LOWDOWN ON
DICTATORS IN
NBC AIRINGS

RADIO FINDS A
GIRL FROM IOWA

By Carl Hailing

NEW PROGRAMS
CAST & PREVUED!

Sept. 14-20, 1941
THE EAR INSPIRES THE PEN

Mrs. John C. Schobert, 1134 Glendale Blvd., Los Angeles.

Sirs: We certainly like reading Radio Life, but one complaint: the radio log is not always accurate. Would it be possible to get stations to send in corrected logs for each week?

Note: The quick shifting of events in radio of late causes program changes at so fast a pace that many a time a program comes to air without even station staffs aware of changes in time to apprise radio periodicals. Reader-listener Mrs. John C. Schobert may be interested to know that in the past 100 programs Radio Life's nearest competitor for accuracy (a national magazine) provides 1 error per 100 listings per week.

Patricia Byrne, 616 So. Adams, Los Angeles.

Sirs: Could you help to return "Keeping Fit in Hollywood" to the air? Many have benefited by this program.

Note: We will do what we can, Patricia Byrne.

Mrs. Clarence Peterson, 727 Columbia Ave., Los Angeles.

Sirs: Thank you for the order for the Junior Sun-Frez-Ritt. I enjoyed the ice cream very much. We love reading Radio Life. I can hardly wait from one week to another as I read it from cover to cover.

H. G. Pierce, Olive View, California.

Sirs: One issue cluttered up with your (Rudyard Hinthaway's) personal feud with FCC was in error. You're puerile and in bad taste. Is R. L. your toy or OUR magazine? Get out of politics lest you put R. L. on the rocks. It's been done before.

Note: All sorts of people make a world, thus the stories with reader-listener H. G. Pierce and the question: Where is YOUR magazine? To a grateful heart do the editors take the sharp prickling of Mr. Pierce.

Elsaine Ryan, Tujunga, California.

Sirs: You make the statement: "Shirer is no student of causes and effects." I ask you how a man with such an important position, as when he was head man of all European correspondents, could be so irresponsible? From the opinion of a good many people William Shirer is one of the best correspondents known. As to your reference to Mother Goose, maybe you ought to be reading such stories. They're interesting really.

Ed. Note: Agreed to Radio Life's editor with reader-listener Elsaine Ryan. William Shirer is a top-flight foreign air-correspondent. In answer to Miss Ryan's question: No intent was made to say William Shirer was irresponsible. What was said was that Berlin Diary is not an objective book. A writer cannot write a book which William Shirer is, but few reporters have the faculty of writing a book of serious-political importance should be funded. The editor still fondly reads "West of the Moon," red ink cannot change rhymes but happens not.

Mrs. Crete Walker, 211 Nira Mar Ave., Long Beach, Calif.

Sirs: Just to say "thank you" for the privilege of obtaining Radio Life each week when I buy Saturday groceries at Swenson's markets.

John C. Dahl, 6251½ Temple Hill Drive, Los Angeles.

Sirs: I've got to hand it to you mugs. With all the bilge-water that leaks up from radio and motion picture in the form of propaganda for the waves they air and screen, Radio Life sure turns garbage into flowers. For my cents keep it up. Make Radio West twice, three times as long and don't lose your gutty way of tackling things. Some people get you wrong, I think. Most Americans

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Radio Life in NEW YORK

NEW YORK CITY.—I doubt if there is another man in radio who has put his finger into as many different pies and pulled out as many successful plums, as William Shirer. People who have come to the fore this week when movie producer Alexander Korda announced that he has completed arrangements with him for the use of his vast mechanism set up in charge public relations department. Using as a basis the fact that more than 30,000,000 persons have read Rudyard Kipling's "The Jungle Book," Collins has organized and perfected a system of research as a measuring rod for projected radio programs, which has gained him recognition as one of the foremost popularity prophets in the amusement field.

RAMBLING IN RADIO.—In spite of persistent rumors, Ed Wynn will not do a prestige show this fall. Nor has Jane Pickens any microphone plans through the pair were rumored to be readying a show together. I spent an hour or so with them in the garden at 277 Park Avenue where they both have apartments and Janie admits she would like to do radio work if "the right spot comes along," but Ed hasn't a thought of returning. He leaves next week on a cross-country tour with his Broadway hit, "Boys and Girls Together!" but beyond that, he has no plans and speaking of the Wynn's, that was young Keren reminiscing at the NBC Studio Fountain with Graham McNamee about the days when he'd rush down to rehearsals to watch his dad go through the antics of the Chief—the Wynn's—back in those days, remember? . . . Announcer Paul Douglas and the cinema's Virginia Field have been doing the town up right since Virginia arrived here . . . ditto for bandleader Artie Shaw and the moneyed Barbara Bannister . . . Phil Baker's managers released the information weeks ago that the comedian was signed for a new fall series—and an exuberant figure. Why then is he still auditioning for sponsors? . . . Local character actors and actresses are a little more than perturbed with the news that "Bringing Up Father" will be broadcast from the Coast when Agnes Moorehead who plays "Maggie" heads for Hollywood and a role in the new Ouran Welles flicker.

JAY KAYE.
Welles Returns

Despite a conviction of radioists that majority of people prefer entertainment that is fleeting and non-taxing of mind, but long on transient emotionalism, fact remains there is a goodly sized body of Americans who lean far to the conserva- tive left of a line whose opposite right is a debilitated admixture of crony tragedy, tear-jerking serial situations, comedies banded with anciently creaking cliches.

To this left wing group of listeners CBS this week brought reason for it to sit snugly around radios this winter. Announced CBS: Orson Welles would be back on air September 15, would be heard in West from KNX from 6 to 8:30 p.m. for a new sponsor, Lady Esther cosmetic makers.

An emotional air rabbler-rouser himself, Welles, deploys radio authorities, has never been guilty of kotows to neurotics without imagination. His rabbler-rouser has been done with Mephistophelean dramatic cunning, of which in witness was cited the radio drama from which, spring-board-like, he jumped over- night to national fame a few years ago.

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, where possible, however that event should hold true, because of broadcasting problems, and nearly overwhelming pressure of world affairs, to which the radio industry, in interests of public service, sacrifices little, money and, in some cases, programs, that ideals of public service shall be maintained. "NP" means New Program. "NT" means New Time.

<table>
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<tr>
<th>Change Program</th>
<th>Station</th>
<th>Time</th>
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<tr>
<td>NP Second Guessers</td>
<td>KFI</td>
<td>8:00</td>
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<tr>
<td>NT Andril Controversial</td>
<td>KFAC</td>
<td>8:00</td>
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<tr>
<td>NT Them That Helped</td>
<td>KRCB, KGB, KVOE</td>
<td>8:14</td>
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<tr>
<td>NT Silver Strings</td>
<td>KNX</td>
<td>9:15</td>
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<tr>
<td>NT The World Yours</td>
<td>KFRC</td>
<td>9:15</td>
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<tr>
<td>NT Down South</td>
<td>KGB, KVOE</td>
<td>10:15</td>
<td>Mon.</td>
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<tr>
<td>NT Mantlephant Exhibition</td>
<td>KNX</td>
<td>11:05</td>
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<tr>
<td>NT William Shurer News</td>
<td>KGB, KRFM, KVOE</td>
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<tr>
<td>NT Canadian Guard Band Show</td>
<td>KFAC</td>
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<tr>
<td>NT Blue Corridor</td>
<td>KFAC</td>
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<td>NT Open Heart Hour</td>
<td>KNX</td>
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<td>NT Captain Quiz</td>
<td>KNX</td>
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<td>NT Captain Flaxen</td>
<td>KFAC</td>
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<td>NT Columbia Workshop</td>
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<td>NT Bookworm</td>
<td>KNX</td>
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<td>NT Ben Beneke</td>
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<tr>
<td>NT Background for Living</td>
<td>KVOE</td>
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<td>NT Captain Musical Mailbag</td>
<td>KNX</td>
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<tr>
<td>NT Lux Radio Theatre</td>
<td>KVOE</td>
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<td>NT Program Cancellation</td>
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<td>NT Regulars Convention</td>
<td>KNX</td>
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<td>NT Columns on Parade</td>
<td>KNX</td>
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<td>NT Around the Ring</td>
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<td>NT American Music</td>
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<td>NT Defense Reporter</td>
<td>KNX</td>
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<tr>
<td>NT National Gallery</td>
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<td>NT Your Army</td>
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<td>NT Story Brook Stakes</td>
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<td>NT Arthur Mann from London</td>
<td>KNX</td>
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<td>NT Dave Lane, Notes</td>
<td>KNX</td>
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<td>NT Alford of the Headlines</td>
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<td>NT Magic for Americans</td>
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<tr>
<td>NT Little Show</td>
<td>KNX</td>
<td>12:30</td>
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<tr>
<td>NT C. D. W. Yeager</td>
<td>KNX</td>
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<td>NT Town Crier</td>
<td>KNX</td>
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<tr>
<td>NT Glenn Miller Sunset Serenade</td>
<td>KNX</td>
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<tr>
<td>NT Around the Ring</td>
<td>KNX</td>
<td>4:30</td>
<td>Mon.</td>
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<tr>
<td>NT Red Man Speaks</td>
<td>KNX</td>
<td>5:30</td>
<td>Mon.</td>
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An Analyst Labors

Not all news analysts work as hard as John B. Hughes, crack news-dissec- tionist whose current operating theme is the amphitheatre of skies, motor and wind-helped planes in them as he scurries, nose-news wrinkled, across the land, But all top-flight news analysts are ready to do in emergency what John B. Hughes did this week was reported to have done.

What Hughes did: Forty-three a.m., Sunday, left Chicago after a day and night inspecting defense production plants and interviewing production executives after hours. By telegraphic pre-arrangement, interviewed various local authorities and observers at airports across central western route to West Coast. Held interviews on board plane with a high army official and a governmental executive, inspected two army bomber bases adjacent to airports.

Arrived in Portland, Oregon at 4 in afternoon to begin a series of interviews with government authorities until 11 p.m.

Monday, Up at 5 a.m. to write broadcast on Oregon defense participation, to go on the air at 8 o'clock. Breakfast interview with Chamber of Commerce representatives. At 10:15 a broadcast, brief interview with local authorities. At 12 noon, talk on progress of western aviation at Chamber of Commerce luncheon in honor of the 50th anniversary of United Airlines.

Two-thirty, a news commentary broadcast for the Don Lee Broadcasting System, Pacific Coast affiliate of Mutual.

Three o'clock, a broadcast on another network, interviewing United president W. A. Patterson. Three-fifteen, a private interview with E. P. Hoyt, publisher of the Portland Oregonian, one of the best informed observers of Pacific Northwest activities, political and industrial.

Four o'clock, press conference with local reporters. Forty-five minutes, Hughes leaves by plane for San Francisco, arriving at 8:15 and spends four hours recording a narrative for a motion picture short on the work of the famous Shrine Hospital for Crippled Children. Two fifty-five a.m., leaves by plane for Los Angeles, arriving just in time to rush to the studios of KFI and begin writing broadcast to go on the air again at 8 o'clock that morning.

Said Hughes, "That's just an ordinary routine. You should have caught me in Detroit."
stability everywhere. Not alone did the President talk. During the week isolationists and non-interventionists carried on their wide-open warfare of words against participation in a war that insisted was still a local European affair. In the midst of verball turmoil and hard-rung or crafty phrases from both sides the public waited the next in a parade of swift-moving unfoldments.

