“Time to Smile”?

We ‘snap’ Eddie Cantor at conclusion of recent 24-hour broadcast during which he sold $40 million in bonds.

‘Vimms’ for ‘The Voice’

Bert Wheeler Is Life of the New Sinatra Show

Tuesday at Eight

Coincidences Run Rampant or ‘Pay Day Quiz’

Sunrise Salute

Rubs Its Eyes For ‘Radio Life’s Photographer
Mrs. H. A. McDonald, 5315 Denny Avenue, North Hollywood, Calif.

Sirs: I am alone all day and extremely lonesome since my only son is in the Air Corps. I have my radio on almost every hour I am awake. I listen to serials and news broadcasts but my chief tendency is toward that program which my son used as his alarm clock when he was on the assembly line at the Douglas aircraft plant, "Al Jarvis and the Make-Believe Ballroom," at 11:00 a.m.

I hope this program will continue for some years to come. Mr. Jarvis and the program are far above the average and the results of his efforts and the contest for the Children's Hospital are a great work.

A letter from my son states he is expecting a furlough soon and what do you suppose he is particularly looking forward to? "Al Jarvis and the Make-Believe Ballroom."

Mrs. Anna Smith, 116 West Avenue Twenty-nine, Los Angeles, Calif.

Sirs: I want to know on what station and what hour "Bright Horizon" comes on. I have hunted all through Radio Life and can't find it. Does it go by another name? I like that program so much. There are so many good programs which have been taken off the air. One is "Lilac Cottage"; others are "Uncle Jim's Question Bee" and "Marriage Club."

"Bright Horizon" is no longer on the air. Should it return, Radio Life will give the date, time and station in the "Precasts and Preview" section.

Miss Ellene Mertens, 1212 South Bonnie Brae, Los Angeles, Calif.

Sirs: I have missed the "Question Box" in the past several issues and I hope you haven't discontinued it because I have accumulated a stack of questions, to-wit:

I'd like to know what has become of some former radio favorites no longer heard; Frank Robinson Brown, the "Hollywood Chatterbox," formerly with KMPC; George Fisher, the Hollywood commentator, formerly with Mutual and CBS; Lowell Cartwright, formerly with Mutual, heard on "Music and Music" and "The Golden Hour"; Yvette, who was in that Lisbon plane crash.

Why is "Abigail Uppington" no longer heard on "Pibber McGee and Molly"? Is Phil Harris still in the Maritime service? If so, what are his duties? How old is Walter Tetley, who plays "Leroy" on "The Great Gildersleeve"? What actor played "Raffles" on "The Adventures of Raffles"? Was the program broadcast in Hollywood? Well, that is quite a list and I'll thank you for any information you can give me.

Sorry, but we've been unable to get any information on the present activities of Frank Robinson Brown. George Fisher is a staff announcer on station KHJ. As far as is known, Lowell Cartwright is no longer heard on the air.

(Please turn to Page 6)

SCOUR WITH SUDS!

Try scouring the new, modern way with Scotch Triple-Action Cleanser, the cleaner that contains soap -- that makes Suds! See how easy it is to keep pots and pans shining bright, to make bathroom sparkles, to clean wood, tile, linoleum and metal surfaces. Ask for the triple-action cleanser that cleans as it scour as it shines...SCOTCH CLEANSER.

Use SCOTCH TRIPLE-ACTION CLEANSER.

THE BROADWAY
WHERE LOS ANGELES SHOPS WITH CONFIDENCE

When the School Bell Rings
It's Time to Listen to
The Broadway's
SEWING SCHOOL
OF THE AIR
EVERY THURSDAY
9:15 A.M.
KHJ
"Vimms" for "The Voice"

Veteran Comic Comes to Radio; Puts Pep Into the Sinatra Show

by Shirley Gordon

Wednesday, 8:00 p.m. CBS—KNX

LIKE radio, and I'm going to stick with it! Laughable little Bert Wheeler leaned forward in his chair emphasizing his earnestness: then wrinkled his brow with a worried look. "But I'm still not sure of myself. Most of the big comedians of today struggled through four or five attempts before they made a go of it, and radio is still very new to me. My last radio stint just wasn't right for me, and maybe this one isn't either. But I hope it is!"

Talking to this older, sober-faced Bert Wheeler, we were made to realize what a serious business comedy is. Appearing on the airplanes now as the star comic of CBS's Wednesday evening "Frank Sinatra Show," Wheeler puts pep into the program with his impudent gags and banter. After "The Voice" sends his listeners into a mellow romantic mood, Bert relaxes them with some good old-fashioned belly laughs. Working with the nation's new singing idol has made the comedian as much a Sinatra fan as any of the so-called bobby-sox brigade.

"I'm crazy about the guy," grins Bert. "He's a nice boy. And I not only consider him one of our greatest singers but I think he'll develop into one of our greatest performers."

Frank Thinks He's Funny

Bert Wheeler is grateful to Sinatra, too, for his current chance to conquer the field of radio. "I wouldn't be on the show," he explains, "if it weren't for the fact that Frank thinks I'm funny."

Proof of Frankie's good ear for laughs is this sample of the Bert Wheeler brand of banter that aids in putting over the show's commercial:

Truman Bradley: Wheeler, did you take your Vimms today?
Wheeler: No, I didn't.
Bradley: Wheeler, what is the meaning of such behavior? Do you realize...

Wheeler: Now take it easy, Bradley. It ain't my fault. You know, when I left the house this morning I wrapped those three Vimms tablets inside a dollar bill...

Bradley: Um hmmm.

Wheeler: And right after breakfast, I reached in my pocket, took out the dollar bill, unfolded it...and the Vimms were gone.

Bradley: Yes?

Wheeler: And there was George Washington doing his setting-up exercises!

One thing Bert particularly likes about radio is the fact that a comedian gets immediate reaction to his work. In contrast to the months he must endure after doing a comedy role in a motion picture.

Also, when he was appearing in films, Bert's comedy was limited to a minimum because he was always featured as the leading man and had to concentrate on carrying the love interest in his pictures.

Now his comic personality is a cocky little guy who is all out for laughs. He hopes eventually to develop his radio comedy from gags and patter to the entertaining situation style.

Last to Enter Radio

All of today's top-flight airline comedians came from the same school of training as he, Bert points out, and they have been friends for life. He is the last of the troupe to enter the realm of radio.

He finds delivering comedy into a microphone a good deal different from sending it out over the footlights, for rather than playing to the witnessing studio audience he concentrates on the unseen listener. His comedy is restricted solely to words with no accompanying action, since, when at the mike, he is wearing reading glasses and handling his script.

On the stage, his physical antics have always contributed to his delivery of lines. His specialty is monologues, and one of his favorite stunts is to sweep the stage as he talks. He still uses such acts to the delight of studio audience during the warm-up session before broadcasts.

Bert Wheeler has been handing people a laugh ever since he was a youngster of seventeen. He has known every phase, every angle of show business since the days when he sang on street corners in his hometown of Patterson, New Jersey, before that he had sung in a church choir.

His high tenor voice was beautiful, and when he was fourteen years old he sang ballads as a member of the famous Gus Edwards troupe of kids.

(please turn to page 26)
"SUNRISE SALUTE" QUARTET singing the morning hymn. With Bill Wardle at the piano, harmonizers run through the first verse. Left to right, Travis Hale, Mary Rosetti, Ernest Derry, June Hayden.

"Sunrise Salute"
by Evelyn Bigsby

Monday-Saturday, 6:30 a.m.

AT TWENTY-NINE-and-a-half minutes past six in the morning, just thirty seconds before KNX takes to the air, Columbia Square looks like a freshly scrubbed school boy. Pale light from a crescent moon and subdued illumination slanting through the huge foyer windows reveal sidewalks hosed clean and the newly-seeded lawn still dripping sprinkler drops.

Inside the foyer with its leather seats, heavy mottled linoleum, and massive blue pillars, two watchmen lounge. It is near the end of their night-long vigil and they look up sleepily as we inquire the way to "Sunrise Salute."

Down the deserted hall to Studio 1, and once inside the door it is difficult to realize that all the world isn't as wide awake as Galen Drake and his lively crew. Their hair combed fastidiously, their clothes belying the fact that they jumped out of bed less than ninety minutes before, the cast members are busily arranging a big "boom" microphone for Mary Rosetti's "Little Dog" number. At a table near left center, Drake nonchalantly smokes a cigarette while he and Dave Lane exchange quips.

No-Script

There is no general script. Like others of the Fletcher Wiley shows, "Sunrise Salute" relies on ad libs sprinkled between sixteen commer-

DAVE LANE may be little, but he delivers a convincing line of talk. Here he climbs on the table and reclines while reading minutes of "Galen Drake Fan Club of South Gate." Hand holding cigarette belongs to Galen Drake, whose picture is not allowed to be taken (See story for explanation).

