Merle Travis
Hayseed Rides Hooper
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TOP RADIO ACTOR: Ex-Prof. Practices What He Preached
(FPAGE 8)

FLYER'S WIDOW: MAKES LIVING ON THE AIR (PAGE 5)
Sirs: It's not often I bother to write a "fan" letter, but I am very indig- nant concerning the anti-Breneman letters. In the first place, the letter from Evelyn Carstairs contains one definite error. Tom has mentioned Galen Drake personally so many times, and even had him on his pro-
gram.

We have listened to Tom for years, from my five-year-old daughter to my 86-year-old mother, and we all enjoy him. I've often wondered how he had the patience to deal with some of those women, especially those who are determined to say hello to every relative who isn't there.

Tom needs no defense from me, but as a thank-you for the hours of pleasure he gives, I am writing this letter.

Catherine Downs, Los Angeles, Calif.

Sirs: Was interested in the inquiry of a reader who wrote to your "Ear Inspires The Pen" asking about Louise Johnson, astrologer, who used to be on the radio. A neighbor tells me that the last address she had was Louise Johnson, Linden Avenue, Long Beach, California. So you can see, she was very well known. Although I am not interested, particularly in astrology, I remember her talks were very entertaining.

Your further tip in tracing Louise Johnson may prove quite helpful to concerned readers, Miss Downs. As we answered, a column or so ago, we have been almost completely unable to locate Miss Johnson beyond such strag bits of information as this from you. At best resorts, she was believed to be ill, but her exact whereabouts were unknown.

Julia Stevens Delphina, 20441 Southwest Lange Drive, Santa Ana, Calif.

Sirs: I have just read the July 27 edition of your magazine, and I think I've found a miscalculation. A reader praising the "Adventure Par-
ade" program said it was on KJH at 3:45. I have listened to this program for the last six weeks at 5:30.

Could you please print a picture of Harry Barrell and also one of Harry Barrell?

"Ear Inspires" columns are formatted a few weeks in advance, so, as our stories, and the time the listener wrote "Adventure Parade" had not yet been shifted from 3:45 to 5:30. We have used Howard Duff's picture again and again in this column, and wonder if you would mind watching out for October issues for the big Howard Duff-Sam Spade zine. Are they planning? Herewith, Harry Barrell.

Harry Barrell

Sirs: I love children, but detect the parents who drag their wee ones up in front of a microphone to show off their pretty clothes and reveal the frightful lack of training and care in their upbringing.

I have heard Kenny Baker on "Glamour Manor," Art Linkletter on "House Party," and the emcee on "You're Only Young Once" try to coax a tiny word of respect from these fledglings, without result. Every response seems to be composed of "yup, uh-huh, nope, naw, huh-huh, and yeah."

I try to never miss a program featuring children. We have none, but through the productive ability of our kitty, Teddy, I know many children in our community who come for Teddy's babies as their future pets. These youngsters are wonderful. How I love to talk with them. They prove youngsters can be civil and dear, and good company. Why, then, do parents permit these little leaders of the future to air their arrogance and show unpardonable disrespect to men of radio, most of whom have children who say "yes sir" and "thank you sir?" We miss dear Cliff Arquette, whose swell son says "yes sir" and "no sir." We hope Cliff is back soon. Thanks for placing Ra-
dio Life in Canada Park.

As we've already told our readers, Cliff has been slated to return with the "Point Sublime" show early in October.

Mrs. Jack Christman, 21024 Sherman Way, Canoga Park, Calif.

Sirs: Wouldn't it be possible for ra-
dio to leave Louella Parsons to her typewriter and save her voice so far as the listener is concerned? Her voice seems not synchronized to the air waves. No one could know this better than the good lady herself. I've heard better speech and diction from four-year-olds.

Second! It seems to me a great in-
sult is being blinded one of the oldest educational programs in radio, namely "The Chicago Roundtable," which has been relegated to 11:00 p.m. on Sundays. Surely at this time of night, most elderly and middle-
aged people and all able students who have an interest in such pro-
mists must be sound asleep. Those who are still up and about have no more interest in this type of series than the plutocrats who have put the program at that time.

The "Chicago Roundtable" has stood the test of time. I know many with me, I am very selfish of Station KFI not to give it an earlier scheduling. How could listeners and shut-ins have a better chance to hear three or four scholarly professors and certain leading statesmen bring a discourse on current matters right into their homes through the radio...but who is going to be sap enough to wait up for it until 11?"

L. A. Bennett 863 Sapphire Street, San Diego 9, Calif.

Sirs: In your July 27 issue, "Ear Inspires The Pen," I note you state in large print that Benton Alexander of "Heart's Desire" is a native Cal-
ifornian? Seems something wrong there, as he says he was born in Nevada. How about it?

We're COVERED with confusion. Das-
tardy sources assured us that Ben was born in California, whereas he has just been here since maybe two, (Close enough?) But being completely techni-
cieni, he WAS born in Stonefield, Ne-
braska, and we're sorry we made so bold as to print our mistake in king-size type...of all things!

Bill Kramer, Yucca Valley, Calif.

Now! SINGIN' SAM DAILY KJH MON. 12:45 THRU. 11:00 P.M. FRI. WILSON'S B-V GOOD GRAVY! YES!...and meaty soups, sauces, seasonings. WILSON'S B-V...tasty concentrate of beef—with vegetable flavors.
J. E. Bates, Box 647, Elsinore, Calif.

Sirs: Answering the letter of Mrs. W. R. Rae, 212 Hill Street, Ocean Park, in the July 6 issue. Will say that I too am much annoyed by too frequent commercials. If it continues, it is our own fault for we should refuse to deal with these pests. A few years back there was started a chain called the "do not patronize club." The letter asked that we contact at least five persons and ask them not to patronize anyone who used more than two commercials. The program was a fifteen-minute broadcast. We should write the offenders and tell them they are killing off all desire ever to trade with them again. When they start to lose business, then and then only will they reform.

Sometime ago, when Amos and Andy were being sponsored by Campbell's Soups, there was a short commercial at the beginning of the program and then the program went through without interruption until at the close, when most of the advertising was done. This, to my way of thinking, was ideal. The show and the sponsors made many friends. A particularly offensive broadcast right now is a certain upstairs clothing house which has a news broadcast at seven each weekday morning. They get in four plugs and interrupt the program twice. I used to buy from them, but never again, at least while they keep it up. Let's more of us write to the offenders and give it to them straight.

A skillful program, Mr. Bates, and we're grateful for your information about the "do not patronize club." Many of our readers have been asking for details on this organization, and you'll doubtless be hearing from them soon through the columns. Also, if you have a more definite writing address, Radio Life would be grateful to know of it for future inquiries.

Sam L. Spiegelman, 2651 Marsh Street, Street, Los Angeles 26, Calif.

Sirs: My wife was a recent winner on the "Baby Sitter Program." 7:30 a.m. to 8:00, KIEV, and I just want others to know about our experience.

As advertised, my wife received a beautiful orchid from the Town and Country Flower Shop, and just next door dinner was served us at the Monterey Cafe. After dinner, we were the guests of the Alex Theatre, (all this taking place in Glendale.)

Announcer Dick Whittinghill came to our house and sat with our children for the evening, and a very efficient baby sitter he is, (I found out after a talk with my son.) The treatment we received could not be surpassed anywhere and by anyone. We felt like celebrities. Mr. Cyr, the florist, personally showed us through his shop, and the tropical fish and birds he has there fascinated me. He also prepared a beautiful centerpiece of carnations while at the Monterey Cafe, where we were served champagne and a complete meal. The toping being a steak that literally melted in my mouth.

Worth mentioning is the service we received from Mr. Neilson, the owner, the hostess, a waitress and the chef himself. I noted the cash customers received similar service, but we being contest winners received special attention. After dinner, at the Alex Theatre, we were seated in loge seats to enjoy a wonderful show.

One more feature is that for one week my daughter's diapers are to be done free by the Valley Diaper Service. A contest worth winning, and a program worth hearing, I say! Incidentally, Radio Life told the Dick Whittinghill-hosted Sitter slug in the September 14 issue.

Mrs. Gloria C. Gustner, 15345 Bledsoe Street, San Fernando, Calif.

Sirs: Orchids to the swell job Bill Leyden does on the "Music Hall," also on his earlier program. Personally, I can't stand soap operas, and record programs are my meat. If Petrillo tries to mess up the disc jockeys, I hope he gets boiled in oil.

A bunch of stink-weed to the coward who wrote panning Crosby. If he had signed his name, he'd probably be in a hospital now.

I wonder if you can tell me how to go about getting tickets to Jack Benny's show? I think it's the best comedy on the air, and have been wishing I could see it since I came to California. Even if it takes a year to get them, I'd still like to try.

Jack Benny show tickets will be available through NBC's ticket-distribution channels when they return in September. Write to the program, care of NBC, Great Relations, Sunset and Vine, Hollywood 28, marking your envelope "ticket request." And may we suggest that you mail your letter at the very start of the season, since this program is "Sold Out!" faster than almost any other on the air.

Emily Burgess, 1256 Elden Avenue, Los Angeles, Calif.

Sirs: I have read a letter from Mrs. Roberts in your July 20 issue. If she is interested in hearing canaries sing, "Hal Nichols' Memory Room" on KFOX at 6:30 p.m. has a pair of canaries which are a joy to hear. Thought she might like to know, even though it isn't a "chorus," and hope she enjoys them.

(please turn to next page)

Embellishment, zany emcee of "People Are Funny," is back on the air each Friday night at 8:30 with the program that delves into the reactions of individuals on the street and in the studio.

CARL M. BIGSBY, Publisher

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THAT'S KFI — DIAL 640

Advertisement

Page Three
FAMOUS LOVE STORIES

HELOISE—Abelard was her teacher... and together they learned more of love than of learning. They married—but at the church door they were parted, seldom to see each other again.

WHITE KING SOAP

Quick Dissolving

"IT TAKES SO LITTLE"

You'll Love

White King Soap means real washing efficiency. White King Suds dissolve quickly, completely—to wash off surface dirt—wash out hidden dirt. And in the dishpan, White King makes dishes gleam. Try White King—you'll love White King.

(Carried from Preceding Page)

C. Canfield, Glendale, Calif.

Sirs: Why don't we hear more about Bill Leyden, our favorite disc-jockey? He's tops with all of us. You didn't even have his picture or mention of his award and his wife as you did with all the others. Why? Have you something against him? We haven't read an article on him for some time. Everything we have read has been so formal, just about his radio experience, which is all past history, and his war record. Why not something about his hobbies (we know he has tropical fish for he talks about them on the air), the furniture, and his wife have made by hand, and his favorite foods, for he has said a great deal about the delicious recipes his wife has and that a swell look she is. Hope Bill wins the disc-jockey contest too!

Bill is a very fabulous fellow, and there was enough material about his career to more than make a story. We have put your requested questions to him, though. He does keep eight aquariums of tropical fish in his living room alone, and is one of the leading authority in this area on their care and culture. He and his wife made all their cabinets, tables, etc., out of blonde wood, but Bill says it's all ripped out completely that he ever talked about it on the air. We also quizzed him about his wife's cooking. "When did I mention it?" he wanted to know, "Mr. & Mrs. Brier, 23. I don't believe in spelling my women—even though she is terrific. But since you ask, I like foreign foods best, especially Hungarian dishes." Check! Check!

Mrs. Ella E. Morrow, 7424 La Jolla Blvd., La Jolla, Calif.

Sirs: Two very clever musician-entertainers, who should be heard by everyone, and who really make your feet start dancing whatever your age, are "The Todds," Dottie and Art, "The Mr. and Mrs. of Music," who harmonize together every Monday through Friday on CBS at 4:45 p.m. How about a picture and story about them in your fine magazine, which keeps us so well-informed on all our radio favorites? The Todds differ from so many other modern-motion-picture makers because when they play and sing it is true rhythm and smooth harmony.