In Los Angeles Jay Modell, a carrot-topped attorney, member of the liberal "Attorney's Club" of that city, and a speaker on regularly scheduled Bill of Rights program from KMTR, did his bit to unravel a current mystery:

Why has Hitler chosen to attack Russia, second of his arch-enemies in Europe?

Radioed Modell: Hitler is invading Russia... for these reasons:

"1. To divide American sentiment—by the invasion of Russia, knowing the traditional American hatred of everything Communism stands for and represents.

"2-A. To cripple American aid to Great Britain by attempting to make America believe he has engaged in a 'holy crusade' against Communism and that if America aids Russia Uncle Sam is preventing Hitler from stamping out Communism. If enough public sentiment can be created against helping Russia—and England is pledged to assist Russia—the flow of American aid to England will diminish.

"2-B. Hitler hopes that with enough sentiment created against helping Britain assist Russia in her defense against the German invasion American aid to Britain would diminish and England would become consistently weaker while Germany gained in strength.

"3. Germany would gain strength—at the same time England became consistently weaker—under this plan—because of Hitler's acquisition, not of all Russia but merely of the Ukraine where he will get enough wheat, oil and ore to carry on indefinitely his campaign for conquest of the world.

"Hitler's clever propagandists are also telling the American people that:

"He has been diverted from his invasion of England by a tremendous new war front.

"The fact is that he has only increased the length of his battle lines in the final drive against Britain. He has no intention of trying to conquer Russia. The great Russian Soviet would only be a liability to him. He proposes to take the Ukraine and let the rest of Russia starve. Perhaps into the slavery other conquered peoples have experienced in Poland, Holland, Belgium, France, Greece and other countries fallen in the onward march of Hitlerism against humanity. Advancing eastward he proposes to take over the Dardanelles, encircle Turkey and render her helpless, attack the Suez Canal from the side."

** KMTH, 8:45 p.m.
Mon.

World Eavesdropper

Eaves of the earth are the dense atmospheric layers from which surface lights are reflected, against which bounce heaven-bound radio waves to be bounced back in multi-lingual steps to earth and into the nation's radio sets.

Little that is bounced up to and from these eaves of the world from places of origin escapes listeners in a vine-covered cottage near Bellmore, Long Island. The ears are high-powered shortwave receivers, listeners crack technical staff-members of NBC's eastern listening post, companion of the company's recently established Western post situated in bustling San Fernando Valley near Los Angeles in California.

Delays caused by censorship, garbled accounts of humanity-effecting events abroad, so hampered work of news and radio broadcasting that "eavesdropping" has come to play an important part in national news gathering.

Inside the listening post a battery of highly sensitive shortwave receivers, labelled "England," "Italy," "Germany," were designed to do their job of overseas listening. Location, far from Manhattan's steel-ribbed towers, offers ideal reception conditions.

Jules Van Iten is responsible for the shortwave monitoring staff. He reports to A. A. Schechter, head of the News and Special Events Division of the National Broadcasting company. Van Iten was born in Holland and is now an American. He has lived abroad, principally in Germany, France, Rumania, Hungary, Spain, Portugal, Argentina and Uruguay, and speaks a dozen languages fluently.

Because monitors must distill real news through a haze of atmospheric difficulties and propaganda, they must have special qualifications. More than a mere sifting of a minimum four languages is required, in order to distinguish propaganda from policy trends, news from lies. They must be able to write (preferably from newspaper experience), have a European education or have lived
abroad. Most monitors are young—better to stand strain of eight-hour-a-day Johnny-on-the-spot routines.

These Four Men!

Every alert American, world citizen, knows that England's Churchill, the United States' Roosevelt are two men pitted ideologically against Hitler, Stalin, Mussolini.

What few know, however, are backgounds of the five men who in their ways have done the most in this century to do one of two things: (1) to destroy all ways and evidence of the life democratic, and (2) to preserve and strengthen the processes of democracy fast coming, so experts contend, into maturity.

Last week, then, to background the careers of four of these (the exception, Mussolini), to explain the manners by which they arrived upon their currently expressed destinies, NBC, through C. L. Messer, newly appointed national pro-duction chief, announced:

Living biographies of the four most important men in the world today—President Franklin D. Roosevelt, Prime Minister Winston Churchill, Premier Josef Stalin, Reichschancellor Adolf Hitler—to be presented by the National Broadcasting Company over NBC's Red Network (KFI, 7:30 p. m.) Sundays, September 7, 14, 21 and 28, rebroadcasts to the world over international short-wave stations WRCB and WNB.

Entitled "These Four Men," the series will be designed to deal objectively with the human elements in the lives of the characters. Their backgrounds, their parentage, their development through the years and the world forces which made them what they are, will be described in detail.

Idea for "These Four Men" came from Messer and Phillips Carlin, Red Network program manager, in discussion of what new and outstanding service radio could render audiences in a critical time.

Feeling was that the public was hungry for reasons why Roosevelt, Churchill, Stalin and Hitler hold attention of the world. Soon the general plan for the broadcasts was on paper and radio; telegraph, telephone and cable lines hummed to obtain necessary authorisation and services of most outstanding biographers, dramatists, stars, directors, musical conductors.

Too late came the announcement of the series for inclusion in Radio Life, September 7-13, week in which the Life of Churchill was portrayed. On Sundays to come, the 14th, 21st, 28th, will be aired the lives in this successive order: Stalin to be played by Paul Muni; Hitler to be aired indirectly through the "Rebecca" technique of identifying characters through auxiliary characters and situations; Roosevelt to be played by veteran actor Bill Adams.

Notable, thought Messer, was fact that this is first time in Washington history permission has been given another person to simulate the voice and impersonate the character of the President of the United States.

The Ravia Kid

The eyes of Gene Autry are modest-blue, his hair taffy-colored as a honey-based candy-pull and his frame amiable enough to six feet. His staunchest friends are those who have never seen him as his richly-timbered voice rolls in on them through radio on Sundays when, as foreman of "Melody Ranch," "somewhere in the West," he gathers a "gang" about him, becomes the melodic moving spirit of a 25-minute program of Western songs and stories.

In 1929 Gene Autry punched telegraph keys and the rumps of winter-range wild steers being rounded up for their spring transformation into steaks and roasts for the nation. In those days in way-stations, around campfires on the range Gene Autry sang, plunked a guitar, told stories, became known as the Yodelling Kid from Ravia. To Ravia in Oklahoma came one day late great American homespun humorist, Will Rogers, to tell Autry a future waited him in entertainment.

The Ravia Kid packed meagre belongings, drifted to Broadway to bug-eye metropolis; no station managers as he pleaded for a chance in dusty Stetson, shabby guitar, range clothes, running-down high heels. Most advised him to go home, start humbly, come back later.

On Ravia's KVVO Gene Autry launched program called "The Yodelling Cowboy," an scorn that burgeoned after Ravia rootings until the shade of achievement's sun-hut dustiness.

After Ravia Autry emceed National Barn Dance, conducted a "Conqueror Record" program for nation-ranging merchandisers Sears, Roebuck & Company.

Most Autry "affianciate" thimb of Autry as a motion picture star who entered radio. It was the other way round. In 1940 makers of a chewing gum—Wrigley Corporation—brought the Melody Ranch idea to him. He was then a much be-lettered film cowboy with authentic bringings in lore and practices of the range-lands.

Gum-chewing, soft-spoken is Gene Autry today, pungent the spiritual relationship between him and the late Rogers who first encouraged him. To Autry last week as his Melody Ranch program brought nostalgic song and music to listeners, came signal honor: radio folk hailed him as the "West's Ambassador to the nation," the nation east, north and west of the Pacific.
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
1220 W. Olympic PR. 8614

MRS. B. SKALE—MRS. E. TAVARES

SOUTH

RADIO BEN
Jacobsen
Quick Service Anywhere on South Side, Save $2.44 and Inconvenience, Call RADIO BEN—Expert Technicians

SOUTHWEST

CARLTON
Radio and Appliance Co.
Drive-In Auto Radio and Home Service
AXminster 1-9746

5418 South Western Avenue

MRS. AMBROSE S. WURKS—MR. OTTO ZWINK

COMMERCIAL TELEVISION

As the week drew to a close Philco Radio and Television corporation had successfully completed construction of the first American television station (W3XE) to go on air under license granted for 60 days, starting September 1 in Philadelphia, the granting of which was ordered by the Federal Communications Commission a near fortnight ago.

Philco has been engaged in television research and experimentation since 1926, its work in this field having resulted in several contributions to television. A part it played in obtaining in high fidelity and detail in television pictures. When 441-line pictures were widely used, it emphasized importance of still greater detail for public benefit. In approving 525-line pictures as standard for television in the regulations it issued last May, the Federal Communications Commission formally recognized the progress the industry had made in this branch of research.

Important was Philco's contribution to development of alternate-carrier synchronizing. Field tests of this method demonstrated a five-fold increase in synchronizing signal from same transmitter power. In opinion of engineers, alternate-carrier synchronizing will extend appreciably the effective service area of any television station employing it, make possible trouble-free reception in areas where the picture was formerly destroyed by static from such everyday devices as vacuum cleaners, kitchen mixers, electric razors, doorbells and automobiles.
Pre-Casts and Pre-Views

THE FAMILY HOER—Musical.
HEARD: KNX, Sundays, 1 p.m. (45 min.)
CAST: Gladys Swarthout, Derma Taylor, Ross Graham, Al Goodman and orchestra, chorus of mixed voices.
SPONSOR: Prudential Insurance Company.
RADIO LIFE RATING: Superlative.
This program is one of most sensibly devised in the musical field. Its appeal carries from the very young to rocking chair oldsters of the listening family. Little need be said of Diva Swarthout. She remains in excellent and entrancing voice, with Goodman backing the voice effectively. Well known and loved musical selections range from Beethoven's Ninth Symphony to such melodic contrapuntions as the "Hat Suit." Seen-witted Derma Taylor does a part in the manner of his appearance in the Disney spectacle "Fantasia." Melodies are supplemented with dramatizations which music imparts or which inspired the composers. Ross Graham, male foil to Diva Swarthout, does much to enlarge the captivating impressions of this program.

ROMANCE OF THE RANCHOS—Drama.
HEARD: KNX, Sundays, 6:30 p.m. (30 min.)
CAST: Frank Graham and others.
SPONSOR: Title Insurance and Trust Company, Los Angeles.
RADIO LIFE RATING: Good.
Frank Graham in a new series of dramatic narrations linking modern with vividly lived days of California's Spanish Occupation. The plays tell the stories of the great ranchos granted settlers by the King of Spain, from which most land titles in the state derive. Graham describes scenes of rancho life and history which are dramatized by leading radio actors and actresses. The September 14 program deals with "Rancho Santa Gertrudes," now Santa Fe Springs.

THAT BREWSTER BOY—Drama Serial.
HEARD: KFI, Mon., 5:30 p.m.
CAST: Eddie Firestone, Jr., and others.
SPONSOR: Quaker Oats.
RADIO LIFE RATING: Fair.
This program is a slight cut above the usual run of those dealing with the daily lives of members of an American family. Below standards of One Man's Family and The Aldrich Family stories, it nevertheless has interesting moments in recounting the movement of an American youth through his times and under the aegis of his familiar Lares and Penates. It does give a transient impression of proving something about young manhood and womanhood of today.