NEGRO SOLOIST, Bill Gillespie, contributes rich vocals to the eye-opening show. His "Old Man River" is powerful, expressive, sung as only a member of the colored race can do it.
Here You Are, Fans! First-Hand Report And Pictures of CBS' Early-Bird Show

Drake shuffles a few notes which he uses as reminders; Lane finger's a thin sheaf of papers containing the minutes of "The Galen Drake Fan Club of South South Gate," one of his letters from "Cousin Halbert Potts" of "Pores Knob, North Carolina" (young Lane actually hails from this state). And his poetry!

"While other folks can stay in bed, I have to chime with Drake, instead. I have to listen to his corn, it makes me mad that I was born."

"Sunrise Salute, oh Sunrise Salute With little June who warbles Also we have Galen Drake Who ain't got all his marbles."

His "poem" finished and while Drake delivers one of his deliberate, easy-going commercials, Dave swings up on top the script table, where his five-feet-one fit compactly, except for his feet. Let in the lazy loafers, they stick out beyond the edge.

The mike dangles over his nose. Into it he reads the minutes of the second meeting of the "Galen Drake Fan Club of South South Gate":

"Called to disorder Friday afternoon at nine o'clock in Ciro's basement. Lottie Drake, relative, showed up wearing a Barker house roll and looked very chic with this bun on. New business: Leap Year as applied to Galen Drake. Aimee Drake, relative, read a paper on 'How to Make a Booby Trap,' or Drake is in the bag. Secret plans for this booby trap are being written in leg make-up on the corner of Melrose Avenue and North Orange Drive, where Mr. Drake will never discover them. He never goes home. Intermission was then declared and a three-minute silence was observed for Fletcher, the Wrench, the original Drake stake. After intermission, nobody came back. In intervals of three blocks the members stationed themselves on corners to thumb their rides back to South South Gate."

Like Jumping Rope

While Dave is reading, Drake wears a tolerantly amused expression and packs his pipe. Once or twice he tries to interrupt Dave, then exclaims in mock exasperation: "This program is like skipping rope. Somebody starts and who care if you can, you get in it!"

Young, brown-haired, Drake does not look the way his voice leads listeners to picture him. Like Fletcher Wiley, whose chores he has assumed as spokesman for "The Unsuspecting Detective League," Drake speaks in measured, philosophical tones like a man twice his age. Fans visualize him as a kindly, old codger. Hence the ban on pictures. Wiley, so Radio Life was told, does not want listeners to expect a wrinkled, grey-haired Drake and discover from pictures that he resembles a well-dressed young sportsman.

On his other programs, at 3 and 5 p.m., Drake sticks closely to the homespun, contemplative type of talk. His "Sunrise Salute" character is decidedly lighter. He covets as gaily as the rest of the cast, mischievously arranges a "dead" mike for some unsuspecting fellow-performer, receives a surprise "hot foot" with becoming calm. His only serious moment comes at 7 a.m., when he delivers a brief inspirational message in keeping with the start of a new day. Drake, who has emceed the program for two of the seven years it has been on the air, replaced Wiley when the latter's health indicated the advisability of a more leisurely arising time. On Saturday mornings, Galen takes a small vacation and Dave presides over the program.

Music Runs Gamut

If you have not heard "Sunrise Salute," you should, just to discover for yourself how easy listening can be at crack o' dawn. Music runs the gamut from a selected hymn to a top pop" tune. "We try to include something that appeals to everybody," explains Drake. Mary Rosetti, who has sung at KNX for thirteen years, is veteran vocalist of the show, starting seven years ago when it did. Pianist-organist Bill Wardle, a crack musician if ever there was one and a staff member of KNX, has been with the program four years. Singers Travis Hale and Ernest Derry have a two-and-a-half year record; with Phil Hana, they used to be known as the Three Cheers. Bill Gillespie, Negro virtuoso, has been a cast member for a year. His "Old Man River" bears out the conviction that only a member of the colored race can sing this song.

Blonde June Hayden, who was written up in Radio Life last spring as a modern success story, joined the cast in May, 1943, after Mary Astor heard her singing while she operated a CBS elevator and gave her an opportunity to appear on "Hollywood Showcase." Dave Lane, well-known purveyor of pleasant songs at 7:25 every Tuesday, Thursday, and Saturday mornings is the neophyte, having joined the program only last November.

Get Up Early

Most of the cast reside close to CBS and their alarms are set, accordingly, for 5:15. Bill Gillespie, who lives down on Central Avenue, has to get up not later than 4:30. They all seem to enjoy their early morning stint and repair in a group afterward to Brittingham's center, where each has a regular stool on which to perch for breakfast. Mary is the only one who confesses to napping during the day, but all admit to early bedtimes—9:30 is the average.

It is dark when the "Sunrise Salute" gang enters Columbia Square, but when they emerge at 7:21, a fresh
Ear Inspires the Pen

(Continued from Page 2)

wright is on some radio program in New York. Yvete, we are told, is making personal appearances in the East and going over well. "Abigail Upping-

ton" on "Fibber McGee and Molly" is busy in movies. No. Phil Harris is no longer in the maritime service. He was discharged when the age limit was lowered. Walter Tetley is growing up with the "Glidersleeve" program. Can’t tell you his exact age. It’s quite customary for juvenile actors to keep their age a secret. "The Adventures of Raffles" is temporarily off the air, but has been sold and will return as soon as a spot for it is available. It originated here and was heard locally over KXK.

Miss Grace Hjerpe, 2405 Carson Street, Torrance, Calif.

Sirs: Hurray! At last you printed a story on my favorite, Mel Blanc (in the issue of January 2). I’ve been waiting for just such a story. I think it would be wonderful if he starred on a show of his own. I’ll be waiting for it!

Could you tell me if Robert Benchley is appearing on any program?

And now to add my two cents worth on the Sinatra subject. It seems to me that if people would drop their prejudices for a moment and really listen to him, they would discover that he has a really fine baritone voice. If the girls would let up.

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TO INCREASE YOUR
LISTENING PLEASURE

RADIO: West * National
and International

Long-Distance Director

We would say that Martin Gosch's
direction of CBS' Jack Carson Show
from a sick bed in his home at Bel-
Air, was the most unusual stunt to be
staged on radio row in a long time.
Here's how it happened:

Producer Gosch left his home at one
o'clock on the afternoon of the show.
Driving down to the studio in his car,
he was suddenly overcome by a dizzy
spell, and came close to having an ac-
cident. He returned home immediately,
took to his bed and resorted to the
telephone to carry on his duties as
director of the Carson comedy show.
Rehearsal was scheduled for two
o'clock. The program was to go on
the air at 6:30.

From 1:30 in the afternoon till the
program's completion, Martin Gosch,
ill with a heavy attack of flu, handled
the reins by telephone. At three, a
copy of the script was sent to him.
He established contact with the CBS
control room and the telephone there
was placed next to the speaker. The
cast went through the script for him.

Following this initial reading, Gosch
talked for an hour and a half with the
members of the cast individually, giv-
ing them minute directions. The script
was then read for him again over the
telephone and checked for cuts. The
at 6:25 the ailing Gosch was still on
the phone, prepared to direct the ac-
tual broadcast. At home in his bed,
with a radio by his side and a script
and a stop watch in his hand, he
guided the February 16th airing of the
Jack Carson show.

At the receiving end, Dave Titus
of CBS' production staff, followed the
cues from Gosch and applied them
with split-second precision.

"Dave did a swell job!" Marty Gosch
declared when Radio Life talked with
him the following day. We would add,
said Marty!

What's more, sick as he was, he re-
ported to NBC the next day to take
over his directorial duties on the Ab-
ott and Costello program. Exclaimed
Marty: "I figured I couldn't handle
them by phone!"

Radio School

We were pleased to receive the fol-
lowing letter from Mrs. Idamie Marty
of El Segundo, and we feel sure it
will be of interest to other Radio Life
readers.

Mrs. Marty writes: "Thanks again
for your helpful and entertaining lit-
tle gem of a magazine. Among the
most recent tangible benefits I de-

erived from Radio Life was your reply
to an inquiry regarding training for
radio work. Following your instruc-
tions, I enrolled in the Tuesday morn-
ing University of California at Los
Angeles extension class in Radio
Dramatics, conducted by "actor-
structor" Norman Field, at the Eighth
and Hill Street location. Well—did I
get the surprise of my life!

"Yes, there is still an opportunity for
the conscientious, ambitious aspirant
who has 'something on the ball' and
who can 'take it.' Under Mr. Field's
skillful, understanding guidance, the
sincere, industrious student may real-
ize his ambitions or he'll soon find out
why not."

"It occurs to me that not everyone
interested in radio work knows of this
very worthwhile opportunity and since
it is permissible to attend the first
meeting of each eight-week period
without enrolling, perhaps some of
your readers would like to visit the
first class of our next series on
Tuesday, March 7th, at 10 o'clock in
the morning."

