**The Ear Inspires the Pen**

Mrs. Lucile Tiefel, 829 Marcelle Avenue, Glendora, Calif.

Sirs: Withdrawing favorite programs without any notice, and five-minute fillers, are chief annoyances. Why not give us a full half-hour of drama? Why not devise more fair means of choosing contestants? On "Queen for a Day" the women practically become beggars, and some parts of the building have no chance at all.

Carroll Van Court, 226 West 46th Street, Los Angeles 37, Calif.

Sirs: Do you want to know what's the matter with radio? Well, I haven't many complaints (except for the same gags over and over) but there is one sad thing about it which could be corrected by the application of one of the greatest proverbs ever written—namely "Moderation in all things."

This is what I mean. Recently, in the space of only a few weeks, two good radio emcees dropped dead and two others collapsed from exhaustion, etc., and if I am not mistaken, all of them were under forty-eight years old! What an age for anyone to die! Why, most of us don't get any brains before we are forty years old.

Now, here is what I think caused the deaths of these fine gentlemen: too many jobs and overwork. If a man runs a radio program, travels all over, makes speeches here and there, does some writing, edits a magazine, plays in a movie or two and does some other chores, how long do you think the human body can stand it?

When those fine men died, we lost very useful citizens who gave the world a lot of pleasure and comfort.

A Reader, Los Angeles 6, Calif.

Sirs: Yes, Miss Woodruff, it is possible to win prizes in contests. Last December just as I was happily anticipating my favorite show, "Noah Webster Says," my radio fizzled out. I was so disappointed I decided what I needed was a new dependable radio. I wrote two entries, one to "Grand Slam" and one to "The Pict sweet Show," as both were offering radios as prizes. Just before Christmas, I was delighted when Pict sweet delivered a beautiful Philco radio and Irene Beasley sent me a fine watch and a set of aluminum.

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**Bring death to this pest quick!**

Chevron Fly Spray brings death to flies, mosquitoes, ants, moths, fleas, bedbugs, silverfish. Stainless, pleasant odor. highest rated killing power by U.S. standards.
All letters to the Ear Inspires the Pen. Department should include name and full address of the sender. Names and/or addresses will be withheld on writer's request. Opinions expressed in the letters printed are those of the senders and do not necessarily reflect the opinion of Radio Life.

Mrs. Gilles B. Cote, 724 Barbara Avenue, West Covina, Calif.

Sirs: Just whose idea was this any-way, to discontinue Groucho Marx's program, "You Bet Your Life"? Believe me, I was never a Marx Bros. movie fan, but this radio program during its short air stint kept me hysterical from week to week. I think Groucho is the most clever ad-lib artist I've ever heard. Here's hoping Groucho comes back and "Go to This House" goes.

Groucho Marx's "You Bet Your Life" series has taken summer hiatus, and will return to ARC for its same sponsor, Elgin Watch Company, in October.

Lee Maxwell, Acting Public Relations, Academy of Arts and Sciences.

Sirs: Here is a news item for your magazine... Jimmy Fider has been given an Academy Award by the Academy of Arts and Sciences... The Academy of Arts and Sciences is the highest cultural tribunal of learned men and women in the world, and an award by them is the highest and most coveted in the world. Dr. Jimmy Fider is the first commentator to ever receive this award.

Buena Vista Stine and Family, Los Angeles, Calif.

Sirs: Steve Allen's evening program was absolutely fascinating with letters. Ask anybody...Steve knew how to read 'em. But somebody hit the wrong button on the recorder. Can you tell us why?

The station asked Steve to take a listener poll of "letters vs. music." Since that's technically a platter session, the "music" came out first.

Mrs. C. R. Raymond, 4133 West Rosecrans, Hawthorne, Calif.

Sirs: Would you please tell me the name of a new song on Steve Allen's program?

I'd like to put in a word or two concerning complaints. All of us have our faults—why should the radio folks be expected to be any different? It's true some things are not appealing, but we have to take the bad with the good. When a day begins at 9 a.m., and ends at 2:30 a.m., seven days a week the radio is really appreciated. How do I know? Because I have the above schedule.

