**The Ear Inspires the Pen**

Edna Wood Fraser, 3008 Bellevue Avenue, Los Angeles 26, Calif.

Sirs: Congratulations! I see you’re really growing up! Thanks in advance for the coming story (next week’s issue, you say) on our charming friend of the Gas Company’s “Evening, Romeo,” Thomas Cassidy. (Even though you haven’t printed any of my letters commending him, I feel a personal satisfaction that you have, at last, acquiesced.)

Incidentally, why haven’t you printed some of the letters asking for an article on Mr. Cassidy? You say, quote, “So many of you have asked for a story on Thomas Cassidy.” Is that “fair practice,” I ask you, withholding these “many letters”? No. You see, I’ve read every letter printed in every issue of Radio Life for a year and more, and only twice have you printed letters mentioning his name. Let’s get big. Let’s really grow up to our eight cents’ worth. Let’s even print letters that criticize us!

(Now, how about that long-promised story on Hugh Brundage?)

A conscientious effort is made each week to print a major portion of the- tremendous wall of this magazine receives. Repeat requests often come in, and we take it for granted that those watching “Ear Inspires the Pen” will see our single answer whenever it is impossible to publish all requests. I’ve been trying hard to give eight cents’ worth in every reader-radio service. However, criticisms are always welcome and this is your magazine. Hugh Brundage was our Witness for July 30th.

**Phyllis Magadalen, General Delivery, Santa Monica, Calif.**

Sirs: Please have articles and pictures on the “Night Flight Army”, KFOX, Thursday; “Stuart Hamblen and the Boys”; “Red Rowes and his Ridge Riders”; “Sunset Roundup”; and The Louise Massey show. Thanks for a swell magazine. “Stuart Hamblen” and “Red Rowes” stories were printed April 1, 1945 and May 18, 1945 respectively. We have noted you: “So Long, “Salute Army”, “Sunset Roundup” and “The Louise Massey Show.”

**Alma Connolly, 5915U 6th Street, Los Angeles 44, Calif.**

Sirs: Who is the new radio announcer on the “Midnight Special”? None other than Sheldon Brem, the man with the million-dollar personality!

Have been hearing the “Midnight Special” for a year and a half, but never have enjoyed it so much as in the past month. Yes, the very Sheldon Brem announces each record, and the tricky sayings he has to put them over, and of course his great gift of personality. He has some credit coming for his good work.

Page Two

Irwin Feldman, 508 Hill Street, Santa Monica, Calif.

Sirs: I listen to the radio a lot, and like the big comedy programs. I’ve always wondered what Arnold Stang looks like, and different things about him. He is very funny as Junior on the Milton Berle show, and as assorted characters on the Henry Morgan show. I wonder if you could possibly print a picture of him?

**Ada Agnew, 2201 South Mead Street, San Gabriel, Calif.**

Sirs: Is the Ken Carson on Tom Breneman’s “Breakfast in Hollywood” the same Ken Carson of the “Sons of the Pioneers”? How about pictures of him. Also, a story on the “Sons of the Pioneers” would be super.

Please let me know what back magazines had stories about Roy Rogers.

Ken Carson is no longer with the “Sons of the Pioneers,” but is a featured star on the new “Summerfield Road.” However, also on “Breakfast in Hollywood” as you describe it, single-minded, giant-sized production commercialism. We carried a story and pictures of him July 31. A “Sons of the Pioneers” coverage was given September 1, 1946. Roy Rogers was recently in our January 5 issue, and some time ago we interviewed him for December 31, 1945, readers.

**Miss Julia Bailey, 1224 North Griffith Park Drive, Burbank, Calif.**

Sirs: Please do a story and pictures on the new “Pat Novak for Hire.” I enjoy the program and “Sam Spade,” but haven’t heard “Sam Spade” since Novak came on at the same time, for it is my favorite. I wish you could change one to another time. I also like “Johnny Moder” and “The Whistle.

Programs are scattered and moved by radio traffic departments, according to sponsorship and convenience, but listeners’ demands often force a rescheduling. Your request for a story on the new “Pat Novak” (Ben Morris) has been noted.

**C. M. Benson, 712 North Hobart Boulevard, Los Angeles, Calif.**

Sirs: Would you tell us if Johnny Clark, the singer who used to be on KNX for “Marco Pet Foods,” is now heard at any regular time? We hear him by record often on Al Poska’s “Midnight Flyer” and “Night Time” record shows, but have been unable to find him “In Person.” His original song, “How Strange,” is beautiful!

We find Johnny Clark’s radio activities relatively unpredictable, after checking our most reliable sources. Can our readers lend a “Sherlocking” hand?

Irène and Patricia, 2314 Lime Avenue, Long Beach, Calif.

Sirs: Could you tell us what happened to “Death Valley Days”? Will it ever return to radio? We all enjoyed it. Also, do you know when Harold Burke will be back on the radio? (He plays Woody Jordan on “Life Begins at Seventeen.”) And if you ever have any extra space in one of your issues we’d like to see a spread on “Just Plain Bill”. Who plays his daughter, “Nancy”? She’s really good.

“Death Valley Days” was supplanted by “The Sheriff” by Woody Jordan is still heard on KLAC, Easy Time.” Our “Soap Opera Series” has been planned to include “Just Plain Bill”, whose daughter, “Nancy”, portrayed by Ruth Russell.

**Dorothy Sherman, 6114 South Broadway, Los Angeles, Calif.**

Sirs: I really enjoy your magazine. Would you write an article on Carver Wells and his program, “Inside the News”? I think it the most educational and interesting times on the air. Of course it would be better if he were on earlier, but as it is I’ll still wait to hear him.

Radio Life features Carver Wells story September 1, 1946.

**Sally Brans, 2356 Comer Avenue, West Los Angeles 24, Calif.**

Sirs: What happened to “Shady Valley Folks”? Aren’t they on the air anywhere? “Shady Valley Folks” is a Mutual Broadcasting System feature, and is rebroadcast by Miller Los Angeles outlet, KKH, whenever convenient with local program logs. This is often the fate of sustaining shows, and the “Shady Valley” time especially has been heard on this on-off basis for years.

**ON OUR COVER**

Johnny McGovern, who has been playing “Little Beaver” on Mutual’s “Red Ryder” series since August, 1946, can ride a horse excellently, shoot a bow and arrow with telling accuracy. He says he can’t remember when he wasn’t singing, dancing, or acting before an audience. Since coming to Hollywood from his native city, Tacoma, Washington, in 1943, Johnny has been cast in screen roles and on the air (“Lux,” “Stars Over Hollywood,” "Academy Award Theater", and Agnes Moorehead’s show). Johnny attends public school in Beverly Hills, hopes some day to study motion picture technique and music at U.S.C. He’s an expert ice skater, baseball player, fencer, and loves to accompany his dad on hunting and fishing trips. He hopes, one day, to devour peanut butter and honey sandwiches. His mother says she “simply can’t keep enough peanut butter and honey in the house.”
Nine Listeners, Culver City, Calif.

Sirs: What happened to “I Love a Mystery”? Is it ever on any more? It was really one of the better stories of this type. We’d also like to see a picture of Howard Duff, who plays “Sam Spade”.

Howard Duff

“I Love a Mystery” was transcribed Carlton E. Morse production, and was distributed over Mr. Morse’s, heavy radio schedule, Herewith Mr. Duff.

Berthe May Hembling, 4230 Wawona Street, Los Angeles 41, Calif.

Sirs: For some time I have wondered who takes the part of “Young Widder Brown.” In your June 22 issue, page 39, my eye caught the heading, “Young Widder Brown” (Continued from Page 34). I turned to Page 34 but saw no reference to “Young Widder Brown.”

I also admire the character of “Belle Jones,” patient and long-suffering wife of “Lorenzo Jones.” I heard a program last night in which I’m certain I heard her voice again. I should be happy to know who she is.

Now you’ve got us confusedly turning pages. The “Young Widder Brown” story begins on Page 37 and is continued on Page 39. Page 34 is occupied by our summer listening schedule. Or have you got a screw-up copy?” Belle Jones” is enacted by Lucille Wolf.

Mrs. Rosalind D. Keghan, 3839 West 57th Street, Los Angeles 43, Calif.

Sirs: Is there any special program discussing the U.N.O. and its vital activities? I should like to hear it if there is one. I was so disappointed to be working at the time the meetings were broadcast, and unable to hear them.

Try “United Nations” over KFWB Monday through Thursday at 8:00 p.m. and “Report to United Nations”, KNX, 2:15 p.m. Friday.

Jeffie Boles, 4424 Forman Avenue, North Hollywood, Calif.

Sirs: Here’s the Eddy fan again. I have a different address, but am the same Jeffie Boles whose letter you used in your magazine sometime ago. (Believe it or not, I received a letter from another Jeffie Boles as a result of that letter too).

As you probably know, Nelson Eddy is to have a summer show for Kraft. The “Kraft Music Hall,” and the Eddy fans would be grateful for some pies on it. Nadine Conner of the ‘Met’ is to be with him, as well as a young pianist, Leonard Pennario, so it should be an excellent show. Of course Robert Armbruster is the orchestra conductor. That’s to be expected on an Eddy show.

Hope you will give us something on the show. According to Citizen News, Mr. Eddy has just been awarded a gold cup for having the most active fan club in the country, and that is something!

Radio Life visits “Kraft Music Hall” and Mr. Eddy in the August 31 issue.

Patricia Enkline, Pomona, Calif.

Sirs: We too, like Mrs. V. A. Telling, felt as though we were losing a good friend when “Dr. Tweed” went off the air. His was good, clean fun, and no screaming and yelling from the audience like you hear on the Judy Canova show. “Lum and Abner” too, are good, one really enjoys absence of a screaming audience. I miss “Great Gildersleeve” and the Ford dance program. Will it ever go on again?

The present Ford program is Meredith Willson’s tremendously popular “Showerroom”, which the sponsor plans to retain through the fall.

Esther Oum, 1129 Venice Boulevard, Los Angeles 34, Calif.

Sirs: I like “The Life of Riley” and the “Fred Waring Show”, also all disc jockey programs! What happened to the Bobby Doyle show? Radio Life is a grand magazine.

Bobby Doyle is heard over RECA, 7:30 p.m. Tuesdays.

RADIO LIFE

CARL M. BIGSBY, Publisher
August 10, 1947 44 Vol. 15, No. 23
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EVELYN A. BIGSBY, Editor

Business Department: General Manager, H. W. Lewis. Advertising Manager, Gene Jones. Office Manager, Georgia Claywood.

All material used by Radio Life is specially prepared by its own writers, and is printing in whole or in part without publisher’s permission strictly forbidden.

California Newspaper Co.

Paul Owen

Two popular, personable and talented young tenors, whose voices are sure to be heard more and more frequently, are Paul Owen and Derry Falligant. Each has his own show on KFI.