Check! Our Men and Women of Music Series will be calendared for a future Todds story.

Haskell Issenath, 3265 Bennet Drive, Hollywood, Calif.

Sirs: "Saludos Amigos" on KGFJ every a.m. at 7 to 8, with Eileen Salinas as the announcer. Sheldon Bren is my answer to the cry "give us something different in radio." The music on "Saludos Amigos" is delightful, and the ad-lib clowning, slightly terrific! Look into it and give us a story and pictures?

Thanks for your story-suggestion, and it's been chatted for one of our forthcoming issues.

Dave Taylor, Foote, Cone & Belding Agency Producer, Hollywood, Calif.

Sirs: Noting a letter from Mr. Harold Anderson in your "Ear Inspires" column, regarding the "Richard Davis" program casting, I should like to reply, giving a list of the actors most often heard on the show recently.


One thing, however, does puzzle me, and I'm asking Mr. Anderson's statement, "Some night a different actor is going to be murdered." Now, out of thirty-nine shows the murder has taken place in thirty-one of them before the program went on the air. Therefore no actor played the part of the man being killed. As the producer of the show this, of course, worries me, because it means that the story was not clear, at least to one listener.

Miss Karen Turnbow, 535 San Gorgonio, San Diego 6, Calif.

Sirs: I have just finished my Radio Life for the week of August 10. I was very pleased to find a story on "Ooglie." Wonders will happen! If all the "Date With Judy" fans could get a look at "Ooglie" they'd think that "Judy" had very good taste in boys. For such a voice, Dick Crenna is very good-looking, and not at all what you'd expect from hearing him. I also think Nelson Eddy is wonderful, as he appears on the "Kraft Music Hall."

Mrs. Julia T. Young, 3103½ Altura Street, Los Angeles 31, Calif.

Sirs: Louise Minnison, astrologer, in answer to one of your readers' questions) broadcast for Old Gold Cigarettes over KNX in 1931. She was very entertaining, and I still have the horoscope she made for my son, prophesying very accurately that he would become successful in the silk business.
Beautiful Jeanne Grey Has Experienced Both Success and Tragedy. Her Program On KMPC, "A Woman Talks", Utilizes Her Charm, Philosophy, Great Intelligence.

Joan Buchanan

Jeanne's a graduate of Hollywood High and lived most of her childhood in Hollywood, but has never appeared in a movie. She went to New York to study painting and design at the Art Students League. She gave up the idea of clothes designing when she decided she was more interested in people than she was in clothes—and there's something self-centered, it seemed to me, in designing your own clothes!

Jeanne's childhood background brings to the fascinating days of an earlier Hollywood. Her father, an electrical engineer, was employed by the studio, and he moved the family from Seattle when Jeanne was five. The movie sets on Sunset Boulevard were her playground. Her father worked for all the picture pioneers, including Mary Pickford, Charlie Chaplin, Sennett, De Mille and many others. "Remember the old machine that Charlie got caught in, in 'Modern Times'?" Jeanne reminisced. "That was one of Father's constructions. He also made the best lighting ever used in Hollywood. They make stock shots of those things, you know, and keep them in film libraries. To this day Mother and I will be watching a movie and suddenly there'll be a storm scene and Mother will nudge me and whisper, 'There's Daddy's lightning!'"

You can see that as the daughter of a man who invented lightning, Jeanne was destined to be something extra-special! She more than lives up to that promise. In fact, her lovely features hide a mind of such facility and intelligence that we can well imagine that the usual male, babbling in an effort to make an impression, must sound very silly to (Please Turn to Page 32)

LOVELY Jeanne Grey of KMPC's "The Woman's Voice" had decided after her marriage to Lieutenant Colonel John R. Herbst last year to give up her writing-singing-acting career and, as she put it, "to be a housewife and shine in the reflected glory of my husband". The reflected glory was considerable, too. Lieutenant Colonel Herbst pioneered jet aircraft and was looked to as one of the leaders in that field. Jeanne and John were married July third of 1946. On July fourth, while giving an exhibition flight of jets, Lieutenant Colonel Herbst crashed at Del Mar and was killed.

Jeanne decided to return to the work she knew best—entertainment—but with a purpose. She got an idea for a radio program and wrote it herself. The first place she took it was to a large local department store. They gave it one look at the beautiful Jeanne and offered her a position as fashion co-ordinator and buyer. "It was tempting, but I didn't know anything about buying," Jeanne smiled.

She sold her program on the next try and we have heard that one of the heads of the station is rumored to have remarked the first time he saw the blond and beautiful Miss Grey, "Put her on every program we've got! She's the best-looking woman who ever walked in here."

It's the inner beauty that must come over the air, however, and if you've heard Jeanne's program, you'll agree that it does. "It's all women," she says of her program. "News and for women—a guest out-standing in her field and a bit of applied psychology called 'For Women Only' for romance and appeal." Some of the guests who've been heard with Jeanne are Zuma Palmer of the Hollywood Citizen-News, Mrs. Leiland Atherton Irish of the Hollywood Bowl, Mrs. Valley Knudsen, head of the women's division of the Chamber of Commerce, Mrs. Curtis Albro, only woman police commissioner in the country, and the famous hat designer De Villars.

Fine Background

Jeanne's background encompasses almost any field related to radio and her program. She appeared in film comedies with Bob Hope in New York, with the Helen Hayes company at Suffern, New York; she was with Danny Kaye on the New York stage in "Let's Face It!", in "George White's Scandals", summer stock in Skowhegan, Maine, and in the Merry Widow at the Paper Mill Playhouse in New Jersey. She also wrote fashion commentary and modeled for Vvyan Donner's Twentieth Century-Fox fashion newsreels, wrote and sang her own songs in night club engagements, including one at New York's Monte Carlo. One of her songs, "The Army's Made a Woman Out of Me", was used by the Army for WAC recruiting.
SHE'S JANE POWELL now—the star of "Holiday in Mexico" and young take-over of the Sinatra show last season—but when this picture was taken she was little Suzanne Buns, who had just been named as a "Hollywood Showcase" contest winner on KNX. (KNX photo).

H. ALLEN SMITH is the well-known author of "Low Man on a Totem Pole", "Lost in the Horse Latitudes" and many other best-selling humor items... but did you know that he was once heard on the old Blue Network's "Swap Nite?"

You'll Be Looking Forward to Looking Backward In Our New Series of Old Pictures of Radio Days.

T'S FUN to look through a family album and reminisce over the good (and not-so-good) old days — and it's even more fun to go through an old picture file. We hope that you'll exclaim over these pictures from the radio past as we did, and that they'll bring back memories to listeners who "remember when."

ED WYNN was "FIRE CHIEF" and the star of the Broadway hit, "Boys and Girls Together" when his young (and unknown) son, Keenan, stopped by the dressing room to tell his father he had just been signed for his first radio series, Mutual's "Amazing Mr. Smith."
LITTLE LOUISE ERICKSON was only thirteen when this picture was taken, but already she was playing the role of "Edith" on "Date With Judy". Nowadays, of course, Louise is "Judy" on the show and "Marjorie" on "The Great Gildersleeve".

REMEMBER KMPC'S "HERMIT'S CAVE," the grand-daddy of the local scare programs? It was heard every Sunday night at 9:30 back in 1941, and here, bent on scaring listeners to death, are Williams Hall, Shirley Crowell, Walter Arnold and Bill Forman.

FIBBER MCGEE AND MOLLY in the person of Marian and Jim Jordan have been favorites with audiences everywhere—even before radio. (People in Omaha, Nebraska, still talk about the days when the Jordans were with the Empress Stock Company.) Here they are in the days when their act included some sharp dueting—maybe you remember it from their old "Smackout" show. (Theatrical Chicago photo.)

EDDIE ALBERT IS THE STAR OF ABC's "Eddie Albert, Attorney at Law", but when this was taken back in 1937 he was one half of "Grace and Eddie Albert, the Honeymooners". In this shot, the show was being televised—remember? It was just around the corner. (NBC photo.)
A PACKED-TOGETHER MAN with tremendous dignity is Herb Butterfield, who thoroughly believes that acting is something more than “a collection of stock character voices,” and who further calls drama “an almost metaphysical interpretation of human life.”

As the story progressed, she aged twenty years without benefit of make-up? It was all in her thinking . . . all from within!” The British and the Irish, Herb also ventures, are the world’s great dramatists. “So much of their experience is gained through constant shifting of roles in traveling repertory companies. The repertory stage, in fact, is a neglected one in America. There is no finer place for an actor to learn the real dignity of his profession.”

One Experience
With the fervor of a true thespian, Herb believes that drama can apply

Versatility vs. “Voices”

That’s an Argument of Technique. Accomplished Herb Butterfield Is A Crusader for “Spontaneous” Art.

By Judy Maguire

T DISMAYS adaptable Herb Butterfield when a producer queried: “How many voices can you do?”

“T’m an actor,” Herb countered. “That means I’m supposed to be anything you want.”

For Herb, (one of radio’s most qualified and adroit performers), sees drama as more than taking a script and making noises. The art of expression, he contends, should be a “tuning-in” process with the very “thought” of the role, not a meaningless mouthing of words in different pitch and dialect.

Years ago at the American Academy, Herb learned a subtly influencing principle from Edward Goodman. It was to “let the character take charge.” Applying the theory to his own emoting, Herb has found it “a very disturbing thing” to be out of character at any time. The speech mechanism is such a very sensitive one that the slightest projection of your own personality over the character’s can put you alarmingly off kilter.

Further illustrating this “intuition of interpretation,” Herb cites English actress Celia Johnson’s work in “This Happy Breed.” “Did you notice,” he asks with enthusiasm, “how, as the

Page Eight

ances in the Fort Wayne Civic Theatre (which, incidentally, Herb started and directed), he was accused by an intent young man with a curious proposition. “Mr. Butterfield,” the fellow began, “you have something I want and I’m willing to pay for it! I’ve watched you act at the theatre, and every week you’re different. I want to be able to do that.”

“You mean you want to be an actor?” asked Herb.

“Not just to express that same change of emotion in my own life and business. And I have a few friends who feel the same way. Would you be willing to teach us . . . in some sort?”

Not a bit confounded, Herb got the group together. “It was a very revealing experience!” he exclaims. And a series of lessons on “being dramatically alive” established amazing results. The class included some very shy and inhibited young people, oblivious to almost everything but the ordinary processes of walking, working, eating and sleeping. So Herb made a project of “keying” them all to a new “awareness of existence” . . . getting them to actually feel the emotions of sorrow, ennui at observation on every hand. The project, Herb contends, enriched him as a person as much as, if not more than, any of the youngsters he helped. “An actor,” Herb adds earnestly, “can never stop growing . . . either emotionally or mentally.”

One Man’s Face
Just how precisely he can put these principles across the board has been proven by Herb again and again. He had a startling experience, for instance, as he was going in the stage door one night (also in the Civic Theatre) and a young man came out who didn’t look at all as though he belonged backstage. Herb briefly scanned the stranger’s face under the dim lights and was impressed with its character. “Some day,” he mused to himself, “I’ll try interpreting that man in a play.”

Eventually, a part came along which fit. Herb did the role exactly according to his one impression. After curtain, the juvenile lead of the company stopped him off-stage. “Do you know who you were playing out there, Mr. Butterfield?” the actor asked. “That was my father. When did you ever see him?”

Together Herb and the boy compared notes. The youngster’s dad (a philosophy professor at the university) had been in to see his son on the very evening Herb had had his encounter. An introduction established him definitely as the same stranger Herb had seen!