PRESIDENT'S DAUGHTER SPEAKS — Commentary.
HEARD: KFWB, Mon.-Fri., 9:45 p.m.
PRINCIPAL: Eleanor Wilson McAdoo.
SPONSOR: Bank of America, Los Angeles.
RADIO LIFE RATING: Good.
Eleanor Wilson McAdoo should be on a major network station, but gratitude may be expressed to her present station and sponsor for bringing this charming and simple-hearted daughter of World War I President, the late Woodrow Wilson, to the air in thought-provocative analysis of the world of yesterday in relation to stirring events of the hour.

KATE SMITH

Here we see Kate as behind-the-scenes folks know her — jovial, talkative, amply lovely. Center is she with Ted Collins, her business manager. The duo is one of the smoothest in radio. Below, head-dressed as a Shoshone or Blackfoot Princess—or something—a Tribal honor, one among many honors the Great Smith girl has won. Fans look for her return to Columbia's gay air season September 19.

ARMY CAMP NEWS—Variety.
HEARD: KECA, Wed., 8:15 p.m.
CAST: Hank McCoone and others, including Shatch Henderson and lovable Martha Wilson, singer.
SPONSOR: None (sustaining).
RADIO LIFE RATING: Good.
A potpourri of subjects with initial (Continued on Page 90).
CINDERELLA
Dons a Radio Slipper

Discouraged Kathleen Fitz Wrote a Letter. It Opened Her Door to Radio!

By Marcia Sinclair

CINDERELLA'S story is not a fairy tale, for it actually happened to someone we know. Instead of a forlorn, bedraggled little girl sobbing by the cinders, there was young Kathleen Fitz; instead of two horrid step-sisters and an abusive step-mother, there was a mean cold that laid Kathleen flat in bed for three weeks; instead of wistful standing by while the others swished to the ball in their new gowns, our Cinderella was stranded in New York with only $15 between her and an indifferent world. In our modern version, it was a gracious godfather who came on the scene to change the story and make Kathleen "happy ever after" (we hope).

Weak from her illness and discouraged to the nth degree, Kathleen penned a note to Walter Huston, who was starring in the New York show, "Dodsworth," and whom she had met once at a very large party. She understood that the show was going on the road and that the metropolitan cast might need an actress to play Huston's stage daughter. Asking for an appointment, Kathleen posted her missive special delivery, then waited in hope and trembling.

The wand waved. Kathleen was summoned to the theater the following afternoon. Huston earned her story attentively, patted her on the head, dismissed her.

Just about then the coach almost turned into a fat pumpkin. Kathleen felt overwhelming disconsolate as she trudged into a Mayflower Donut Shop and mechanically ordered a cup of coffee. In miserable gulps its warmth slid down her tight throat. Then she dragged back to the hotel.

In the lobby she was paged to the telephone by a call from Mr. Huston. In her excitement, she literally fell into the booth and blindly heard him ask her to be at the theater the evening to read for him between acts.

In the fairy tale Cinderella was the belle of the ball and wed the prince. In our story, Kathleen received the part, completed the last four weeks of the New York run, and traveled 16 weeks in the eastern seaboard road-show edition. Then she was cast in "Three Men on a Horse" in New York, "Boy Meets Girl" in Chicago, played the lead for Norman Bel Geddes in "Iron Men," and smash-success for two years on Broadway opposite Eddie Albert with the original "Brother Rat" company.

After playing at Elitch Gardens, Denver, in the summer of 1938, she visited California. As Kathleen prepared to wing back to Manhattan, a query from her mother signaled a stop light. "Why don't you try radio?" Mrs. Fitz suggested.

Kathleen did and out-auditioned 17 other women for a part in "Brent House." Subsequent were roles in "One Man's Family" (she was the red-tressed divorcée who nearly involved Clifford) Lux Theater, "I Love a Mystery," "I Want a Divorce," "Unlimited Horizons," "Stars Over Hollywood," "I Was There," and "Those We Love." Currently she is being heard in "Forecast" and "Hollywood Premiere." Last December, when Irene Rich's plane was grounded, Kathleen substituted for Rich on "Dear John" and gracious Irene, cutting in from Chicago, openly thanked Miss Fitz for pinch-hitting.

We think Kathleen is the exception to the trite description, "beautiful, but dumb." She's beautiful and plenty smart. Graduate of Stanford, M. A. from Wisconsin, with work partially completed for her Ph. D., Kathleen planned to make psychology her profession and the theater as her hobby. Before she earned her place in "Dodsworth," she taught in a nursery school for problem children, sang with Anson Weeks' orchestra, and played locally in "Reunion in Vienna" and "Dinner at Eight."

Archaeology is her hobby and she delves voraciously into the ancient civilizations of Mexico, Peru, Mesoamotia, the American Indians and the Mayans. Her idea of seventh heaven is time unlimited in the Metropolitan Museum. Sixth heaven is symphonies and rhumba-ing; fifth heaven mezzanine is biographies and non-fiction, mystery stories; runner-up is going everywhere by plane. Also in higher bracket classification are swimming and knitting (Kathleen clicked off seven gift sweaters last Yule). She does on ice-cream cones; makes her home with mother in Los Angeles; goes out with Eddie Albert and with Al Capp (Kathleen says he and she are friends because he doesn't listen to her on the air and she never looks at L'il Abner).

Our Cinderella prefers simple clothes, with the accent on print dresses and suits, never wears a hat. "After two years, I've finally gone Hollywood," she proclaimed. "Explain further, please," we requested. "Well," Kathleen admitted, "I have just bought a pair of slacks!"

Happy Jack

Happy Jack Turner's record of only two missed broadcasts in 20 years on the air almost became three missed broadcasts the other day when the train on which he was returning from La Crosse, Wis., for his NBC show, was an hour late arriving in Chicago. An electrical storm had upset the railroad signal system.
MONDAY Program Highlights

Morning Programs Appear in Lightface Type. Afternoon and Evening Programs Follow.

Variety
8:00—Kata Smith, KNX.
8:15—Johnny Reynolds, KCI.
8:30—Art Baker, KFI.
9:00—Raymond Scott, KECA.
9:15—Bob Bernsen, KFIR.
9:00—Chef Milano, KMP.
9:30—Club Milano, KECA.
9:00—Rest of the Week, KECA.
9:15—Art Baker’s Notebook, KFIR.
9:15—John Brown, KFX.
9:15—Am and Abbe, KFIR.
9:20—Gary Sinisey, KFIR.
9:00—Erski Johnson, KFI.

Drama
5:00—Lax Radio Theatre, KNX.
5:30—That Brewer Boy, KRF.
6:00—Bottlestone, KNX.
5:30—Excaladare of America, KFIR.
7:30—Packard Playhouse, KFI.
8:00—Lone Ranger, KGB-KYVE-KECA.

Quiz Programs
8:00—Dr. L. G., KFI.
8:15—Raymond Scott, KGB-KYVE-KECA.
8:30—Who, What, Where and When, KFIR.
8:30—Pick a Tune, KFI.

Outstanding Music
11:15—Sogno Trenyury, KNX.
11:15—Luchans, KFIR.
1:45—Hummer Hour, KECA.
8:45—Telephone Hour, KFIR.

Public Affairs—News
7:30—Bob Garrett, KNX.
7:45—Nelson Pringle, KNX.
8:15—Sam Hayes, KFI.
9:00—John B. Hughes, KGB-KYVE.
9:15—Frank Klumfing, KFIR.
4:00—Paul Lewis, KGB-KYVE-KECA.
9:30—National Radio Foundation.

Sports—Comment
11:30—Baseball, KECA.
11:30—Sports Roundup, KFIR.
11:30—Sports Page, KECA.
11:30—Horsing Notes, KFIR.

Mrs. R. C. Shaw

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Thousands Of Crabs

Mutual System soundmen scratched their heads, crabs and birds, for a pause generally one day last week. Reason for their depression: A script called only for this. "The sound of thousands of crabs scuttling across rocks on a moonless island in the sound of two men crunching the crabs with clamps." Mutual's technicians solved the problem thus:

Their fingernails scratching on the leather top of a stool made a noise of approaching crabs. To simulate sound on crunching crabs, they soaked paper towels, placed them on the floor, put a regular peach basket on top of the mass, smashed it all with clamps cracking through the peach basket to make noise of crunching crab shells. Squash of the wet paper towels underneath made the sound of smashed crabs.

Barber Airs Series

For the third consecutive year Gillette has elected Red A. Barber of WOR, New York and Bob Edwards, of WOC, Chicago, two of the country's best known play-by-play baseball announcers, to describe the World Series, which will be heard once again exclusively over the Mutual Broadcasting System.
Sixty Seconds
By VIOLET MOSS

At first, his mind seemed completely blank. He'd once heard that wasn't possible. Yet, for a second or two, his brain seemed paralyzed. He couldn't focus on his thoughts. But then, how could a man concentrate when that cold gleaming metal was staring him in the face? He didn't dare to look at it and instead met the uncompromising eyes of the man opposite him—and cold perspiration broke out on his forehead. He must stall, he thought desperately, but how? The other's grim expression plainly said that he would stand for no tricks.

"Well,"—the man's crisp voice cut into the silence so suddenly that he almost jumped—"where are they?"

Where are what? For a moment, he couldn't remember. Oh, yes, the jewels. Where are the jewels? What should he answer? So much depended on this. It was awful to realize that he might lose everything now, after he'd worked so hard to get this far.

In the past, he'd sometimes imagined himself in such a situation, but had always fancied he could carry it off lightly, without breaking. Yet here he was trembling-frightened, every moment seeming an hour. He wondered if the man who watched him could guess how he felt, if he noticed that his knees were shaking, his teeth chattering.

Coward, he said to himself, brace up. Plenty of other people have been in spots like this, and have pulled out of them by quick thinking. But somehow he couldn't get control of his mind. He was overcome with fear. He knew he should say something—anything—rather than stand there petrified. Yet he was afraid to talk. This way, he at least had a few seconds left. He was clinging to time.

Then the man opposite moved into play and he realized how crucial moment had come. He must speak now—or this was the end. He wet his lips nervously, and suddenly something clicked in his mind. He remembered a newspaper article he'd read. He knew exactly what to say.


"Absolutely right!" The other man spoke cheerfully into the microphone. "And the answer to that final question makes you the winner of tonight's quiz. Here's your $25, sir."

He left the studio, mopping his brow, and beaming. A radio quiz winner!

Betty Hill's Socko Saga!
The Story Of A Gal Who Clicked Soundly On Her First Audition

The program "This Is Judy Jones" performs weekly miracle in resurrecting the dead jokes, situations and cliches that long ago were believed to have breathed their last. Yet it is a funny and entertaining program, albeit Grandfather remembers his grandfather telling the story about the fellow who painted himself in a corner of the floor; remembers, also, how funny the fellow looked when he slipped the ladder and had the paint fall neatly over his head.

Perhaps life's everyday events, like history, repeat themselves and what was a laugh-maker once is a laugh-maker again. For the fact is the bony old skeletons of the revived jokes and situations contrive to pad the program along, make for pivotal points around which Betty Hill, radio's newest girl star, plucked from a Hollywood Notery where she was singing, Irene Tedrow as her temperamental Billie Burke-ish mother and Ben Alexander, as Judy's (Betty Hill's) boy friend, revolve in something quite different from a set of old humor fabrications.

And this something different might be called the "Socko Saga of a weird but wonderful wisp, who's been where she's going." And she, of course is Judy Jones, a part into which Betty Hill went with all the aplomb of a veteran microphone, coupled to her own naturalness, a zest for living that expressed itself in something more than a mile-a-minute dialog.

Betty Hill, with hair like mountain-reek honey, brown eyes, is cute and 5 feet 4 inches of proof that it doesn't make any difference how many people are crowding the escalators leading up to the height-misted sign "Success." All you have to do is be yourself with some stuff to give and get on. If nothing else the ride will do one good. Which was nearly the way it happened.