Derry Falligant

Paul Owen takes his listeners on a musical tour around the world each Friday night at 6, via KFI, singing in foreign languages with the same fluency he does in English. Paul is also the featured vocalist on “Ladies’ Day.”
GLAMOROUS MOTHER Jinx Falkenburg McCrory demonstrates that little Patrick is the kind of a baby who lets mommy get some of her important reading done.

YOU CAN SEE where Jinx got glamour—the attractive woman trying on the Mexican print is her mother! Many of the clothes that helped establish Jinx as a cover girl were whipped up by the talented Mrs. Falkenburg.

No Status Quo

By Bob Davis

The Many Charms and Talents of the McCrleys, Tex and Jinx Falkenburg, Keep Them Successfully on the Move

Wednesday, 9:00 p.m., NHRC-RIK-F30

WHAT happens when two adventrous and talented people meet? If they're like Tex McCrory and Jinx Falkenburg, they get married and team on the air in a series of successful programs.

Their current program, which replaces "Duffy's Tavern" for a thirteen-week stint, is distinguished by the McCrery charm and their pleasant handling of guest stars, the melodic orchestrations by ace pianist Johnny Guarnieri, and a spot devoted to the "woman of the week". To be so at ease before the mike requires background, and that's what these young McCrleys have plenty of.

Before Tex met Jinx and became half of this popular air team, he was a graduate of Exeter Academy and Yale University, had started a journalistic career on the New York World-Telegram and the Literary Digest and had served as assistant to Arthur Brisbane on the Daily Mirror. After the death of the famous editor, Tex became editorial chief. After leaving the paper, he became writer, commentator and director for Pathé newsreels. During the war, McCrory was a lieutenant colonel attached to the Army Air Forces. He saw action during the blitz in England as photographic officer and was also a paratrooper in Southern France. Tex was head of public relations for the Mediterranean Allied Air Forces and at the end of the war was in charge of combat camera units and public relations for B-29 operations in the Pacific. He took the first group of correspondents into Hiroshima after the atomic bomb was dropped, "First of the Many," a book about the

(Please Turn to Page 32)
My Hobby Is Hobbies

By Penny Singleton

“Blondie”

Sunday, 7:30 p.m.
CBS-KXX

Remember the story about the little boy who carried the calf upstairs every day, and before he knew it he was toting around a full-grown cow? That’s what has happened to me and my hobbies.

Ever since I was dancing in children’s revues, I’ve been determined not to become too one-sided. The theater and the acting profession are likely to be so all-encompassing that there is no time or interest left for anything else. As a result, in my steadfast pursuit of hobbies, they’ve crowded the hours out of the day and almost crowded me out of my house.

It all started with a modest stamp collection. Now files of stamps fill one entire room of my house. Then, a few years ago, I was given a tiny silver coin. By the time I’d found out what it was, I was infected with another hobby virus. The study of coins reflects historical, political and cultural events of the world from the beginning of history. Incidentally, here’s a stray bit of knowledge. I’d been collecting coins for months before I knew that coin collectors are called numismatists.

Too, I am unable to resist those ads which say “just clip the coupon.” I am an inveterate sender-away for things the copywriters make sound appealing. But the reason I maintain the coupon-clipping zeal is that every once in a while I get something wonderful. For instance, a marvelous hand-blocked patchwork quilt was a recent bit of loot from New England.

Button Collector

I am also a collector of buttons. Did you know that button collectors are legion? I have buttons which kept the jacket of a good Dutch burgher fastened against the New

Amsterdam winter. Incidentally, a true button collector spurns these plastic buttons which were made during the war.

Also, I am a framer of everything. I like to have my scrapbook material around where I can see it, and I mat and frame all the pictures and documents myself. I have my first invitation to a birthday party

(Please Turn to Page 32)
FRANK GRAHAM (RIGHT) presents the keys to the 1947 Nash recently won by Stanley Popelesky and his wife on KMPC's "Three Alarm". Co-emcee, Van Des Autels, smilingly looks on. When told they'd topped the grand prize, the Popeleskys looked shocked, looked at each other, looked at the car, said "Gosh! Us?"

What Do They Say When They Win?

Or Are Folks Too Overcome by Their Prizes to Say Anything?

CARL JOHN RAUSCH, who is in the accounting department of Columbia Pictures, thought his co-workers were "riding" him when a telephone call informed him he'd won the top CBS "Dr. Christian" script award for his play, "Genius Hits a Snag." He gave an extremely bored reaction to the entire conversation, replaced the receiver—and suddenly realized he'd told no one at work that he'd even submitted a script! Rausch is married and has one child. He spends his free time writing short stories, but this is the first time he's hit pay dirt.

"It's a question we posed to a few top emcees on radio give-away shows, thinking to collect any number of historical and eloquent remarks. But consensus seems to be that people are too amazed to say much of anything when they're prize-winners, except possibly 'I don't believe it!' or 'This couldn't happen to me!'"

Our photographers and reporters had a lot of fun, however, popping up and snapping pictures right at the strategic times, and the resultant array of delighted and surprised expressions is eloquence in itself!

"It's a good thing we've been reading Mexican travel folders!" happily admitted Albert and Selma Levine, Brooklynese brother and sister team, as emcee Bert Parks looked across "Break the Bank" gleanings totalling $2,170! The Levines, who for years have wanted (and can now take) a Mexican vacation, knocked out eight straight answers on South of the Border questions. Bank-buster was naming Mexico's second-highest mountain, the "Popocatetepi" peak situated forty miles east of Mexico City.

"I can't believe it, you must be kidding!" said Betty Pemer, when NBC host Art Linkletter told her she was to be "People Are Funny's" Cinderella Girl for the whole summer. Betty, who is to be guest of California's most famous resorts for the next few months (in hopes that she'll find a Prince Charming and be engaged or married by the time the show returns to the air in the fall), next countered with "That's more wonderful than winning ten iceboxes and radios!"
"I DON'T BELIEVE IT... OH, JACK, people are wonderful in America!" gasped amazed Irene Kounine (of Shanghai, China) when told that her wish to put her Russian husband through an American university had won her the crown of Mutual's "Queen for a Day." But when Bailey started reading off the gifts she was to receive, "Queen" Irene protested "All I wanted was a job. I don't understand about all these things I'm getting." "Don't you worry," whispered Jack, "we're going to get you that job too." Guest Tommy Dorsey stands by to tell the comely sovereign that she is to be entered as "Miss Queen for a Day" in the Atlantic City "Miss America" beauty contest!

"THIS IS WORTH GETTING married for!" sighed candid little Mrs. Michael Rodosky, when showered with the pictured array following her KECA "Bride and Groom" wedding. Gifts included a refrigerator, a radio, a set of dishes, a twenty-four-piece set of silver, a picture album, a record of the program, a make-up kit, luggage, a vacuum cleaner, flowers, wedding ring, camera, a year's supply of film—and a week's expense-paid honeymoon!

"GREE! THE FIRST TIME I'VE EVER WON anything in my life!" happily exclaimed Emily Niewola, as emcee Dud Williamson handed her "What's the Name of That Song?" jackpot greenbacks. The comment is standard, Dud tells us. "People are usually too astounded to say much of anything else. They jabber like chipmunks, but it's usually saying the same thing over and over, all the way out the studio door!"

HERE'S THE "BEFORE" in one of Ralph Edwards' most recent NBC "Truth or Consequences" stunts. Master sergeant Duke Cravens gets set to dictate a letter to "Dear Ruth" (making merry with the title of Paramount's new picture), with pretty Paramount staret Renee Randall acting as lap-sitting steno. The sergeant was picked from the audience just like anybody else... or so it seemed.

AND HERE'S THE "AFTER"! Emcee Edwards whips off the blindfold, and sitting on the sergeant's lap is his own wife, also named Ruth. Mrs. Cravens was flown to the coast, all expenses paid, for the broadcast. The couple hadn't seen each other in a year, and were given a second honeymoon. What did the sergeant say? Nothing! He was speechless!
Saludos a mis amigos del Radio de The Cisco Kid.
For Love o' Mike (General Comment)

Pot and Kettle

We've been curious as to what the typical moviegoer's reaction to "The Hucksters" is, and so recently when we'd finally gotten around to viewing the movie that makes fun of radio, we paid as much attention to the audience comments as we did to the picture. Of course, movie audiences being what they are, you have to do that anywhere or go mad.

At any rate, the woman sitting next to us was amazed at Sydney Greenstreet, who is supposed to be satirizing the fabulous sponsor, George Washington Hill. She was agast at his bad manners, stupidity and grossness and "ich-tched" after each action. Finally unable to restrain her disapproval of the character any longer, she turned to her companion and exclaimed, "Isn't he ignorant?"

For the first time, we began to understand George Washington Hill's point!

The audience applause after each satirized radio commercial in the picture merely proves what everybody has known for a long time—that certain types of commercials are very unpopular with everyone and should go. But what's their satire with a blunt ax instead of a sharp needle, the producers missed their points as often as they made them.

In building up the tedious love story, the movie makers placed themselves in the position of the pot calling the kettle black—a strange place, indeed, for a so-called satire to wind up. Questionable and suggestive lines and cliched dialogue that would be axed in any amateur's radio script emerged on the screen with perfect aplomb!

In our opinion not only vicious, but in total error, was the sweeping statement re the radio sponsor—that the public gets what the sponsor wants, not what they, the listeners, want to hear. A sponsor with that policy very soon ceases to be a sponsor—the public doesn't like his choice of entertainment, the public doesn't listen to his program, doesn't buy his product and he can no longer afford a radio show. Sponsors may make mistakes in what they think is in demand, but no one can force his tastes (if they are unpopular) on a very large audience.

It's curious how the movies can attack radio in such a crusading spirit without ever having produced a satire (save "Once in a Lifetime") on their own over-tone industry. Hollywood al-

Welcome, KOWL

A new station, Santa Monica's KOWL, hit the airways at 6 a.m. last Wednesday. Not since the early 1920's, when the old KNRC folded, has Santa Monica had a station of its own. The new 5000-watt is located on the fifth floor of the Ambassador Hotel with its transmitter in West Los Angeles.

Owner Arthur H. Crogan also acts as sales manager and other staff members are Clay Osborne, general manager; announcers Jack London, Walt McIntryre, Dick Jenkins, Vincent Williams; music librarian Mavis Purcell, staff writer Wynne Gibson and chief engineer John DeLay.

Manager Osborne was weary but still enthusiastic when we called him on the station's first morning of broadcasting.

"Talk at a minimum—music at a maximum," he said emphatically, in response to our question as to station policy. "No paid religion, no rau-

ous jive, no lengthy talks, no over-commercialism," he continued. "On the positive side, our policy is sweet music—classics, semi-classics, popular ballads and sweet arrangements of current favorites."

Sounds to us like the answer to many listeners' prayers. If you are one, try 1580 on your dial and give KOWL a trial.