Although Herb loves the “ritual” of the legitimate theatre, he finds radio a “wonderfully stimulating profession.” He especially enjoys the scope for characterization which an artist dramatist’s career affords. Some of his most satisfying radio works, he recalls, was on “The Human Adventure” in Chicago, where in one sea-
For Love o' Mike (General Comment)

What About Webb?

Now that the melodramatic "Johnny Modero" is no more (as of the broadcast of September 3), somebody should come up with the right idea for title-roller Jack Webb. Ever since the initial broadcast of "Pat Novak for Hire" and the resultant mail that flooded our office with the query "Who is Webb?", we, along with our readers, have recognized the Webb contribution to radio histrionics.

We hoped that "Johnny Modero" was his reward. As it turned out—it wasn't. Jack Webb is one radio-ite who hit the last, the "at liberty" tag for long, but whatever he gets, it should be good!

Rumors Are Flying

Rumors along Radio Row currently are that: Buddy Rogers may be the latest to tackle radio with a Major Bowes type show. Edgar Bergen wants to produce a Scandinavian travelogue with himself and McCarthy as narrators. . . . Craig Rice is working on a give-away show with crime-solving twist that will give the solver the largest prize ever reaped in radio—$50,000! . . . Family comedy starring Mary Jane Croft and Herb Vigran, titled: "The Dingwells" may air soon. . . . "The Zane Grey Show", starting on Mutual soon, will have access to nearly fifty unpublished manuscripts turned out by the late master of western writers. . . . Screenwriter Emmet Lavery may sue Mrs. Lela Rogers for $1,000,000 because of her synopsis of his coming stage play heard on "American Town Meeting"—he claims his backer withdrew because of it and he may not be able to meet the deadline for posting his Equity bonds. . . . CBS will have everything if it bows with the new biggie titled, "Best Show of the Year", in which top radio stars will re-deliver what they consider their best past performance . . . . Eddie Dean is talking business for a return to the air this fall. . . . "Grand Ole Opry" will be the first hillbillies to tackle Carnegie Hall. . . . Radio star Bill Conrad ("Warnez" in "Johnny Modero") may play the title role in the movie life of Babe Ruth . . . Joan Crawford's dramatic audition, waxed last week, looks like an air bet . . . . Edgar Bergen, disappointed over his opening show, may change format.

DON'T BE A MissDit!

NEXT WEEK

Next week, Radio Life readers are privileged to go behind the scenes at CBS and visit the bustling newsroom at Columbia Square. Here an average of ten hours' work for fifteen minutes of air news keeps the place humming. You'll be intialed to learn how carefully and intrinsically your news is prepared for you—our candid pictures, of course, bring the cold facts to life.

"There's more excitement on a coral reef than blood-and-thunder murder," says Producer Ed Burton of Mutually's new series, "The Voyage of the Scarlet Queen", featured in next week's issue. We introduce you not only to the show's cast members but also to the group behind the shows—Command Radio Productions—men who keyed so successfully together at Armed Forces Radio Service that they decided to continue their association in the newsroom of CBS!

Next week, Bill Gargan, star of "I Deal in Crime", makes strong defense of whodunits. He writes a straightforward article, not especially as a radio personality, but more as an average listener and father of two sons. KFI's personable Bob Phillips is profiled. Pouleena Carter explains how a young and talented pianist leads a "normal" life. Murriee "The Hart" of Hollywood is cross-examined and Ted Bentley's story is told. Ted, incidentally, was prevented from engaging in active sports because of weak eyes, but seems to have found a fine air niche for his sportsmindedness.

"Movies vs. Radio" is title of a controversial story based on a Theodore von Eltz interview.

We here at Radio Life think it sounds like a swell issue, but we'll leave the final judgment up to our family of readers.

What say?

Variety Does It Again

Variety, the show business weekly, has tagged another phase of the entertainment field with its own nomenclature. In this week's issue, it's calling football games seen on television, "grido. Get the plus video equals grids. Or at least that's the way Variety figures it.

Your Cue (Shows You May Like)

Smillin' Ed McConnell

Smillin' Ed McConnell (KFI 9:30 a.m. Saturday) has what it takes to entertain an audience. The kids who listen to radio found that out long ago—now we think a few grown-ups ought to find out about him. If you are the nice sort of grown-up who enjoys hearing children enjoy themselves, just for fun try Smillin' Ed some Saturday morning.

Smillin' Ed knows how to purvey that harmless blood-and-thunder type of tale that brings the howls of delight from his young audience at the curtain. Wild animals, jungles, and adventures figure prominently in these stories and the melodramatic builds to the violence demanded by the small fry. Good manners, resourcefulness, and, of course, are always triumphant over Wrong.

The clever, nonsensical songs sung by Smillin' Ed and "Froggy" are also attuned to special childish demands. That they more than fulfill their mission is proven by the tumultuous reception accorded each.

Joyous and suitable music is provided by John Duffy at the organ and Ken Cameron at the piano. Announcer Archie Presby doubles as "Froggy the Gremle.n" and does a heroic job of getting laughs from the juniors. Smillin' Ed coerces the kids gently into asking mother to supply them with a certain kind of shoe.

Our favorite part of the program and something we try to catch every week is the wonderful moment when Smillin' Ed says something like, "Come out from behind that curtain. "Froggy", and let the kids see what you look like."

The noise set up as the mopets catch sight of what we guess to be Presby decked in full frog regalia is something to hear.

"Man Named Jordon"

All the color of a native quarter in Cairo emanates from CBS' Saturday.

(For Next Week stood here).

Page Nine
All you homemakers have undoubtedly discovered the new show which KECA presents especially for you each Monday thru Friday morning from 10:55 to 11:15...That's the "Betty Crocker Magazine of the Air."

The Betty Crocker Magazine of the Air covers a wide range of feminine interests, including homemaking advice designed to save midday time and money, general and fashion news, and luncheon ideas. Mrs. Susan Adams, widely known home economist and member of the National Home Economics Association, is editor-in-chief, and Elin Boucher and Virginia Taylor Klose are associate editors.

Another of KECA's daytime shows which deserves mention here is the morning drama, The Listening Post, heard on Monday, Wednesday and Friday at 11:50. Hot-off-the-press magazine stories are featured in special dramatizations by a cast which includes the very best talent available...Here are plays of nighttime quality for your daytime listening...This lovely young actress is Marilyn Ertkine, who is frequently heard on the program.

790...It's the Spot...

AROUND RADIO: Two of ABC's great Tuesday night programs...America's Town Meeting and the Boston Symphony Orchestra...are featured in the new March of Time documentary film on radio, titled "Is Everybody Listening?"...Lassie, canine star of the cinema and now a radio headline, has a new trick...She wakes her master, Rudd Weatherwax, on Sunday mornings, making sure they won't be late for their noontime broadcast...You've probably thought, as I did, that Gershwin's "Rhapsody in Blue" was Paul Whiteman's favorite record...But, queried on the subject, the disk spinner (12:30 p.m. Monday thru Friday on KECA) says his favorite of all the records he's made is "When Day Is Done"...Speaking of music, William Stoess, musical director of "The Greatest Story Ever Told," has one of the most difficult assignments in radio. Each week the conductor-composer must play music that is religious in theme but must not be identified with any particular sect. Consequently, Stoess spends a great deal of his time at the piano writing original music for each Sunday's play...Have you heard the A. Pearce show since that trouper and his gang returned to the air over ABC-KECA on Saturday mornings at 8? Lend an ear some Saturday...There's an hour of fun to brighten your morning.

790...It's the Spot...

Movie commentator Jimmie Fidler, now back on the air after his short vacation at the new hour of 7:30 p.m., has launched his second nationwide poll to determine the most popular person in the United States. In a similar poll last season, Bing Crosby was voted Frank Sinatra following in second place...Cliff Nor- ton, well-known Chicago actor, has replaced James Wang in the role of "Coo- nies" in ABC's "Terry and the Pirates" program...Incidentally, Bill Fein, who is "Terry" in the adventure series, has enrolled in Northwestern University for the fall term. This happy looking young man is Jay Stewart, who is now well into his second year as emcee of ABC's hilarious audience participation show, "What's Doin' Ladies...Still the gentle, friendly guy...Jay seems to be wearing well after approximately 15 months of the five-a-week stint (KECA at 2 p.m.).
ion or real, the English accents are uniformly soft, precise and Rath-
bonian.
It may be that this show was con-
trived by the simple expedient of
substituting the words' "footpad",
"cracksmen", "mendicant for the
usual "gagilla", "jump-guy", "con-
bumb", etc. We're beginning to like it
better that way.

"Facts and Fantasies"

The title is ambiguous on this KFWB
seven-a-weeker (Monday through
Saturday at 4:00 p.m. and Sunday at
2:00 p.m.) so you might not know
that they're giving away two trips to
Honolulu every program.

But you'll find out as soon as the
quarter-hour opens. Audible Jerry
Lawrence, a guest star, some of the
winners and a few thousand spec-
tators milling around Rexall Square
(point of origination) talk about noth-
ing else straight through the show.

Idea is that listeners enter any
Rexall Drug Store, write their names
and addresses on a tendered form, and
wait at home to be possibly picked
as winners of a Fan American Airways
Hawaiian trip. The program isn't ex-
actly big-time entertainment, but this
is certainly "Your Cue" to beat it after
some razor blades or vitamin pills. You
never can tell when they're apt to
yank your card out of that fishbowl!

Ray Wencel

Call it old-fashioned if you wish,
but the biggest laugh we got from
any comic last week was due to the
fast patter of Al Pearce's Ray Wencel
on last Saturday morning's show. By
making no attempt to emulate the
standard radio comedians or to try
for an "ad lib" performance, comedian
Wencel scored with us by laddling out
the gags—old, new and middling—
at such a pace that we found our-
ourselves rollicking over something we'd
formerly resented.

Here's some sample dialogue be-
tween Ray and Al to show you what
we mean:

Al: I do my work with my head.
Ray: Hmmm—pretty soft. I have
a greater racket.
Al: What is it?
Ray: I sell party favors to Howard
Hughes.
Al: Oh, fine!
Ray: . . . but I always lose money.

THE DAYTIME STATION
SUN-UP TO SUN-DOWN!

KOVL CLEAR CHANNEL TO
SWEET MUSIC
Always Pleasant Listening
TUNE IN 1580
TOP O' THE DIAL

"Those Sensational Years"

"Those sensational years" around
the turn of the century provided radio
with some outstanding personalities
and story examples of hard-earned
success. One such was Carrie Jacobs-
Bond, one of America's foremost cele-
brated creators of folk music.

Her story was picked from an an-
thology of famous tales to be pre-
seated Monday night over KECA at
6:30 as one of the first of a series,
called "Those Sensational Years,"
being presented at this time. Pioneer
reporter and commentator Gwynn
Ryan each week narrates the story,
and Rex Maupin provides the or-
chestration on these personalities
come-to-life. In Mrs. Bond's story,
Vera Speaker sang the beloved old
junes woven by the dramatization,
"The End of a Perfect Day" and "I
Love You Truly,"
Each week will see a complete
dramatized story concerning the life
of another such outstanding person-
ality, or a news event not soon
forgotten, but from which time is
taking the sharp edge.

By virtue of good writing and free-
dom from colloquialisms, this parade
of nostalgia attracts a wider audience
than merely those who can recall peo-
ple and events from 1900 to the
"twenties".

(Please Turn to Next Page)

"Make up" for YOUR HOME!