Smith Tickets

Radio Life readers please note: We
are sorry, but we have no tickets to

disperse for the Kate Smith broad-
casts which will originate from Hol-
lywood through March 17. We are
sure that you will appreciate the fact
that we are busy trying to put out the
most readable, interesting magazine
possible and that if we attempted to
meet all of your requests for show
tickets, we would be able to do noth-
ing else. Those of you who desire
tickets might try your luck with Gen-
eral Foods, CBS and Young and
Rubicam. Agency say that they are
swamped.

Paging "G. I. Joe"

Eddie Cantor is looking for a boy!

The girl-possessed, banjo-eyed com-
dian is on the search for "GI JOE",
the typical U.S. fighting lad who
will then find in trust for him $5,000
to use as he sees fit to readapt him-
self to a world at peace.

Cantor is conducting the search
by guest stints on the NBC network's
top programs, looking out to Ameri-
cans that it is our respon-
sibility to meet the vital prob-
lem of today and tomorrow—the find-
ing of a working place in the world
of tomorrow's peace for the millions
of men now fighting for that peace.

Acuff No Politician

NBC mountain balladeer, Roy Acuff,
has bowed out of a chance at the gov-
ernorship of Tennessee. The star of
"Grand Ole Opry" was brought into
to state politics when a group of Ten-
nessee fans qualified his name as a

candidate on the Democratic ticket.
Later Acuff learned that he had also
been qualified for the Republican pri-
mary by a group of Carroll County
Republicans. So he has the distinction
of having been the only potential can-
idate for the governor's race ever
qualified in Tennessee by both parties.

But, Roy declared, for the best in-
terests of the state, he would remain
a singer and player of folk music.

Benny's Birthday

A birthday celebration came to Jack
Benny the hard way during his recent
broadcast for the Army Air Force at
March Field. Because Jack had reached
the half-century mark his gifts from
(Please turn to Page 3, Col. 2)
Diggin’ Discs

With Jack Lawson

Capitol didn't do wrong signing STAN KENTON—a white back tenor—is apparent, now that his first release has been issued. Brilliant is the word for the lanky maestro. “HARLEM FOLK DANCES” is an instrumental composed by Kenton himself, with solos by "RED" DORRIS on tenor sax, JOHN CARROLL and KARL GEORGE on trumpet. A terrific side. Its plattermate, “DO NOTHIN’ TILL YOU HEAR FROM ME,” features Kenton’s idiosyncratic theme. Due to the Dorriss, Kenton, heard weekly on the Bob Hope Show over NBC, is a 'comer' for big time dance circles.

KATE SMITH has a new duo of discs with JACK MILLER’S orchestra for Columbia entitled “EMBRACABLE YOU” and “IF I HAD MY WAY.” In her inimitable style, Kate garners the two ensembles with her soft, lilting, ever-loving vocal touch. A "must" for all Smith fans...

JIMMY DORSEY has a "sure hit" pair for DECCA in "MY IDENTITY" and "BESO MUY MUESTO." Former is the late Dick Whitting’s fine ballad revived recently by his daughter, MARGARET. With the Dorsey treatment and Bob EBERLY vocal, it looks as though this number should be in public favor more than ever before. The reverse is another of the famous vocal duets by Eberly and KITTY KALLEN, for Bob singing and Kitty swinging. A rhumba tempo originally, it comes out a fox trot!

WE MENTIONED Margaret Whiting in the above paragraph. Well, here she comes again. This time as vocalist with FREDDIE SLACK for Capitol doing a sparkling new pop tune which already is a favorite through the "SHOWBOAT" in "IN THE MOONLIGHT." The backer, "FURLough FLING," spots Slack at the Steinway in a cleverly constructed jump instrumental which also features the classic BIGARD, roux 15 years DUKE ELLINGTON’S Number One sideman. Recently discharged from the navy, Slack is back in Hollywood readying his orchestra for a theater tour...

REALLY CHOICE is a new bit of Columbia recorded pleasure by CALLOWAY and the Caballers. The happy, happy thing is his best hit with a torrid blue number, "I’LL BE AROUND," given a healthy helping of first-rate vocalizing. Its companion, "VIRGINIA, GEORGIA AND CALIFORNIA," is a sizzler shooting tingling rhythm right down to the toes...

JOHNNY LONG and his orchestra are on wax again for Decca with "ON A FRIENDLY LITTLE HARBOR" and "I’VE HAD THIS FEELING BEFORE," with vocals by GENE WILLIAMS... DENER DARLING and his Texas Cowhands are ridin’ high with "FOSALITA" and "WHERE MUSOLINI LAID HIS PISTOL DOWN." String band and vocals give with the corn.

Next Week

Next week we tell you about "Radio's Most Colorful Actor," Hans Conried, whom you hear on several shows every week and should know more about...

HORACE HODGE has a new show in which everyone should be interested, because it obtains jobs for worthy, discharged servicemen. Read about it in the March 5 issue of wire. We’ve had the smart young man about town for some years—when we tell you his name is Don Otis you’ll recognize it if you’re a music fan. Next week we tell you a little bit about Don and his new work at KMPC. At last Hollywood has bid for the daytime serial, still the most popular form of daytime. We’re making a “soap” opera for the network and if you want to know all about it see Pages 28-9 next week.

(Continued from Page 7)

the boys were in character and consisted of false teeth, a brokendown car, a girl and about... Horace Hodges has a new show in which everyone should be interested, because it obtains jobs for worthy, discharged servicemen. Read about it in the March 5 issue of wire. We’ve had the smart young man about town for some years—when we tell you his name is Don Otis you’ll recognize it if you’re a music fan. Next week we tell you a little bit about Don and his new work at KMPC. At last Hollywood has bid for the daytime serial, still the most popular form of daytime. We’re making a “soap” opera for the network and if you want to know all about it see Pages 28-9 next week.

GAGS OF THE WEEK

For the best Gags of the Week, hear over Radio and sent Radio Life, tickets will be sent winners for admission to radio broadcasts. Send your best gag selection to 1099 West Washington Boulevard, Los Angeles.

Mrs. Madeline T. Carlson, 715 East Palmer Avenue, Glendale, Calif.

Heard on the Abbott and Costello show:
Costello: Cary Grant and I go 50:50 on girls.
Abbott: Really?
Costello: Yeah, he gets all those under 50, and I get the ones over 50!

Bill Field, 1725½ West 66th Street, Los Angeles, Calif.

Heard on the “Came Comedy Caravan”:
Jimmy Durante remarked about the program being off the air the week before.
Garry Moore: Why, of course, Jimmy. President Roosevelt was on instead.
Jimmy: How’dya like that! Everybody wants to get into the act!

Rose Graves, 323 South Hope Street, Los Angeles, Calif.

Heard on the Kraft Music Hall:
On the subject of the paper shortage:
Don’t start thinking the war’s in the bag—when we haven’t even got the bag!

Mrs. Joseph B. Polisson, P. O. Box 35, Inglewood, Calif.

Heard on the “Radio Hall of Fame”:
Gracie Allen: My brother is a bombardier, and I’m going to send him a pound of waste kitchen fat.
George Burns: Why would you send him that?
Gracie: So when he flies over Berlin, he can pour it all over the streets.
George: That wouldn’t do any good.
Gracie: Well, it would sure make those Heinies sore!

Mrs. Mike Tobey, 1716 North Edgemont, Hollywood, Calif.

Heard on the Judy Canova show:
Judy: Geranium, do you know anything about ballet dancing?
Geranium: No, honey, ah don’t. Ah dances with man feet!

Mrs. Grace B. Berry, Box 111, La Canada, Calif.

Heard on the Jack Benny program:
Phil Harris: Why does a sailor sleep in a hammock?
Don Wilson: Because he wouldn’t want to sleep anywhere else.

Mrs. John Massi, 2115 No. Notwood Street, Los Angeles, Calif.

Heard on the Jack Skelton Show:
Ozzie Nelson: What’s all this furniture doing in your car?
Red: That’s in case I get a flat. I can move in.
**Glamour in large quantities will radiate over the Blue Network five days a week, as "Luncheon With the Stars" pursues its merry and colorful way from the RKO studios in Hollywood. Larry Keating and Gary Breecker emcee this new Blue feature during its daily 12:30 to 12:45 p.m. broadcasts over KECA, and Manny Harmon provides the music. The rest of the cast remains the studio's secret until broadcast time.

What is not a secret is the fact that interviews, chatter, an occasional dramatic bit, will enlist all of the stars on the movie lot at one time or another.

Mary Small, whose voice has been heard in many a great radio show since Rudy Vallee discovered her (at the age of eleven!) has brought a brand new show of her own to the airways. Aided and abetted by Ray Block and his orchestra, Sunny Skylar, male vocalist Fred Uettle as emcee, and a character called the Hackensack Gossip, Mary offers her "Mary Small Revue" Sundays at 2:00 p.m. over KECA. There will be guest stars, usually big-time comedy stars, but Mary Small's voice is the top-billed attraction—and worth the billing. Remember, KECA at 2:00 Sundays.