Rumors Are Flying

Several of our second and third-hand rumors have come true lately, so with success gone to our head—here are some more:

Movie producer Hal Roach is reported interested in filming radio producer Cy Howard's comedy show, "My Friend Irma." ... NBC's Lucille Norman may be the "unknown" opposite Bing Crosby in "Connecticut Yankee." ... Dixieland jazz is due for its biggest revival to date on the air and on record, sometime within the next year. ... Character actor William Frawley reported building a show. ... Fred Beck rumored to have restored Tip Corning's nice-boy personality when he saw in Edith Evelyn's column that listeners liked it better that way. ... Rumored that Fall star of Kraft, Al Jolson, won't be photo-

graphed at home, just like Nelson Eddy, summer star of Kraft, who won't be photographed at home. ... Cast of the back-in-October "Point Sublime" will include Wild West Arquette, Jane Morgan, Verna Felton and Earle Ross, we've heard. ... Arthur Godfrey's night-time sponsor won't let him ad lib mention of the product.

(please turn to next page)
Radio in Review

(Continued from Preceding Page)
on the air. . . There's a trend toward hour-long air dramas this coming season—with four scheduled at present.

Lost—one Listener!

There may be as many things wrong with radio as its most vehement critics say—we don't know, we're too busy listening to the good things. However, during a recent visit to a friend's home, we heard one or two annoying faults—and one that could be corrected in a minute if common sense in programming prevailed.

We were listening to Eleanor Steber's lovely record of "Out of My Dreams," the soothing and appealing waltz from "Oklahoma." The record was less than a third through, and our attentive friend had just said dreamily, "Isn't that beautiful?" when the record was faded and a loud, scratchy voice yelled, "Had trouble with your liver lately?" Our friend switched off the dial violently and exclaimed, "I am never going to listen to the radio again, ever!" And except for one early morning news broadcast, he has lived up to his threat. Are spot announcements worth that?

Looking Backward

"We Went Back," a dramatic presentation of reports and interviews made by three teams of CBS correspondents who have just revisited the 50,000-mile tour of the European and Pacific invasion routes, will be heard on KNX on Aug. 14, 6 p.m., the second anniversary of V-J Day.

Called the year's most ambitious venture into radio journalism, "We Went Back" is the joint operation of CBS's Documentary Unit and This Week magazine, which sent out combined teams of reporters, technicians, and photographers to record and bring back the picture of the people and places that figured so dramatically in our war news. This Week magazine will devote its entire issue of Aug. 10 to its reportorial and pictorial version of the broadcast subject.

CBS Correspondent Bill Downs covered most of the European battlefronts and headed the team that traced the march to victory in Europe. His team took off from the British coast, landed on the Normandy beach, worked its way across Northern France, Belgium, Holland and Germany, ending its retrospective journey in Berlin.

The second team, headed by James Hurlbut, traveled the sealanes and airlanes of the Pacific, starting out at Pearl Harbor and visiting such famous war sites as Wake, Kwa-jaline, Guam, Iwo Jima and Corregidor.

Bill Costello, heading a third team, traced the centers of interest in Japan with special emphasis on the atom bomb target, Hiroshima.

Robert Heller, chief of the CBS Documentary Unit, who directed the global project with Jerry Mason, associate editor of This Week, in com-

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AUGUST 10, 1947 RADIO LIFE

KECA Mike Memos

By Virginia West

Every now and then we hear the alarm and cry that radio is slipping . . . some old shows by the same old talent . . . year in and year out . . . But to this humble reporter comes the thought that maybe we're all just neglecting to dial the new shows.

Thinking along this line the other day, we checked thru a week's schedule on ABC-KECA . . . just to see . . . And we found a wealth of new listening . . . drama, music, comedy, several novel twists to old show ideas, and new names and voices all over the place. Here, for example, are just a few of the new-since-the-first-of-the-year shows which we noted.

Take those two very funny shows on Wednesday nights . . . The Eddie Albert Show and the Phil Silvers Show. Both Eddie and Phil are well known stage and screen comedians . . . but they're practically brand new to the air . . . and their skillfully written scripts present situation comedy at its best. Silvers, who fills Bing's dial spot for the summer, is cast as an aspiring small town reporter out to make a name for himself in the big city. Aided and abetted by the music of Ralph Norman and his orchestra and vocally clever Beryl Davis, fans find a well rounded half-hour of entertainment . . . That merry visit with film star Eddie Albert (KECA at 6:30 p.m.) always finds friend Eddie as the struggling young lawyer getting into more involved situations than his clients . . . and getting out of them in strange and wonderful ways. Besides the star, the cast includes such well known Hollywoods as Barbara Edler, Earle Ross, and others. . . Always Something New on 790 . . .

Our pick of the new dramatic offerings is the Thursday night at 9:30, Edward Arnold show, "Mr. President," and "The Greatest Story Ever Told," which has been a Sunday afternoon highlight since late January. Arnold, in roles of past chief executives of our land, fairly brings them to life as you listen . . . makes you wish you'd been more interested in their history lesson than in the game your basketball team was going to play next day. . . . Then that outstanding series, "The Greatest Story Ever Told," presenting with dramatic impact and present day realism the teachings of Christ, has already become an institution with young and old. . . Written under the supervision of Fulton Oursler, senior editor of Reader's Digest, the plays present the lessons taught by the Prince of Peace in a simple and inspiring manner.

Always Something New on 790 . . .

Highlighting the "new in music" department is the hour-long coast-to-coast topper . . . the Paul Whiteman Club . . . in which "Pops," himself, encees a program of waxes, which range from collector's items thru the very latest discs to come from the pressing machines . . . That is, as everyone knows, Mondays thru Fridays at 12:30 over ABC-KECA . . . Also back on the airplanes and new to ABC, is the Monday, Wednesday, Friday program featuring the piano artistry of Eddy Duchin and his guests, KECA at 1:30 . . . Alternating with the Duchin series in the 1:30 time strip is "Miracles in Music," which presents via recordings popular "classics" by such orchestras as Alfred Newman, David Rose, Morton Gould and others of equal stature . . . A new and novel audience participation show is ABC's five-a-week morning broadcast, "Welcome Travelers," which originates in the College Inn of Chicago's Sherman Hotel . . . and features as participants persons traveling thru the Windy City . . . literally a cross-section of America on the move. These programs, briefly mentioned here, are but a few of the list of shows to appear within recent months on ABC and KECA . . . We hope you'll sample them for we're sure you'll then become regular dialers!
menting on the format of the program, said: "Out of more than seventy hours of worldwide recordings and thousands of pages of impressions and diaries we hope to weave a pattern of voices and sounds which will let the American people, as they enter their third year of peace, put their finger on the pulse of the world today. There will be nothing invented or contrived in 'We Went Back.' The only voices will be those of our narrator, our correspondents and the people they met and talked to on their travels.

"Our use of music will be nostalgic, linking up the present with the memories of places and people America sang about during the long years of the war." A few of the subjects included in the comprehensive travelog will be those of the tourist trade which has sprung up on the site of the Allied landing in Normandy, living conditions of people in the various countries, German view of the peace, the change of combat to reconstruction on the Pacific islands and islands, Hiroshima victims—including the Catholic priest, Father Kleinsoe, who was made famous by John Hersey's book.

The hour-long broadcast will be produced under the supervision of Robert P. Heller. Guy della Cioppa will be the director and the musical score will be arranged and conducted by Harry Salter.

Your Cue (Shows You May Like)

"Stairway to the Stars"

KFI's "Stairway to the Stars," Saturday at 9 p.m., fills a need that radio has had for some time—supplying good poetry well read. There are a few shows of this type still on the air, but in our opinion KFI's effort stands head and shoulders above them in the matter of selection and presentation.

"Stairway" eschews the hackneyed and "corny" types of poetry without neglecting the sentimental and familial.

The astutely selected works are to the credit of Pat Kelly, who also produces the show. Examples read on this program have been "Highwayman," Lincoln's letter to a bereaved mother, a love letter from Robert Browning to Elizabeth Barrett Browning and one of her sonnets, and Edward Lear's "Owl and the Pussy-Cat."

Howard Culver reads the selections in a smooth, soft voice. He is not overly dramatic, he merely lends emphasis and inflection where it is needed. Bob Mitchell selects and supplies the mood music behind each rendition and his good taste in music matches Culver's in delivery.

'Ved say listening to "Stairway to the Stars" is taking a step in the right direction.

Olin Dutra, Golf Doctor

Statistics have uncovered 9,000,000 golfers among our country's population. Real experts at the game are few enough to be news, and that leaves an awful lot of people numbered among the hopefuls.

KMPC brings Champion Olin Dutra and his link theories to the mike Saturday nights at 7:00 for the benefit of just such hopefuls. An added attraction to this strictly commercial touch is an interview with Mr. Dutra, who doesn't mind shelling out a dollar for some of the inside Dutra dope that may help prevent the player from losing his precious white pills. A letter (with the dollar enclosed, please) telling the Champ all about the big fault will get the writer corrective suggestions and a list of ten golfing "shoulds."

Listeners of the novice class, to whom "addressing" the ball means calling it a little you know what from between clenched teeth, will profit immeasurably from a listen or two on Saturday nights, for Dutra and his guests join forces in a chatty, understated manner, to answer listener questions regarding stance, grip and general form.

Guests so far qualify as being in the right know, golfwise, and future dates will bring Willie Hunter, the Riviera Country Club pro; Joe Novak, secretary of the Professional Golfers Association, and Adolphe Menjou, just plain golfer, into the evening's discussion.

The new show idea is interesting, informative and humorous. The humor lies in Olin Dutra's own performance. He simply can't read lines. The tuners, those who want golf info and not rhetoric will get exactly that.

CBS Sunday News

Following CBS's excellent program of reading the foreign view of United States news, "As Others See Us," one hour and forty-five minutes of related news information is heard on Sunday mornings. Four different programs explain, debate, integrate and interrogate on news subjects.

"People's Platform" is heard at 9:00 a.m. when a current topic in the news is debated by prominent guests. At 9:30 a.m. late news coverage is given in a fifteen-minute segment. Howard K. Smith is heard from Europe at 9:45 a.m. with current happenings on the continent related realistically.

John Daly delivers the "Weekly News Review" at 10:00 a.m., covering all major and most minor events that have taken place in this country during the past week. His information ranges from that concerning the appointment of a new secretary to what the critics have had to say about a current movie hit.

Following all this national and international news commentary, the listeners are able to check their knowledge of the week's happenings in a quiz, "It's News to Me." Two prominent guests participate in answering the questions posed over the air and the at-homers can draw on the information they've gleaned from the previous newscasts in shouting their answers back at the dial. More concrete results can be obtained by those listeners who submit a "Know Your World" question dealing with a world happening in the past week. Prize is a Rand McNally Atlas—one of the radio rewards we'd like to have ourselves.

Attention Gardeners

You don't have to be a "green thumb" to grow an array of blooms satisfyingly big, bright and sturdy enough for all but strictest show standards. So says Mr. Milne.

