Going to the Sierras? Take these tips from actor-hiker Page 6

"Free for All": What kind of letter wins a prize? Page 34

BERYL DAVIS
Loan from Britain Page 33
The Ear Inspires the Pen

Mack Robertson, 230 Lime Avenue, Long Beach, Calif.

Sirs: Recently I have been doing research with Art Whitney (formerly with the Herald-Express and United Press, now with the Long Beach Independent) for an article on folk music for a national weekly magazine. A part of the work has been extensive listening to Western music programs.

We have found considerable merit in many of the folk and Western music programs which fill the Southern California airwaves. A few, of course, are overloaded with commercials, and some of the commercials are rather badly done. And some of the programs are downright bad.

An example of one of the better shows, in our opinion, is Spade Cooley Time, conducted by George Wilhelm and Tom-Tom Brennan on KPVD (10:00 p.m. to 2:00 a.m. daily). Mr. Wilhelm uses the best of grammar and diction but manages to endow the program with enough "horseplay" to keep it lively. His selection of records is well balanced, and the welcome mat seems always to be out to new and unknown artists. This policy also applies to the more serious folk musicians who or dinarily are shunned by Western disc jockeys as being "too highbrow."

The program and its directors have other good qualities too numerous to mention in a letter. (I imagine the people at El Rancho Los Amigos and in veterans' hospitals will readily agree with this.) While there are other good Western programs—Stuart Hamblen's, to name a live one—many Western emcees would do well to keep an eye and an ear on what's going on at Spade Cooley Time.

Thais O'Brien, 1270 East Seventh Street, Long Beach, Calif.

Sirs: Compliments on your anniversary issue. I enjoyed every minute of it. But I liked Page 109 best, for there to my delight I found a picture of Woody Jordan. And to add to my surprise I found him to be very nice looking. Usually one doesn't find talent and good looks all in one package. Someone is missing an opportunity if they don't snatch him up for a big show. I sincerely hope they do, as I myself enjoyed him very much.

Dorothy S. Weber, Route 2, Box 43, Yucaipa, Calif.

Sirs: I'd like to suggest that you write an article (with pictures) on the Staff of Radio Life. Once in while I've caught a view of some of your interviewers and I've seen a picture of Mrs. Bigsby, but we'd like to see you all and read a short biography of each member. How about it?

Thanks for printing my third letter. It makes me boil when people have to be critical of the radio programs. After all, there are all kinds of people in the world and they all don't like the same thing. To us Jack Benny will always be tops, we get a bang out of Phil and Alice, Fibber and Molly, Bob Hope, Red Skelton and all the rest, and I'll bet there is someone that prefers them than there are that don't. We like to laugh and by golly, more power to that bunch of people who can make us forget some of our troubles for awhile. Let those longhairs tune in on the more serious types of programs (there are four big networks besides smaller local stations) and let them go around with long faces if they feel better that way.

Thank you for your interest in the Radio Life staff. We prefer to put our spots to use writing about the folks along Radio Row. Besides, you can put into print a picture of one of us every now and then in the magazine.

Mrs. Sheila Sutherland, 210 Grand Avenue, Long Beach, Calif.

Sirs: I noticed in "Rumors Are Flying" (March 7) you mentioned Minerva Pious broke into "Who's Who" for the first time in the 1948 edition. Don't you think it would have been nice for you to have mentioned that Frank Sinatra also appeared in this 1948 issue? Please let us have some "news" about Frankie and his family.

No oversight of Frank Sinatra was intended. It would be quite impossible for Radio Life to list all the radio personalities who appear in "Who's Who." The Minerova Piosa item merely seemed rather unique and interesting. Sheila Graham, Louella Parsons, Jimmy Fidler, et al., frequently deliver news about Frankie and his family. At present, we're afraid we'll have to postpone the story, but you'll see Frankie frequently now on our "Seen on the Radio Scenes" pictures and we will talk about him often in our news section.

A. B. McCanne, Sunland, Calif.

Sirs: Why have you stopped printing the station finder on each day's list of programs? Please put it back soon. Extra advertising in its place won't make up for the information I know most of your readers fold the magazine back so the day's programs can be seen at a glance. It's annoying when a second glance into the station list on the page. Thanks for giving this your attention.

Radio Life's single new station finder list (which is larger and easier to read) is the result of reader request. We have received many more "fors" than "agains" since inaugurat- ing it.

Page Two
Mrs. Rhea Sutherland, 210 Belmont Avenue, Long Beach, Calif.

Sirs: I agree with Mrs. Briggs of Wilmar that Frank Sinatra should have more recognition of his fine work out here on the West Coast. I don't know of any artist that has given more freely of his time and talent than Sinatra. When it comes to anything relating to charities he just can't say no. Regarding his popularity — on the "Downbeat" poll for 1947 Sinatra won first place in the male division. Also first place in the Metronome poll for 1947.

I think that "The Miracle of the Bells" is released, Frank's popularity will soar to new heights. His sincerity, gentleness and heart-touching warmth should make him appealing as Father Paul. Recently someone said that Garry Moore was wasting his talents on "Take It or Leave It." I certainly agree with this party. The same goes for Frank Sinatra on "The Hit Parade." Both these artists should have their own shows where they could express their individuality. Thank you for giving me the opportunity to write and get this off my mind.

Gertrude Hartwell, 232½ South Grand Avenue, Los Angeles 12, Calif.

Sirs: I get Radio Life every week and I do like The Ear Inscribes the Pen. I read them first. I wonder if Radio Life would start the program "It Pays to Be Ignorant." On Friday evenings a bunch of us would gather and listen to the program and top it off by buying a carton of Philip Morris cigarettes. But I guess we will have to switch to Camel's as the Bob Hawk program is good, too. I don't see why a program like "It Pays to Be Ignorant" has no sponsor. It is the only program I know a lot of people get a good laugh out of. Hope Radio Life can tell me something about the program and I hope it comes back for keeps.

Why do sponsors switch to another type of program? Is generally something of a mystery. Philip Morris, of course, chose replacement in the Illinois Shore's "Harry James-Johnny Mercer Call for Music" format. "It Pays to Be Ignorant" is now cooperatively sponsored across the country, and may be heard Saturdays at 7:30 p.m. on KNX for the Zeeman Clothing Company.

Mrs. E. E. Woolsey, P.O. Box 132, San Diego 12, Calif.

Sirs: Like your many other readers we also have a pet peeve. What has happened to all of the good mystery programs? "Adventures of Bill Lange," "Mysterious Traveler," "Pier 23," "Richard Davis" have all been replaced by quiz shows. Now that we don't like quiz shows, that is the last straw. We are running them into the ground.

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The Hand That Rocks the Cradle....

MRS. KAY KYSER PRESENTS KIMBERLY ANN, twenty-one months, and Carroll Amanda, eight weeks, to the camera for a Mother's Day portrait. Mrs. Kyser, of course, was Georgia Carroll, the cover-girl-singer with the Kyser band. (NBC-Zeigler photo.)

MRS. EDGAR BERGEN AND HER DAUGHTER CANDICE wear twin outfits for their mother-and-daughter picture. Blonde Candice is nearly two. (NBC-Holloway photo.)

GALE PAGE OF NBC "HOLLY SLOAN" FAME IS THE MOTHER of (left to right) Luan Anthony, Lucchino Giovanni and Marina Francesca—who answer to the names of Tony, Lukey and Mina. The latter are four-year-old twins and the former is a big boy of not-quite-six. Their father is Count Aldo Solito de Solis, concert pianist and composer. (NBC-Zeigler photo.)

PAULA STONE of the "Raggedy Ann" show poses with her smiling two-year-old son, Michael. Paula is the wife of stage producer Michael Sloane.
FLORENCE RINARD OF "TWENTY QUESTIONS" FAME
sits in on a quiz session with her children, Bobby and Nancy. Bobby is the firecracker on "Twenty Questions" under the name of Bobby McGuire and Nancy is the one who thought of making a radio program out of her favorite question game in the first place. Florence, in private life, is the wife of the other quizsee, Fred Van Deventer.

MUTUAL COMMENTATOR SHEILA GRAHAM is the mother of this bright pair, Robert, two and a half, and Wendy, five.

Here Are the Mothers in Radio as They Accept Best Wishes From Their Charming Small Fry and From Us on Mother's Day.

HERE'S PAULA WINSLOWE and her bright seven-year-old son, John. Paula, who plays "Mrs. Riley" on "Life of Riley," is Mrs. John Sutherland, wife of the artist-movie producer, in private life. (NBC-Ball photo.)

If Mother works in a day-time show,
She's never too far away.
The children can turn the radio on
To hear her in a play.
But if she's on a night-time show
It's something else instead—
They beg to stay up to listen in
And refuse to go to bed.