Steve Allen's theme song (for "Breakfast at the Aero") is "Ostentatious" by Boyd Hawbark. Calumet Record Co.

Pop and the Boys, 159 North Evergreen, Ventura, Calif.

Sirs: Why doesn't Radio Life give us one or two pictures of Arthur Godfrey's charming luscious-voiced Janette Davis?

Janette Davis

B. B. L. Lindsay, 369 South Carmel Avenue, Pasadena 10, Calif.

Sirs: To the chagrin of many mystery fans, "Pat Novak for Hire" was discontinued evidently without want of a sponsor.

The original show, as written by Dick Breen, had the pent-up bitterness of "Pat Novak," excellently portrayed by Jack Webb; the alcoholic philosophy of "Jock Maddigan," played with perfection by Jack Lewis; and the sarcasm of "Inspector Heilman of Homicide," played cleverly by John Calabara. Honorable mention should go to the seductive voice of the girl who was included in the original cast.

In the fall of 1945, the original cast lost Jack Webb, who later appeared in a similar show, "Johnny Moderno, Pier 23" on another station. Because of this loss, the "Pat Novak" show lost some of its popularity, however received much of it with the able acting of Ben Morris. Likewise, through the lack of the original supporting cast, "Johnny Moderno, Pier 23" did not have a good start and was soon discontinued.

Now that Paramount has Dick Breen's witty talent and the show is buried in the graveyard of past-favorite mystery shows, let this be a memorial to a young mystery show that died too soon. It was tops.

Mrs. Art Paul, 5639 Stan Drive, Los Angeles 42, Calif.

Sirs: For those mothers who are having trouble finding suitable programs for their children, try listening to KPPC (Pasadena) Sunday evenings at 7:15, for "The Enchanted Lady and Her Magic Carpet." The stories on this program are for children of all ages, and are very good ones. The series is on the air without a sponsor, which it very much deserves, and has a twofold reason—the betterment of children's programs, and to help the hungry children of other nations. It is an audience show, and for admission the guests are asked to bring a can of either milk or soup. I attended the program recently and up to then they had received 150 cans.

Nat Stockdale, 3923 West Avenue 42, Los Angeles, Calif.

Sirs: Saw the audition of "Peg o' My Heart" at KFI recently, and felt it was a very fine show with everyone in the cast doing a fine piece of work. It really went through without a flaw. The star, Peggy Webber, was a sure-fire hit as a typical Irish colleen. She was a knockout.

Sammy Kaye

MUSICAL TRAIN—Didja ever wonder how songs are born? Well, here's one answer from Johnny Mercer, who shares the limelight with Dinah Shore and Harry James over KFI on Tuesday nights. Coming home from a party, Mercer had to stop at a train crossing while a locomotive, its baggage cars, Pullman and club car rattled by. The steady beat of wheels echoing against the tracks began to drum in his mind—"Atchison, Topeka and the Santa Fe" was born. ("Call for Music" KFI—Tuesday, 8:30-9:00 p.m.)

THAT'S KFI—DIAL 640

SPORTSTER—Janet Waldo, who portrays the teen-aged Corliss Archer on KFI Tuesday nights, has all the enthusiasm and energy of a teen-ager in her real life, too. She's a regular to the ski country when that sport is in season; she plays tennis once a week with Sam Edwards, who is her boy friend on the Corliss Archer program; and she flies a Beechcraft Bonanza of which she is part owner. Mondays she goes roller-skating with her next-door neighbor, Harriet Hilliard. ("Meet Corliss Archer" KFI—Tuesday, 7:00-7:30 p.m.)

THAT'S KFI—DIAL 640

WALTZING KITTY—Heard Sammy Kaye's "So You Want to Lead a Band?" "Tiger Rag" sounds like everything from a sultry samba to a doggy shag. Sammy makes the show a pleasant variety of listening enjoyment. Monday is "Top Tune" night featuring the latest and greatest in hit tunes. "Sammy Kaye Serenade" time is Tuesday night fare with "So You Want to Lead a Band" in the Wednesday spotlight. Guest stars shine on Thursdays, and Friday programs are devoted to a musical tribute to American colleges. It's real swell listening. ("Supper Club" KFI—Monday through Friday, 8:00-8:15 p.m.)