PLY-IT IS THE NEW LIQUID "MAKE-
UP" FOR EVERYTHING IN YOUR
HOME . . . FURNITURE, WOOD-
WORK, PAINTED WALLS, LEATHER
GOODS . . . ANY SURFACE YOU
WANT TO PROTECT, NO MORE
MARKS AND STAINS FROM WATER,
HOT DISHES, HOUSEHOLD CHEM-
ICALS . . . PLY-IT GIVES YOUR
SCRATCHED, SCRUFFED FURNITURE A
NEW LEASE ON LIFE. PLY-IT IS A
MIRACLE LIQUID. WIPES ON WITH
A CLOTH . . . LEAVES A BEAU-
TIFUL, GLEAMING, PROTECTIVE SUR-
FACE. 60c, $1.00, $1.85 and $3.55
SIZE BOTTLES, COMES IN MAPLE,
WALNUT, MAHOGANY, NATURAL
GLOSS OR SATIN ST O R FINISH! FOR
YOUR NEAREST DEALER, CALL . . .

ARMOLITE SALES CO.
Hillside 6188

Mfr. by
THE ARMOLITE CO.
3339 E. Pico Blvd., L.A.

Page Eleven
Radio in Review

(Continued from preceding page)

“In the Public Interest”

These items have been Precast for your attention, but we’d like to make repeat notice of two rather entertaining little “In the Public Interest” programs now airing.

One is KMPC’s “Casa Colina” show, broadcast from Mother Smith’s home for convalescent children in Chino, California, each Wednesday night at 9:45. Lief Erickson emcees, a guest record artist drops by, and platter music livens this unstrained quarter-hour. Nothing schmaltzy, and the cause is one well-befitting your attention.

The Community Chest, too, has put together fifteen minutes in excellent taste for KNX’s 1:45 p.m. Saturday period.

Huntley takes the script in the weekly “Inventory 47,” which actually gives you some worthy facts without the usual “what you can do to help” appeal.

Yes, your donations would be greatly appreciated by either purpose. But thank heavens the crusaders for such causes are beginning to realize that listeners want to be approached tactfully; that “if you’re not interested in contributing, hang around for our program anyway” says a lot more than a tin cup in the ribs and a fixing “What have you given, buddy?” look in the eye.

Playbacks (Critical Comment)

1960?? Jiminy Cricket!

There are two ways to approach any problem, the positive way and the negative way, and what makes for recompense for the faults of the ABC-Walt Disney musical documentary “1960?? Jiminy Cricket!” is that it was approached from the positive side. The hour-long dramaticatization heard last Tuesday night described the world in the next decade as it will be under ideal conditions. Every other radio documentary has told us what it will be like if the worst happens.

Using Cliff Edwards in his “Jiminy Cricket” role as narrator and “Donald Duck” and “Grumpy” as typical “show-me” types, the program used statistics from a scientific treatise, “America’s Needs and Resources,” as a basis for the dramatization.

On the debit side, unfortunately, “Donalds’” incomprehensible, though soulful, dialogue, the slow pace of some of the scenes, the dull

thud ending with a routine newscast and far too many references to “Wait” and his coming picture.

On the credit side were Bernie Green’s delightful music, Cliff Edwards’ personality, narration and singing, and the smooth production.

We’d mark ABC’s report card “A” for Effort and “A plus” for Attitude. We hope they pioneer this type of presentation again and often.

“The Lassie Show”

When announcement came out that a real live dog was to appear on the air in her very own show, fond interest ran high. Most people are natural for dog tricks, good or bad.

KECA’s Sunday nooner, “The Lassie Show,” has all the ingredients for a heart-warming little spot. It’s too bad to see them almost chucked overboard in the attempt at perfection. As long as it is a dog show, spotty performance is quite acceptable when friend pup is a little slow to respond.

For minute of fast action, however, there is the series of fast-paced, almost chucked (like smooth action on the part of a series of actors who imitate animals. Scripture Hobart Donovan, a well-known dog-fancier, understands his art and can make all he knows about writing, apparently. His stories haven’t enough room in them for star Lassie’s antics, and far too much effort in them is directed at comedy. There are many fine dog stories that must, by now, have become public domain, and these old standards could be used to good advantage. If only Lassie were permitted to participate a little more, it would bring the show out of the store to the milesiders at home. A few more of the star’s barks, whines or pantings during the show are preferred, rather than having her imitators entertain us, and who would care if she were a half-second off her timing? Let’s have more Lassie.

Then the show will be the joy to hear that it is to watch.

On Mike (About Studio Happenings)

Too Much Atmosphere

Too much of a good thing is worse than nothing at all—that’s what Stu Novins, CBS producer-director has decided. Novins performs these chores on Saturday’s “Western Farm Journal.” and in addition writes and narrates for the program. Last week, assisted by Robert Wilson, Novins journeyed to Sacramento to do an on-the-spot broadcast from the State Fair.

Aghast to discover that the press-radio building was half a mile from the building where the animals were kept, Novins took drastic measures to bring animal noises to the atmospheric background of his broadcast. (You know how radio men love atmospheric backgrounds!)

Stu strung a half-mile of wire to the pen where the new-born calves were dwelling, returned to the press-radio building and discovered that the calves refused to bawl a word—background or no background. He dashed back to the calves’ pen and asked a boorish child who was leaning on the fence why the animals were so quiet.

The farmer fetched the calves’ mother from a nearby barn and paraded her up and down in front of her children. They bawled loudly each time she passed. Slipping five dollars to the man of the hour, Novins hot-footed it back to his post just in time to go on the air.

The farmer’s steps in front of the pen had gotten shorter and shorter by this time. The calves, with mother in range, cried continuously, after vainly trying to make himself heard over his too-effective atmosphere, finally pulled the wire on his performing calves and did his broadcast quietly—and with a background of silence.

Somebody Following You?

Ever wonder about all those walking sounds that pop up in practically all radio scripts? We often have. It seemed impractical to us that the poor sound man would have to come from one pair of shoes to another throughout the broadcast in order to deliver the right step—but as it turns out, that’s just what he does.

Bernie Surrey, sound effects man for CBS’ “Whistler,” told us about it. He has a complete assortment of foot-wear for no other purpose than to wear while making “walking” sounds. “I like to put character foot-steps,” Surrey explained. “I have heavy squeaking shoes to sound like policemen and detectives, light dancing shoes for small girls, high-heeled and low-heeled shoes for the distaff side of casting.”

Next time we hear the heroine clattering down the street in a “Whistler” drama, we’re going to have a tough time forgetting Surrey and his slippers.

From Snickers to Symphony

The name Bernard Green rang a bell with us when the young American composer-conductor of that name was introduced at the final broadcast of the ABC Symphony’s season.

It wasn’t until the commentator credited him as conductor of the music on two radio shows, “The Fat Man” and “Henry Morgan Show,” that we realized it was none other than Morgan’s mad man of music. Bernie Green, who was getting the austral build-up.

Bernie conducted the symphony orchestra with the same dash that characterizes his radio music, and played as the final number on the program a
Off Mike (Personalities)

Treasure Hunt

Al and Betty Anderson, the treasure hunt contestants who at the close of last spring's "Truth or Consequences" show at NBC were commissioned by emcee Ralph Edwards to bring back a list of seemingly impossible items, made the most of their summer, and on the opening show this year came lugging with them to the studio six of the ten "hard-to-gets." The "hunt" was over, now came "treasure" time for the Andersons as rewards for the six items.

For a hair from Jack Benny's toupee, the Pasadena couple received a $500 diamond ring; for a band from former Mayor LaGuardia's hat, a complete outfit of clothing for both: for a sal- cellar from Senator Pepper, a vacuum cleaner; for a shilling from Sir Harry Lauder (for which they had sent him an American quarter), two gold wrist watches; and, for a copy of the President's favorite "Missouri Waltz," signed by Senator Taft, a gas refrig- erator. The President's signature was to have appeared on this record also, but, as Secretary Ross explained, the President's compliance to a signature request was prevented in fear of establishing a precedent. Mohandas Gandhi would not send the couple a piece of his famed sheet, but for his autograph on the sheet of paper bearing his refusal, Al and Betty received a deep freezer box filled with food.

The Andersons were unable to procure a partially smoked Winston Churchill cigar, or a hair from John L. Lewis' eyebrow. The clean, odorless ham bone they had sent to George Bernard Shaw for his signature and return to them was never heard of again. Nor did they obtain an auto-

graphed collar belonging to former President Hoover, "Truth or Consequences" contributed the prizes, but six solid senses of humor enabled the Andersons to deliver the goods.

GAGS OF THE WEEK

Mrs. Isabelle Noble, 4366 Westlawn Ave- nue, Venice, Calif.
Heard on "It Pays to Be Ignorant":
McNaughton: I was a prize fighter once in a candy factory. I used to box fudge.
Mrs. Allen Tonkint, 5356 Lexington Avenue, Hollywood 27, Calif.
Heard on "Welcome Travelers":
Tommy Bartlett: (to seven-year-old boy bound for Germany with his mother):
And how do you think you're going to find things in Germany?
Boy: By looking.
Mabel Padgett, 1271½ West 37th Place, Los Angeles 7, Calif.
Heard on "It Pays to Be Ignorant":
McNaughton: I had a girl once from Pasadena. Her name was Lena, and she went to Vassar. Oh, how I miss my Vassar Lena.
Mrs. Evelyn Balster, 2255 West 14th Street, Los Angeles 6, Calif.
Heard on "It Pays to Be Ignorant":
Shelton: I used to work on a farm.
I was a gol writer for the chickens.
I took care of the yolk.
Virginia Inman, 5909 Willoughby, Holly- wood 38, Calif.
Heard on "Welcome Travelers":
Tommy Bartlett: (to young French- man in our country just a few months):
You've seen all the refrigerators, radios and the like in our American homes, haven't you?
Frenchman: Yes sir.
Tommy Bartlett: Well, they got all those things on radio programs.
Kendall Webb, 505 Garfield Street, Taft, Calif.
Heard on "House Party":
Art Linkletter: And are you in full- length movies too?
Twelve-Year-Old: No, I work mostly in shorts.
Linkletter: Well, I guess it's a lot cooler that way.
Mrs. Laura Wilkins, 926 South Vermont Avenue, Los Angeles 6, Calif.
Heard on "Noah Webster Says":
MacQuarrie: What can't a penguin do that Howard Hughes can do?
Contestant: Talk!
Barbara Lucile Como, 5905 Whitworth Drive, Los Angeles 35, Calif.
Heard on "The Hank McCune Show":
Hank: Why is your motor coughing? Ray: Because I took my car out without a muffler, and it caught cold.

RADIO LIFE

RECORD NOTES TO YOU

By ANDY MANSFIELD

1 note—fair
2 notes—pleasing
3 notes—very good Chord in G—tops

KWWK. 12:45 p.m. Daily

INSTRUMENTAL ALBUM OF THE WEEK

"Duke Ellington plays the Blues" contains eight most popular blues of all time, and interpreted by America's No. 1 band, "Royal Garden," "Mem-phis," "Beale Street" and "St. Louis" are nothing less than superb....but the side topping them all is "Transblu- ency," featuring throughout the lovely soprano voice of Ray Davis singing sounds without words, blended with hauntingly beautiful instrumental tone coloring. ...When the Duke's at his best, he rates our best: A Royal Blue Chord in G! (RCA-Victor).

VOCAL ALBUM OF THE WEEK

If it's music in the Latin-American manner you crave, don't miss "El Bingo"—eight re-issues by Senor Crossbeep which are quite varied in style ...From the lively "El Rancho Grande" (in English and Spanish) to the lovely "No Te Importa Saber" (Let Me Love You Tonight) in Spanish, it's muy bueno all the way—and muchachas y muchachos, in our lingo for Bingo that's a Spanish Chord in G! (Decca).

TED WEEMS ORCH.

The Heartaches Man is back again with a pair of oldies Pop and Mom will remember as "Mickey" and 'The Mar- tins & The Coys'—both early Weems hits on other labels. Elmo Tanner's voice and whistle add to the "Mickey" side for a very pleasant and reminis- cent two notes. (Mercury).

