Programs for week beginning Feb. 15

Radio Life 15¢

More than 100 pages of Radio History

Presenting Radio Life's 5th Annual Distinguished Achievement Awards

Eighth Anniversary Number 1948
Ever worry about leaving the house without a raincoat? Ever have a shower spoil your best backyard barbecue? Does it always rain after you get the car washed?

Troubles like these can ruin your disposition. So if you don't want gray hair and wet feet, get the PC habit. Hear the official U.S. weather bureau forecasts on the hour.

As an added feature, each hourly broadcast includes the correct time and a report on actual temperatures. KMPC is your station for weather.
The Ear Inspires the Pen

Winfred Duncan, 1349 Glenmeyer, Laguna Beach, Calif.

Sirs: To get a good all-around picture of the news, I like to listen regularly to Edward R. Murrow and Charles Collingwood on CBS, Cecil Brown on Mutual, and Pat Bishop and the Richfield Reporter on KFI. I wish more musical fare the radio provided were as good as the news broadcasts. Cannot get KFAC at Laguna, so lose the fine Gas Company programs, which is a serious loss, as none other can take its place.

Meredith Willson and Bob Mitchell and some KMPC quarter-hours are excellent, but like hors d'oeuvres, leave one hungry for more. Can't someone supply our need? Please?

Mrs. Dorothy Weber, Route 1, Box 14, Yucaipa, Calif.

Sirs: As usual, I can't praise your little magazine as much as it deserves, but I can say that I hope it "goes on forever" like Tennyson's brook.

Those people who are so business-like and sensible that they can't relax and enjoy a few laughs with our star comedians should listen to the more serious programs and not waste their time criticizing the people who make the public happy! Thank goodness my husband and I both have a sense of humor, and we enjoy a good laugh a lot more than a tale of woe.

Mrs. Dorothy Weber

Sirs: In reference to a reader's question (December 28) about the Alan Ladd show, "Box 13."

Not only is this new radio series being heard on many small stations throughout the country, but also a number of the larger stations from coast to coast. Among the steadily growing list of markets carrying "Box 13" are WOR, New York; KSL, Salt Lake City; WOC, Boston; KGO, San Francisco; WGBS, Miami; WTCN, Minneapolis-St. Paul; KATL, Houston; KGMB, Honolulu. And for our local friends, "Box 13" will be heard shortly after the first of the year (station to be announced).

Lyndon Taylor, 809 Vista Street, San Gabriel, Calif.

Sirs: I saw the letter of a Mr. Carroll Van Court and I agree with him on all counts except the one on Red Skelton and the "Bad wittle kid." I think that Mr. Van Court's criticism here is silly, because if a child is going to be bad a skit on the radio won't help anything to do with it.

(For Turn to Page 8)

FRIDAY NIGHT IS A GOOD NIGHT TO ENJOY SOME OF THE FINEST ENTERTAINMENT ON KFI. TWO NBC SHOWS THAT HELP TO PROVE THIS POINT ARE "PEOPLE ARE FUNNY," HEARD AT 6, AND WALTZ TIME, WHICH FOLLOWS AT 6:30.

Art Linkletter

ART LINKLETTER is familiar to millions as the emcee of radio's hilarious funhouse, the "People Are Funny Show," a half-hour of rollicking mirth.

Bob Hannon

BOB HANNON sings on "Waltz Time," a program of the nation's top tunes played and sung in a smooth, melodious manner. Also featured are Evelyn MacGregor, The Amsterdam Chorus and Abe Lyman's orchestra.

THAT'S KFI—DIAL 640

—Advertisement

Page Three
AT HOME, "FIBBER McGEE AND MOLLY," Mr. and Mrs. Jim Jordan, brandish broad grins as they parade down the walk of their remodeled Valley home. It's taken them a year and a half to do over a five-room bungalow into the streamlined home you see in background, but they've had a lot of fun rounding up materials and labor, as our story tells. Carport is at left of house, Jim's workshop is farther left and in rear are servant's quarters.

FAVORITE SPOT in the remodeled home is the sun room, whose three glass window-walls afford occupants a gorgeous view of the valley. Marian made needle-point stool cover and supervised decorating of this corner with powder blue rug. Early American paper, tomato and gold accents.

ALTHOUGH JIM AND MARIAN'S home is all on one level, they have three beautiful terraces on which they grow geraniums, bougainvillea and plumbago. Though proud of their flowers, the Jordans make a specialty of their citrus nursery, which adjoins their home and occupies eleven acres. Jim, whose hobby is woodworking, made 1000 redwood boxes for his seedlings.

Away From the Mike as "Fibber and Molly" These Unassuming Persons Find Relaxation And Joy in Their New Home Snuggled Up To a Hill and Overlooking the Valley

STEPPING ACROSS the threshold of the Jim Jordan ("Fibber McGee and Molly") home in Encino, one immediately senses complete warmth and rooms really lived in, coupled with a peaceful pin neatness. A year ago, the warmth would have been there, but neatness? Perhaps no. For Marian and Jim, since July, 1945, have been in the throes of "doing over" an old five-room place into which they moved when they sold their large Encino establishment about a mile away.

They chose the outmoded five-room house because it centered six acres which immediately adjoined eleven occupied by their citrus nursery. Today, the five rooms have expanded to eight and the Spanish architecture has been remodeled into a streamlined white stucco planned with an eye toward the gorgeous
Glancing back over their tribulations in lining up remodeling materials, the Jordans are philosophical and humorous. Marian derives particular relish from telling how they coraled some plaster board, an item practically impossible to obtain.

Seems she and Jim were staying on their ranch up the line, but took their regular time out on Sunday to attend mass. Because they had to drive quite a distance for the service, the priest asked them to have a cup of coffee before starting back and in the course of polite conversation over the java cups, inquired about progress on the house in the Valley. The Jordans resignedly bemoaned the fact they couldn't get some much-needed plaster board.

The priest listened attentively, then made a telephone call to one of his parish members. Next day the Jordans' truck picked up a load of plaster board from one of the town's leading merchants. Jim and Marian paid their bill and started congratulating themselves, but their joy was a little premature, for shortly after, the merchant appealed to "Fibber McGee and Molly" to make an appearance at the town's up-coming festival. Jim and Marian did so obligatorily—but gladly—for they claim it was a lot of fun and we know they're just the kind of home folks who would be able to enter wholeheartedly into local festivities. But we're sure that was the most expensive plaster board they ever bought and the cheapest personal appearance the town will ever get.

The Jordan home, now almost completed, charmingly combines their Early American furniture, brought from the other place, with Jim's delight—modern gadgets. All switches are silent and the kitchen is equipped with Warling mixer (for Jim's milk shakes), dishwasher, disposal unit, mangle and clothes dryer. Jim's shop, the ex-garage, has fluorescent lighting.

Repainting of the house, inside and out, has been necessarily a gradual affair and has been accomplished by a brush wielder name of Fred Banks. A few weeks ago on the "McGee" show, when the script included a painter, Jim thought it would be funny to use Fred's name on the air. Banks was so puffed up over his shadow air debut that he showed up for work next morning rigged out in a tuxedo—attire befitting a top radio star, no doubt.

Both Jordans like blue, so the sun room, most frequented in the house, has been done in powder blue rug, paper in Early American tomato shade and with gold accents. The master bedroom has an aqua carpet and chocolate walls hung with eelz draperies. Gray and black, pet dislikes of both Jim and Marian, are colors frankly avoided.

Mrs. J. has adorned the rooms with several pieces of her own needlepoint, among them a covering for her grandmother's chair. Besides being lovely antiques, the Early American glass bedroom lamps attain stature when Marian relates how the Jordans bought them.

"We were visiting Jim's sister in Missouri," she recalls, and drove to a little town nearby, population about 300, where there was a shop loaded with antique glass and china. As Jim and I walked up and down

(Daily Rummy finds Jim quite a card shark and Marian hilariously. Marian also finds time to do some of the cooking (her favorite dish, ham and cabbage) as all the home's work otherwise rests on a Filipino bov.)
SINGING SWEETHEART of KFOX is Jeane Cowan, whose "Piano Reflections" and "Jeane Cowan Sings" delight listeners.

GRINNING HAPPLY is KFWB staff announcer, Cal Fredericks. (McElroy and Fisher photo.)

PURVEYOR, VIA WAX, of popular Western-style music on KGER is Vance Lane. (Dorlan photo.)

SEEN ON THE RADIO SCENE

KFI'S BILL STULLA writes and emcees "Ladies' Day," is also half the team on "Cabbages and Kings." (Coy Watson photo.)

TOWERING OVER BEAUTEOUS STARS is KXLA's Carl Bailey, who emceed Pasadena Junior Chamber of Commerce benefit at which appeared, left to right, Gloria Grahame, Peggy Lee, and Kay Starr. (Gene Howard photo.)

ON KIEV, GLENDALE COLLEGE'S BOB DICKINSON, station manager for the day, discusses programming with fellow classman and chief announcer, Bob Wares. (Loomis photo.)
THEY MAKE MUSIC

Personal

For inimitable platter patter that brings richer life to your favorite record, old or new, swing or classic, selected from one of the world's most complete modern music libraries... for the best in recorded music.

KEEP YOUR DIAL TUNED TO 980

K-F-W-B

Warner Bros.
It's always a BRIGHT idea to
Scour with Suds

Miss Hazel M. Woodruff, 233 North St. Andrews Place, Los Angeles 4, Calif.

Sirs: My pet peeve is the refusal of emcees to give an opportunity to contestants to those who know the answers. For about three weeks, longer by the time you get this and publish it, I have known the answer to Art Linkletter's question, "Who was he?" on the GE "House Party." But do you think there is a chance for me to get on the show and tell it? Not on your life! I think that I may have been the first person in Los Angeles to recognize the individual described, and I feel that I am entitled to those wonderful prizes, but as Art gives more and more clues he is only making it easier for someone who has not searched for the answer to guess it, instead of getting it by study and search.

Most contests are conducted on the wrong basis anyway. The number of prizes should be offered for the first solutions, based on sending in the answers in writing, and each day or week, as more clues are given, prizes should be given away, one by one, until someone solves the problem or it is turned out for lack of an answer.

Presumably contests are for the purpose of creating goodwill for the product advertised, but they are apt to have exactly the opposite effect. Small frequent gifts may create goodwill; but large gifts bestowed on an unfair basis create ill-will.

There is a way to look at it, however. Miss Woodruff: Much more suspense is engendered by creating a question, with clues, on an unsuspecting person, than some who has been poring for hours over books and encyclopedias looking for the answer. There are other contests, on other programs, encouraging such research as you have done; and would not be any fun trying for them than in sitting by helplessly tuning in at another competition ran on an entirely different basis? As to your second suggestion (that prizes be diminished with passes?) perhaps it is a good one. But, swinging back to the first issue which you have raised, have you yet written for tickets to "House Party," in order to be in the audience for the "Who Was He?" (or similar questions) are picked? They are available within two or three weeks, and in all fairness you should write for some before making your suggestion. And if you have applied the program, and missed your chance to go, isn't it better to comfort that the game counted most, and the winners second?

Mrs. M. Pennell, South Gate, Calif.

Sirs: I agree with some of your readers about the awful noise they call musicals. I call it nerve-wracking. The only suspense program on the radio without that noisy racket is "Famous Jury Trials. All the mystery and detective programs would be good if only the music didn't spoil them. I wish sponsors would listen, so they could judge for themselves.

Mrs. Frank Evans, Box 217, Twenty Nine Palms, Calif.

Sirs: I don't think there is one program on the radio that we do not enjoy. We are living on the desert and naturally love to hear all the programs. Will you please tell me why the men that are broadcasting for their sponsors scream and yell theirwares? Do they think it sinks in, or what? I'm mostly referring to the announcers who shout about second-hand cars.

You've posed a $32 question, Mrs. Entrata. Would you like to try for $10?
Lloyd Linnean, 3738 East 54th Street, Maywood, Calif.

Sirs: I am very new out California way, and ever since I have been out here I find no end to the pleasant surprises, and the nicest one is Radio Life.

Now, I have been from coast to coast, and nowhere is there a radio magazine like yours. It seems a shame to not make it a nationwide edition, so other cities could enjoy it too. After all, your magazine holds a national interest. What is more important in the home than the radio and the people who make it up? Nowadays, a good thing, more than ever before, should have no bounds!

Helen Edwards & Staff
Meet the stars of the network
KHJ and stations of the Mutual
programs that come to you over
Don Lee Broadcasting System
Radio Life
Announces and Presents
Its 5th Annual
Distinguished
Achievement
Awards

For outstanding progress and contributions to radio during the year 1947, Radio Life herewith issues its Fifth Annual Distinguished Achievement Awards. Not to be confused with the usual popularity polls, Radio Life's Awards are in the nature of a behind-the-scenes emolument bestowed on those personalities and programs making noteworthy advance during the past twelve months. In order to lend support and encouragement to as many radio-ites as possible, it has become magazine policy not to repeat Awards in the same categories to the same persons or programs, unless, perhaps, in such fields as comedy scripting and guest appearances.

Reasons for most of the selections will be obvious to Radio Life readers, hence no space will be devoted to an over-all recounting of roles and programs. However, in some instances we should like to point out special qualifications and contributions which were taken under advisement when Awards were voted.

In choosing winners among top supporting players, quality and quantity of appearances were prime considerations. Betty Lou Gerson distinguished herself by her versatility and interpretation of roles running the gamut from daytime serials to highly dramatic parts on "Mr. President" and "This Is Your F.B.I."

Bill Conrad, Award-winner in the Masculine Supporting Player division, distinguished himself not only in his supplementary roles but in starring parts. Especially considered was his portrayal, on KFI's "Favorite Story," of Captain Bligh.

For his outstanding dramatic performance, stage actor Jose Ferrer in a rare radio appearance gave a tense performance of mounting terror in the "Suspense" production of Poe's "Pit and the Pendulum" to breathe new life into an old radio relic.

Bill Johnstone, in the role of "Carl-

JACK MEAKIN, whose "Summerfield Bandstand" was outstanding summer musical replacement.

BILLY GRAY, who turned in fine job of substituting for Fanny Brice.

LURENE TUTTLE, outstanding featured femme performer. (CBS photo.)
Fifth Annual Distinguished Achievement Awards

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son," the over-wrought Iowa farmer who made an attempt on the life of Theodore Roosevelt, on the opening "Mr. President" broadcast, reached dramatic heights in a supporting role.

**Splendid Acting**

Lurene Tuttle, winner some years ago of Radio Life's Award as Supporting Player, was unanimous choice this year for Featured Feminine Performer. She was selected primarily on the basis of her work on the Red Skelton and "Sam Spade" shows. Hans Conried, also a previous Award-receiver in another category, captured the Masculine Featured Performer scroll for his excellent characterization of "Professor Kropotkin" on "My Friend Irma" and other parts too numerous to mention. He also starred brilliantly on "Favorite Story" in the title role of "Bartley, the Scrivener."

Runners-up Walter Tetley and Arnold Stang were noted, respectively, for their work as "Julius Abuzzo" on the Faye-Harris show and "Gerrard" on the Henry Morgan opus.