THAT'S KFI—DIAL 640

—Advertisement
Two Juniors Who Can’t Miss

Are Barbara Whiting and Beverly Wills, Bright Stars of “Junior Miss,” Members Of Two Prominent Show-Business Clans.

By Joan Buchanan

Two hours later Sally Benson had written her first “Junior Miss” story. Twelve more appeared in the New Yorker magazine. A hit play and a successful movie version followed.

In the capable hands of youngsters Barbara Whiting and Beverly Wills, the adult cast including Gale Gordon, Peggy Knudsen, Sarah Selby and Myra Marsh and writers-producers Henry Garson and Bob Soderberg, the CBS radio show is destined to emulate previous “Junior Miss” success. Rare indeed is the compliment tendered Garson and Soderberg by originator Sally Benson. “Their work is excellent,” she says. “They don’t pick the easy way out, as so many other radio writers do, by relying on fantastic plots, comic voices and unreal characters. Their plots and humor are based upon situations which revolve around a little girl. ‘Judy’ isn’t a brat or clown. She presents problems to her family just as any other little girl of that age would. Her family are real peo-
The two real-life junior misses who aid in bringing the show to life are Barbara "Judy" Whiting and Beverly "Fuffy" Wills. A casual onlooker could be easily confounded by the whirlwind of activity in which these two seem happiest, but in reality they are both easy to know and to like. The clue to their behavior lies in the interesting fact that they act neither older nor younger than their years. They have none of the brashness of the "professional juveniles," both have backgrounds too deeply rooted in show business for that. Barbara is junior member of the famed Whiting clan. Her father, the late Richard Whiting, was composer of some of the loveliest popular songs of the age, among them "Beyond the Blue Horizon," "My Ideal," "Louise," "My Future Just Passed," "Too Marvelous for Words," "Sweeter Than Sweet" and "One Hour With You." Her sister, Margaret, famed for her records and her "Club Fifteen" program, has revived many of her father's hits recently. Barbara minimizes her own musical talent, but she does play a mean boogie and a "recognizable" Chopin. Her most treasured possession is the piano that her father used while composing.

Beverly Wills is the talented daughter of talented Joan Davis. She made her stage debut at six months, thus beating her mother by two and a half years! Barbara Stanwyck carried on the infant Beverly when her act was playing the Memorial Theater in Boston on the same bill with (Please Turn to Page 39)

"LOIS" AND "JUDY" have words over who inherits "Mother's" courtesy. Sarah Selby as "Mrs. Graves" would just as soon keep it herself. Peggy and Barbara are the script sisters.

NOTHING LIKE a gooey sundae to round out the day, claim the junior misses. Producer-writers Garson and Soderberg look aghast while Peggy seeks solace in a Coke.

OUT IN THE COLD IS BEVERLY AS PEGGY KNUDSEN annexes agency producer Fran van Hertesveldt and packager Mike Meshekow while Barbara Whiting gets attention from writers-directors Henry Garson and Robert Soderberg. (We're not out to break your hearts, folks, this is just pretend!)

RELAXING AT MUSIC CITY, Beverly chooses to sing theme song from mother Joan Davis's movie. Barbara Whiting would rather have heard sister Margaret's latest record.
DON HONRATH, head of NBC-Hollywood continuity acceptance (censor, if you'll pardon the expression), thinks that within the last year things have changed for the better in cooperation between talent and his department. Stars, writers, and producers, instead of mumbling "Here comes that guy again" when Don walks into the studio, now seek him out to ask his opinion on doubtful material. They often go to his office, carefully close the door, peer around to be sure no one else is listening and ask Don, "Have you heard this one?"

Such cooperation is quite in contrast to the hassles which often resulted over censorable scripts. Don can remember many an occasion when, a half hour before air time, there would be six writers, a producer and the talent all engaged in a death struggle in his office. He would say "no" to an objectionable gag and someone wouldn't take "no" for an answer. Of course the censor has always had a big fat ace up his sleeve. He can instruct the network producer to have the engineer cut the offending performer off the air when the performer insists upon going against continuity acceptance's opinion. That's exactly what happened in the famous Fred Allen affair last year . . . firm censor . . . adamant star . . . dead air.