JO STAFFORD

With Paul Weston and the Starlight- ers, Jo really sells the newest trans- portation song, "Stanley Steamer", which chugs along at a brisk speed reverse "When You Got A Man On Your Mind" is Jo at her torchy best spinning out three notes. (Capitol).

BOBBY DOYLE

Selecting two hits from "Brigadoon" and Ray Bloch's fine arrangements for backing, Bobby really puts his heart in "The Healer on the Hill!" and "There But For You Go I".... Singing is more relaxed than usual and platter easily rates two notes. (Signature).
Precasts & Previews

TIME CHANGES

Monday, September 22—"Premiere Performance." KFI, 9:00 p.m. (30 min.) Weekly showcase of new ideas for radio is heard at this new time. Formerly a KFI, 8:00 p.m. Tuesday night feature.

Saturday, September 27—Frank Hemingway, KHJ, 5:00 p.m. (15 min.) Continuing through football season Hemingway covers the Saturday news at this time. Remainder of Monday through Friday schedule stays at 4:15 p.m.

WHAT'S NEW

Variety

Wednesday, September 24—"Frank Morgan Show," KNX, 6:00 p.m. (30 min.) Tall-tale-telling Morgan returns to the air with a new variety show and cast, including Don Amche and Frances Langford. Replacement for "Rhapsody in Rhythm," Old Gold's summer show.

Comedy

Saturday, September 20—"Stop Me If You've Heard This One," KHJ, 6:00 p.m. (30 min.) With each joke a grand scale production, Lew Lehr, Maury Amsterdam and Cal Tinney begin a new top-the-other's-gag series. Roger Bauer encees.

Music

Sunday, September 21—"The Hawthorne Thing," KXLA, 11:15 p.m. (45 min.) Hawthorne acquires a sponsor (White Spot Restaurant) and an audience, and moves his show out on the Miracle Mile. Listeners are invited to drop in for the classic and nightly, Monday through Sunday. Egbert plays records.

Wednesday, September 24—"Songs by Jorge Morris," KPOX (Long Beach) 8:00 p.m. (30 min.) The Caruso of Mexico," veteran operatic success of the Mexico City and San Francisco Opera Companies, begins a new concert series of early and Latin melodies over the Long Beach station. Supporting the famed singer will be a string orchestra.

Friday, September 26—"Mark Warnow Show," KHJ, 9:00 p.m. (30 min.) Warnow's orchestra and a twelve-voice chorus style familiar melodies popular through the years, Marvin Miller, a producer, Carl Phillips writes and directs. Replacement for summer comedy show, "Arthur's Place."

Commentary

Thursday, September 25—"Star Time with Dorothy Kilgallen." KECA, 11:30 a.m. (15 min.) Gotham's busy feminine columnist and radio commentator stars a new coast-to-coast quarter-hour of interviews, chatter, fashion trends and events of the day.

Next

Sunday, September 21—"Twin Views." KHJ, 4:45 p.m. (15 min.) Syndicated columnnists Danton Walker and Hy Gardner give a double analysis of the news on this new and novel Mutual coverage series.

Sports

Monday, September 22—"Stiles in Sports," KLAC, 7:15 p.m. (15 min.) Maxwell Stiles, sports editor of the Los Angeles Herald-Telegram and author of the best-selling "Rose Bowl" history, will style and star this weekly sports review.

Saturday, September 27—Army Football Games. KHJ, check time weekly. Gridcasters Ted Husing, Jimmy Dolan and Walter Kennedy cover the Army's football season for Mutual listeners. Initial game, Army vs. Villanova at West Point, 9:45 a.m. kick-off.

Saturday, September 27—"Game of the Week," KFCA, 11:00 a.m. (to concl.) From the country's gridiron calendar, ABC sports experts pick the major football event of the week for broadcasting. Harry Wismer covers play-by-play, opening game, between Universities of Georgia and North Carolina, last year's Sugar Bowl rivals, from Kenan Stadium, Chapel Hill, North Carolina.

Saturday, September 27—"Football Roundup," KHJ, 2:00 p.m. (15 min.) Vet sportscaster-writer Lee Woods covers the gridiron set-up as it appears from throughout-the-week observation.

Saturday, September 27—Pacific Coast Conference Games. KHJ, 2:15 p.m. (to concl.) Don Lee network exclusively broadcasts the west's major twenty-six games. Initial broadcast, the USC Trojan opener with Washington State. Associated's reporters cover play-by-play.

WHAT'S BACK

Comedy

Thursday, September 25—Eddie Cantor, KFI, 6:30 p.m. (30 min.) With a new singing protege, 18-year-old Cece Blake, Eddie returns to the air. Format is not yet completely settled.
RADIO LIFE

Wednesday, September 23 — "Return Engagement," KNX, 10:30 p.m. (30 min.) Josef Marais and the traditional songs of the veld are heard in a dramatization of "Union of South Africa."

Friday, September 25 — "Golden Theatre of the Air," KWOD, 11:00 p.m. (30 min.) "The Four Horsemen of the Apocalypse"

Music


Monday, September 22 — "Lux Radio Theatre," KNX, 8:30 p.m. (1 hr.) "Two Years Before the Mast" will again star Alan Ladd and Howard Da Silva in their original screen

Contests and Offers

BETTY CROCKER. KECA, 10:15 a.m. Monday through Friday—This contest closes Sept. 22, but you still have time to make entry before midnight of that date. Finish in 28 and offer this sentence: "I like Betty Crocker Vegetable Soup because...

MAIL ENTRY WITH PACK-TOP UP TO $100. Address: Betty Crocker Vegetable Soup Institute. Keepsake Dairy, 300 Minneapolis, Minnesota. Print name and address. Prizes include $200, $100 and $100 Keepsake Diamond Rings.

"THE WOMAN'S VOICE," KCMC, 4:15 p.m. Monday, Wednesday, Friday — "Do you prefer the long skirt or the shorter styles?" Send your opinion on same to Jeanne Gray, Soiled Goods, 1111 Hollywood, Los Angeles. First letterer completes a head-to-toe outfit from a leading California Department store.

BOB HOPE SHOW. KFI, Monday thru Friday, 6:00 p.m.—If you have a talent for writing gags, a new and different technique, there's a job waiting for you on the Bob Hope show. Hope is rearranging his writing staff and he's welcoming any youngsters with new ideas. Address Hope at 10349 Mariposa Road, North Hollywood, California.

F R A N K H E M I N G W A Y. KHJ, 7:00 a.m., and 4:15 daily—Offering 25,000 words for 25 cents are the makers of Folger's Coffee, for the last inch of a Folger's tin unwinding band, or a Folger's label. Gift is a desk-size Webster's Dictionary, containing 25,000 word definitions, sixteen pages of full color maps, census figures, etc. Check program or your local grocer for mailing details.

KATE SMITH SHOW, 9:00 a.m. Tuesdays and Thursdays — "Kate Smith's Garden Spot," including twenty-six spring flower bulbs: ten crocus imported from Holland, ten Darwin tulip bulbs in assorted colors, and six blue Wedgewood iris, is offered for the months of September and October. Send the red circle from any Fisher Quality Food Product and 50 cents to Fishers, Box 84, Seattle.

WHAT'S DOIN', LADIES," KECA, 2:00 p.m. Monday through Friday—Jay Stewart's pussy-giveaway gimmick has become a full-scale "Clearing House for Dogs," and listeners who want to find homes for their pets are invited to participate. Write Jay Stewart, care of Station KECA, Hollywood 28, giving details of your pets.

FRANCES SCULLY, KECA, 3:15 p.m., Monday through Friday. A ceramic label pin of a dog's head, glazed and hand-painted in brown, is offered for twenty-five cents plus two Dr. Ross labels. Address: Dr. Ross, Box 2011 E., Los Angeles, Calif. Offer started September 15, no closing date indicated.
KJLAC—Baseball.
KGFJ—Say It With Music.
KIEV—Gees and Gals.
KFXM—Show Tunes.
KFWB—Light and Life.
KFOX—Today's Latin Sound.
KFXM—Fred Waring's Penn's Platter Parade.
KFVD—Voice of the Marquee.
KFOX—Radio Variety Hour.
KFWB—Singing Telegrams.
KFXM—Variety Hour.

KJLAC—Baseball.
KGFJ—The Say With Music.
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KFWB—Light and Life.
KFOX—Today's Latin Sound.
KFXM—Fred Waring's Penn's Platter Parade.
KFVD—Voice of the Marquee.
KFOX—Radio Variety Hour.
KFWB—Singing Telegrams.
KFXM—Variety Hour.

KJLAC—Baseball.
KGFJ—The Say With Music.
KIEV—Show Tunes.
KFWB—Light and Life.
KFOX—Today's Latin Sound.
KFXM—Fred Waring's Penn's Platter Parade.
KFVD—Voice of the Marquee.
KFOX—Radio Variety Hour.
KFWB—Singing Telegrams.
KFXM—Variety Hour.
AL JARVIS
Make-Believe Ballroom
KLAC
9:30 a.m. – 1:00 p.m.
5:30 p.m. – 6:30 p.m.
Monday through Saturday

THE LINE-UP
In lightface type, Afternoon and Evening Programs in Boldface.

MONDAY PROGRAM HIGHLIGHTS
Monday Programs Appear in Lightface Type. Afternoon and Evening Programs in Boldface.

Comedy-l'arity
3:00—Arthur Godfrey, KNX.
6:00—My Friend Irma, KNX.
7:30—Talent Scouts, KNX.

Quiz, Participation
8:00—McNell's Breakfast Club, KECa.
9:00—Welcome to Travelers, KECa.
11:30—Brennan's Breakfast, KECa.
12:30—Double of Nothing, KRE.
11:30—Queen for a Day, KHI.
12:30—Man Says Yes, KRE.
1:00—House Party, KRE.
1:30—The Almanac, KRE.
1:30—Meet the Missus, KRE.
2:00—Walla-Walla, Ladies.
4:30—Bye and Goodbye, KRE.
4:30—Give Us a Kiss, KRE.
3:30—Dr. L.M., KRE.
6:30—Bob Hawk, KNX.
11:30—Hollywood Holiday, KECa.

Drama
11:30—A Day of Adventure, KRE.
9:00—La Radio Theater, KRE.
9:30—The Big Story, KRE.

Music
12:30—Beauty and the Beast, KRE.
13:00—Miss America, KRE.
13:30—Musical Band, KRE.

KMPK—Bill Leyden, KRE.
KVII—KRE.
KVIF—KVII.
KWB—KVII.

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KVIF—KVII.
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KVII—KRE.
KVIF—KVII.
KWB—KVII.