(Please Turn to Next Page)
Radio in Review
(Continued from Preceding Page)

prominent Southern California landscaper and gardening authority. George's happy news and sound tips move in at 8:45 a.m. Monday through Saturday over KFVD.

"Mor-Lime" bought the air time during which Mr. Milne rambles and chats, and manages (without any studied attempt) to transport you magically out among the flowers and sod. George heartily endorses his sponsor's product for a few minutes at the beginning of each and every fifteen minutes daily, and in between touts suggest times, temperatures, places and methods of planting, pruning and pampering your posies.

If you're confined to an office, or have a bunch of kids out of all control during this listening period, you can't run out and start pruning and picking right and left, but you'll want to. George's unpretentious oratory is indispensable.

Old hands at gardening who don't get carried away with suggestion will probably find worth in Milne's calendar of flower shows, display dates and seed bargains.

"I Want It"

Looking for an old coin, horse, camera or phonograph record? Don't chase the hot city streets in quest of oddity shops. It's much easier to drop a card to KFI's "I Want It" show, presented at 8:15 Wednesday nights.

This novel program was dreamed up and is written and produced by Pat Kelly, KFI idea man, and now Pat has Dave Starling and Molly Theoret.

They'll mingle with the old timers and the "wanters" together. If you desire any hard-to-find article, describe it on a card and send it to "I Want It," 1110 Los Angeles.

It will be read on the air, and should anyone who hears possess such a treasure as you have described, he may contact the show and names and addresses are turned over to the "wanters" who, from there on out, has the bartering in his own hands.

So far, Dave and Molly have been instrumental in uncovering every thing from an old sleigh, earnestly desired by what must have been someone with a Santa Claus complex, to an old copy of "Lazumiyat," predecessor to the "Rubaiyat." Except for drawing the line at living quarters, the boys on the show don't care what you ask for ... the more outlandish it is, the better reading the letter makes, and so someone may just happen to have that big stuffed cam el you're looking for!

"Saturday Night Serenade"

"Neon marquee" attraction of Columbia's 7:45 p.m. Saturday period is a personality, more than a program. We refer, of course, to singing seventeen-year-old Vic Damone. The youngster is a headliner!

Die-hards who have permanently joined rooting sections for Sinatra, Como, Haines or Crosby, have very edgy attitudes toward New Talent. Young Vic, however, has the beans to sing his way past all animosity. He has power behind his croon, and not only are his songs are skilfully selected to prove it. He has assurance of phrasing, remarkable past his brief show-business background. He has an eminently sane "oh, gee, can all this good luck be happening to me" manner which should make even the stiffs-doubters want to assure him it is.

Remainder of "Serenade" is landscaped in the usual Pet Milk pattern. H. o l a l e e Shaw sings her semi-classical assignments prettily, and Gus Haenschens's orchestra performs with light-symphonic conscience. In between, the Serenaders get off a few roistering choruses of the march-march-march variety. The program is un taxing entertainment ... a good start for a good new voice. Vic Damone will probably have a very important radio setting to sing against when Columbia checker-boards for fall-winter listening.

Rave of the Week

KFI each Sunday night at 8:45 presents a former major comedy star named Sheila Graham. Miss Graham, in full English accent, delivers a full fifteen minutes of news hot off the inside track of the entertainment world.

Probably most interesting part of the performance is seeing whether or not Sheila is going to make it across those broadened "as" that fill her dialogue. Second up are her "high" and "low" voices.

Usual "high" concerns any song, actress discovery or motion picture Miss Graham considers worth mention. Most of them have been in the news a week or so, so listeners have no trouble following her on that score. The "low" might reveal some juicy bit about who said what to whom during the day they had their hair dyed, or other similar day rhythm.

Rayve Chamo sponsors Miss Graham, so that entails a commercial read by an announcer. Mention of him is necessary (a) because he reads his commercials well, (b) because of the coy byplay into which he is drawn during the show.

Only fair to say that the show does present facts concerning the "private" lives of stars in the entertainment world, it tells what you want, you'll get it on Sheila's program. If you are given to listening to other Sunday p.m. commentators, then this show is an absolute must, simply to hear the conflicting reports wafted innocently around.

"Midnight at Sardi's"

"I Wonder", one of the current top hits, might be followed with a past favorite, "Can't We Talk It Over", and a brand new rhythm, then back to "When I Write My Song". Marilyn refrains from any fancy vocal antics, and, after all, the Whittings, Staffords and Tiltions didn't project themselves on public consciousness overnight. They grew too.

“On Mike”

Voice of the Past

It seemed to us that Robert Q. Lewis was waxing awfully sentimental about dear old 1931 on his program last Tuesday night. What with nos-
talgie murmurings of dear old Empress Eugenie hats, dear old movie stars, dear old radio programs and all, we were wondering what in the world the usually fast-talking Lewis was leading up to. Suddenly, to the organ strains of "Marta, rambling rose of the wildwood," a dynamic, well-remembered voice climax the buildup as Arthur Tracy, the Street Singer, returned for a brief guest appearance.

If you were listening to your radios with any attention back in 1931, you don’t need to be told that Arthur was perhaps the Number One singer of his time. Where’s he been meanwhile? Well, according to the brief interview with comedian Lewis, the singer has spent much of his time in England. Arthur followed the singing of his famous theme, "Marta," with another song he was identified with for years, "Peg O’ My Heart". Joint revival?

**Calling Corwin**

With famed writer-producer Norman Corwin handling the incoming calls, the answering bell on KFQ’s "Your Concert" last Sunday realized $1500 while the two-hour program was on the air. Those calling in to pledge their support, or to go to Metro Radio himself, in the person of Corwin.

Incidentally, while we’re on the subject of the drive, it seems to us that the winning slogan, "Arrest Cancer — It’s Wanted for Murder", is the only slogan we’ve ever heard that everyone, including losing contestants, agrees is terrific.

**Off Mike (Personalities)**

**Pops on the Phone**

On anybody’s list of the five hard-working guys in radio, the name of Basil B. Buck Adlam would rank high. Buzz is musical director for ABC and he writes, arranges and conducts the music on five shows. In other words, he’s continually at it.

Recently Paul Whiteman gave him a ring on the phone. "Hello", said Paul. "Buzz?"

"Yes,” said Buzz. "Get to work," said Whiteman—and hung up.

**Warnow Bunked**

Mark "Sound Off!" Warnow Is a patient In St. John’s Hospital, Santa Monica, following a major operation, and will be absent from the show three weeks. Lyn Murray, choruses-director, pinch-hits with the baron.

**The Works**

Chuckie of the week: The envelope Ed Gardner is said to have mailed to the agency for Columbia’s new "Arthur’s Place" show. Inside, one of the "Duffy Miller" letterheads, sprawled with this comment: "Since you’ve taken everything else, thought you might be able to use this too.

**FIRST NATURAL REACTION** when interviewing Jackie Kelk is to try finding out how much (or little) he resembles his air creation, "Homer Brown" of "The Aldrich Family." We didn’t expect Jackie to shy away with a whining, "Aaw, gee whiz, Evelyn," but we also Jackie would deny being anything at all, and admitted he was like him to the extent he was always getting his dates mixed up and was usually somewhere else about the time he was supposed to be somewhere.

Just then the Brown Derby phone paged our booth. "That’s probably one of my friends calling to tell you I’ll be a little late for our luncheon," Jackie explained. It was.

**YOUNG MR. KELK**, who’s played "Homer" for eight years (and survived five "Henry's", counting the two times Ezra Stone has been on the show) is slightly-built, brown-haired and --eyed, wistful-faced. Guess he’s about twenty-five. We sat tight and didn’t broach the subject of romance, but eventually the fact slipped out that Jackie’s "girl" was sailing for Europe with her family this week. He’s leaving for an eight-day vacation in Mexico City (ask he said so, he shook a Spanish grammar meaningfully).

Those of you who are "Aldrich Family" addicts know that much of the stews into which "Henry" and "Homer" fitnees themselves are cooked up on the high school campus. We asked Jackie if his high school days had even remotely approximated those at "Centerville" (Adlam would say). "I went to professional school," he replied a little pensively.

**JACKIE DID SOME** fancy scurrying last season when he played on Broadway in "Tent -i- Tonight" and enacted East and West Coast versions of "Homer" on the air. He achieved this feat by putting on his stage makeup before the first broadcast and appearing for the repeat, also in his stage dress. He’s anxious to star again in an air show like his Continental Can variety opus on which we heard him with some pretty high-powered guests.

Like Ezra, Jackie has a farm. "But Stone's is 200 acres and mine's only eight," he remarked. "Mine's in Connecticut. Go up as often as I can. The house is very old and there's an apple orchard, a barbecue . . . only thing I cook is hamburgers . . . yes, mother, sister and I spend Christmas in Connecticut in the snow... It's wonderful. I gave a party for the cast there when our air show went off for the summer."

**JACKIE ALSO MAINTAINS** a bachelor apartment in New York City. He likes antiques and collects semi-classical records. Obviously a conservo-vate, he claims to have gone wild in Hollywood and bought a suede jacket, which he intends to spring on the "Aldriches" when the show returns Oct. 3. While here, he’s stopping at the Cheviot Hills home of Agnes Moorehead, long-time friend from New York days. For a brief interlude, Aggie played "Homer's" mother on "The Aldrich Family" and she and Jackie were likewise together in "The Gumps."

**WE ASKED JACKIE** about Clifford Goldsmith, who delivered "The Aldrich Family" into the radio world. Cliff, as you may remember, still owns the show, but gave up scripting several years ago when he figured he’d run dry. "He spends his time between Bermuda and Arizona," Jackie reported. "Do you think the service changes Ezra any?" we inquired.

"He seems to have calmed down a lot—maybe it's the farm," Jackie offered. We reminded him that last time we'd seen Ezra, he'd taken us on a wild ride in a jeep—we were late reaching a broadcast on which Stone was to appear. Jackie tittered mildly. "Ezra should be a California driver. He's still wild."

**Katherine Raht and House Jameson** who play "Mrs. and Mr. A." are swell folks, according to Jackie. It was interesting to learn that Miss Raht (Please Turn to Page 15)
**TIME CHANGES**

**Monday, August 11** — "My Friend Irma", KNX, 6:00 p.m. (30 min.)

**Monday, August 11** — "Cleve Roberts Reports," KMPC, 8:00 p.m. (15 min.)

**Monday, August 11** — "Cleve Roberts Reports," KMPC's director of public affairs takes the news-microphone at a new earlier time. Previously KNX, 7:30 p.m. Mondays.