Some of Problems

Comedy and audience-participation shows are the hardest to censor. "On 'People Are Funny' or 'Truth or Consequences,'" says Honrath, "we have to do quite a bit of work legally. By the time a gimmick is cleared, there is practically no chance of a kick-back. In stunts using the public, we have to be very careful."

Some of the comedy programs work far enough ahead that Honrath receives scripts four or five days before air time. "Gildersleeve" and Jack Carson are examples of this leisurely setup, while Bob Hope is an example of last-minute rush. Hope is on the road so much that it is often necessary for his producer to telephone revisions. Last season when the comedian was broadcasting from Tennessee, it took an hour's long-distance conversation and complete script reading to clear the program with Honrath. "Worst part of it was," claims Don, "that we had a poor connection. Hope's producer had to talk to his operator, who relayed it to our Hollywood operator, who relayed it to me. I was in a dripping perspiration when I hung up on that encounter."

Jack Benny doesn't get his script in early, but Honrath can figure to the minute when it will arrive—Saturday morning for the next day's show, with revision Sunday morning. "Terrifically organized," observed the censor.

Burns and Allen are one of Honrath's easiest assignments. "Gracie is always scatterbrained, but she's always a lady," Don pointed out. "Durante is good to work with,

Blue-Penciler Is No Bluenose

It-Takes-All-Kinds-of-People Attitude
Best to Adopt When Scanning Scripts

By Evelyn Bigsby
"Quiet Please"

Good Strong Stories With Skillful Narration and Only a Few Thespians To Carry Them I Have Made This Show!

Thursday, 6:30 p.m.
MHS-KBT, KFAX, AGH, KVOE

F YOU learned tomorrow that you died yesterday, what would you do? No, you wouldn’t sleep off the hangover. You’d rather be involved in the kind of situations which Ernest Chappell faces each week when he steps to the mike and narrates the tales on Mutual’s dramatic fantasy, “Quiet, Please.”

“I know that radio ‘private eyes’ face plenty of tough situations day in and day out,” Chappell reflects, “but I’m not a ‘private eye’ and this show isn’t a cross-and-robbers or blood-and-gore one. I’m just an ordinary fellow who gets all bollixed up with the supernatural week after week—and I love it.”

“How many,” he continues, “have seen ‘Mother Earth’ under the cop per mines at Butte, Montana? And how many have been at Calais to watch Robin Hood, Friar Tuck, Little John, Will Scarlet and all the rest shoot arrows into German tanks to blow them up?

“For that matter, has any character looked at his reflection in the mirror and ordered it to do his bidding and grant his every wish? I doubt it. And who’s behind all this? He’s our writer-director, Wyllis Cooper, who for my money is far ahead of his time in intelligent, beautifully written adult radio stories.”

Chappell, who is no mean slouch himself at this radio game (he’s currently heard on all four major networks), receives hundreds of fan letters each week complimenting him on his quiet, tense, almost under-played style of narration. But he insists he’s only half of the two-man "Quiet, Please" team. "Cooper figures the plays," Chappell says, "and I carry the ball."

Mature Fare

Stocky, graying Wyllis Cooper has a broad and expansive background of human experience from which to draw when he plans a "Quiet, Please" theme. Newspaperman, wanderer, soldier, network and ad-agency executive, screen and radio writer, Cooper’s now reached a point in his life that he can say, ninety-nine percent of the time, he knows what he wants—and that, in his own words, "To give the listening public mature radio entertainment."

Cooper takes a great many liberties with his listeners. Many times his payoffs are out of this world. He may have his main lead walk into blackness and never be heard from again, or he may, more humorously, have a midget find a wishing ring and expand himself to gigantic proportions.