KMPK—Bill Leyden, KRE.
**RADIO LIFE**

**TUESDAY LOGS**

2:45 - KFI, KFSD-Dr. Paul.
2:50 - KXYD-Radio Information.
3:20 - KFWB-Sports Flash.
3:45 - KPFC-This Week's Secret.
4:15 - KXN, KSDA-Bill Henry.
4:25 - KRGF-Sports Flash.
5:00 - KNX-Knox Manning, RKO, KGJ, KBW, KBV, KHJ, KBA.
5:05 - KRC, KFPD, KFMR-Dick Tracy.
5:15 - KFWB-Stuart Hamblin.
5:20 - KRCF-Fred Harvey, RKO, Bob Hope.
5:25 - KJF-Jakeglob, Andy.
5:30 - KFWB-Evening Concert.
5:45 - KFWM-Amy Poche.
5:50 - KRCF-Sports Flash.
6:00 - KFJ, KFPS-Boh. Hope.
6:05 - KXN-Women's Forum.
6:10 - KFCF-Hotline.
6:15 - KJF, KGBP-Gabriel Satter.
6:25 - KCRF-Pledge to Evening.
6:30 - KRVK, KFSD--News.
6:35 - KRCF-Sports Roundup.
6:40 - KFRK-Real Story.
6:45 - KXN-Women's Forum.
6:50 - KFJ, KGBP-Sports.
7:00 - KFWB, KLAC, KGER, KFOX-News.
7:05 - KXN-News, KFSD-Bob Hope.
7:10 - KRCF-Sports Roundup.
7:15 - KFWB, KLAC, KGER, KFOX-News.
7:20 - KCRF-Pledge to Evening.
7:25 - KFWB, KLAC, KGER, KFOX-News.
7:30 - KRCF-Pledge to Evening.
7:35 - KFWB, KLAC, KGER, KFOX-News.
7:40 - KCRF-Pledge to Evening.
7:45 - KFWB, KLAC, KGER, KFOX-News.
7:50 - KCRF-Pledge to Evening.
7:55 - KFWB, KLAC, KGER, KFOX-News.
8:00 - KRCF-Pledge to Evening.
8:05 - KFWB, KLAC, KGER, KFOX-News.
8:10 - KCRF-Pledge to Evening.
8:15 - KFWB, KLAC, KGER, KFOX-News.
8:20 - KCRF-Pledge to Evening.
8:25 - KFWB, KLAC, KGER, KFOX-News.
8:30 - KCRF-Pledge to Evening.
8:35 - KFWB, KLAC, KGER, KFOX-News.
8:40 - KCRF-Pledge to Evening.
8:45 - KFWB, KLAC, KGER, KFOX-News.
8:50 - KCRF-Pledge to Evening.
8:55 - KFWB, KLAC, KGER, KFOX-News.
9:00 - KCRF-Pledge to Evening.
9:05 - KFWB, KLAC, KGER, KFOX-News.
9:10 - KCRF-Pledge to Evening.
9:15 - KFWB, KLAC, KGER, KFOX-News.
9:20 - KCRF-Pledge to Evening.
9:30 - KCRF-Pledge to Evening.
9:40 - KCRF-Pledge to Evening.
9:45 - KFWB, KLAC, KGER, KFOX-News.
9:50 - KCRF-Pledge to Evening.

**JUKE BOX**

**MATINEE**

Monday with Saturday

**EMERGENCY**

**KXLA**

Monday thru Saturday

**KLAC**

**Don Otis**

**BASEBALL**

**OLIVE MAE BEACH**

**Soprano**

**Olympic Auditorium**

**FIGHTS**

**Tuesday, 10:00 p.m.**

**KXLA**

**The BULLOCK'S SHOW**

**The Wonderful Story**

**KFI**

**KXLA**

**LOW BID**

Caustic observation of the week was Cathy Lewis's, when she and Marie Wilson were discussing a friend's boy-friend during the "My Friend Irma" rehearsals. "Oh, isn't he priceless?" opined Marie. Priceless is a right epithet for Cathy. "He's marked down from nothing."

Page Twenty-one
**WEDNESDAY, SEPTEMBER 24**


**11:30-12:** KFSD—Stella Dallas. KXLA—Man of Mystery. KFSD—Idaho. KFXM—Farm News. KECA—Kerner’s News.

**12:00-1:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**12:30-1:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**1:00-2:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**2:00-3:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**3:00-4:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**4:00-5:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**5:00-6:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.

**6:00-7:** KFSD—Silent Dancing. KFSD—Stella Dallas. KFSA—Man of Mystery. KFAC—Interlude. KGJ, KFXM—Voice of the Neighborhood. KFXM—Panama News.
Haven of Rest

KXLA, 8:30 A.M.

Tuesday, Thursday, Saturday, B.O.C.

KXLA-KFAC-Dr. Frederick Bailey.

KFWL-Dinah Shore.

KXLA-Dinner Bell Roundup.

KRCF-KFAC-Vocal Concert.

KGB, RFX-Three Queen Tunes.

KXLA-Saturday Headlines.

KFOX-News.

KXLA-Community Broadcast.

KXLA-Visit给我.

KHJ, KGR, KFVM, KYOE-Vocal Concert.

KXLA-Visit to Hollywood.

KGB, RFX-Three Queen Tunes.

KXLA-Saturday Headlines.

KFOX-Sports Flash.

KXLA-Bell Tails.

KGB, KGR, KYOE-News.

KXLA—Bella Tails Roundup.

KRCF-KFAC-Vocal Concert.

KGB, RFX-Three Queen Tunes.

KXLA-Saturday Headlines.

KFOX-Sports Flash.

KXLA-Visit to Hollywood.

KGB, KGR, KYOE-News.

KXLA—Bella Tails Roundup.

KRCF-KFAC-Vocal Concert.
**MILD & MELLOW**

3:30 to 4 P.M.

Monday through Friday

**KMC**

KMCP—Mild and Mellow.
KFG-Full of Missing Hits.
KFW—Sands of Sportland.
KFXM—Swings of Melody.
KFW—Rainbow of Love.
KFXM—Jungles of Musicality.
KFW—Sports Flash.
KFXM—Alice of Broadway.
KFW—Heart of Wyoming.
KFXM—Isle of Happiness.
KFW—Sports Flash.
KFXM—Follow the Leader.
KFW—Dancing Steps.
KFXM—Moon of Melody.
KFW—Dancing Steps.
KFXM—Annette of Music.
KFW—Dancing Steps.
KFXM—Mild and Mellow.
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KFW—Dancing Steps.
FRIDAY, SEPTEMBER 26

HAVEN OF REST

KQLA, 8:30 A.M.

9:00—KXLA—News.

9:15—KXLA—Newspaper Announcements.

9:30—KXLA—News.

9:45—KXLA—News.

10:00—KXLA—News.


10:30—KXLA—News.

10:45—KXLA—News.

11:00—KXLA—News.


11:30—KXLA—News.

11:45—KXLA—News.

12:00—KXLA—News.


12:30—KXLA—News.

12:45—KXLA—News.

1:00—KXLA—News.

1:15—KXLA—News.

1:30—KXLA—News.

1:45—KXLA—News.

2:00—KXLA—News.


2:30—KXLA—News.

2:45—KXLA—News.

3:00—KXLA—News.


3:30—KXLA—News.

3:45—KXLA—News.

4:00—KXLA—News.


4:30—KXLA—News.

4:45—KXLA—News.

5:00—KXLA—News.

5:15—KXLA—News.

5:30—KXLA—News.

5:45—KXLA—News.

6:00—KXLA—News.


6:30—KXLA—News.

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7:00—KXLA—News.

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8:00—KXLA—News.

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10:45—KXLA—News.

11:00—KXLA—News.


11:30—KXLA—News.

11:45—KXLA—News.
MILD & MELLOW

5:30 to 6 P.M.

KXAO—San Bernardino, Melody, Matlin.
KFWB—Radio Orange, Ball.
KFWB—Bill Antonio.
KFWB—Jim Gurley, Concert, KGFJ.
KXLA—Dick Brown, Songs of the Saddle.
KXLA—Juke Box Man.
KTVL—the Charliettes.
KUOW—Palm Beach, NY.
KFI—Record Hour.
KFWB—Today at the Races.

KFI—KFSB—This Woman's Secret.
KFWB—Bernie Western.
KZAA—KPRO, KFMB—King.
KFI—Melody, Matlin.
KFWB—Juke Box Matlin.
KFWB—Bill Antonio.
KWFU—Radio Outback.
KFBK—Radio Outback.
KBTR—Tops in Popes.
KXLA—Norma Shearer.
KXLA—Hall of Records.
KXLA—Hall of Records.
KFI—KFSB—Hall of Records.
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HAVEN OF REST

SAVING THE DAY?

SAVING THE DAY?

SATURDAY, SEPTEMBER 7

8:00—KFJ—Coffee Concert.
KXN, KSB—Today's Sports.
KECA—Al Pearce and His Gang.
KJW—Shop Talk.
*KMPC—KJLA—KLC—News.
KFW—Morning Melodies.
KFAC—Country Pasture.
KROW—Dinhaw Daydreams.
KWKK—Assemblies of God.
*KLEY—Geyer—News.

KFWD—Wake-up Ranch.
KFAC—Morning Melodies.
KXN, KSB—Give and Take.
KXJ, KJB, KFXM, KYOE—Football Games.

KJW—Ringing Rhythm.
KJW—Wiring Crosby.
KJW—Island Magic.
KFAC—Remembered Rhythms.
KJW—Rhythm Road.
KFWD—National Farm and Home Hour.
KNX, KSB—Give and Take.
KXJ, KJB, KFXM, KYOE—Football Games.

KFAC—Bill Leydon.
KJW—News.
KJW—Racing News.
KBF—Racing News.
KJW—Romancer In Music.
KFWK—Racing News.

KHJ—Forays At Noon.
KFWD—Salvation Army.
KHJ—K calves for Teacher.
KJW—Ballad Interlude.
KFWD—Concert

Haynes Avenue.

KXLA, 8:30 A.M.

*KFJ—Serenade for You.
KJW—News.
KJW—Morning Melodies.
KFWK—Assembly of God.

KSB—County Venture Club.
KXJ—Plato Playhouse.
KFAC, KFWK—Festival of Music.
KJW—Racing News.
KFWK—Pig Man of the Farm.
KJW—Children's Hour.
KFWK—Heavenly Concert.

KJW—Racing News.
KJW—Racing News.
KFWK—News.
KJW—Stars of Song.
KFWK—Music Review.
KJW—Army of Animals.
KFWK—Comedy Songs.
KFWK—Mail the Children.
KFWK—Adventures of Archie.

KFWK—Charlie Hamp.
KJW—Waltz Ad News.
KJW—Sports Flash.

SUNDAY PROGRAM HIGHLIGHTS

MORNING PROGRAMS APPEAR IN LIGHTFACE TYPE: AFTERNOON AND EVENING PROGRAMS IN BOLDFACE.

SATURDAY PROGRAM HIGHLIGHTS

KFW—Mason Rose.
KFW—Redondo Music.
KGF—Racing Reporter.
KFW—News.

KFW—Western Farm Journal.
KXJ—Tex Carmen.
KFW—Studio Party.
KFW—Western Music.
KFW—110 Club.

KFW—Meadows.
KFW—Easy Listening.

KFW—News.
KFW—News.
KFW—Music Review.
KFW—Army of Animals.
KFW—Comedy Songs.
KFW—Mail the Children.

KFJ—Charlie Hamp.
KFJ—Rhythms in Review.
KFW—Lunchtime Musical.
KFW—Shows and Sports.

JUNE 19, 1950

12:00—KFJ—Mason Rose.
12:30—KNX—Western Farm Journal.
13:00—KFJ—Intemperance.
14:00—KFW—Farm News.
14:30—KFJ—Intemperance.
15:20—KFW—Kemble—Kemble.
16:20—KFJ—Intemperance.
17:00—KFW—News.
18:00—KFJ—Intemperance.
19:00—KFW—Farm News.
20:00—KFJ—Intemperance.
21:00—KFW—Farm News.
22:00—KFJ—Intemperance.

11:00—KFJ—Charlie Hamp.
11:30—KFJ—Kemble—Kemble.
12:00—KFJ—Intemperance.
13:00—KFJ—Intemperance.
14:00—KFW—Farm News.
14:30—KFJ—Intemperance.
15:20—KFW—Kemble—Kemble.
16:20—KFJ—Intemperance.
17:00—KFW—News.
18:00—KFJ—Intemperance.
19:00—KFW—Farm News.
20:00—KFJ—Intemperance.
21:00—KFW—Farm News.
22:00—KFJ—Intemperance.