"The Voice of Experience", radio's perennial source of advice and counsel to problem-harassed listeners, is broadcast in a new series, Sundays at 11:15 a.m. and Thursdays at 8:30 p.m. over KECA.

A special for music lovers is "The Music America Loves Best", scheduled for Saturdays at 4:30 p.m. over KECA. This new Blue show, featuring one classical and one popular singer each week, lists Jeannette MacDonald and Perry Como as soloists on the first (March 4) broadcast. Jay Blackton conducts the orchestra.

The half-hour of KECA's time beginning at 4:00 will be taken over by two "The Home Front" (4:00 p.m.) and "Behind the War News" (4:15 p.m.) programs.
SUNDAY, MARCH 5

THE WORLD TOMORROW!
HERBERT W. ARMSTRONG

ana/lyzes today's news in light of prophecies for The World Tomorrow.
9:30 A.M.  KMTW

SUNDAY Program Highlights
Morning Programs Appear in Lightface Type: Afternoon and Evening Programs in Boldface.
9:30—Hermit's Cate, KMCQ.

Quiz Programs
7:00—Take It or Leave It, KNNX.
8:30—Quiz Kids, KECA-KFMJ.

Outstanding Music
9:00—Salt Lake Tabernacle, KNX.
17:00—New York Philharmonic, KFWD.
17:30—Psalms That Refresh, KNX.
19:45— Edmonton Opera Auditions, KEC-HEMS.
20:30—NBC Symphony, KFVI.
21:00—Family Hour, KNX.
21:30—Memory Music, KTBQ.
21:45—Bible Choir, KNN.

Public Affairs
4:15—District Attorney Speaks, KFVD.
5:30—Walter Durante, KECA.
6:00—Frost Warning, KFI.
6:30—Washington Inside Out, KFVD.

NEW TALENT
Wanted for Radio Programs
Professional Training for Men and Women
Free Auditions by Appt. Daily

Frederick H. Speare
The World's Outstanding Radio School
6671 Sunset Hollywood 2225
Tune In Sun., 1:15 p.m., KFVD

Heard Our Pals Sing KFVD
Sunday 1:15 p.m.
For Audition Phone or Write
CIVORU STUDIO
1664 No. Bronson—GL 1268

2—KFI—NBC Symphony.
3—KECA—Calif. Repertory Company.
5—KFWD—Metropolitan Opera Auditions.
6—KFBM—Metropolitan Opera Auditions.
11—KFBM—Jubilee of Lincoln.
17—KNX—Across the Footlights.
18—KMTR—Pilgrimage of Public Opinion.
24—KFI—Ladies of Lincoln.
31—KFBM—Across the Footlights.

BIBLE TREASURY HOUR
KMTW Sunday 3:30 p.m.
4:45 a.m. Mon. thru Fri.
KECA—Radio Hall of Fame.
KFWD—Metropolitan Opera Auditions.
KFVD—Sing a Song of America.

www.americanradiohistory.com
### SATURDAY MARCH 5, 1944

**RADIO LIFE**

**PAGE 11**

**SUNDAY LOGS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Details</th>
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<tbody>
<tr>
<td>5:05</td>
<td>KNX</td>
<td>Song Writer: Jimmy Cash</td>
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<tr>
<td>6:00</td>
<td>KMTR</td>
<td>&quot;The Good News Hour&quot; by C. J. Kennedy, Director</td>
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<tr>
<td>9:00</td>
<td>KFWB</td>
<td>&quot;In the News&quot; by John Cohee and Peter de Lima</td>
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<tr>
<td>10:00</td>
<td>KFAC</td>
<td>Lucky Lancer Dance</td>
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**IN TIME TO COME**

A musical and dramatic tribute to the future of the Pacific Coast.

Presented by

**UNITED AIR LINES**

**KNX 8:30 P.M.**

**Back Home**

As Orson Welles entered the KNX-CBS studios in Columbia Square for the first rehearsal of his new CBS show, photographer Ted Allan stepped up, aimed his camera and grabbed a shot of the writer-producer-actor. "Now I know I'm back in Hollywood!" said Welles.

**Prodigy**

Little Jon Lawrence, two-year-old son of actress Mercedes Kennedy of the Embry show, tells the CBS show, "I Love a Mystery", is somewhat of a prodigy. He's taking a great interest in geography books, not reading the actual words, his mother explains, but pointing out the islands of the Pacific on the map and naming most of them accurately, too.

**Evening Star**

Since its shift from a Saturday morning to a Thursday night broadcast time on Mutual, Xavier Cugat's "Your Dubonnet Date" has almost doubled its rating in the audience surveys, indicating that Cugat is a more potent box office attraction for an evening audience.

**SUNDAY, MARCH 5**

**Good News Hour**

C. J. Kennedy, Director

KFDF—980 kc. 10:15 p.m.

Sun.

**FLOYD B. JOHNSON**

and King's Ambassador Quartet

**KMTR 8:00-9:00 a.m.**

Also 10:30-10:45 a.m. Monday through Friday

**Old Fashioned Revival**

Charles E. Flaherty, Director

P. O. R. 112, Los Angeles, California

<table>
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<th>Time</th>
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<th>Program Details</th>
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<tr>
<td>8:05</td>
<td>KGER</td>
<td>&quot;In the News&quot; with John Cohee and Peter de Lima</td>
</tr>
<tr>
<td>9:00</td>
<td>KBFM</td>
<td>&quot;Inside the News&quot; by C. J. Kennedy and Peter de Lima</td>
</tr>
</tbody>
</table>

**Presented by THRIFTY DRUG STORES**

**10:30 P.M.-KFWB**

**Inside the News**

with JOHN COHEE and PETER DE LIMA

Presented by THRIFTY DRUG STORES

**11:30 P.M-KSTE**

"In the News" with John Cohee and Peter de Lima

Presented by THRIFTY DRUG STORES

**2:00 A.M.-KEMP**

"In the News" with John Cohee and Peter de Lima

Presented by THRIFTY DRUG STORES

**Fewer Girls**

Males, take notice! Of the 150 children who have appeared on the Blue Network "Quiz Kids" program since June, 1940, only 67 have been girls.

**Wanted for Radio**

New Writing Talent! If you have writing ability, contact James L. Harris, famous author and commentator. He can train you and arrange for production of your script. Phone Hollywood 2925.

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*www.americanradiohistory.com*
MONDAY, MARCH 6

★ Indicates News Broadcasts.
At hours where no listing is shown for a local station, recorded music has been scheduled.

3 KFI—Johnny Murray. KNX—Jack Collins, Comment. KECA—Between the Lines. KHJ, KGB, KFXM, KOYE, Dr. Louis Tabor, Comments.

11:05 KGER—How Do You Say It?
11:15 KFI—Time Signal.


“THE VOICE OF HEALTH” R. L. McMaster, D.C., Ph.D., F.R.A.C. (London) for the McCoy Health System

Monday...Morning Mon. thru Fri. KFAI at 9:15

9:45 KGER—KFI—Woman of America.

MONDAY Program Highlights

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

Variety
8:00 Johnny Murray. KFI. 9:00 WHA, St. Paul. KHJ. 9:30 Breakfast at Sardis. KECA-KFMB. 10:00 Luncheon with Lopez. KFWB-KGER. 11:00 Storyteller. KFRC. 12:00 Casablanca. KECA-KFMB. 1:00 Woman of the World. KFWB-KGER. 2:00 Leader of United Nations. KFWB-KGER. 3:00 American Women. KNX. 3:15 Notice to the Services. KMTB. 3:45 Doodlebug. KGER. 4:00 How Do You Say It?

Drama
3:30—Vie and Sade. KFI. 4:15—Care and Feeding of a Husband. KHJ. 4:45—Capt. Jack. KECA-KFMB. 5:00— theatrics, KFI. 5:30—Circuit Story Teller. KHJ. 7:00—Seven Guild Theater. KHJ. 7:30—Blondie, KNX. 7:30—Hangover, KHJ. 8:00—Love a Mystery. KNX. 8:00—Sherlock Holmes. KHJ. 8:30—Armies of America. KFXM. 9:00—Maidens of Mercy. KECA-KFMB. 9:15—Point Sublime, KFXM. 9:30—Hawthorne House, KFI.

Quiz Programs
6:15—Believe It or Not. KRFJ. 6:30—Local News, KFI. 7:30—Information Please.

Public Affairs
6:15—Let’s Speak Spanish. KHAP. 6:30—Fire Warden, KHJ. 8:15—Jerry Voorhis, KFAS.