MERCEDES McCAMBRIDGE, talented "Studio One" star, poses with her dreamy-eyed young son, John Lawrence. Actress McCambridge is married to writer William Fifeild. (CBS photo.)

BENAY VENUTA OF "Keep Up with the Kids" introduces her live-and-a-half-year-old, Patricia. Benay, who is the wife of RKO producer Arthur Deutsch, is also the mother of Deborah, age two.
By Eddie Firestone Jr.
(of "Those Websters")

HEN YOU GET to the top of the grade you twist your car around hard right, ignoring the settlement of stores and the lodge ahead of you that's already overrun with Giant Forest tourists, and follow the curving road through Sequoia National Park trees to the parking area just this side of Crescent meadow.

It's still so early in the morning that the sunlight trickles horizontally through the forest. The parking lot is empty except for half a dozen cars whose owners are already far into the back country; you try to pick a spot that isn't directly under a tree so you won't come back to find your paint jcb covered with pine pitch.

You pull pack and packboard out of the car, lash the one to the other, lock up, drop the keys clear to the bottom of your pocket with a large-sized prayer they stay there, slip into the harness and hitch the pack into comfortable position. It feels good—not as heavy as you thought it would. Then you remember how it's going to feel an hour from now and quit bragging. You check the car doors one last time and walk away, toward the start of the High Sierra trail.

At the stump that bears the big white and green enameled sign posted by the forest service, you pause just long enough to check the miles. It's nothing but a gesture—nobody really knows how far it is between points in the Sierras, and your guess is as good as the guy's who put the sign up. But you look it over just the same, if only because that particular signpost is the most impressive on the trail, and because it bears so many memory-laden place names.

You Start

Then you drop down to the creek, across the bridge, and start up the other side. A crested jay discovers you and makes his knowledge public. A chickaree squeaks like a squeezed toy. Your city-slap legs begin to feel the pull, slight and short though it is up to the ridge. The pack gives a physical prophecy of things to come, and the air you draw into your already puffing lungs is morning-sharp and ice-edged.

You swing along, one slow foot in front of the other, your boots kicking up little swirls of dust along the soft trail. Fifteen minutes later, you round Eagle View and there it is before you—the Great Western Divide that lies between you and Mineral King, Little Five Lakes, the Chagoopa Plateau, the Upper Kern Basin, Deadman's Canyon, Lion Lake... a long, jagged reach of treeless peaks, granite-tan where the sun lies, splotted snow-white in the glacial canyons. There's still nineteen miles between you and the nearest pass, but the sight of it gives you for the first time the feeling you're really on your way.

That's the west side of the Sierras—the region of rills and redwoods, the gentle side. If you're a trout fisherman, you won't spurn it, but the chances are you'll like the eastern approach better, where the mountains are higher and more rugged, with hundreds of lakes hidden in them, some barren, some filled with rainbow, Eastern brook, Loch Lomond, or the fabulous golden trout that are tastier and fighting

(Please Turn to Page 32)
PAUL MASTERSON is a good-looking young man who holds a staff announcer's position with the American Broadcasting Company. When Radio Life went chatting one day with Paul, he lamented the fact that there were no outstanding incidents in his radio career that would make a good story. Then he went on, in answer to questions, and told the laughable tale of how he had first started work in the ether medium.

In 1936, two Woodrow Wilson High School boys in Long Beach were poking along the street. As they passed station KGER, Paul's companion remembered that this was "audition day," when KGER threw the station open and placed its facilities at the mercy of all aspirants.

"We decided to duck in and have a look around, but when we arrived inside we found an almost empty studio and a cold, challenging eye of the engineer upon us. I wasn't even planning on reading for them, but could hardly explain I'd stopped by for lack of anything better to do. We were so scared not to read that the two of us launched into some lines we knew from 'Death Takes a Holiday.' The Thespian Club at school was doing the play to raise money, and being president of the club I'd been to so many rehearsals I knew the whole play by heart. The other fellow had the lead in it.

"When we finished, there was dead silence, and then a whispered consultation in the control booth. Pretty soon a man walked out and announced to me that I'd qualified. I was too surprised to even ask qualified for what!"

By Jane Pelgram

"KGER didn't have exactly a presidency open for me, but I was allowed to work and study there sans remuneration after school until I was good enough to be put on staff."

"It was invaluable training, and no matter how much I joke about it, I'll always be grateful," Paul says soberly.

At the same time Paul availed himself of radio training, he was working at self-instruction on KGER's big Hammond. Today he makes music on the electric organ with the same facility with which he plays piano.

"After Paul had served out a thank-ful and still-surprised apprenticeship at KGER, he 'went out into the world' by taking a job at a Phoenix, Arizona, station for a year.

"That was my year of trying first to sound natural, then going through a period of attempting to emulate all the big announcers I listened to from the Coasts. Then I'd abandon that and try and sound 'natural' again. Phoenix listeners must have thought the station kept dozens of different fellows under wraps, hear-

PAUL (RIGHT) looks a little serious as he faces "Ellery" across the mike. Does the pattern of the tweed or the cut of the collar mean anything to you in attempting to identify the still-unknown "Ellery"? (ABC photo.)
Sirs: I have an idea. Someone should offer a prize for the most offensive commercial. My particular gripes are:

No. 1. I would so like to hear the "Welcome Traveler" show, but that long tirade that Tommy Bartlett gives to his first poor contestants in re either Ivory Snow or Crisco is almost too much. In fact, it is too much. Then of course on the same program is Jim Ameche giving with the same suds for lingerie or if someone says "yur a good ook, thass when yur googing wi grisgo-ho-ho."

No. 2. That utterly horrid Chef-Boy-Oddy thing that is a transcription which darned near made me break my leg turning off The Jedge program on KFJ, thus missing the program and nearly missing "Queen for a Day."

I expect to pay for the entertainment provided by my radio, which naturally means a certain amount of commercials must be done, but can be done to make them stop insulting the intelligence of a five-year-old. Fortunately, I have two radios, so the next time I hear one of those phonies yell "YES" at me at the top of his or her lungs after one of the singing things, I can break at least one of them. Radios, that is.

Mrs. H. Seagibboch, 485 East 56th Street, Long Beach 5, Calif.

Sirs: A woman in San Diego read my letter in "Radio Life" inquiring about "The Sons of the Pioneers." She very kindly wrote me a card telling me she could get their transcribed program on KSJD (1170 kilocycles) in San Diego, Monday through Friday at 9:15 a.m. and 1:45 p.m. I have never seen other inquiries in your magazine and have talked to many people who wanted to hear them. I now listen to them every day and am very grateful for the information.

Barbara Fox, 1234½ West 5th Street, Los Angeles 13, Calif.

Sirs: I have written to call to your attention a very fine actor who, I think, has gone by unnoticed. He is, of course, Jeff Chandler, who very ably portrays "Dr. Dana" on Sundays. He has such a clear voice and with it he expresses his personality so well that I believe no one can equal him in his field. So how's about doing a writeup of him and his entire cast on "Private Practice of Dr. Dana."

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Sirs: I am a regular reader of Radio Life, and want to tell you I think it is the most complete radio publication I have ever read. It has more news about more entertainers, plus the radio programs for the entire week, than I have found in other magazines.

As I am a great lover of music and song, I listen to record programs most all day. I haven't found any as interesting as Bob McClaughlin's "570 Club." It is most interesting the way he works the transcribed voices of the entertainers into his programs to make it seem like the stars are right there in person. It is always nice to hear our favorites sing and play their instruments, but to hear them talk in their natural speaking voices is a real treat. These interesting programs can be heard daily, Monday through Friday, over KLAC at 1:10 to 3:00 p.m. I'd like to see a story and picture of Bob McClaughlin in a near future issue of Radio Life.

Gladys Ellis, General Hospital, Ward 3000, Los Angeles, Calif.

Sirs: Do enjoy your magazine so much and have written you often and you have answered. This time I have a complaint. It is not much, but Sheila Graham leaves me breathless. Why is it some people broadcast and you never hear them take a breath, but Miss Graham always seems breathless and her mouth seems full of saliva. It's very uncomfortable listening to her. Of course I know I can turn my dial but I like her script. We have so many good commentators that we really don't need those who are only "half good." And please include Louella Parsons as one we don't need. I listen to her, I don't mean to sound like an old grouch for there are so many programs I enjoy. My radio is my life.

Harold Ritts, 744 North Fuller Avenue, Los Angeles, Calif.