In the musical division, to Donald Voorhees, conductor of the "Telephone Hour," went the honors for predominately classical programs. Henry Russell was acknowledged in the semi-classical-popular division principally for his work on the Belkis program. Bernie Green, novelty composer-conductor, was kudosed for his clever music-pleasing on Henry Morgan's show, and Richard Aurandt was acknowledged for his scoring conducting of music on "The Voyage of the Scarlet Queen."

The two short operas in English by Gian-Carlo Menotti, "The Medium" and "The Telephone," which had electrified Broadway audiences, were brought intact and with their original casts to the radio audience on the CBS Symphony program. Presented intelligently, they remained as thrilling and musically intelligible via radio as they were in the theater, therefore rated a Special Musical Award from Radio Life.

The amazing coordination that brings the Saturday matinee of the Metropolitan opera to ABC radio audiences with such showmanship, in addition to presenting the entraight entertainment in its music quiz and news features, was given recognition in our Award to producer William L. Marshall. Bringing the
vocal drama direct from the stage and the music from the orchestra pit without hampering either live performance or radio quality seemed to us a production feat of great proportions.

A musical comedy became a radio tour de force when "Theater Guild On the Air" brought Gertrude Lawrence in "Lady in the Dark" to listeners. Complete with the famous Lawrence rendition of "The Saga of Jenny," the production combined music, drama, sound and song to make a slick Broadway production into slick air entertainment.

The consistent excellence of Bill Morrow's scripting on the ABC Bing Crosby shows benefited not only the regular cast but also the season's visiting guest stars. Examples of these original Morrow lines were particularly noted on: the Al Jolson appearance, January 15; the Jolson and John Charles Thomas guestings, April 2; the Gary Cooper visit, October 1; the Dinah Shore stop-in, October 15; and the Thanksgiving show, "Man Without a Country," November 26.

Funniest Script

With "Petrillo...Petrillo" tune-

fully set to the music of Gilbert and Sullivan's "Tit Willow," (from "The Mikado") Fred Allen and his guest, Bing Crosby, hoppedscotched through the most capsizing comedy script of 1947 on May 11. There were some other notable laugh shows crowding for this first place, so the runner-up category was easily filled.

The CBS Documentary Unit dramatized a vital U. S. problem, juvenile delinquency, and the resultant broadcast, "The Eagle's Brood," was a constructive social document that gave impetus to the fight for correction of this evil.

Archibald MacLeish's Easter script, "The Son of Man," was more a "first winner" of another type than a "second placer" in the Outstanding Single Dramatic Program selections. Particularly Important were the lines given the Four Apostles, Matthew, Mark, Luke and John, interpreting different personalities for each, in spite of the restricting Bible idiom.

Principaled by actor Eddie Albert, written by Arnold Teri, directed by John Dietz, and produced by Robert Heller, "Fear Begins at Forty" got the nod for combining punch and simplicity in a terrific documentary

![ALFREDO ANTONINI (ON PODIUM) discusses score of "The Medium," one of two operas for which "CBS Symphony" won award. Center is Marie Powers, contralto, and at right is soprano Evelyn Keller.](image1)

![OUTSTANDING DRAMATIC SCRIPT was "The Eagle's Brood," a CBS documentary on juvenile delinquency. Here are author Robert L. Shayon, left, star Joseph Cotten, and narrator Luther Adler.](image2)

![AWARD FOR OUTSTANDING single production went to "Lady in the Dark," on which Gertrude Lawrence, left, starred, and Homer Fickett, right, directed. (Camera Associates photo.)](image3)

![BERNIE GREEN, Henry Morgan maestro, who won award for novelty composing and conducting. (ABC photo.)](image4)

![BETTY LOU GERSON distinguished herself as outstanding feminine supporting player. (Seymour photo.)](image5)

![BILL CONRAD won award for masculine supporting player, also distinguished himself in starring roles.](image6)
about the fears and responsibilities facing those approaching forty years of age.

"Whether Mr. Average American's fears be concerning the support of his aging parents, his own physical incapabilities after forty years of age, or the down-trend in occupational opportunities, these fears can all be licked" was the theme. If you heard it—you remember it!

ABC's three-part documentary, "Schoolteacher 1947," dramatized the plight of America's teachers-present and future—and pointed out with warm drama and cold figures the insurmountable educational problem that awaits the U.S. If the teacher's economic position is not improved.

Exemplary among informative documentaries was "We Went Back." Narrated by Robert Montgomery, the hour-long presentation brought back the voices and sounds of dozens of places visited by CBS correspondents during the war years. Wire tape recordings woven into the program by the adroitness of good production made it possible to hear types ranging from a German Frauenliein to a London dock worker express themselves on the post-war era, and what it has brought them.

Choice of an outstanding guest performer for 1947 was indeed a tussle, for many distinguished themselves as star visitors. In making a selection, Radio Life took into consideration the point whether it was the script that made the star sparkle or the star who lent priceless zest to the lines. Such a distinction is practically impossible, but after deliberation, it was decided that Bea Lillie, aided and abetted by a fine piece of writing, guested as only Bea Lillie can, aided and abetted by Harry Lillie's Crosby. We're still chuckling over her rendition of "Wind Round My Heart" and her "One Dozen Double Damask Dinner Napkins" routine. Others exhibiting talents superb as guest stars necessarily fell into the Honorable Mention category. Among these were Lawrence Tibbett and Russell Crouse, who teamed up to make what started out to be a pleasant "Information, Please" guest appearance on Mutual and ended up as the biggest informal comedy spot of the year. Asked to identify the laugh on three recorded versions of "The Flea," Tibbett correctly identified Chaliapin's record because, he said, "I studied it before I made mine."

The second record Tibbett identified as his own, a once-in-a-lifetime mistake—the singer was Nelson Eddy! As the third record was played, the truth dawned on Tibbett, who topped the huge audience laugh by explaining, "Well, I studied Chaliapin's record and Nelson Eddy studied mine!"

Dennis ("two-show") Day rated kudos for his visit on yet another show, Dorothy Lamour's "Front and Center," on NBC, where he hyste-rocketed and amazed his listeners with his most extensively aired repertoire of dialects and characterizations.

Ruth Etting's return to professional life initiated with a guest appearance on the Rudy Vallee show, was newsworthy nostalgia and a masterly stroke of showmanship.

Another newsworthy guest appearance was that of the Italian tenor, Tagliavini, heralded as worthy successor to Caruso. The singer made his first U.S. appearance on NBC's "Telephone Hour" and lived up to the glowing advance notices.

Top billing vice-president gags for good and all, NBC vee-pee Sidney Strotz appeared on "Duffy's Tavern" at the height of the hubbub about network officials firing comedians.

---

GORDON JENKINS, recipient of AWARD for music on "TELEPHONE HOUR" com-poser-conductor! Donald Voorhees won classical musical award.

JOSE FERRER delivered year's outstanding dramatic performance on "Sus pense." (Graybill photo.)

BEA LILLIE was best guest star of 1947, when she appeared on Bing Crosby show February 5. (Healy photo.)

"CANDID MICROPHONE," considered most interesting new contribution, is produced (and often reported) by Allen Punt, here editing tape. (Kemp photo.)

AL JOLSON, who distinguished himself as star making greatest comeback.

GORDON JENKINS, recipient of AWARD for music on Dick Haymes show "capsule operas." Tom Adair, left, who writes lyrics for "operas," shared in award.

DICK AURANDT, musical director for "Voyage of the Scarlet Queen," won award for dramatic composing-conducting.
Stroz's appearance was newsworthy in itself and his gag routine with Ed Gardner, plus sportsmanship, paid off with big laugh returns.

The Alice Faye-Phil Harris program made a happy switch this season toward constructive family humor, as compared to last year's scripting and situations. For this reason it placed first as program making the greatest advance. Jack Carson and Eve Arden benefited too, when their program abandoned its situation backgrounds and concentrated more on gag comedy; and Kay Kyser's "Comedy of Errors" gave a decided lift to the familiar "College of Musical Knowledge" theme.

"Summerfield Bandstand," originated and batoned by Jack Meakin, was adjudged the Best Summer Musical Replacement for its easy listening, its nostalgic charm, and the clever manner in which, by use of "Gildersleeve" regular cast members, it tied into the regular program which it replaced.

Under the guiding hand of writer-actor-director Fletcher Markle, "Studio One" emerged as adult entertainment of high order. Heard in the east several months before it was available to CBS coast audiences, "Studio One" set itself apart from other dramatic shows by presenting adaptations of novels untouched by preceding movie scripts and distinguished by intelligent acting, scripting and production.

Ruth Gilbert as "Ruthie" on the CBS Robert Q. Lewis show brought an entirely different type of humor to radio comedy. She managed to be funny and feminine while injecting a chaplinesque note of pathos into her biggest laugh lines.

The character of "Al" on "My Friend Irma," was like Topsy—he just grew! John Brown had been called in by Producer Howard for

(Please Turn to Page 50)
Here Joan Schafer scans her favorite magazine, Radio Life. She's the popular voice on "What Do You Say?", aired daily except Thursday at 10:15 a.m.

Bob Phillips, Your host through the early morning hours daily.

Familiar voice on KFI is that of Ted Meyers, KFI News Editor. He's heard daily at 4:15 p.m., 5:15 p.m. and 11:00 p.m. with latest news.

Zany Hank McCune is the star of his own variety show heard Fridays at 7:00 p.m.

George Dvorak is the voice on "Operation Daybreak" heard daily at 5:30 a.m.

You know Art Baker and his ever popular "Notebook" program heard daily at 4:30 p.m.

Fleetwood Lawton interprets the news for KFI listeners each morning except Sunday at 7:15 a.m.

Blind entertainer, Chuck Collins is heard daily at 9:45 a.m.

Monday thru Friday is "Ladies Day" at 9:05 a.m. Featured are (l. to r.) Buddy Jobe, Bob Mitchell, Bill Stulla, Paul "Buzz" Owen.

Station Identification...

640 means KFI

Top NBC releases
Top local programs

640 on your dial guarantees good listening all around the clock and around the calendar. Great network stars... local favorites... programmed for your pleasure.
The Chapel Quartet
Sundays at 10:15 p.m.

Pat Bishop, News Editor, voices the 7:00 a.m.
and 10:30 a.m. news. He also reports for your
daily "Feature Wire", 5:00 p.m. and "Radio
News Weekly", Sundays at 1:30 p.m.

KFI's Farm Director, Nelson McKininch
is featured on "Standard Farm Highlights"
(daily, 6:15 a.m.) and "KFI Noon Farm
Reporters", Monday thru Saturday,
12:00 noon.

Mary and Harry Hickox entertain
the homemaker with their "Downtown
and All Around" program
daily at 10:00 a.m.
(Thursdays excepted).

Newscaster, Jack Latham, is
one of the favorite voices on KFI.
He's your reporter on the
6:00 a.m. and 9:00 a.m. news
broadcasts daily.

Night owls are good friends of
Al Poska's. He's the witty emcee
of the "Midnight Flyer" that chugs
out nightly except Sunday.

Jovial Ed Jorgenson is king with
gourmets when he talks food each
Saturday at 9:30 a.m.

Grandpa Owens reads the Los
Angeles Times comics to the kiddies each
Sunday at 8:00 a.m. He's announcer
Russ Stewart in real life.

Claude Sweeten conducts the orchestra
on "Favorite Story" aired Tuesdays
at 9:00 p.m.

Rollie Thomas (I.) and Lyle Bond
(standing) conduct "Saturday Sports
Roundup" at 5:30 p.m. Pictured here
with air mate, Tom Harmon.

KFI 640 On Your Dial
NBC for Los Angeles
Page Nineteen
MAURICE CHEVALIER made his first American air appearance since his return from France when he appeared with Bing during the latter's New York sojourn. Maurice broke up the crooner with his efforts to imitate the Crosby technique in "When the Blue of the Night."

THIS TRIO managed to break each other up, but good, when they appeared as minstrel men de luxe. It's Bing, Al and John Charles Thomas.

WITHOUT EXCEPTION it's an ad lib holiday when Bing and Bob get together before a mike—sometimes it even happens before a camera. Also friends and golfing buddies away from work, the duo has much in common. (Paramount Pictures, Inc.)

Bing and His Buddies

Does Bing Crosby Enjoy His Radio Work as Much as He Seems to? Some Say He Doesn't, But After Reading This Story You'll Know

By Joan Buchanan

Sometimes "they" say that Bing Crosby's easy goin', relaxin' at the mikeside manner is traceable to the fact that the Groaner would just as soon be at home crooning to the kids as standing up before the most enthusiastic audiences in radio.

We think the time has come to find an answer to the rather wistful question, "Is it still fun for Bing?"

From the boys in John Scott Trotter's band to the biggest name Cros-

THE MOST POPULAR and longest-lasting trio in film history has been the Crosby-Lamour-Hope combination. The two boys invariably terrify Dotty on radio broadcasts by throwing the script completely away.
TWO BELOVED FIGURES meet at a Crosby show — Margaret O'Brien and John Scott Trotter. The hard-working Trotter commands respect from everyone on the show, particularly Bing. (Loran F. Smith photo.)

by guest stars, the answer seems to be a definite “yes.”

Horseplay Harry

Bing is the type of performer who gets along well with musicians—a profession notable for its appreciation of horseplay. He loves to kid with all the boys in Trotter's band, particularly jazz man Red Nichols and guitarist Perry Botkin. Trotter, a man who laughs often and well, is also an easy prey to Crosby's sense of humor.

A spy at Crosby rehearsals informs us that instead of the usual script propped up on his music stand, during football season, Bing is likely as not to have the bookie odds on the games in its place. Instead of cues, the boys are apt to get such musically useless information as, “I'll give you thirteen points on T.C.U. this week.”

The traditional facility with which Bing breezes through his recording sessions and rehearsal song waxings is marred only by his susceptibility to a gag. Scripter Bill Morrow delights in breaking up the star of the show by inserting highly improbable lines into an otherwise ace script. Recently, Bing was blithely singing the list of Irish names that make up the bridge to “McNamara's Band” — Flannigan, Hannigan, Harrigan,” etc.—when he found himself saying “Colonna” in the middle of the all-Irish patter—a neat Morrow touch. Bing was completely broken up.

Bolsterous Break-Ups

Crosby has also found himself singing such Morrow-inspired lyrics as “Home, home on the range, where the deer and the antelope play. Where seldom is heard a discouraging word, 'cause nary a word can a deer and an antelope say — In an otherwise serious rendition of “Home on the Range.”

Among the guest stars whose very appearance on the show is enough to insure a Crosby break-up are Jimmy Durante (who never fails), Al Jolson, racing buddy Joe Frisco and, of course, Hope. Because of the flexibility of a recorded show, plus the fact that Bing pre-records his songs, most of these gag sessions can be cut out of the waxing without impairing the quality or the timing of the show—and they probably have a great deal to do with the gay spirit that comes out of your radio on Wednesday nights. Sometimes, however, the informal humor stays on the final (Please Turn to Page 51)

HERE'S BING WITH EVERYBODY'S FAVORITE GUEST.

