch," and her devoted listeners are from the lowest to the highest, for her hobby, gardening, has universal appeal, especially when coupled with the quaint philosophy, wit and humor that are Mirandy's great charm.

Her pioneer ancestry gives Mirandy an especial interest in early American times. For several years, she had what she called "Pioneer Day" on her program every Friday and her "Tales of the Early Days" is an outgrowth of that interest. Perhaps it is these associations that make her feel a real kinship with Maw Cane whose character seems a composite of the hill women Mirandy has known both personally and through word-of-mouth stories.

Recommended Radio Services

A little care will keep your radio in repair

OLYMPIC-PICO

WE CAN FIX IT

and the price will be right

WINFIELD

Radio Service

1230 W. Olympic

PR. 8614

SOUTH

RADIO BEN JACOBSON

Quick Service Anywhere on South Side

Save $$$ and inconvenience. Call

RADIO EXPERT TECHNICIANS on 17 years. 1531 S. State.

TWINERS 1-3047

Mrs. Isabel DeVernell Mrs. Ernest Dorrcoott

HOLLYWOOD

FREQUENCY MODULATION

Adapter for Your Present Radio

Expert Radio Service—All Makes

HO. 1628

California Shade & Appliance Inc.

5116 Santa Monica Blvd., near Western

Mrs. Phyllis Mabry Mrs. W. A. Gorton

SOUTHWEST

CARLTON

Radio and Appliance Co.

Drive-In Auto Radio and Home Service

AXminster 1-9746

5418 South Western Avenue
CONTEST FANS--HERE'S THE LATEST IN RADIO

HERE is a comprehensive list of all radio program contests current on air in the West. If you're a contest fan, save it. Next month another list will appear carrying only the contests that have been added during September. By saving each Contest Page you may make up a file of all contest programs on the air. And now, with best wishes for prize winners:

INFORMATION PLEASE—KECA
COMPANY: American Tobacco.
CONTEST: Send questions.
REQUIRED: Nothing but above.
PRIZES: $50 to writer of best question submitted each week.
HEARD: KFI, Tuesday, 7:30 p.m.
MAIL: Information Please, 480 Lexington Avenue, New York.

COLLEGE HUMOR—KFI
COMPANY: Brown and Williamson.
CONTEST: Write article entitled "Campus Experience.
REQUIRED: Nothing but above.
PRIZES: $50 to writer of best article submitted each week.
HEARD: KFI, Tuesday, 6:30 p.m.
WRITE: College Humor, c/o KFI, Los Angeles.

UNCLE WALTER'S DOG HOUSE—KFI
COMPANY: Brown and Williamson.
CONTEST: Send letter telling how you got in dog house.
REQUIRED: Nothing but above.
PRIZES: $50 for winning letter; 11 other prizes of Kaywoodie pipes with one pound vacuum tin Sir Walter Raleigh tobacco.
HEARD: KFI, Friday, 5:30 p.m.
MAIL: Uncle Walter, KFI, Los Angeles.

WINGS OF DESTINY—KFI
COMPANY: Brown and Williamson.
CONTEST: Complete sentence in 25 words or less (new sentence each week).
REQUIRED: Empty package of Wings cigarettes.
PRIZES: New Piper Cub airplane.
HEARD: KFI, Friday, 6 p.m.
MAIL, Wings, Palmolive Bldg., Chicago, Ill.

DI-MON-GLO—KFI
COMPANY: Lawrond Chemical.
CONTEST: Complete sentence, "I like Di-Mon-Glo products because..."
REQUIRED: Get entry blanks and complete information on contest from dealer selling Di-Mon-Glo products.
PRIZES: Seventy-five Weaver-Jackson permanent waves (value $7.50 each).
HEARD: Announcements, KFI.

DR. I. Q.—KFI
COMPANY: Mars.
CONTEST: Send biographical sketch.
REQUIRED: Picture from top of box of Milky Way candy bars, plus six Milky Way wrappers.
PRIZES: $250 for winning sketch each week, plus all money won not by contestants—must be used.
HEARD: KFI, Monday, 5 p.m.
MAIL: KFI, Los Angeles.

QUIZ KIDS—KECA
COMPANY: Miles Laboratories.
CONTEST: Submit questions.
REQUIRED: Nothing but above.
PRIZES: New Zenith portable radio.
HEARD: KECA, Wednesday, 7 p.m.
MAIL: Miles Laboratories, Inc., KECA, Los Angeles.

THE NICKEL MAN—KECA
COMPANY: Pepsi-Cola.
CONTEST—Write jingle of four lines for Pepsi-Cola theme song.
REQUIRED: Nothing but above.
PRIZES: Two $10 prizes each night.
HEARD: KECA, Monday through Friday, 5:55 p.m.
MAIL: Pepsi-Cola Company, Box 3, Long Island, N. Y.

MA PERKINS—KFI
COMPANY: Procter and Gamble.
CONTEST: Complete last line of jingle.
REQUIRED: Send name, address, and Oxycod box-top and a Camay wrapper. Dealer has entry blanks.
PRIZES: Weekly prizes of $1000 and 25 $100 prizes. Grand prize $30 a week for life or $25,000 cash.
HEARD: KFI, Monday through Friday, 11:15 a.m.
MAIL: Ma Perkins, Cincinnati, Ohio.

MARY MARLIN—KFI
COMPANY: Procter and Gamble.
CONTEST: Complete statement in 25 words or less, "I like Ivory Snow because..."
(REnew contest each week)
REQUIRED: Send any size box-top of Ivory Snow with entry. As many entries as desired, but each must have box-top.
PRIZES: One week at leading New York hotel for winner and companion. $50 spending money each. First class railway fare. Trip may be taken any time up to August. 1942. Winner may take $500 in cash if desired.
HEARD: KFI, Monday through Friday, 1:45 p.m.
MAIL: Ivory Snow, Cincinnati, Ohio.

PROFESSOR QUIZ—KNX
COMPANY: Liggett & Meyers Tobacco.
CONTEST: Send list of five questions and answers.
REQUIRED: Nothing but above.
PRIZES: Six of $25, plus Velvet tobacco.
HEARD: KNX, Thursday, 6:15 p.m.
MAIL: Professor Quiz, CBS, New York.

WHO, WHAT, WHERE AND WHY—KNX
COMPANY: Los Angeles Times.
CONTEST: Six contestants, chosen from audience, hold 45 questions.
REQUIRED: Nothing but above.
PRIZES: $10 Jack pot prize; additional money to consensus and not won by anyone in audience.
HEARD: KNX, Monday, 9:15 p.m.

DON'T BE PERSONAL—KNX
COMPANY: P. Lorillard.
CONTEST: Give complete answer to question without using "Myself", "I", "Mine", "My", "Me", "We". Send in questions and answers to be used in program.
REQUIRED: Empty package of new king-size Beech-Nut cigarette for each question-answer sent in.
PRIZES: For contestants, $20, first; $10, second; $5, third. Second half of program receives $3. For senders of questions, $5 for each one used.
HEARD: KNX, Sunday, 8:30 p.m.
MAIL: Don't Be Personal, KNX, Hollywood.

DON'T BE PERSONAL—KNX
COMPANY: P. Lorillard.
CONTEST: (For service men only). Send card telling what you particularly like about new King-size Beech-Nut cigarette.
REQUIRED: Nothing but above.
PRIZES: If letter read over air, $15.
HEARD: KNX, Sunday, 8:30 p.m.
MAIL: Don't Be Personal, CBS, Hollywood.

DAVE LANE—KNX
COMPANY: Marillyn Food.
CONTEST: Complete sentence, "I feed my pet..."
REQUIRED: Three Marco labels.
PRIZES: New Phico portable radio each week.
HEARD: KNX, Tuesday, Friday, 9:15 p.m.