Sirs: After listening to the "Cavalcade of Sports" coming from New York I turned the dial to KFJ and found that "The Scarlet Queen" is not on that station. Now what I'd like to know is what happened to it, and why it's gone off the air. What is this "Par Answer Game" and is it so good that they put that "The Scarlet Queen?" I certainly hope it comes on the air again.

"The Queen" belonged to that happy "Continental," who was not sold by the end of its trial run. Whether the program will be picked up by another network we can't say. Watch our Previews for the "Flash." If and when.

Dorothy L. Freed, 5501 Penfield Avenue, Woodland Hills, Calif.

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Don't Be a Miss Dit*

**NEXT WEEK**

**EXCITING** — News of our new contest, "What Radio Life Means to Me," and pictures of our former contest's winner as she made the radio rounds.

**APPEALING** — Una Merkel's story as she told it to Editor Brenda.

**ENLIGHTENING** — About the men and gimmicks that make "True or False" such a fast-moving show.

**REVEALING** — What is the "Mrs. Riley" of radio really like? Paula Winasowez plays the part, and tells her story.

**SURPRISING** — Head writer for Abbott and Costello says he's NOT a guy man!

**CONTINUED** — The series of "Flashbacks" to jog your memory of the days when.

**RISING** — A young singing star. Ilene Woods, is our Woman of Music.

*She wanted to read it but she missed it.*

with uncertainty. . . Skeleton may be set adrift by Raleigh.

**Your Cue** (Shows You May Like)

"Press Club"

You can't sit in on KLAC's broadcast from the downtown Los Angeles Press Club (Mondays, 9:00 p.m.) without feeling that you're an eavesdropper. But, like snooping on a "party line," it's hard to put down the receiver.

Photographers, columnists, wire-syndicate representatives, cubs and prominent reporters from every paper in the vicinity make the Club their headquarters and ramble in at any hour to exchange the language of their trade. KLAC special-events head Jim McNamara thought some of this conversation would make a good radio show . . . and it does.

Four news people are recruited before the broadcast and "briefed" on the fact that they're by a microphone. Most of them forget it before the half-hour's over, which is why the program sparks along as high-voltage fun.

Phil Garrison, assistant managing editor of the Los Angeles Daily News, is moderator. The panel members are supposed to discuss the week's local story and other facets of their jobs, but most of them are so garrulous that the conversation may branch in octopus directions. The local and national facts of the press are a fairly well-mannered bunch. Even if it snores up a little, there's small danger of the air becoming blue, but some of the asides are a little out of moderator Garrison's swatting reach. For instance, a hash-over of the Lana Turner-Bob Topping wedding got some unanticipated comment like this: "Hey, Ruthie, did you see anything at the wedding that you'll have to save for the book?" "I sure did:"

"Newsweek Looks Ahead"

Returning from a trip last Sunday night, we found the clock at our house had stopped. Radio makes that an easy problem to solve, though, so we flipped it on at random to get a time signal.

We were rewarded by tuning in the worst possible show from which to get the time, and one of the best shows we've heard for purposes of contemporary enlightenment. It was KECA's Sunday night at 1:45 "Newsweek Looks Ahead." We heard so much we couldn't believe it was only fifteen minutes long.

The editors of the magazine "Newsweek" draw on their world-wide sources thoroughly, then wrap their political, economic, sports and human-interest gleanings into answers to vital contemporary subjects.

"Newsweek" looks behind today's and into tomorrow's news, with the where, why and what effect of current events. Last week, for example, they touched on each of the following: the change in Republican Stassen's popularity; is Democracy winning out in Germany?; Avrell Harriman as head of Europe's Recovery Program; possible... (Continued on Next Page)
Radio in Review

(Continued from Preceding Page)

sible repeal of the "oleo" laws; a look at Lilienthal's probable reappraisal as head of the atomic-energy commission; a motion-picture ("The Big Clock") review; and a bit of looking at Hollywood.

See what we mean by a lot crammed into fifteen minutes? All of it well done, too, with Herb Allen as announcer-commentator, Hy Averback as "Voice of Newsweek," and those aids to beautiful half, 42 Products, Ltd., making the whole thing possible through sponsorship.

We finally phoned in for the correct time, not in the least annoyed with "Voice of Newsweek" for leaving that one thing—a time signal—out. They have a form of life that makes for good newscasting.

"Everybody Wins"

Phil Baker's new participation show, "Everybody Wins," made its debut over CBS Friday, April 23, at 8:00 p.m., and was largely notable in that it boasted Phil Baker.

The former "Take It or Leave It" man has returned to the air with his familiar accordion and gliness, and with some new workable ideas in quiz-showing. All questions on "Wins" will be submitted by listeners, who are asked to address five queries on a single subject to Phil, care of the program, New York.

Each set of questions is worth $120, with studio and home contestants competing for all or a share of that amount. The studio quizzee wins $20 for each correct answer, but as soon as a muffs one he is ruled out and the balance of the $100 reverts to the sender. The stay-at-homes rate the remaining $20 regardless. If the studio contestant answers all five questions correctly, in addition to his $100 cash he is given his choice of several "surprise" packages onstage, valued from one dollar to several thousand dollars. When the contestant has indicated "that one," Baker will bargain with varying amounts of cash in lieu of the package, with or without h-n-n nerxes and 1-1-1-luck.

"Everybody Wins" is cursed by the usual list of giveaways, which announcer Ken Roberts reads off like a trumpeting introduction of guests at a royal wedding. But once this tiresome formality is dispensed with, and Baker once more "has at" the microphone, it's an entertaining time again.

Playbacks (Critical Comment)

We Point With Pride...

To "Quiz Kid" Joel Kupperman, who pitted his mathematical mind against the mechanics of an Oriental abacus and a税务机, both operated by experts, in a stimu-

(Please Turn to Page 12)
We all miss Tom. Sometimes, of late, some of us were too busy with our own little chores to tune him in, but we knew that he was in there every day, pitching for all he was worth. He just couldn't "take it easy" as long as there were orchids to pin on, wishing rings to bestow, laughs to coax and warm happiness to generate. On the busy memo pad charting Tom's daily appointments, there was one he didn't keep. It is the last one jotted down and was for Thursday afternoon, April 29, when he was to have posed for Father's Day pictures for Radio Life. By then, Tom had already kept his Big Appointment with The Great Producer. Of the many words of tribute spoken in the past few days, we especially liked Don Blanding's poem which Ted Malone read a few hours after Tom died:

**EPITAPH**

Do not carve on stone or wood
The words, "He was honest" or "He was good."
Write in smoke on a passing breeze
Seven words, and those words be these:
Telling more than a volume could:
"He lived, he loved, he understood."
Mikeside... from KMPC

With Betty Ann Hudson

KMPC's female commentator, Jeanne Gray, walked off this week with the Los Angeles Advertising Women's "Frances Holmes" award for the outstanding woman in her field. Jeanne keeps the award in her possession for one year and as a permanent trophy received a "Lulu" for her "Woman's Voice" program. . . Johnny Wooden, former coach at Indiana State Teachers College, recently tagged head basketball coach at UCLA, can thank KMPC sportsmaster Bob Kelley, who suggested him for the post a full year ago. . . The finale of KMPC's drive for Radios and Records for Hospitalized Veterans occurred last week when Bob Reynolds, station weeper, presented Corona vets with two new radios, phonograph combinations. . . "Three Alarm" changes its program setup this week and instead of movie stars setting alarm clocks, the listeners do it themselves.

We don't see them very often—but you hear them quite frequently—meaning Jerry Lawrence and Bob Shannon on, with their rowing mikes, enter the KMPC airwaves daily. Affable Jerry Lawrence with a mule in one hand and a stack of records in the other, brings out the Record Box of The World's Largest and Finest Drug Store—and is heard each weekday at 3:45 p.m., playing his favorite records and interviewing show co-hosts. Genial Bob Shannon greets his contestants on the "Voice of the Neighborhood" with a tube of Dr. West's and a backlog of quiz questions that he submits together with prizes for successful individuals. Bob tours the Southern California area interviewing customers in the stores for rebroadcast on KMPC Monday, Wednesday, and Friday at 11:15 a.m. Lest you forget our over-all sports activities, want to remind you to dial 710 each Saturday at 5:05 p.m., when Tom Harmon of "Michigan and the Los Angeles Rams" is campaigning for Wings. Tom's sports review show entitles the assistance of a prominent sports personality each week.