**Monday, August 11** — "Cleve Roberts Reports," KMPC, 8:00 p.m. (15 min.)

**Thursday, August 14** — "Fiesta!" KNX, 7:30 p.m. (25 min.)

**Friday, August 15** — "Free for All" KNX, 6:30 p.m. (30 min.)

**Saturday, August 16** — "Man Named Jordan", KNX, 9:00 p.m. (30 min.)

**WHAT'S NEW**

**Friday, August 15** — "Arthur's Place", KNX, 9:00 p.m. (30 min.)

**Saturday, August 15** — "Seth Greiner Show", KNX, 3:00 p.m. (30 min.)

**Drum**

**Tuesday, August 12** — "Return Engagement", KNX, 10:30 p.m. (30 min.)

**Wednesday, August 13** — "Skippy Hollywood Theatre", KFI, 8:30 p.m. (30 min.)

**Saturday, August 16** — "Cleve Roberts Reports," KMPC, 8:00 p.m. (15 min.)

**Who's Back**

**Sunday, August 16** — "Your Hit Parade", KFI, 8:00 p.m. (30 min.)

**Sunday, August 16** — "Front and Center!", KFI, 4:30 p.m. (30 min.)

**Sunday, August 10** — "The Big Break", KFI, 6:30 p.m. (30 min.)

**WHO'S GUESTING**

**Saturday, August 16** — "The Baby Snooks Show" returns September 5. Jazz pianist Johnny Guarnieri gets co-billing.

**Audience Participation**

**Monday, August 11** — "Hollywood Holiday", KECA, 11:30 p.m. (30 min.)

ABC barbershops the late evening hours, with Jack McClory emceeing all kinds of fun from Tom Breneman's Hollywood Restaurant. Stunts, contests, ad-lib interviews and a nightly soap opera, "Susan and Sylvester," are parts of format. Monday through Friday.

**WHAT'S BACK**

**Music**

**Sunday, August 16** — "Summer Electric Hour", KNX, 12:30 p.m. (30 min.)

**Sunday, August 10** — "Sophisticated Lady", KNX, 12:30 p.m. (30 min.)

**Sunday, August 10** — "Sound Off!", 2:30 p.m. (30 min.) Mindy Carson sings with the orchestra and chorus, as radio guest of the army.

**Sunday, August 10** — "Presenting Alec Templeton", KFI, 4:00 p.m. (30 min.)

**Sunday, August 10** — "The Standard Hour", KFI, 7:30 p.m. (30 min.)

**Monday, August 11** — "The Tale of the Telephone Hour", KFI, 8:00 p.m. (30 min.)

**Monday, August 11** — "Voice of freelancer", KFI, 8:30 p.m. (30 min.)

Baritone Thomas L. Thomas is guest soloist for the evening.

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**Listen to the BROADWAY NEWS on 2 network stations**

**KHJ...NOON NEWS**

12 o'clock daily

The most popular noontime feature in this area.

**KECA ...FEATURE EDITION**

8:15 P.M. Mon., thru Thurs.

A new kind of newscast—'
melting and entertaining too!'

Both programs presented by Sid Fuller

The Broadway News.
**Commentary**

**Radio Life**

**Sunday, August 10** — Louella Parsons, KECA, 6:15 p.m. (15 min.) Burt Lancaster, smash-fisted star of Mark Hellinger's "The Killers", is Louella's guest.

**News**

**Monday, August 11** — Martin Agronsky News, KECA, 6:00 a.m. (15 min.) While Agronsky vacations for a month, Alfred Friendly guest-reports for first week. Monday through Friday.

**Monday, August 11** — Bill Henry News, KNX, 4:55 p.m. (5 min.) Ned Calmer reports for vacationing Henry during latter's two-week absence. Monday through Friday.

**Sports**

**Saturday, August 9** — "Fishing and Hunting Club", KHI, 9:30 p.m. (30 min.) Lee Martin, expert on fly-tying and author of the fisherman's text "Fly-Tying Exploded" guests for regular panel-member Dave Newell as latter vacations.

**Friday, August 15** — "Sports News reel", KFI, 6:30 p.m. (15 min.) Bill Stern, back from vacation, is host to Larry McPhail, president of the New York Yankees baseball team.

**WHAT'S PLAYING**

**Music**

**Monday, August 11** — "Musical Masterpieces", KFAC, 4:00 p.m. (1 hr.) Joseph Szigeti and Leonid Hambo are recorded guest artists with Prokofieff's "Sonata in D Major", Sergei Rachmaninoff, Jascha Helfetz, Albert Spalding and Richard Crooks appear during week. Monday through Saturday.

**Educational**

**Sunday, August 10** — "Invitation to Learning", KNX, 8:00 a.m. (30 min.) "The Idiot", soul-searching masterpiece of Fendor Dostoyevsky, is reviewed by Eugene O'Neill, Jr., Houston Peterson and Helen Murchie, professor of Russian Literature at Smith College.

**Forum**

**Sunday, August 10** — "Open Forum", KMFC, 9:00 p.m. (1 hr.) "Do we need a state rent control law?" is banded about question.

**WHAT'S SPECIAL**

**Public Interest**

**Tuesday, August 12** — "Communism in Hollywood — Nuisance or Menace?", KNX, 9:00 p.m. (30 min.) A half-hour debate led by Jack Tenney, Republican California State Senator from Los Angeles County, and Emmet Lavery, president of the Screen Writers Guild. Chet Huntley moderates.

**Thursday, August 14** — "We went back", KNX, 6:00 p.m. (1 hr.) A magnificent documentary compiled for radio by Bill Downs and James Hurbut, in their "retracing" tour of the American road to victory. Program is said to contain enough material for a continuous 48-hour broadcast.

**Radio Lifelines**

(Continued from Page 13)

has never been married and that the Jamesons have no children.

Before we'd finished luncheon, some old New York friend came by our table to greet Jackie. "My, how you've changed," he exclaimed as he surveyed Kelk. When he'd left, we asked Jackie how long it had been since his friend had seen him.

"Ten years," Jackie said wryly.

That's one nice thing about "Homer". He's never changed. He's been sixteen for the last eight years and he'll probably be cracking his voice long after Jackie Kelk has settled down on his farm and begun raising a crop of kelkies.

**RADIO TRAITS**

by Bill Wagner
Max's Old Pal

Max Marcin, CBS "Crime Doctor" scripter, has used the same old battered typewriter for many years. Every one of the 350-odd scripts he has done for the show has an aging literature on this aging "mill." Max has been presented by friends with a new streamlined machine he refuses to abandon the old one. "It's been good to me," he explains, "can't give it up now."

Hand-Shaker

Fulton Oursler, Biblical authority and one of the "Greatest Story Ever Told" has just returned from Europe, where he met Winston Churchill, George Santayana and Pope Pius XII.

Still Ticking

Their twenty-second "Blondie" picture is currently being made by Penny Singleton and Arthur Lake at Columbia Studios. Radio's "Bumsteads" also just recently passed their eighth CBS program anniversary.
AL Jarvis
Make-Believe Ballroom
KLAC
9:30 a.m. — 1:00 p.m.
5:30 p.m. — 6:30 p.m.
Monday thru Saturday
KLAC — Al Jarvis Ballroom
Page Eighteen

HAVEN OF REST
KXLA, 8:30 A.M.
Monday, Wednesday, Friday
KFOX, 8:00 A.M.
Tuesday, Thursday, Saturday

DAYTIME SCHEDULE

MONDAY, AUGUST 11

MUSIC

TUESDAY, AUGUST 12

MUSIC

WEDNESDAY, AUGUST 13

MUSIC

THURSDAY, AUGUST 14

MUSIC

FRIDAY, AUGUST 15

MUSIC

SATURDAY, AUGUST 16

MUSIC

SUNDAY, AUGUST 17

MUSIC

AL Jarvis
Make-Believe Ballroom
KLAC
9:30 a.m. — 1:00 p.m.
5:30 p.m. — 6:30 p.m.
Monday thru Saturday
KLAC — Al Jarvis Ballroom
Page Eighteen

BILL HAY
Reads the Bible
Presented by Forest Lawn

KMPW — Andrey Mankfied.
FM — Spoken Word.
KGB — Garden School.
1:00 — KXLA — Easy Listening.
KGB — Sunday News.

ANDY MANSFIELD
“His Records, ‘Notes and Stuff’
12:45 — 1:15 p.m.
Monday thru Friday
KXK

TUESDAY, AUGUST 12

MUSIC

WEDNESDAY, AUGUST 13

MUSIC

THURSDAY, AUGUST 14

MUSIC

FRIDAY, AUGUST 15

MUSIC

SATURDAY, AUGUST 16

MUSIC

SUNDAY, AUGUST 17

MUSIC

AL Jarvis
Make-Believe Ballroom
KLAC
9:30 a.m. — 1:00 p.m.
5:30 p.m. — 6:30 p.m.
Monday thru Saturday
KLAC — Al Jarvis Ballroom
Page Eighteen
TUESDAY, AUGUST 12

THE LINE-UP
10:45 to 10:15 a.m. Results 10:22 a.m. and every 30 min. thereafter. Reve 3:30 p.m. Ray Evans, Announcer Dial 1220


HAVEN OF REST
KXLA. 8:30 A.M.

TUESDAY Program Highlights

Comedy-Variety
3:30—Arthur Godfrey, KNX.
3:30—Bill With Judy, KFL.
7:30—Milton Berle, KFI.

Quiz, Participation
8:00—McNeill's Breakfast Club, KKEA.
9:00—Welcome, Travelers, KKEA.

THE HOMESTYLE HOUR
6:00—Beverly Festival Cook-Off, KKEA.
7:00—Supper Club, KFI.
8:00—Evening Cruise, KAD.
8:00—Club 13, KKN.
8:30—Music Supreme, KMPB.
8:45—Concert Nocturne, KMPB.
9:00—Lucky Dance Time, KAD.
10:00—Masculine Show, KXLA.
12:00—Hymnody in Wax, KMPC.

Comment—Narration
7:45—Fred Beck, KX.
9:00—Kiel Smith, KFI.
10:00—Lonnie Struve, KMPB.
10:15—Ted Malone, KKEA.
11:00—Jesse Norris, KFI.

Mystery—Detective
7:30—Mr. and Mrs. North, KKN.
8:00—Big Town, KKN.
8:30—T. Wolf, KFI.
9:00—Philip J. Foy, KFI.

Music
8:00—Fred Waring, KX.
8:00—Montreal Serenaders, KX.
9:00—KACE, KKEA.

Sports
8:00—Race Lineup, KWKW.
8:00—Betting, KFX.
9:00—Baseball League, KMPB.
10:00—Betting, KFX.
11:00—Sporty, KFX.

CD
**Radio Life**

**Tuesday Logs**

**Eastside Logs**

- **Tuesday, 10:05 p.m.**
  - KLAC
  - Olympic Auditorium
  - **Fights**

**Baseball**

- **KLAC**
  - 8:05 p.m., Sunday

**Melody America Loves**

- ANDZIA KUZAK
  - MALE QUARTET CONCERT ORCHESTRA
  - EARL TOWNER
  - Director

**INCHOW ROCKERY CEMETERY ASS**

- **KNX**
  - Melodies America Loves

**Resources**

Not to be denied in their pursuit of famed signatures, autograph hunters recently had a fair share of her own Sunday ABC show, at the radio studio entrance. Producing stamp pads, the group succeeded in adding the famed canine's signature to their collections.