Sports—Comment
10:00—Turf Bulletin. KRKD. 11:00—Softball. KRKD. 6:00—Sports Roundup, KMTB.

Hoosier Observer

Human Stories in the News

KGFJ Mon.-Wed., 9:45 A. M.

At 9:46 KFI—Magazine Page. 9:45 KFI—Peter de Lima. KHJ—Our Gay Sunday. KFPO—Help Wanted. KFRC—Haven of Rest.

10:15 KGER—How Do You Say It?

15:15 KGER—How Do You Say It?


10:30—KGER—Time Signal.

KGER—Full Gospel.

11:30—KGER—How Do You Say It?

12:15—KGER—How Do You Say It?

13:15—KGER—How Do You Say It?

14:15—KGER—How Do You Say It?

15:15—KGER—How Do You Say It?

16:15—KGER—How Do You Say It?

Haven of Rest

KPAI 8:30 A. M., Mon., Wed., Fri.

First Mate Bob and the Good Ship Grace


11:05 KGER—Edgar Jorgenson.
At hours where nothing is shown for a local station, recorded music has been scheduled.


9:15-11:30 KFAC-Chicago Tabernacle.

9:30-11:30 KFAC-Peace of Heart, KGMB—Ruthie Rhymes.

10:00-11:00 KFMB-McNeill's Breakfast Club, KGMB—With Legs. KJAS-Bill Haworth, News. KFAC—Holy Day Word.

10:30-11:30 KFAC—Helen Spring, KGMB—Hello Wanted. KJAS—Brother, KGMB—Easy.

11:00-12:00 KGMB—Tales From the Town, KGMB—This Day of War, Prayer. KGMB—Dr. Helen Fisk.

12-1:00 KJAS-News, KGMB—Battle of the Baritones.

12-1:00 KFAC—Bob Wills and Playboys.

12-1:00 KJAS—Luncheon Concert. KGMB—Unscheduled. KGMB—March Time.

12:15-1:00 KGMB—Pass, KGMB—Women's Reserve. KGMB—Around the Town. KGMB—Full.

1:00-2:00 KGMB—Time Views the News. KGMB—Family Bible. KGMB—Unscheduled. KGMB—Novelties, KGMB—Concert Master.

1:00-2:00 KGMB—Fred Wood. KGMB—News, KGMB—Club. KGMB—March Time.

2-3:00 KGMB—Young Woman, KGMB—School of the Air. KGMB—This Is the Town. KGMB—Comments.

2-3:00 KGMB—Johnniecribes. KGMB—Around the Town. KGMB—Churches.

2-3:00 KGMB—The Town. KGMB—Around the Town. KGMB—Members.

2-3:00 KGMB—Want Ads. KGMB—Around the Town. KGMB—Members.

2:15-3:15 KGMB—Pat & Molly, KGMB—Around the Town. KGMB—Churches.

2:15-3:15 KGMB—Want Ads. KGMB—Around the Town. KGMB—Members.

2:15-3:15 KGMB—The Town. KGMB—Around the Town. KGMB—Members.

2:15-3:15 KGMB—Comments.


2:15-3:15 KGMB—Want Ads. KGMB—Around the Town. KGMB—Members.

2:15-3:15 KGMB—The Town. KGMB—Around the Town. KGMB—Members.

2:15-3:15 KGMB—Comments.

3-4:00 KGMB—Leader, KGMB—Major A. Smith.

3-4:00 KGMB—JohnnieScripts.

3-4:00 KGMB—Around the Town.

3-4:00 KGMB—Church.

3-4:00 KGMB—Comment.

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3-4:00 KGMB—Around the Town.

3-4:00 KGMB—Church.

3-4:00 KGMB—Comment.
March 15, 1944

Radio Life

Page 35

10:00 P.M. — KECA

"Hollywood Spotlight" With ERSEK JOHNSTON

10:30 P.M. — KFI

"Inside the News" With JOHN COHEE and PETER de LIMA

THRIFTY DRUG STORES

KGFJ — Bank Night Watchman, till 6 a.m.

KFVD — News, 3 Hrs.


KFXM — KBG, KFVM, KOVE, KFI — Birth Date.

KMPF — Rainbow Routines.

KFKI — Pete Fountrell Orill.

Dance Tonne

10 to 12 P.M.

Every Min. Except Sunday

KFWB

America's Footstool

10:30 — KFI — Inside News (Thrifty Drug)

KFWB — Congress Spokes

KFI — Johnson Family

KFXM — Century Night

KFWB — News, 3 Hrs.

KPM — Carter Wright

KFXM — Voice of Nation.

KRXM — Organ, Piano

KFWB — Education for Freedom.

KMPF — Vienna Ensemble.

11:15 — Eleventh Hour News.

KFWB — News, Bob Anderson.

KNX — News, Yankee House

KFXM — News.

KFWB — News, Glenn Hardy.

KMPF — Lucky Lager Dance Time.

KFI — Bishop Crouch.

KFWB — News.

KRXM — News, "I'll be back 1 a.m.

KFXM — Musical Electures.

KFXM — Weather.

MUSICAL PORTRAITS

Featuring Hoffmann & Ortiz presented

AUSTIN STUDIOS

Honors to 7:00 to 7:15, U.S. Blue Network

10:00 P.M. — KEX

KFMB — Love's Dances, 8:30 a.m.

KFMB — Famous Fathers.

DON'T MISS THE BULLOCKS' SHOW

"The World We Are Fighting For"

9:30 P.M.

TUESDAYS

11:00 P.M. — KEX

KFMB — Love's Dances, 8:30 a.m.

TOBE ENDS TRAVELS

Tobe Reed, announcer for CBS, "The Star and the Story," has completed the role of stay-at-home. In the past three years, as driver of radio's "Fitch Bandwagon," Reed averaged five thousand miles of trekking every month.

FLYNNISM

Commentator Bernardine Flynn observes: Too much of this world is run on the theory that you don't need road manners if you are a five-ton truck.
Haven of Rest
KPAS 8:30 A.M.
Mon., Wed., Fri.
First Mate Bob and the Good Ship Grace

8:05—KGER—Soul Patrol.
8:08—RFOX—News.
8:10—KFXM—Miss Barbara's Letter.
8:15—KFXM—Helen Runyon.
8:17—KFXM—Boston Red Sox.
8:30—KFXM—News.
8:32—KECA—McNeill's Television Show.
8:34—KFXM—Now, It's Friday.
8:35—KFXM—Bill Hawkes.
8:36—KFXM—Unity Bible Word.
8:38—KFXM—News.
8:39—KFXM—Haven of Rest.
8:40—KFXM—News.
8:42—KFXM—KJOY—Jolly Joe and His Girls.
8:45—KFXM—David Harum.
8:47—KFXM—Aunt Jenny's Real Life Questions.
8:48—KFXM—Vickey Lindholm.
8:50—KFXM—Mystery Quiz.
8:52—KFXM—Music and Water.
8:55—KFXM—KJOY—How Do You Hear.
8:58—KTRM-Time Signal.

Polly and Pat Patterson
"Household Hints"
KPAS 9:00 a.m.
Monday thru Thursday

9:00—KFXM—News.
9:06—KFXM—News.
9:08—KFXM—Children.
9:12—KFXM—Good News.
9:14—KFXM—KJOY—Bill.
9:18—KFXM—KJOY—Dr. Fru.
9:20—KFXM—KJOY—KDriving.
9:24—KFXM—KJOY—Next.
9:26—KFXM—KJOY—Tomorrow.
9:28—KFXM—KJOY—Tomorrow.
9:30—KFXM—KJOY—KJOY—KJOY.
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11:44—KFXM—KJOY—KJOY—KJOY.
THURSDAY, MARCH 9

At hours where no listing is shown for a local station, recorded music has been scheduled.

KFI—Johnny Murray.
KFW—Curts H. Springer.
KFXM—Donalde H. Smith.
KGB—R.D. comprehensive.
KGER—Re. J. Lorel.
KGV—Music Mixers.
KGFJ—Old Family Favorites.
KGFJ—Problem Clearing House.
KGFJ—Major H. Treutel.
KNX—Romance of Helen Trent.
KROI—Edward Braille.
KRV—Radio Revival.
KFXM—Yours Very Truly.

Variety
8:00—Johnny Murray, KFI.
9:00—Kate Smith, KFI.
9:30—Breakfast at Sadie’s, KFBM.
10:00—Chef Milton, KFBM.
11:00—Art Baker’s Notebook, KFBM.
12:00—Kraft Music Hall, KFXM.
12:00—Major Bowes, KNX.
12:00—Bob Burns, KNX.
12:30—Dinah Shore, KNX.
12:30—Spotlight Bands, KECB.
12:30—KFBM.
12:30—Abbott & Costello, KFI.
12:30—First Line, KNX.
12:30—Here’s to Romance, KFBM.
12:30—Tom and Abner, KFBM.
12:30—Maude House Time, KFI.
12:30—Hollywood Lee, KNX.
12:30—National Spot, KFBM.
12:30—Dobbsen Date with Quig, KJX.