BOB GORDON—KNX
COMPANY: Peter Paul, Inc.
CONTEST: Jot down a second line to rhyme with "Whatnots are simply waste..."
REQUIRED: Write box-bottom, five-cent size, or reasonable facsimile.
PRIZES: Twenty 30-cent matches every Monday, Wednesday, Friday.
HEARD: KNX, Monday through Saturday, (Continued on Page 20)
MUTUAL'S THREE RING TIME!

Where Charles Laughton as Captain Bligh Comes To Air in Rollicking Moments of Pure Fun

WE NEEDN'T WORRY WHEN it was. It was back some years ago when Charles Laughton, the formidable Captain Bligh of "Mutiny on the Bounty", dozens of other pictures that have left their memorable impress on the popular mind, was a little boy in England.

But it was like this:

"Charles, m'lad. Hadn't you best be thinking of what you're to do in this world?" It was senior Laughton speaking to the chubby-faced, strong-bodied chap who was his son. "Now, m'lad, there's the Royal Navy. If you wish, it can be arranged for you to enter schooling for a commission in his Majesty's Fleet. What say, lad?"

Had Charles followed his father's wishes he most certainly would have emerged into years of his maturity as one of that gallant band of gentlemen who officer and command the far-ranging ships of the British Fleets. A modern version of the Crown-faithful Bligh might have been his career. But—he didn't choose to follow the sea. And why?

"Well," said Charles Laughton the other day as we were on interview, after math of Mutual announcement that on September 12 at 5:30 p.m., he would be star of that Network's first great Hollywood origination, transcontinental "Three Ring Time"... "well, it's a bit hard to say. Damned, but there was a strange stirring in me for the theatre.

I probably was a better Naval Officer in dramatic roles than I might have been as part of His Majesty's Forces. And perhaps I've done a better job, brought more to everyday living for everyone as an actor."

"I've tried to be a good actor, but it's been a struggle avoiding being pigeon-holed as a type. Of course I won my spurs in all sorts of roles from effete foppery to fiendish sadism, but it's comedy I like best. I think 'Three Ring Time' is going to give me a chance to do what I really like to do, make people laugh."

Whether he makes us laugh, cry or grit our teeth with determination to get even with him when, on the screen, he has been particularly villainous, Charles Laughton has made a place for himself in the American theatre of stage and screen. His air-debut, I think, bespeaks the definite trend of radio toward ultimate dominance in the entertainment field as television and frequency modulation make more complete the fine illusions of reality heretofore reserved for the speaking stage, never really achieved by motion pictures.

Laughton attained success on the London stage largely through portrayals of leading character roles and ascribes his intimate knowledge of characters to his observations while working as a clerk in Claridge's hotel.

The heavy-set English-born actor made his first American appearance in the play, "Payment Deferred." Hollywood offers followed and he has appeared in such films as "If I Had a Million," "Les Misérables," "Mutiny on the Bounty," "Rembrandt," "Jamaica Inn," and "The Beachcomber." He won the Academy award in 1933 for his work in the English-made "Henry VIII."

Team'd with Laughton in the new series is Milton Berle, nimble-witted and intensely talented young comic from New York's glittering Rialto called Broadway. Starred, also, is Shirley Ross, Radio's red-headed hothut of vocal hand springs who is to be backed by Bob Crosby's band.

Berle was born in New York City and at seven made his first professional appearance, doing an imitation of Charlie Chaplin for a Yonkers audience. New York movie studios were humming in those days (if silent pictures hummed) and soon young Berle was appearing with Ruth Roland, Pearl White, John Bunny and Mabel Normand and doing his best.

(Continued on Page 27)
MONDAY PROGRAMS

9 to 10 A.M.


KXJ-9, KGF-1—Ray Smith; 9:13, Myra.
Moscow
IN FLAMES!

A Dramatic Radio Narrator Verbally Paints The Great Fires of History.

Ed. Note: Hardest of all roles in radio is that of the story-teller. In ancient days story-telling was an art developed to an amazingly high degree to hold interest of the populace. The modern prototype of the story-teller of old must pit his skill and talent against a multiplicity of competition raised by modern methods of communication. Radio Life has discovered in John B. Fisher a story-teller who recalls the great traditions and art of the past. Currently Manager, in cooperation with the Los Angeles Fire Department, tells, over KFI Saturdays at 9 p.m., stories of history's great fires. In this story we think that Mr. Fisher meets the cardinal requirements of an unerring interest, drama, education and entertainment.

No city in Europe, perhaps, is so strangely impressive as Moscow, capital of old Russia. Its unbelievable extent, its weird mixture of Gothic steeples and impressive Oriental domes, the forbidding towers of the Kremlin, the countless dingy streets, the unspeakable squalor of the miles of slums—all these were an awesome sight in the eyes of Napoleon's men from the west. Within these grim walls lay the treasures of a hundred conquests; along these roadways Ivan the Terrible had ridden; in that courtyard Peter the Great with his own hands had beheaded a thousand men in an afternoon. This was a tragic city, a mysterious city, one with a peculiar aura of death all about it.

When Napoleon's French entered the city they met with no resistance. The populace watched in sullen silence as they marched past, and mute were the beggars, whose fitful cries usually made a shrill din in Moscow's gutters.

Cannon on the city walls were found to be unloaded, the enemy armies nowhere to be seen. They'd retreated long before, by a carefully conceived plan, looking toward the approaching winter storms to defend their country for them, even as modern Russia looks to winter as an ally against Hitler. But they weren't leaving the total defense to nature, as the French discovered very shortly. Napoleon's soldiers, hungry and tired and thirsty, soon set about satisfying their immediate needs and by nightfall were eating and drinking their merry fill. At midnight, as Napoleon and his generals sat in council in the Kremlin, the rank and file of the soldiery, almost out of hand in their carousing, failed to notice a small fire that had suddenly broken out, apparently by accident, in the eastern section of the city.

With great care and with devilish cunning, the Russian army, before its abandonment of Moscow, had placed thousands of kegs of oil and inflammable spirits throughout the city. Every well and cistern was filled with such liquids and at a pre-arranged signal first one, then another, then another was set ablaze by the patriots who had remained behind. The small conflagration soon became a holocaust covering all of Moscow and scarcely a tower or steeple could be seen, so dense were the red-rimmed clouds of smoke which swirled about everywhere.

The lack of engines and other fire-fighting weapons insured the success of the Russian plan, and the French were powerless to stop the blaze at any point.

The looting of the city began almost at once. The greedy soldiers left their or-gies to search for valuables along with the crowds in the streets. All the prisons

(Continued on Page 29)

COMING OUT OF THE ETHER
With BERNIE SMITH

- A Contended Announcer
- Dance Music vs. Good Music
- The FCC—A Wrecking Crew

IF THERE had been a bucket handy we would haveretched with considerable enthusiasm the other night when a silky voice bubbled out the fact that its owner was the "most contented announcer in radio." The gentleman then went on to say that he owed his contentment to the fact that he was stationed at Catalina for the summer and was just having a whale of a time.

Perhaps his contentment would turn to restiveness were he to realize that his so publicly acknowledged state of mind is making him a laughingstock among the fellows of his profession.

We hold no quarrel with the program brass hats who sincerely believe late evening dance music is attractive to a large audience. That is quite possibly true.

We do find copious arguments with the program brass hats however, for the manner in which the late evening dance programs are produced. An increasingly apparent attitude of dance band announcers revolves around the theory that "Everything Goes." Attempts at sophisticated banter between numbers are, in most cases, juvenile and unfunny. The manner in which numbers are introduced is generally slovenly, uninteresting and downright bad showmanship.

Bandleaders who cherish ambitions of becoming pre-eminent in their fields would be wise to engage an announcer out of their own pockets, train him diligently and keep him on the payroll at all times. It would be a "sound" investment.