First, though, she was standing out there in the middle of the floor at Linda's on Wilshire in Los Angeles. A spotlight was warmly bathing her young throat and eager face with the halo-like hair framing it. And she was singing! Singing because it's fun to sing and maybe somebody'll notice. And, of course, you couldn't help noticing her, nor help listening to that rich contralto that was just knocking the boogies out of all the woosies. And when she trilled out on one of those sweet sentimentals it was to be expected that heavy-bosomed dowagers, squinted by tired-eye-circled gents

(Continued on Page 27)
Radio Life Lines
By “BUCK” HATHAWAY

Evolution of a Radio Program: It starts with an advertising agency which wants a client who wants to go on air. Agency gets the client and now needs a show. It goes looking for one. Scores of programs are auditioned, a show is selected. Then actors and actresses are auditioned for good casting for the client to hear. (He hasn’t heard anything yet.) Show is presented to client. Client passes on show. Show goes on air. Show reviews appear in trade papers. Finale is that of a lost-pound executive stopping at the corner drugstore, muttering: “Give me an aspirin, please.”

THING THAT’LL NEVER HAPPEN: Ginny Simms leaving the Kay Kyser program. My guess despite fact it’s announced Ginny will leave band October 1 to devote full time to Pixies.

Ransom Sherman (Hap Hazard) comes up with a way to make a home demonstration of how it feels to talk into a mike. Have a friend hold a French phone parallel with your body, receiver end down in palm of his hand, mouth-piece at top, a few inches from your mouth. Speaking thus without physical contact with the instrument, you get the same insecure sensation the “mike” gives.


Notes on a Couple of Girls: Just learned why Marvyda Green (story on her this issue) hasn’t been heard out here (West)... She has been interview-shy, which, however, doesn’t dignify producers and directors who ought to know what makes good radio in a character actress. On her good friend, Lurene Tuttle: One of the most competent of radio actresses and a jitterbug, I hear. Collects records by the Doonays, Duke Ellington, Goodman... Hear her on “The Great Gildersleeve”... what an ingenious ingenue...

Parks Johnson and Wally Butterworth Posers: (1) How many feathers on a hen? (2) How many towns in Pennsylvania? (3) Can fresh water fish live in salt water? (4) Is it possible to square a triangle? (5) Do you think the man who brags he is boss at home lies about other things, also? (6) Who first used “God save the King”? (7) How long does it take a snail to crawl a mile? (8) Is a person consistently inconsistent, is that person consistent or inconsistent?...

Add Sad Ironies of Life: Henry Kromman, Hollywood Premiere writer, has life-longed for a redheaded girl to go sweet on. He found her in Rosella Towne, a natural auburn-ovey. Just the other day she dyed her hair—brunette...

They’re Bugged About This: The superman of radio who’s like a flame to fluttering moths of femininity. Found himself almost inextricably mixed up with four sweet gals, all of whom thought they were the “onlyest”... Then he fell in love—deep-dyed-in-woolish kind of love—with a gal in the script department of a network station. Had to wriggle from the others. He invited them all to his apartment, left door open. They arrived one by one, announced themselves as his “onlyest only.”... When he arrived his problem was solved. There were no girls waiting... Funny how things get around.

Fine Art of Conversation: Most actors, writers, producers and composers in radio are as full of cliches as hounds with fleas. Milton Berle, in town for Mutual’s Three Ring Show, and Charlie Laughton, reports these gleaned from opening remarks of radio intellectuals in Hollywood bistro: “Glad to see yuh, kid.”... “How yuh been, chum?” “Swell, felah Howsit wi’ you?” “Le’mee congrat yuh, guy, yuh look teriff.” “Thiss wha’ yuh think?”

Betty In Pomona: Well, still waiting, babe?

Answers to Parks and Wally: 8000 feathers on an average hen... One. Bloomsburg. All the rest are boroughs or cities... Answer unknown... With the sid of a good lawyer... Who knows?... Samuel introducing Saul, Samuel 10:24... 44 days making no stops in a day of 24 hours... (That’s my answer. I paced a snail when they said it was “anybody’s guess.”)... Have you stopped beating your wife?

Note To The Baroness Jeanette DeChavannes: Yours is the most engaging voice in Radio, and you should be selling Gallo Wine by the Gall-owns (by Golly)... At least, you’ve made me a mildly bibulous fan of Tawny Port by Gallo...

Subdivision Names in Radio: Bert Parks, Rex Beach, Veronica Lake.

Closing Thought: The best way to take life is in little doses. Too much of it will kill one.
Lombardo Tour Ends

Guy Lombardo and his Royal Canadians, heard every Saturday at 7 p.m. over the Columbia network, will take an all-weekend whirlwind tour of one-night dances and concert dates on September 24th.

The Lady Broadcasts

Mrs. Franklin D. Roosevelt's weekly series of comments on the news, beginning Sunday, Sept. 28th, on the NBC-Blue Network, will be heard over the most extensive web of stations ever arranged on that network for a quarter-hour program. There will be two live broadcasts, the repeat airing to the Pacific Coast being heard from 9:15 to 9:30 p.m., KECA.

September 14, 1941

Radio Life Page 15

Tuesday Logs

Anniversary Concerts

Several readers have written for the new Brandywine Museum folder. It describes the five major and fifteen minor exhibits. It is a souvenir of the first fifteen years of the museum. It is well worth getting at the museum or writing for.

4 to 5 P.M.

RGT-3, News: 3:05, Music.
KFAC-3, Special: 3:15. Here's Morgan: 3:30, Camp Grant; 3:45, Multiplex.
KFAC-5, Public Service: 3:15, Mr. Ray Hill.
KFAC-6, Business: 3:15, R. Y. Rettig.
KFXM-6, News, 3:15, Morgan; 3:30, Camp Grant; 3:45, Around Here.

5 to 6 P.M.

KFAC-1, Music: 4:11, Walter Hamilton.
KFAC-10, News: 4:11, Walter Hamilton; 4:15, Classified; 4:30, Nor Jordan.

6 to 7 P.M.

KFAC-1, Music: 5:15, Spade Cooley.
KFAC-3, News: 5:15, Miss Singleton. The Serenade Broadcasts.
KFAC-4, News: 5:15, Miss Singleton. The Serenade Broadcasts.
KFAC-5, News: 5:15, Miss Singleton. The Serenade Broadcasts.
KFAC-6, News: 5:15, Miss Singleton. The Serenade Broadcasts.

7 to 8 P.M.

KFAC-1, Music: 6:15, Mr. Ray Hill.
KFAC-3, News: 6:15, Miss Singleton.
KFAC-4, News: 6:15, Miss Singleton.
KFAC-5, News: 6:15, Miss Singleton.
KFAC-6, News: 6:15, Miss Singleton.

8 to 9 P.M.

KFAC-1, Music: 7:15, Mr. Ray Hill.
KFAC-3, News: 7:15, Miss Singleton.
KFAC-4, News: 7:15, Miss Singleton.
KFAC-5, News: 7:15, Miss Singleton.
KFAC-6, News: 7:15, Miss Singleton.

9 to 10 P.M.

KFAC-1, Music: 8:15, Mr. Ray Hill.
KFAC-3, News: 8:15, Miss Singleton.
KFAC-4, News: 8:15, Miss Singleton.
KFAC-5, News: 8:15, Miss Singleton.
KFAC-6, News: 8:15, Miss Singleton.

10 to 11 P.M.

KFAC-1, Music: 9:15, Mr. Ray Hill.
KFAC-3, News: 9:15, Miss Singleton.
KFAC-4, News: 9:15, Miss Singleton.
KFAC-5, News: 9:15, Miss Singleton.
KFAC-6, News: 9:15, Miss Singleton.
HERE'S MORGAN, Puck of Radio

What's Dignity? Nuts
With Dash of Ironic Sauce Says This Guy

By Kindred Bent

A BUSINESS WHERE the cliche is a Prince Consort of the Royal House of Humor and the desiccated remains of yesterday's jokes are often objects of glib—and, as often—unfriendly worship, Henry Morgan is a precious jester for whom radio's sacred cows are just so many big and little sponsors, traditions and customs, rigged out in the cheap finery of self-adulation, self-importance.

In less words, Henry Morgan, all there really is to Mutual's "Here's Morgan," makes fun by poking fun at people who take things and themselves too seriously.

Morgan is the kind of guy who is reasonably convinced that if you take 500 drooling phrases to point up the virtues of "Bubbling Blubber, the Soap with the Frantic Foam," the phrases won't make the blubber or the foam any more frantic—and one might as well say so.

Sponsors don't like this sort of thing, but there are always sponsors waiting to pay him up to $300 a week when, as it often happens, one of them cannot stand the insults they theoretically believe Morgan is paid by them not to make over air.

Morgan has learned to do for cash what many a person in radio wishes he could muster up courage to do: Lay a swift verbal haymaker to the chin-whiskers of that school of commercial artists which believes that repetition is the life of trade, that the best way to a sponsor's heart—if not the public's pocketbooks—is to spread on the old salve in sufficient quantities to make the average listener sprain thumb and forefinger tuning the sponsor and his commercial gems off the air.

Morgan started his career on New York's WOR. For a time he did routine announcing, but there grew within him gradually an inward pressure. It threatened to burst his mental seams. What gripped him was the almost reverential way in which he was supposed to intone the blessings to humanity various commercially sponsored products were supposed to be.

For instance: "If you got to use soap it might as well be this one. Soap's soap, folks."

Worried sponsors brought him on the carpet. He was wrong, they contended. Soap wasn't soap when it was their soap. Their soap was ...

"Yeah, I know," he interrupted, "your soap's the compressed elixir of life. It turns a back-alley Sally into a Park Avenue beauty. If you had a bottle of mayonnaise handy you could eat it for a salad. But on the other hand, friends, your soap is soap and soap's like what I told the folks: 'It's soap, folks.'"

Of course, you couldn't do anything with a fellow like that so Henry Morgan looked for another sponsor. He's never had much difficulty getting one. And the reason is not hard to find. Anybody who can attract attention as easily and winningly as this radio screwball must help a product sell even though he pokes fun at it. He takes the public into a confidence in which the sponsors themselves share. And this confidence? Maybe it's a shrewd guess that most people know that there are just so many standard ingredients for everything and anything. And words alone won't add to any product what isn't there, nor will fancy labels or handsomely pictorialized advertising.

Maybe Henry Morgan (who was born Van Ost) was born with an oversized spleen. He might have developed into a caustic sourpuss who took his own opinions too seriously. Instead, with canny good sense, he turned a natural resentment against overstatement into a humorous character. This character, as you hear him on the air, vents his spleen by making capital of the statement, and fun for the listeners who, quite likely, share his intelligent disapproval of broadcasting's heavy-larded honey.

As such he is a quickening tonic to increasing listeners. They send him letters by the hundreds. Over the air he promises to answer personally all letters that he gets, "provided," he explains, "that I answer only those that slide down a bulletin after I throw them up against, "I tell listeners to his commercially sponsored programs to tune him out if they don't like him.

"There are," he states with laughable frankness, "a lot of other programs on the air that are as good as I am."

Legend has grown up fast around this young fellow who has been in radio but a short time as time goes. Of legends (Continued on Page 19)
From Classroom to Stage Was a Dream That She Realized!

By Carl Hailing

The day Maryeda Green (born Boyd) was born, sunshine hung as a golden veil over the wheat-blessed Iowa, province of stalwart pioneers, and one of the strong handles to the American Bread Basket.