Outstanding Music
6:30—Treasure Hour of Song, KFBM.
8:00—Evening Concert, KFAC.
8:00—Fred Waring, KFI.
8:15—Harry James, KNX.
10:00—Lucky Lager Dance Time, KFBM.
10:00—Neilsol, KFDV.
10:00—March Time, KFXM.
12:30—KJX—Lunch Hour, KECB.
12:00—Public Affairs

Drama
3:00—Star Playhouse, KFI.
12:30—Guest and Feeding of a Husband, KJX.
3:15—Concert Story Teller, KECB.
8:00—I Love a Mystery, KNX.
12:30—Listen Editor, KFXM.
8:30—American Challenge, KJX.
8:30—Death Valley Days, KJX.

KJX—William Parker,
KFBM—News, KFAC.
KFBM—News, KFAC.
KFBM—Les Adams.
KFBM—Vittorio Allori.
KFBM—Fred Whitaker.
KFBM—Capitivas.
KJX—Today’s Children.
KJX—The Voice of Music.
KJX—CBS News.
KJX—Dr. Walter Raymond.
KJX—Dance Time.
KJX—Shop Talk.
KJX—The Voice of Music.
KJX—The Voice of Music.
KJX—Sports Comment.

KJX—The Voice of Health
L. L. McMaster, D.C., Ph.G., Ph.D., F.R.S.A. (London)

McCOY HEALTH SYSTEM
Every morning—Mon thru Fri.
KFBM at 9:00
KGFJ at 10:15

THE VOICE OF AMERICA

WWW.AMERICANRADIOHISTORY.COM
FRIDAY, MARCH 10

At hours where no listing is shown for a local station, recorded music has been scheduled.

HAVEN OF REST
KPSA 8:30 A. M. Mon., Wed., Fri.

First Mate Bob and the Good Ship Grace

8:05—KFI—Johnny Murray, KNX—Collins Calling.
8:15—KRC—Betty's Lines, KUJ, KGB, KFAX, KYKE—Television.
8:30—KMPC—News, A. Louis Plaut.
8:45—KFWB—Curtis H. Springer.
9:05—KEJ—RFM—Dr. Harry T. Blackston, Comment.
9:15—KCA—News, Miss Millie Lady.
9:35—KTR—Dr. Michelson.
10:05—KRRK—News, Kitty Fite, KUJ.
10:35—KFWB—A. Mary Jo and Ralph.
10:45—KDK—David H. Jackson.
11:05—KJL—Victer Lindsall, Book of Bible Treasures.
11:15—KFWB—New.
11:45—KFOX—King's Men.
11:55—KFOX—Local Favorites.
12:05—KVOE—Have You Read?
12:15—KGB, KFAX—HFI—How Do You Say It?

THOTS IN POETRY
10:30 A.M.—KAPS
Mon. - Wed. - Fri.
Featuring ROD DE LANDNEY presented by SPARK-O-LITE

FRIDAY Program Highlights

More Listings appear in Lighted Type. Afternoon and Evening Programs in Bold Face.

Variety
8:00—Johnny Murray, KFI
8:45—Kate Smith, KNX
9:30—Breakfast at Sardi's
10:15—KCA—K-FM-B
10:30—Chef Michele, KFWB
11:15—Mother Hubbard, KFMB, KVOE—White House, Men's Club
12:30—GEFJ—Medical.
1:00—KTR—Family Almanac.
1:30—KTR—Music.

9:00—KFI—Major H. S. Turner, KNX
9:15—KNX—Romance of Helen Jones.
9:30—KJL—KGS, KYVE—See to It.
9:45—KJL—KGS, KYVE—See to It.

KFI—Dr. Richardson.
9:45—KFI—Peter deLange, KNX—Our Gal Sunday.
10:05—KTR—K-FM—Discoveries.
10:15—KFI—Here Comes Parade.
10:35—KFI—Waltz Time, Aunt Jemima.

10—KFI—Tillamook Kitchen.

KGER—Rev. Have You Read?
11:45—KFI—Betty Crocker.
11:55—KFI—Betty Crocker.

KJO—Here's This Town.
12:15—KFI—Happy Moments.

KGER—Melody Moments.

National Skin Protector Presents:
Fast 5-Minute Summary
Afternoon Headlines this New Book

FLOYD B. JOHNSON
and
King's Ambassador Quartet
KMTX, 9:05-9:30 P. M.

Also: 10:30-10:45 A. M., Monday through Friday

KFWX, Your Tax Advisor. WHTE, The Window.
KFXM, Your Victory Tune. KNX, Dancing Days.
KRFD, Miltz, Lodge A. M. Time. KFWO, Toast of Two Cities.
KRGF, Thrift-Dr. loaf. KFCH, Miss Lucy's World. KNX, KFAC, The Parker Party.

DANCE
Teenie
10 to 12 P. M.
Every Hour Every Hour

KFWB


FLOYD B. JOHNSON
and
King's Ambassador Quartet
KMTX, 9:05-9:30 P. M.

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KFWX, Your Tax Advisor. WHTE, The Window.
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DANCE
Teenie
10 to 12 P. M.
Every Hour Every Hour

KFWB
SUNDAY, MARCH 11

RADIO LIFE LOGS are checked carefully and intelligently, item by item, in this column. As a result, information furnished by the various stations is given here as accurately as is humanly possible without present shifting wartime conditions.

At hours where no listing is shown for a local station, recorded music has been scheduled.


KGER—Daytime Audiences. KGFJ—Yankers Theater. KKM—This Day of War. KMR—Charles Frederick. KFAC—Violet Schramm.


KFOX—Sports.


SWEATER GIRL

It was via the radio route, at NBC, that Martha O'Driscoll, Universal Picture's leading lady, began her climb to fame. There Martha, pretty but noted on a "Star Playhouse" broadcast, got herself a reputation as a sweater girl. Each broadcast, Martha arrived wearing a new sweater for, they're not taboo on the air shows.

After one look, Organist Dick Aurnand played a musical equivalent of the familiar "wolf call". Next day, the letters and sweaters poured in. Miss O'Driscoll, greeted Martha. It traveled eight notes up the keyboard each day there after to the fifth and last. Then Aurnand confided to Martha, "It's lucky for me — and the organ — that this is your last day, because I've run out of octaves."

"It's lucky for me, too", returned Miss O'Driscoll, "because I've run out of sweaters."


Very Useful

When pretty songstress Fay McKenzie showed up at a recent rehearsal of the Columbia network show, "Blue Ribbon Town," she had nothing rather flattering — in the way of accessories—a fur-trimmed purse.

Grouch Marx, the host of the show, examined the purse with interest and quipped, "Think I'll get one. It's just the thing to use in carrying cold calls!"

INCOME TAX CONSULTANTS
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Suite 223 Guarantee Bldg.
6331 Hollywood Blvd. Granite 0881

Harlequin

The gold "pink" ring that Judy Canova always wears is an exact duplicate of one worn by her husband. The rings are family heirlooms and are engraved with her husband's family crest and the motto "Keep Thy Faith!"
Vimms for "The Voice"

(Continued from Page 2)

A few years later he turned to comedy and did one-night stands for five consecutive years, eventually landing in big-time vaudeville at the Palace Theater on Broadway.

One of his specialties in those days was an act in which he would go out on the stage and lie on his stomach for close to a half hour, doing his monologue in that position. The origination of this act, which always brought down the house, was an accident. Bert's partner wasn't around to do his own act, which was an illusion with two ankle-dancing, arms-crawling out hands. After all, it was only five consecutive years, eventually landing in big-time vaudeville at the Palace Theater on Broadway.

Joins Wheeler

It was while he was at the Palace that Flo Ziegfeld, and gave him a spot in the Folies. Bert was with Ziegfeld for seven years. His last show was "Rio Rita," in which he teamed with a tall, cigar-smoking, bespectacled comedian named Robert Woolsey. Forming one of the show world's favorite comedy teams of all time, they worked together for fifteen years, making a total of forty-five films during that period. Then, in 1938, Bert and Woolsey divided. A year before that, he had known that he wouldn't be able to work again and had told Bert to "keep going!"

"But getting along without my partner wasn't easy at first," Wheeler remembers. In the past several years, however, the little comic with the pathetic expression on his face has done what Woolsey wanted him to do. He has carried on. Today his name is a guarantee for fun.

"I'll be back on Broadway before long, too," he declares. "I can't stay away from the theater of I go crazy. A comedian has got to keep in trim by delivering laughs over the footlights."

Radio, however, will be his particular forte from now on. Bert Wheeler laughingly recalls the time he first heard the miracle of radio demonstrated in Toledo, Ohio. "I thought it was terrible," he exclaims, "I can't stay away from the theater of I go crazy. A comedian has got to keep in trim by delivering laughs over the footlights."