JUNE 20, 1950

11:00—KFJ—Charlie Hamp.
11:30—KFJ—Kemble—Kemble.
12:00—KFJ—Intemperance.
13:00—KFJ—Intemperance.
14:00—KFW—Farm News.
14:30—KFJ—Intemperance.
15:20—KFW—Kemble—Kemble.
16:20—KFJ—Intemperance.
17:00—KFW—News.
18:00—KFJ—Intemperance.
19:00—KFW—Farm News.
20:00—KFJ—Intemperance.
21:00—KFW—Farm News.
22:00—KFJ—Intemperance.

JUNE 21, 1950

11:00—KFJ—Charlie Hamp.
11:30—KFJ—Kemble—Kemble.
12:00—KFJ—Intemperance.
13:00—KFJ—Intemperance.
14:00—KFW—Farm News.
14:30—KFJ—Intemperance.
15:20—KFW—Kemble—Kemble.
16:20—KFJ—Intemperance.
17:00—KFW—News.
18:00—KFJ—Intemperance.
19:00—KFW—Farm News.
20:00—KFJ—Intemperance.
21:00—KFW—Farm News.
22:00—KFJ—Intemperance.
Radio Logs

Saturday Show

KFWB—Eastside Show. KAEC—Eddy Howard Show. KJH, KGB, KFVX, KFVA—Dr. Pepper. KNX—Redondo Roundup. KRAM—KFWB—Veterans. KMPC—Laymen's Hour.

Voice of the Saint

Vincent Price, rogue of Columbia's "The Saint" mysteries, will sing four songs in the forthcoming screen version of "Up in Central Park." This will be Price's first singing role since his musical comedy days.

See Ya in the Funniest

Mutual's Kate Smith has made three personal appearances already in syndicated comic strips, including "Lil Abner," "Winnie Winkle," and "Believe It or Not." Now she's soon to make another in this popular funny paper adventures of "Flower Potts."
Versatility Vs. 'Voices'

(Continued from Page 8)

son played Socrates, Chief Justice Holmes, Franklin, Darwin, Harvey Cushin and Samuel Pepys.

Herb and his gracious wife, Mildred (a former real estate woman whom he met and married in 1928) moved to California from "The Loop" this past September. Accustomed to a crowded Chicago apartment for eleven years, they have both been agog with their spacious new six-room home in Sherman Oaks. Herb has his picturing in gardens all around the house, and happily learning the hammering, putting and gadgeting details of "being a settler." "I think we should write a book," he chuckles, "and call it How Green We Were in Our Valley." There's so much to learn about really making and keeping a home, when you start out as amateurs.

Calls for Herb's acting have been coming in rapidly ever since his move to Hollywood. His excellent reputation seems to have bounded ahead of him, and the effort to make himself known in entirely new radio territory evolved into no effort at all.

And for good reason. For Herb's entire attitude toward acting has won star-producer enthusiasm. As an ideal Chicago director, Sherman Marks, sadly said when Herb left for the West Coast: "Hollywood gains one of the finest actors who has ever faced a microphone. His playing range of parts is unbelievable and inexhaustible. Every superlative I can think of, when applied to Herb Butterfield becomes an accurate and modest description of his great ability!"

Triumph of Talent

(Continued from Page 5)

her, indeed. However, her poise and charm would command any such thoughts on her part, and her deep brown eyes would reveal nothing more incriminating than a mischievous sparkle.

Clothes Hunch

We have it on station authority that Jeanne's clothes are one of the main topics of conversation around KMPC these days. "We wait to see her come in each morning, and listen to her plan that 'Tonight's the Night.'" one of the KMPC sisters told us. Jeanne, of course, is still very much interested in clothes, and her charming appearance made us ask her to theorize a little on the subject. "I believe in following hunches," she smiled, "and not bothering too much about fashion. I believe in finding out what your type is and dressing to it. Nothing makes me sadder than to see a woman who is obviously not the right type, trying to dress like a 'teenager—and vice versa. For myself, I like simple lines and big hats."

Of a deep philosophical nature, Jeanne is interested in and studies all religions. She believes in predestination. Her own spiritual strength shines through her beauty as she says of her late husband, "He isn't very far away from me."
LONDE and beautiful Lucille Norman, singing star of NBC's "New Names of Tomorrow" and "The Time, the Place and the Tune," is a Metropolitan Audition winner, a possible lead in a new Bing Crosby technicolor musical, and definitely a big new name of tomorrow.

Yet when Lucille starts talking about being a lucky girl, she's talking about three totally different things...her husband, her baby and her home.

It was her career-path that led Mrs. Bruce Kellogg, née Lucille Norman, to the Malibu Beach home where she presides over kitchen and nursery, and loves it! Born in Lincoln, Nebraska, Lucille was the daughter of a metaphysical lecturer, and took to traveling about with her mother and father almost as soon as she could sit up in a train. Both parents were musicians, and immediately upon recognizing their pretty daughter's potentialities, commenced her training.

When the family settled in Denver, Colorado, leads in school operettas and singing with the University Symphony added to her training and gave her a smattering of stage presence. Later her family sent the young singer away to the Cincinnati Conservatory of Music, where she added dramatic study to her voice culture.

Won Met Finals
When regional contests given by

By Robbie Cole

Londons and beautiful Lucille Norman proved a walk-away for the lyric Lucille, she went to New York. And wone the finals, hands down. There's a certain patience required for the fulfillment of Met opportunities, so when an MGM talent scout spied Lucille's blonde charms and heard her warm, lovely voice, a contract lured the eager-to-start girl into picturesque work here on the coast.

It was during the war that a handful of studio talent went to Camp Roberts to present "Roberta." In true story-book fashion, the cast's handsomest young actor and the beautiful star, Lucille, fell in love and were married. Actor-husband Bruce Kellogg is still with MGM.

"Being from the middle west, I had rather imagined beaches as some place to go Saturday afternoons and lie around. Bruce taught me how to surfboard and fish, and pretty soon I couldn't possibly imagine any better place to live."

So the young couple set about rebuilding their weekend beach cottage, working together at tacking on a porch and kitchen, and gradually furnishing it. Now it's a complete home, modern and cozy, tucked away on the winding Malibu road, with the blue Pacific on one side, the rise of hills that serve Lucille and Bruce so well for hikes and rides, on the other. Lucille terms it the ideal life, and stays brown as gingerbread year 'round. The deep tan is a startling contrast to her very blue eyes and light hair. She was completely undisturbed by the effect her tan might have had on a technicolor test shot she had just completed for Bing Crosby's "Connecticut Yankee."

When the singer is questioned about her own preferences in the way of vocalists, Lucille shoots from one name to another, picking out this and that about the singing of each that she terms "wonderful" or "fine," and winds up weakly, "I guess I like them all." Principal qualities she admires are technique and "heart," and these are the two most evident qualities in her own excellent warbling. The heartfelt ballads such as "Smoke Gets in Your Eyes" and "Begin the Beguine," so adaptable to a light classical arrangement, delight her.

Home Lovers

Lucille has a huge record collection of her own, and she and husband Bruce build fires in the great cottage fireplace, settle back and have concerts at home. Night clubs rarely find them in attendance, and Lucille explained that "a real evening's outing is going up to the Pilgrimage Play," or perhaps to the "Turnabout Theater. We are such early risers that going out nights is just out of the question."

Arising "early" means six-thirty in

(See Turn to Page 39)
HOMESPUN FIESTA

Join Your Country Cousins in the Rollicking Country-Style Fun on "Hollywood Barn Dance"

By Jane Pelgram

Saturday, 9:30 p.m.
CBS—KNX, KXIE

AHOO and howdy, pardners! Step right in and enjoy a frolic as western as a breeze right off the sagebrush.

That's the spirit behind CBS "Hollywood Barn Dance". Sponsor, Arrowhead Spring Water, sets the stage for this Saturday night hoe-down by erecting a huge barn interior right on the studio stage, cast members don their glossiest boots and brightest plaid shirts, but there the dressing-up stops. The songs, jokes and instrumental novelties that are knocked off during the half hour are authentic folk lore delivered by entertainers who are there because they are authentic.

There is no deliberate featuring of an artist on the show. Ken Curtis, handsome western picture star, weekly brings his well-tuned voice to the "Barn Dance" for ballad singing.

Merle Travis, who acts as emcee and another featured singer, is a Kentuckian whose self-taught guitar led him through a series of sporadic hobo trips, square dance engagements and smaller radio station commitments right onto the network shows. His songs, combining the old and the new in material and treatment, appeal to a vast audience, and Merle, with his dark hair and eyes, a flashing smile and quick wit, is the perfect leader for this folksy jamboree.

He's become quite famous among his contemporaries as a teller of tales about the back country characters he met in his travels. His country-wide fame has arisen from his Capitol album, "Folk Songs From the Hills", and his composition "Smoke, Smoke, Smoke".

Two sure hits on the show are those up-and-coming hillbilly comics, Ken Card and Johnny Bond. Since Johnny began several years ago with the Autry show, people have started laughing the minute their eyes fell on this lanky, droll-faced man, and he brings down the house when he starts on his guitar. Ken Card plays it deadpan, and has wowed 'em with his antics and his banjo from Madison Square Garden, on through the European Theater of Operations during the
LOVELY MAUREEN O'CONNOR takes time out to pose with "The Plainsmen" for a tintype.

war, smack onto the "Barn Dance" stage. Performing musically and mirthfully, the boys serve to pace the typical folk-type entertainment of the whole group.  

Real Revelry

All the gang are old hands and know what people like to hear, so whether it's Ken, Andy Parker and the Plainsmen (who provide the instrumental music and also sing as a group), lovely Maureen O'Connor, or that comedy element at the mike, the result is always in the best traditions of western revelry.

Maureen, incidentally, is the little girl whom Fletcher Wiley, listening to his car radio one morning on his way to work, heard announced as a "child singer". Unable to believe his ears in the face of her controlled lilting, he rushed down to the studio. There stood a twelve-year-old "chile", atop a small box, piping away into a mike for all she was worth. Since that day ten years ago, Maureen has never lacked for air time, and appears regularly on "Barn Dance".

Many people may not know that the "Barn Dance" cast is setting up a reputation as being tops in its field. The steel guitar of Joaquin Murphy, Clem Smith's bass and Charlie Morgan's rhythm guitar set the toes to tapping and fingers drumming in any league. Andy Parker, arranger and leader of the group, is composer of the famous "Throw a Saddle on a Star"; and bassman Cliffie Stone, former emcee of the Western Stars, who also does a fine job of provoking mirth on this barn show, strummed his way right into an enviable position as Director of Folk Music for Capitol Records.

Real hillbilly and western music makers no longer suffer under the misapprehension that these chaps are a lot of broken-down cowboys trying to peddle tunes. Most of them are real artists.

Perhaps the best gauge of the quality of entertainment on the "Barn Dance" is the type of audience that swarms to the studio weekly. Tickets are at a premium, and each performance turns away almost as many visitors as are allowed inside.

Yep! Hollywood goes hayseed on Saturday nights!

KEN CARD REACTS to a Travis anecdote in the deadpan fashion that keynotes this ludicrous comedian's antics.

DROPPING HIS emcee role, Merle Travis joins the funny Johnny Bond in a vocal and guitar duet.

THE ONLY FEUDIN' AND FIGHTIN' that goes on is to see who will accompany Maureen. Bassist Parker and guitarist Morgan won. (KNX photos.)
Present portrayers of the title roles are Alice Goodkin (left) as "Marge" and Alice Yourman as "Myrt."

During Her Years Off the Air, Myrtle Vail Continued to Receive Fan Mail on Her Famous Series, "Myrt and Marge". Back on the Air, It's a Two-Time Hit.

