Radio Life Covers the OLD GOLD SHOW

Picture Story Page 8

March 15-21, 1942

Lucille Ball
The draft is gobbling up an appreciable number of radio employees, and has taken a particularly serious number of announcers. Several of our larger studios report an average of six announcers having been taken by the Army in the last month.

Good announcers are getting scarce. Most of them are of draft age. While it may seem a little ridiculous to think of it now, I wouldn't be too surprised to see women announcers being used in the not too distant future. If that ever turns out to be the case, it would make me just that much madder at the Japs.

The number of requests for free time now being made of radio stations has increased at an alarming rate. Virtually every major civic, educational and club organization, is making plans for benefit dinners, balls, luncheons, etc., and they all want time on the air to publicize these efforts. Radio is, of course, bending over backwards to satisfy all parties, but the increased demands have got to stop some place. The schedule is getting too heavy. Most of the groups asking for time are worthy ones, and under normal circumstances, would be quickly obliged. The situation reached such unduly proportions two months ago, that the broadcasters in self-protection published a "clearing house" for all announcements. Now, most of these announcements go through this "clearing house," but many clubs are still not aware of its existence. The address is Southern California Broadcasters Association, Room 501, Broadway Arcade Building. It would save time and effort if all clubs were to take advantage of this organization and submit their announcements to it, instead of directly to the stations.

"This Is War," the most colossal program series ever undertaken by radio, is the subject of widespread discussion these days. Idealists claim it isn't gruesome enough. All in all, I would say it is doing a fine job of publicizing the Army. (Continued on Page 15)
RADIO: West * National * International

Benny for Grape-Nuts?

The report was rife, although unconfirmed as Radio Life went to press, that General Foods, sponsor of Jack Benny's airshow, will give the famous comic a different product to plug beginning with next September's series.

It is said that General Foods, which controls the purse strings on both Jello, Benny's current product, and Grape-Nuts, now paying the ticket of Kate Smith, figures the production of Jello will have to be curtailed and can't stand the $22,000 weekly budget which Benny's new contract calls for. Grape-Nuts would therefore swing over to Benny's show, with Kate Smith, whose weekly talent nut is around $10,000, getting the Jello chore.

If this switch should take place, and there is every indication that it will, next fall will find Benny on the air for the first time in 10 years for a product other than Jello, although his sponsor, General Foods, remains the same.

Henry To NBC

Bill Henry, one of the southland's most popular commentator-reporters, returns to Hollywood late this week after a swing through the South and East in time to prepare for his new series of quarter-hour/news commentaries for Dentyne.

Henry, who previously had been doing two a week for both Dentyne and Bekins storage over KNX-CBS, will do an exclusive starting the 25th, for the gum sponsor which has switched its account to KFI-NBC for 15-minute Henry spots at 5:45 p.m. each Wednesday, Thursday and Saturday.

McCune's New Club

Designed to stimulate letter writing by mothers, wives, sweethearts, sisters, and friends to men in the U.S. armed service, a new organization called "U.S. Service Sweethearts" was formed last weekend with Hank McCune, youthful NBC "It Happened in the Service" emcee, as new liaison officer in charge of coordinating the exchange of news between the men at camp and the women on the home front.

The U.S. Service Sweethearts has no dues, no officers, and but one bylaw: "Write a letter once a week to your men in the service." Its motto is: "Keep the Home Fires Burning."

In launching the activity, McCune said that charter members will be delegated to organize chapters throughout the southland.

On hand to greet Edward G. Robinson upon his arrival in Hollywood after a three-week broadcast and speaking tour in the east were 18 members of the Cavalry Unit of the Women's Ambulance and Defense Corps who provided the editor of "Big Town" with an escort of honor at the Union Station. Shaking hands with the CBS-KNX star is Lieut. Mary Ellis. Taking a delight in the proceedings is Mrs. Robinson, at her husband's left. (See Story page 4)

Jr. Miss' Wobbly Debut

Kickoff of the new Shirley Temple KNX-CBS "Junior Miss" series March 4 from Columbia Square was wobbly due to last minute reshuffle the night before the show when about everything but the star and the title was revised, but the second edition last Wednesday was vastly improved.

Hugh Brundage, who leaves for the Army any day now, spielied the initial shows with singing commercials by the Melo-Alors who were heard on Junior Miss Temple's first airer over CBS several months ago.

The widely-heralded "Junior Miss" stories by Sally Benson which first appeared in the New Yorker before being produced on the Broadway stage, appear to be an ideal vehicle for the winsome talents of the young star although the tee-off program seemed to lack an easy flow due to so many interruptions, either by commercial plugs or narrations.

KPAS Has Premiere

Southern California radio listeners welcomed with "open ears" last week the first series of full-time program schedules of KPAS, new Pasadena radio station with studios in the historic Huntington hotel.

Preceded on Tuesday and Wednesday by two-hour-long afternoon broadcasts titled "Hollywood Salutes KPAS," the station's formal opening was held last Thursday night in the new Crown City studios. Both "Hollywood Salutes KPAS" shows were aired from the new station's Hollywood studios in Music City under the direction of George Jay, popular master of ceremonies, who brought half a hundred outstanding airCelebs to the microphone for brief, informal interviews. Milton Berle, Anita Louise, Bill (Wallace Wimple) Thompson, Joe Twerp, Frank Graham, Al Donahue, Morey Amsterdam, Jack Owens, Paul Neighbors, Marcia Mae Jones,
Edith Fellows, and Bobby Jordan were among the stars who wished KAPAS good luck in its new venture.

The Thursday night formal premiere and dedication ceremonies found Southern California’s biggest names in the civic, social, radio and film world mingling at dinner and enjoying an star-studded entertainment program headed by Bill Goodwin, Burns and Allen announcer.

Owned by the Pacific Coast Broadcasting Co., with J. Frank Burke as president and general manager, KAPAS was conceded to be on a promising start by industry leaders who watched with interest the station’s Initial series of broadcasts. Operating on 5,000 watts of power on a frequency of 110 kilocycles, KAPAS’s position on the dial (almost in KNX’s lap) was expected to prove an important factor in catching many listeners.

Local Composer Wins

Ross Hastings, 27, native Angeleno, and doorman at the Los Angeles Philharmonic auditorium, last week had his original operetta acclaimed as one of three finalists in Mutual’s nationwide “Chicago Theater of the Air” operetta contest and was in receipt of a check for $1,000.

Hastings was the only strictly “amateur” composer among the three finalists whose operettas are to be played over KFI-Mutual on March 21, 28 and April 4 (4 p.m.) In the finals of the contest which will have the listening audience participating in the selection of the best operaetta among the three finalists, Hastings’ two rival vallies Percy Faith, well-known Canadian composer-conductor now living in Illinois, and Ben Bernie’s arranger, Lee Armentrout of Chicago, complete the contest. Judges of the work adjudged the outstanding of the three will receive an additional check for $4,000.

Young Hastings, an accomplished pianist who by necessity has had to work at jobs other than composing, is the father of a 3-year-old daughter, Verdi, named after the famous composer, and a 16-months-old son, Stephen, named in honor of Stephen Foster. Hastings’ wife, Louise, is also a fine pianist and the brilliant young composer credits her as co-author of the libretto of his operetta which he wrote under the working title of “America Loves a Melody.”

Hastings, who before attending U.S.C., worked as an usher at the Philharmonic, says the auditorium has been the most important factor in his musical background. Born just across the street from the Philharmonic, Hastings’ father, the late Dr. Ray Hastings, was for 30 years the organist at the Philharmonic.

Robinson’s “Vacation”

Back in Hollywood last week from a three-weeks’ trek to the eastern seaboard for three broadcast weeks was cigar-smoking, art-collecting Edward G. Robinson, portrayer of the Steve Wilson, managing editor, roles on CBS-KNX’s “Big Town” series.

Originally set up as a vacation for the Big Town star in between broadcasts, the eastern trek was turned into a day-and-night speaking tour for the promotion of defense bond and stamp sales from the minute Robinson arrived in New York until he left the “Big Town” for the West Coast a fortnight ago.

U. S. Treasury’s Henry Morgenthau mapped out an “in person” tour of shipyards, munition plants and other defense industry factories that had Robinson dashing into Philadelphia, Newark, Camden, Boston, Syracuse and Poughkeepsie.

Highlight of Robinson’s “vacation” was the appearance he made before the United Garment Workers in Carnegie Hall where his role of “Fun To Be Free,” a patriotic tone poem by Ben Hecht and Charles MacArthur, the Broadway playwrights.

Streamlined Log Section

In tempo with the times and in answer to public demand for a more readable arrangement of the radio logs in Radio Life, this magazine next week will present for the first time a new streamlined radio log section. Especially designed in format to give the reader a complete picture of the broadcasting schedules of stations, the new Radio Life log idea will afford Radio Life’s audience with another worthwhile feature to add to its listening pleasure.
Hobby Contest Sample

(Editor's Note: In answer to many requests from Radio Life readers who are anxious to know more about the kind of hobbies eligible to compete in the contest, the following letter, Radio Life readers should realize that any kind of hobby, no matter how simple or unpretentious, may seem to them, has a good chance to win the contest.)

Radio Life
1029 W. Washington Blvd.
Los Angeles, Calif.

Gentlemen:

My hobby is writing a diary of my niece who is four years old. I started it when she was born, a minimum of 200 words a day for 1504 days and the complete opus to date exceeds 300,800 words.

Kitty is gay, mischievous, and surrounded by four brothers, and there's no end of material. She is probably the only person since time began who has had so much written about her at that age. By the time she is 13 she will have had a million words written about her, which is more than Scared Shrew at play.