**No Response**

So accustomed to his directorship of NBC's "Aldrich Family" is producer Lester Vail that he kept calling James "Reginald" for his dog during his first show on Columbia's "Silver Theater."
WEDNESDAY, AUGUST 13

HAVEN OF REST

KXLA, 8:30 A.M.

WEDNESDAY Program Highlights


Comedy-Variety

3:00—Arthur Godfrey, KXN.
6:30—Red Skelton, KBU.
8:30—Eddie Albert, KCA.

Quiz, Participation

8:00—McNally’s Breakfast Club, KCA.
9:00—Welcome, TRAVELER, KCA.

Mystery-Detective

8:00—Fred Beck, KNX.
9:00—Bill Harvey, KGB.
10:00—William Burton, KGL.

Public Interest—Information

7:00—Your L. A. Police, KFJJ.

Sports

10:00—Racetrack Highlights, KXLA.
10:30—Tennis Match, KXLA.
12:00—Racetrack Highlights, KXLA.

WEDNESDAY Program Highlights


Comedy-Variety

3:00—Arthur Godfrey, KXN.
6:30—Red Skelton, KBU.
8:30—Eddie Albert, KCA.

Quiz, Participation

8:00—McNally’s Breakfast Club, KCA.
9:00—Welcome, TRAVELER, KCA.

Mystery-Detective

8:00—Fred Beck, KNX.
9:00—Bill Harvey, KGB.
10:00—William Burton, KGL.

Public Interest—Information

7:00—Your L. A. Police, KFJJ.

Sports

10:00—Racetrack Highlights, KXLA.
10:30—Tennis Match, KXLA.
12:00—Racetrack Highlights, KXLA.
THURSDAY, AUGUST 14

THURSDAY PROGRAM Highlights
Morning Programs Appear in Lightface Type. Afternoon and Evening Programs in Boldface.

Comedy—Variety
3:30—Arthur Godfrey, KNX.
6:30—Mutual's Block Party, KNX.
9:00—Music Hall, KFI.

Quiz—Participation
8:00—McNally's Breakfast Club, KFI.
9:00—Welcome, Travelers, KEC.
11:30—Breman's Breakfast, KFI.
11:50—Queen of a Day, KFI.
12:00—Man Says Yes, KFI.
1:00—Guest, KFI.
1:30—Bride and Groom, KEC.
3:00—Baker, KEC.
10:00—Dine In Show, KFI.
11:00—Birthday Holiday, KFI.

Mystery—Detective
6:30—Man Called X, KEC.
8:00—Suspense, KNX.
9:00—Kathleen Harris, KFI.
9:30—Crime Photographer, KNX.

Public Interest—Information
8:30—Town Meeting, KEC.
10:15—Mayo Clinic, KFI.

Sports
10:00—Race Lineup, KFW.
11:00—KFW.
2:00—Major League Ball, KFW.
4:00—Mexican Series, KDK.
5:00—Saratoga, KDK.
6:00—Carnival of Sports, KFI.

Music
8:00—Fred Waring, KFW.
9:00—Musical Masterpieces, KFI.
11:00—Dinner Hour, KEC.

Haven of Rest

XXLA—8:30 A.M.

K X L A  — M o n d a y , W e d n e s d a y , F r i d a y

KRVK—8:00 A.M.

T u e s d a y , T h u r s d a y , S a t u r d a y

KFOX—8:00 A.M.

T u e s d a y , T h u r s d a y , S a t u r d a y

THURSDAY, AUGUST 14

Haven of Rest

XXLA—8:30 A.M.

Monday, Wednesday, Friday

K RK D — 8 : 0 0  A . M .

T u e s d a y , T h u r s d a y , S a t u r d a y

K FOX — 8 : 0 0 A . M .

T u e s d a y , T h u r s d a y , S a t u r d a y

ERK, KFOX—Haven of Rest

KFC—Country Church.

KFW—Walnut Street.

KFG—News, Mirah.

KXI—Ant Jent.

KXX—Jews.

KMC—Markets, Sports.

KLC—Bayside at the Races.

KRY—Musical Banderon.

KXY—Music.

KZK—Bluegrass.

KFA—KFRD—News.

KFD—Jesus Christ.

KBR—Low-Lee Hour.

KLC—Breakfast With

KFR—Next and New.

KFC—Bible Character.

KXXA—News.

KLY—Private Interest.

KGR—Hammond.

KXI—Public Relations.

KFR—Lawrence, KNX.

KED—O—6, Gal Sunday.

KXJ—Mary Griffin Show.

KFA—Sports.

KFA—Keyboard and Cassette.

Attention Gardeners

George Mîne's “GARDEN CHATS”

Monday thru Saturday

KFDV—Garden Chat.

KKB—Wings of Healing.

KGR—Tom Westwood.

KFB—Elbert L. "Bert"

KFC—Boots and Beret.

KNX—Bible Service.

KRG, KFB, KXY—Kate Smith Speaks.

KRN—David Anderson.

KFW—Strolling Tom.

KFG—News.

KGF—Your County at Work.

KFB— 输入

KFG—Sugarbush Serenade.

KFD—Remember a.m.

KFE—Bing Crosby Time.

KVRW—Voice of China.

9:05—Ladies, KGR—Lutheran Hour.

9:30—KNX—Ma Pigeon.

9:30—KJB, KFB, KXY, KVOE—Kate Smith Speaks.

KFC—Bible Reading.

KFW—Bill Leyden.

KFB—Bing Crosby.

KFB—Kzescher Book.

KAF—Voice of Health.

KXE—Bartholomew Ranch.

KGJ—Community Chest.

KFG—Charity Bazaar.

KFI—Dinah Shore Songs.

KFD—Joyce Jordan.

KMG—News.

KBO—Bill Harper.

KFB—Bill Gibson Show.

KLC—Al Jarvis Ballroom.

KFC, KPRO, Tom Breman's Breakfast.

KRWV—News.

KCG—Music at the Farm.

KGF—Musical Encores.

KGR—Meet the KGR.

KKG—Kestrel.

KXY—Rodeo.

KFR—What Do You Say?

KFW—News.

KRV—Bea Boyette.

KRF—Remembered Rhythms.

Page Twenty-Four
FRIDAY, AUGUST 15

8     Indicates News Broadcasts.
     KFOX—News.
     KNX—News.
     KFMB—Sports.
     KFVD—Sports.

9     KFSD—Sports.
     KFMB—Sports.

10    KFRA—Sports.

HOUSTON—Weaver.
KFWB—Sports.
WAVY—Sports.

11    KFRA—Sports.

HAVEN OF REST

KXLA, 8:30 A.M.
Monday, Wednesday, Friday
KFOX, 8:00 A.M.
Tuesday, Thursday, Saturday

KXLA—Bower of Rest.
KFWB—News, Devotions.
KNX—News, Sermons.
KGER—Musical Memories.

9:00—KFSD—Lora Lawton.
KXLA—Grand Opening.
KGER—Tom Westwood.
KFWB—Thessalonians.

9:15—KGER—Sermon.
KGER—Public Message.
KGER—Unveiling.

9:30—KXLA—Meet the Band.
KFWB—Billy Harris.

9:45—KFSD—Memorial Service.

10:00—KFSD—Bird Show.
KGER—Bill Harpel.

10:30—KXLA—Meet the Band.

11:00—KXLA—Meet the Band.

FRIDAY Program Highlights
Morning Programs Appear in Lightfane Time. Afternoon and Evening Programs in Boldface.

Comedy—Variety
3:30—Arthur Godfrey, KNX.
9:00—Arthurs Place, KNX.

Quiz, Participation
8:00—McNellis Breakfast Club, KNX.
9:00—Welcome, Travelers, KGC.

Comment—Narration
7:45—Fred Back, KNX.
9:00—Kate Smith, KGER.

Mystery—Detective
6:30—The Sheriff, KFWB.
7:30—The Thin Man, KGC.

Sports
10:00—Late Edition, KFWB.
10:00—Hollywood Roundup, KNX.

Music
9:00—Fred Waring, KXLA.
1:30—Andy Duchin, KGER.
7:30—Your Sports Page, KGC.
7:30—Inside of Sports, KRLD.

THE LINE-UP
9:00-10:15 a.m. show.
10:20—KFSD—When a Girl.
10:30—K X LA—Meet the Minus.
10:45—KXLA—Meet the Minus.

9 Years on the Air
BOB AND MARIAN LEE
"WOMAN'S WORLD"
KXLA
10:30 a.m. Mon.-Fri.

9:00—Cafe, KNX.
9:10—Cafe, KNX.
9:20—Cafe, KNX.
9:30—Success, KNX.
9:45—Cafe, KNX.
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7:45—Cafe, KNX.
MILD & MELLOW
330 to 4 P.M.

EMPC

MILDE & MELLOW
4:00—KFJ—Sports Flash.
1:45—K XLA—Music for Your Lady.
1:30—KXW—Sports.
1:55—KMPD—1:45—KGER—Show of Songs.
1:45—KMPD—1:45—KGER—Shows and Sports.
1:05—KMPD—1:05—KGER—Sports Flash.
5:40—KMPD—5:40—KGER—Sports Flash.
5:40—KMPD—5:40—KGER—Basketball.
5:40—KMPD—5:40—KGER—KFWB—Waltzing at the Races.
5:40—KMPD—5:40—KGER—{KFWB—Music for Your Lady.
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Feathered Friends
Col. Stoopnagle, subbing for Bob Hawk on CBS Monday nights, sold the idea of getting one of the last of the bird into radio through a recent television show. The Colonel was using a bird made of cardboard to illustrate one of his gag inventions. A lithographic company was used to make a bid to use the model for a series of prints.

Stamp Collection?
Asked what her hobby was on a recent CBS Bob Hawk show, contestant Betty Hyatt of Louisville, Kentucky, replied briefly: "The Navy!"
ALPHABETICAL PROGRAM FINDER

**Note:** Programs marked with an asterisk (*) are of the contest, quiz, or offer type. 

**Indicators** of programs of no further considerations.
No Status Quo

(Continued from Page 4)

Eighth Air Force, was written by McCrory after the war.

An Athlete

Tracing Jinx’s career, you’d need a Rand McNally atlas to do her justice. She started life as Eugenia Falkenburg in Barcelona, Spain, where her father, an electrical engineer, was stationed. Most of her childhood was spent in Brazil and Chile, where she became known as a swimmer and tennis player. She is a former amateur tennis champion of Brazil. When the family moved to California, Jinx became a Goldwyn Girl and later graduated to feature and leading roles. She became a famous “cover girl” when she was chosen as the first “Miss Rheingold.” York, where she was seen as Al Jolson’s leading lady in his last big stage musical, “Casa Manana.”

Brothers Bob and Tom, sticking with tennis, became renowned as Californian champions.