On second thought, we aren't entirely convinced that the percentage of late evening listeners is favorable toward dance music, anyway! If a check was made, we'd bet more diyers would vote for the classics. The abundance of musical junk and the glaring lack of good music on the air during the late hours is an admission of a sad state of ignorance on the part of the listening public.

We have more faith in that public evidently than the brass haters. We're confident that a larger, more commercial audience could be established and maintained with a consci
More: RADIO WEST
(Continued from Page 4)

of “Radio Today” and principal of NBC’s Blue Network (KECA—3:15 p.m. Fridays) offers “Radio Magic.” Little is there of Radio’s nether-world language and vernacular that Doctor Caldwell does not know. Fortnight ago, to test the knowledge and guessing ability of air-tuned persons, Dr. Caldwell related the following and challenged listeners to make what sense they could of it:

“Well, the boss tells me there’s a corpse on Park Avenue so I go up and stumble over an old maid’s skeleton and says ‘Ouch.’ Some neighborhood genius has been at work there so the folks had almost given up their outlaw as a morgue job and were depending on their rat trap. I tuned up the music bottles, dismantled the Ferris Wheel, took their old aunt apart and still couldn’t locate the butcher.

“But it was plain at first glance that this was an attic job and that the G-man had reduced the railroad to a bunch of junk. I finally traced the headache to a strange iron on their bird nest and did a swell doctor job. But by that time I was so disgruntled that I said I had to check a few tubes and went to get pie-eyed.

Those who fail to make of this seemingly senseless jargon the sense it actually makes when uttered by a radio repairman, may turn to Radio Lifelines in this issue, there learn what repairmen talk about when setting work.

★

KECA, 3:15 p.m. Fri.

MAYOR BEN WILLET: In a section that is predominantly devoted to the fabrication of amusement for the rest of the land has a tradition grown and flowered. The nation’s entertainers, lodged in the West, have a first claim on smaller civic honors a grateful citizenry may bestow.

Last week Cliff Arquette, star of NBC’s Monday evening show “Point Sublime,” in which he appears as garrulous, crafty, alert Ben Willet, making his genuflection to tradition, became, by accolade of residents of community-conscious Sherman Oaks, California, Mayor of that flourishing suburb of Los Angeles.

Most of such honorary posts are conceived in spirit of fun, with publicity-wise chamber of commerce taking a proper advantage of publicity popular individuals. Yet to most of those who have been so honored the jobs have been taken seriously. James (Fibber) Jordan, last year made ruler of Encino, metamorphosed into an Encino horn-tooter of civic first-water.

Said Cliff “Ben Willet” Arquette soberly:

“I sincerely believe I will do a good job for Sherman Oaks. To start with, I know nothing at all about politics.

Plans were made last week to induct the town’s new mayor formally into service a fortnight hence.

★

RANCHO ROMANCES: Combining powerful entertainment with educational historic accuracy, a new half-hour dramatic program, “Romance of the Ranchos,” sponsored by Title Insurance and Trust Company of Los Angeles, KNX airs 6:30 to 7:00 p.m., Sunday, September 7.

Star is Frank Graham, as narrator, with a cast of six actors, sound effects, specially arranged music.

Initial program will trace history of Rancho San Rafael, first of great ranchos, use of which was granted by Governor Pedro Fages to Jose Maria Verdugo in 1784. Rancho San Rafael comprised land on which are now located California’s Glendale, Burbank, Monrovia, La Canada, Eagle Rock, Flintridge, Highland Park, Garvanza, and the campus of Occidental College.

Second and third programs will feature Rancho Santa Gertrudes (Santa Fe Springs, Downey, Bellflower, etc.), Rancho San Jose (Pomona, Claremont, San Dimas, Spadra).

Stories are carefully checked for historical facts. In the vast files of the company’s title plant at disposal of script writers, Dr. Robert Glass Cleland, Occidental College savant, author of numerous articles and books on California history, is assisting in preparing research material.

Romance of the Ranchos will relive days of dons, sturdy pioneers whose deeds and exploits were foundations of California.

Said sponsors: To newcomers it will instill some of the spirit and romance of California that have for a century and a half been a heritage to California.

★

HENRY ON THE PHONE: Fortnight ago Roy Boardman, a fire warden in bomb-racked London, stood within a circle of interested Britishe. While they gaped he expounded practical axioms for self protection when Luftwaffe bombers rode high on their night over skies. He turned impatiently as an aide came up, said: “You’re wanted on the telephone, old man.”

Into the Chief Warden’s office strode Boardman Roy Boardman, there to prove what transatlantic radio and phone experts in New York and Hollywood had claimed a few minutes before could not be done: That a call from Hollywood could be successfully put through to London.

“Hello,” bellowed Boardman.

“Hello, Boardman. This is Bill Henry calling. How’s it going?”

“A bit rummy, but still a bit of all right. How’re you, Bill?”

“Fine. Bombs getting around?”

“ar few, blast their bleeding hearts.”

Thus was completed most complicated successful international phone call made by Bill Henry to date (“Bill Henry Calling” programs on CBS replace Hedda Hopper’s broadcasts during the latter’s vacation.) Henry talked for 11 minutes with Boardman. Radio experts and phone company officials assured him the call would never be completed, due to complexity of war-time restrictions surrounding calls to London. Cooperation from officials in 12 American and English governmental bureaus made the call successful. American friends of Boardman, a department store partner when he isn’t enforcing the blackout in his district at night, made sure that Boardman’s wife and two children, safe in a New Hampshire resort, were listening.

★

Radio Life Relax

Members of Fred Waring’s aggregation have various ways to “get away from it all” when they aren’t rehearsing for Pleasure Time, popular network show.

Rural life lures Ray Sax, who raises beets on his Connecticut farm, and Patsy Garrett, who uses her farm in New Jersey for weekend relaxation. Stuart Churchill sails his 18-foot sloop up and down Long Island Sound while Donna Dae plays tennis. Boss Waring cuts things on his buzz-saw, golfs, tinkers with machines, and takes pictures with his matchbox camera.

★

Since Cake Mix and Cinch Apple sauce are standbys for any pantry shelf, as advertised in Radio Life.
Felix Mills and his orchestra, Edna Odel, vocalist, with a warm and friendly voice, and Harlow Wilcox, he of the booming basso, announcing all conspiracy to make Hap Hazard as simple and humble a crook as 'Fibber McGee' and Molly' as funny madcap, as "The Great Gildersleeve", but — in the end — to make this writer decide: Johnson's Wax has a formula for more than polishes — and that's good fun.

fun are Sherman's travesties on current air-favorites. Hap has humorously trounced the Easy Aces, Goodwill Concerts, Singing School of the Air and News Commenting.

What makes Hap Hazard extra

KGF-2, "We're Always Young; 2:15, As the Tide Is Right; 2:30, John B. Hughes; 2:45, Let's Play Bridge.

KXN-3, "Ring; 3:30, Camp Grant; 3:45, As Tight As Is Right; 2:30, John B. Hughes; 2:45, Let's Play Bridge.


KXW-3, "It's Here; Morgan's; 2:24, Around the Ring; 3:30, Camp Grant.

KPCA-3, Hal Styles; 3:15, Mr. Kern; 3:30, Unhurried House.

KXW-4, Johny Olson.

KTR-3, S P E C K R E ; 3:00, Miss Barton; 3:10, Miss Middle.

KFAQ-3, Music; 3:15, Symphony.


KXW-5, "Joelเจ; 3:30, Reluctant Time.


KFMW-5, "Let's Do It Again; 3:15, Relaxing Ring; 3:30, Camp Grant.

KVOE-3, Federal Music; 3:15, Relaxing Ring; 3:20, Camp Grant.