Al Jolson. In addition to boosting the Crosby Hooper to new heights, Al made several million more radio fans and wound up with his own show, the former Bing starrer, “Kraft Music Hall.”

A MUTUAL INTEREST in the Sister Kenny campaign brought visitor Rosalind Russell and Bing together for a picture. Catching Bing on one side of the mike is considered fortunate—the pose can be transferred to other publicity shots when the photog misses a busy guest star.

TEN YEARS AGO THIS SEASON Bing and John Scott Trotter started working together. Neither remembers even the approximate date, so when they posed for this picture it was with the understanding that its publication would make the date official. Okay, boys, start celebrating. (If you're wondering about the expression on Bing's face, it's due to a soulful rendering of "Happy Birthday.")
WINNER OF THE 1947 Clear Channel H. P. Davis award, announcer George Barclay, accepts his certificate from KFI program manager, Charles B. Brown. (Coy Watson photo.)

DICK FISHELL is the popular sports caster on station KFWB. (McElroy-Fisher photo.)

KENT GOODMAN (right) shows Hoover High School student Johnny Roberts how advertising copy is constructed for use on KIIV. (Loomis Studio photo.)

MASTER OF KLAC's 570 Club, Bob McLaughlin, greets guest star Jo Stafford during his 1:00 p.m. daily disc stint. (Ralph Forney photo.)

SEEN ON THE RADIO SCENE

WHEN PEGGY LEE SUBBED FOR BILL LEYDEN on KMPC's "Music Hall," Bill left this life-sized portrait behind to make sure he wouldn't be forgotten by Peggy and guest Stan Kenton.

EDDIE ALBRIGHT, program director of KWKK, Pasadena, tries out the tape recorder on pretty Claire Hughes, traffic manager of the station. (J. Allen Hawkins photo.)
Sincerely
Fibber McGee
& Molly

NBC
Tuesday
CONGRATULATIONS

Looking Forward...

to greeting you in our
brand new restaurant...
1539 North Vine Street.

The best of everything for the
best of people—our friends

Tom Breneman
My name is Ralph Edwards
MOTHER SENT ME FOR A
RADIO LIFE
PS She also listens to Truth or Consequences

Page Twenty-six
A NOTEBOOK-FULL OF GOOD WISHES

[Signature]
Mmm... good!

AMERICA'S TOP TRIO

Bob Mitchell, Buddy Jobe, Producer
Ken Higgins, Paul "Buzz" Owen
Bill Stulla

Gee! You're big for your age!

We've never done it for anyone but our one year old knee passengers—

BUT FOR YOU!

COOTCHIE, COOTCHIE, COO!

THE FOUR BEES of LADIES' DAY—KFI

“Evvie”—POINT SUBLIME
“Aunt Mary”—AUNT MARY
“Little Old Lady”—MEET ME AT PARKY’S
“Mrs. Scully”—SWEENEY AND MARCH
Thanks once again for going along with us, neighbors.

Tip Corning

Fred Beek
JUDY CANOVA
The Judy Canova Show
NBC Every Saturday
5th Year for Colgate-Palmolive-Peet Co.
Management A. & S. Lyons Agency
EVELYN BIGSBY
a Queen for a Day — Every Day
PAUL WESTON
MUSICAL DIRECTOR
CAPITOL RECORDS
The Chesterfield Supper Club
With Jo Stafford
Capitol Record Albums
"MUSIC FOR DREAMING"
"MUSIC FOR MEMORIES"

Best Wishes to All
the Wonderful People
at Radio Life

Many thanks to
the faithful fans
Donny Mansfield

Congratulations and all good wishes
To my favorite magazine,
Irene Tedrow

Corliss Archer
Aunt Mary
Those Websters

Willard Waterman
"George"

Jane Webb
"Liz"

Eddie Firestone, Jr.
"Bill"

Constance Crowder
"Jane"

Billy Idelson
"Emil"

Clarence Hartzell
"Mr. Watt"

Joseph Ainley
Director

Frank Worth
Music

Charles Lyon
Announcer

Frank and Doris Hursley
Writers

for

QUAKER OATS COMPANY

KHJ – Mutual

3:00 P.M. Sunday
Congratulations!

Janet Waldo

Tenth Year in Radio

Rolland Morris

Page Thirty-Four
Thanks, Neighbors
Cliffie Stone

KFVD—Wake Up Ranch
KXLA—Dinnerbell Roundup
KRKD—Cowboy Hit Parade
KFI—Rhythm Ranch
...There's good news tonight as the smiling faces of John Guedel and Art Linkletter attested when they heard that the nation's radio editors had tabbed General Electric's "Houseparty" (CBS Monday thru Friday 2:30 to 3:00 p.m.) as the best daytime audience participation show and Raleighs' "People Are Funny" (NBC Friday 6:30 to 7:00 p.m.) had tied for second in the nighttime classification.
“The Great Gildersleeve”

Walter “Leroy” Tetley
Hal “Gildy” Peary
Louise “Marjorie” Erickson

Earle “Hooker” Ross
Lil “Birdie” Randolph
Dick “Peavey” LeGrand

Arthur “Floyd” Q. Bryan
Gloria “Bessie” Holliday
Jack “Music” Meakin

FOR KRAFT FOODS CO.
Wednesday, 8:30 P.M.  NBC
CARL SAUNDERS
Sunway Show, 5-7 A.M.
News, 7:15 & 8:00 A.M.
Bar Nuthin', 9-10:15 A.M.
97th Street Corral, 12:30
New Western Records, 12:45

CARL BAILEY
"JUKE BOX MATINEE"
3:15 to 5:30 P.M.
Monday thru Saturday

ALEX COOPER (right)
TUES.-SUN. MIDNIGHT TILL EXHAUSTION!

HAWTHORNE (left)
10:30 P.M. NIGHTLY WEAKLY (No Wednesday)

DICK SCHOFIELD
World News
Musicland Revue
Bell Bandstand
Barber Shop Quartets
Pianists of the Future

CARL MOORE
"Squeakin' Deacon"
The Western Home Hour
9:00 P.M. Nightly Monday thru Friday
A. MacGregor.

“Proudly We Hail.”
Rumors Are Flying

Jimmy Wakely has a new transcribed show on the market. Ronal Colman and his wife, Benita, have a summer replacement deal cooking. They'd be replacement for Jack Benny—and we'd be right there at the dial! “Screen Guild” producer Bill Lawrence is writing the novel with a radio background to end all novels with radio backgrounds. M.G.M. canceled all radio advertising in studio-wide retrenchment. If Bob Hope severs with Pepsinatod, it may be Campbell's Soup he gets his teeth into next... "Miss Hush" seems to have started a never-ending chain of "guess whos"—for local stations—a radio package is offered that consists of fifteen-second recordings of famous voices... Bill Goodwin may be heard as "Alexandre Batts" on a new CBS series. "Botts" is the "Earthworm Tractor" salesman from the Saturday Evening Post stories, you may recall. Harry Zimmerman will handle the batty for Harry James on the Shore-James musical... The cold wave has given radio the biggest audience in six years. Jim Backus will be seen in "The Last Fling," movie now shooting at Warners. "Lassie" guested at a dog show in San Francisco last week... Sally Benson's "Junior Miss" and "Meet Me in St. Louis" both due to hit the air.

Dial Index Improved

"When I buy a radio program (publication) I want a schedule with all stations listed with the numbers at which I can find the station on my radio," wrote Mrs. C. Garland, a reader who took up the task for dropping the dial index from our February 1 issue. Mrs. Garland voiced the complaint of many readers who have written and phoned us in the past week to say that the index was sorely missed.

Here's our apology for an inconvenience, and an explanation: So many new stations have come recently into existence that we've felt complete revision of our dial index has been in order. We've completely revised and enlarged our sorely missed station guide to three columns. Accidentally crowded out of the February 1 issue, it will be back in next week's magazine—bigger, better and newer.

For Love o' Mike (General Comment)

Your Cue (Shows You May Like)

“This Is Adventure”

There isn't perhaps as much of Ed- win C. Hill on "This Is Adventure" as we had anticipated. But being truthful, we don't know where there'd be room for it, on the sweeping thirty minutes of continued tension which this Monday, ABC, 9:00 p.m., affords. Hill's eloquent narration opens, in- termissions and ends each drama. The valiant men who patrol the bounding main take it from there. Astutely, the Coast Guard is not depicted as a marching unit of strength and nobility, but as a jaunty, personable bunch of chaps who would just as well lead at a pretty girl, before proceeding to pummel the stuffings out of their cornered prudish prey. The Navy fights with its fists on this show, and heroism is more demonstrated than described.

Most of the billowing action of these seagoing sagas happens on board. The wind is authentically salty, the conversation shipshape and the lurching deck no place for a landlubber.

Slyvan Taplinger's remarkable production and Harry Salter's orchestrations combine to make a good setting for the ringing voice of Mr. Hill. Among well-chosen guest artists have been Pat O'Brien, Walter Abel and Marsha Hunt.

This glimpse of the oldest and proudest U. S. service unit is as admirably accomplished as the Navy could require. At the same time, it is tremendously impacted radio listening, and if you'd like a hearthside half-hour of just that, we sincerely re-echo "This Is Adventure!"

DON'T BE A Miss Dit*

Danny Thomas! Meet the man who makes fans and friends from his co-workers as well as his audience.

The Winning Script! Radio Life Achievement Award-winner. You can read those rough lines YOUR way—next week.

Big Annie! They call her the most powerful gal in radio. No, she's not a person, she's a machine who tests your enjoyment quotient.

Leif Erickson! No, not the one who discovered America. It's the one America discovered in radio and pictures. We discover him—next week.

Bill Anson! Oh, we're just wild about Billy—that's why we've made him Milkman of the w. E. Hal Gerald and Gaye Pearson! This cute couple let us seek into the wonderful world of their kid-audience-participation show.

Nancy Norman! Auditioned herself into the big time. No strings to pull if you're tiny but terrific—like Nancy.

Flashbacks! Let's get nostalgic with our old pictures from the past—next week.

*She wanted to read it but she missed it.

NEXT WEEK

Danny Thomas!

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On Love o' Mike (About Studio Happenings)

Too Easy

In the forecourt of Columbia Square, home of the CBS Hollywood studios, is a sizable plaque which reads: "On this site was built the first motion picture studio in Hollywood, October 27, 1911." This plaque is in plain view of all studio visitors waiting in line for CBS's "Double or Nothing" and other network shows.

The recent sweepstakes question for "Double or Nothing" was: "What building stands on the site of the first motion-picture studio established in Hollywood, October 27, 1911?"

None of the contestants had the answer—and it would have paid off to the tune of $516!

Show for Songsmiths

Readers who have popular songs of original composition up their sleeves will be pleased to hear that there is now a program on the air that uses amateur efforts. Station KFOS has been presenting a show of this type on Sundays from 5:30 to 5:45 p.m. Sponsored by the Holly Starr Music (Continued on Next Page)
Radio in Review

(Continued from Previous Page)

Off Mike (Personalities)

Slightly Orange-Blossom.

Radio folk certainly have been "the marryin'-up kind" lately.

Newlyweds William Spier and June Havoc have just returned to Hollywood from their honeymoon tour of picturesque spots along the Pacific Coast. Spier, producer of CBS' "Sam Spade" series and his actress wife will make their home in Brentwood.

Michael Roy, cherie radio favorite and announcer on CBS' "Screen Guild," was married February 5 to former Army nurse Alison Bellows. Announcement following their success at finding a place to live—a guest house on the Lazy D Ranch in the San Fernando Valley!

Engagement of Meredith Willson to Railina Zarova, former singer under the name of Rini Marlowe, has just been announced, with wedding plans in process for some time in March.

Jane Webb, it appears, was practically clairvoyant about her forthcoming marriage to Jack Edwards, Jr. (some time in August). The two first met on a soap opera show, and when the producer introduced them to their roles and each other, Jane cried: "Oh look! I'm going to be your wife!"

The Operator's Hard Day

With his usual light-heartedness, Jack Carson picked up the telephone between rehearsal and broadcast time to put in a call to his home town of Milwaukee, Wisconsin.

"Hello," he said, "this is Jack Carson and . . ."

"Yeah? Well this is Lana Turner," snapped the operator, and hung up.

Reluctively Jack tried a new approach. "Sweetiepie," he crooned, "this is Mr. J. E. Carson. Will you get me number so-and-so in Milwaukee?"

"Certainly," smiled the operator, and immediately established connections.

Western Policy

The trend toward specialization in station program policy is turning out to be a very convenient arrangement for listeners. Latest move in that direction is from station KGEX, which has recently inaugurated an eight-hour-a-day schedule of Western music. If you're an enthusiast who has been heard to claim, "I could listen to Western music all day long!"—here's your chance.

RADIO LIFE

FEBRUARY 15, 1948

Company, the program will be appreciated by the many talented amateur tunesmiths in this area.

By Virginia West

Let's talk about a couple of ABC's popular programs which are really doing something constructive about the crime wave. . . . Spotlighting the causes behind many of the nation's headlines, "David Randall/Countersey" recently has presented a series of hard-hitting dramas pointing to the problems and indicating solutions. An example of what we mean was the promotion of the War Trophies Safety campaign, for which Countersey's sponsor, Schulte Candy, was cited by the U. S. Treasury for their "contribution of radio time" in this case. Countersey, as you know, is heard on KECA at 2:30, Sunday afternoons.

Another program which has gained official recognition for its influence in the cause of law and order is Jerry De Vinne's "This Is Your FBI" series, heard on Friday nights at 8:30 over KECA. Pictured here is Stacy Harris, who is heard as "Special Agent Jim Taylor" in the Devine picked Harris for the role because of his all-around experience and dramatic ability. Harris was an ambulance driver in the late war, has been a newspaper reporter, a box office manager, and a member of the French Foreign Legion. With this "soldier of fortune" background, Harris has settled down and concentrated on perfecting his portrayal of the "G-Man" in "This Is Your FBI."

... Broadway News Local Edition... KECA at 6:15 p.m.

Inside pictures of the news and doings of the stars and studios of Hollywood are presented in ABC-KECA's new Saturday morning programs (10-30) "Hollywood Headlines". The programs, sponsored by Airwick, feature Cal York, top Photoplay reporter, Adele Fletcher, the magazine's editor, and Les Tremayne, as narrator. Also in the list of new programs at KECA are Hank Weaver's "Reporter at Large," heard on Monday nights at 9:15, in which he visits interesting places and people in Los Angeles, and reports their first-hand stories to you through the use of the tape-recorder. Another is "This Centennial Year," aired Sunday mornings at 9:30, as part of KECA's commemoration of the California Centennial. . . . and the first offering of the station's new Documentary Unit, "Our Thirsty Land," a program in three parts dealing with water and its importance to the development of Southern California. . . . "Our Thirsty Land," which concludes with the Feb. 15th broadcast (9:30 p.m. on Sunday) will be followed by discussions of other vital topics.

... Broadway News Local Edition... KECA at 6:15 p.m.