When the first USO tour left the United States, Pat O’Brien and Jinx were among its stars. They were in the Canal Zone and Caribbean in 1943 and later within bombing distance of the Japs while touring the CBI. Jinx returned to the United States with the Asiatic-Pacific campaign ribbon and divided her time between World Tour courts and movie work in Hollywood. The McCrory-Falkenburg romance took place during Jinx’s USO tours. Their international courtship was equal to the campaigns in Cairo, Italy and Tripoli and climaxed in New York in 1945 when Jinx became Mrs. McCrory. Their son, John Reagan, known as “Paddy,” will be a year old this August.

Radio Vets

Since their marriage, they have teamed on several successful radio series. They were one of the first couples to go on the air with a breakfast chatter program. “Hi Jinx” a daytime show, brought a fast-moving, yet sometimes serious variety broadcast to the air. In addition, the McCrorys have been heard in many special programs — among these have been their shows on venereal diseases and the “City of Decision,” about the effects of the atom bomb. A television show now in production is one of their latest enthusiasm.

This latest step of the McCrorys sounds to listeners like one of the most successful of their many projects. See what we mean when we say there’s no status quo for Tex and Jinx?

Kaye Collection

Poems read this past year on ABC’s “Kaye” Sunday Serenade” have been published in a “Sunday Serenade Book of Poetry, Volume II.” Kaye’s first volume sold over 100,000 copies.

Mr. Gil Bogner, 5919 E. Florence, Bell Gardens, Calif.

Heard on “House Party”:

Emcee: What about false teeth?
Boy: False teeth.
Emcee: What about your name Pauline?
Boy: Well, last summer I fell off my bicycle and had some of my teeth knocked out, and had to have dentures and braces made. Now when I blow my bubble gum my teeth keep coming out!

F. McKim, 952 South Bonnie Brae, Los Angeles 6, Calif.

Heard on the Eve Arden show:

Eve (to Vera Vague): Was your first name ever Pauline? You look like one of the Perils.

Dorothy Chandler, 1210 West Eighth Street, Los Angeles 14, Calif.

Heard on “It Pays to Be Ignorant”:

Miss McConnell: There’s only one difference between my legs and Betty Grable’s.

Tom Howard: And what is that?
Miss McConnell: And colors hold me up and hers support her.

Virginia Inman, 5909 Willoughby, Hollywood 38, Calif.

Heard on “Welcome Traveler”:

Tommy Bartlett: Now, what would you do if I’d give you a big box of Ivory Snow?
Contestant: I’d scrub Chicago.
1D you ever wonder what happens to bobby-soxers when they grow up? We can tell you—they join the Ben Alexander Fan Club. Well, at least thirty charming ladies, most of whom are gray-haired mothers and grandmothers, have joined the Club, and they say

The Gray-Haired Bobby-Soxers

By Betty Mills

there is an ever-increasing waiting list. But the Club wants to organize itself fully before it expands. And the present members have a Hattie Carnegie hatful of ideas for the complete organization of their official venture as "gray-haired bobby-soxers."

It all started when mikeman Ben was somewhat of a newcomer to radio himself. He was doing a Saturday afternoon show called "Little Old Hollywood", a pleasant variety program with Ben as emcee. He happily noted the presence of several familiar faces in each week's audience. At the same time, they too became aware of one another, with their mutual admiration for Ben's work drawing them together. Several of the ladies promised to start a fan club for him one day.

Came the war, and Ben saw action on the high seas as a radar officer aboard the aircraft carrier U.S.S. Steamer Bay. Receiving his honorable discharge on Christmas Day of 1945, he returned to the Hollywood radio scene and Mutual's "Heart's Desire", along with a show of his own, also heard via Mutual. To his surprise, the first day of broadcast...

FOLLOWING THE DAILY broadcast of Mutual's "Heart's Desire", Ben Alexander greets twenty members of his Fan Club. At least fifteen, and sometimes all thirty, members turn out for each broadcast.

Elected Officers

The "following" grew by leaps and bounds, until there were enough prospective "members" to start the long-promised fan club. Mrs. Dorothy Chrisman was elected president; Mrs. Isabella Dennen, vice-president; Mrs. Aline Russeck, secretary; Mrs. Marie Brown, treasurer; and Mrs. Helen Blair, social chairman.

Ben Alexander Welcomes

President Dorothy Chrisman to a meeting of the Alexander Fan Club. Mrs. Chrisman is one of the charter members of the Club, as well as being a faithful devotee of Ben. She never misses one of his shows. (Otto Rothschild Photos.)

Then came the terrible flu epidemic after the close of World War I. The only school open in Hollywood was the Hollywood School for Girls. Joel McCrea, Doug Fairbanks, Jr., and Ben were the only boy students there, and despite the presence of such lovely youngsters as Agnes and Katherine De Mille, Ben thought it a humiliating experience.

Fell Into Port

Upon graduation from high school, Ben entered Stanford University. He happened to visit his friend Billy (Please Turn to Page 39)
LOCAL MUSICIANS make up the main part of the fifty-two-piece orchestra Sigmund Romberg uses for his summer concerts.

SINGING PRINCIPALS Ann Jamison and Reinhold Schmidt join voices for the Romberg medley feature each Tuesday night.

The Popular Conductor and Sixty Artists Combine Talents and Efforts for Mr. and Mrs. Music Lover Who Frequent Neither the Opera Halls Nor Those Tucked-Away Centers for Strictly Jazz Addicts

By Jane Pelgram

Tuesday, 6:30 p.m., NBC-KFI-KYSO

M. SIGMUND ROMBERG designs his popular concert series for Mr. Average Listener, who enjoys sitting back, humming to himself and painting the mental pictures that go hand-in-hand with this music the maestro himself terms "middle-brow."

A peek into the NBC studio's front door at the production Mr. Romberg makes of his Tuesday night show catches the dignified composer-conductor, tux-clad, leading the similarly tux-clad fifty-two-piece orchestra, the twinkle of lights on the big gold Maestro during rehearsal.

He seldom wears coat at this time, casual attire (shirt sleeves) being usual order of the day.
harp, or reflecting from the rows of brass. Violin bows flash and the music swells along the lines of some of the most familiar of favorite light concert melodies.

The back door glimpse brings out a different picture. Peeking in during rehearsal picks up a more imposing picture, really, than the formalized glamour of broadcast time, for these five hours are the putting together and dressing up of the musical score. Conductor Mr. Romberg has chosen for his listeners. Casual attire is the order of the hour, with Sigmund Romberg in shirt sleeves and the band in shirts or sweaters.

Prolific Composer

Watching Romberg put his men through the paces of the forthcoming evening’s program, it’s almost impossible not to think of him in one of the roles from his own famous operettas. His baton swings in great arcs, he smiles and sways in time with the music, and looks for all the world like a happy bystander whose fondest wish has finally been realized through an opportunity to get up and lead an orchestra. The genuine love of gay music shows up in Mr. Romberg’s “Desert Song”, “May Time”, “Up in Central Park”, “New Moon” or any of his seventy-some other operettas. Two thousand published musical compositions outside of his operetta record are also credited to the Romberg skill.

On the Tuesday rehearsal, an unobtrusive microphone hangs directly above Mr. Romberg’s podium. This picks up every tap of the baton and every note blown, strummed or plucked from the instruments. This way, each composition on the evening’s bill of fare is relayed into the control booth and onto a record. During rehearsal breaks, Mr. Romberg joins the show’s producer, Jack Simpson, and director Keith McLeod in the control booth, and the record is checked against the score, or suggestions are made for timing or accentuating beats or notes.

Ordinarily, at rehearsal-break time from stage there is a great stream of people in quest of cokes or a few minutes’ rest in the artists’ lounge. Not so with the Romberg orchestra. They file down to the deserted auditorium, occupy the seats there and enjoy a little self-concert. This gives each man a chance to hear his own part in conjunction with the group’s music.

Deletions or last-minute additions aren’t necessary. The choice of music is Maestro Romberg’s, and after thirty-five years in show business he has become quite at home in every medium of entertainment. His concert tours, stage appearances and musical comedies have all taught him well the intricacies of the theaters and a knowledge of what people enjoy. These stand him in good stead for this radio medium he terms his “first love”.

Part of each evening’s entertainment is a Romberg medley. Invariably people express pleasure at this item, and in that delightful continental accent of his (acquired from being Hungarian-born and Viennese-trained), Romberg shyly explains, “I think I used to be too modest about that. Now I devote a portion of every program to my own music. I know when I go to hear Fritz Kreisler, I don’t care if he plays Mendelssohn, but if he doesn’t play his own things, particularly ‘Liebestraum’ or ‘Caprice Viennois’, I’m terribly disappointed. I think maybe people might feel the same about me.”

Program Format

The rest of the half hour holds an introductory march and selections from Sigmund Romberg’s favorites, Lehar, Kern, Gershwin and Friml.

(Please Turn to Page 39)
To him for the past two decades, (Dick a K F Q Z as a singer, but who, through working of fate, turned announcer. a appear in retrospect to have been one of those happenings which often appear in retrospect to have been the working of fate, turned announcer. That chap was Bob Swan, who now is celebrating his twentieth year as an announcer in local radio.

A member of the announcing staff at KECA, Swan has been heard on the local air continually since he was thrust into the role of Mikeman. It was in the midst of a song recital that Bob's regular announcer was called out of the studio. No other I si II, Bob himself introduced his next number, and when time for the commercial rolled around a new air salesman was born. Bob has been "selling" via the airwaves ever since. We might add that, still filling in for his friend the missing announcer (who shall here remain nameless), he put on the air the program which followed his quarter-hour of song. Listeners liked him, the station "execs" liked him, and the following morning a phone call to Bob's home informed him he was fired as a singer—and hired as a member of KFQZ's announcing staff.

Born in Pasadena, Swan has lived all of his life in Southern California, first gaining popular recognition as a boy soprano. Later as a baritone under the management of L. E. Behymer, Swan gained note as a concert singer. The young singer gravitated to the infant medium, radio, as pianist and vocalist with popular bands of the day. He recalls the vast difference between modern studio equipment and the make-shift devices of those early days. "The first microphone into which I sang," says Bob, "was the diaphragm of a desk phone with the mouthpiece removed. The band played into an old college megaphone."

Network Salesman

In 1929, Swan joined KHJ as chief announcer, and it was during that period of his career that he first broke into "bigtime radio". He was heard across the nation on some of the well-remembered shows of early network days. Swan's voice it was which introduced such programs as "Guy Lombardo for White Owl", "Burns and Allen", "Bing Crosby for Woodbury", "The Sunkist Musical Cocktail with Louella Parsons", "California Melodies" with Raymond Paige, and the "Texaco Symphony Program."

Swan proudly displays the program notes from one of the latter shows, on which, along with the musical numbers to be played and the names of the soloists to appear, "Program Announcement by Mr. Robert Swan" (the commercial announcement, if you please) gets equal billing: "Ah, those were the good old days," he reminisces.