The diary has had notices in Coronet and the Los Angeles Times in a column conducted by Bill Henry. I keep pencils and notebooks all around the house and whenever something of interest happens or she says something I think worth recording, I jot it down. At the end of the day I collect notes and assemble them in a style as readable as the enclosed sample.

I propose to continue the diary indefinitely, and plan eventually to have it published in small books— one for each year which would be about 75,000 words to the volume. I'll present the complete diary to her as a high school graduation gift or when she marries so that she can let her husband read it and keep him home nights.

This diary, like Eve, is just a side issue. I am a newspaperman, besides writing fiction and articles in my spare time.

Sincerely,
Charles Leanman
1422 North Rose St.
Burbank, Calif.

Priorities Fold Two

The last fortnight saw the shuttering of two Campbell soup-sponsored airshows as the cold blade of priority cut the purse strings on both Fletcher Wiley's "Housewives Hi nts" and Lanny Ross' song session, both heard via KNX-CBS. Wiley's series bows out on April 15, six weeks short of the radio season, with the spotlight falling to "Hi nts from Radio City," which premieres April 19.

Only other show to fold since Radio Life's last edition was "Sherlock Holmes" on KFI-NBC. Contract for this show was originally set for 28 weeks due to seasonably nature of the advertised product.

"Blind Date" Success

Frances (Speaking of Glamour) Scully's latest "brain child," a new half-hour variety show titled "Your Blind Date" and patterned especially for the ears of the men in uniform, teed off in exciting fashion Thursday night, March 5, over the Blue Network from Hollywood's KNX.

The blonde, conversational-toned fashion editor spoke crisp, intimate lines that tipped off the service men that at last here was a show for them, an all-girl orchestra with an all-girl cast. Lone male in the stage during the debut broadcast was Bill Thompson who introduced the cast. Even the announcer, Hank Weaver, handled his closing tag-line from another studio.

Highlights were: 1) Starlet Sharon Douglas' dramatic reading about a sweetheart left at home who, while walking her dog, ponders the question whether she will sit patiently at home for her man-at-war or "step out;" 2) the return to the airplanes of Brenda and Cobina as a team in a hilarious guest spot; 3) a mother reading a letter to her son located somewhere in the Pacific war theater with the U.S. Army Air Corps and which moved some of the service men in the audience to tears; 4) some swingy, well-pitched vocalizing by Songstress Jean Carroll who pinch-hit for ailing Connie Haines, late of Tommy Dorsey's orchestra, who will be a regular.

Actress Weds

Kathleen Fitz, brilliant young radio actress, was married this past week to Dr. Christopher Hartsough, lieutenant in the U.S. Navy, and is enroute to Pensacola where she will set up residence for her husband who will study aviation psychiatry for the next several months. Well known for her performances on many NBC dramatic shows, and CBS's "Big Town," the young actress did not meet her husband until two months ago despite the fact that both attended Stanford University at the same time.

McGee, Molly Renewed

Celebrating their seventh birthday on the same network for the same sponsor (Johnson's Wax), Fibber McGee and Molly's lease on 79 Wistful Vista has been renewed for another year, effective through April 7, 1943.
Help save precious tin
Swift's Jewel Oil for Your Salads
Packed in convenient glass canisters
Screen Guild's emcee, Roger Pryor, was reminiscing about "fluffs" (tongue slips) the other day. "One of the biggest tongue twisters I've come across is that line I have—The Gulf Oil Company and your neighborhood Good Gulf Dealer. Do you know?" With wife, Mrs. Pryor, he took to the Gulf Screen Guild Theatre. It may sound simple, but try to say it without getting mixed up on one of those words." Pryor knows whereof he speaks. The first time he officiated at the broadcast, he looked down at the front three rows of the studio where all the big-wigs of the sponsor's company were sitting with their eagle eyes on him, and got himself off to this flying start: "The Gulf Oil Company and your neighborhood Good Gulf dealer welcome you to the Gulf Gulf Theatre!"

H. Allen Smith (Low Man On a Totem Pole) breezed into radio-town a few days ago to gather material for a national magazine fanfare on Bing Crosby. As he walked into the Artists' Corridor at NBC, who should be sitting right there but the Crooner himself—blue shirt hanging down over his slacks, hat on the side of his head, resting his frame on shoulders and the end of his spine while he sang in a low tone and tapped out the time with his heels. "That fellow Crosby is sure quick on his lines," Smith commented after meeting Bing. "I walked up to him," related Smith, "and shook his hand, and just like that he said 'hello.' You know, if I walked up and shook hands with him again, he'd probably say 'Goodbye,' just like that! He's sure quick on the uptake!"

The three movies we took a squint at last week left us distinctly radio-conscious. "Henry Aldrich for President," without benefit of Ezra Stone, the radio "Henry," made us appreciate what Ezra means to the show. "Ona Munson, "Lorelei!" of "Big Town," was in everyone's high favor for pulling "Shanghai Gesture" out of the fire. And Fibber and Molly, Edgar and Charlie in "Look Who's Laughing" hit the bull's-eye. Especially delightful screen companions for the McGees were Great Gildersleeve, Mrs. Uppington, and Harlow Wilcox. Fibber's disorderly closet, his gadgets, his alliterative spiel will bring Wistful Vista nearer and dearer to radio fans too far away ever to see a broadcast. Further contribution of radio to pictures in this film was Lee Bonnell, brought here as a winner of CBS "Gateway to Hollywood." Lee and Sharon Douglas ("Second Mrs. Burton") have been named to parts in the new Tay Garnett series, "Three Sheets to the Wind," on KFI.

Hall and Farewell: Friends of Ray Coffin have said the last sad farewell to a fine fellow who produced "Your Seeing Eye Dog" for Mutual and had a finger in telecasting for W6XAO. Ray passed away in his sleep while in Texas.

Bill Goodwin had to relinquish his "Three Ring Time" emcee chores. Switch of "Halliblaine" show to Tuesday conflicted with Goodwin's job as "Swannee Announcer" on Burns and Allen... Folding up are "Dr. I. Q." (Kate Hopkins), "Thin Man," "Lanny Ross" and Fletcher Wiley's housewife show... Mutual has two new announcers—John Moore from Chicago and San Francisco, and George Willard, only 22 but with four years' experience at WGN, Chicago. . .

Elsie Maxwell, reducing and reporting results on her "Party Line" program, says her "tell all!" attitude ought to prove that she's going out of her weigh to please dialers!

Whatnot Dept.: New York operatives report that Connie Boswell, late of the old Kraft Music Hall, has grown tired of dotting the "i" in her first name and has ordered all publicity and items to spell her name "Connie." She's in the Big City on theatre tour. Chef Milani is adding lovely Jane Winterley to his Monday KECA broadcasts. Andy and Virginia have two new, enthusiastic listeners—Fibber and Molly McGee... Folks who crabbled Ginny Simms' chanting on a recent "Hit Parade" guest spot, probably didn't know she was fighting strep throat... Lieut. Mark Finley's, written in collaboration with wife, Maxine, in March issue of the Post. The fascinating tale of young Grant McConachie who pioneered Southern Yukon Airline, ought to make good radio material. . . People like Bob Burns' anti-rumor button, "How Do You Know?" Argonaut Club of San Bernardino presented J. C. Lee, owner of KFJS, with a certificate for his station's outstanding community service.

Ed Gardner, host of "Duffy's Tavern," proposes this toast: "Three cheers for M'country, M'Arthur, and N'Cassar."

Eddie Cantor says the Pan American nations believe that to concur is to conquer.
Radio Life Covers the NEW

By John Whitehead

H-H-H! Quiet ... we're on the air!

"Ladies and gentlemen, Herbert Marshall, presented by the new Old Golds—the famous cigarette that is better than ever since something new has been added. With Mr. Marshall you will hear tonight Bert Wheeler, Hank Ladd, Lucille Ball, and the Merry Macs." (That was Announcer Ben Alexander, speaking.)

(And these are the voices of the sensational Merry Macs:)

"When Friday evening rolls around
Sit down, take off your shoes—
Forget your bills, forget yourself,
Forget you've got the blues,
Have fun with Ladd and Wheeler,
Miss Ball and all the rest,
So lend an ear—good friends, you're here
As Herbert Marshall's guest."

Thus, every Friday night at 8 p.m. (Pacific War Time) does the Blue Network air from coast to coast through KECA, the sparkling melange of melody and fun packaged for the radio audience under the title of the New Old Gold Show.

Let's turn back the clock to last Friday at 4:15 p.m., and saunter into Studio B of Hollywood Radio City where the Old Gold gang is knee-deep in last-minute preparations for an early broadcast to the East coast.

Convoys your Radio Life reporter through a crowded hallway into Studio B is blond, stocky ex-Stanford undergrad Ben Alexander, mellow-voiced Old Gold announcer who won his ether spurs several years ago when he airplanted to Hollywood each weekend from the Palo Alto campus to announce the Signal Carnival at NBC. The studio is a beehive of activity as we enter ... Producer Bob Brewster is arguing a last-minute cut with writer Sam Moore, who is decked out in a plaid sportshirt; Bert Wheeler over in the corner listening to some old vaudeville gags from Harry Norwood, manager of the Merry Macs; Brownette-tressed, blue-eyed Mary Lou Cook, femme member of the Macs, tuning up her pipes at a piano manned by Roy Chamberlain, arranger and conductor of the Old Gold rhythmistes (two pianos, a bass, drums and vibes) who accompany the Macs on the program ... and there's Herbert Marshall, suave sophisticate of the screen who's been one of the pleasant surprises of the radio season, chatting informally with RKO's "ball
of fire," Lucille Ball, who scored so heavily on two guest spots with the Old Gold gang that the sponsor signed her as a regular attraction.