That popular Monday night comedy drama, "Point Sublime," which has been presented on ABC's California and Texas stations since October, is now a coast-to-coast aiter for its insurance company sponsor. . . . Here's Cliff Arquette, veteran radio actor, who stars in the series as the amiable storekeeper and "first citizen" of Point Sublime, Ben Willet. (KECA at 8 p.m. Mondays). . . . There's a lot of behind-the-scenes work for Basil "Buzz" Adlam, who furnishes the musical backgrounds for ABC's "Mr. President" program every Thursday night at 9. "Buzz" is confronted each week with having to write music in keeping with the era in which the particular "Mr. President" served. Strange as it seems, Win Elliot, narrator on "Tales of Willie Piper," owes his start in radio to his youthful ambition to be a doctor. . . . While attending the University of Michigan, Win signed up for a public-speaking class, figuring doctors should know how to speak in public. . . . This led to radio and fame. . . . "Tales of Willie Piper" is heard over KECA at 8 on Thursday nights. . . . Tom Brennan presents his 4th annual Good Neighbor Award during "Breakfast in Hollywood" on Feb. 20.

Cliff Arquette

Willie Piper is heard over KECA at 8 on Thursday nights. . . . Tom Brennan presents his 4th annual Good Neighbor Award during "Breakfast in Hollywood" on Feb. 20.

Stacy Harris

... Advertisement

R A D I O  L I F E
Greetings from

THE

JACK BENNY PROGRAM

MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
DON WILSON

 Writers
SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

 Producer
HILLIARD MARKS

 Sponsor
LUCKY STRIKE CIGARETTES

Jack Benny
ALAN YOUNG

Radio: Texaco
Motion Pictures: 20th Century-Fox

James L. Saphier Agency, Inc.
Congratulations

AMOS 'N' ANDY
SONGS EVER RECORDED BY THE OLD MAN FROM BING CROSBY — AN EIGHT-SIDED ONE.

They're all included, and our Valentine to you, Mr. C., is a big chord in.

ALBUM OF THE WEEK: Here is a great big Valentine to lovers everywhere from Bing Crosby — an eight-sided one, at that, called "St. Valentine's Day," that contains some of the finest love songs ever recorded by the Old Master. Remember "Miss You," "I Love You Truly," "Just a-Wearyin' for You," "I Love You" and "I'll Be Seeing You"? They're all included, and our Valentine to you, Mr. C., is a big chord in.

RECORD OF THE WEEK: It's "Brazil" and "Lover," played by guitarist Les Paul, accompanied by Les Paul, guitarist, and featuring Les Paul (on the guitar!!). Yes, that's right — it's some of the trickiest recording we've heard in some time and can be heartily recommended as the New Sound in platters. Easily a three-noter. (Decca).

MALE VOCAL OF THE WEEK: Perry Como dusts off two favorites of yesteryear and comes up with two top-notchers: "Because" and "If You Had All the World and Its Gold," the latter gas-light ballad including the Mariners Quartet. Perry's easy song-styling and sincerity puts this platter in that select company of those labeled three notes. (RCA-Victor).

GIRL VOCAL OF THE WEEK: With casual sincerity and her entirely feminine style, Doris Day brings you "Thoughtless" and "I've Only Myself to Blame."... This little gal has an intimacy in her voice that'll get you ... in fact, it got Doris three notes from Mansfield. (Columbia).

NOVELTY OF THE WEEK: The Page Cavnaugh Trio returns to the wax lanes with a pair of goodies in "Ok'l Baby Dok'l" and "I'd Do Anything for You."... It's in the usual subdued Cavnaugh style, very listenable and tricky enough to make the two-note department. (RCA-Victor).

DANCE BAND OF THE WEEK: Two selections from the musical "Make Mine Manhattan" called "I Fell in Love With You" and "Saturday Night in Central Park" are nicely presented by the Ray Noble Orchestra. Using the new instrumentations and tonal effects, Ray comes up with a danceable pair for a pleasing two notes. (Columbia).

* * *

At Home on the Range

Ira Cook, KFAC's "Lucky Lager Dance Time" host, is calling his new Valley manse "Head Acres."  

Surrounded!

Ozzie and Harriet Nelson had three sets of sons at a recent CBS broadcast. Their own youngsters, David and Ricky, were in the booth to watch the program; Henry Blair and Tommy Bernhard were on stage to enact the script David and Ricky; and Johnny McGovern and Bobbie Fillis were there to play David and Ricky in a flashback sequence of three years ago.

CONGRATULATIONS

On Your Eighth Anniversary

MARTHA

TILTON

THE DICK HAYMES SHOW

CBS Thursdays
6 p.m.
THE DICK HAYMES SHOW:

for Auto-Lite

STARRING DICK HAYMES

and featuring Martha Tilton
Gordon Jenkins
Cliff Arquette
4 Hits and a Miss

Produced by Sam Pierce
Ass’t to Producer, Margot Stevens

Written by Dick Conway

Over CBS Every Thursday, 6 p.m.
Al Jolson

Thanks.....

Cliff Arquette
Bob Hope
Achievement Awards

(Continued from Page 17)

a one-time as the blustering, boastful, oh-so-human boy friend of "Irma." His apt characterization prompted the producer to have him written in again—then again. By now "Al" is a personality whose single absence from an "Irma" show would be greeted by howls of disappointment from listeners. Our laurels go to John Brown for building this boy, "Al," out of just about nothing.

Written out of the "Fibber McGee" script in his role of "Mayor La Trivia" when New York's La Guardia died, Gale Gordon was annexed for a similar role on the Burns and Allen show. His characterization of the póm-ous, sonorous Texan rated our Honorable Mention among new characterizations.

Fine Reporting

Back at the mike after working behind a CBS executive desk, Edward R. Murrow distinguished himself as the year's most listenable commentator. Special recognition was merited for his coverage of the royal wedding, which he handled with dignity but warmth.

"This day's news" as brought to the listeners by Nelson Pringle always reflects the thought and activity Mr. Pringle puts into getting the story behind the story. Not content to sit by the teletype or wire recorder piecing together his broadcasts, "Your Yankee reporter" leaves the studio and even the city, garnering extra color and additional facts. For the extra efforts that make a special sort of a.m. broadcast, Mr. Pringle won our award for the Most Original Local Reporting.

Something magical happens when Arthur Godfrey steps up to a mike. For lack of a subtler adjective, we've called Arthur "Radiogenic," the way a Powers model, who might be a plain girl in bright daylight, is photogenic. Radio is the Godfrey medium and Godfrey is radio's pigeon—that goes for his personality, voice, singing and his listener oomph!

Three new talents raised their comedic heads in 1947 and brought a welcome shot in the arm to radio humor. First and foremost was CBS's Abe Burrows, who brought sophistication and satiety to the microphone without neglecting common sense and personality. As one member of the intelligentsia put it, "Burrows is so exactly what I've always thought a radio medium should be that it scares me!"

On the same network, young Robert Q. Lewis, unsponsored but undimmed, made a welcome addition to comedy ranks with a program that teetered between a five-a-week series and a half-hour night-time spot. Lewis is now in temporary eclipse as far as coast radio is concerned, but his New York humor and fresh personality are still missed.

The local flash, Hawthorne of KXLA, commanded great trade attention as well as a listener following by being original, whimsical and imaginative in his humor. He turned a disc session into a comedy show by being his own mad self.

Expert Soundman

Soundmen contribute so greatly and anonymously to radio that to single out just one each year is difficult. In selecting Harry Essman for our award, we've noted the many fine shows he has aided, in addition to his integrated-with-music sound effects on a show that used them to pointed dramatic effect—"The City."

A new (to us) human interest newscaster made his bow from the east when Alan Scott took over for a brief week-long session for Mutual's on-the-move Cecil Brown. Pleading Brown's listeners is no mean feat and Scott did just that by being himself before a mike. His manner seemed uncomplicated, his spirit straight on the news room of a daily paper.

Another substitute performance that accomplished the impossible was Billy Gray's last-minute rendition of Fanny Brice's "Snookey" character. Miss Brice, you may remember, was unable to appear for a broadcast and the quick-witted Gray became "Snookey" for a one-shot performance in the best "show must go on!" tradition.

"The man on the street" opened his mouth and said some startling things this year, as ABC's "Candid Microphone" lurked around with its hidden recorder. While many might have rapped this program for its indiscriminate eavesdropping, we found the unsuspecting folks who talked to be thorough prototypes of ourselves and our friends ... and viewing it all as "good fun" we'd certainly call this new idea in broadcasting "Best new 1947 contribution to radio."

---

HARRY VON ZELL

FEATURED WITH

EDDIE CANTOR

Thursday, NBC

STARRING IN

Columbia Pictures

Comedies

---

CALIFORNIA CARAVAN

THRILLING DRAMA!

SUNDAY at 3:00

ABC NETWORK

CALIFORNIA MEDICAL ASN.
Bing and His Buddies

(Continued from Page 51)

show, as in the case of the Crosby-Jolson hilarity when both boys got so intrigued with each other's minstrel dialect that they went off on a lengthy tangent. Master of the ad lib, himself, Crosby delivered his best (according to a New York spy at rehearsals) when he led little Margaret O'Brien onto the stage for the two to act the hand-in-hand. Bing said wistfully, "Margaret, this looks like it's the closest I'll ever come to a little girl!"

Hellinger's Appearance

During the show, Crosby habitually keeps time by wagging one foot back and forth in a small arc, musician style. As he finishes each page of his script he stamps it the ground. At the end of the broadcast, he is standing in a neat counter-clockwise tossed circle. When Durante, Dick Haymes and the late Mark Hellinger appeared on a Crosby cutting, they were mightily intrigued by Bing's unusual eccentricity. At a signal, the three each began wagging a foot and dropping script pages in his own counter-clockwise circle—and the record had another Crosby break-up. This particular show (which was broadcast on Wednesday, February 4) carries a tragic meaning that none of the participants could have guessed as it was being made in such high spirits. Hellinger died soon after it was made. Bing decided that to play it would be a fine tribute to Mark. An even more thoughtful gesture on the part of the star was to have Hellinger's part of the show dubbed onto phonograph records for the popular writer-producer's best friends.

Crosby Crack

The Crosby appreciation of humor and the ability to crack wise are not confined to the starring member of the Crosby clan. Recently, we hear Bing and his youngest son, Lindsey, were having lunch together in the Brown Derby. The duo was approached by a character that Bing had been dodging all day with a typical, "Hi ya', Bing, howsa boy? ha, ha, ha. Takin' care of the kid for the day, huh? Ha, ha, ha.

After the character had left, Lindsey turned to his father and exclaimed, "Dad, I'm a pretty good getter—but I don't get him!"

"Er.... Uh..."

Now it can be told, it seems, about the big boner of Huntley Gordon when he first took over as "Screen Guild Players" emcee this season. Shortly before air time, Huntley introduces the star of the evening, as well as the announcer and director of the program. His experience as radio director of the Motion Picture Relief Fund since 1939 qualifies him beautifully for the job.

"And now, ladies and gentlemen," Huntley announced on this particular broadcast, "I want you to meet one of the brightest of our Hollywood stars. The pin-up girl of World War II. Miss... Miss..." Out from the wings to end Huntley's obvious lapse of memory, stepped... Betty Grable!

★★

Willson Re-Names Book

Meredith Willson has changed the title of his new book from "The Talking People" to "Forth and Back," for reasons explained in the first paragraph of the forthcoming volume.

★★

Almost a Native

Although he lives in Beverly Hills, NBC's Edgar Bergen has been made an honorary resident of Pasadena. Bergen's show is the only program ever to broadcast consistently from the Pasadena Playhouse, famed non-profit theater for coaching young actors.

"Bride and Groom," KECA, 2:30 p.m. Monday through Friday—To get a genuine Love Locket, not available at any store for any price, send the coupon from a package of Lyon's Toothpaste or the box top from Lyon's Toothpowder, with only twenty-five cents in coin and your name and address to "Bride and Groom," Hollywood 28. Offer ends February 15.

Contests and Offers

Ben Bard
(Who Trained Alan Ladd, Jack Carson, Cathy Lewis and Many Other Radio Stars)

OFFERS HIGHLY SPECIALIZED TRAINING IN

- RADIO
- Acting
- Announcing
- Programming
- Production
- Direction
- Station Operation

Executive Director: Robert M. Light, Who Headed the AFRA Refresher Course, Assisted by a Distinguished Roster of Instructors and Lecturers From the Radio Field.

Approved for Veterans

NEW STUDIO QUARTERS AT 827 N. LA BREA AVE.
WEBster 4464

YOU'LL AGREE
Entertainment is Better on KIEV
870 on your dial

IN PERSON

TOM HARMON & HIS "HARMONY HUDDLE"
MON. THR U FRI.  7:45 A.M.—8:00 A.M.

DICK WHITTINGHILL & HIS "BABY SITTER SHOW"
MON. THR U SAT.  10:00 A.M.—10:30 A.M.

JACK NORMAN — RADIO'S SINGING COWBOY
MON. THR U SAT.  10:30 A.M.—10:45 A.M.
TIME CHANGES

Saturday, February 14 — “Our Town Speaks,” KECA, 4:15 p.m. (30 min.) Cities throughout the U.S. “star” as program guests at this new time. Formerly heard as a KECA, 10:30 a.m. Saturday feature.

Saturday, February 14 — “CBS Is There,” KNX, 4:30 p.m. (30 min.) Columbia reporters recapture events of past history in present radio news fashion at this changed time. Formerly on KNX, 9:00 p.m. Wednesdays.

Sunday, February 15 — “Know Your Schools,” KMPC, 6:00 p.m. (15 min.) A time switch from KMPC, 6:45 p.m. Sundays, is now in effect on this series.

WHAT’S NEW

Mystery
Saturday, February 14 — “The Lone Wolf,” KJH, 5:00 p.m. (30 min.) Gerald Mohr, who has enacted the same role in the movie series, will star as Louis Joseph Vance’s fabulous adventurer.

Participation
Monday, February 16 — “Voice of the Neighborhood,” KMPC, 11:15 a.m. (15 min.) Bob Shannon broadcasts interviews from various independent drug stores in the Southern California area.

Saturday, February 21 — “Padded Cell,” KNX, 6:30 p.m. (30 min.) Announcer Ken Niles will be the emcee of this new audience participation madhouse, with further details and personalities not yet selected.

WHAT’S BACK

Commentary
Saturday, February 14 — “Ed East and Polly,” KNX, 7:45 a.m. (15 min.) Ed East and his wife Polly return their grand little fifteen minutes of chatter, songs, recipes and philosophy to the air.

WHO’S GUESTING

Variety
Wednesday, February 18 — Bing Crosby show, KECA, 9:00 p.m. (30 min.) Robert “Spangler Arlington Brugh” Taylor will be the program guest.

Drama

Sunday, February 15 — “Hollywood Star Page Fifty-two Preview,” KFI, 8:00 p.m. (30 min.) Ronald Colman will introduce Miss Shelley Winters in her first appearance as a major dramatic radio star.

Comedy

Sunday, February 15 — Bergen-McCarthy Show, KFI, 5:00 p.m. (30 min.) Mario Lanza, 24-year-old American operatic star, whose voice is acclaimed as the most sensational new tenor since Enrico Caruso’s, will join the program in Dallas as guest.

Music

Sunday, February 15 — “Sound Off!”, KECA, 3:00 p.m. (30 min.) Beauteous blonde Gale Robbins will be guest-solo.