Radio in Review

(Continued from Page 10)

latting contest Sunday, April 25, and who came out first? . . . To Ethel Bar- rymore's nice try in her rather limiting guest lines on the Bergen-McCarthy show. Quite a treat to hear that Miss B. ultimately have to be leading lady to such a schmoo" . . . To Charles Laughton, not only once but twice, for his deft comedy in J. B. Priestley's, "Laburnum Grove" on "Theatre Guild" Sunday, April 18, and for his powerful acting in Winifred Holty's "South Riding" on "Studio One" Tuesday, April 27. . . To the crackjack competition of "Opportunity Night with Horace Heldt," Sunday, April 25. Five brilliant contestants and an audience which expressed wild enthusiasm for every one of them left us baffled as to the winner up to the very last, when a close count of applause established fifty-four-year-old guitarist Tony Millitello over previous title-holder Bill Spitz. An extremely good program! . . . And to "The Whistler" for a really superb script and cast Wednesday, April 28, featuring Harry Bartell and Dave Ellis in "Tough Guy." We'd argue that particular program "champion" on all counts . . . plot, originality of setting, interpretation, and denouement!

We View With Alarm . . .

Exit of Jerry Lawrence and Bob Lee from the production end of "Call for Music." Those joyous lines which the boys wrote for stars Dinah Shore, John Wayne, and their friends will be hard to replace, as will the "certain something" they gave the show. Reason for the resignation, a failure to see eye-to-eye with the sponsors on format, and certainly radio's dynamic "Favorite Story" team ought to have a good idea or two on that. The fiasco of the Frank Waring show recently. Sounds like an economy drive has been instigated—first to go, the greater part of the chorus. And those few remaining voices just don't sell us at all. . . . The "Sam Spade" decline. Are actors, writers and production getting "Careless" or do they "Care Less"? That is the question. Enough is too much, especially after that Sunday, April 25, bill of goods.

Off Mike (Personalities)

The Guitar Song

When CBS's morning zany, Ben Brady, and his CBS publicity man, Farlan Myers, haven't their heads together over press releases, one will get you ten they'll be dreaming up songs. They should, for their first joint effort, "The Guitar Song," clicked well enough to be used in the motion picture, "Tarzan and the Mermaids."

John Laurens, former singing star of CBS's summertime show, took the song south of the border to record it, appropriately enough, to the strains of twenty-seven guitars! The sound track cut there is the one used in the picture.
**CONTESTS and OFFERS**

**RECORD NOTES TO YOU**

**BY ANDY MANSFIELD**

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

**KWWK, 5:30 p.m., Monday through Friday**

**ALBUM OF THE WEEK:** Eight choice sides comprise “Music America Loves Best”—all standards featuring Russ Case and his orchestra in lush arrangements... Majority are rhythmic with just a touch of concertizing, making them listenable as well as danceable and discs that you won't tire of in a hurry... easily a Chord-In-G item. (RCA-Victor).

**NOVELTY OF THE WEEK:** Dottie Lamour has herself a ball in poking fun at herself as “Queen of the Hollywood Islands”—and incidentally lets you in on a few studio secrets about these South Sea island pictures... Three other sides feature the Strong Lady in straight Polynesian favorites, but the “Queen” is worth three notes by itself. (Coast).

**RE-ISSUE OF THE WEEK:** Scratch another pair of collector's items from the list, for back again is the 1934 unique coupling of “Shine” (Quintet of the Hot Club of France) and “Ebbony Rhapsody” (Duke Ellington Orchestra with Ivie Anderson). Both recorded more than a decade ago and still in the favored three-note department. (RCA-Victor).

**MALE VOCAL OF THE WEEK:** Bing again rings the bell three times for a pair of goodbyes—the re-issued “I'll Remember April,” with the Trotter orchestra, and the newie “So Much in Love” with fine backing by Victor Young and with the bushy completely unlaacked and apparently liking the tunes, how could it miss? (Decca).

**GIRL VOCAL OF THE WEEK:** Two of the best discs cut by Sarah Vaughan in many a day are “I'm Glad There Is You” and the natural hit, “Nature Boy.” Both are backed by very nice choral work, but for her rendition of “Nature Boy,” Saratoffe gets special commendation plus a resounding three notes. (Muscraft).

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**Atwater Kent AUDITIONS**

from ROYCE HALL - U.C.L.A.  
SATURDAY - SUNDAY

OVER KECA  
10 P.M.

Public Invited  
No Tickets Necessary  Doors Close 9:15

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**CONTESTS and OFFERS**

**IN-INKA-DINKA-DINK**

When Jimmy Durante was rehearsing for his guesting on “Kraft Music Hall” recently, the director called a break. As “The Schnozz” was leaving NBC for some refreshments, he heard the orchestra play the opening bars of his theme song and he galloped wildly back through the doors and into the studio, where Lou Brings was “only running the boys through the number for the show.” “Don't do that again, Lou,” Jimmy gasped, “I thought I was on!”

**His Own “Flashbacks”**

Harold Peary, NBC's “Great Gilder-sleeve,” has a complete album of old-time radio pictures which he plans to incorporate into a book on early radio now in the drafting stage.

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**CONTEST TUNE**

**WHAT AM I?**

**CONTEST**

“HOLLYWOOD BANDSTAND”

Maurice Hart 11-11-15 a.m.  
Bill Anson 2-2:15 p.m.  
MONDAY THRU SAT.  
KFWB DIAL 980

Sponsored by VENUS FOODS

Prizes Every Week

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**CALIFORNIA GRAVY...**

**SUNDAY at 3:00**

ABC NETWORK

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**CALIFORNIA MEDICAL ASSN.**

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Page Thirteen
TIME CHANGES

Sunday, May 9 — "We Care," KECA, 9:15 p.m. (15 min.) These weekly dramas, featuring prominent acting talent in plays supporting the C.A.R.E. organization, shift from KECA Sundays at 10:00 p.m.

WHAT'S NEW

Commentary

Monday, May 10 — Rex Miller, KHI, 4:45 p.m. (15 min.) An additional quarter-hour of Mr. Miller's commentary will now be heard in this spot, Monday through Friday, as well as on KHJ at 7:30 a.m. daily.

Sports

Tuesday, May 11 — Midget Auto Races, KMPC, 10:15 p.m. (30 min.) Frank Guihrie follows the competition at Culver City Speedway.

WHAT'S BACK

Verse and Music

Saturday, May 8 — "Stairway to the Stars," KFI, 10:15 p.m. (30 min.) During the first three days following removal of this Howard Culver and Bob Mitchell inspirational time more than 400 letters of protest were received by KFI. So the program has been returned at its original place and day, in response to listener demand!

Commentary

Monday, May 10 — "Night Editor," KNX, 9:45 p.m. (15 min.) Hal Burdick's famed stories, related in the idiom of an old newspaper man with a long memory, return to the air Monday through Friday.

WHO'S GUESTING

Variety

Saturday, May 8 — "Melody, Inc." KECA, 6:00 p.m. (30 min.) Guesting with "The Masked Spooner" and cast will be students of U.S.C.

Drama

Sunday, May 9 — "Hollywood Star Preview," KFI, 8:00 p.m. (30 min.) Hans Conried will be introduced as evening's dramatic star by Charles Laughton.

Sunday, May 9 — "Background for Stardom," KHJ, 9:15 p.m. (15 min.) Dale Evans will personally star as Erskine Johnson narrates the drama of her success story.

Comedy

Sunday, May 9 — "Allen's Alley," KFI, 5:30 p.m. (30 min.) Don McNeil, toastmaster of the "Breakfast Club," visits.

Wednesday, May 12 — "Puff's Tavern," KFI, 8:00 p.m. (30 min.) Frank Sinatra, guest.

Thursday, May 13 — Eddie Cantor, KFI, 7:30 p.m. (30 min) Lauritz Melchior makes an appearance.

Music

Saturday, May 8 — Vaughn Monroe show, KNX, 9:30 p.m. (30 min.) Lil'ln Martha Tilton will sing.

Monday, May 10 — "The Telephone Hour," KFI, 9:00 p.m. (30 min.) It will be Licia Albanese's first appearance on this opus.

Tuesday, May 11 — Jack Smith Show, KNX, 8:15 p.m. (15 min.) Meredith Willson will guest.

Participation

Wednesday, May 12 — "Women Are Wonderful," KMPC, 12:00 noon (30 min.) The Navy Mother's Club of Culver-Palms and the Cheviot Hills Women's Club will compete for prizes.

Saturday, May 15 — "Keep Up With the Kids," KHJ, 6:30 p.m. (30 min.) Bebe Daniels and her fourteen-year-old son, Richard, head the parents-vs.-youngsters teams.

Forum

Fridays, May 7 and 14 — "Meet the Press," KHJ, 7:00 p.m. (30 min.) Two leading candidates for the G.O.P. Presidential nomination will meet Mutual's on-the-air panel; Minnesota's Harold E. Stassen, Friday, May 7; and Governor
Wednesday, May 12—"Leave It to the Girls," KFH, 8:30 p.m. (25 min.) Sylvia Fine, writer-wife of comedian Danny Kaye, will augment the career-girl panel while leading man William Lundigan takes on the ladies.