Spectacular Spectator

On a recent broadcast of CBS' "Screen Guild Theater," Cary Grant appeared with Linda Darnell and Victor Moore in "True to Life." In the audience, sandwiched between two unsuspecting servicemen, was a lady worth $50,000,000—Grant's Woolworth-heirness wife, Barbara Hutton.

Dramagicians Deluxe

(Continued from Page 27)

line Dramas! It's a dramatic merry-go-round. We don't always get the brass ring."

But nearly always they do, and besides, it's fun to see how near they come to it. With a brain full of plots and a mumbo-jumbo characterization—on which to draw, the plotter and his aides seldom fail.

Sometimes White surprises himself. Not long ago Paul Milton, author and associate editor of "March of Time," submitted a two-act plot. It seems Mr. White has been coaching one of his runners in the period of three years and simply couldn't discover the correct third act. Stymied, he appealed to the "Deadline Dramas!" creator in the hope that White might be able to carry out the theme of the play and provide him with the right climax.

Smash Denouement

The idea was submitted and the Chief Dramagician mapped the story to a successful denouement—so smashing, that Mr. White thinks he will re-write the first two acts to fit White's superb ending.

If any of you readers have a plot hiding in the back of your head, you might jot it down in less-than-twenty-word form and send it to the program, care of Blue Network, New York. Or how about this one: The soldier smiled as his nurse opened a copy of Radio Life; "When I acted in Hollywood . . ." he said . . .

"Sunrise Salute"

(Continued from Page 5)

new day has burst into being. The sidewalks are dry, lights are out, and traffic hums by on Sunset Boulevard. As we viewed the morning in all its buoyant freshness, it was provocative to find "Sunrise Salute," which had again launched the day's operations for KNX. Already rehearsing were some of the performers to be heard later in the morning. During the ensuing hours great names in the field of comedy, drama, music, and politics would send their voices and their performances over these kilocycles. News would be flashed from the remotest corners of the globe to KNX's huge, expectant audience.

But come what might, thrilling was the thought that "Sunrise Salute" had hastened another day with a sparkling send-off!

Linkletter, Take Note

Gertrude Lawrence, star of the Blue network's "Revoln Revue," is carrying a new lucite handbag. The purse, smartly encased by a gold frame, looks like glass. Through the transparent plastic, one can see everything. Miss Lawrence has in her pochette.

Says the star: "It's a good reminder for keeping your handbag tidy."

Sinatra Scores Again

A corps of AWNS workers has been scoring bonds for the Fourth War Loan Drive in the lobby of CBS' Columbia Square studios in Hollywood. Recently, a small boy stepped up to the desk to buy a bond—in return for a photo of Frank Sinatra!

Somehow as though the nine-year-old had a girl friend who had a crush on the swoon-crooner. Furthermore, the girl friend had put half the money for the bond. So, no picture—no bond! Yes, the little lady got the photo, the boy bought his bond, and Uncle Sam got the cash.

Sinatra scored again!

"Untappables" Tapped

KMTR is going to war! Or should we say, KMTR is helping nearly 500 able-bodied men who are going to war?

Yes, enlarging Uncle Sam's fighting forces is one of the proudest accomplishments of this station, according to Manager Kenneth O. Tinkham.

"Our program, The District Attorney Speaks," Fred N. Howser, Los Angeles city and county District Attorney, is becoming the platform from which the soundness of a good idea is being proved. With Sheriff Eugene Biscalluzz, as his cohort, Mr. Howser is endeavoring to tap the resources of a group considered 'untappable,' that group of men convicted of minor offenses. It is being found that transferring men from the wrong side of the law to fighting for the right side of the law has done tremendous things for their rehabilitation, for their self-respect, and for their determination that a life of crime is no longer for them.

"Joint effort of the two offices, Sheriff and District Attorney, and close cooperation has seen the armed forces enlarged by nearly 500 men, many of whom have been taken from the lesser courts made up by the Sheriff's Office in Castaic. The sanction of the Army and Navy indicates that these men are making good in their new roles."

"The District Attorney Speaks" is presented over KMTR each Sunday afternoon at 4:15.

Travel Notes

In hundreds of thousands of miles of travel, entertaining audiences in the United States and Europe, Morton Downey, Blue Network songster, has formed some pronounced likes and dislikes. Listed below are a few of them:

Favorite foreign city: London.
Favorite street: Champs Elysee, Paris.
Favorite hotel: Roney Plaza, Miami Beach.
Favorite theater: Paramount, Los Angeles.
Favorite ball club: Detroit Tigers.
Favorite boat: American liner Manhattan.
Favorite dish: Roast beef, as served at the Colony in New York.

Worst ice cream: London.
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Plot Germs

"In the hospital plane the flight

nurse gazed at the boy reaching in her
direction" provided gist for an-
other drama—one involving the war,
surgery, and mistaken identity. "The
man kissed his wife goodbye, board-
ed the train, and disappeared from
sight"..."She opened the insured
package; in the ring box lay a black
wider spider"..."She entered the
room silently, saw the body of her
son slumped in a chair as though
asleep"..."The line was busy, but
Jane felt something was wrong at
the other end; she rushed to John's

home and..." "It was Mardi Gras
time, and all was joyful in the home
of the Smiths except for Ianky Paul,
who...

These are some of the listeners
created sentences hurled as chal-
lenge to White and from which he
has engineered a "Deadline Drama." Some of the plays have been so weird
in their make-up that Edgar Allen
Poe might well have employed them
for his spellbinding and terrifying
stories.

Idea for the show came from
medieval times, when Italian court
players presented impromptu dramas
based on plots suggested by some
nobleman. White, a veteran actor
whose eyes are creased by a web of
lines and whose forehead is deeply
furrowed, thinks like lightning.
Forty-one years old, he has been in
the acting profession since high
school days, when he carried the
lead in "Seven Keys to Baldpate." During
subsequent years, White has enjoyed
a career as actor, writer, director and
producer in radio, theater, and motion
pictures. Flying to Hollywood in 1936
at the insistence of Warner Brothers,
White wrote eight pictures including
"My Bill," "Once a Doctor," and
"Adventurous Blonde." The following
year he scripted three pictures for
Universal, then shifted to Twentieth
Century-Fox to write the scenario for
"Charlie Chan's Murder Cruise" and
"Women With Wings."

More Experience

In 1942 he wrote "Ground Pilots"
for Fox and dialogue for Deanna
Durbin's "Amazing Mrs. Holliday." As
a civilian writer of training films,
he joined the U. S. Signal Corps, later
wrote the feature length picture, "The
Fighting Seabees." Since last Novem-
ber, White has been scripting the
Blue's daily serial, "Sea Hound," and
directing "Dick Tracy."

Complementing his wealth of talent
and experience on "Deadline Dramas"
are two versatile actresses, Joan
Banks and Elsie Mae Gordon (the
girl with 100 voices and Fred Allen's
"Miss Prawn"). They assist White in
carrying out the dialogue. Each ac-
cepted plot sentence brings a $25
War Bond to its contributor.

Says Dramagician White: "Dead-

(Please Turn to Page 26)
Coincidence on the Loose

"Pay Day Quiz," Largest Regular Audience Quiz Show on the Coast, Is Punched by Boomeranging Gags

Tuesday, 8 p.m., KHJ

When you come right down to it, old man Coincidence (if we have the gender and the age right) is the star on KHJ's "Pay Day Quiz." Even Stu Wilson, who enunciates the show's eyes and mouth, the quiz questions and works out the gags that have made "Pay Day" a hilarious half hour, admits that any routine he and Producer-writer Fred Montgomery set up takes off when Coincidence sticks in his hand.

You probably remember the gag the fellows fixed up to prove that men, big, strong creatures that they are, have a pretty tough time trying to do some of the things the weaker sex tosses off as a part of a day's work. As for example, sewing on a button. It was a swell idea, Stu and Fred thought, to have a man come up on the Paramount Theater stage where "Pay Day" is presented each Tuesday night, and try to attach a small button to a pair of trousers.

It was even a better idea, when the man whipped that button on in less time than Stu could tell and then announced that out of 4,000 persons in the audience, it was a tailor who had been given the task of sewing on the button.

Girl Shows 'Em

Sometimes this operation of coincidence is combined with a contestant's good sense of showmanship and Stu and Fred are really on the spot. One evening a young girl was given the job of showing how to bandage a broken arm and a split head. Fred was the "subject." Stu hadn't inquired about the contestant's previous training, but as soon as he saw her bandage the arm he realized he had again been bested by coincidence— for it was quite evident that the girl had had expert training in bandaging. During the wrapping of the "split head," she admitted that she had just completed a home nursing course, so bandaging was a cinch for her. She told about her two brothers in the Marines, who had inspired her study of home nursing, all the time work-

ing deftly with the gauze and tape, and keeping her "subject" shielded from view of Stu and the audience. Finally, with a snip of her scissors, and a broad smile, she stepped back so all could see her handicraft and said, "Well, I guess that shows you what a good bandager I am." She had cut the "subject's" eyes and mouth with both tape and bandage, and then had bound the arm that was not bandaged to the side of his head so he couldn't get it down. She left him that way, too, while the audience screamed with its approval.