But such extraordinary developments are offset by the program’s basic simplicity. Cooper uses one or two supporting actors or actresses—usually only one for his dramatic interludes. Most of the program fails to Chappell, who must tell the story and set the scenes. "I hate acting," says Cooper. "To me, a ghost is a fellow who puts his shirt on one sleeve at a time like anyone else. So I encourage actors against playing their roles with uncalled-for histrionics, and I don’t use corny sound effects such as crashing thunder, rattling chains or filter and echo milks.

Cooper carries his “play it straight off the cuff” theme right down to the end of the line, including payoff. Sometimes his shows are too natural. Recently, he scripted one called "Twelve to Five," the story of a disc-jockey visited by a dead colleague right in the middle of his all-request show. Cooper actually used a real-life disc-jockey to play the deceased and Chappell played the lead, as jockey Connie Duffin. "Pop" tunes were played throughout the dialogue.

Midway in the program, Mutual’s New York City switchboard was jammed with calls from swing fans requesting that Connie Duffin play this record and that record. After the show, Cooper and Chappell were on the studio phones, explaining.

Cooper possesses a Puckish humor. He pans many of his friends and takes swipes at anything he dislikes. He always adds his verbal signature to each program, paralleling the manner in which film director Alfred Hitchcock appears as an extra somewhere within his movies.

When Chappell introduces Cooper with the words: "And now, for a message about next week’s ‘Quiet, Please,’ here is our writer-director, Wyllis Cooper . . ." Bill takes the air with a teaser about the coming program. He never knows what he’s (Please Turn to Page 32)
THIS SHOULD REMIND YOU OF JOHNNY GRUELLE'S delightful "Raggedy Andy" character, long-time childhood favorite. In his "Andy" get-up, Don manages to look very much the part.

YOU WOULDN'T KNOW it by looking at him, but actor Don Messick is the possessor of a tricky voice that lends itself to many kinds of kilarity, can even be heard on Slim Gaillard's "Hogan Song" record.

THIS SHOULD REMIND YOU OF JOHNNY GRUELLE'S delightful "Raggedy Andy" character, long-time childhood favorite. In his "Andy" get-up, Don manages to look very much the part.

DON'S OLDEST AND BEST FRIEND is "Woody," last name "DeForest," a smart little dummy who has been the actor's "other voice" since he was twelve years old.

The "Raggedy" Man

Don Messick Is the Talented Lad Who Gives Voice to One of Radio's Most Charming Characters, "Raggedy Andy"

Perhaps you or your kids have caught the "Raggedy Ann Show," the novel children's program heard on KHIJ Mondays, Wednesdays and Fridays. And perhaps you've cocked an ear at the sprightly little voice of "Raggedy Ann's" twin brother, "Andy."

Well, the voice behind Andy's mischievous personality is that of a young radio actor named Don Messick, comparatively new in Hollywood radio circles, but by no means a newcomer to radio and the entertainment field.

At twenty-one, he has seven years of radio experience behind him, having started on a small station in Maryland. At fourteen he was writing, producing, and handling half the sound-effects, and playing all the characters (about ten) in his own comedy show.

When he was twelve, his voice be-

(Perhaps Turn to Page 32)
For Love o’ Mike (General) (Comment)

You’ll See

Recently we enclosed a government postal card in a thousand random copies of a Radio Life issue and asked our readers several questions. It helps us a great deal to know our readers’ wishes. Our thanks to the hundreds who replied to our little questionnaire.

Here’s what we discovered. One-tenth of the questionnaires we bought say Radio Life already own television sets. More than one-third of our readers would like to see more television news in Radio Life. Our readers own an average of 24 radio sets per family. It is startling to know that our readers, who represent one-fifteenth of the families in Los Angeles, own one-fourth of all the television sets.

Here’s an advance tip. In September, at the start of the new 1948 fall broadcasting season, we’re going to produce for you a special TELEVISION edition of Radio Life. We’ll cover, with our usual thoroughness, the whole exciting field of this glamorous new business—television.

“First Nighter” Remains

Fans of the “First Nighter” program will be pleased to learn that we were in evidence when the show declared in a new issue that the program was going off the air indefinitely. “First Nighter” concluded its spring cycle on June 24 and has been on a well-earned summer vacation. The program is scheduled to resume on October 7. At the present time the staff is busy considering buying plays for next season.