WHAT'S PLAYING

Drama

Tuesday, May 11—"Favorite Story." KFI, 9:00 p.m. (30 min.) "The Gift of Laughter" will be imparted by Hans Conried as the French actor, Debureau, and by Rolland Morris as his son.

Saturday, May 8—"Stars Over Hollywood," KNX, 9:30 a.m. (30 min.) Gloria de Haven will be guest actress in "Hook, Line and Sinker."

Sunday, May 9—"Ford Theatre." KFI, 2:00 p.m. (1 hr.) Ben Hecht-Charles MacArthur's satire "The Front Page."

Sunday, May 9—"Proudly We Hail," KMPC, 7:30 p.m. (30 min.) Jane Wyatt will play a sophisticated young wife in C. P. MacGregor's production of "Our Big Brother."

Music

Sunday, May 9—"Chicago Theatre of the Air," KHJ, 10:00 p.m. (1 hr.) Gilbert and Sullivan's comic satire "The Mikado" will be performed by Elvita Clementi as "Yum-Yum" and Edward Reher as "Nanki-Poo." The role of Lord High Executioner "Ko-Ko" will be taken by John Barclay. (Because of the special play "The World's Greatest Mother," this performance will be one-half hour later than usual.)

Sports

Tuesday, May 11—Baseball, KMPC, 8:10 p.m. (to concl.) The Los Angeles Angels play the Oakland Oaks through Friday at this time and on Saturday, May 15, at 2:30 p.m., Bob Kelley sportscasting.

Forum

Sunday, May 9—"Invitation to Learning," KNX, 8:00 a.m. (30 min.) "The Golden Legend," by Jacques De Vosraigne, will be examined by the "Re-Living the Past" panel as an example of the Saints influence in literature.

Saturday, May 8—"Northwestern Reviewing Stand," KFJ, 2:30 p.m. (30 min.) "Do We Need Universal Military Training Now?" will be debated by Assoc. Prof. Maynard Krueger of Lt. Col. (U.S.A.R.) Robert W. Black and Grand Science Scholarship winner Andrew Kende. Robert E. Buchanan moderates.

WHATS SPECIAL

Saturday, Sunday, May 8 and 9—Atwater Kent Auditions, KECA, 10:00 p.m. (1 hr.) The Girls' Semi-Finals will be broadcast these two dates.

Political

Saturday, May 8—Socialist Party Convention. KHJ, 9:30 p.m. (30 min.) Mutual will broadcast directly from Reading, Pennsylvania, as newly-elected Socialist mayor Frank Ziedler of Milwaukee, Wisconsin, Jasper Levy of Bridgeport, Connecticut, and Irving Freese of Norwalk, Connecticut speak on the topic "Socialism Can Win."

Mother's Day

Sunday, May 9—Northfield Schools Tribute, KECA, 12:30 p.m. (30 min.) The Northfield 1000-voice choir containing representatives from thirty-two states and thirteen foreign countries, will again be heard in its annual performance honoring Mother's Day. Albert R. Raymond presides.

Sunday, May 9—"The World's Greatest Mother." KHJ, 9:30 p.m. (30 min.) The five events in the life of the Virgin Mary will be dramatized with Lorelta Young as star. Ethel Barrymore as narrator, Dick Haymes and Ann Jamison as soloists. Charles Boyer will host this special program presented by Father Patrick Peyton, founder of Mutual's "Family Theatre." David Young will direct the program, with script by Mark Kearney.

Baseball today

FOLLOW THE ANGELS WITH BOB KELLEY

WEEKDAYS 8:10 PM (Except Monday)
SATURDAY 2:30 PM
SUNDAY 1:30 PM

MARGARENE MIXER-CUBER

It mixes 1 lb. margarine quickly by simply agitating plunger up and down. It cubes automatically...makes a perfect, creamy, even-colored mix...churning action increases quantity of margarine too, lighter and more tasty.

The plastic Margarine Mixer-Cuber is practical...saves work. $2.00 postpaid—money-back guarantee. Send check or money order or order COD. The Get Company, 10559 Santa Monica Blvd., Los Angeles 25, Calif.

GAGS OF THE WEEK

Mrs. Virginia Inman, 5009 Willoughby Avenue, Hollywood 38, Calif.
Heard on "Breakfast Club":
Don McNell: What's the difference between a boy scout and a Philco?
Boy Scout: If you don't know, how can you sell 'em?

Dorothy Thompson, 3111 1/2 Hamilton Way, Los Angeles 26, Calif.
Heard on "Kraft Music Hall":
Oscar Levant: I just went to the circus to scrape up an acquaintance. The elephant sat on a friend of mine.
Fanny Schelkin, 168 North Mansfield Avenue, Los Angeles 36, Calif.
Heard on "Keep Up With the Kids":
Benay Venuta: How about the girls? Are they shy, knowing that you were once a "Quiz Kid?"
Harve Fischman: Oh no, they always phoned me. In Chicago, I mean. Benay: They phoned you? About dates?
Harve: No, not about dates. About help with their homework.

(See Turn to Page 29)
SUNDAY Program Highlights

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

Comedy-Variety
11:00—Jack Benny, KFI.
11:30—Charlie McCarthy, KFI.
12:00—Fred Allen, KFI.
12:30—Shirley Holmes, KNX.
1:00—Michael Shayne, KNPC.
1:30—Man Called C, KNX.
2:00—Sam Spade, KNX.

Mystery-Detective
11:00—Inspector Gadget, KNX.
1:00—The Man Who Died, KNX.
2:00—The Blue Phoenix, KNX.
3:00—Riddle of the Sphinx, KNX.

Classical Semi-Classical Music
8:30—Salt Lake Tabernacle.
9:15—Washington Inside Out, KNK.
9:30—Light for the World, KNPC.
9:45—Western Music, KNPC.
10:30—Washington Inside Out, KNK.
11:15—Lutheran Services, KFAC.
11:30—Metropolitan Community Auditorium, KFAC.
12:00—The Family Hour, KNX.
12:30—Praise That Refreshes, KNX.
1:00—Melodies America Loves, KFAC.
1:30—Album of Familiar Music, KFAC.
2:00—Standard Hour, KFI.
2:30—Praise That Refreshes, KNX.
3:00—Praise That Refreshes, KNX.
3:30—Praise That Refreshes, KNX.
4:30—Melodies America Loves, KFAC.
5:00—Album of Familiar Music, KFAC.
5:30—Standard Hour, KFI.
6:00—Comment-Narration, KFAC.
7:00—Choral Concert, KNX.
7:30—Jimmie Fidler, KC.
8:00—Walter Winchell, KC.
8:15—Loretta Young, KC.

Wireless Symphony
10:00—A Musical Medley, KFAC.
11:00—A Musical Medley, KFAC.
12:00—A Musical Medley, KFAC.
1:00—A Musical Medley, KFAC.
2:00—A Musical Medley, KFAC.
3:00—A Musical Medley, KFAC.
4:00—A Musical Medley, KFAC.
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3:00—A Musical Medley, KFAC.
4:00—A Musical Medley, KFAC.
5:00—A Musical Medley, KFAC.
MAY 9, 1948

R A D I O L I F E

SUNDAY LOGS

10:30 Nightly

HAWTHORNE

SKIPPY & CAST
OF 1000'S

K X L A

K R N O

ESPLANOL

Earle Ross, who portrays "Judge Hulme" on NBC's "The Great Gildersleeve," is now translating one of his children's record albums into Spanish for sale in South America.

Page Seventeen
MILD & MELLOW
4:30 to 5 P.M.
Monday through Friday
KMPC

KWWK-Races and Sports.
4:05—KNX-News.
3:45—KFBK—Sports Flash.
3—KFRB—RFJ—Racing and Sports.
2:56—KFBK—Bill Amion.
4:05—KGER—KLAC—News.
4—KFBK—Music.
3:25—KFBK—Sports.
3:00—KFBK—Sports.
1:50—KFBK—Sports.
1:30—KFBK—Sports.
11:45—KFBK—Sports.
11:30—KFBK—Sports.
10:45—KFBK—Sports.
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1:15—KFBK—Sports.
1:00—KFBK—Sports.
0:45—KFBK—Sports.
0:30—KFBK—Sports.
0:15—KFBK—Sports.
Thursday, May 13

Indicates News Broadcasts.