The elder and paternal Boyd handed out cigars to the males of LeMars, Iowa, and hid himself off to the grain elevators, after making sure that everything was all right with ma ma Boyd. Conscientious Iowans with religion deeply invested in their daily lives, the parent Boydas envisioned the hazel-eyed Maryeda as a contribution to the advancement of the state in which they lived. Knowledge was the thing that made a state and people great and those to whom the Lord had bequeathed hard-won privileges must take unto themselves the advancement of knowledge. Thus it was that Maryeda Green, in later years to emerge as one of America's fine actresses—to play hard-bitten female roles with a verve and laugh-making suggestion of such characters' implicit profanity—was born in rebellion.

"The folks wanted me to be a school teacher, said this comedy, healthily alert American girl. "Dad insisted that education was the whole end of living, that to be a teacher was acceptance of God's Will."

Maryeda accepted this provincial dictate long enough to romp through LeMars' primary and high-schools, to be admitted to Iowa State Teachers College, there to spend a year only to be stirred with feverish dissent against a future circumscribed in wheat-blowing fields, tow-heads absorbing lethargically the three R's, bucolic cross-roads soirees, the winter sleigh-rides, summer picnics, harvest bees—all of which, Maryeda confesses, "were wonderful when seen in the perspective of years, but hard to reconcile as a complete life for a girl who had begun to dream of the stuff out of which was fashioned the Bernhards of this world." She laughs, a high, tinkly and melodious laugh and jokes fun at herself: "What a call I have to drag in Bernhardt!"

Call? Maybe not, maybe yes, Maryeda Green. You're not the world's best actress, certainly, nor its most widely known, but who can laugh off your 14 years of lead-playing stock, can forget—if they saw you—your work in Linger Longer Letty, Twin Beds, Baby Mine, the Girl of the Golden West that had them journeying in at the Old Belmont in Los Angeles when the Western theatre was roaring; at its vociferous and entertaining top?

Well, she would try to do a hinterland version of the Immortal Sarah. There was more to education than teaching school in the village, and towns of the Bread Basket. Entertainment was an education, for it taught and gave people a respite from reality, sharpened an appreciation of and made for a disposition of the problems of everyday living.

She stood at the blackboard this fine summery day some years back. The drone of kids' voices in group revolting fell on the air like the wing-hum of swarming bees. The droning gave way to the roar of Metropolis, to auditorium-shaking applause, the full splendour of the world in action. She wanted to be where she wasn't. And where she wasn't was where the gods of the Lyceum smiled or frowned on pretensions of theiraceous. Stimulating Columbia University's famed George Santayana who looked out a window of a classroom, turned to his bug-eyed class, and said:

"I'm sorry, gentlemen. This class is dismissed. I have an appointment with April... Maryeda turned about, walked out of the room and to the principal said:

"I'm sorry. I'm through teaching this minute. Somehow I feel I have a rendezvous with another destiny."

The rendezvous was with Elia Day, great American teacher who, from mid-West Chautauquas as a spring-board, plumped many a contemporary American performer to fame. After a year with Elia Day at Chicago's Lyceum Arts Conservatory, Day, who was rarely given to warm-hearted approval, said:

"It'll be your fault, Maryeda, if you don't make out in the best traditions of the art."

Perhaps there is a trace of inhibitions loosened in the fact that the demure miller's daughter elected to play, has done her best work in roles of hard-boiled women. Outwardly and characteristically she is still as sweet as Iowa corn, a product which she did not carry with her into her career, not this glittery Babe who has brought an essential simplicity to motion picture character parts, commercial photography, modeling, and a radio-dramatic internship with Jackonville's far-ranging WMT.

The miller's daughter is in Hollywood now, and Radio can't be far around the corner. That's my guess, for radio is no static (pardon—no pun intended) business. It is fast-paced and alert and on the lookout for new voices owned by competent actresses. I can do no better than to recommend to those looking for the gilt-edged stuff this girl who once looked out of a window in an Iowa classroom and said:

"Children! Take a recess," and to herself: "Little Maryeda's got to go places."

## Linda! No R in August

Attracted by the quaintness of the name, Linda Carlon of the Parker Family cast on the NBC-Red Network spent part of her August vacation in Bivalve, N. J. Yes, the town is a real one.

**FRI, 8:15 p.m.**

**Linda! No R in August**
WEDNESDAY LOGS

Variety

Public Affairs - News
7:20 - News, RED. 7:25 - News, KFX. 7:30 - Amos ’n Andy, KNX. 7:35 - Personality, KEC. 8:00 - Art Baker’s Bookshelf, KFX.

Drama
6:00 - Author’s Playhouse, WW. 6:15 - Danger Is My Business, KRX. 7:30 - Manhattan at Midnight, KEC. 7:30 - Range Rider, KHG. 7:30 - Dr. Christian, KNX. 8:00 - Grand Central Station, KEC. 8:30 - Mr. District Attorney, KFX. 7:00 - John Blake - KFCF. 9:15 - Al Aborn, KNX. 11:10 - Song Theatre, KRX.

Outstanding
11:10 - Song Theatre, KRX.

Quiz Programs
1:00 - John Blake - KFCF. 9:15 - Al Aborn, KNX.

Sports - Comment
12:30 - Baseball, KMP. 12:35 - Golf, KFG. 12:40 - Sports Roundup, KEC. 1:00 - Los Angeles vs. Seattle, KEC. 1:00 - Bowling Notes, KFFB.

HEAR CHEF MILANI TODAY
KMP - 11:00 A.M.

11:00 A.M. to 12 Noon

Mr. Grace Baines

WEDNESDAY Program Highlights

Morning Programs Appear in Light-Sized Type. Afternoon and Evening Programs in Boldface.

WEDNESDAY Programs

SCHEDULED FOR SEPTEMBER 17, 1941

8 to 9 A.M.

KF-7, Nam Hayes’ News; 8:13, Johnny Murray, KFL. 8:15, Art Baker; 8:16, News. EKX-9, Kate Smith; 8:15, Big Sister; 8:16, Our Gall Sunday. KBH-14, Hall of Fame; 8:30, News. 8:45, Eddie Aldrich.

KECA-8, Breakfast Club; 8:30, News. 8:15, Robert Lee Johnson. KKPC-9, Andy Jackson; 8:30, Winning. 8:30, Pepsie. KMTR-8, Spanish Hour; 8:15, News.

KFC-8, Country Church; 8:30, News. RGF-8, News, Stocks; 8:15, Music. 8:30, Stock. 8:45, Davenport.

BRRD-8, Music; 8:25, Nate Em. 8:30, Music. KEFO-8, News; 8:15, Record Review; 8:45, (Talented).

KGER-8, News; 8:05, Soul Patrol; 8:15, Minnepa; 8:45, Rev. Hening. RFKX-8, Haven of Rest; 8:30, News. 8:45, News.

KPSD-8, News; 8:15, Good Flower; 8:30, National Farm and Home. KG-8, Haven of Rest; 8:30, News. 8:45, (Davenport).

KF-4D, Covered Wagon Jubilee; 8:15, News. 8:30, News.

KT-8, Haven of Rest; 8:30, News. 8:45, News.

9 to 10 A.M.

KF-7, Mirland’s Garden Path; 9:15, Brus Johnson; 9:15, Linden. 9:30, Rhonda; 9:15, Dr. Rafe. KF-7, Country Garden; 9:15, Beautiful; 9:15, Woman in White; 9:30, Bright Legends. 9:30, News. 9:45, News.


KMPC-9, News; 8:15, Hollywood Weekly; 8:30, Family Bible; 8:45, News.

KMR-9, Guitar Cross; 8:15, Health; 8:30, W. D. Record; 8:45, Music.

KFB-10, Tom Brennan; 10:15, News.

10:15 to 11 A.M.


11:00 A.M. to 12 Noon


12 Noon to 1 P.M.


1 to 2 P.M.

KF-1, Home and Brave; 1:15, Fortin Faces Life; 1:30, We, the American Citizen; 1:45, Law.

1:15 to 2 P.M.


2 to 3 P.M.


3 to 4 P.M.


4 to 5 P.M.

KF-7, Teen Your Family; 4:15, Gow White; 4:30, The Family Bible; 4:45, Frank White.


5 to 6 P.M.

KF-7, Teen Your Family; 5:15, Gow White; 5:30, The Family Bible; 5:45, Frank White.

Morgan, called to the phone, explained: "Listen, mister—even shoes wear out. What do you want for your dough? Promises of miracles?"

His comments have the refreshing zip of cold weather. And, on the weather, his reports are hilarious. For instance: "Hot weather followed by showers followed by steam on pavements followed by snow of snowballs by little boys with sleds following snow."

He takes delight in ripping the armor of self-conceit from pontifical claims to universal wisdom. Taking off the famed Westbrook Pegler he said: "The United States Congress therefore everybody's a union member."

Early in his career he had a run-in with WOJ's management. They gave him a stack of records, told him to play them and shut up. At the opportunity he astonished listeners by breaking into a recording and offering to auction the station with its vice-president tossed in "merely to clear the place out."

Well, there's Morgan. He's brought to radio what it has long needed—an intercine figure who pans radio for a public that, according to the tycoons of sales and products, is entitled to hear cars but no longer.

Here's Morgan's, folks. Let him give you that devastating comment you made the other night on the arrogant pretension of the sponsors of "Vitaminin, The Cigarette That Helps You Live." . . .

Here's Morgan! Beside himself with Puckish enthusiasm, but, we guess, also on the list of the Vox Poppers whose radio won't let pop.
MORE.—Ear inspires Pen

(Continued from Page 2)

persons who就得 see a movie whether James Marion Fidler gave it one or 11 bells. I personally opine that a professional critic is the lowest form of animal life. (Gosh, you must be hard up for copy.)

Mrs. Kahns, Culver City, Calif.

Sirs: Can't we have a word in the next issue about the scholarship contest? Since announcing it, I have not seen a word about it. Think it's a grand idea and a noble deed on your part and hope the lucky ones are deserving.

Radio Life Consumer Club members will receive a free chicken cook-book soon. Have you joined the club?

Mrs. F. P. Harrington—Mrs. Hattie Harris

BUDGET PACK

Tender Dried Fruit in Cellophane

“Back-to-School” Days

A Note to Mothers about

Dear Mother: Going back to school isn't usually pleasant for most children. But you can help make it easier for your children by putting a package of delicious Budget Pack tender Dried Fruit (Dates, Figs, Apricots, Prunes, etc.) in their lunch box every day or so. Children love them! And Budget Pack tender Dried Fruits—the best—are chuck-full of healthful, energy-giving vitamins and proteins. You can buy Budget Pack quality food products at your grocer.

GROCERS PACKING COMPANY

Los Angeles        Oakland        Portland        Salt Lake City
Bacon and brown all in a dutch oven on a slow fire, until short ribs of beef begin to brown. Now add 1 cup of water and 1/4 bottle of Hauser's water. Then cover dutch oven and let simmer until meat is tender. Twenty minutes before serving, boil the contents of a 7 ounce package of egg noodles in 1 qt of water with meat. Then, put the noodles on top of the meat in a large platter. Pour on some sauce made with the short ribs of beef. Garnish with ribs and serve.