WHAT’S PLAYING

Drama

Monday, February 16 — “Lux Radio Theatre,” KNX, 6:00 p.m. (1 hr.) The film chosen by Photoplay magazine for its 1947 awards will be adapted.

Monday, February 16 — “Screen Guild Players,” KNX, 7:30 p.m. (30 min.) Curtain-time finds Van Johnson and Esther Williams in the spotlight as co-stars of “Easy to Wed.”

Monday, February 16 — “Cavalcade of America,” KFI, 8:30 p.m. (30 min.) “The Black Duster,” a dramatic saga of the Dust Bowl, is the evening’s story.

Wednesday, February 18 — “Skippy Hollywood Theatre,” KFI, 6:30 p.m. (30 min.) “Third Time’s The Charm” is vehicle starring Vanessa Brown.

Music

Saturday, February 14 — Metropolitan Opera, KECA, 11:00 a.m. (to conc.) Richard Strauss’ “Der Rosenkavalier” will have Irene Jessner, Jarnula Navatna, Emanuel List and Eleanor Steber in principal roles.

Saturday, February 14 — NBC Symphony, KFI, 3:30 p.m. (1 hr.) Arturo Toscanini returns to the podium for a series of eight consecutive concerts. This first program will be devoted to music of Richard Strauss, Berlioz and Moussorgsky.

Monday, February 16 — “Musical Masterpieces,” KFAC, 4:00 p.m. (1 hr.) Glazounov’s “Stenka Razine” is featured request selection. Thursday, Hanson’s “Lament for Beowulf”; Wednesday, Ballet music from Gounod’s “Faust”; Thursday, “Sebastian Ballet Music”; Friday, Fritz Kreisler playing six of his own violin favorites; Saturday, an abridged presentation of “Cavalleria Rusticana.”

Monday, February 16 — “Musical Digest,” KGFJ, 6:00 p.m. (2 hrs.) Selections of Mozart, Beethoven and Saint-Saens. Tuesday, Solomon playing Brahms’ “Handel Variations”; Wednesday, Ravel’s “La Valse”; Thursday, Eric Coates conducting “Cinderella”; Friday, Mozart’s “The Magic Flute”; Saturday, Stravinsky conducting his “Firebird Suite.”

Saturday, February 21 — “Symphonies for Youth,” KJH, 10:30 a.m. (30 min.) Don Gillis’ “Overture to an Imaginary Opera” and Aaron Copland’s jubilant “Hoedown” from “Rodeo” are major performances of this concert for youngsters conducted by Alfred Wallenstein.

Forum

Sunday, February 15 — “Invitation to Learning,” KNX, 9:00 a.m. (30 min.) “The Spirit of Laws” by Baron de Montesquieu will be considered by the experts, as part of the “American Heritage” theme of the present series.

Sports

Tuesday, February 17 — Boxing from Olympic Auditorium, KLAC, 10:05
Thursday, February 21 — Ice Hockey, KLAC, 10:05 p.m. (to conc.) The L. A. Monarchs return home to play Oakland, John Bradley calling the scores.

★

WHAT’S SPECIAL

Public Interest

Sunday, February 15 — “The Last Waterhole,” KNX, 10:45 a.m. (1 hr. 15 min.) Dramatic and panel interpretation of documentary material gathered in Arizona by CBS special events director Stu Novins will be moderated by Chet Huntley. Program theme will be the Arizona water supply and its tremendous importance to California life.

Thursday, February 19 — President Truman Jefferson-Jackson Dinner Ad-
dress, KFI, KHJ (and tentatively KNX, KECA) 7:00 p.m. (30 min.)

★

Forum

Friday, February 13, 20—“Meet the Press,” KHJ, 7:00 p.m. (30 min.) Mutual’s absolutely unrehearsed interviews between champion press “needlers” and public figures in the news will be in Hollywood for these two dates and possibly longer. Check KHJ, Hollywood for tickets.

Saturday, February 14 and 21—“Leave it to the Girls,” KHJ, 7:30 p.m. (25 min.) Paula Stone will be back as moderator, as this second tremendously liked Mutual panel show also comes out to the Coast for at least two local broadcasts. Tickets will also be available for this program and may be obtained through KHJ, Hollywood.

★

Station Identification With Networks

(For convenience of Radio Life’s rapidly growing family of readers outside the immediate Los Angeles area we herewith publish call letters of stations with their network affiliation. This will assist in locating programs where logs do not cover your own home area.)

NBC—KFI, KFSD, KIST, KERO, KMJ, KTAR, KVOA, KOB, KOH.

CBS—KNX, KSDJ, KCMJ, KERN, KARM, KKY, KTUC, KGGM, KOLO.

ABC—KECA, KFM8, KTMS, KPMC, KTKC, KPHO, KOPO, KOAT.

MUTUAL—KHJ, KGB, KFXM, KDB, KAFY, KFRE, KYOE, KOB, KATO.

ayer-powered ayer shows

The Jimmy Durante Show..............................................Wednesdays at 7:30 over NBC

“Sound Off!” With Mark Warnow.....................................Sundays at 1 over ABC

“The Telephone Hour”.................................................Mondays at 9 over NBC

“Fred Waring Show”..................................................Monday and Wednesday mornings at 8 over NBC

“On the Beam” With Tex Beneke.................................Wednesdays at 6:30 over Mutual

“Here’s to You”..........................................................Sundays at 2:15 over CBS

“Hour of Charm”......................................................Sundays at 2:30 over CBS

“Easy Aces”..............................................................Saturdays at 4 over CBS

Check them on your “best bet” listings!

n. w. ayer & son, inc.
new york, philadelphia
chicago, hollywood
detroit, honolulu
boston, san francisco
I n  t h e  p a r a d e ?

m a y  l o o k  s t r aw b e r r y  b l o n d e  o n

H e a r d  o n  " W e l c o m e  t r a v e l e r " :

D o r o t h y  N e l s o n ,  2 9 1 8  W a l n u t  S t r e e t ,  H u n-

t h r o u g h  o n e  n o s t r i l .

f ew  I n d i a n s  i n  t h e  p a r a d e .

S a r a h  n a t u r a l l y !

b u t  u n d e r n e a t h  i t ' s  d o i n '  w h a t  c om e s

t h r o u g h  o n e

H e a r d  o n  " H a y n e s  a t  t h e  R e i n s " :

c r e a m  m a t i c i a n ,  I s  a l s o  a n  a m a t e u r  v i o l i n i s t ?

a  l i t t l e b o y ' s  t o n g u e  w h e n  h i s  i c e

M r s .  F .  B r u b a k e r ,  5 4 6  

H e a r d  o n  " T a k e  I t  o r  L e a v e

p a g e  F i f t y - f o u r
F.M. and Television Tips
By JANE PELGRAM

There are a few very good reasons why the b.t.o.'s in television should make every effort to swing the preponderance of sets to home ownership.

But it will probably take that first public homicide to start the swing. The inevitable drunk among bar patrons who always thinks himself much funnier than the acts on the television screen is the probable danger point. Group dislike of his antics could easily touch off mayhem.

Or perhaps it will be the gay young couple who talk and laugh loudly throughout a show. And of course they are planted in seats directly in front of and nearest to the screen. They came in for a short beer, though, and by golly if they're going to enjoy that beer... if anyone wants to see a show, let 'em go to the theater.

Our intention is not a mealy-mouthed denunciation of local bars. We have a hard enough time being Evelyn, Joan, Jane and Judy's keepers without bringing in our reluctant brothers by their hair. But the possibility that distribution in time may force the slanting of television fare toward the bar trade isn't our happiest thought today. Let's face it — that trade and the family group aren't always identical in make-up or tastes. You'd think the operators smart enough to have dipped into video in the first place would also be shrewd enough to bend every effort toward home distribution. Cost of an evening's refreshment is a factor that could make an evening's attendance at the neighborhood set practically prohibitive.

And speaking of refreshments, Coca-Cola will lead the soft drink manufacturers into the television bankrolling field.

Eastern producers are happily employing video as a means of auditioning for legit stage productions. H.m.m.m... wouldn't that make screen-testing cheaper?

Watch KTLA's "On the Town," Wednesday, February 11, at 2:30 p.m., for guest appearance of Radio Life Editor Evelyn Bigsby.

On Sunday, February 15th, at 8:00 p.m., KTLA's "Pantomime Quiz," with Mike Stokey, hosts columnists Sidney Skolsky, Jimmy Starr and Hedda Hop- e.m. ass... if any one wants to see a show, let 'em go to the theater.

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Judy and Oogie

think you're the nicest date anyone could have.

LOUISE ERICKSON
DICK CRENNA

"A Date With Judy"

NBC Tuesday 5:30 p.m.

F.M. and TELEVISION PROGRAMS

F. M.

KHJ—101.1 MEGS.

SUNDAY

3:00—Matinee Melodies.
3:30—Johnny Green.
4:00—Arms Across.
4:30—On the Town.
5:00—Dave Rose.
5:30—Ray Block.
6:00—Bob Hope.
6:30—Jim Backus.
7:00—Miecha Herr.
7:30—Leave It to the Girls.
8:00—Rhapsody.

MONDAY

3:00—Matinee Melodies.
3:30—Harry Horlick.
4:00—Vocal Varieties.
4:30—Henry J. Taylor.
4:45—Inside Sports.
5:00—Cuban Cabaret.
5:30—Eddy Howard.
6:00—Music at Eve.
6:30—Lamberts and Song Singers.
7:00—Fishing and Hunting.
7:30—Farm Fare.
7:45—Carmen Cavallaro.
8:00—Rhapsody.

TUESDAY

3:00—Matinee Melodies.
3:30—L. A. Philharmonie.
4:00—Vocal Varieties.
4:30—Newscope.
4:45—Inside Sports.
5:00—Cuban Cabaret.
5:30—Harry James.
6:00—Music at Eve.
6:30—Chas. Splank.
7:00—Meet the Press.
7:30—Farm Fare.
7:45—Merry Mack.
8:00—Rhapsody.

THURSDAY

3:00—Matinee Melodies.
3:30—Vocal Varieties.
4:00—Henry J. Taylor.
4:30—Inside Sports.
5:00—Cuban Cabaret.
5:30—Harry James.
6:00—Music at Eve.
6:30—Chas. Splank.
7:00—Meet the Press.
7:30—Farm Fare.
7:45—Merry Mack.
8:00—Rhapsody.

FRIDAY

3:00—Matinee Melodies.
3:30—Hal Roach.
4:00—Vocal Varieties.
4:30—Henry J. Taylor.
4:45—Inside Sports.
5:00—Cuban Cabaret.
5:30—Harry James.
6:00—Music at Eve.
6:30—Chas. Splank.
7:00—Meet the Press.
7:30—Farm Fare.
7:45—Merry Mack.
8:00—Rhapsody.

SATURDAY

3:00—Matinee Melodies.
3:30—True or False.
4:00—Dave Rose.
4:30—Newscope.
4:45—Arthur Smith.
5:00—20 Questions.
5:30—Glen Gray.

11:00—Star Views.
1:00—Home Economics.
8:00—L. A. Basketball League.

2:00—On the Town.
3:00—News and Music.
3:45—Santa Anita Feature Race.
7:00—Uncle Phil.
7:15—Adventure Serial.
7:30—All for Fun.
8:00—Short Subjects.
8:30—Hockey.

SUNDAY

1:00—News and Music.
3:00—Pantomime Girls.
3:30—Cartoon Comedy.
4:30—Shopping at Home.
5:00—Cartoon Cartoons.
9:00—Little Murv.

WAXO—CHANNEL 2

MONDAY (F.M.)

8:00—Test Pattern and Music.
8:35—Wrestling Card.
9:30—Wrestling Matches.

TUES., WED., THURS. (a.m.)
10:30—Test Pattern and Music.
10:45—Queen for a Day.
11:30—Test Pattern and Music.

FRIDAY (a.m.)
10:30—Test Pattern and Music.
11:00—Queen for a DAY.
11:30—Test Pattern and Music.

FRIDAY (p.m.)
8:00—Test Pattern and Music.
8:30—Boxing Matches.
8:35—Boxing Card.

Page Fifty-Five
Learn RADIO BROADCASTING

Men & Women (Veterans and Non-Veterans)
Frederick H. Speare, well-known teacher, and trainer of radio personnel invites you to audition for possible employment. Prepare now for a career in radio and television as a voice actor, announcer, etc., with expert instruction. Students get actual on-air experience. "RADIO THEATER," every Sunday, 3 to 3:30 P.M., Station 215. Phone, write or stop in for further discussion. FREE AUDITION. Approved for Veterans. Free places.

FREDERICK H. SPEARE
The West's Outstanding Radio School
6271 Sunset Blvd., Hollywood 28, Calif.

XCLA—Church in the Barn.
KGFJ—Proudly We Stand.
* KWKW—News, Music.

9:30—KWFV—Music.
10:30—KFBK—Air City Hall.
1:15—KFBK—Mistletoe Serenade.
1:45—KFBK—Christmas in the City.
2:15—KFBK—Operation Santa.
2:45—KFBK—The Perfect Christmas.
3:15—KFBK—Silent Night.
3:45—KFBK—Christmas in the City.
4:15—KFBK—Christmas in the City.
4:45—KFBK—Christmas in the City.
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MONDAY Program Highlights

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

Comedy-Variety

9:00—Ladies' Day. KFI
3:10—Arthur Godfrey. KNX
7:00—My Friend Irma. KNX
7:05—Sing, Sing, America. KFAC
8:00—Point Sublime. KFAC
8:15—Talent Scout. KFAC
9:05—KFI—Ladies' Day.
9:30—KFI
9:35—Reed Rooms. KNX
9:40—KFAC—Breakfast Club.
10:00—RKO—Roundup. KNX
10:15—KFI
11:00—KFI, KFMB, KNX, KFVO—Kansas City.
12:00—Oscar. KNX
12:30—RFAC—Breakfast Club.
13:00—KFI—Ladies' Day.
13:30—KFI, KFMB, KNX, KFVO—Kansas City.
14:00—KFI
14:15—Reed Rooms. KNX
14:35—KFAC—Breakfast Club.
16:00—RKO—Roundup. KNX
16:15—KFI
17:00—KFI, KFMB, KNX, KFVO—Kansas City.
18:00—KFI
18:30—Reed Rooms. KNX
19:00—KFAC—Breakfast Club.
19:15—KFI—Ladies' Day.
19:30—KFI, KFMB, KNX, KFVO—Kansas City.
20:00—KFI
20:15—Reed Rooms. KNX
20:30—KFAC—Breakfast Club.
21:00—RKO—Roundup. KNX
21:15—KFI
22:00—KFI, KFMB, KNX, KFVO—Kansas City.
22:30—KFI
24:00—Reed Rooms. KNX
23:00—KFAC—Breakfast Club.
24:30—KFI—Ladies' Day.
24:45—KFI, KFMB, KNX, KFVO—Kansas City.