8—KFWB—Don McNeill's Breakfast Club.
9:30—KFWB—Red Waring.
10:15—KYWJ—Juliette Day.
11:00—KLAC, KMP, KOWL, KJLA

*KFJ—Dr. Frederick Bulles.
*KFJ—Top World Heroes of the Roundup.
*KFJ—Country Church.
*KFJ—Young Bakers.
*KRWW—Ralph Meeker.
*KRWW—Local Musicians.
KRWK—Elton Bridget.

*KFJ—News.

VIOLETS' SHOPPING HI-LIGHTS

CONTEST PRIZES

Now 10:45 a.m. and
12:30 p.m.

Check KEFD

PAD P' O' PAINT

Presents

Dinner Bell Round Up
12:00 noon, Mon. thru
11:15—KJLA—Dinner Bell Roundup.
11:25—KGER—Texas Tiny.
12:25—KRBB—Bankers' Calling.
1:00—KFI—Perkins' Pageant.
1:30—KFMB—Betty Crocker
Magazine.
2:15—KFI—Leonido Jones.
2:30—KFI—Young Widder.
3:15—KJLA—Music in the American
Manner.
3:30—KFMB—Hall of Fame.
3:45—KFMB—Symphony of Strings.
4:00—KJLA—Hall of Western Sierra.
4:15—KJLA—Symphony of the Strings.
4:30—KFMB—Hall of Fame.
4:45—KFMB—Young Widder.
5:00—KJLA—Music in the American
Manner.
5:15—KFMB—Hall of Fame.
5:30—KJLA—Symphony of the Strings.
5:45—KJLA—Hall of Western Sierra.
6:00—KJLA—Symphony of the Strings.
6:15—KJLA—Hall of Fame.
6:30—KFMB—Young Widder.
6:45—KJLA—Symphony of the Strings.
7:00—KJLA—Hall of Western Sierra.
7:15—KJLA—Symphony of the Strings.
7:30—KJLA—Hall of Fame.
7:45—KJLA—Symphony of the Strings.
8:00—KJLA—Hall of Western Sierra.
8:15—KJLA—Symphony of the Strings.
8:30—KJLA—Hall of Fame.
8:45—KJLA—Symphony of the Strings.
9:00—KJLA—Hall of Western Sierra.
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24:30—KJLA—Hall of Fame.
24:45—KJLA—Symphony of the Strings.
**MILD & MELLOW**
4:30 to 5 P.M.
**KMPC**

**RADIO LIFE**

**THURSDAY LOGS**

**EASTSIDE SHOW**
10 to 12 P.M.
Every Night Except Sunday

**KFWB**

**KXLA Presents ALEX**
Pickupacupplebucks COOPER
12:00 to 5:00 A.M.
TUESDAY THRU SUNDAY

**GREETINGS**

"Brandy," Jane Webb's boxer, celebrated her first birthday recently and received a telegram from her sister reading “Happy birthday, kid. We girls must get together some day.” The message was signed “Judie of Tolula Souls” (prize boxer belonging to another Officer). Jane Webb says “Liv” on Mutual’s “Those Websters.”

**CHARGE!**

Dick Haymes, while he was in New York to do his airshow for two weeks, heard a telephone call from Brooklyn headquarters of the International Dick Haymes Associates. The youngster wanted to know if they could send a committee over to do an interview. When the committee represented it consisted of exactly eighty-five people.
Saturdays, May 15

Program Listings

Page Twenty-Eight
Going to the Sierras?

(Continued from Page 6)

per pound than anything else up there with fins.

Maybe you don’t like to fish at all —photographing looking for new views, a rock climber after unconquered peaks, a hiker unwinding fresh trails. If you’re heading into the Sierra back-country for the first time, there are some tips you’ll be able to use on clothing and camping equipment. It would have made my first trip easier if I’d known what I know now, so with that in mind, I’ll pass ’em along.

Good Tips

First of all, mosquitoes in the Sierras are unlike mosquitoes in the city. They bother you most of the time during the day, very little at night. They are worse during June and the first part of July, especially in the altitudes that are later in the season. Chances are you won’t need that bottle of citronella near your sleeping bag at night, but a long-sleeved shirt rather than a sleeveless one will make your days a lot happier.

But carry the citronella along if you’re going to be much below 9000 feet; use it to keep bears away from your food. Yes, it will definitely discourage them. Bears are bothersome at anywhere from 5000 to 7000 feet. On the east slope you won’t be staying on the narrow path; on the southern end of the west slope, bears will continue to bother as high as 9000 feet. If you’re in the middle of a good thick stand of timber, you’ll probably see tracks. To keep bears away, burn all of your garbage and your tin cans—throw them into the campfire as soon as you’re through with them. If there are a lot of tracks and you have bacon or other strong-smelling food, hang it up between two trees on a length of nylon rope. For instance, although the citronella will work wonders dabbed on the side of your pack, believe it or not. But this does not prove that a bear is just an overgrown mosquito.

What sort of food you take along depends upon what sort of a trip you’re going to take and what sort of an eater you are. There are three methods of travel in the mountains—drive to your camp; use a pack-train; or backpack. For the first, your food supply is limited only by your size of your car. Weights govern the other two, especially the backpack method. When you’re carrying it around on your back, carry it; after day, you’ll be surprised how sick you can get of food; how little of it you want to eat. Which, of course, is unfortunate, because when you’re backpacking is when you need the most energy.

Nevertheless, you can have an awful lot of food for very little weight if you use dehydrated foods. You can get potatoes, tomatoes, cabbage, celery, bananas, carrots, and milk dehydrated. I won’t

Mikemen:
Paul Masterson

(Continued from Page 7)

with the idea of modifying the offer made by the French radio system with the long, unpronounceable name. It seems that young, radio-wise Americans are cleaning up.

“I have the greatest yen in the world to travel and I feel it as well as I. We are interested in getting our show cut right now, then we want to take a trip sometime . . . anywhere.”

Our show, Paul mentioned is a man-and-wife commentary between him and his pretty Adell.

Williing to Work

“Adell had never read a line in her life, and she’s absolutely a natural for radio,” Paul explains, proudly. “There are breakfast chats, sure, and there are commentaries, but there doesn’t seem to be a good combination of the two. We thought it would be interesting to tell what’s going around towns there . . . Adell could handle the fashion end of who was wearing what. We’d like to make it a commentary-breakfast thing, without dealing entirely in trivialities. One thing for sure . . . if we have to get up at midnight to get the stuff down pat, we will. There’ll be none of those toast-crunching pauses that seem so interminable.

“IT’s great working with Adell. She’s the calmest gal in the world, and she’s the one who should be nervous. I still get those butterflies occasionally. Maybe I’m wrong, I’ve heard seasoned actors say they welcome butterflies, but I don’t regard them as a good sign. I think they set up a barrier that takes away from your best performance.”

Paul is an ardent fisherman and tennis player, maintaining friendly rivalry in each with his friend of long standing, Jack Briggs, who is married to Ginger Rogers. One of Paul’s pet avocations is getting his picture taken. The near-six-foot-tall young man with the brown eyes and blond hair can’t possibly object on grounds of being unphotogenic. His reluctance rests elsewhere.

One of Paul’s ABC announcing jobs is to give the word for “Ellery Queen,” famed detective, whose identity, radio-wise, is still a mystery.

“That’s what is making me self-conscious about pictures. Every time the photographers come to the show to take pictures for anything, I’m there with my camera. They haul me up there with the star, then turn his back to the camera!”

off worse than having to rustle wood on a cold morning. You’d think that with all those trees, there’d be dead and down timber all over the place—but the Sierras fool you. Not just about timber, either. Maybe that’s why guys like me keep going back for more.
BERYL DAVIS surveyed the tall glass of iced tea set before her by the Derby waiter. Slowly, deliberately, she picked up her spoon and dug into the sugar bowl... one teaspoonful... another teaspoonful... a third teaspoonful.

"You know," she explained with charming confidentiality, "I've eaten more since I came to this country than I did at home in England, but I've lost weight!"

A matter of difference in food, for starches were the backbone of any war-time British meal. Pressed for a typical menu from her overseas home, Beryl outlined breakfast as "dried eggs, porridge without sugar, dark bread, and tea." Luncheon was "whatever you could get by with," and dinner was whatever mother could get together after standing in line long hours and stretching the family's ration coupons to the nth degree. Acquisition of a few tomatoes on Mrs. Davis's part was nothing short of a triumph. By saving coupons for two weeks, Beryl's mother occasionally bought $2 worth of meat for her family of four comprising herself, her husband, bandleader Harry Davis, Beryl (now twenty-three) and eleven-year-old Cherry.