As the Macs sing their first feature song, you can't but admire those kids up there at the mike. Three of the cleanest-looking, All-American-looking young fellows you'd ever want to set your eyes on... and there like a sparkling diamond in a perfect setting is a refreshing beauty by the name of Mary Lou Cook, a native daughter of California, who has been singing since she was in pigtailed at Covina grammar school. The three male members of the Macs are Judd, Ted, and Joe McMichael from Minneapolis—a trio of lantern-jawed singers whose blend and unique style have stamped the Merry Macs as the outstanding vocal combine in radio today.

Bart Marshall, star of the Old Gold Show ever since the program went transcontinental over the Blue Network on November 3, 1941, is quite a surprise, and a decidedly pleasant one.

He looks like the cinema star... tall, debonair leading man of romantic stories. But the minute he addresses the microphone, with Bert Wheeler and Hank Ladd on either side of him, you instantly forget about Herbert Marshall, the cinemactor. This is a brand new Marshall out there in front of the mike. It is a friendly, gag-loving master of ceremonies, who delivers with verve the pay-off line to a slapstick joke set up by diminutive, brown-hatted Bert Wheeler and Wheeler's new "find," mustached straight-man Hank Ladd:

Marshall: "Who was that short blonde girl with Bert at the opera last night?"

Hank: "Oh, that's La Belle la Zandra, the famous strip tease dancer. Wheeler's crazy about her. Do you happen to know her work?"

Marshall: "Do I? Why, I follow every move she makes!"

The Old Gold cast gets together for its first rehearsal on the Friday of the show, at about noon. Only the Merry Macs have rehearsed together before then. They work on their songs about four or five hours daily, and by the time they get to rehearsal they're amazing everybody with their preci-

(Continued on Page 16)
GAGS OF THE WEEK

For the best gags of the Week, heard over Radio and sent Radio Life. Tickets will be sent winners for admission to radio broadcasts. Send your best gag selection to 1620 West Washington Boulevard, Los Angeles.

Mary Jo Lemmons, 617 East 84th Place, Los Angeles.
Sirs: Heard on Maxwell House:
Snooks: What are you cooking that rubber for?
Daddy: It's going to be balloon tires when I get finished.
Snooks: Does balloons have tires?
Daddy: No! Nobody has tires. That's why I'm making this.

Mrs. Eva Spates, 2108 Montezuma Ave., Alhambra, Calif.
Sirs: Heard on Fibber McGee:
Mr. Old Timer: Well, I must be gittin' along. Got to meet my girl, Sugar.
Fibber: Why do you call her "Sugar"? Is she so sweet?
Mr. O.T.: Nope. Just hard to get.
(Tickets for this also to J. Peters, 319 East 21st Street, Los Angeles).

P. D. Piper, 328 West 79th Street, Los Angeles.
Sirs: Heard on Jello Show:
Jack: (Returning home from the theater): Rochester, was your girl here?
Rochester: Boss, that ain't Ivy climbin' over the back fence!
(Tickets for this also to Miss Virginia Pegram, 3039 Rosslind Place, Los Angeles).

H. J. Byland, 2024 East Chevy Chase Drive, Glendale, Calif.
Sirs: Heard on the Bob Hope Show:
Bob: What ever happened to Ye-hudl?
Colonna: He has a new job. He is the one who claps four times when they play "Deep in the Heart of Texas."

Ila Lee Pass, 2408 Santiago Ave., Santa Ana, Calif.
Sirs: Heard on "Time to Smile":
Cantor: Abraham Lincoln was a great man. He freed the slaves.
Mad Russian: He didn't.
Cantor: He did, too.
Russian: Then how come I'm still working for you?

JOHNNY on the SPOT

By Johnny Whitehead

• When things are quiet at Columbia Square and Radio City I usually meander up and down Vine street from Sunset to H'wood Blvd. Waltzing this two-block strip of the Vine St. promenade is good for laughs, interesting scenery and stuff permissible for a column such as the one you're reading today. So, coming on a typical swing up and down Vine and we'll jot down mental notes of this, the H'wood street scene...

• You bump into more interesting people this way—and in front of us, waiting for a bus is young Bill Thompson, whose antlers as Wallace Wimple, Horatio X. Boomer and Nick de Populos on the Fibber McGee-Molly show are three major reasons why the Crossley and Hooper surveys rate the Wistful Vista laughest the No. I half-hour program on the air. Bill hails from Terre Haute, Ind., and is one of the really "great guys" I've met since returning to radio row as editor of Radio Life.

• In front of the Brown Derby we pause to say hello to Bert Wheeler, the perky little comic whose current comeback on "Bart Marshall's New Old Gold Show" is the talk of the town. The Maxie, last name Rosenbloom, bounds out of Maurice, the jeweler's, and cracks some- thing wise at Bert whose trigger-minded squelches Maxie with, "Listen, if my draft number was as low as your I. Q. I'd have plenty to worry about." To which Rosenbloom counters: "You need hair treatments, Wheeler." And Bert sends the Sage of Vine St. home with his retort perfect, "You need hair!"

Bill Goodwin, the Burns & Allen spiker, is matching nickels with Trumen Bradley, Red Skelton's Raleigh milk-man, as he sees who pays for an afternoon paper. We leave without knowing who emerges the victor because there's a crowd of female shoppers gathering who recognize the two handsome announcers.

• Across the street we pause to watch the shoppers stream out of the Broadway H'wood. And as we're watching the parade Bill Goodwin joins us to say that he's no longer doing the announcing job on Milton Berle's Three Ring Time because of the conflicting times of the Burns & Allen show and the Berle show which has switched from Friday to Tuesday at NBC.

• Sauntering back down the west side of Vine toward Sunset we catch up with Benny Rubin, the timer leader among the comedians, long before the Hopes and the Skeltons even knew what a payoff line meant. Benny, always affable, always well-dressed in gray, has been doing "bits" on numerous network shows such as Ransom Sherman's Crestfallen Manor, the Red Skelton show and his own Saturday "Best of the Week." Benny is very happy, and his "good news" concerns a personal appearance tour he is slated to begin in a few days, and which will take him out on the boards again in front line audiences in theaters and cafes across the country.

• Walking her dog between the Tropics and H'wood's Tin Pan Alley where the song pluggers are congregated to catch the singing stars of radio as they bounce between Radio City and the bowling alleys is Dorothy Cordray, pretty little NBCanary, who is trying to locate the sheet music to a song she wants to rehearse. The song is "I Don't Want to Walk Without You," which happens to be my favorite tune, too. Dorothy makes quite a picture for a sunny spring afternoon in a simple, smart red suit of cotton whipcord material. In fact, she's such a lovely picture that the Vine St. Romeo's do double-takes as Miss C. ankles with me to George's Paris Confectionery store a few doors away where we enjoy a "pause that refreshes."

• As we near the end of our Vine St. promenade we drop into Glenn Wollichs' far-famed Music City at Sunset and Vine where the butcher, the baker, yes and the stars, too, congregate daily to hear the latest records by their favorite artists. On this particular far day Ray Noble, puffing on a long White Owl, is at the counter selecting some new releases from one of Glenn Wollichs' bevvy of pretty salesgirls, blonde, personality-plus Dorothy La Pointe who has aspirations to be a composer. We are interested in what the stars like in the way of records so we lean over Ray's shoulder as he picks out the records. Rovel's Quartet is none of Maestro Noble's selections and also Book 1 of Debussy's Preludes. To Miss Dorothy's query, "will there be anything else, Mr. Noble?" Ray says, "No, thank you, young lady. That's all the change I have left after paying a speeding ticket."

• Well, there's an 1-witness glimpse of H'wood's far-famed Vine St. Really just an ordinary street like the Main St. of any town or city in the country, with people doing the same things other people do on the main stem of any other town in the U.S.
Radio’s ‘QUIZ of TWO CITIES’

North and South Brains Vie for Quiz Honors in Heated Battle of Words

By Evelyn Bigsby

Preparatory to their Friday-the-13th broadcast of “Quiz of Two Cities,” the Los Angeles crew on Don Lee’s war of wits between the Angelos and San Franciscans assembled good luck charms to help the local contingent make a victorious showing. Scorekeepers Tommy Dixon, left, and Producer Jim Burton, right, although tugging at the wishbone, are hoping for the same thing—L. A. to beat S. F. Announcer “Stu” Wilson looks on with fingers crossed, a four-leaf clover and horseshoes. Reid Kilpatrick is the local master of ceremonies for the quiz.

OR TEN MONTHS, “Quiz of Two Cities” had been in progress as a mental tug o’ war between the two metropoles, San Francisco and Los Angeles. Each week four contestants at KHIJ, Los Angeles, had been posed questions which were asked in identical terms to four participants at KFRC, San Francisco. Neither city had gained more than two, or at most, three broadcasts over the other.

Then for some unknown reason, Angelos nose-dived into intellectual doldrums and San Francisco blazed ahead with a seven-win lead.

“Those urbanites up yonder can’t be smarter than we,” sputtered frustrated Angelenos. But they were openly worried as another broadcast night rolled around for the “Quiz.”

Emcee Kilpatrick dished out two or three questions. The contestants mumbled and fumbled around, while faces of the rooting audience dropped a mile. “Here we go to the cleaners, again,” they despaired under their breaths.

Then Yvonne Livingston, pert drum majorette of the Southern Pacific Employers’ Club Band, tripped up to the microphone, faced the air-ogre unflinchingly, and waited for the question-blow to fall.