**Chef Milani's Sunday Dinner**

For Eight Persons

**Creme Cardinal**

- 2 lobsters
- 3 ounces butter
- 1 onion sliced
- 1 green pepper sliced
- 1 leek
- 1 brandy celery minced
- 2 tablespoons flour
- 1 pint cream
- 2 quarts milk
- Salt and pepper
- 1 pinch cayenne

**Recipe for Creme Cardinal**

Season the lobsters with salt and pepper. Boil for 20 minutes. Take care that it does not burn, and simmer slowly. Then add the flour, mix well, add the milk, season with salt and pepper and the cayenne, boil for half hour, then strain through a sieve or a cheese cloth. Return to the casserole. Bring to a boil and bind with the yolks of the egg and the cream. Put in a sauce tureen. Cut the tails of the lobsters and the brandy celery mushrooms in small dices, put them in a casserole, season with salt and pepper and the brandy and the sherry. Bring to boil and pour into the sauce.

**Recipe for Small Tenderloin a la Bob Davis**

- 8 small tenderloin
- Salt and pepper
- 1/3 lbs. oil
- 8 quarts milk
- 8 tablespoon
- 8 slices of Wilson Tender Made Ham

Season the tenderloins with salt and pepper. Roll in oil and broil. When done place each tenderloin on top of a slice of Wilson's Tender Made Ham. Melt butter and pour on the slices, and serve.

**Recipe for Cantaloupe Basket**

- 8 small cantaloupes
- 1 qt. vanilla ice cream
- 1 pint of whipped cream

Cut the cantaloupes in the form of a basket, using part of the rind for the handle. Carefully take out the pulp with a teaspoon. Fill the baskets with vanilla ice cream mixed with cantaloupe pulp, and decorate with whipped cream.

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**Radio Life Consumers' Club**

Directed by Chef Milani

**BREAD HISTORY**

Rome existed for nearly six hundred years before it had any professional bread-makers, and part of the diet of a Roman soldier was bread soaked in vinegar. The ancient Hebrews baked their bread in the form of flat cakes and on metallic plates, and they always saved some of the dough from the last batch to leaven the next. Grapes juice and wheat bran, mixed and dried into cakes in the sun, once served as yeast cakes, and these cakes were then soaked in water and boiled with spelt flour before being used.

**HAVE SOME ASKUTASQUASH**

All right then, just drop the "askuta" and have some squash. Askutasquash was the original Algonquian Indian name for this food and meant "vegetable that is eaten green."

Summer or winter there are a lot of squashes to choose from. There's the crookneck, or cushaw or Cushaw squash, with a bend at one end and a bulge at the other. Then there's the cocozella, a variety of vegetable marrow which grows a yard long. Zucchini, of course, you are quite familiar with. They look like cucumbers with a striped skin. And scallops too are popular. Sometimes called cymlings or pattynans, their color is pale white-green color, and they have a flat top, a small, round bottom, and scalloped edges. The chatoye, on the other hand, is not so well known. It is a pale yellow squash about the size and shape of an eggplant. There is then the banana squash, the Hubbard squash, excellent for pies, a marblehead squash with a light bluish shell, and an acorn squash, which looks like an acorn and is nice for stuffing. And, oh yes, we couldn't forget the pie squash, which also looks like its name implies, is a red-orange color, and weighs up to eight pounds.
Generally speaking, these squashes may be baked, fried, boiled, steamed, mashed, candied, scalloped, mixed with apples for pies, added to batteries for pancakes, or even made into bread, and you'll find three special ways for preparing them among our recipes this week.

**IT'S A CINCH**—And it's a swell cake when you use it too. What you do is simply take the "cinch," add water, and then just mix and bake it.

The "cinch" we're talking about is a new ready-to-use cake preparation, and when we say preparation, we mean preparation. Nobody can claim they can't bake a cake when they know about CINCH. Yes, that's really the name of this wonderful product, and it's just as easy as it sounds. You can get it in different flavors, and use it for other confections if you like—but try a cake with it first; any kind of a cake—upside-down, layer, cup cakes—it's always a cinch with CINCH!

**FUNFARE**—Somebody told us the other day about a young bride who dressed to kill and cooked the same way. We think she's the same one who wanted a pound of mincemeat from a nice young mince and who when she returned from her honeymoon in France said that the best thing she had enjoyed was the French pheasants singing the Mayonnaise.

**Recipe for Italian Squash or Zucchini Marinata**

2 lbs. of Zucchini
1 bunch of mint
1 head of garlic
3 cups of oil
Salt and pepper
1 cup of Wine vinegar

Wash and dry the Zucchini, then cut both ends off. Then slice them to 1/4 inch thick. Pour oil in a frying pan, and fry zucchini to almost brown on both sides. Then make a layer of fried zucchini in a deep bowl. Sprinkle salt and pepper and slice 1 clove of garlic very thin and put one slice on each zucchini slice. Then make a layer of mint leaves and pour 1/4 quarter of a cup of wine vinegar. Then make another layer of zucchini, garlic, mint, and vinegar, and salt and pepper to taste and do that until all zucchini are used. Serve them on meat, chicken, game.

**Recipe for Zucchini with Eggs**

2 lbs. of Italian squash
4 eggs
4 slices of Wilson's Ol' Fashun Bacon
2 cloves garlic
Salt and pepper

Wash zucchini well, cut both ends off, and then slice them. Chop Wilson's Ol' Fashun Bacon and put in a Dutch oven, when browned add 4 cloves of garlic to saute the garlic minced very fine and the parsley. Soon as garlic and parsley comes to a golden color, add the sliced zucchini, season with salt and pepper. Cover pot and let simmer until zucchini are done. Then beat 4 eggs with 1/2 cup grated parmesan cheese and mix together with zucchini, when eggs are set serve.

**Recipe for Italian Squash Florentine**

2 lbs. of Italian squash
4 eggs
1 cup flour
2 cups oil
Salt and pepper

Wash squash and dry them, cut both ends off. Then cut zucchini same as you do shoe string potatoes. Flour them and season them in a bag, then beat the eggs with 2 lugs of water, dip the shoe string zucchini and fry them in oil until crisp. Drain them on an absorbent paper, sprinkle with salt and pepper and serve.

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**Chef Milani's Super-Economical**

"Dinner for Four, for a Dollar, No More!"

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

Wilson's Certified Mor a la Mrs. When
Boiled Potatoes with Butter Sauce
Sliced Cucumbers and Green Peppers with Oil and Vinegar Sauce
Bread and Butter
Coffee
Casaba Melon for Dessert

**Recipe for Wilson's Certified Mor a la Mrs. When**

1 can of Wilson's Certified Mor
2 eggs
1 lb. of Italian squash
4 slices Wilson's Ol' Fashun Bacon
1 onion and 3 cloves of garlic
Salt and pepper
1/2 bottle of Hauser brand sauce

First, you chop 1 onion and 3 cloves of garlic. Now chop Wilson's Bacon. Then saute onion and garlic with the Wilson's Bacon in a thick skillet. After that open a can of Wilson's Certified Mor and cut the meat into inch squares. Now take 1 lb. of Italian squash, wash and cut both ends, and dice into inch squares. Then pour in the sauce and Wilson's dried Cerified Mor with the sautéed onion and garlic. Season with salt and pepper. Now cover pan and let simmer until squash is tender. Ten minutes before serving, break 2 eggs in a deep dish, beat them, and mix with mayonnaise. When eggs are set serve. And Hauser brand sauce with this will be very delicious.

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

Meat Loaf a la Spagnole
Peppers and Lima Beans Fried in Butter
Water Cress Salad with Oil and Vinegar Sauce
Bread and Butter

Pearls and Prunes for Dessert

**Recipe for Meat Loaf a la Spagnole**

1 lb. of ground beef
5/4 lb. of veal
1 egg
2 slices of Wilson's Ol' Fashun Bacon
1/2 bottle of Hauser brand sauce

First, wash three times 1/2 lb. of rice and then boil. When done, drain and let cool. Then mix with rice, 1 lb. of ground beef, 1 egg, and 2 slices of Wilson's Bacon chopped very fine. Now mix with that, 1/2 bottle of Hauser brand sauce and season with salt and pepper. When well mixed, put all in a loaf pan and bake at 325 degrees for one hour and fifteen minutes. You can now serve hot or cold as desired.

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

Short Ribs of Beef with Noodles

**Recipe for Short Ribs of Beef with Noodles**

4 lbs. of short ribs of beef
2 slices of Wilson's Ol' Fashun Bacon
1 onion and 3 cloves of garlic
1/2 bottle of Hauser brand sauce
Salt and pepper
1 7-oz. package of egg noodles

First, chop onion and cloves of garlic. Now season with salt and pepper. 4 lbs. of short ribs of beef. Then chop 2 slices of Wilson's...
By EARL G. DE HAVEN

Last week we received a very interesting personal letter from Mr. Funk Chien, Director and Chief Engineer of the Chinese International Broadcasting Station XGOY. This station is known as “The Voice of China” and is the official radio outlet of Generalissimo Chiang Kai-Shek. The letter was in reply to a report on reception of XGOY 15.2 Mc. sent in October of last year. Going by regular mail the report was long delayed in reaching Chungking. The reply came through in 39 days however, having flown air mail from Chungking to Hong Kong.

We quote in part from Mr. Funk Chien’s letter: “By reports received from our listeners abroad we learn that our station XGOY on 15.2 Mc. is not so well heard as XGOY on 9.63 Mc. despite the incessant efforts of our engineers for improvement. However recently our transmission directed to your country is ONLY on 9.63 Mc. for the summer months. . . . Many thanks indeed for your good wishes to our leader Generalissimo Chiang Kai-Shek and our people. The warm sympathy tendered us by your people gave us enormous encouragement in carrying on our resistance against the Japanese aggressors. Please also convey my gratitude to all your friends out there. Feel grateful to you for publishing articles in your ‘Radio Life’ about our station.”

Reader-listeners of RADIO LIFE should tune in for the North American transmission of XGOY on 9.63 Mc. which is new every Tuesday between 6 and 7:30 p.m. Pacific Standard Time. You will find reception improved over that of XGOY which was formerly heard in the late afternoon with reception rather inconsistent. The news and other programs features of this hour are in English of course. All who are interested in social and political developments in the Far East should not mind arising an hour or two earlier in the morning to tune in “The Voice of China.”

Consistent daily reception of RADIO CENTER, Moscow, continues to be short wave “hi-life” at this time. Hear each afternoon between 3 and 4 p.m. with a complete English program on 15.18 Mc. the “Radio Center” broadcasts a note of positive assurance and optimism even greater than those emanating from the B. C. in London. The initial 10 or 15 minutes of the program features the tuneful Baldaika music so typical of the land of the Soviets. Official Soviet War Communiques are usually read just before sign-off at 4 p.m.

In conclusion we may suggest that the B. C. features, “Britain Speaks” and “Demonstrative Marches” be listened to in the daily NORTH AMERICAN service 6 to 7 p.m. over GSD 11.75 and GSC 9.58 Mc. 73’s for now and good listenin’.

Please a friend. Give your neighbor a copy of Radio Life.

For the best Gags of the Week heard over Radio and sent Radio Life, tickets will be sent winners for admission to radio broadcast or hours of NBC and CBS Hollywood studios. Listen to your favorite programs and then send your best Gag to 1929 West Washington Boulevard, Los Angeles.

Albert F. Junker, 3272 Blanche, Pasadena, Calif.

Sirs: Heard on Great Gildersleeve:
Fellow passenger (on train across dining car table from G. G.): What do you mean, talking that way to a perfect stranger?

Gildersleeve: Stranger, you’re far from perfect.

Vera Hammer, 3423 E. First St., Long Beach, Calif.

Sirs: Heard on Eddie Cantor:
Dinah (to Cantor): I’m worried about you, Uncle Eddie. You’re working too hard, with your new stage show and radio programs.