OMEN were wearing Empress Eugenie hats, Maurice Chevalier was the singing rage of the country, prosperity was just around the corner, and people said the "talkies" were here to stay, back in 1931, A.D. Also back in 1931 a passe vaudevillian, Myrtle Vail, created a radio series "from hunger". Poor and struggling to raise a family in Chicago, she was listening to "Amos 'n' Andy" one night when she had the thought that it would be possible to do a sketch about two women. The daughter of a tight rope walker and the wife of a dancer, Miss Vail didn't know anything about anything except show business. So she wrote her radio sketch about show people. She cast the leading roles, those of two big-hearted chorus girls, with herself and her daughter, Donna. She sold the series to Wrigley, a sponsor which had resisted the lure of air advertising with notable success. Three weeks after her creation of the show it was on the air. The name of the serial, of course, was "Myrt and Marge" and, except for the space of one year, it ran five times a week on CBS opposite "Amos 'n' Andy" from 1931 until 1942. And then it was packed away.

A real life tragedy had befallen the drama in 1941 when Myrtle Vail's daughter and partner, Donna Damerel, died suddenly from suffocation. (Please Turn to Page 39)

Original "Myrt" is Myrtle Vail, who no longer appears in an acting role, but has "retouched" her original scripts for the new, up-to-date series.

Other prominent cast members and the roles they portray are, (left to right) Richard Keith as "Ray Hunt", Helen Choat as "Billie Devere", Ray Hodge as "Clarence Tiffingtoner" and Pam Manners as "Gwen Rogers."
By Jae Smith

Irish as Paddy O'Leary's Porker
Is the Gay Guy Who Circulates So
Industriously in Commercial Radio

ALL DAPPLED up in a white sports coat and
gay foulder, freelance Terry O'Sulli-
van met Radio Life in the NBC lobby for
his interview. "Just in case you
brought your cameraman," he breez-
ily explained, tweaking one lapel.

Terry walks into his conversations
with brisk, straight militancy. So:
"Well, let's see," he said. "Where do
we start? Early in the morning I
guess. Sam Hayes. I've been starting
early in the morning on that show
since I got out of the Army in De-
cember of '45. The Army was good
training. As everyone knows, that's
an early morning show, too."

Terry's Army career lasted seven
months, most of it "hiking around
Camp Walters, Texas, in the infan-
ty." Since, he's had a heavy sched-
ule of varied network shows, and is
currently heard as: West Coast an-
nouncer for "The Jack Smith Show,"
warm-up man on "My Friend Irma,"
and commercial splicer on "Today's
Children," "When A Girl Marries,"
and "All-Star Western Theatre" (on
the last, he sometimes doubles as a
two-gun heavy in the special dra-
matic skits).

"Incidentally," he interrupts, "I al-
ways have to try a product before I
can really talk about it on the air.
You may add that I, myself, eat
Weetabix, Breakfast of Champions,
and wash my socks in Oxydol."

Typical Irisher Terry dotes on
words. He has a very cultured tongue,
an accomplished dresser, flipping out
"the well-turned phrase," a collection
of accompanying gestures. At pres-
ent, he is reading through the Bet-
ter Speech Institute home-course on
vocabulary building and effective
speech. With his terrific penchant
for gab and chuckle-filled yarns he
should be a writer.

Puritanical Idea

"But I'm not," he answers. "Writing
is a very difficult thing. Once
wrote some shows way back. But I
guess I'm the deadline type ... leave
it all until the last minute. Remem-
ber those stories about old New
England ... the stocks they locked
their prisoners into? It would be a
dandy idea, don't you think, if some-
body invented one of those things
to go with typewriters? People
could be clamped into place and left
there until they'd banged out something
readable ... no chance to wander
around making phone calls or hav-
ing cups of coffee when the going
got tough."

Terry, however, has written a
great deal of lyrical and love verse.
He's immensely fond of poetry; favorite
Laurence Hope's "The Teak Forest." At present he and Romelle
Fay, organist on the General Mills
Hour, are landscaping a partnership
backgrounded-verse time. And in his
lengthy radio experience, Terry had
had several poetry programs
about two of which he is especially
affectionate—"Odds and Ends" on
WKY, Oklahoma, in 1940-41, and "In
the Gloaming" down on KGB, San
Diego.

One of the favorite experiences
of Terry's life is the trip he made
to Europe aboard a freighter when he
was eighteen. "A wonderful thing, I
guess, to happen to any kid that
young," he estimates. "Don't suppose
I'd appreciate it nearly so much
now, in my 'aging thirties.' He
worked as a deck-hand, and the two-
month voyage included stops at Le
Havre, Antwerp, Rotterdam, and
Rochelle.

THE PERSONABLE MR. O'SULLI-
VAN has a propensity for "talking
and talking, and talking," but surprisingly
reveals that he has to "try every product
before he gives it the business on the air.
(Gene Lester photo.)

Terry came back to finish a second
year of college at the University of
Kansas. Not long after, he was ac-
tively studying drama at the Kansas
City Conservatory of Music, which
next set him up for a happy-go-lucky
season with Ralph Moody's famous
tent show circuit, the Hazel McOwen
Players. (Both Ralph and wife Hazel
are prominently established in Holly-
wood radio now, and Terry has met
his former boss on many dramatic
shows.) Juvenile leads and singing
shenanigans were the O'Sullivan spe-
cialties until another tour with the
J. Mickey O'Brien circuit closed in
Temperance Hall, and Terry made a
final career-shift to radio, eventually
California.

Terry has three daughters, Colleen
(9), Kathleen (8), and Molly (4½)
who all want to be "dancers, singers
or actresses." Terry himself has been
developing his baritone voice with
Marie Stoddard's coaching, and hopes
to "startle the world" when he debuts
in a vocal concert ... "Who knows?
Maybe on a singing commercial."

His Specialties

He fails to "hold much with hob-
bies," but loves the summer and the
beach ... "I like to lie and watch
the gulls and idly comb my hair"
and the mountains, where he hunts
bear or deer in season. His best pas-
time, he admits, is talking. Other-
wise, broadcasting keeps him busy,
and he has some canny theories
about free-lancing.

(please turn to page 39)

Thirty-seven
Not Just a Program, but A Happy Frame of Mind!

Monday-Friday, 1 p.m.
KFXM

THERE is format, rhyme or reason to "Open House" will come as a surprise to many a San Bernardino Valley listener. Because when Val Gearhart and Charlie Palmer kick off their show, anything can happen. Anything being the first ten telephone requests interspersed with "bonus tunes"... latest pop records—often uncrated on the air—whipped together with spots and souffled with the ingratiating chatter of a couple of ex-G.I.'s... called the most unpretentious announcers in radio. "Open House" is their baby, and they seem to have hit on a formula that delights an ever hooper-up-ing audience—current reading 25.8. In fact, the only people complaining are the San Bernardino executives of the telephone company. "Open House" jams their switchboards at air time every day.

On the mike, Charlie and Val have often teamed up to run off some of the brightest three-way interviews airing. Latest to catch the "Open House" treatment was Stan Kenton, who dropped in and fought his way through a session with them. From the time the mike is open until their "Take it easy... You bet-ch'a!" sign-off, Charlie and Val are inseparable... so, for once, let's meet them individually.

Charlie Palmer—former CBS man—trimmed his nails at the age of six by holding them deep into the grooves of a transcription. It thrilled him. He's been getting his kicks mike-side ever since... breezy to the point of a gale. Val Gearhart moved into radio via a college show, and has been comfortable on the KFXM staff ever since. The more conservative of the two, his forte is fact. And, fact is, Val is the family man—one child—while Charlie has yet to disclaim himself from the local fans.

Oddly enough, they met first in the war. Both were radio ops in the Field Artillery; however, in separate organizations. During the Luzon campaign, both their outfits were assigned the job of reducing a road... (Please Turn to Page 39)

CREATING SCRIPT "a la Hollywood", San Bernardino's two hot spooks posedly shear through mail and records and chattily answer their KFXM phone.

VAL AND CHARLIE PLAY it straight for a few minutes as they take time for a chat between mad rehearsal and broadcast shenanigans. The fellows are great friends as well as mike side-kicks.
Lucky Lucille

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the morning for Lucille, who calmly explained "there are so many things to do before I come in to rehearsal at midmorning."

We'd forgotten she keeps her little house and manages a daughter. It's hard to imagine this decorative miss in her lovely clothes doing anything but standing at a mike looking like an angel and singing like one, but her capable little hands manage very well indeed.

Lucille doesn't make a big ritual of clothes. She buys what is becoming, and usually something blue. It may be a suit, or it may be a very "dressy" affair, but it takes on added chic because of Lucille's poise and impeccable grooming.

When, twenty months ago, Lucille took up a new kind of singing, the famous vocal chords adapted themselves with no trouble to the crooning of lullabies. That was when Miss Pamela Jane Kellogg arrived on the scene. Now, though the lullaby audience contains but this single member, Lucille terms it, "my very favorite."

Mikemen--Terry O'Sullivan

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"I'd rather free-lance than be on staff," he admits. "I like to do a variety of shows. But you can't just laze around and be nonchalant figuring you have a full summer schedule, so you'll undoubtedly have a big fall." Here Terry cocks an eyebrow beautifully. "A big fall is right—flat on your face. Programs don't just 'happen to you; you know."

Check? The guy's a hustler.

"SATURDAY NIGHT SERENADE" sensation, Vic Damone, is only nineteen, made singing hit in radio via "Arthur Godfrey's Talent Scouts" CBShow.

'Myrt and Marge'

(Continued from Page 36)

ication after childbirth. For a while, other actresses assumed the role, but Miss Vail's heart was no longer in the show and she retired to Hawthorne, New Jersey.

"I just thought I'd take a little rest," the authoress-actress said. "After a year of doing nothing, I began to write my autobiography, 'Mediocre Dame'. During the war I used to invite some of the boys from Camp Shingle on Sundays for dinner. When they found out that I was 'Myrt' of 'Myrt and Marge' they'd say, 'I remember when I was a little boy', and they'd ask me questions about it."

Interest Requenched

Larry Finley, head of a radio transcription company, convinced Myrtle that she should return her appealing series to the air. She took heart from the interest she found and decided on the current revival.

Myrt doesn't act or write for the show now, but the more than 2,000 scripts which she and her daughter used are being rewritten under her direction. The dialogue has been sharpened, the clichés of ten and fifteen years ago have been pulled out. Spicy allusions, which were permissible in radio's younger days but are taboo now, have been erased. "About the biggest change," commented Myrt, "was making the bootleggers of the 1930's into the black marketeers of the 1940's." The plot and principal characters have been kept intact.

KFXM's 'Open House'

(Continued from Page 38)

junction to infantry size. Sergeants Palmer and Gearhart were assigned the same observation post. In the manner of all G.I.'s they started trading experiences... discovered

EDMUND PENNEY, recent local winner in finals of Hearst National Oratorical Contest, also was given "Teen and Twenty Time" award by KMPC emcee, Mauri Cliffer.

RUDI BLESH, New York newspaper jazz critic, discusses creations and artists on "This Is Jazz," Mutual program dealing with this special type of music.
OLIN DUTRA, "the golf doctor", reads his script before going on the KMPC ether lanes. He gives out helpful information Saturdays, 7 p.m. (Perkins photo).

RECENT GUEST OF LOUELLA PARSONS on ABC was Burt Lancaster, who leaped to film stardom in his first two flickers. He asked for "movies that will make audiences see the values in life we've all got to live by, if we're going to live at all".

THREE GUESSES: YES, IT'S THE "Twenty Questions" experts, Fred VanDeventer, Florence Rinard, and fifteen-year-old Bobby. (Mutual-KHJ, Sunday, 8 p.m.) They know their "animal, vegetable, or mineral" matter inside out!

HENRY MORGAN PREEMPTS A WOMAN'S prerogative (?) and says if gals can use powder and lipstick in public the guys can pretty up too. So Alma Ross helps while Henry schicks—at the Vine Street Derby.