“Who was the first United States Postmaster General?” queried Emcee Kilpatrick, almost tremulously.

“First Postmaster General?” echoed Yvonne, confidently tilting her pretty chin toward Ole Man Mike, “Why, Benjamin Franklin, of course!”

That did it! Yvonne not only battered 100 per cent on her postmaster-general question, made a perfect score for the entire broadcast, but more than that, broke San Francisco’s winning streak. Six months later, the score now stands: Los Angeles, 35 victories; San Francisco, 37.

The same people who were fussing about Los Angeles’ score trailing a few months ago are now going around with an “I-told-you-so” attitude. “Angelenos are just as smart,” they affirm.

With all the “tugging,” “Quiz of Two Cities” is a democratic sort of program. Its quizzes come from all walks of life, professions, and social organizations. So far the roll-call has included such contestants as air hostesses and pilots, firemen, newspaper people, American Legion posts, Community Chest workers, and air-raid wardens. Members of similar groups in the twin cities oppose one another on the broadcast. If you have heard the program, you know that only the board of judges and home listeners hear what goes on in both studios.

Believe it or not, the night Earl Carroll’s glamour cast vied with the San Francisco Mutual Business Club, beauty beat brains! On Friday, Dec. 13, 1940, Hollywood stunt men took their air chances with girls of the San Francisco Jinx Club. The girls won, despite their bad-luck title.

Down to ignominious defeat went the Joneses of Los Angeles against the Smiths of the Bay region. By a small margin the U. C. L. A. faculty bettered the U. C. alumni.

On “hotel night”, personalities from the Ambassador in Wilshire Center included Bandleader Freddy Martin pitching against Baton-wielder Henry King from the Mark Hopkins. In anticipation of the competition, Virginia Gaynor, the Ambassador hat-check girl, brought four quiz books, studied them intently, and drove Coconut Grove employees to distraction ply- ing them with practice questions. The night of the quiz she wasn’t asked a single one of the questions encountered in her frenzied par-klumbers.

(Continued on Page 12)
Radio Tug-o'War

(Continued from Page 11)

But she did all right for herself—walking off with a share of the winnings.

"A most restaurant" night saw Miss Billie Larkin from the Melrose Grotto among the contestants. The Angeleno production crew was noticeably nervous that night, for, you see, its members patronize the Grotto which is next door to the KHJ studios in Hollywood. Fearful that the Larkin lass might not win what she anticipated, the production boys began to envision cold soup, over-salted potatoes, or any other culinary means of "getting even" which Billy might improvise. What a happy sigh they heaved when she triumphed!

A backward glance brings to mind three "stumpers" which neither side could answer: "We all wear Panama hats at some time or another. Can you tell when the hat is a Panama hat made?" South American countries were named but the correct one, Ecuador, was missed. When asked to give the principal difference a musket and a rifle, neither contestant knew that a musket has a smooth bore, a rifle a spiral bore. Neither San Franciscan nor Angeleno knew that Australia was the continent discovered by Captain Cook.

Both KHJ and KFRC receive letters protesting the "caustic" remarks of one emcee against the other. Wrote a Southlander: "I feel the San Franciscans master of ceremonies carries his remarks about Los Angeles a little too far. Mr. Kilpatrick's (L. A. emcee) remarks never ever that sneering ill breeding!" A northerner said: "The Los Angeles emcee not only constantly prompts the Los Angeles contestants, but his unfunny, disparaging references to San Francisco are uncalled for. Our Halle Sparks never seems to make such ungentlemanly remarks about Los Angeles.

It takes a lot of salesmanship to convince some diarists that Sparks and Kilpatrick are really friends and that their sarcasm is only "tongue deep."

"Under fierce questioning and with the jack-pot as bait," said Kilpatrick, "a San Francisco might even admit that Los Angeles is the bigger city!"

Kyser Off on Tour

Kay Kyser, NBC comedian-bandman, who continues to live up to the myth- ical title accorded him some time ago—that of "Radio's Hardest Working Star," is in Hollywood until next Monday when he begins a three-month road trip that will see him doing his College of Musical Knowledge tour as far east as New York and as far south as Raleigh, N. C.

Kyser has just returned from a brief trek to Luke Field, near Phoenix, Ariz., and the Naval Training Station at San Diego, where he did his shows for the men in uniform.

Three guest shots for Mutual's Spotlight Band (9), Bill Stern's Sports Newsreel (14) and Silver Theater (15) brought Kay back into Hollywood this week prior to his nationwide jaunt which will find him in New York March 25 to confer with his boss, George Washington Hill, president of the sponsoring tobacco firm.

Kay will have the opportunity to see a lot of his old friends when he does a county fair date April 29 at Raleigh, N. C., a few miles from his birthplace. Rocky Mount, N. C. He doesn't return to the West Coast until early summer.

Fidler's Turnabout

Jimmie Fidler, veteran Hollywoodite and longtime "menace" to the radio and film stars who were verbally spanked via "open letters," returned to the air this past fortnight in a new role.

The new Fidler role was that of more or less of a goodwill ambassa dor for Hollywood. It was quite an event to hear the man who only a short time ago lambasted the stars and the industry alike do a turnabout and declare that he felt "in times like these it behooves everyone to look at the good and worthwhile things rather than to be critical of those who are doing everything within their power to aid the Victory effort." He loaded his Blue Network quarter-hour commentary (for Arvid deodorant) with praise for Hollywood's noteworthy contributions to the war drive, and asked for Hollywood's good will in helping him to perform a good radio chore.

Fidler, who has always been sincere in the remarks he has made on the air but who too often failed to heed the advice of wiser, more experienced heads, sounded even more sincere than before. He handled his lines far better than any other Holly wood commentator who is currently on the other with the possible excep tion of Erskine Johnson, Thrifty Drug's gossiper, who covered a spot on his debut show for a "Holly wood Docs Its Bit Dept." in which he doffed his hat to certain stars who are identified closely with the war effort.

Waring On Glee Clubs

Fred Waring, who encountered plenty of trouble years ago in finding a sponsor who thought his glee club was worthwhile, is of the opinion that what radio needs is more good glee clubs.

The Pleasure Time maestro is sponsoring a giant competition among college men's glee clubs and will bring to New York in May clubs representing eight different sections of the nation for a final judging at a Carnegie Hall concert.

Lynden's

EGG NOODLES
WITH CHICKEN

Tasty egg noodles, tender chicken, and rich broth. Try LYNDENS for lunches, dinners, refreshments.

RECIPEs

and Instruction Folders

for Radio Life Readers

AT NO COST

The following helpful folders are yours for the asking. Just check the folder wanted and mail to Radio Life.

USE COUPON BELOW

TO RADIO LIFE
1029 W. Washington, Los Angeles

Please send me the Recipes and Instruction Folders I have checked below:

☐ Our Mother's Cocoa

☐ Cinch Cake Mix

☐ Kellogg's Ant Powder

☐ Clearaxe Window Cleaner

☐ Bill Insect Spray

☐ White House Rice

☐ Richardson & Robbins Plum Pudding

☐ Brandywine Mushrooms

☐ Willapoint Oysters

☐ Brandt's Ammonia

☐ Lynden Chicken Recipes

☐ Seasoned Biscuits

☐ Mail

Name.................................................................

Address..................................................................

City.................................................................


Radio Life

CONSUMERS' CLUB

Central and West Coast Edition

POLITICS IN THE KITCHEN

The Southerners have a special pie called "Jeff Davis Pie". Jeff Davis, as you remember, was the President of the Southern Confederacy during the Civil War, and this bit of culinary art was a tribute to the beloved character of the Old South. It was made by Aunt Mary Ann, the slave cook of one Mr. Warren. The pie met with such success the first time it was served that all of Mr. Warren's guests trooped to the kitchen to meet the name and recipe. And, the story goes, when they made inquiry of Aunt Mary Ann, she thought a moment and then said in a spirit of loyalty to her master and his political views replied, "Why that's a Jeff Davis Pie."

And in the North? Well, politics invaded northern cooking too. In New England they had an Election Day cake. It ended the usual dinner and was as necessary for this day as pumpkin pie for Thanksgiving. The recipe was generally placed in the farm wives' notebooks somewhere between the household accounts and formulas for cough cures. Come Election Day and it was taken down and the cake was carefully prepared to be eaten with joy or sorrow according to whose party won.

KC-50

Looks like the code number for a lady spy, all glamour and mystery, doesn't it? Well, it is a sort of formula. KC-50 stands for fifty years of service by the Kansas City Baking Powder Company.

For fifty years the efforts of a staff of chemists, white collar men, and the boys who make the factory wheels go 'round have been concentrated in producing perfect baking powder. Each year thousands of tests are made just to make sure this product keeps to those high standards. Result — a dependable, economical, double-acting combination-type baking powder of the highest quality, or in words less technical, it means, ladies, continued success in your baking.

And this is especially for you. In honor of this anniversary, KC is offering every lady a cook book. It's filled with practical baking hints and recipes that are arranged in a chart so that you can vary them to make changing one part of the recipe. We know you will like it. Just send us the pink slip from any size can of KC Baking Powder and we will see that you get this valuable anniversary gift.

And as for KC-50, we would like to say CONGRATULATIONS!

A-MAIZE-D

Maize, or corn as we call it, is as American as America. The roasting ears you are so fond of were growing on this continent long before Columbus discovered it. Pictures of it were drawn on the graves of the Indians who were living here when Europe was in the Stone Age. And stranger still, the ears of corn are exactly like the ones we enjoy today.