As in all quiz shows, the audience of "Pay Day" quiz helps determine the level of entertainment. But another factor that enters in causes Stu plenty of worry. Since the radio broadcast from the theater is preceded by the showing of the feature film, the mood of the audience is often influenced by the subject of the film. When a sad, serious picture has been shown, it takes several minutes, and a lot of tugging by Stu and Tony LaPrano, the announcer on the show, to pull the proper response out of the contestants and the full cooperation of those in the audience. Then, on the other hand, when a particularly hilarious screen comedy has been shown, Stu finds that the business of explaining how to participate in "Pay Day" creates a let-down for those in the theater. But worst of all is when Wilson himself has been watching the screen, joins the mood of the audience—and has to build up himself after a sad picture, or overcome doubts of his own brand of humor after a comedy by such top-notchers as Bob Hope and Jerry Colonna.

It's especially true that the "gags" that are incorporated in "Pay Day" quiz would be deplorable fiascos if it weren't for the cooperation of the contestants. Each person who participates in "Pay Day" is chosen by the drawing of ticket stubs out of a barrel. Out of a possible 4,000 stubs, Stu has ten contestants chosen. Whether a contestant is to play a straight role, just answering questions with a chance of winning from $1 to about $50, or is to participate in one of the two "gag" routines depends upon the emcee's own intui-
When he thinks he has a contestant who will enter into the spirit of the program in good fashion, he drops the regular quiz routine and pulls one of his gags.

Girdle Gag

He does try to tilt the "gag" to the person—for instance, he once time had a girdle-gag. The idea was to have a man try to get into it. Stu held that particular feature till a contestant weighing about 280 pounds came up on the stage. The struggles the man went through to get the girdle on included his effort to pull it on over his head, then, to try downing it by putting his arms through it first. Finally, with suggestions shouted by the women in the audience, he tried the "feet first" method, which would have been quite all right if he'd had the girdle right side up. As it was, the gatherers attached to the garment had to be fastened to the contestant's collar before he was paid off.

Another heavy-weight contestant worked with Coincidence again. A massive fellow with a cherub's face was asked to put make-up on the face of one of the theater usherettes. With a perfect dead pan he took the foundation cream, rouge, powder, eye shadow and lipstick and did his job perfectly—he was a salesman for a cosmetic company!

Then there was the gag Stu thought would bring the house down, that flopped because of Coincidence. Choosing a shy looking little lady about 4'10", Stu asked her to give a demonstration of "hog calling." She looked a little amazed, so he decided to give her a sample of genuine "Wretched Wrancho" hog calling, California style. In the middle of his demonstration the little lady put her hand on his arm and shook her head. "No," she said, "not that way, Mr. Wilson; this way," and putting her head back she brought forth a prairie yodel that could only have come from a Kansas farm. It did, and so did the gal.

Men in uniform are favorite contestants, for they love the game and get right into it. When candy was almost impossible to buy, Stu gave a soldier ten one-pound boxes of chocolates, and asked him to go down into the theater and barter the candy for two bobby pins, a hair ribbon, a flower and a sample of lip rouge. Stu pointed out that the soldier might have to do quite a bit of swapping to get what he wanted—for example, he might have to trade one of his boxes of candy for a hairpin, then swap the hairpin for a bobby pin with a box of candy to boot. As soon as he had all the items on his list, he was to return to the stage, and keep all the rest of the candy.

One-Stop Soldier

The soldier made one stop in the audience. He gave a girl one of the boxes of candy, and from her collected the bobby pins, hair ribbon and flower... oh, yes, of course, the lipstick on his cheek. When congratulated on his ability as a barterer, the contestant was told he should have been given something really tough to get, like the girl's telephone number. The serviceman waited till he got to the edge of the stage, then called back, "Oh, I got that, too. And her name and address."

When the sponsor of "Pay Day Quiz," the Barbara Ann Baking Company, was awarded a silver trophy by the Quality Bakers of America, a representative of the Quality Bakers came all the way out from New York to make the award. His hosts, executives of the Barbara Ann Baking Company, suggested that he visit their "Pay Day Quiz" program, and see how the trophy was used as one of the quiz questions. When the contestants' numbers were called out, the visitor's ticket was one of the ten picked out of the 4,000 stubs in the barrel. Good sport that he was, he became a "Pay Day" contestant without revealing his identity to Stu.

Later he was glad that he didn't, for the "jack pot" question that evening, the question which every contestant tries to answer within a given time," was to judge the height of the 39-inch silver trophy which had been awarded to the sponsors, and which had been on display throughout the program.

The man who had presented the trophy, who had carried it all the way across the continent, the Quality Bakers' official, was the only contestant who didn't come within four inches of the correct height!
"CANTOR "CRABBING," He said he was going on strike, by golly, because he was so hungry, so listener Theresa Sansoni, mother of a soldier now in Australia, hurried down to the station with a small feast for the pop-eyed comic. "This crab was caught this morning, just for you, Mr. Cantor," said the housewife, who also purchased a bond.

"PUT IT INTO BONDS FOR ME, EDDIE," said Harry A. Triplett, blind accordion player, who brought $980 in cash to the studio. Triplett had collected the money playing on street corners in Portland and San Francisco.

Radio Life Cameraman Covers Eddie Cantor's 24-Hour, Non-Stop Bond Broadcast Which Netted 40 Million

"CANTOR AUCTIONED OFF VETERAN of the South Pacific, Machinist's Mate Thomas L. Pier, 114 times a blood donor. "How much is this man worth to you as an American?" Eddie demanded of his audience. They bid $1100 in bonds for Pier.

ONE OF THE 37 CUPS of coffee which Cantor drank during his non-stop bond selling marathon. This one is being personally administered by the famed San Francisco restauranteur, George Mardikian.
VARIETY OF ARTICLES was auctioned off, including out-of-circulation nylons. This pair brought $1200 war bond bid. Orchestra Leader Henry King bought a cookie "with nuts inside" for $150; Jap rifle brought $350,000.

Franciscans then started the familiar chant, "We Want Cantor," which brought the comedian rushing back to the mike with a doughnut in his mouth and a cup of hot coffee in his hands. Cantor consumed 37 cups of coffee during the marathon broadcast.

On completion of his spectacular feat of selling $28,215 worth of bonds per minute, the comedian's only comment was his declaration: "It was the most thrilling experience of my life."

President Roosevelt wired Cantor a congratulatory message of appreciation, but the entertainer's most exciting event of the show was the last half-hour, which was broadcast to every American fighting front in the world.

During his program, Cantor officiated as auctioneer, putting on the block such items as a Jap bayonet and a war wife's irreplaceable flat iron. Eddie's audiences joined in wholeheartedly to aid his efforts for Uncle Sam, and showed their appreciation of the performer's work by gifting him with home-made cakes and cookies. The accompanying photos show vividly how the American people responded to one man's tireless efforts for the Fourth War Loan Drive. Cantor asked the public to buy bonds to back our boys. His listeners came through with flying colors, then joined in chorus to say, "God bless you, Eddie Cantor."

PULLING A FAST ONE. Harold Berliner, collector of Internal Revenue in San Francisco and scheduled for an income tax talk on the station, sauntered into the studio to find Cantor taking his air-time. Eddie allowed him ten minutes on his program, then sold Berliner a bond—one of the rare times when the Internal Revenue Department has done the paying!

Cantor enjoyed no cat naps, but when a Y. M. C. A. masseur offered to give him a rub-down, Eddie yielded to Ida's persuasion and relaxed for a few moments. Sure, Eddie sold the masseur a bond! He also bought $50,000 worth in honor of Connee Boswell, who appeared to sing.

THROUGH WITH HIS GIGANTIC broadcast, Cantor crawled into tent which Boy Scouts erected on studio platform. Eddie was on qui vive during entire 24 hours. Sample of his come-backs: Woman asked him "How old are your daughters?" Shot back Cantor: "Just name an age and I've got a daughter to fit it!"
IT BRINGS YOU-

★ "NEWS, ON THE HOUR, EVERY HOUR."

★ THE FINEST MUSIC

★ EXCLUSIVE BROADCASTS OF SPORTS
  Baseball
  Basketball
  Football
  Golf
  Fights
  "Sportstime"

★ IMPORTANT SPECIAL EVENTS

KMPC will soon move to its new location
ON — RADIO — ROW — HOLLYWOOD
Watch for announcement of the opening.

THE MOST POWERFUL INDEPENDENT IN THE WEST