The "Hit Parade" singer is especially anxious to have her folks enjoy "a holiday" here in California this summer, but she's afraid that her mother won't leave his band, that her mother won't leave father, and Cherry won't leave mother, so it'll probably be an en masse vacation or nothing at all. The Davises did visit their daughter last year in New York, but now Beryl is eager to show off California, with which she frankly states she's fallen in love. She likes our drive-ins with their milk shakes and hamburgers; she likes to drink coffee and has practically deserted tea for it ("and besides, Americans don't know how to make good tea, just the same as most English don't know how to make good coffee"); she's enthusiastic about American clothes, especially California sportswear; she likes the beach and wants to have a house on the sand; and she'd like to finesse enough time to accumulate a suntan.

Right now, she thinks she's extra fortunate to have located a Hollywood apartment, which she shares with her English secretary, soft-spoken Margaret McMillan. Margaret and Beryl have known each other many years, Margaret having been assistant producer for "Beryl by Candlelight" and "Top Ten" on BBC.

Early Background
Radio is not the only entertainment medium with which the attractive Davis miss has had experience. She's actually one who can lay claim to having been born in the theater. In the dressing room of her mother, a soubrette, and musician father, Beryl let out her first whistling backstage of the Palace Theater, Plymouth, Devonshire, and was promptly cradled in a "skip" or prop basket. The Davises found it simpler to use baby Beryl in the act than keep a nurse with them on the road, so Beryl's stage debut happened before she could coo. By the time she was nine, she was ready to make appearances with her father's band; at eleven she broadcast with the group; and at fourteen toured the Continent with them. During the war, she made more than 500 appearances at AAF camps in Britain, so she was already a great American favorite when she arrived here last year.

Beryl experienced no difficulty in understanding Americanese because of meeting so many of our boys in England. "I was pretty hep," she smiled. "The only thing I couldn't understand here was why, in this country where everyone is so busy and there are so many labor-saving devices, there are so many long-abbreviated words for the British equivalent, like bobby pins instead of grips and elevators instead of lifts."

Frightened at first by Los Angeles traffic, Beryl is now sufficiently

*(Please Turn to Page 39)*
MAURY COHEN, emcee Wes Battersea in his Santa Claus cap, and writer E. Jack Neuman (right), go through a portion of the day's mail for their show. The program receives close to 10,000 letters weekly.

"Free For All"

If You Were to Give Away Ten Out of an Asked - for 10,000 Gifts Each Week, How Would You Choose Them?

As long as we are giving things away, we might as well see that the gifts go to the right people." In that one statement Maury Cohen explains the wheels within wheels that have made CBS's "Free for All" both a jolly game and a worthwhile font of help to those who ask.

When the clock in one of Columbia Square's big studios rolls around to the broadcast time on Saturday afternoons, as many people as have been able to crowd into the room are caught cheering and madly waving their hands, hoping to be the ones picked who'll try to guess, from letters emcee Wes Battersea reads, what the writer-inners have asked for. Of course Wes substitutes the word "blank" for the name of the article sought . . . and a few clues have been added to the letter.

Three guesses are allowed. The studio audience member making the correct guess is rewarded by a "prize box" that may contain anything from a John-Fredricks hat to an electric iron.

At the end of the day's letter-reading, there is a mystery-gift time when Wes reads a jingle containing a puzzle. Again the lucky guesser in the audience is rewarded by a valuable gift.

Sounds simple, doesn't it? It is on Saturdays. But the other days of the week more than a dozen people lend time, wits and their hearts to getting the game in shape.

Sincerity Counts

Producer Maury Cohen, emcee Wes Battersea, and writer E. Jack Neuman superintend the reading of the mail. From the average 10,000 letters
received weekly, ten must be chosen.

"The chosen pleas must be based on sincerity—and it's up to us to decide whether or not a thing is really needed by the writer. One of the most valuable points of entertainment is human interest, of course. We keep our eye out for that.

"Misery letters and the writers of crank letters are pretty easily spotted... those we ignore," is the way Maury explains the procedure. Choice of the word "explains" is a poor one—Maury Cohen harbors the most tremendous enthusiasm for this worthy, entertaining show, and will talk happily for hours on end about incidents, people, gifts and results connected with it.

"After the letters are chosen—and incidentally, the staff makes sure every letter is read—an authenticity check is made. If the writer is a local resident, a personal check is made. Should he live outside the community, a phone call or a wire serves the purpose," Maury says. "It would be terrible to make a mistake and have these needed gifts fall into the hands of whim-satisfiers. We want to know real and crucial needs."

After the selections, another staff, with Maury enthusiastically heading its ranks, lines up the give-aways. "Manufacturers and distributors have not only discovered the advertising value of having their wares mentioned on the air... they are sincerely interested in the cases and happy to help out," beams producer Cohen. "They are extremely cooperative, and make the program possible!"

Sometimes this cooperation goes far beyond the immediate worth of either advertising or helping the show.

Worthy Causes

In one case it was a telephone call, not a slower-traveling letter, that started the staff of "Free for All" on a frantic search for a rare and expensive drug.

The call was from Mrs. Pollock of Los Angeles, who explained that her (Please Turn To Page 39)

LAST CHRISTMAS, WES AND THE SHOW CAST made the most of their opportunity and dealt out gifts right and left. The smile on one face was ample reward. Announcer Bob Moon, who travels into the audience with his mike, is the young man at the left.

BATTERSEA IS HAVING a little trouble getting Marguerite Jane through the backstage entrance to the studio. The burro went to a young girl in Northern California.
We're Really Reaching Into the Past for This Episode in Our Continued Series of the Radio Past. You're a Young Old-Timer if You Still Remember These Shows; If You Don't, Ask Dad!

Here's a pair who should need no introduction to many radio fans--Billy Jones and Ernie Hare, who made "vo-do-de-o-do" an American byword. Known as "The Happiness Boys" and later as "The Interwoven Pair," the two were the best-known radio stars of their time.

One of the most beloved personalities in radio was the late Ben Bernie. This picture personifies the way in which we remember him best.

One of the first singers to achieve air stardom was "The Silver Masked Tenor." Here he is veiled in the anonymity that intrigued his fans. Though the tenor star is now inactive in radio, his son, eleven-year-old Bobby White, has appeared on Fred Allen's show several times this season.

We're indebted to the publicity department of the National Broadcasting Company for digging out these precious negatives for us. Not only have they traveled far from the past—they had to come by way of New York. So, a low bow to publicity departments in general and NBC Hollywood and New York publicity in particular.

The two most famous people in America during the twenties were certainly Douglas Fairbanks and Mary Pickford. It was inevitable that they would try that new thing—radio. (That's not an electric heater they're speaking into, it's a mike.) (NBC photos.)
FORERUNNER OF "THE HOUR OF CHARM" BY AT LEAST A GENERATION were the "Melody Belles," an all-girl band that, from the looks of this surviving publicity shot, featured a hot jazz trumpet. According to the title of the sheet music on the leader's stand, they're playing the 1923 hit, "Swingin' Down the Lane."

EDDIE CANTOR'S earliest radio appearances were made in front of this zooty-looking microphone. Reflection on the changes in styles and equipment will make you realize what a long and successful career Eddie has built.

WEBER AND FIELDS climax one of the longest and most successful careers in the theater by starring in their own network show. Here they worked before the mike in their traditional musical-comedy garb.

THE R.C.A. VICTOR HOUR ON FEBRUARY 19, 1926 FEATURED this musical trio from the Metropolitan Opera Company. Left to right are Marguerite D'Alvarez, Giovanni Martinelli, and the young Kansas singer, Marion Talley. Miss Talley was to become a famous radio personality several years later as the svelte R.J-Crisp singing star.
The Aces Took It Easy

Goodman Ace Is the Cautious Type Who Burns No Bridges Behind Him. Here's the Story of His Wary Climb to Radio Fame Along with JANE.

Saturday, 1:30 p.m.
CBS-KXX

ONE EVENING in 1930, Goodman Ace, drama critic for the Kansas City Journal-Post, was standing at the mike doing his regular air stint as "The Movie Man." Sure of his lot, he would have probably continued as a newspaperman and sometime broadcaster had not a mistake set him on the road to air fame. The mistake was made by a couple of other people—they neglected to show up for a scheduled broadcast. As luck would have it, it was the program following "The Movie Man." A frantic station manager waved Goodman Ace to continue into the next fifteen minutes. The movie reviewer felt he had pretty well exhausted the topic of movies in Kansas City, so he waved to his blonde wife, Jane, who had been waiting at the door for him to finish, and the two stepped up to the mike and started to chat. For fifteen unpredictable minutes they ad-libbed, mostly about a bridge game they had played the night before. The next day the station received a sack of mail. Jane and Goodman became "Easy Aces," acquired a sponsor and rolled along toward the big-time.