Corn came to Europe by three routes. To Spain through Columbus, and to England by means of the Pilgrims and Captain John Smith who planted the first English colony in Virginia.

Everywhere throughout Europe the people cultivate this grain America gave to the world. Yet only in England, where is has never been popular, is it known by its proper name, maize or Indian corn. In Holland and Hungary it is known as Turkish wheat. France calls it Spanish corn; Turkey refers to it as Egyptian corn, and in turn the Egyptians call it Syrian corn, while in South Africa to the Kaffirs, the Zulus and the Bushmen it is known as meailles. A-maize-ing, isn't it?

Listen to Chef Milani's programs daily over KMPC at 11 a.m. and Monday via KECA and the Blue Network at 4:15 p.m.

Recipes of the Week

By CHEF MILANI

Here are your recipes in a convenient form. The complete section will fit your Radio Life Recipe Binder ..., or cut out the recipes individually to post on your recipe file card.

Sunday Dinner for Eight Persons

Jabey Soup
Celery, Olives and Radishes
Broiled Lamb Chops
Steaming Potatoes
Fresh Peas and Broccoli Sautéd
Crab Salad Louie
Lemon Pie
Monarch Coffee

Recipe for Crab Salad Louie

The meat of two large crabs
1/4 cup olive oil
Juice of 2 lemons
1 large head lettuce
2 hard boiled eggs
A few chives and a few leaves of fresh tarragon

Chill the crab meat and the lettuce very thoroughly. Mix the olive oil, the lemon juice, the chilli sauce, the Tabasco, the Worcestershire sauce, the salt, and the pepper. When all these ingredients are well mixed, add the mayonnaise and heat well until the mixture is nice and smooth. Then cut the large lettuce leaves and place them on a large plate. Arrange the chilled salad and garnish with the oregano herb and place in the middle of the bowl. Slice the chilled crab meat very thin and place it on the top of the shredded lettuce. Slice the chives and place the tarragon herb and place on top of the crab meat. Then pour the Louie dressing on top, and garnish all around the salad with sliced hard boiled eggs. Be sure that the salad is well chilled before serving—that is the secret of any salad.

Dinner for Four—A Dollar, No More

Sliced Mexican Sea Bass Fried in Oil
Baked Potatoes
Carrot and Turnip Salad with Oil and Lemon Dressing
Bread and Butter
Coffee and Delicious Apples for Dessert

Recipe for Sliced Mexican Sea Bass

1/4 lb. fresh sliced Mexican sea bass
8 tbsp. oil
Salt and pepper

Dip the fish in flour 1/2 lb. fresh sliced Mexican sea bass. Put 8 tbsp. of oil in a thick frying pan. When oil gets hot, fry the sliced sea bass until it gets brown on one side. Then turn the fish over, and fry in the same way on the other side. Now place the fish on absorbent paper and season with salt and pepper. Then place the fish in a hot platter and serve with baked potatoes.

CHEF MILANI MAY BE HEARD ON THE BLUE NETWORK EVERY MONDAY AT 4:15—KECA, LOS ANGELES
By Marcia Sinclair

Bill Henry, left, and Upton Close, both famous war correspondents, are playing vital roles on the home front with their NBC newscasts. Henry becomes a new member of the NBC family with three-a-week on March 24, while Close has a new spot for Signal Oil.

Letter at Midnight,” drama especially written for him by Arch Oboler. Stewart, now an army flier, plays the part of a 21-year-old army flier, who writes his father a letter at midnight and gives him a realistic evaluation of the war. Mercedes McCambridge and Gloria Blondell play supporting roles.

CHICAGO THEATRE OF THE AIR—Operetta. HEARD: Sunday, KHJ, DLBS, 3 p.m. (1 hour). “The Gandy Dancer,” one of the three top operettas in the national contest, is presented today.

SILVER THEATER—Drama. HEARD: Sunday, KNX, 3 p.m. (30 min.) Kay Kyser and Janet Waldo in “The Whole Town’s Talking.”

UPTON CLOSE—Commentation. HEARD: Sunday, KFI, 2:45 p.m. (15 min.). SPONSOR: Signal Oil Company.

Born Josef Washington Hall, this authoritative commentator derives his present name from “Up Close,” the code signature he used to sign dispatches from China, Japan, and Siberia. For more than 20 years an interpreter of Oriental thought, Close is now considered an outstanding Far East commentator.

INNER SANCTUM—Mystery. HEARD: Sunday, KECA, 8 p.m. (20 min.). Title for tonight’s mystery involvement is “Mask of Death.”

Jim Doyle is rated in the upper bracket of local newscasters with commentaries over KHJ-Mutual from Hollywood. (7 a.m., Monday thru Saturday).

Vigorous, hard-working Kay Kyser, who is slated for a cross-country hop next week, makes final local appearance as guest star of Silver Theater’s “The Whole Town’s Talking,” with Janet Waldo, cute Texas miss, playing opposite. That’s Silver Theater’s ringmaster, Conrad Nagel, on the right. Pre-Cast this page.
Now and then presents a "Hollywood way out of the present difficulty. "John B. Christian" (Rev. Frank Nelson) will contribute significant comment.

**

Monday, March 16

MUSIC FOR EVERYONE—Light (Classic). HEARD: Monday-Saturday, KFI, DLBS, 6:30 P.M. (1 hr.).

Features the best known selections of Victor Herbert, Rudolf Friml, George and Ira Gershwin, Sigmund Romberg, Jerome Kern, and other Americans. Program might well be sub-titled, "American Music for Americans."

**

SPOTLIGHT BANDS—Popular Music. HEARD: Monday, KFI, 9 P.M. (30 min.).


**

Tuesday, March 17

HAL STYLES—Informal Comment. HEARD: Monday-Friday, KFWB, 2 P.M. (30 min.)

SPONSOR: Participating.

Hal, well-known radio philosopher, starts a new program on which he gives homely advice and now and then presents a "Hollywood Hopeful."

**

Wednesday, March 18

TUNE UP AMERICA—Variety. HEARD: Wednesday, KFI, DLBS, 8:30 P.M. (30 min.).

Tentatively set for a "guest appearance" on this new "women in defense" program is Commander Bell of the Women's Ambulance Corps.

**

Thursday, March 19

STANDARD SYMPHONY—Flute Music. HEARD: Thursday, KFI, DLBS, 8 P.M. (1 hr.).


**

Friday, March 20

IGHTS. HEARD: Friday, KFI, DLBS, 7 P.M. to conclusion.

A 10-round bout, non-championship, between welterweights Ray "Sugar" Robinson and Marty Servo.

**

YOUR SONG—Popular Old-Time Music. HEARD: Friday, KFI, DLBS, 8:30 P.M. (30 min.).

Jean Merrill, soprano, Jimmie Shields, tenor, and orchestra.

**

Saturday, March 21

OF MEN AND BOOKS—Educational. HEARD: Saturday, KFI, 11 P.M. (30 min.).

Langston Hughes, whose new book, "Shakespeare in Harlem" is coming out, is guest-author today.

**

Your Hit Parade—Popular Music. HEARD: Saturday, KFI, 9 P.M. (45 min.).

Petite songstress Frances Langford is guest.
Cuff-identically yours—

—BY TOM BRENEMAN

“Breakfast at Saratoga” M. C., RECA and the Blue Network 10:15 A. M., Mon. thru Fri.

NEW MODEL

Overheard in the hall after my "Photo Finish" show of last Sunday night:

"I’ve got a MacArthur car."

“What do you mean, a MacArthur car?"

“I parked it in a lot. Someone stripped my reverse gear. Now I can only go forward."

NOTES OF SPRING

A morning or two back, brilliant well-liked advertising agency head Raymond R. Morgan called the six charming girls of his office into his deep-carpeted sanctum for a meeting.

In they trooped, long-faced wondering whether something had happened to all that new business their office had been getting, etc.

In a minute, out they burst, chattering like school kids.

Boss Morgan had slipped each a crisp fifty dollar bill for a new spring outfit.

COMEBACKS

Awarding an orchid to an 80 year old guest on the Breakfast show last week, I inquired:

“Do you remember what your husband said to you when he proposed?”

Without an eye-blink she came back,

“That’s my own affair, young man.”

“Oh, I’m sorry,” I excused. “I shouldn’t have asked that—I make it a point to never get personal on this program.”

“I know different,” said my lively little guest with a grin. “I listen to you all the time—and most of the time you’re pretty noisy.”

Tom Breneman

“Marge” Is Mother

Helen Mack, until recently the portrayer of the air character “Marge” in “Myrt and Marge,” last week gave birth to a son weighing 6 lbs., 10 oz. Miss Mack is the wife of Tom McAvity, prominent radio executive.

Pvt. Ben Gage, former Bob Hope announcer and recently inducted into the U. S. Army at Camp Haan, returned to Radio City on a "six hour pass" the other night to watch the NBCComic’s broadcast rehearsal. Above, Jerry Colonna, Slimmy Ennis, Frances Langford and Hope salute their favorite private before he returns to camp.

Old Gold Show

(Continued from Page 9)

tion and well-rehearsed tunes which are featured throughout the program.

After a first rehearsal, the cast “breaks” for lunch about 2 o’clock, and then gets back in time for a “dress” at 3:30 which gives the producer and writer time to cut the show to size before the broadcast is performed for the East at 5 p.m. After listening to a “playback,” or transcription of the broadcast at 3:30 the cast goes to dinner, arriving back in the studio for a West Coast repeat broadcast at 8 p.m.