Mystery-Detective

8:30—Charlie Chan. KNX
9:00—Jack Smith, KNX

Public Interest

1:00—School of the Air, KNX
5:45—Any Bad Lived, KFAC
6:00—American Way, RFAC
8:15—United Nations, RFAC
11:40—in My Opinion, KNX

Sports

10:00—Race Lineup, KDKW
10:30—KFI
11:30—Sports. KNX
11:45—RKO—Roundup. KNX
12:00—RKO—Roundup. KNX
12:30—RKO—Roundup. KNX
13:00—RKO—Roundup. KNX
14:00—RKO—Roundup. KNX
14:30—RFAC—Breakfast Club.
16:00—Race Lineup, KDKW
16:30—RKO—Roundup. KNX
17:00—RKO—Roundup. KNX
18:00—RKO—Roundup. KNX
19:00—RKO—Roundup. KNX
20:00—RKO—Roundup. KNX
21:00—RKO—Roundup. KNX
22:00—RKO—Roundup. KNX
23:00—RKO—Roundup. KNX
24:00—RKO—Roundup. KNX

Drama

6:00—Lux Radio Theatre, KNX
7:00—Screen Guild, KNX
7:30—Classic of America, KFAC
8:00—The Big Story, KFI
8:30—Reed Rooms, KNX
9:00—KFI
9:15—Reed Rooms, KNX
9:30—KFI
10:00—KFI
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23:00—KFI
23:30—KFI
24:00—KFI

Music

4:00—Magazine of the Air, KFAC
4:30—Sports. KFAC
5:00—RKO—Roundup. KNX
5:30—KFI
6:00—RKO—Roundup. KNX
6:30—KFI
7:00—RKO—Roundup. KNX
7:30—KFI
8:00—RKO—Roundup. KNX
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9:00—RKO—Roundup. KNX
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20:30—KFI
21:00—RKO—Roundup. KNX
21:30—KFI
22:00—RKO—Roundup. KNX
22:30—KFI
23:00—RKO—Roundup. KNX
23:30—KFI
24:00—RKO—Roundup. KNX

MONDAY, FEBRUARY 16

 Indicates News Broadcasts

9:00—REAP—Red on McNeill's Breakfast Club, KFI
9:00—RFSD—Fred Warling, KNX
9:00—REAP—Breakfast Club, KFI
10:00—REAP—Breakfast Club, KFI
11:00—REAP—Breakfast Club, KFI
WEDNESDAY, FEBRUARY 18

8 — KECA, KFMB—Don McNeill's Breakfast Club.
     KFI, KFSD—Fred Waring, Waring's Rhythm Aces.
     KJH, KGJ, KYOE—Bob Hope.

9 — KGAR, KFMY, KLAC, KMPC, KXLJ—News.
     KFWB—Dr. Frees, Journal of Health.
     KFWR—Fairfax Country Church.
     KFWV—Wake-up Ranch.
     KFXX, KRXD—Bible Institute.
     KRFK—Symphonies of Youth.
     KRVW—Racing News.
     KRFM—Get the Band.
     KFXY—MUSIC Bandwagon.

10 — KFSD—Jack Berch.
     KJH, KFMY—Editors' Diary.
     KMPC—A Song for You.

HAVEN OF REST

KXLA, 9:30 A.M.

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

Tuesday, Thursday, Saturday

KXLJ—Haven of Rest.
     KFMY—Eric L. Smith, Jr.
     KKKD—News.
     KRVW—LAWadio.
     KROB—Station Staff.
     KRMY—Young MC.
     KRVW—Announcer.
     KFXY—McKnight.

WEDNESDAY Program Highlights

Morning Programs appear in Lifeline Type: Afternoon and Evening Programs in Boldface.

Comedy-Variety

9:00—Ladies' Day, KFI.
9:10—Arthur Godfrey, KNX.
9:20—Buffy's Tavern, KFI.
9:30—Jimmy Durante, KFI.
9:40—Mayor of the Town, KFCA.
9:50—Abbot and Costello, KFCA.
10:00—Great Gildersleeves, KFCA.
10:10—Dennis Day's Day, KFI.
10:20—Honeysuckle Rose, KFCA.
10:30—Tony Martin, KFCA.

Quiz, Participation

8:00—McNeill's Breakfast Club, KECA.
     8:30—Grand Slam, KNX.
     8:35—Brennan's Breakfast Club, KECA.

11:00—Queen for a Day, KJH.
     11:30—Double or Nothing, KJH.
     2:00—What's in it, Ladies, KECA?

11:30—Race Lineup, KFWB.
     11:40—Three Alarm, KFKJ.
     12:00—House Party, KNX.
     12:30—Pride and Groove, KFGR.
     12:35—Meet the Missus, KFWB.
     12:50—You're Out, KFGR.
     1:00—Name That Song, KJH.
     1:05—Grouch Marx, KJH.

Recorded Music

4:00—Real Masterpieces, KFAC.
     6:00—Musical Digest, KFCA.
     7:00—Firestone Favorites, KFCA.
     8:00—Evening Concert, KFCA.
     9:00—Carnival, KFCA.
     10:00—Lucky Lager Dance Time.

9:00—Evening Show, KFWB.
     9:40—Ted Bentley, KECA.

Classical, Semi-Classical

8:00—Fred Waring, KFJ.
     8:15—Mark Sosnowski, KNX.
     8:30—Melodies America Loves, KNX.

Comment-Narration

7:45—Fred Mace, KFJ.
     8:00—Kate Smith, KJH.
     10:00—Gale Draka, KECA.
     10:15—Ted Malone, KJH.

11:00—KFWL—Bromo for Today.
     11:05—KFKJ—Mark Sosnowski.
     11:10—KFKJ—Today's Children.
     11:30—Second Mrs. Burton.
     12:00—Two-Ton Betty.

11:15—KECA, KFMB—The Morning Post.
     11:30—KFSD—What Do You Say?
     11:35—KECA, KFMB—Singing Post.

WEDNESDAY, FEBRUARY 18

9:00—Ladies' Day, KFI.
8:30—Buffy's Tavern, KFI.
9:45—Mayor of the Town, KFCA.
10:00—Great Gildersleeves, KFCA.
10:10—Dennis Day's Day, KFI.
10:20—Honeysuckle Rose, KFCA.
10:30—Tony Martin, KFCA.

Quiz, Participation

8:00—McNeill's Breakfast Club, KECA.
     8:30—Grand Slam, KNX.
     8:35—Brennan's Breakfast Club, KECA.

11:00—Queen for a Day, KJH.
     11:30—Double or Nothing, KJH.
     2:00—What's in it, Ladies, KECA?

11:30—Race Lineup, KFWB.
     11:40—Three Alarm, KFKJ.
     12:00—House Party, KNX.
     12:30—Pride and Groove, KFGR.
     12:35—Meet the Missus, KFWB.
     12:50—You're Out, KFGR.
     1:00—Name That Song, KJH.
     1:05—Grouch Marx, KJH.

Recorded Music

4:00—Real Masterpieces, KFAC.
     6:00—Musical Digest, KFCA.
     7:00—Firestone Favorites, KFCA.
     8:00—Evening Concert, KFCA.
     9:00—Carnival, KFCA.
     10:00—Lucky Lager Dance Time.

9:00—Evening Show, KFWB.
     9:40—Ted Bentley, KECA.

Classical, Semi-Classical

8:00—Fred Waring, KFJ.
     8:15—Mark Sosnowski, KNX.
     8:30—Melodies America Loves, KNX.

Comment-Narration

7:45—Fred Mace, KFJ.
     8:00—Kate Smith, KJH.
     10:00—Gale Draka, KECA.
     10:15—Ted Malone, KJH.
Contestants' Prizes! The Eddie Chase Show

3:00 to 4:30 p.m. Monday through Friday

1. KJH, KFJM, KG9—Frank Hemingway.
2. KFAC—Teen-Age Roundup.
3. KG9—Record Jack Armstrong.
4. KG9—Good Time Chase.
5. KG9—Teen-Age Roundup.
6. KG9—Back Yard Band.

The Eddie Chase Show

3:00 to 4:30 p.m. Monday through Friday

1. KJH, KFJM, KG9—Frank Hemingway.
2. KFAC—Teen-Age Roundup.
3. KG9—Record Jack Armstrong.
4. KG9—Good Time Chase.
5. KG9—Teen-Age Roundup.
6. KG9—Back Yard Band.

Eddie Chase Show
### SATURDAY, FEBRUARY 21

**KREA**—Music by Maupin.
**KFI**—KFAO—Adventures of Casey in the Land of Leather.
**KNX, KGEG, KHEV, KLAC, KJH, KFKM, KGB, KYOE—Youth Hour.
**KFWB**—Salvation Army.
**KFAU**—Country Roads.
**KJPa**—Concert, Pauzelle.
**KXW**—Blind Crosby.
**KWB**—P transistor of Four-square Church.

### HAVEN OF REST

**KRD**—Haven of Rest Hour.
**KRAJ**—Makeup Ranch.
**KGO**—Haven of Rest.
**KXW**—Possum Trot Bracer.
**KXW**—Ranch and the Relax.
**KOWL**—Bring Crosby.
**KWB**—Parade of Four-square Church.

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### SATURDAY Program Highlights

**KREA**—Music by Maupin.
**KJH, KFKM, KGB, KYOE—Youth Hour.
**KOG**—Bill Leyden.
**KFAU**—Maurice Hart.
**KNX**—Mary Lee Mary.
**KMP**—Swell Time.
**KXW**—Ralph MacLean.
**KWB**—Salvation Army.
**KXG**—Assembly of God.

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### Comedy-Variety

8:30—Scofield at the Chute.
8:40—KOWL—Rendevous.
8:45—KFAU—Blind Crosby.
8:55—KFBF—Vaudeville.
9:00—KJPa—Concert.
9:10—KMP—Opera.
9:15—KXW—Concert.
9:20—KWB—Meat of the Week.
9:40—KGB—KYO—Pan Americans.
9:45—KBE—R MUSIC.
9:55—KID—R MUSIC.

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### Mystery-Detective

8:30—Passenger Express, KFL.
8:45—Billionaire, KFL.
8:50—Mystery, KFL.
8:55—Tally, KFL.
8:00—KGB—KYO—Pan Americans.
9:05—KBE—R MUSIC.
9:10—KID—R MUSIC.
9:15—KXW—Concert.
9:20—KWB—Meat of the Week.
9:40—KGB—KYO—Pan Americans.
9:45—KBE—R MUSIC.
9:55—KID—R MUSIC.

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### Classical, Semi-Clasical Music

11:00—Metropolitan Opera, KREA
3:00—Philadelphia Orchestra, KJH
3:30—Plano Playhouse, KREA
3:30—NRC Symphony, KREA
7:00—Saturday Night Serenade, KGB
9:30—Music Hour, KFI
10:15—Stairway to the Stars, KFI

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### Drama

8:00—Theater of Today, KNX
9:30—Stars Over Hollywood, KGB
10:00—Grand Central Station.

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### Public Interest-Information

9:15—Young America Speaks, KFI
10:15—Poling L. A., KJH
10:30—American Farmer, KREA
11:00—Waltz Hour, KREA
11:30—KID—R MUSIC.

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### Recorded Music

4:00—Musical Masterpieces, KPM
6:00—Mural Digest, KGB
6:30—Young America Speaks, KFI
8:00—Evanion Concert, KFAO
10:00—Lucky Laker Dance Time, KFAO
10:00—Radio Haunt, KFWB
10:00—KID—R MUSIC.
10:00—Tally, KFL.
10:30—KGB—KYO—Pan Americans.
11:00—KBE—R MUSIC.
11:15—KID—R MUSIC.
11:30—KXW—Concert.
12:00—KWB—Jazz Hour.
12:30—KRD—Talk of the Town.
12:45—KGB—KYO—Pan Americans.
1:00—KBE—R MUSIC.
1:15—KID—R MUSIC.
1:30—KXW—Concert.
1:45—KWB—Jazz Hour.
2:00—KRD—Talk of the Town.
2:15—KGB—KYO—Pan Americans.
2:30—KBE—R MUSIC.
2:45—KID—R MUSIC.
3:00—KXW—Concert.
3:15—KGB—KYO—Pan Americans.
3:30—KBE—R MUSIC.
3:45—KID—R MUSIC.
4:00—KXW—Concert.
4:15—KGB—KYO—Pan Americans.
4:30—KBE—R MUSIC.
4:45—KID—R MUSIC.
5:00—KXW—Concert.
5:15—KGB—KYO—Pan Americans.
5:30—KBE—R MUSIC.
5:45—KID—R MUSIC.
6:00—KXW—Concert.
6:15—KGB—KYO—Pan Americans.
6:30—KBE—R MUSIC.
6:45—KID—R MUSIC.
7:00—KXW—Concert.
7:15—KGB—KYO—Pan Americans.
7:30—KBE—R MUSIC.
Sincerely

Haven Mac Quarrie
"Noah Webster Says"*

* Sincerely

HAVEN MAC QUARRIE
"NOAH WEBSTER SAYS"

Finer entertainment for you

Fred Allen
Archie Andrews
Breakfast Club
Charlie McCarthy-Edgar Bergen
Elgin Thanksgiving and Christmas Shows
Kraft Music Hall
Al Jolson-Oscar Levant

Lux Radio Theatre
Meet the Meeks
My True Story
News with Bill Henry
One Man's Family
RCA Victor Show

J. WALTER THOMPSON COMPANY

NEW YORK • CHICAGO • HOLLYWOOD
Hi, Folks!

Johnny McGovern
Happy 8th Radio Life
Mel Blanc

Moony—Point Sublime Program
Pedro—Paw—Sam Spinkle—Judy Canova Program
Prof. Le Blanc, Norman Krasna’s Laugh—Jack Benny Program
Bugs Bunny—Porky Pig—Daffy Duck

For
W. B. Cartoons
Bugs Bunny Album—Capitol Records

HAPPY BIRTHDAY

TO

RADIO LIFE

Anne (Penny, Phyllis, Becky) Whitfield

"Bride and Groom"
"Breakfast in Hollywood"

Page Seventy-four
Congratulations on Your 8th Anniversary

Meredith Willson
his orchestra and musical menage

Ben Gage
Paulena Carter
The Talking People
Myron Dutton
Shifra Haran
THE
CHAPEL QUARTET
presented every Sunday evening
at 10:15 over KFI by
PIERCE BROTHERS
Neighborhood Mortuaries

10th year on the air
- 884 broadcasts of the Old Hymnal Program

The Opie Cates Show
"KATHRYN"
One Man's Family
"CLAUDIA"
Congratulations . . . . Cathy and Elliott Lewis
Here's wishing you a jillion happy returns of the day! The same comes from our little elf, JUMP-JUMP of HOLIDAY HOUSE, but he's too little to write it. He's only "no feet three" you know!

Love Letter to Radio Life:

I miss you—
Some day I'll be home again
to wish you a Happy Anniversary in person—
Love and Kisses

Mary (Moran) Morris

Love and Kisses

Les Tremayne

‘Happy Birthday Greetings’

Richard D. Carrand

Musical Conductor
Arranger
Organist

—Staff—
Columbia Broadcasting System

"Voyage of the Scarlet Queen"
MBS

Page Seventy-eight

Congratulations!