KXJ-1, Fulton Lewis; 4:15, Lumightiter; 4:40, Ned Jordan.


KMR-1, Music; 4:15, Sanatarian.


KGF-2, News; 4:15, Ten Time.

KXW-4, "Romantic MIDWINTER; 4:20, Music; 4:15, News.

KXN-1, "Diet; 4:20, Dick Ross.

KPC-1, Music; 4:30, Music; 4:40, George Strange.


KPC-4, "Music; 4:50, Youthful Amateurs.

KGF-1, Fulton Lewis; 4:15, J. Parlette Orchar.

KPV-1, Piano; 4:16, Tea Time; 4:30, Howdy.

KVOE-1, Fulton Lewis; 4:15, J. Parlette Orchar.

KFI-1, Music for Listening; 4:15, News Crise; 4:15, Hap Hazard.


KXH-1, News; 5:15, Capt. Danger; 5:20, Maxwell Theatre.

KXW-1, Music; 5:20, Midget Music.

KFI-1, News; 5:30, John Neuhill; 5:40, Sports Roundup; 5:50, "The Great Gildersleeve, as Uncle Henry.

KTR-3, Dr. Davies; 5:15, News; 5:30, Music.

KFA-1, News; 5:15, Music; 5:30, News; 5:45, Public Opinion.

KRM-3, "Songs of Sadie; 5:15, News.

KXW-5, News; 5:40, Opera Orchar.

KXW-5, "Mister Parker's Circus; 5:40, Midget Music.

KFI-5, "God's Sunshine; 5:40, Joannah.


KHE-5, "Popular Music.

KVOE-5, "Bargain Counter; 5:50, Midget Music.

KXW-7, "A Date with Judy; 5:40, College Humor.


KXW-2, "Judy Garland; 6:15, Twilight Trills; 6:30, News.


KXW-2, "News; 6:15, "The Great Gildersleeve, as "The Great Express.

KTR-1, "Ivan Allen; 6:15, Dick Terry; 6:30, Spec; Events; 6:45, Ed Robbin.

KFA-1, "Evening Concert; 6:15, Italian Melodians; 6:30, Music; 6:45, Montecasino As.

KTR-1, "Evening Concert; 6:15, Italian Melodians; 6:30, Music; 6:45, Montecasino As.

KFG-1, "Evening Concert; 6:15, Italian Melodians; 6:30, Music; 6:45, Montecasino As.

KTR-1, "Evening Concert; 6:15, Italian Melodians; 6:30, Music; 6:45, Montecasino As.

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KTR-1, "Evening Concert; 6:15, Italian Melodians; 6:30, Music; 6:45, Montecasino As.
Radio Life Lines
By "BUCK" HATHAWAY

What They Do Besides: Announcer Bill Goodwin of CBS Blondie has just
harvested 100 wheat acres at Dos Palos, plans a December 200-acre corn crop.
Jim (Fibber) Jordan owns a bottling works in K.
Drayton Singleton manages a knitwear shop in San Fernando Valley.
Al Pearce long-distance runs a ranch
in northern California.

Some panned and some praised the articles on FCC. There was no personal
spite involved. I wouldn't be guilty of so insulting your intelligence despite the El Scorcho
by H. G. Pierce of Olive View, California.

Fancy Lines Gleaned Here and There: Peter Van Steeden, band leader, advising
us males never to say to a woman that a thing is plain as the nose on her face.
Harry Salter about the tattooed lady: "She lost her job because people wanted talking
pictures.
Exra Stone saying "One trouble with Hitler's machine is that it is
overburdened with nuts that can't be screwed down.
Max Marcin, the Crime
Doctor: "You rarely see a married genius, for the reason that nobody can love him
quite as much as he does."
Alice (Big Sister) Frost: "It's a short road that
has no tourist camp."

Look For This: Frank Graham of the thousand voices in one compact frame,
will air-opera September 7 "Romance of the Ranches," stories of Southern California's
adolescent days of romance and adventure.
He will narrate for 39 weeks for Title Insurance and Trust, Los Angeles.

The irresistible Ginger Rogers who will match talents with Tom, or Dick,
or Harry.

OF TOM, DICK AND HARRY is
Burgess Meredith, lead in cast of the
motion picture to be air-viewed, Sep-
tember 7.

Story of the Week: Actress Barbara Weeks of "Are You a Missing Heir?" tells it.
Barbara was seated in the living room during the recent heat wave. Her young
nephew squirmed and itched like all small boys, who manage to convey the impression
of doing a hard day's work merely sitting still. Finally nephew blurted: "Auntie
Barbara, it's so hot. Why don't we just take our clothes off and sit in our figures?"

Spy Report: At the "V" club opening last Saturday among a glittering group
of Radio celebs, our circulation manager, Gail Cole, with his apple-eye-lovely wife,
Lila. . . . The V's run by Art Wilson . . . 6th, La Brea.

Thought for the Week: We are called the United States of America. Whatever
comes let's prove that we are.

DONOTTO HALL presents . . .
MIRANDY in "HILL WOMAN"
Assistant League Playhouse, 1367 No. St., Andrews Place
Admissions 75c, $1.00 and $1.50 Plus Tax.
Much Married Is The Singing Septuagenarian Of Gay Nineties Revue!

By John Richmond

Much married is Joe Howard, past 76, yet doing a creditable job as a Big Time Radio Ceremony Master.

But he had the wanderlust, at the age of 12 sneaked into Dodge City, Iowa, by stage coach to sing in saloons. After two years he tired, moved on to Denver, a town of silver dollars, gambling halls and jewelled bar-rooms, with many a saloon floor paved with gold and silver coins. At 16 Joe made his debut in a local stock company playing romantic roles. It was here that he married for the first time, the marriage to 16-year-old Ida Burt lasting a day, ending in annulment by the young lady's mother.

Within a year he met Ida Emerson, 19, called the most beautiful girl in Colorado. Joe coaxed her to accompany him on a tour of towns. Joe Colorado, producer and performer pleased, these rough and tough miners tossed gold coins at them: Joe recalls once stopping a gold piece with his jaw while singing. That night, too, he took in $100 in gold.

When Joe and his wife, Ida, drifted apart, they arranged a quiet divorce. Shortly afterward he fell in love with Mabel Barrison, the star of one of his current hits and formerly star of "Babes in Toyland." The night they started on their wedding trip, Joe dashed off the song, "If All Moons Were Honeymoons."

After Joe's wife, Mabel Barrison, died of tuberculosis, he returned to vaudeville.

(Continued on Page 23)

WEDNESDAY'S BEST BETS

LIFELONG LEARNING: KMPC, 10:30 a.m.—Outstanding professors and students of L. C. L. A. in educational-cultural series.

AS TWIG IS BENT: KFI, 11:35 a.m.—Andrew Reynolds, faced with love of two men, suffers and spins out one of radio's liveliest dramas.

RAY BAYNES' COLLEGE OF MUSICAL KNOWLEDGE: KFI, 6 p.m.—Details super-student, except that Ray's quizzing now from Hollywood.

MANHATTAN AT MIDNIGHT: KECA, 1:30 a.m.—Original gals, all-star east.
More: Bernie Smith

enthusiastic campaign of good music in the late evening hours.

MEMBERS of the Federal Commun

The average listener may be content to sit back and silently observe the events, because of the misguided belief that “the big networks have it coming.”

These silently observing average listeners will spring to their heels in alarm and high indignation one of these days when they begin to notice a serious lowering of industry standards of broadcasting. They'll sneer at glorious but unavailing choruses when they hear Senator Queakenburg instead of the NBC Symphony, or Congressman Robben in place of the CBS Club, and they'll positively have hysterical cat fits when political propaganda of every description odors their newscasts.