Writer of the 32-page script is youthful, bespectacled Sam Moore, rated one of radio’s better gagsmen. We notice that this is one of the few comedy programs where there’s a dearth of gag writers. Moore is the only one about, and according to Mary Lou Cook who stops by to say hello, he’s the lone writer on the broadcast.

Hank Ladd, Bert Wheeler’s “heavy” or straight man, works some with Moore on the Wheeler-Ladd spots on the show early in the week. Ladd, onetime portrayer of the “Beetle” character on the Phil Baker airshow, has developed into quite a mirthmote for Bert whose own comeback is the talk of Hollywood since he teamed up with Ladd three years ago during a personal appearance tour which started out with Ladd as his writer and ended up with Ladd as his partner.

“It happened this way,” said Bert as he talked in the wings after the broadcast. “We were on our way to New York by train for theatre dates with Hank pounding out my routines. After working for days, Hank showed up in the parlor car one day with a script into which he had written himself. We’ve been a team ever since.”

Bert Wheeler, well remembered as half of the comedy team of Wheeler and Woolsey, has created a sympathetic character on the Old Gold Show that is a natural for chuckles when paired with Hank Ladd, Lucille Ball and Marshall.

Strictly a “fall guy” in the script, Wheeler prances from one side of the stage to the other, playing a next-door neighbor to Lucille Ball and Bert Marshall who portray a married couple in a brief playlet, and taking a continual tongue-lashing from Hank Ladd.

At one point in the script, Marshall calls Wheeler “that pint-size Romeo, that lamb in sheep’s clothing, that junior-miss Barrymore!”

During a scene at a farm house where Hank Ladd, as the farmer, is trying to get Bert or Bert to marry his daughter, Lucille Ball, Hank asks: “What’s the trouble?”

Lucille answers with, “The little Wheeler feller went out to the hen house to get me some eggs, and the hen’s got him cornered.”

It’s not a show that pays too much attention to the studio audience, but is rather patterned for smooth listening. My visit to the show left me with the impression that the New Old Gold gang had a lot of class, worked ideally well together, and has a program which promises to rate a good healthy Crossley and Hoover in the very near future.

* * *

BROADWAY NEWS

Daily at 12 noon, and Mon., 3 p.m.

The Broadway, Fourth and Hill.

RECA, 8 p.m. Fri.

Norman Nesbitt
BAROMETTERS for Broadcasting

By Frederick White

Fibber McGee & Molly Rated Top Half-Hour
By Crossley, Hooper

Two simple words command more respect, attention, and one might add, carry more weight, than any other two words used in radio.

The words are: 1) Crossley, 2) Hooper.

Once only important in their meaning to those in the business of broadcasting, these two words have, in the past few years, become increasingly important to the listening public... so important and widely discussed have the words Crossley and Hooper become to Mr. and Mrs. John Public that two weeks ago when a public announcement was made that Fibber McGee and Molly, one of NBC's top-ranking comedy teams, were rated No. 1 in the latest Crossley and Hooper reports, Radio Life received numerous letters requesting an article of explanation as to the meanings of the terms.

Our background story begins some 12 years ago, in 1929, when a group of leading advertising agencies which were engaged in the purchase of radio time for their clients decided that they were sorely in need of an audience yardstick by which the popularity of programs could be measured.

There are two accepted program "rating" organizations. The first employed to make a survey of program popularity was Crossley, Inc., a firm noted for its statistical surveys. In 1934 the first survey service was reorganized by a group of leading advertising men who formed C. A. B., better known as the Cooperative Analysis of Broadcasting. The term Crossley is still used when speaking of C. A. B. program "ratings" for the reason that Crossley, Inc. is still employed to do the actual field and technical work for C. A. B.

The other major program "rating" service, that of C. E. Hooper, Inc., followed Crossley into the field in 1934, the same year which saw the reorganization of the Crossley system. While the C. A. B. is operated on a non-profit mutual benefit basis for advertising agencies, the Hooper organization is a private enterprise, operated for profit.

The course of commercial radio broadcasting is guided, in a large part, by the monthly survey figures furnished by these two organizations.

Your reporter in uncovering the facts for this story by interviewing the West Coast offices of both firms and through talking with leading advertising agency men who purchase important radio time for their clients, the sponsors, with major broadcasting executives, and the performers themselves, found that a variance of opinion as to the relative merits of the two organizations exists.

The differences of opinion expressed by these people is caused largely by the fact that C. A. B. (Crossley) and Hooper employ decidedly different methods in obtaining the statistics for their program "ratings."

While both organizations employ staffs of similar personnel, obtaining their information from radio listeners through feminine interviewers who make telephone calls to homes, the methods employed in gathering the data are as different as night and day. For this reason, if no other, the figures supplied by one service are not always in perfect agreement with the "ratings" supplied by the other.

The method of gathering data used by C. A. B. is called the "day-part recall." As the term implies, this method is based on memory. Telephone interviewers, professionally known as "investigators," call homes at two hour periods between 9:05 a.m. and 9:05 p.m. and ask respondents if they have listened to the radio during the preceding two hours and if so what programs they remember having heard.

Hooper's method is called the "coincidental." In this approach, program information is obtained by making telephone calls to homes coincidentally with the broadcast, with the interviewer asking the following questions: (1) Were you listening to your radio just now? (2) To what program were you listening? (3) Over what station is that program coming? (4) What advertiser puts on that program?

Both organizations employ a large number of interviewers, sometimes called investigators or radio reporters (most feminine), who make hundreds (Continued on Page 19)
SUNDAY Program Highlights

**Variety**
8:30—Invitation to Learning.
9:00—University Explorer. KFT.
9:15—Tony Wom, KFT.
10:00—Behind the Scenes, KECA.
10:30—Musical Steelworkers. KECA-KFSD.
3:30—Gene Autry Melody Ranch.
4:00—Jack Benny, KFJ.
9:00—Robert Jordan. KFT.
6:00—Fred Allen, KKN.
6:30—Odd Fellows and Pals. KECA.
6:45—Dinah Shore, KECA.
7:00—Good Will Hour. KECA.
7:30—Zum Boiling, KHN.
8:00—Combat Marshal (Signal Oil Co), KFT.
8:15—Great Gildersleeve. KFT.
8:30—The American Speaks, KJH.

**Drama**
10:15—Romantic Highways.—KJH-KGB-KVOE.
11:00—Famous Firemen Plays. KJ.
11:30—Columbia Workshop, KNN.
12:00—A Stitch In Time. KFSD.
12:30—Oliver Theatre, KER.
1:00—Nobody Dares To Know. KGB-KFSD.
1:30—One Man Family. KFJ.
1:30—Crime Doctor. KKN.
1:30—Tarzan Sound Mystery. KECA.
1:45—Demand Children, KJH.
2:00—Romance of the Ranches. KFAC.
2:30—The Hidden Hill. KFMK.
3:00—Three Sheets to the Wind, KFT.

**Quiz Programs**
2:00—Cerebral Trivia. KF.
3:00—Spelling Bee. KNN.
3:30—How To Care For Your Pets. KFT.
9:00—Photo Finish (Master Photo Finishers), KNN.

**Outstanding Music**
8:30—Musical Americans and American Youth.
10:15—KGB.
11:00—KECA.
11:45—KR.
1:00—KECA.
1:30—KR.
1:45—KECA.
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**Public Affairs—News**
8:00—Reviewing Stand. KGB.
8:15—Hag, KFJ.
8:30—KBS. KJH-KGB-KVOE.
8:45—Barn Brewer, KJH-KGB-KFB-KFSD.
9:00—John B. Hughes, KJH.
10:00—American Legion's 23rd Birthday. KJH.
10:15—Chicago Round Table, KJH.
10:30—Broadway News, KJH.
10:45—Wake Up America, KECA.
11:00—KECA.
11:15—KECA.
11:30—KECA.
11:45—KECA.
12:00—KECA.
12:15—H. V. Kallenborn, KFJ.
12:30—J. T. Blackwell, KECA.
12:45—Dr. Polyzoides, KFJ.
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Crossley-Hooper

(Continued from Page 17)

of thousands of telephone calls yearly.

Ruth Arnold, energetic Pacific Coast manager for the Hooper service, speaks enthusiastically of the responsibility and the importance of a service of this type, to the person answering the telephone. She says:

"By means of this personal contact by telephone the listener plays a definite and conclusive part in the setting of stations in particular areas. Sponsors, anxious to give the public what it desires, are driven to use the telephone closely, and thus better programs develop upon the basis of the listener's "cable" to the telephone by the radio reporter to answer definite questions."

Agencies and studios as well as sponsors study these reports religiously in order to determine whether particular programs are gaining or losing in popularity. As the "bible" of the commercial radio industry the report also reveals what competing programs are doing because the report is set up in such a manner that a comparison is shown for all the commercial programs broadcast hour by hour, night by night, and day by day.

Subscribers to these reports are thus able to determine the best day and hour to select for their particular product, for the hour of radio time is offered, thus the reason for constant time changes in radio program schedules during the year. Sponsors are influenced by the "rat- ing" reports in making decisions for revision of program formats, the renewal or "dropping" of a particular type of broadcast in favor of another.

The data gleaned by sponsors from program listening reports shows clearly the listening habits of listeners, thus giving a reason for giving in time, the (Continued on Page 27)
MONDAY Program Highlights

MARCH 14, 1942

8 to 9 A.M.

KFW-V: 8, Breakfast Club; 1:15, Breakfast Club; 8:30, News; 8:45, Robert Lee Johnson.

KFW-V: 8, Pop. Orch.

KFW-V: 8, Andy & Virginia; 8:15, Morning Serenade.