Rumors Are Flying

Jim Backus to have new format and new show in the coming season. . . . Judy Holliday of Broadway “Born Yesterday” fame may have her own comedy show on CBS. . . . The Man from Oklahoma, a comedy mystery about a hick detective in New York, is being considered for a Cal Tinney starrer—sounds real cute. . . . Ozzie and Harriet” may move to NBC from CBS next season. . . . Ireland’s newest show sensation is her first and only disc jockey! . . . Gabriel Heatter wants to emcee an amateur hour show. . . . He may also go daytime for the first time in his career with next season’s “Gabriel Heatter’s Mail Bag” on Mutual. . . . Agency head Raymond R. Morgan thinks now that by October 1 he’ll have the decks cleared for his Paris, France, radio show.

Looks Like

Ford Theater will change to star name policy when it moves to CBS next season. . . . Leif Erickson (“Richard” of “My Friend Irma”) will play the lead in a new Broadway show, “That’s the Ticket.” . . . “Teen and Twenty Time” is up for sale. . . . Jackpot and phone calls on the new edition of “Take It or Leave It” will top anything else now on the air. . . . Tex Beneke returns to the Palladium in December. . . . Andy Russell takes a permanent leave of the Russell-Hutton show and combination. . . . “Suspense” will broadcast without a studio audience, thanks to the good taste of producer Tony Leader. . . . Robin Morgan of “Juvenile Jury” fame to narrate a kiddie album.

Contest Winners

“What Radio Life Means to Me”

1. Mrs. Ken Ford, 1017 South Pearl Ave., Compton, Calif.
2. Mrs. Harry Guasky, 1136 South Alvarado St., Los Angeles.
4. Mrs. Harry E. Shumen, 220 Frankfort Street, Huntington Beach, Calif.
5. Mrs. E. Gutman, 1237 North Sweetwater Ave., Los Angeles.
7. Mrs. George E. Martin, 1192 West 39th Street, Los Angeles.
8. Mrs. John Motolla, 3044 Kaydel Road, Whittier, Calif.

All winners are asked to write Radio Life as soon as possible to specify details of prizes. First prize is the Radio Life day on Radio Row. Second is a year’s subscription to Radio Life (please state to whom it should be sent) and four tickets to a radio show (please give first and second choices). Third prize is a six-month subscription to Radio Life and 4 show tickets. The remaining seven prizes consist of each of show tickets (4) and an autographed picture of a chosen radio star. Please indicate picture desired and preference as to show. Send this information to Radio Life, 6361 Selma Avenue, Hollywood 28, and we’ll do our best to see that you get speedy service on your requests. We wish to thank all of you who wrote telling us “What Radio Life Means to Me.” In the fall we’ll have another contest again on “What Radio Life Means to Me.” Watch for opening announcement.

Meat Package?

Martin Block of the Studio Book Store in Hollywood (and no relation to the disc jockey) relates a recent puzzling encounter with a lady customer. The lady professed great interest in radio and told him that the strikes in the meat-packing plants were worrying her for that reason. He pointed out that the packing strikes had already settled.

“What effect,” she asked, “will that have on these radio package deals?”

Gillespie Possibly Televised

Dizzy Gillespie, one of the foremost figures in the “bebop” world today, is being presented in a Gene Norman concert, Monday, June 19, at the Pasadena Civic. We have no definite word that this event will be televised . . . but if you’re interested, lurk around a TV set that evening.

Your Cue (Shows You May Like)

Alan Lomax

Perhaps the most distinguished collector of American folk songs in the country is Alan Lomax, who plays his collection of folk music records on KHI, 3:00 p.m. Tuesday. Son of the famous John Lomax whose recent death closed a lifetime spent in the pursuit of American folk music, Alan shared with his father the reputation of being the first to rediscover the wealth of material hitherto uncollected and gradually disappearing. You may have read how for many years they traveled the country recording, seeking out people who remembered the old songs of their districts. The valuable Library of Congress collection of folk music on record is the work of the Lomaxes. John is famed for unearthng many of our now well-known folk tunes, among them “Home on the Range.”