Cantor: Yes, I don’t know how I’m going to manage.

Von Zell: Why don’t you give up your newspaper route?

Mrs. A. E. Shaffer, 5417 Pelleur, Compton, Calif.

Sirs: Heard on College Humor:
Announcer: Eddie Cantor is all right! Look at those five nice daughters he has.

Benlah: That’s nothing. He’s just Mama Dione in slow motion.

Mrs. Thelma King, 812 East Grand Ave., Alhambra, Calif.

Sirs: Heard on Breakfast at Sardi’s:
Tom Breneman (to woman guest): Hello. I wondered could you tell me what a ‘rump session’ is?

Guest (after slight hesitation): Why yes, I believe I can. It’s sitting on your rump and having a session.

Jacqueline Callahan, 1114 Highland, Glendale, Calif.

Sirs: Heard on All Aboard:
Art Baker: What is the chief cause of divorce?

Woman Contestant (with spirit): Men! (Answer should have been “cruelly”).

Pauline Prater, 2308 Westboro, Alhambra, Calif.

Sirs: Heard on All Aboard:
Art Baker (to young girl contestant): If a nice young man whispered honey-sweet nothing’s in your ear, what melon would you think of?

Contestant: Mush-melon.

Miss F. M. Hunt, 1324½ Fourth Avenue, Los Angeles

Sirs: Heard on Kraft Halli:
Jerry (back from hospital): No, my nurse doesn’t knit.

Ameche: Why not?

Jerry: She got word from the War Department that her socks had already crippled two divisions.

R. H. Patchett, 1092 Gardenia Ave., Long Beach, Calif.

On Hollywood Boulevard Quiz:
A soldier was asked what these three bowls were—Hollywood, Salad and Dust. He named 1 and 2 correctly, but said the third was a famous one put out by Thrifty Drug Company.

Mrs. Harry Barr—Mrs. Fred E. Cornes

Chef Milani Features LYNDEN’S

Chicken Rice Soup and Chicken Noodle Soup

at All Markets

Mrs. Geo. H. Clapp—Mrs. Emily Froshauer

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.
**Thursday Logs**

**Page 24**

**Thursday Program Highlights**

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

**Variety**
- 8 to 9 A.M.
- KFV-1, Sam Hayes' News; 8:15, Meet the Missions; 8:30, Deep River Boys; 8:45, News.
- KJ-H, Kate Smith; 8:15, Ginger; 8:30, Helen Trent; 8:45, Our Gal Sunday.
- KJ-M, sunrise; 8:15, The Lucky Lovers; 8:30, Mike; 8:45, Sugar Daddy.
- KFV-2, Breakfast Club; 8:30, News; 8:45, A Closer Walk With Christ.
- KECA-1, Breakfast Club; 8:30, News; 8:45, Bishop's Homily.
- KECA-2, Breakfast Club; 8:30, News; 8:45, Bishop's Homily.
- KECA-3, News; 8:15, Records; 8:30, Classified.
- KECH, News; 8:15, Soul Patrol; 8:30, Mike; 8:45, Rev. Bennington.
- KEFD-1, Breakfast Club; 8:30, News; 8:45, Radio Station.
- KEFD-2, Covered Wagon Jubilee; 8:30, News; 8:45, Vocal Favorites.
- KEFD-3, Breakfast Club; 8:30, News; 8:45, Radio Station.

**9 to 10 A.M.**
- KFV-1, Sam Hayes' News; 8:15, Meet the Missions; 8:30, Deep River Boys; 8:45, News.
- KJ-H, Kate Smith; 8:15, Hope At High Plains; 8:30, Mary Taylor.
- KJ-M, sunrise; 8:15, He Is Risen; 8:30, Helen Holden; 8:45, Front Page Palace.
- KFV-2, News; 8:15, Home; 8:30, Women's Home Missionary Society; 8:45, Off the Record.
- KECA-1, News; 8:15, Home Missionary; 8:30, Family Bible; 8:45, News.
- KECA-2, News; 8:15, Home Missionary; 8:30, Family Bible; 8:45, News.
- KECA-3, News; 8:15, Home Missionary; 8:30, Family Bible; 8:45, News.

**Public Affairs—News**
- 7:00—Pleasure Time, KFV-1.
- 7:10—Lansly House, KNX.
- 7:45—Farmer's Hour, KFY.
- 7:45—KVOE.
- 7:50—Sports Roundup, KFV.
- 7:50—Favorite Songs, KFV.
- 7:50—A Closer Walk With Christ.
- 7:55—He Is Risen, KFV.

**Outstanding Music**
- 11:40—Sinfonietta, KJ-H.
- 11:45—Evening Concert, KFV.

**Quiz Programs**
- 6:15—Professor Quiz, KNX.
- 7:00—Quiz Court, KFV.

**Sports—Comment**
- 10:15—Sports Page, KFV.
- 10:15—Sports Page, KFV.
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Join Your Radio Life Consumers' Club Today!

The first 25 applicants who return this coupon to Radio Life, 1029 Washington, Los Angeles, will receive a Gift Order for six (6) packages of ICE CREAM BY ARDEN. If you didn’t win last week look for your name in this issue.

Mrs. Mary Edwards
Hubert Connell

KED-7, Camp Callan; 7:30, Clark Dennis; 7:45, What Can I Do?
KVOE-9, News; 9:15, Singing Strings; 9:30, Fulton Lewis; 9:45, E. Hogland Orch.

10 to 11 P. M.
KHL-10, Haven of Rest; 10:30, News; 10:45, Marta Conner.
KFT-12, Tennessee Enid; 10:15, R. Averell Orch. 10:30, El Prada Orch.
KFB-12, Dance Time.
KFG-12, News; 10:15, Voices of Tomorrow; 10:30, News; 10:45, Musical Contest.
KFX-12, Ross Ballroom; 10:15, Lucuna Floor; 10:30, Masquery Ballroom; 10:45, D. Ross.
KEX-12, Haven of Rest; 10:30, News; 10:45, F. Martine Orch.
KPSG-10, Esther Fricke Studio; 10:30, Songs Stories; 10:45, Drama.
KGB-10, Haven of Rest; 10:30, News; 10:45, F. Martine Orch.

11 to 12 Midnight
KFT-11, Klein Concert.
KNN-11, Manning News; 11:15, Ken Steeves Songs; 11:30, M. Stroud.
KHL-11, G. Nelson Orch.; 11:30, C. McCoy Orch.
KFB-11, Bid for Eternity.
KEM-11, F. Martine Orch.
KML-11, H. Henry Orch.; 11:15, News.
KFT-11, Dance Time.
KPPG-11, Popular Music.
KFN-11, G. Nelson Orch.; 11:30, C. McCoy Orch.
KFG-11, Frankie Carle's Violin.
KPSG-11, This Moving World; 11:15, B. Clifford Orch.; 11:25, News.
KNN-11, G. Nelson Orch.; 11:30, C. McCoy Orch.
KVOE-11, G. Nelson Orch.; 11:30, C. McCoy Orch.

WIN FREE!

Kredo’s End
Persistent belief among many a sponsor and radio entrepreneur is that intelligence of average listener is only a cut above average radio program. A result, this belief has been paralleled with persistence with which many a program lambasts listening ears with repetitious commercials. Radio theory is that such repetition opens wider the lobular mounts of unheedings of blind minds, by sheer weight of such repetitious force remembrance of sponsor’s message, what he has to sell.

Fortnight ago Kraf Parkay, sponsors of “The Great Gildersleeve,” starring Hal Peary, brought in an end to this radio listening. What Radio Life readers for many a moon had vociferously campaigned for to pass: Kraf Parkay eliminated the middle commercial, thus permitted a radio move smoothly and entertainingly from its opening to its closing commercial. Ameda was an erstwhile broad-castunedged audience, both audio and visual, at this new feature of broad-cast intelligence on part of sponsors, show producers and writer, Len Levinson. To Kraf Parkay went a many-thousanded kotow from grateful listeners. Guess was that, shorteners being shorteners, Kraf Parkay would find itself shelves as grateful housewives responded to company’s kotow to average listener’s intelligence.

Mrs. John F. Hunt
FRIDAY LOGS

Morning Programs Appear in Lightfare Type: Afternoon and Evening Programs in Boldface.

FRIDAY Program Highlights

Variety
8:00 -- Kate Smith, KNX.
8:15 -- Johnny Murray, KFAC.
8:30 -- Art Baker, KFJ.
9:00 -- Live Announcements, KFAC-KYX.
10:15 -- Tom Power, REC-A-RF.
11:00 -- Brian Jimenez, KNJ.
12:00 -- Club Midnite, KJCA.
1:00 -- Art Baker, KFJ.
4:15 -- Tom Power, REC-A-RF.
5:30 -- Three Ring Time, KJH-KGB-KFYK.
8:30 -- Uncle Wiggly, WIGGY.
9:00 -- Fish and Chip Party, KNX.
9:30 -- Calling All Campers, KJCA.
7:30 -- Jack Amor, KFJ.
7:15 -- Lure and Abner, KFJ.
7:30 -- Vix, Pop, REC-A-RF.
8:00 -- Chas and David, KNX.
9:30 -- Tone Time, KNJ.
Drama
3:30 -- Hollywood Premier, KNX.
7:30 -- Life of John, KNJ-KGB.
7:30 -- Death Valley Days, KFN.
5:00 -- Great Plays from Great Plays, KNX.
Quiz Programs
8:00 -- Quiz of Two Cities, KJH.
Outstanding Music
11:15 -- Saguaro Treasury, KNX.
12:30 -- Lachance Concert, KFAC.

KBE-11, Against the Storm; 11:15, Martha Stewart; 11:30, Gilding Light: In the Back Yard.
KU-11, Man and Marriage; 11:15, Sports.

A. E. Bernhard

HEAR CHEF MILANI TODAY

KMPG--11:00 A.M.

Kenter, C. B. Bennett

FRIDAY Programs

SEPTEMBER 12, 1941

8 to 9 A.M.
KFJ-8, Sam Hayas' News; 8:15, Johnny Murray; 8:30, Art Baker; 8:45, Edgar Fallat.
KNX-8, Kate Smith; 8:15, Ed Sitter; 8:30, Helen Trest; 8:45, Our Daily Sunday.
KHJ-8, Haven of Rest; 8:30, News; 8:45, Eddie Abrigida.
KCA-6, Breakfast Club; 8:30 News; 8:45, Robert Lee Johnson.
KFI-8, Pop. Orth.; 8:30, Pop. Orth.
KWC-8, Annette Virgilina; 8:30, Successors Living Unity Daily Word.
KFKC-8, Spanish Hour; 8:45, Religious Music.
KFAC-8, Haven of Rest; 8:30, Music.
KPD-8, News; Stocks; 8:15, Music; 8:45, Dr. Whisen.
KFI-8, Covered Wagon Jubilee; 8:45, VocaK Favorites.
KVOF-8, Haven of Rest; 8:30, Music.

9 to 10 A.M.
KFJ-8, Tillamook Kitchen; 9:15, Basil Johnson; 9:30, Eileen Hadley.
KFI-8, Life Line (Ca); 9:15, Unemployment; 9:15, Religious; 9:30, Godliness; 9:45, rhythm Min.
KHJ-9, John B. Hughes; 9:15, Harry Humber.
KFJ-8, Broadway's Favorite; 9:30, Captain Junior. 9:45, Find My Way.
KFW-9, Pop. Orth.; 9:15, Under Song; 9:45, Current Health.
KHF-8, Old Rugged Cross; 9:15, Health; 9:30, W. B. Reed; 9:45, Music.