KFW-V: 8, Andy & Virginia; 8:30, News.

KFW-V: 8, Daily Word.

KFW-V: 8, Dave Harrison.

HAVEN OF REST

KFW-V: 8, Breakfast Club; 8:30, News; 8:45, As the Twig Is Bent.

9 to 10 A.M.

KFW-V: 8, Breakfast Club; 8:15, Breakfast Club; 8:30, News; 8:45, Robert Lee Johnson.

KFW-V: 8, Pop. Orch.

KFW-V: 8, Andy & Virginia; 8:15, Morning Serenade.

KFW-V: 8, Andy & Virginia; 8:30, News.

KFW-V: 8, Daily Word.

KFW-V: 8, Dave Harrison.

HAVEN OF REST

KFW-V: 8, Breakfast Club; 8:15, Breakfast Club; 8:30, News; 8:45, Robert Lee Johnson.

KFW-V: 8, Pop. Orch.

KFW-V: 8, Andy & Virginia; 8:15, Morning Serenade.

KFW-V: 8, Andy & Virginia; 8:30, News.

KFW-V: 8, Daily Word.

KFW-V: 8, Dave Harrison.

11 A.M. to Noon

HEAR CHEF MILANI “Dinner for 4, A Dollar No More”

KMPG: 11:00 A.M.

KECA: 4:15 P.M.


KFW-V: 8, Breakfast Club; 8:15, As the Twig Is Bent.

12 Noon to 1 P.M.


KFN: 12, Marjorie; 12:15, Lois Miller; 12:30, Miss Harriet.


KFW-V: 12, Orna Phillips; 12:30, Miss Harriet.

KFW-V: 12, John's Other Wife; 12:45, Paul Nalley.

KFW-V: 12, War Service Bureau; 12:15, News; 12:30, Peter Cattrell.

KFW-V: 12, Music; 12:45, Paul Nalley.

12:15, Music; 12:30, Paul Nalley.

1:00, Music; 12:15, John's Other Wife; 12:45, Paul Nalley.

1:15, Music; 12:15, Paul Nalley.

1:30, Music; 12:15, Paul Nalley.

1:45, Music; 12:15, Paul Nalley.

2:00, Music; 12:15, Paul Nalley.

2:15, Music; 12:15, Paul Nalley.

2:30, Music; 12:15, Paul Nalley.

2:45, Music; 12:15, Paul Nalley.

3:00, Music; 12:15, Paul Nalley.

3:15, Music; 12:15, Paul Nalley.

3:30, Music; 12:15, Paul Nalley.

3:45, Music; 12:15, Paul Nalley.

4:00, Music; 12:15, Paul Nalley.

4:15, Music; 12:15, Paul Nalley.

4:30, Music; 12:15, Paul Nalley.

4:45, Music; 12:15, Paul Nalley.

5:00, Music; 12:15, Paul Nalley.

5:15, Music; 12:15, Paul Nalley.

5:30, Music; 12:15, Paul Nalley.

5:45, Music; 12:15, Paul Nalley.

6:00, Music; 12:15, Paul Nalley.
KGB - 2, Shorthirts: 2:15. March 15, 1942


KFJ - 3, Right to Happiness: 3:15.

EMP C - 1, Fiesta Time: 2:30. Poet’s

J. Richards Orch.; 3:30, Trading
Time: 3:45. Children in Wartime

KGB P - 3, Right to Happiness: 3:15.

J. Richards Orch.: 2:30, Off the Record: 2:45.

KPB 3, Popular Favorites: 3:30.


KWF - 3, News, Music: 3:30. Poet’s

KMB - 3, 110 Club.


KMT - 3, Between Bookends: 3:15.

KRG - 3, Between Bookends: 3:15.


KPRJ - 3, Program Digest: 3:30.


3 to 4 P.M.

KFI - 3, Right to Happiness: 3:15


KGFJ - 3, News: 3:15. Symphony:

KRRD - 3, Dick McKenzie Hawlianski: 3:15.

KFQ - 3, Music and News.

KFBX - 3, News: 3:15. Social Club:

KFJ - 3, Junior College Drama.

KFX - 3, Ministerial Alliance: 3:15.

KHJ - 3, J. Richards Orch., 3:30, Trading Post; 3:45, Good Afternoon, Soldier.

KFNS - 3, Between Bookends: 3:15.

KGB - 3, News, Music: 3:30. Glee

KKG - 3, Popular Favorites: 3:30.


3:30 to 4 P.M.

KFI - 4, Art Baker’s Notebook: 3:40.


KMBX - 4, Manhattan Stars: 4:30.


KFRF - 4, Lyman Smith: 4:30.


KFXM - 4, Fulton Lewis: 4:15, W. A. O’Carroll: 4:30. At the F.F.A.


KHJ - 4, Prayer: 3:01. News: 3:03.

KFAC - 5, Entertainment: 5:15. J. Richards Orch.

KGB - 5, Talk of the Times: 5:15.


KGER - 5, News: 5:05. Latin Hour.

KFXM - 5, Fulton Lewis: 4:15, W. A. O’Carroll: 4:30. At the F.F.A.


KXK - 5, Between Bookends: 3:15. What’s Doing? 3:30.끎ices


KFXM - 5, Music: 5:30. When Bill Club.


KGB - 5, Tama Hamba.

KMW - 5, Waltz News: 5:15. News: 5:30. "How Many are We?"


KFXM - 5, Prayer, News: 5:30.


KGB - 5, Tama Hamba.


KGB - 5, Tama Hamba.


KGB - 5, Tama Hamba.


KGB - 5, Tama Hamba.


KGB - 5, Tama Hamba.


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KGB - 5, Tama Hamba.


KGB - 5, Tama Hamba.
TUESDAY Program Highlights

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

**Variety**
8:00—Johnny Murray, KFT.
8:10—Sue Smith, KNX.
8:15—Tom Brennan, KECA.
8:15—Chuck Mathews, KECA.
8:30—Billie, KECA.
4:00—Art Baker's Notebook, KFI.
6:00—Burns and Allen, KFI.
6:10—Bob Hope, KFI.
6:30—Spotlight Bands, KFJX.
7:00—Bob Hope, KFT.
7:30—Red Skeleton, KNX.
8:00—Kovacevs' of the Month, KECA.
8:30—Three Ring Time, KFJX.
9:00—Johnny Present, KFI.
9:30—We the People, KNX.
10:00—Curtis Rumba Bruns, KECA-KFSD.

**Public Affairs—News**
7:30—Bob Garren, KNX.
7:45—Sister Pringle, KJKB.
7:50—Johnny Hay, KFI.
9:00—John B. Hughes, KJKB-KFSD.
9:00—Kavanaugh Report, KECA.
11:00—Philharmonica, KECA.

**Drama**
6:00—Second Husband, KNX.
6:15—Are WeThere Yet, KFJX.
6:30—Shadow, KJKB-KFSD.
7:00—President's Press Conference, KFJX-KFSD.
7:00—William Winter, KNX.
7:00—Paula Lewis, KJKB-KFSD.
7:45—Bowker Carter, KJKB-KFSD.
8:00—President's Press Conference, KFJX-KFSD.
8:15—Nancy Gage, KNX.
8:30—Linda Davis, KJKB.
9:15—Battle of the Thin Man, KFI.

**Quiz Programs**
5:30—Treasure Chest, KFI.
5:45—What's It Worth, KJKB-KFSD.
7:30—Outstanding Music.
7:45—Bob Garren, KNX.
8:30—Inside the News (Thirsty Drug), KFI.

**Outstanding Music**
12:00—Luncheon Concert, KFAC.
12:15—Symphony, KECA-KFSD.
12:45—Waltz Time.
13:00—Battle of Sexes, KFI.
13:30—Inside the News, KFSD.

**Sports—Comment**
9:00—Sports Page, KMTR.
9:15—Sports Radio, KECA.
11:45—Outstanding Music.
11:50—Bowling Notes, KFBD.

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**TUESDAY Programs**

**March 17, 1942**

**HEAR CHEF MILANI**

**"Dinner for 4, a Dollar No More"**

KMPF—11:00 A.M.

11:00 A.M. to 12 Noon

KFT—10, Agnes White; 10:15, Heartwarming Language; 10:30, Miriam's Garden Patch; 10:15, Dr. Kent.

KFXM—11:00, Life Can be Good on the Farm; 11:00, Woman in White; 10:15, Valley Flying.

KFBU—12:00, War Business; 12:15, Peter Pettie.

KPS—12:15, Mail Box No. 11; 12:15, Along the Highway.

KGER—12, Music; 12:15, News Retail.

KFB—12, Breakfast Concert; 12:15, News; 12:45, Story Time.


KKB—12, Music; 12:30, Jimmy's Souther Palm.

KFB—12, Pin Pan Alley; 12:15, Garden Concert.

KKG—12, News; 12:15, Music; 12:30, Social Service; 12:45, Pop.

KEDF—12, Offspring of Divorce; 12:30, John's Other Wife; 12:45, Just One More Thing.

KG—12, News; 12:15, KG Pre-emergency; 12:30, KG Pre-emergency.

KFD—12, Editor of Air; 12:15, Landmark of Schram.


1 to 2 P.M.

KFT—1, Backstage Wife; 1:15, Stella Dallas; 1:30, Lawrence Jones; 1:45, Young Blood and Brown.

KNX—1, Stepmother; 1:15, My Mary and the Air of the Americas.

KNX—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KGFJ—1, Sista Time; 1:15, Club Matinee.

KMP—1, Pete Potter; 1:15, Melo.

KMB—1, Mood; 1:15, Song of Bruce.