Barbara Eiler
Greetings
Everybody
Veola Vonn

8 years and all's well...
Thanks to all.
Conrad Bingham

Butch of "Mayor of the Town"
Hank of "One Man's Family"

Best Wishes!
Sincerely.
Ruthe Perrott

“DADDY SNOOKS”
9:00 p.m.
Friday, CBS

“MR. DITHERS”
Blondie, 8:30 p.m.
Sunday, CBS

Congratulations to Radio Life for
the service it renders to its readers
who I hope listen to...

BOB GARRED
7:30 a.m. weekdays
5:45 p.m.
CBS-KNX News
Dear Radio Life:

Congratulations on your eighth birthday, and sincere thanks to you and your many readers for your generosity to me—
I shall sing my best to deserve it.

Sincerely,

DINAH SHORE

C B S — Friday Evenings 7:00 PST — For Philip Morris
Van des Autels Speaking
for
THE SKIPPY HOLLYWOOD THEATER

PRODUCED AND DIRECTED
by
LES MITCHEL

MUSIC
Composed and Conducted
by
DEL CASTILLO

A HELLO
and
A THANK YOU
to
RADIO LIFE READERS
Available!

EDGAR BERGEN
CHARACTER ACTOR

Has Tuxedo - - - Will Travel

Meaty Characterizations
a Specialty

NOW APPEARING
(Without Charlie McCarthy)
in R.K.O.'s
"I Remember Mama"

Sunday evenings
For Tender Leaf Tea and
Royal Pudding
NBC

Sincerely
Kay Kyser
College of Musical Knowledge
Saturday Nights 7:00 NBC
Charles McCarthy

STAR of the
Tender Leaf Tea and Royal Pudding Show
Comedian Extraordinary,
Dramatic Star and Romantic Idol
Now available for suitably important motion picture starring roles

BROADMINDED
Will work with anything but dogs and ventriloquists

MONEY NO OBJECT
(no objection to it either)

---

Congratulations
from
Bill Leyden
KMPC

Birthday
Greetings
Best of luck!
Jack Edwards Jr.

"David" in "Today's Children"
"Bernard" in "The People Next Door"
"Bill" in "Aunt Mary"

at dawn and dust appreciatively

Hutwood

HAPPY EIGHTH!
FROM THE GANG AT
BEN ALEXANDER ENTERPRISES

Ben Alexander
Cally Curtis
H. B. Lee
Bob Martin

Heart's Desire (Philip Morris)
Hollywood Tour (Photoplay)
Adventures in Living (Union Oil)

GL. 6554 . . . . HE. 4194

Red Skelton
People Are Funny
Duffy's Tavern
QUEEN FOR A DAY
with Jack Bailey
KHJ & MUTUAL Network
11:30-12:00
Monday thru Friday
Televised on W6XAO
Channel 2
11:00-11:30
Tuesday thru Friday

GREAT RAYMOND R. MORGAN
RADIO SHOWS Now on Television!

HEART'S DESIRE
with Ben Alexander
KHJ & MUTUAL Network
2:00-2:30
Monday thru Friday
Televised on W6XAO
Channel 2
1:15-1:45
Tuesday thru Friday
“The People
Who Live in the Burns House”

On the Air for

Maxwell House Coffee

GEORGE and
GRACIE

with

Bill Goodwin and Meredith Willson

Written by Keith Fowler and Paul Henning

THURSDAY NIGHTS — NBC
Jimmy Durante
FOR
REXALL DRUGS
7:30 P.M.—WED.—NBC
26 Consecutive Years of Broadcasting
Always Sponsored — Never Sustaining

Amelia Ed. M. Connell
ON THE AIR FOR
INTERNATIONAL SILVER
FRIDAYS—CES, 6:30 P.M.—PST

Good luck!

from [Signature]

O N  T H E  A I R  F O R
I N T E R N A T I O N A L  S I L V E R
F R I D A Y S — C E S ,  6 : 3 0  P .  M . — P S T
THANKS
To these good people and many other
Radio friends for wishing Success for 1948

California's Lt. Gov. Goodwin J. Knight says a word of praise.

Clarence Muse expresses approval, while Hattie McDaniel (Beulah) awaits her turn at school mike.

Jack McElroy of "Bride and Groom" and Disc Jockey Gene Norman, recent visitors, pose at studio mike with Hal Styles.

Leo Carrillo, well-known motion picture star pays tribute to "Radio's Original Good Neighbor"

Joe Hernandez, popular Sportscaster and Municipal Judge Joseph Marchetti: enjoying a laugh.

J. B. Keeler, Pres. Keeler Agency and Clara Gois, smile their approval.

Harry Revel, famous songwriter: plays some of his many hit tunes for Judge Knight, while Wm. Estey and Hal Styles listen.

Services the Radio Industry by providing thoroughly trained, qualified Announcers, Commentators, Producers, Disc Jockeys, Actors and Actresses, Newscasters, and Special events men to stations throughout America.
Happy Birthday
To my very favorite magazine
Jerry Farber

"Stevie Kent"—Jack Benny Show

Congratulations
on your 8th great year.

Eve Arden  Ilene Woods  Dave Willock
Hy Averback  The Starlighters
Frank De Vol and His Music

Congratulations
ON RADIO LIFE'S EIGHTH ANNIVERSARY
Jack Carson's "VILLAGE STORE"
6:30 p.m. Thursdays, NBC
From the KFI (grave) yardbirds.

Andy Mansfield, "His Records and Stuff"
"Notes to You"—KWKW—3:30 p.m. Monday thru Friday
CLASSICAL MUSIC and drama authority on station KFOX is Bob Cornthwaite, whose qualifications include stage experience and a wartime stint with Radio Rome. (Daniel Boone, Jr. photo.)

FRED HENRY is KLAC's assistant general manager and director of news and programs in addition to covering the Hollywood Park races, an exclusive KLAC feature.

SEEN ON THE RADIO SCENE

JACK SHERMAN, emcee at KFVD's popular "Housewives' Exchange," makes a gift presentation to the winner of a daily contest conducted among his 6,000 listener-members. (Ralph Forney photo.)

CROWNELL BEACH, staff announcer on station KW/KW, demonstrates what it's like to be overwhelmed by record releases and spot announcements. (J. Allen Hawkins photo.)

LOYAL R. KING is the manager of Pasadena's KXLA, one of Southern California's foremost independents. (Parameter-Nusbaum photo.)

HERE'S Paul Stewart, popular staff announcer on station KFWB. (Floyd McCarty photo.)
LUCILLE THOMPSON, who was the first Anglo-Saxon child born in the San Fernando Valley, gets a kiss from chief announcer Jim Powell (announcer Johnny Griswold standing by) at official opening of new valley station, KGIL. (Bud Maurer photo.)

SEEN ON THE RADIO SCENE

OPERA STAR MONA PAULEE takes congratulating calls on her recent Damon Runyon Cancer Fund broadcast over station KFAC. (Allied photo.)

SURROUNDED BY HIS FAN CLUBBERS, "The Russell Sprouts," Andy ad-lib through an interview with KMPC's "Mild and Mellow" man, Gene Norman. (Ralph Forney photo.)

ALICE FAYE AND PHIL HARRIS in script conference with KWIK radio columnist Allen Rich and general manager Don Forbes, during their recent appearance on the Valley program.

DIMINUTIVE HELENE SMITH catches producer's cue for opening chord on her Monday-through-Friday piano-organ program on KGER, 6:30 p.m.

ARTUR RUBINSTEIN, INTERVIEWED by David Ballard on KGFJ's "Musical Digest" Dinner Concert, 6:00 to 8:00 p.m. Monday through Saturday. (Gene Lester photo.)
RECORD RIDERS ALMOST ALWAYS HAVE a sideline hobby, and KWKWs Andy Mansfield is no exception. He'll tinker with his miniature train engines anywhere, any time. (Robert Crawford photo.)

VIA KLAC, SPORTS SPECIALIST FRED HANEY interviews Jimmy Dykes, colorful manager of the Hollywood Stars. Haney will cover all home and road games of the Stars this season. (Ralph Forney photo.)

ANOTHER POPULAR voice around KFWB's dial is that of Bentley Morris, well-known staff announcer. (McCarty-Warner Bros. photo.)

HAL NICHOLS, KFOX OWNER-MANAGER, welcomes a group from the Long Beach Orthopedic School to his Wednesday "Youth Speaks." Pictured are: Tommy Sahr (left), advisor Ethel Astrin, Nichols, Danny Hoyt, producer Norman Mastroson, Charles Hulen and Victor Molinari. (Daniel Boone Jr. photo.)

YOUNG OLD-TIMER in radio is personable Gordon Browning, of the KRKD air lanes. (Ralph Forney photo.)
Farmers Brown Goes to Town, on the First Big "Citified" Radio Show — Starring the "Country Folks" Throughout This Nation!

Thursday, 6:30 p.m.
MBS-KHJ-KFXM-KGR-KYOK

Remember that song? "Old MacDonald had a farm... ee-yo, ee-yo, yo. And on his farm he had a horse... and a cow... and a Ford." Yes sir. Now old MacDonald, as well as acquiring the latest scientific farming advantages, has a radio program too—one that's all his own.

For Mutual's "RFD America" is just what it implies... a show of, by, and for farmers, on tour of the country to visit with them all.

Now, if you expect the country folks who compete on this program to shuffle up to the mike, adjust their overall straps and get rid of their chawlin' tobaccy before they answer questions, you're holding a wrong conception.

America's agricultural folks comprise one of the most alert, interesting and intelligent groups in the nation. In recent years the profession of farming has attained a new dignity and significance, establishing for itself a certain place in the world's affairs. The growers and reapers who have been behind this great organization, working silently but importantly for many years, have been keeping up with this advancement mentally as well as physically.

Is Aware

Ask a farmer who steps onto the "RFD America" stage what he thinks of agriculture as related to the Marshall Plan and he can immediately tell you, in unelaborate but well-
City, Ohio, was chosen "Farm Wife of the Week." 

But the title's not all. For with it go many cash and merchandise awards. On this only network show offering utilitarian farm equipment as prizes, give-aways include tractors, combines, milk separators, milking machines, chicken brooders, feeders, deep-freeze machines, feed and grain for livestock, and gallons of paint for homes and farm buildings.

The program keeps up a marathon competition, with previous broadcast winners invited back each week to defend, and if possible retain, their titles. Questions range from such as "What are the advantages of hybrid corn?"

Though, like the traveling salesman, "RFD America" moves through rural communities all over the nation, naturally there will be some places it cannot visit. Listeners from outlying districts, however, are invited to send in questions to stump the program participants. Each week, the best letter describing aid given to neighbors or friends during an emergency rates a "Friendly Farmer Award" for the rescuer.

Louis G. Cowan, producer, has assigned Joe Kelly as country question editor and emcee because he is already well known to city and country folks alike as the expert conductor of the "Quiz Kids" show since its inception, and as radio leader of "National Barn Dance" for thirteen years.

Reviewing all, "RFD America" is one show which certainly ought to disprove an old-time slogan and change it to: "It's no trouble to keep 'em down on the farm today!"

---

**FINALIST IN "RFD AMERICA'S" DEBUT** was Lewis Johnson, Middle Point, Ohio, farmer, who won the title "Master Farmer of the Week" after a grueling series of planting and harvesting questions. Runner-up Mrs. Rosemary Gallaway of Ohio City, Ohio, was chosen "Farm Wife of the Week."

**SECOND BROADCAST OF THE SERIES WAS** in Brown County, Kansas. Photographers snapped well known agricultural man Robert McCoy as he looked over prizes to be given by the broadcast during its stay. Give-aways include every type of farm equipment, from implements to household appliances. (Graphic Photographers.)
STAFF ANNOUNCER Gil Warren is on hand around the clock at KFWB to handle spots, news and event broadcasting. (Floyd McCarty-Warner Bros. photo.)

LATEST ADDITION to the KFOX announcing staff is Pat Huson, prepped at several Texas stations before joining Long Beach radio. (Daniel Boone, Jr. photo.)

BLIND PIANIST and raconteur Chuck Collins presents his program of music and anecdotes on KFI at 9:45 a.m. Monday through Friday. (Coy Watson photo.)

SEEN ON THE RADIO SCENE

SMILING NICK NELSON is the beloved "Uncle Whoo Bill" adored by kiddies on KFAC's Monday through Friday 5:30 p.m. program. (Allied photo.)

SADDLE AND BRIDLE rooms of Gene Autry's new Melody Ranch are of white pine and constructed to match the rest of the house. Gene frequently guests on KOWL.

DURING A "MUSICAL DIGEST" INTERVIEW at KGFJ recently, Atwater Kent (left), Mme. Yeatman Griffith, and the late L. E. Behymer guested with host David Ballard (center). (Gene Lester photo.)
Best Wishes to RADIO LIFE for another year of distinguished service to Southland listeners.

Dick Smith
Frank Bull
Walter McCreery
and Staff
Producer-Director Robson Says This CBS Series on the Psychological Problems of Childhood Has Given Him an Excellent Opportunity to Test Some of His Theories

When CBS inaugurated "Doorway to Life," it was an initial attempt at serious dramatization of the psychological problems of childhood. It hardly seems right to call the episodes "stories." For each is based on an actual case history that has been selected by members of an authoritative Advisory Board from its own files, as reflecting common problems and mistakes of many parents—and the result upon their children.

These major childhood problems have ranged from the proper care and feeding to the more complicated adjustments confronting the adolescent. The actual creation of a script is achieved through investigation of the experts' files. Then come discussions between writers and the expert submitting the case materials. A drama is formed. The coordinating psychologists check the psychological motivations for inaccuracies. Finally, the analysis for the sake of the plot, and the commentary for the sake of tying it all together are undertaken.

Typical of the case histories is that of Carol, aged sixteen, who has been portrayed as an adolescent girl who wants to go out with boys. Carol's parents worried over much about such problems as love-making and unsavory friendships, and created for Carol the impression that broken dates were the most desirable. When the parents' judgments were right, so were Carol's.

Little Arthur refused to learn in school. Each class he entered echoed the praise of his older brother. Rather than compete with this paragon of excellence, Arthur rebelled against assimilating any knowledge. When an instructor whose interest went beyond the three Rs realized what was prompting Arthur's bad behavior, she started him on tasks and studies his older brother hadn't attempted. Unafraid of comparisons in these new fields, Arthur learned rapidly and eagerly, until finally the retardation had disappeared entirely.

There was Danny, aged four, who was so unhappy that his parents decided to give him away. And Bill and Wally, whose mental growth was impaired by physical handicap—defective hearing and speech, respectively—and their resultant neurones.

Part of each episode's script is to solve the problem presented, in such a way that no member of the listening audience can misunderstand. That this adds to the entertainment value of the show is purely incidental.

The originator and producer of "Doorway to Life," William N. Robson, feels the show as one of his favorites, and on the opposite page explains why.

THINK experience is a prerequisite of performance. Oh, I don't mean so many years at dramatic school, or so many seasons in stock—and so many weeks on "Ma Perkins." I mean experience. . .you know, the intangible that comes

FROM LEFT TO RIGHT, Lynda Mason, Lester Jay, Gloria MacMillan, sound man Danny Merrill and Joan Banks. Big casts of adults usually fill roles on scripts concerning adoption, school matters or parental tangles.