10 to 11 A.M.
KFJ-11, Historic Events of the World; 10:00, Between Books; 10:30, Here's to the Girls.
KFW-8, Pop. Orth.; 9:15, Under Song; 9:45, Current Health.
KHF-8, Old Rugged Cross; 9:15, Health; 9:30, W. B. Reed; 9:45, Music.

11 A.M. to Noon
KJH-11, History of the Books; 10:00, Between Books; 10:30, Here's to the Girls.
KFW-8, Pop. Orth.; 9:15, Under Song; 9:45, Current Health.
KHF-8, Old Rugged Cross; 9:15, Health; 9:30, W. B. Reed; 9:45, Music.
### SATURDAY Programs

**SEPTEMBER 20, 1941**

**8 to 9 A.M.**
- KFI-7, Stan Haynes' News: 8:15, Meet the Misses: 8:30, Call to Youth: 8:45, News.
- KNX-8, Tip of the Morning: 8:15, Short Show.
- KKG-9, Breakfast Club: 8:30, News: 8:45, Robert Lee Johnson.
- KFB-10, Pop. Orch.: 8:45, Salvation Army.
- KMP-11, Andy & Virginia: 8:30, Off the Record.
- KTN-12, Spanish Hour: 8:45, Religious Music.
- KFAX-14, News, Stocks: 8:15, Music: 8:45, Dr. Wiseman.
- KFOX-16, News: 8:15, Records: 8:45, Classified.
- KGER-17, News: 8:15, Sour Sport: 8:15.
- KNFI-19, News: 8:15, Good Cheer: 8:45, National Farm and Home.
- KBG-20, Music: 8:45, L. Brown Orch.: 8:45, News: 8:45, Charliecers.
- KFVI-21, Classified: 8:30, News: 8:45, Classified.

**9 to 10 A.M.**
- KLH-9, Let's Forget: 8:45, Helen Roth Orch.
- KFB-11, Morning Pick-up: 9:15, Star Dust.
- KMP-11, Health: 9:30, W. B. Berced.
- KGIL-22, News, Stocks: 9:15, Tune Tempoe.

**10 to 11 A.M.**
- KMP-3, Valley Jimmies: 10:45.
- KFOX-16, Serenade: 10:45, News.
- KGER-17, News: 10:05, Food for Thought: 10:15, L. Noble Orch.
- KEGAC-18, J. Long Orch.: 10:45.
- KEX-19, Saturday Swing: 10:15, News and Music.
- KLH-9, News: 10:45, Books R Authors: 10:45, News.
- KMP-3, Valley Jimmies: 10:45.
- KGER-17, Serenade: 10:45, News.
- KEX-19, Saturday Swing: 10:15, News and Music.
- KFH-20, News: 10:45, Books R Authors: 10:45, News.
- KMP-3, Valley Jimmies: 10:45.
- KGER-17, News: 10:05, Full Gospel.
- KNX-11, Morning Break: 8:15, Corner: 8:45.
- KKH-10, Good Music: 10:45.
- KKH-10, Introduction: 10:45.
- KKH-10, Meet the Band: 10:45, Rhythm Age: 10:45.
- KFSN-13, Morning Invitation: 8:15.
- KKH-10, Morning Invitation: 8:15.
- KFSN-13, Morning Invitation: 8:15.
- KKH-10, Morning Invitation: 8:15.
- KKH-10, Morning Invitation: 8:15.
- KFSN-13, Morning Invitation: 8:15.
7:00 A.M. KGFJ (Warner) (1260) M. thru Sa.
    KFCA (Lawson) (1460) M. thru Sa.
    KMTR - 6, Summer Symphony; 6:30.

7:15 A.M. KFJ (Merrill) (1260) M. thru Sa.
    KMPX (Huston) (1260) M. thru Sa.
    KNX (Spring) (710) M. thru Sa.
    KMTR - 6, Summer Symphony; 6:30.

7:45 A.M. KFMY (Gould) (1550) M. thru Sa.
    KMKC (Mujica) (1050) M. thru Sa.
    KMTR - 6, Summer Symphony; 6:30.

8:00 A.M. KFGE (Warner) (1260) 2-4, Daily
    KFJ (Hayes) (640) M. thru Sa.

8:15 A.M. KFGE (Warner) (1260) 2-4, Daily
    KFJ (Hayes) (640) M. thru Sa.

8:45 A.M. KFGE (Warner) (1260) 2-4, Daily
    KFJ (Hayes) (640) M. thru Sa.

9:00 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Warner) (1260) 2-4, Daily
    KFJ (Hayes) (640) M. thru Sa.

9:15 A.M. KFGE (Warner) (1260) 2-4, Daily
    KFJ (Hayes) (640) M. thru Sa.

9:45 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.

10:00 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.
    KFGE (Warner) (1260) 2-4, Daily

10:15 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.
    KFGE (Warner) (1260) 2-4, Daily

10:45 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.

11:00 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.
    KFGE (Warner) (1260) 2-4, Daily

11:45 A.M. KMTR - 6, Summer Symphony; 6:30.
    KFJ (Hayes) (640) M. thru Sa.
    KFGE (Warner) (1260) 2-4, Daily

12:00 Noontime KGFJ (Intl) (1260) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.
    KFJ (Merrill) (1260) M. thru Sa.

12:15 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

12:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

12:45 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

13:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

13:15 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

13:45 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

14:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

14:15 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

14:45 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

15:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

15:15 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

15:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

16:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

17:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

18:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

18:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

19:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

19:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

20:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

20:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

21:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

21:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

22:00 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.

22:30 P.M. KMKC (Roberts) (1150) M. thru Sa.
    KFJ (Hayes) (640) M. thru Sa.
THE LADS ON THE COVER

Many a psychologist and savant in behaviourism has in radio's past pondered the symbolism of Charles McCarthy in the lives of Americans, old and young. Most of us, however, are in the popular reception of this painted and clothes-be-decked, false-haired assembly of carved wood evidences of humanity's atavistic appurtenance, which is to say the popular mind still can credit to the inanimate a personality and an influence in the affairs of mortals much more alive in the sense of beings creatures of flesh and blood.

Despite savants and academicians Charles McCarthy, alter ego of one Edgar Bergen, vaudevilleian and ventriloquist risen to high estate in entertainment world's remains much more than mere carved wood, springs, rubber muscles and a string-worked garrulous jaw. Life that is breathed into him is that of Bergen, the Bergen in every man who outwardly is one character, inwardly is another. This is the best guess into the personality of Charles McCarthy. He is thought to express that which Bergen as an individual would hesitate to say. No such restraint hampers McCarthy, who last week returned for his seasonal gibber-fest on the Chase and Sanborn program.

Phenomenon of McCarthy is that to his alter ego he is unpredictable, a ready foil for Bergen who finds it easier to wise-crack extempore through his wooden stooge than to originate his witcascisms himself.

Last week, however, both Bergen and Charlie were in deepest doldrums. Word had passed through two military services, the Air Corps and the U. S. Marines, that cast "grave" suspicions on little Wooden-head. He had enlisted in both services contrary to law. Looming was a late September court-martial at March Field. Fearful lest he be judged untrue to his country, Charlie last week got off this knotty broadside: "In these troubled times I thought it best to keep one foot on the ground. Now I find myself up in the air. I was willing to 'plunk' my life down for my country and now, horrors! Bergen, the Marines are getting ready to land on me, while the air corps prepares to clip my splintered wings. Woe is me!"

In attempt to stave off censure Bergen and Charlie planned to visit Camp Roberts, near Paso Robles, September 14, there proved that at heart McCarthy is a misunderstood patriot, traitor to none but himself in his zeal to serve all branches of service.

Congratulations to KMPC-ers, who have just been given their permit to go 10,000 watts. This makes KMPC Southern California's largest independent station.

Announcing Eastern-Columbia Prize Winners

PRIZE WINNERS IN the three-months-long Eastern-Columbia Radio Life Contest which ended August 31 were announced this week by judges of readers letters on the subject: "I have visited your Radio Department, and the radio I like best is ............. because .............."

Scores entered but only 11 could win. The names and addresses of those who won follow with congratulations from Radio Life and Eastern-Columbia stores and respect to others who took part but did not win. Everyone tried and there were too many close ones for judges' comfort—but here are the Winners:

First Prize—Mrs. Jane Harday, 225 W. Los Tuna Dr., San Gabriel, Calif., $150 U. S. Savings Bond.

Second Prize—Frank McCormack, 235 E. Calaveras St., Alhambra, Calif., $100 Bond.

Third Prize—Miss Mary Ruth Edgerton, 340 Laurel Ave., Arcadia, Calif., $50 Bond.

The following each, a $25 U. S. Savings Bond:

Fourth Prize—Mrs. John Goff, 1450 E. 62nd St., Los Angeles.

Fifth Prize—Mrs. Esther Pierce, 2231 S. Del Mar Ave., San Gabriel, Calif.

Sixth Prize—Mrs. Edith Allen

Davies, 832 1/2 Seward St., Hollywood, Calif.

Seventh Prize—Mrs. Cora M. Bowes, 1502 De Longpre Ave., Hollywood, Calif.

Eighth Prize—Mrs. Alice Overman, 6582 S. Van Ness Ave., Los Angeles.

Ninth Prize—Mrs. Cora Nell Byroad, 2034 E. Chevy Chase Dr., Glendale, Calif.

Tenth Prize—Julian Hughes, 726 S. Spring St., Los Angeles.

Eleventh Prize—Mrs. Elizabeth Gibson, 105 S. Vega, Alhambra, Calif.

The Radio Life Music and Voice Scholarships should have been announced as to winners a fortnight ago, but judges in this one have run into trouble. They have agreed on two winners in the Piano division, but are still trying to make up their minds about 10 contestants in the Voice Division. The plan now is to call the 10 together in elimination auditions and from the 10 choose the two whom seem best qualified by talent promise to make best use of teaching. Letters will be mailed these 10 directing them when to appear for finals. When victors have been chosen names of the two winners in both divisions will be announced, together with pictures of them. So be patient. This judging business is no pipe.

Smart Peoples

Members of Merle Kendrick's orchestra on the NBC-Blue Network's "Bringing Up Father" program won their posts only after demonstrating ability to play Bach as well as Boogie-Woogie.

SEPT EMBER 14, 1941

Mrs. J. F. Craven

RADIO LIFE

Page 23 for FREE ICE CREAM
By ARDEN
6 Packages of SUN-FREZ-ETT JUNIOR

Mrs. W. A. Bird

MR. SHOWMAN

Here's Your Primary Medium for Audience Building

Here is the West's largest group of confessed radio enthusiasts. A ready-made audience equal to the average tune-in on major Southern California stations.

Use RADIO LIFE's columns to announce your program, build your audience, and increase your response per listener. RADIO LIFE's readers are loyal to RADIO LIFE advertisers!

One inch single column announcement costs $5.00. For quantity rates, closing dates, and complete information, phone EX position 4916 or Richmond 5620.

RADIO LIFE
"Southwest's Newsmagazine of the Airlines"

Mrs. Lyle Ritchey—Mrs. W. H. Smythe

HU B 7 p.m.

Mrs. F. J. Craven

KFI, 7 p.m.

SUN-FREZ-ETT JUNIOR

FIFTH PRIZE—Mrs. Esther Pierce.

Sixth Prize—Mrs. Edith Allen

Davies, 832 1/2 Seward St., Hollywood, Calif.

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