KFBW—1, Jubilee; 1:15, Hollywood Roundup Quiz; 1:45, H. Holtke Orch.

KTM—1, Peter Potter; 1:15, Melo.

KFBK—1, Mood; 1:15, Song of Bruce.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.

KFBW—1, Dinner Goes Calling; 1:30, Johnson Family; 1:45, Roska Cartoon.
No. Not That!

Wonderful Scores Hit

Wonderful Smith, the delightful negro youth whose clever antics with Red Skelton on the Raleigh show are making him one of the most popular comics in Hollywood these days, has landed a starring role at Fairview high school in Los Angeles.

Flowers to Mary

Mary Livingston was the cynosure of all eyes at a recent Sunday Jello broadcast when a messenger arrived with a box of roses from Hollywood florist, Halcher's, who says it with flowers to Radio Life's Salute of Week.
**WEDNESDAY Program Highlights**

**Variety**
8:00—John Murray, KFT.
8:15—Art Baker, KFT.
8:35—Mary Smith, KNX.
10:15—Tom Brennan, KECA.
11:00—Club Matare, KFX.
11:30—Market Place, KFI.
12:15—Club Matare, KFX.
12:45—Art Baker’s Notebook, KFI.
5:30—It Happened in the Service.
6:00—Eddie Cantor, KFI.
6:00—American Memorial Hour, KECA-KFSD.
6:15—Spotlight Bands, KHI.
7:00—Rain St. Chamber Music, KFI.
7:05—Ray Kyser, KFI.
8:00—Notes of Andy, KNX.
8:05—Point Sublime, KNX.
8:15—Tune of America, KHR.
8:20—Noble Walter’s Dog House, KNX.
9:00—Duffy’s Tavern, KNX.

**Public Affairs—News**
7:30—Bob Garrett, KNX.
7:45—Selmon Pringle, KNX.
8:15—Benny Goodman, KNX.
9:00—John B. Hughes, KHI.
10:00—Bauhause Tuning, KNX.
10:15—Broadway News, KFI.
11:45—Bonnie Carter, KHI-KGB-KFSD.
12:00—William Winter, KNX.
12:15—Fulton Lewis, KIF-KVVO.
12:15—Sam Brewer, KHI-KGB-KFSD.
12:30—Broadway News, KFI.
12:30—Daily News, KVG.
12:45—Elmer Davis, KNX.
12:45—Frances Hessel, KHI-KGB.
12:45—Robert Arden, KGB-KFSD.
13:00—Shirley Interview, KNX.
13:00—Fulton Lewis, KGB-KFSD.
13:15—Bob Garrett, KNX.
13:15—Richfield News, KNX.
13:15—Inside the News (Thrift Shop Drug) KFI.
13:30—Bauhause Tuning, KFI.
13:45—Broadway News, KFI.
13:45—Daily News, KVG.
13:45—Elmer Davis, KNX.
14:00—Karolyi, KNX.
14:00—Statement, KNX.
14:30—Fulton Lewis, KGB-KFSD.
14:45—Sam Brewer, KHI-KGB-KFSD.
15:00—Daily News, KVG.
15:00—Elmer Davis, KNX.
15:00—Frances Hessel, KHI-KGB.
15:00—Robert Arden, KGB-KFSD.
15:30—Bob Garrett, KNX.
15:30—Richfield News, KNX.
15:30—Inside the News (Thrift Shop Drug) KFI.
16:00—Sports Page, KMPC.
16:00—Services, KFSD.
16:15—Bowling Notes, KFWS.

**Haven of Rest**
8:00—KFI.
8:15—Andy and Virginia: 8:15, Dr. Richardson; 8:45, Parade.
8:30—John B. Hughes: 8:30, Ben Sweetland; 9:15, Ways West.
9:00—V. Mark: 9:00, News; 9:30, Dr. Richardson; 9:45, Parade.
9:15—Benny Goodman: 9:15, The Bible Teacher; 9:15, World, What’s Happening?
10:30—Savannah’s: 10:30, News.
11:00—Yancey’s: 11:00, Miss. News; 11:00, News.
12:00—Bowling Notes, KFWS.

**WEDNESDAY Programs**

**HEAR CHEF MOLANI**
**“Dinner for 4, a Dollar No More”**

**KMPC—11:00 A.M.**

**12 Noon to 1 P. M.**

**KFWB—12, Farm Reporter: 12:15, Ma Perkins; Family News: 12:15, Vic and Sade.**

**KFXM—12, News Report: 12:15, Manning, News: 12:30, Joyce Jordan; Country Church: 12:30, Country Church.**

**2 to 3 P. M.**

**KFWB—2, Dinne’s: 2:15, My Friend: 2:15, News: 2:30, Bookworm: 2:30, News; 2:30, Bookworm:**

**KMPC—2, Festa: 2:30, Poet’s Hill; 2:30, Bookworm: 2:30, News; 2:30, Bookworm:**

**KFXM—2, Musical Matrix: 2:45, Let’s Play Bridge.**
"Since Hitler took his little round-trip stroll into Russia," comments Bob Burns, "the Japs have been singing a little song. Don't Want to Walk Without You!"

Quip by Burns

"Creams faster... makes more tender baked foods. Buy Jewel Shortening in cartons to help save precious tin."
shifting of a program to another network, etc.

A striking example of a program shift of late was the Hooper and Crossley report is the switching off of Fred Allen's program to a Sunday spot on the CBS-KNX dial from his regular Wednesday broadcast time. Allen's sponsors found that a majority of radio listeners wanted to listen to both Allen and Eddie Cantor, who has been on the air at the same time over the NBC network, and the survey clearly shows a fact.

The current reports released by Hooper and Crossley reveal that half-hour radio show, based on the large number of listeners in the national audience. Following fibber and Molly in second spot in both surveys is Charlie McCarthy program, while Jack Benny is listed third. Only difference among the top five shows listed by each survey is the No. 4 position. Bob Hope leads the Group in the Hooper report, while Allen holds the nod in the Crossley survey.

So important and vital have the Crossley and Hooper reports become in recent years that a performer has a definite idea of how his program is doing as closely, and almost as frequently, as a share-holder in a corporation watch his stock quotations.
SATURDAY PROGRAMS

MARCH 21, 1912

**Variety**

7:45—Tip of the Morning, KNX, 8:00—Lonesome News, KGB.
8:30—Let's Pretend, KNX, 9:00—Letters in Science, KNX.
9:00—Saturday Service Party, KFI.
9:30—Traffic Troubles, KFI.
9:50—Red Bandit, KFI.
6:00—Night Blare, KJGB-KFVM-VOE.
9:55—Tune Out Time, KECA.
7:45—Grand Ole Opry, KFI.
8:00—Truth or Consequences, KOFJ.
8:30—Hobby Lobby, KNX.
9:30—My Hit or Not, KFCA.
9:30—University Explorer, KFI.
9:45—This Is War, KPKN-KNX.
10:00—Traffic Reports, KFPM-KFVM-VOE.
10:45—Unlimited Horizons, KFI.

**Drama**

8:00—Theatre of Today, KNX.
9:00—Stars Over Hollywood, KNX.
10:00—Lincoln Highway, KFI.
4:15—Breakfast at East, KFSD.
8:30—Building Drummond, KJGB.
8:45—Golden Hornet, KFPM-KFVM-VOE.
8:30—Able's Irish Rose, KF.

**Outstanding Music**

8:15—Junior Musical, KJH-KGB-KFVM-VOE.
11:00—Mistletoe Concert, KFAC.
1:00—Mistletoe at Meadowbrook, KNX.

**Sports—Comment**

8:15—Sports Story, KNX.
5:15—Sports Roundup, KECA.
7:45—Sporting News, KFAC.
10:15—Bowling Notes, KFVM.

**Public Affairs—News**

5:00—Bob Garred, KNX.
6:15—Sam Hayes, KFI.
7:00—Parent's Forum, KFAC.
9:00—Broadway News, KFJ.
10:00—Front Page News, KJGB.
2:00—Winter News, KECA.
3:45—Ed Tomlinson, KECA-KFPM-VOE.
4:15—H. V. Ruttenberg, KFT.
11:00—Public Affairs, KNX.

**12 Noon to 1 P.M.**

9:30—Merry Christmas, KFAC.
10:15—Sunset Serenade, KFWE.
1:00—Sundown, KNX.
12:00—Jack the Joke, KNX.
12:30—Down the Missis-
This Man Collected Odd Shoes and Got a FREE TRIP to NEW YORK!

You, too, Can GO to NEW YORK WITHOUT COST as the Guest of Dave Elman and his popular HOBBY LOBBY SHOW!

Read These Contest Rules:

1. Anyone 18 years of age or older may enter the contest. All entries must be post-marked not later than Monday, March 30, 1942.

2. In order to enter the contest, just write a letter to Radio Life Magazine or KNX fully describing your hobby. If possible, include pictures of your hobby and a photograph of yourself.

3. Winner of the contest will get a round-trip ticket to New York City with first-class accommodations for the entire trip, with an additional $100 spending money.

4. Winner will be chosen for the most interesting hobby. Dave Elman of "Hobby Lobby" will choose the winner on April 9th. His decision will be final.

5. Name of contest winner will be announced in Radio Life Magazine.

6. Winner must be available to leave on trip to New York on Saturday, April 18th, appearing on the "Hobby Lobby" radio show April 29th. There will be no alternative prize.

Start Today... Enter This Exciting RADIO LIFE-KNX CONTEST

Send Your Entries to Radio Life Magazine, 1029 W. Washington Blvd., Los Angeles... or KNX, Hollywood