Swan left KHJ and for several months worked exclusively as announcer with Burns and Allen. Our bright young-man-about-radio next appeared as program director at KPAC-KPVD, and it was in this capacity that Swan introduced many new program ideas to local audiences. . His "Weaver of Dreams" and his role as "Lord Byron" in the historic drama series, "The Life of Byron", will long be remembered by his many faithful fans.

Speaking of faithful fans, hardly a day goes by that Bob does not receive a letter from some old friend who has been a fan throughout all of his twenty years as announcer.

From 1939 to 1942, Bob was a freelance writer, lecturer, and announcer, heard on many of the Southland's growing family of stations. In 1942, Swan joined the KECA-KFI announcing staff, switching to KECA in 1944, when that station was purchased by American Broadcasting Company.

For three years, 1930, '31 and '32, Swan was voted the top announcer for Southern California by the local radio editors. "I never felt it necessary to go to that fountainhead of fame, New York, to make a name for myself in radio," says Bob.

Bob is married, and with his wife (herself a career woman and prominent member of Los Angeles' teaching profession) he's a confirmed Hollywoodian.
ON TUESDAYS, he’s gawky, squeak-voiced and love-struck. But in person quiet Dick Crenna hints he’s unspooked by the girls! (NBC-Emmer Holloway Photo.)

Tuesday: 5:30 p.m.
NBC-KFI-KFSI

HEN angular Dick Crenna squeaks into "adolescent gear" for his role of Judy, NBC's "Date With Judy," most folks automatically make a hurt reach for their throats. But terrible for the tonails as it sounds, Dick's plaintive enactment of Judy's love-struck steady, "Oogie Pringle," is "doin' what comes natchly," and suffers no after-effects at all. He opens his mouth, he'll tell you, "and that's what comes out."

While the voice of "Oogie" is more or less as much a surprise to him as to anyone else, Dick gets most of his ideas for characters from living in hotels. His folks have been perpetual hotel managers for two generations, and at present own the Stevens in downtown L. A. Hanging observantly around front desks, tagging behind bellboys, "casing" house detectives, and riding up and down elevators, Dick has accumulated some amazing ideas about people, and a resultant collection of unique dramatic interpretations. His present specialty is comedy-juveniles, "But gee, I wish

A Date With "Oogie"

Boy Scouts and Bell Boys Have Ushered Bright Dick Crenna to His Present Microphone Career!

By Judy Maguire

I could play some of the old guys I've seen some time!"

Good Scout

Dick's first stance before a mike was taken as a Boy Scout. At Virgil Junior High, his speech teacher had a call from KECA (then just across the street) for seven boys to join in a new Scout show. Still wearing their dirty cords, Dick and a few other willing fellows caught the next green light and went over for an interview. Dick was with the program till it closed. And even now, a twenty-year-old freshman in college and an actor with a large-time schedule, he plays, with loyal affection, stupid Herman, one of the "two terrible tenderfeet" on KFI's "Scout Jamboree."

In the summer of '43, when a call went out for a new "Henry Aldrich," from country-wide auditions Dick Crenna and Dicky Jones were named final contestants. A New York trip for both established Dicky as "Henry," but Dick Crenna's records had been heard with interest back in Hollywood. Original "Date With Judy" producer, Dave Elton, especially wanted to try him as one of "Judy's" high school flames, a baseball player who gets indiscriminately and steadily. Dick went over completely, and was signed to change his voice around every time "Judy" developed a new mad crush.

At that time, the program was an unpretentious teen-age piece summer-replacing for Eddie Cantor, wherein "Judy" "simply died" every night the phone didn't ring, squab-

bled like a hellcat with her diary-pilfering brother, "Randolph," and held long soulful conversations with her girl friend, "Gloria." "Oogie" was just "one of the mob" in her expansive affections, facing crack competition from "Jo-Jo" and endless brainless and brawnless facsimiles.

As "Judy's" love for Oogie only grew to the great and consuming passion it is today, the show likewise progressed to a highly polished season-round family favorite, free of venom and infinitely human about puppy love and teen-agers. Casting and back-of-the-curtain personnel changed too, to include: pretty Helen Mack as producer, John Brown and Myra Marsh as "Mr. and Mrs. Foster," Aileen Leslie as solo writer and Sandra Gould as a new girl-friend. "Mitzi." Charming Louise Erickson and incorrigible Dix Davis are the veterans, having been "Judy" and "Randolph" since the show's inception.

At U. S. C.

For eighteen months during the war, of course, Dick abandoned his enactment of "Oogie" to tramp around in the Infantry down at Camp Crowder, and work with AFRS in an army show called "At Ease." His discharge was in August of last year, and immediately thereafter he enrolled at U. S. C, where he has a morning schedule of classes, leaving time for afternoon shows.

Dick has an ordinarily mature

(Please Turn to Page 39)
Dialing the Bowl

Famed Summer Symphonies, Marking Twenty-Sixth Season, May Be Caught on Sunday Radio Schedule

O MUCH music is being created in famed Hollywood Bowl this season that snatches of it are brimming over onto the airwaves. As in the past, the only concerts actually to be broadcast are those of "Standard Hour" (Sunday, NBC-KFI, 7:30 p.m.). But throughout the week, many local stations are offering listeners "preview" programs. Chats with Bowl artists and samples of Bowl fare to be served during the immediately following days comprise these broadcasts.

"Previews" have been scheduled as follows: KGFC, two or three times weekly on the "Musical Digest" (6:00-8:00 p.m.); KFWB (Sunday, 9:15-9:30 p.m.); KECA (Saturday, 1:00-1:30 p.m.); KFVD (Sunday, 6:45-7:00 p.m.); KFAC, once or twice a week during the Sloane program ("Hour of Music", Monday-Friday, 7:00-7:30 p.m.); KRKD (Tuesday, 2:00-2:15 p.m.); KNX (Saturday, 3:30-3:45 p.m.); and KWKW (Sunday, 6:30-6:45 p.m.).

PART OF THE GREAT BOWL orchestra in rehearsal, with Bruno Walter conducting from the podium. (Otto Rothschild Photo.)

AMPARO AND JOSE ITURBÍ appear on Sunday, August 17, she as piano soloist and he as conductor.
"The Gray-Haired Bobby-Soxers"

(Continued from Page 33)

Bakewell at Universal Studios one day during the shooting of "All Quiet on the Western Front," when director Lewis Milestone saw him and signed him for the important role of Kemmerich. That renewed Ben's film career. But by a sudden twist of casting, he began playing so many " heavies" that his unhappy demise at the hands of Alice Brady made him decide to call it a day.

Radio interested him, and in 1934 he got his own program, entitled "The Hollywood Boulevardier." In the past years, Ben has announced the Edgar Bergen, Herbert Marshall, and Carnival shows.

Ben's radio activities now are among the most prolific of anyone in radio, with a general average of thirteen shows a week. He relaxes by sitting down to a leisurely dinner, when he catches up on his reading and correspondence. The Fan Club loves to supply Ben with home-cooked treats, and yes, him with cakes, pies and hams. It seems he's still eating birthday cake. The members couldn't decide on one cake, so they baked him four!

A Date With "Oogie"

(Continued from Page 37)

voice, which he uses for dead end kids, cowboys and love interests, as the calls come in. He's been cub reporter "Tommy Brook" on the Charlotte "Rumpleet" radio show; Marjorie's boy friend, "Keith Kelsey," on "The Great Gildersleeve;" and "Stoney," the psychoneurotic menace, on "The Monster in the Mansion" episode of "I Love a Mystery." The Remmings are the one who cut off Uncle David's right arm and put it in a cake of ice? he prompts. "My sister finally killed me with a poisoned hypodermic needle." Arch Oboler and Orson Welles have used Dick, too, in numerous dramatic sequences, and he's been an important romantic lead on many "Silver Theatre" plays.

A terrifically appealing youngster who has stretched up to almost six feet since November 30, 1926, Dick smiles easily and talks like a typical "juke box leaner," but he's quite silently that he's much more adult than he seems. He and his dad never miss a sporting event, and especially like any good football game. Dick thoroughly enjoys athletics; played basketball and high-jumped in school, and now regularly swims, hunts and hikes. He doesn't like to fish, because he has to stand in one place too long, but hasn't yet tried fly casting. "I suppose I'd be crazy about it."

He's addicted to hobbies, and tries a new one at least every month. He went "mad for magic" not long ago, the same for wood-carvings. Both sets are now stuffed obsequiously in his closet. He's sold a few designs for letterheads, and has a tack for illustrating. A convert to his trade, he listens to the radio continually when ever he's at home, and has no mind of his own regarding favorite programs.

About the women in his life and off-mike, is he as desperately devoted to one of them as "Oogie" is to "Judy"? If you ask him, he'll like as not stare absently at the floor, then past your head, and after a deep pause, say... "Uh... Any other questions?"

"An Evening With Romberg"

(Continued from Page 35)

allowing for the appropriateness to the vocals of soprano Ann Jamison or baritone Bill Bendix. A little reportorial snooping turned up the fact that Miss Ann Jamison is in reality a "Mrs.," living quietly in the Toluca Lake district above Hollywood, where she spends a good share of time keeping her house neat and a maternal eye on her two youngsters. This is Ann's first season with the Romberg showcase, and she terms working with him "grand."

Mr. Schmidt is a Chicago professor, attached to the Chicago Musical College nine months of each year. Radio isn't new to Reinhold. This is his third season with the Romberg concerts, and for fourteen years his baritone has been heard on the "Contentsed Hour." As to moving to California, he states: "I'm only one-quarter of that decision. My wife and two children still like Chicago pretty well."

Twice a week the two singers go to Mr. Romberg's Beverly Hills home, where they go through the main rehearsal of their numbers for the fol-
SEND-OFF PARTY for blonde Bette Dubro, heard for past year as Gloria with "Hour of Charm". Bette left to debut at Rome's outdoor opera season, singing Amneris in "Aida". Left to right: Vernelle Welles, trumpeter; Eleanor Fine, first piano; Bette; Joanne Jennings, vocalist; Erica Bourquette, violinist; and Viola Smith, drummer, at whose home party was held.

CHIEF COMPONENTS of "Sam Spade Detective Agency" are Howard Duff, left, who plays title role, and Lucrene Tuttle, who is secretary, "Ellie Perrine."

SEEN ON THE RADIO SCENE

EDWARD ARNOLD, who enact leading roles on "Mr. President" series, here gives reassuring kiss to Met Opera and "Telephone Hour" artist, Helen Truempel, when she received honorary degree at U.S.C.

PHIL BAKER takes time off from "Take It or Leave It" to inspect projects of some of youngsters from L.A. Associated Boys Clubs. Left to right, Martin Gollub, Robert Castorino, Don Brossard.

KFWE's DICK FISHELL interviews Frank Sinatra before the Joe Louis exhibition match recently held at Gilmore Stadium. Said Frank: "Some people like to watch horses race. I like boxing."

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