Now is the time for the radio public to inculcate new wave lengths. But it had better take a quick look, because there isn’t going to be any public wave length much longer, at the present rate of destruction.

And let no man entertain the idea that we are the tool interests, the dupe of the “monopolistic networks.” We are, instead, a guy who likes his radio just as it is...

owned and operated according to the American way of life!

Try Cal-i-fon for safe easy cleaning. Cal-i-fon not only cleans walls and woodwork in a jiffy, but removes spots from rugs, upholstery and car cushions without leaving a ring. For complete information on this new product, call CA. 1-5614.

TREAT THE FAMILY!

Easy to clean, easy to apply...

BRANDYWINE MUSHROOMS

STEAKS! ENTREES! SAUCES!}

SEPTEMBER 7, 1941

RADIO LIFE

WEDNESDAY LOGS

10 to 11 P. M.

KFI-10, Richfield News; 10:15, W. Herman Orth; 11:45, the News (Thifty Drug). 10:45.

KXN-16, B. Crosby Orth.; 10:30.

KFL-10, F. Martin Orth.; 10:45, Make It Yourself, Hawaiian Islands.

RCA-10, Philharmonia.


KMT-16, 0. Tucker Orth.; 10:15, News; 10:30, Kennedy Trio; 11:45, Revel Hawaiians.

KTRM-10, Viennese Ensemble; 10:15, B. Averill Orth.; 10:30, El Patio Orth.

KFA-10, Dinner Time.


KGER-11, George H"unkele.

KSM-10, Swing Up Time; 10:15, News; 10:30, Grandma’s Hawaiian Islands.

KRFM-10, Gospel Harmonettes; 10:30, Clifford Hardy; 10:45, Clyde "Reverend".


KRFK-16, George H"onkele; 10:30, Russ Hawaiians.

KXNY-16, Hank, the Night Watchman; 10:45, News; 11:30, Bush Hawaiians.

11 to 12 Midnight


KXN-16, Hawaiian. News; 11:15, while Affairs; 11:30, M. Strand Orth.


KFWK-11, Piano Paintings; 11:15, News.


KRM-11, News; 11:15, Music. 11:30, News; 11:45, News.


CONTESTS OF THE MONTH
(Continued from Page 8)

7:30 a.m.; Monday, Wednesday, Thursday, Friday, 4:15 p.m.
MAIL: Walnettes, c/o KHJ.

★ WHAT'S ON YOUR MIND?—KHJ
COMPANY: Planters Peanuts.
CONTEST: Send in questions to be used on program.
REQUIRED: One empty five-cent Planters Peanuts bag or unwinding band from tin of planters.
PRIZES: 55 if your question is asked, $10 if asked and incorrectly answered. Also one $150 one-pound tin of Planters Peanuts as honorable mention.
HEARD: KHJ, Monday through Friday, 9:15 a.m.
MAIL: Planters Peanuts, San Francisco.

★ WOMAN IN WHITE—KHJ
COMPANY: Procter and Gamble.
CONTEST: Complete last line of Jingle.
REQUIRED: Ask SeaSide dealer for entry blank.
PRIZES: $15 for best list, $10 for the next six lists, merchandise orders for 10 gallons Ethyl gas.
HEARD: KHJ, Sunday, 4:30 p.m.
MAIL: Address on entry blank.

★ ALL ABOARD—KHJ
COMPANY: Southern Pacific.
CONTEST: Four contestants posed questions.
REQUIRED: Nothing but above.
PRIZES: Contestant with MOST money when destination reached awarded an additional grand prize of $25; others keep amount won during program.
HEARD: KHJ, Wednesday, 9:15 p.m.
Mrs. Phyllis Wieman  Mrs. C. M. Walden  Mrs. Stanley Butala  Mrs. Francis Valerio

★ MIDNIGHT MERRY-GO-ROUND—KNX
CONTEST: Give correct title of recording and production it is from; also questions.
REQUIRED: Nothing but above.
PRIZES: Defense stamps and tickets.
HEARD: KNX, Monday through Saturday, 12 p.m.

★ HONEYMOON COTTAGE QUIZ—KMPC
CONTEST: Quiz for newly-weds.
REQUIRED: For couples married since January 1, 1939; register name with KMPC.
PRIZES: A $400 house and lot, home completely furnished, new 1941 Hudson car, plus 14 other prizes.
HEARD: KMPC, Friday, 8 p.m.
MAIL: KMPC, Beverly Hills.

★ WAR LETTERS—KHJ
COMPANY: Gilmore Oil.
CONTEST: Send in letter received from Europe.
REQUIRED: Nothing but above.
PRIZES: If letter read, sender receives $5.
HEARD: DLBS, Monday, Wednesday, Friday 9:15 p.m.
MAIL: KHJ, Los Angeles.

★ MONEY FOR YOU—KHJ
COMPANY: Sparkleit.
CONTEST: Identify tune, call station.
REQUIRED: Nothing but above.
PRIZES: Coupon for bottle of Sparkleit. If winner, when called, answers "Sparkleit" instead of "hello," he wins Jack pot.
HEARD: KHJ, 7:15 a.m.
MAIL: KHJ, Los Angeles.

★ OLD TIMERS—KHJ
COMPANY: Imperial Beer.
CONTEST: Submit old time tune, Mack and Liddell try to identify it.
REQUIRED: Nothing but above.
PRIZES: If they fail to identify, person submitting tune gets case of beer.
HEARD: KHJ, Friday, 8:30 p.m.
MAIL: KHJ, Los Angeles.

★ DOUBBLE OR NOTHING—KHJ
COMPANY: Noxzema.
CONTEST: Submit questions.
REQUIRED: Nothing but above.

PRIZES: If question used, sender receives $5.
HEARD: DLBS, Monday, 8:30 p.m.
MAIL: Mutual Broadcasting, New York.

★ LONE RANGER—KHJ
COMPANY: Interstate Bakeries Corp. (Weber's Bread)
CONTEST: Send in safety letter (for children).
REQUIRED: Nothing but above.
PRIZES: Camera and films.
HEARD: DLBS, Monday, Wednesday, Friday 7:30 p.m.
MAIL: KHJ, Los Angeles.

Cleaners Dish Dirt
Mutual's New York switchboard girls are used to all sorts of odd telephone calls, but there's one frequent caller these days who has disturbed their usual calm.

Every night at about six o'clock, a woman calls in, proclaims in a shrill voice: "I have some news for you!"

Then she proceeds to reel off a minute of chatter about world-famous people and what they have been doing for the past twenty-four hours. She covers everybody from Churchill to La Guardia. All of her "news" is obviously phony.

When this amateur commentator is through, she announces mysteriously, "That's all for tonight," and immediately hangs up.

The other evening one of the operators managed to get a word in before the sign-off. "Where," she queried politely, "do you get this information?"

"From the window cleaners," the woman whispered.

Mrs. W. C. Williams—Mrs. Edna Shannon

Ready to Serve ICe CREAM

Sun-Frez Ett Junior brings you individual servings of quality rich ice cream. There's six delicious flavors so you may enjoy your favorite every time.

by Arden

See Radio Life's
FREE
ICE CREAM
Offer on Page 23
Recipe for Consomme Royal and Carrots

1 qt. small tender carrots
3 eggs
Salt and pepper

Boil the carrots in salt water. When done, drain off the water and pass the carrots through a fine sieve. Take a cup of this carot purree and mix with 2 whole eggs and the yolk of 1 egg, season with salt and pepper, and strain again. Put in a small buttered pudding mould and cook in a double boiler. When set, allow to become cool, remove from mould, and cut in fancy shape desired. Serve in the hot consomme.