ONE OF THE regulars, little Anne Whitfield, works with a short mike. Robson stands by just in case, but seldom has to assist the youngsters.

Doorway to Life

By

Bill Robson
from being around day after day, loving, hating, suffering—living.

Now I wouldn't go so far as to recommend that a man kill someone so he might play a murderer more convincingly, but it might help. I have observed through the years that innocent ingenues cast as hard streetwalkers leave much to be desired—and actors of conservative political coloration just won't do as Thomas Paine or Franklin Delano Roosevelt. Their hearts just aren't in it.

"Doorway to Life," the CBS series on the psychological problems of childhood, has given me an excellent opportunity to test this theory.

Virginia Mullen and Bill Alland, who write the scripts, pull no punches in their exposition of psychological motivations, and the demands upon the actors are often excessive. I have found that the most convincing mothers on the air are actresses who are mothers. And the same is true for fathers. Furthermore, the only convincing children are children.

On a recent broadcast of "Doorway," a cast of five actors had fourteen children among them. The rehearsals became sort of informal child behavior clinics as they discussed the achievements and shortcomings of their brood, and a director with a psychologically cocked ear can learn much about his cast by quietly listening.

However, the children are the real stars of the show. They act rings around their elders. They are alert, pliant, without prejudice. Very few radio shows offer such an excellent opportunity for a child actor as does this one. Usually they are employed as cute stooges, or secondary or tertiary props to grown-up plots. "Doorway to Life" is about children, and therefore a child must be the protagonist. The performances of kids like Marlene Aames, Norma Jean Nilsson, Anne Whitfield, Johnny McGovern and Henry Blair have set a standard that an actor three or four times their age would be hard pressed to equal.

**Rescourceful**

Although none of them has ever let a show down, the recently recovered fumble of Johnny McGovern will long be a legend around CBS. The plot of the story hinged on the fact that the mother learned, to her amazement, that her little boy had a beautiful voice, which he had developed all by himself listening to the phonograph. Several days before the broadcast I asked Johnny's mother to have him learn "O Sole Mio." He did. And on the morning of the show, in the dress rehearsal, he sang it beautifully in Italian.

However, when the cue came on the air, he started the song off pitch. Without missing a beat he ad-libbed, "I guess I've forgotten that song, mother. Can I sing another one?"

The woman playing the part of the mother on the show ad-libbed an affirmation, and Johnny went into a clear soprano rendition of "Silent Night." Many times I have seen grown-up actors go higher than a kite under less trying circumstances.

How the kids get that way, I don't know. And they like to play the show, for it satisfies the actor in them. But they do not seem to be affected by it, either for good or bad. They apparently understand what they are doing, yet it would be inconceivable that they had experienced all the problems which they are called upon to portray.

If each of them had gone through the traumatic experiences of sibling rivalry, adoption, death of one or both parents, rejection, hatred from one or both parents, incomplete sex education, domineering mother or domineering father, domineering brothers and sisters—well, they would be in a children's psychiatric ward, instead of a child psychology broadcast.

Which certainly kicks my theory into a cocked hat, and proves that the only generality that is true—is that no generality is true.
Great Stars Make Great Shows

Barbara Fuller
- ONE MAN'S FAMILY
  Sunday 12:30 P.M.

Jack Benny
- JACK BENNY SHOW
  Sunday 4:00 P.M., 9:30 P.M.

Alice Faye and Phil Harris
- FITCH BANDWAGON
  Sunday 4:30 P.M.

Edgar Bergen
- THE CHARLIE McCARTHY SHOW
  Sunday 5:00 P.M.

Garry Moore
- TAKE IT OR LEAVE IT
  Sunday 7:00 P.M.

Bernard Katz
- HOLLYWOOD STAR PREVIEW
  Sunday 8:00 P.M.

Alfred Wallenstein
- STANDARD HOUR
  Sunday 8:30 P.M.

Gayne Whitman
- CAVALCADE OF AMERICA
  Monday 8:30 P.M.

Louise Erickson
- A DATE WITH JUDY
  Tuesday 5:30 P.M.

Gorden & Carroll
- AMOS 'N' ANDY
  Tuesday 6:00 P.M.

Fibber McGee and Molly
- THE JOHNSON WAX SHOW
  Tuesday 6:30 P.M.

Bob Hope
- THE BOB HOPE SHOW
  Tuesday 7:00 P.M.

Red Skelton
- THE RED SKELTON SHOW
  Tuesday 7:30 P.M.

Ed Gardner
- DUFFY'S TAVERN
  Wednesday 6:00 P.M.

Jimmy Durante
- THE JIMMY DURANTE SHOW
  Wednesday 7:30 P.M.

Harald Peary
- THE GREAT GILDESLVE
  Wednesday 6:30 P.M.

Dennis Day
- A DAY IN THE LIFE OF DENNIS DAY
  Wednesday 6:30 P.M.

John Graver
- STANDARD SCHOOL
  Thursday 10:00 A.M.

Al Jolson
- KRAFT MUSIC HALL
  Thursday 8:00 P.M.

Jack Carson
- SEALTEST VILLAGE STORE
  Thursday 6:30 P.M.

Eddie Cantor
- THE EDDIE CANTOR SHOW
  Thursday 7:30 P.M.

Gracie Allen and George Burns
- BURNS & ALLEN SHOW
  Thursday 9:00 P.M.

Harry MacQuarrie
- NOAH WEBSTER SAYS
  Thursday 9:30 P.M.

Art Linkletter
- PEOPLE ARE FUNNY
  Friday 6:00 P.M.

David Street
- THE DAVID STREET SHOW
  Friday 9:00 P.M.
The great stars of radio are heard over NBC. Impartial surveys tell the story... 11 of the nation's 15 top radio shows are NBC—and 9 of these originate in Hollywood...at the most famous radio address in the entire world... Sunset and Vini!

* National Broadcasting Company, Inc. A Service of Radio Corporation of America
SEEN ON THE RADIO SCENE

The Kings or Klunks of KRKD's Bowling Bombers, is the title Doug Douglas gives this pose of the announcing staff of the station, whose members also make up the bowling team. Now in tournament play, the team says that this will be the "new look" if it loses.

Facing the camera in what they hope is a "winning" pose, the team consists of (l. to r.) announcer Phil Brooks (captain), announcer Ralph Emery, V. G. Freitag, chief announcer Charles A. Clifton and account executive Leroy Brooks. Doug Douglas further adds that those are not balloons the boys are holding, but bowling balls.

Harry Hall is one of the staff announcers who has long been a popular figure on station KFWB. (Floyd McCarty photo.)

High-priced film talent took over for Al Jarvis on the vacation edition of KLAC's "Make Believe Ballroom." Here's the head of RKO Radio Pictures, Dore Schary, getting a quick course in disc-jockeying from the masters. (Ralph Forney photo.)

Clete Roberts, KMPC's Director of Public Affairs, rests in the archway of the Chosum Hotel grounds during his recent visit to Seoul, Korea, as correspondent-commentator for G. A. Richards' three stations, WJR, WGAR and KMPC.
LOVELY JOAN SCHAFER finds in her KFI mail bag each day letters from both happy and irate citizens, which she reads on the air.

KFWB NEWSCASTER Henry Charles is also one of the station's able staff announcers. (McElroy and Fisher photo.)

KFOX'S FRBD MOORE lends the weight of his considerable erudition to a news report on the Hal Nichols station, Long Beach. (Daniel Boone Jr. photo.)

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JANE RUSSELL became a sportscaster and subbed for Bob Kelley on his "Parade of Sports" program on KMPC. (Ralph Forney photo.)

WALTER WINCHELL, who made two appearances over KGFJ for the Damon Runyon drive, chats across the mike with station manager, Thelma Kirchner. (Sutton photo.)

YOUR "EVENING CONCERT" host is Thomas Cassidy, also a staff member of station KFAC. This "take" caught Mr. C. doing a slight bit of clowning while awaiting an announcement. (Al-lie photo.)
COMEDIAN ALAN YOUNG and orchestra man Alvino Rey sign the guest register on opening day at KGIL, as Gil Paltridge looks on.

FRED HESSLER, NEW SPORTS DIRECTOR for KGER, chatted up twenty-two football broadcasts during this past season.

JON HALL, motion picture star and plane enthusiast, chats with KFOX Public Affairs Director, Norman Masterson, during "Kitty Hawk Day" broadcast on KFOX. (Daniel Boone Jr. photo.)

SEEN ON THE RADIO SCENE

IF ANYONE CAN wring a laugh out of the mike, it's lively Hank McCune, who airs Fridays at 7:00 p.m. over KFI. (Coy Watson photo.)

MRS. RUTH SUBBIE OF FORT WORTH, winner of the "Miss Hush" contest, is exclusively interviewed by KWIK commentator Karl Sands, as she and her husband step off the Los Angeles-bound plane. (Eccles photo.)

FORMER ACTRESS ANN NAGEL visits Jeanne Gray during a broadcast of KMPC's "The Woman's Voice." (Ralph Farnev photo.)
HERE'S "Jump-Jump of Holiday House," who is heard on the popular children's show on KFI, Saturday mornings.

EDDIE CHASE is the popular disc jockey heard on KFVD. (Ransier Studio photo.)

KIEV's traffic manager, pretty Venita Webster, makes log changes as acting manager Bob Dickenson supervises. (Loomis Studios photo.)

SEEN ON THE RADIO SCENE

WES MARES OF KWKK HAS NEVER MISSED a broadcast, so the staff ganged up on him recently and supplied him with every mike in Studio A—just to emphasize the point. (J. Allen Hawkins photo.)

THE "THREE ALARM" BOYS, FRANK GRAHAM (left) and Van Des Autels, clean up the place with the help of receptionist Laraine Elings. KMPC doesn't need it, boys, we've been there and we know! (Ralph Forney photo.)
FAMED NEWS ANALYST Harry W. Flannery (right), on hand for a special broadcast on KWIK, emphasizes a point to news director Al Gail.

JEB H. OXFORD is the Hollywood reporter on KOWL’s “Inside Hollywood,” Sundays at 3:45 p.m.

VERA VAGUE and Ken Niles got together recently for a session on station KGIL.

KFOX ANNOUNCER Bill Smith puts his two hobbies, music and sports, to good advantage with sportscasts and disc shows on the station. (Daniel Boone, Jr. photo.)

JOE YOCAM is one of KFWB’s staff announcers heard on many of the station’s special programs.

GOURMETS, new brides and homemakers are on the fan list of Ed Jorgenson’s program of culinary arts, “Your Saturday Chef,” heard on KFI at 9:30 a.m. (Coy Watson photo.)
SEEN ON THE RADIO SCENE

HERE'S A PICTURE of Woody Jordan requested by so many readers. Formerly heard on KGER, he may soon be back, we hear. (Jack's Studio photo.)

TED MYERS (left) acts as moderator on KFI's "American Way," while director of public service Jimmy Van-diver lines up the topics and participating experts. (Coy Watson photo.)

RICK LONG reports the news from three Long Beach high schools and Long Beach City College on his KFOX "Campus Wire" broadcasts, Thursdays at 9:45 p.m. (Daniel Boone, Jr. photo.)

SINGER EILEEN BARTON gives her all on this KWIK broadcast—and she definitely has that new look, too. (PS! photo.)

"THE SMALL GIRL with the sweet voice" is the tag that Audrey Brown, KOWL blues singer heard at 1:45 p.m., Tuesday and Thursday, has earned.

DEAN OF local discers is Don Otis, heard on KLAC with the programs "My Serenade," "Don Otis Show" and "Let's Play Records." Not only that, he has a collection at home! (Ralph Forney photo.)

Page One hundred-nine
NOTED RADIO WRITER Norman Corwin aided Cancer Drive by taking telephone contributions over KFAC. (Allied photo.)

EXPERT PRODUCER of KFI shows such as "Conquest" is Ken Higgins, whose specialty is fine dramas. (Coy Watson photo.)

ONE OF POPULAR personalities entertaining on opening day of KGIL was Victor Borge, who went through his piano antics. (Carlton photo.)

JOHNNY WEBB, former SMU athlete, gets behind the KFOX mike for his weekly "Speaking of Sports" program, confined purely to local activities. (Daniel Boone Jr. photo.)

NORTH CAROLINA contribution to Southland radio is Lee Zimmer, whose pleasant voice is heard over KRKD.

DAVE ROSE AND HIS HOST, KMPC'S BILL LEYDEN, become technical when Rose pays the "Music Hall" a visit. (No holiday for strings here!) (Ralph Forney photo.)

"SEEN ON THE RADIO SCENE"

"ONE OF POPULAR personalities entertaining on opening day of KGIL was Victor Borge, who went through his piano antics. (Carlton photo.)"
KLAC

preferred for...

Music—
- Leading in musical personalities with AL JARVIS and his ORIGINAL MAKE BELIEVE BALLROOM . . . TOMMY DORSEY SHOW . . . DICK HAYNES . . . DON OTIS . . . BOB MCLAUGHLIN'S 570 CLUB

Sports—
- Featuring most complete all-around sports coverage in Southern California.

plus—
- foremost prominence in COMPLETE NEWS COVERAGE . . . with full-time staff of trained newsmen . . . news hourly on the hour . . . sports roundups twice hourly . . . and "on-the-spot" special events

National Representative:
ADAM J. YOUNG, Jr., Inc. New York & Chicago

LOS ANGELES
ANNOUNCING and conducting the famous Musical Digest concerts (KGFJ—Mon. thru Fri. 8 to 9 p.m.) calls for plenty of back work, says Announcer David Ballard and press it.

DISABLED American Veterans get ready for their regular Mon. thru Fri. 9:00-9:15 broadcast from Birmingham Gen. Hospital with KGFS's Bob Gillen, announcing.

KGFJ'S GEORGIE polishes the big Colonial mirror for a better view of one of Hollywood's most alert and progressive personalities, KGFJ manager, Thelma Kirchner, "T.K.—It's the West's only woman station manager.

KEEPS KGFJ LISTENERS informed three times daily through Bill Harrelst's show, "'EM... Anything For Me?" makes veteran radio reps Carl McCullough and Marvin Briggs wait to give message to busy receptionist, Chris Walling, in KGFJ reception room.

ANYTHING FOR ME?" asks veteran radio reps. Carl McCullough, while rep. Marvin Briggs waits to give message to busy receptionist, Chris Walling, in KGFJ reception room.

KREIT, secretary-bookkeeper Viola Toot to traffic, reports leaving, starting Sutro's, making up KGFS's crowded broadcast schedule.

THIS'LL SEND 'EM," Music Librarian Helen Bennett tells Announcer Al Cameron, selecting music for KGFS's recent shows.

ELIOT EASTCOTT, KGFS program director, gets details on a new program from sales rep. Jim Stern.

MORE REVISIONS," says secretary-bookkeeper Viola Toot to traffic, reports leaving, starting Sutro's, making up KGFS's crowded broadcast schedule.


Hollywood House
CANDID SHOTS OF BUSY RADIO PEOPLE IN "THE HOUSE AT SUNSET AND VINE"