Show Catches On

Things were going so well that Ace asked for a fifty-dollar raise. The sponsor balked and the Aces quit—for one night. Phone calls were so heavy that a new sponsor took them over for the extra fifty. "We had a lot of relatives in Kansas City," Ace observes.

During all this time, Ace had cautiously held onto his job with the Journal-Post. He was convinced the radio bubble was bound to burst. Contrariwise, an advertising agency man dropped into the station and asked Ace how he would like to take "Easy Aces" to Chicago on a network basis. Not as dazzling an offer as it sounded, for Ace was told that traveling expenses and not much else would be guaranteed. Crossing his fingers and shooing, he thought, at the moon, Ace said they'd go for five hundred dollars. To his astonishment, it was a deal.

Played Safe

Still not one to dynamite a perfectly good bridge behind him, Ace paved the way backwards in case the radio show should fold. He kept his berth warm on the newspaper by continuing to write his column—gratis—seven days a week during the show's first thirteen-week network run.

When their option was picked up, Ace felt more confident—but not reckless. He cut down his non-paying newspaper contributions to three columns a week. Another option was picked up and Ace correspondingly cut his writing to the Sunday edition of the Journal-Post. Finally, during their second year of network radio, he figured it was a safe bet. The fans could have told Goodman Ace that long ago!

For fourteen years the show continued as a top-flight radio feature. For twelve years it was under the same sponsorship. When the series concluded in January of 1945, Ace became chief writer for Danny Kaye's CBS comedy show. In 1946, he was appointed supervisor of CBS comedy and variety programs, a post created especially for him and his comedy talents.

Ace resigned from his impressive post at CBS when he tired of being what he terms "a deck jockey." The urge to return to active broadcasting, with a half-hour show patterned after "Easy Aces" but comprising a completely different situation-comedy format with more emphasis on action, resulted in the premiere of the new "mr. ace and JANE" early this year.

As in the popular "Easy Aces" days, Goodman portrays the dour husband to whom everything happens, chiefly at the well-meaning or at least innocent instigation of the malapropish Jane. Jane sums up their relationship with the words, "I have him in the hollow of my head." Goodman serves as writer, producer, director as well as co-star of the show.

Personal Points

On the personal side, it's well to "begin at the beginning," in Jane Ace's words. Goodman was born in Kansas City in 1900, also Jane's birthplace. His talent for writing became apparent when, as a seventeen-year-old student at Northeast High School, he received a prize for a paraphrase of Guy de Maupassant's "Piece of String." He became editor of the school paper during his senior (Please Turn to Page 39)
year. His first job was as drama critic of the Kansas City Journal-Post, where he stayed twelve years before breaking into radio. He married Jane in 1928. She had been his girl friend in high school. "A fact," ponders Calvin, "that was largely unknown to her at the time."

Damon Runyon once called Ace "one of the world's greatest wits." Extremely popular with fellow professionals, Ace most admires Fred Allen and Jack Benny as entertainers. He enjoys his writing, smokes cigars incessantly and is always being sought out for advice on gags. He gives it freely.

Jane Ace is five feet two, a hazel-eyed blonde. She likes to design clothes, dislikes jewelry and most admires Jack Benny as a comedian (her husband excepted). She picks Louis Alter as her favorite composer; mainly because he wrote their long-time theme, "Manhattan Serenade." On the air the Aces disagree about everything—in private life they are in complete agreement most of the time. They both enjoy traveling by boat, watching sports, especially base-ball and racing, and attending the theater.

"Free for All"

(Continued from Page 33)

son was hospitalized with an advanced case of tuberculosis. His only hope was treatment with streptomycin. Mrs. Pollock was unable to buy the drug... it cost seven dollars a bottle. Immediately "Free for All" began its search. Through the generosity of Drug Stores, the show was able to send the sanitarium a supply of three bottles a day for six weeks, the time doctors had expected to check the disease. All this was an unpublicized, behind-the-scenes giveaway.

Worthy benefits must surely have been derived, too, from the "Bearcat Tractor" presented to a "4-H Club" which appealed to Wes by letter. Or the brand-new hospital bed, complete with extras, that was received by a bed-ridden patient. And how the minister from Canada must have rejoiced when his letter was answered by a glassy new peddler organ for his tiny rural church.

A dream came true, too, for twelve happy little girls. The leader of a group of "Brownies," those girlscouts-to-be, and in this case a group from underprivileged homes, wrote to "Free for All" explaining that her charges had for months been looking forward to the outing none of them could afford. You can imagine their reaction to the day's fun at beautiful Arrowhead Springs—a day Wes and Maury had arranged for them under the good name of "Free for All."

Mary Jane Croft, versatile actress featured on many CBS comedy shows, accepts a Mother's Day gift from proud Rickey, three and a half.

Shocking

There was even a tall blonde sent on her way to Greybull, Wyoming, after Duane Wilson told "Free for All" he was in dire need of just such a girl. To one of the staff members who rounds up prizes for the program fell the lot of securing Wilson's blonde. Getting her to Columbula Square was the main problem. Not wanting to bring her to the studio in a truck, prize man John Wiley sat her beside him in his jeep and made the trip through Los Angeles followed by wolf-whistles and indignant stares.

W. Duane Wilson got his willowy blonde for the dress shop he was opening in Greybull, but he had to dress her! Prizeman Wiley hadn't known, until he picked her up at the warehouse, that a plaster manikin is unclothed until set up in a dress shop, and he hadn't even carried an old blanket to cover her as he'd driven to the studio!

Beryl Davis: Loan From Britain

(Continued from Page 33)

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W. Duane Wilson got his willowy blonde for the dress shop he was opening in Greybull, but he had to dress her! Prizeman Wiley hadn't known, until he picked her up at the warehouse, that a plaster manikin is unclothed until set up in a dress shop, and he hadn't even carried an old blanket to cover her as he'd driven to the studio!

Beryl Davis: Loan From Britain

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son was hospitalized with an advanced case of tuberculosis. His only hope was treatment with streptomycin. Mrs. Pollock was unable to buy the drug... it cost seven dollars a bottle. Immediately "Free for All" began its search. Through the generosity of Drug Stores, the show was able to send the sanitarium a supply of three bottles a day for six weeks, the time doctors had expected to check the disease. All this was an unpublicized, behind-the-scenes giveaway.

Worthy benefits must surely have been derived, too, from the "Bearcat Tractor" presented to a "4-H Club" which appealed to Wes by letter. Or the brand-new hospital bed, complete with extras, that was received by a bed-ridden patient. And how the minister from Canada must have rejoiced when his letter was answered by a glassy new peddler organ for his tiny rural church.

A dream came true, too, for twelve happy little girls. The leader of a group of "Brownies," those girlscouts-to-be, and in this case a group from underprivileged homes, wrote to "Free for All," explaining that her charges had for months been looking forward to the outing none of them could afford. You can imagine their reaction to the day's fun at beautiful Arrowhead Springs—a day Wes and Maury had arranged for them under the good name of "Free for All."

Mary Jane Croft, versatile actress featured on many CBS comedy shows, accepts a Mother's Day gift from proud Rickey, three and a half.

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At home, Beryl gathered all kinds of records, especially Sinatra's and Ella Fitzgerald's. As soon as she is established in a real home here, she wants to resume collecting.

Romantically, she is footloose and fancy-free and hasn't made up her mind just what kind of a man is "her type."

Should he be tall, dark, considerate, wealthy, with a sense of humor? When questioned Beryl just laughs and says, "First consideration is a man!"

Beryl Davis: Loan From Britain

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LURENE TUTTLE, featured on num-
nerless top shows on all networks
and best known as "Ellie" on "Sam
Spade," practices a Mother's Day
duet with her daughter, Barbara. They've been
murdering this number for ten years, Lu-
rene says. (CBS photo.)
IRENE BEASLEY, SINGING EMCEE of CBS's "Grand Slam," rehearses the Itsy-Bitsy Trio (left to right): Abe Goldman, organist; Bob Downey, pianist; and Dwight Weist, announcer.

ART LINKLETTER, RIGHT, star of "House Party" and "People Are Funny," gives some pointers to Al Jarvis of KLAC. Art's "House Party" sponsor, General Electric, recently took over time on Jarvis's-platter show.

SEEN ON THE RADIO SCENE

SINGING ASSIGNMENTS on Mutual's "Chicago Theater of the Air" resulted in marriage for soprano Winifred Heidt and tenor Eugene Conley, regularly featured on the program.

HAL PEARY ("Great Gildersleeve") takes his new duties as water commissioner quite seriously. Arcadia recently named "Gildy" as "commish" of the city.

MRS. HORACE HEIDT brings hubby a cup of coffee backstage between rehearsals of his NBC talent program which is touring the country.

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