Recipe for Escalopes of Veal with Sorrel

4 lbs. fillet veal
4 lbs. sorrel
Salt and pepper

Cut the fillets into slices just under ¼ inch thick, and trim off all skin and fat. Give the escalopes an oval shape. Each should weigh about 3½ to 4 ozs. Flatten out with a beater, then dip them in flour, coat very evenly with egg yolk well seasoned with salt and pepper, and finally with bread crumbs. Put down with the blade of a knife to make sure that the bread crumbs will adhere to the meat. Have ready a pan of hot butter and cook the escalopes for 5 minutes on one side and 5 minutes on the other. When done, they should be a nice golden color. Place on a hot dish on a purée of sorrel.

Recipe for Puree of Sorrel. Remove the stem from the sorrel and wash leaves in 4 different waters to remove the sand. Have a kettle with salted water on fire. Put the sorrel in the boiling water and cook for 10 minutes, stirring often. Pour off the water and let stand in the colander 15 minutes so the water will be drained, then strain through a sieve. Then put the strained sorrel in a sauce pan with 3 ounces of butter and bring to the boiling point. Season with salt and pepper, and bind with 2 whole eggs, bestes. Do not boil after adding the eggs but heat just enough to give the sorrel a firm body.

Recipe for Peach Melba

8 large peaches
1 qt. vanilla ice cream
1/2 pint raspberry pulp, strained

Mix well the liquid from strained raspberry pulp, the juice of the lemon and 1/2 lb. of the powdered sugar, place in an earthen pot and let set overnight. Thru pack in ice, stir well, add a cup of powdered sugar and stir every half hour until smooth and thick. Keep on ice until used. Peel the peaches and cook them whole in a light syrup. From the vanilla ice cream, frozen very hard, cut some round pieces about 3 inches in diameter and 1 inch thick. Place the ice cream on plates, place a peach on the center of each and pour Melba sauce over them.

CHEF MILANI is heard Monday through Friday at 11 a.m. over WHPC in a program entitled A DINNER FOR FOUR FOR A DOLLAR, NO MORE.
tea plant is a tree, always grown from a seed, and willing to grow to a height of thirty feet if left alone. The one on rice is that rice flowers in China are used for cleaning the teeth.

**IN CASE YOU SPILL SOMETHING**—Water applied at once will remove almost any kind of food stain, but remember that "at once" business, because if you wait till later, things get more complicated. If you do wait till later, you can keep in mind that berry or fruit stains will generally come away with distilled or rain water if they are not too old and if you don't use anything else on them first. Ice cream and milk stains often come off with an application of first cold and then warm water. Coffee or tea with milk and cream can usually be removed if you use cold water first and then pour a stream of boiling water on the stain from a height of about two feet, making sure that the stained piece in the sun immediately afterwards without wringing it out. Plain coffee or plain sugar syrup stains can come out with soap and water, but must also be set in the sun without being wrung out and the soap should be rubbed on and into the stain. Generally water, hot water, rain water, distilled water, soap rubbed on and in, sunshine, and no wringing out—will take care of a food stain, but be sure not to use heat of any kind on food stains that are rich in protein because the heat will coagulate the protein and thereby set the stain.

**IN A LIGHTER VEIN**—A schoolteacher once asked her class what three foods were required to keep the body in perfect health. Whereupon a boy in the back of the room replied, "Yer breakfast, yer dinner, and yer supper."

**Recipe for Pork Chop Suey**

- 12 oz. bean sprouts
- 2 oz. mushrooms, Brandywine
- 4 oz. bamboo shoots
- 6 oz. onions
- ½ oz. lichen
- 8 oz. pork

Cut the sprouts into half, soak the lichen in hot water for 15 minutes. Cut the mushrooms, the pork meat very thin, and add the onions. Sprinkle a little salt in a hot oiled pan, put in the bamboo shoots, the sprouts, and mushrooms, and cook for 2 minutes. Next add the bean sprouts, and cook for another minute. Lastly add the meat, the onion, and a cupful of stock, a little sugar, and a few drops of peanut oil. Cover for a minute more and serve with Chinese soy bean sauce and steamed rice.

**Recipe for Special Chicken Chop Suey**

- ¾ lb. bean sprouts
- ½ lb. thinly sliced chicken
- ¾ lb. thinly sliced bamboo shoots
- 2 oz. canned Brandwine
- 6 oz. thinly sliced onions
- 3 thinly sliced tomatoes
- ½ lb. rice

Slice the mushrooms very thin. Sprinkle a little salt in a hot oiled pan, put in the bamboo meat and cook for 1 minute. Add the bamboo shoots, the bean sprouts, the onion, and mushrooms and cook for another minute. Add 1 egg, 2 tbsp. cornflower water, and 1 tbsp. peanut oil and cook for another minute. Put in a hot dish and place over it an egg previously well beaten and cooked in a hot oiled pan for one minute, serve with soy bean Chinese sauce and steamed rice.

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**Dinner for Four, for a Dollar, No More**

**CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 1**

**Boneless Beef Roast**

- 2 lbs. rolled shoulder beef
- Salt and pepper

Recipe for Boneless Beef Roast

First season beef with salt and pepper. Now put 1 cup of water in the bottom of Dutch oven. Then place meat in and cover. Put in baking dish at 350 degrees for thirty minutes. Then uncover and let meat until roast is tender and brown frequently. Now serve with baked potatoes.

**CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 2**

**Chicken Espagnole with Rice**

- Sliced Tomatoes and Cucumbers with Lady's Choice Vinegar Sauce
- Bread and Butter
- Coffee

Recipe for Chicken Espagnole with Rice

1 lb. frying chicken
- Salt and pepper
1 can (8 ounces) tomato sauce
- 4 lbs. oil
1 onion, 2 cloves garlic
- ½ lb. rice

First, joint a 2½-lb. frying chicken, and wash and dry well. Now pour oil in a Dutch oven. When the oil gets hot, put in the jointed chicken. As soon as the chicken gets a golden color, put in the onion and cloves of garlic minced very fine. When the onion and garlic begin to get brown, season with salt and pepper. Now open can of Spanish style tomato sauce and put over the chicken. Then cover the Dutch oven and let simmer until chicken is done. Now, in another pot boil ½ lb. of rice which you have washed and drained three times. When rice is tender, strain and place on top of chicken. Cover pot and let simmer for fifteen minutes, and serve.

**CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 3**

**Wilson's Certified Mor a la Rosita**

- Buttered Summer Squash
- String Bean Salad with Lady's Choice French Dressing
- Bread and Butter
- Coffee

Recipe for Wilson's Certified Mor a la Rosita

4 slices Wilson’s Oil Hamilton Bacon
- Salt and pepper
- Buttered Summer Squash
- String Bean Salad with Lady's Choice French Dressing
- Bread and Butter
- Coffee

Persian Honey for Dessert

First, open a 12-ounce can of Wilson's Mor. Now cut the meat into 1-inch squares. Then mince 1 onion and 2 cloves of garlic. Now sauté onion, garlic, and minced Mor with 4 slices of chopped Oil Hamilton Bacon in a Dutch oven. As soon as the onion and garlic begin to brown put in 2 lbs. of bell peppers cut into strips. Then add Mor to it and cook for another minute with salt and pepper and cover Dutch oven. Let simmer until peppers are tender. Then add 2 lbs. of new potatoes diced and 1½ bottles of Hauser Sauce. Now cover again and let simmer until potatoes are done.
More on Howard
(Continued from Page 17)
His partner was Magel McCane, whom he married and divorced within a year. He next teamed with Ethelyn Clarke, considered one of America's best dressed women.

In Los Angeles he had frequently escorted Irma Kilgallen, daughter of a Chicago steel magnate, to several cabarets. At a gala dinner party by Barney Oldfield, the first man to drive an automobile 60 miles an hour, a mock marriage between Joe and Irma was suggested. Joe fell in with the spirit of the jest and agreed. The next morning he discovered that he had gone through a real ceremony. Local newspapers published this event on their front pages. Joe hastily left Los Angeles.

In Omaha, four weeks later, Irma caught up with him. Going to the box office she purchased a ticket to the orchestra. When Joe came on stage, she drew a revolver, threatened to shoot not only her husband but his partner, Ethelyn. She was calmed down, removed from the theater to her hotel. Later employees of the hotel were startled by a pistol shot. They broke into Irma's room, discovered her dead.

Four days later Ethelyn convinced him he could offset bad publicity if he got married again. That was in August, 1916. One year later they traveled to France with Elsie Janis, to entertain the A. E. F. Joe lost the only successor, "Somebody in France Is The Lilly," earned him $30,000 in six months' royalties. By 1921, he had been divorced again. He started out on a vaudeville tour with lovely Anita Case, whom he married before the tour was completed. She too divorced him within a year.

Vaudville was by this time on the decline and Joe's style of songs, that had waned in Tin Pan Alley. When the cruise came in 1929, he lost $280,000. Reduced to playing vaudeville on lesser known circuits, Howard, now 63, made a move into the latter days of the trade. In 1930 he met his present wife. They started a new life together. To Joe, his wife gave understanding and sympathy at a time when he was in despair.

During his career as actor, singer, composer and producer, he amassed a fortune of $1,500,000, only to lose it. At the age of 63, with just $100. Howard pitched into a vaudeville career, started up the one-man circuit. Vigorous and hearty, he just couldn't think of retiring and musing over his memories as most men of his age might have done.

Recently he and his wife celebrated their eleventh wedding anniversary with their 16-year-old son, Joe Jr., whose ambition is to be an aviator. At that time his wife remarked, "I think I should be very grateful to Joe for Joe's other wives. For I think he learned much from them that makes him the gentle, considerate and unselfish husband I still love deeply today."

Says she: "Joe is ageless."

White House brown rice retains the natural vitality building qualities of this favorite food. Just look for the White House on the package.

GAGS OF THE WEEK
Tommy Riggs and Betty Lou and their various guests took the humor spotlight this week with the following gags submitted by reader-listeners to whom tickets are to be mailed. Remember, readers, more tickets are mailed usually each week than those are credited to gags that are published, so listen and write. Whether your gag is printed or not the chances are a ticket will be on the way to you—that is, as long as tickets last.

Mrs. Fred Williamson, 7629 Lodge Ave., Roscoe, Calif.
Betty Lou: We call our new paper the Daily Anemia, because it has such poor circulation.

Donald MacKellar, Jr., 4423 Clarista Ave., Hollywood.
On Dick Hall's "Time Out Time":
Elon Packard: ... and my uncle has been on WPA so long the water in the blisters on his hands has become stagnant.

Pat Willard, 2416 E. Fairmont Rd., Burbank, Calif.
On Sealtest:
John Barrymore: When I was young I memorized all of Shakespeare's plays.
Irma Mac Oliver: Yes, but when you are young, there weren't so many of them.

Mrs. Toni A'Lureda, 856 W. 62nd Place, Los Angeles.
On College Humor:
Mr. Marlin: Don't you know that money is the root of all evil?
Bertie: I don't care about the root, it's the green stuff on top that I want.

Mrs. Mina Harkins
Mrs. D. Halyer
THURSDAY'S THURSDAY'S THURSDAY'S THURSDAY'S THURSDAY'S THURSDAY'S THURSDAY'S BETS
JUVENILE SPORTS WIZARDS: KFWB, 8 p.m.—Four young American voice authorities on sports.
MADRE'S DIARY: KNX, 1:30 p.m.—Ex-capades of 15-year-old, based on magazine stories which have amused for eight years.
FEATHERWEIGHT CHAMPIONSHIP FIGHT: KFWB, 6:30 p.m.—Chalky Wright vs. Joey Archibald.

SEE YOUR NAME
In This Issue
Of Radio Life
Win 6 Free
Sun-Frez-ett
JUNIORS
The makers of ICE CREAM BY ARDEN are co-operating with Radio Life in a "Hidden Name Hunt." Readers' names are placed all through this issue of Radio Life. Find yours, then simply phone Radio Life, Richmond 5262, or mail post card with your address to 1029 W. Washington, and a gift order for 6 "individual" packages of SUN-FREZ-ETT JUNIOR, will be sent to you.
San Fernando Mission Restoration To Be Aired

San Fernando Mission, where through the generations leading out of California's earliest days, Father Patera ministered to the weary traveller, delivered the Gospel of Christianity and maintained a beacon of advancing civilization, will be heard for the first time between the old and the new, September 7.

For the first time in its history San Fernando Mission services will be broadcast by KMPC in an hour long airing of rededication ceremonies. Time of broadcast 8 to 9 p.m. September 7.

Services to be held as part of the rededication, will be the first in 67 years in the historic place. At the metropolitan trances of San Fernando Valley. Built in 1797 the hony and traditional headquarters of religion's march into the West was ravaged by elements, later abandoned as the territory grew, finally fell into nearly complete disrepair.

Citizens over the years, headed by Father Charles Burns, contributed to restoration of the old mission. September 7th's exercises, religious ceremonies and fiesta motif mark its renovation.

Bruneit songstress Maxine Gray returned to Hollywood last week for rehearsals with Dave Rose and his orchestra on Mutual's "California Melodies" program which is now back on the air.

WIN FREE

Join Your Radio Life Consumers Club Today!

The first 25 applicants who return this coupon to Radio Life, 1029 W. Washington, Los Angeles, will receive a Gift Order for six (6) packages of SUN-FREZ-ETT JUNIOR, the new "ready to serve" ICE CREAM BY ARDEN. If you didn't win last week look for your name in this issue.

Name

City

This Coupon must be signed by an adult— Not good after September 10
SATURDAY Programs

SATURDAY Program Highlights

Morning Programs appear in Lightface Type: Afternoon and Evening Programs in Boldface.

Variety
1:45—Zip of the Morning, KNX.
9:00—Let's Pretend, KNX.
9:30—The Masons, KFAC.
10:00—Voices of Broadway, KNX.
12:00—Club Matinee, KFCA.
3:00—Proudly We Hall, KKNX.
5:00—Spare Time, KECA.
6:00—Grand Ole Opry, KFTR.

Drama
9:00—Lincoln Highway, KFAC.
3:00—Drums of Youth, KFAC.
4:30—Stories of American Literature, KFAC.
6:30—Latitude Zero, KFAC.
9:00—This Is Judy Jones, KFAC.
9:30—Knickers-the-excellence, KFAC.
11:30—City Desk, KNX.
1:00—Great Fries of History, KFAC.

Quiz Programs
7:00—Truth or Consequences, KFAC.
7:30—Spin and Win, KECA.

Outstanding Music
10:10—Golden Melodies, KFAC.
11:30—Vere Brosky, KNX.

9 to 10 A. M.

KFAC—Sam Hayes' News: 8:15, KFAC, 8:30, Call to Youth: 8:45, KNX.
KNX—Top the Morning: 8:15, Town Crier.
KGFJ—Music: 8:05, L. Brown Orph; 8:30, News; 8:45, Charloettes.
KECA—Breakfast Club: 8:30, KFAC.
KFBD—Robert Johnson Lee: 8:45, Salvation Army.
KMPY—Wall Street: 8:45, Off the Record.
KMPY—Saturday Night: 8:45, Religious Music.
KACM—Church Chorus: 8:30, W. P. A. Program: 8:45, County Program.
KGFD—News, Stocks: 8:15, Music: 8:45, KEAC.
KEAC—News: 8:45, Soul Patrol: 8:15, Mikron.
KFVD—Covered Cargo Wagon: 8:15, KEAC.
KVOL—L. Brown Orph: 8:30, News: 8:45, Charlolettes.

9 to 10 A.M.

KFAC—Lincoln Highway: 9:00, American Legion.
KHJ—1:45, Helen Holden: 9:30, Bright Idea Club.
KNX—Buffalo Presents: 10:00, Voice of Broadway: 10:15, Of Men and My Way.
KHJ—9:00, Helen Holden: 9:15, Bright Idea Club.
KNX—Music: 9:00, News: 9:45, Swing.
KHJ—9:00, Helen Holden: 9:15, Bright Idea Club.

9 to 10 A.M.

KFAC—Let's Pretend: 9:30, Stars Over Town.
KHJ—1:45, Helen Holden: 9:30, Bright Idea Club.
KHJ—9:00, Helen Holden: 9:15, Forty Puffs: 9:30, V. Lopes Orph.

KHJ—1:45, Helen Holden: 9:30, Bright Idea Club.
KHJ—9:00, Helen Holden: 9:15, Forty Puffs: 9:30, V. Lopes Orph.

8 to 9 A.M.

KFAC—Sam Hayes' News: 8:15, KFAC, 8:30, Call to Youth: 8:45, KNX.
KNX—Top the Morning: 8:15, Town Crier.
KGFJ—Music: 8:05, L. Brown Orph; 8:30, News; 8:45, Charlolettes.
KECA—Breakfast Club: 8:30, KFAC.
KFBD—Robert Johnson Lee: 8:45, Salvation Army.
KMPY—Wall Street: 8:45, Off the Record.
KMPY—Saturday Night: 8:45, Religious Music.
KACM—Church Chorus: 8:30, W. P. A. Program: 8:45, County Program.
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KEAC—News: 8:45, Soul Patrol: 8:15, Mikron.
KFVD—Covered Cargo Wagon: 8:15, KEAC.
KVOL—L. Brown Orph: 8:30, News: 8:45, Charlolettes.

SATURDAY Programs

SEPTEMBER 13, 1941

11 A.M. to 12 Noon

KFAC—Sam Hayes' News: 11:00, KFAC, 11:15, Call to Youth: 11:30, KNX.
KHJ—11:15, Helen Holden: 11:30, Bright Idea Club.
KNX—Buffalo Presents: 10:00, Voice of Broadway: 10:15, Of Men and My Way.
KHJ—9:00, Helen Holden: 9:15, Forty Puffs: 9:30, V. Lopes Orph.

12 Noon to 1 P.M.

KFAC—Sam Hayes' News: 11:00, KFAC, 11:15, Call to Youth: 11:30, KNX.
KHJ—11:15, Helen Holden: 11:30, Bright Idea Club.
KNX—Buffalo Presents: 10:00, Voice of Broadway: 10:15, Of Men and My Way.
KHJ—9:00, Helen Holden: 9:15, Forty Puffs: 9:30, V. Lopes Orph.

2 to 3 P.M.

KFAC—Sam Hayes' News: 11:00, KFAC, 11:15, Call to Youth: 11:30, KNX.
KHJ—11:15, Helen Holden: 11:30, Bright Idea Club.
KNX—Buffalo Presents: 10:00, Voice of Broadway: 10:15, Of Men and My Way.
KHJ—9:00, Helen Holden: 9:15, Forty Puffs: 9:30, V. Lopes Orph.

3 to 4 P.M.

KFAC—Sam Hayes' News: 12:00, KFAC, 12:15, Call to Youth: 12:30, KNX.
KHJ—12:30, Helen Holden: 12:45, Bright Idea Club.
KNX—Buffalo Presents: 11:00, Voice of Broadway: 11:15, Of Men and My Way.
KGFJ—Federated Churches: 10:15, Forty Puffs: 10:30, V. Lopes Orph.
KHJ—10:00, Helen Holden: 10:15, Forty Puffs: 10:30, V. Lopes Orph.

4 to 5 P.M.

KFAC—Sam Hayes' News: 2:00, KFAC, 2:15, Call to Youth: 2:30, KNX.
KHJ—2:30, Helen Holden: 2:45, Bright Idea Club.
KNX—Buffalo Presents: 2:00, Voice of Broadway: 2:15, Of Men and My Way.
KGFJ—Federated Churches: 2:15, Forty Puffs: 2:30, V. Lopes Orph.
were opened and thousands of criminals joined in the robbery and rioting. As soon as Napoleon realized that the burning of Moscow had failed in its purpose of a preconcerted scheme, he ordered all persons found carrying torches to be shot. The result was that the only illumination for four unhappy nights was that offered by the blazing city itself. As the shouting died down on its second and third days, the disorder spread with equal rapidity. In and around the Kremlin the looting was directed by the Emperor himself. In the gorgeous Cathedral of the Assumption, two huge braziers were set up, and outside, two furnaces, one for gold and one for silver, were kept busy continually melting down the setting's torn from the sacred pictures on the cathedral walls, the holy vessels, the gilt ornaments, even the decorations on the priests' robes. What the fire didn't take, the French did. Those churches which escaped the flames were used as stables for the officers' horses and thousands of hallowed relics found their way into the common soldiers' knapsacks.

By the night of the fourth day, the fire had become unbearable intense, so much so as to drive everyone from the burned area, and along the riverfront a mass of flame and the miles upon miles of filthy slime dwellings were soon just a blackened memory.

Clusters of sparks sailed over the tallest buildings as if shot from some mammoth gun. Stores of spirits exploded continually and weird blue flames hid the yellow and orange of burning timbers in every section. By this time, Moscow seemed to be a geometrical pattern of fire, for its streets in those days were paved with wood and when these were all ablaze, the city looked like nothing so much as a gigantic red-hot grille. On the morning of the fifth day a heavy rain stopped the fire's spread, and the French returned to what remained of their quarters, walking back over still-smouldering embers. Here they remained for over a month, for Napoleon daily expected from the absent Czar a message of surrender. During that time the greatest privation imaginable was suffered. Food grew scarce, water became polluted, the inhabitants of Moscow, at the price of about 200 executions took place every week. At last, reluctantly, the Emperor gave the command for "the retreat from Moscow," that terrible march back to Europe that was to become the most famous episode in all military history. When the first ragged grenadiers reached Paris, months later, only a fragment of the Grand Army remained alive. Six hundred thousand had started on that triumphant invasion. Less than 60,000 returned. Is history today about to repeat itself?
CHEF MILANI RECOMMENDS

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BE SURE IT'S "OUR MOTHER'S"

Cakes, puddings, frostings, or chocolate drinks — are even more delicious made with OUR MOTHER'S cocoa.

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Rid Windows of Gray Film the Easy Way
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... only 7 seconds to cut film from windows. CLEAREX makes them sparkle and shine.

NOURISHING AND TASTY!

Young and old alike praise WHITE HOUSE rice for its goodness. Comes in natural brown or white.

White House Blue Rose Rice

Kellogg's ANT POWDER
MOWS 'EM DOWN!

Full 2-oz. Size.

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Makes Perfect Cakes Every Time

All necessary ingredients in each package. Just add water, stir and bake. Guaranteed delicious cake every time. Comes in 4 favorite flavors.

Cinch Apple Sauce

Each bag makes full quart — flavorful, old fashioned applesauce. Just add water, simmer and sweeten.

FREE ICE CREAM

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6 Packages of SUN-FREZ-ETT JUNIOR

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Get Out Of Town!

Flies who up to now have merely been lullled to sleep by fly spray had better get out of town, for women are buying BIF! And BIF not only kills flies but kills them quick and kills them dead!

Stainless to clothing, furnishings and draperies — BIF is pleasantly scented, and works in any sprayer. It is also effective with ants, moths, mosquitoes, roaches, silverfish and other pests. If you want an insect spray that really kills flies, then get BIF — right away.

GET BIF AT YOUR GROCER'S

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