On his record program, Alan Lomax (Continued on Next Page)
By Virginia West

For varied daytime fare, there's nothing like the program lineup you get any weekday on your ABC station, KECA. You hear comedy, music, human interest stories, drama, news and commentary... all top quality shows by radio's biggest names. Take those two daytime dramas... "The Listening Post" and "My True Story". Their casts include top talent from New York's stage and radio storehouse of Theplias. Top notchers like pretty Jean Gillespie, pictured here, are heard regularly in adaptations of the current magazine stories which make up "The Listening Post" (KECAs, Mondays, Wednesdays and Fridays at 11:15 a.m.)... Dramas of the "My True Story" series run the gamut of human emotions... They're true to life. The problems which confront the characters in the plays are such problems as you... or I... might face. Scripts for "My True Story" are the work of that prolific writer, Margaret E. Sangster, who, besides those five weekly 25-minute plays, turns out a magazine story, five articles and two serials each week.

Thinking of morning shows, it may be significant that there are four planks in Don McNeil's "Fourth Party" presidential platform... They are (1) Every radio listener to be required to arise in time to hear the "Breakfast Club"; (2) A complete breakfast on the air every morning; (3) Each Saturday and Sunday breakfast to be prepared by the husband (Hey, Don, what if one has no husband?); and (4) No reading of morning papers at the breakfast table. Of course, it's all in fun... and it's fun you'll have any morning if you set your dial on 790!

That long-time favorite commentator, Earl Godwin, is back on the air with a new series of quarter-hour programs titled, "The Hope of Peace," heard each Sunday afternoon on ABC-KECA at 3:30. Godwin's views on world events are always interesting... There's a new sports show, featuring women's sports announcer and special events man, Hank Weaver, sponsored by Fegel Amber Brewing Co., on KECA. Hank gives a weekly round-up of sports on the local scene each Thursday night, immediately following Gillette's "Cavalcade of Sports" which is now heard from 8:30 to conclusion. The Old Gold people are so happy with ABC's "Stop the Music" that they will sponsor a half-hour section of the show, instead of a quarter-hour, throughout the summer...

Jean Gillespie

Have you heard the Mike Wallace show, "For the Love of Mike," on KECA at 1 p.m., Mondays thru Fridays? Mike stars as commentator, providing human interest stories, and the music features those fine swinging Honey Dreamers and vocalist Ellen White, Rex Maupin directs the orchestra.

Tommy Bartlett was one little boy whose dreams of piloting a locomotive stayed with him when he grew up. Here we see Tommy occupying the engineer's cab, which he frequently does when he travels between Chicago and his home town, Milwaukee. Now we know why he's such a hit as pilot of the ABC "Welcome Travelers" show! Incidentally, that popular morning alder (KECA at 9 a.m.) began its second year recently. There've been all kinds of "give aways," but a sure hit with the kids will be the real live pony which some lucky youngster will win on ABC's Saturday show, "Hitching Post." Sy Fischer, producer-director of "Comedy Writers' Show" (Sundays at 7 p.m. on ABC-KECA) is a cartoonist by hobby, specializing in gag drawings about the radio business... Emcee Garry Moore has launched an "Old Jokes at Home" feature on ABC's "Breakfast in Hollywood" program. It's simple... Garry or John Nelson starts, anyone in the audience who comes up with the punch line...

Ralph Langley and the News... KECA... 7 a.m.

Ralph Langley and the News... KECA... 7 a.m.

Tommy Bartlett

Radio in Review

(Continued from preceding page)

narrates a background that ties together all the records on the broadcast. His interpretation of the phrase "folk music" is flexible enough to cover many types of song. On one program he'll play a record of Bing Crosby and an authentic Dixieland band recording, in addition to old and new discs of folk music. His choices indicate that the anachronism between people's songs far from dying out, is being constantly replenished from modern sources.

"Nature Sketches"

A program that offers constructive entertainment for children, much interest for nature-loving adults and a vacation suggestion for the holiday-bound is "Nature Sketches," KFL, 3:00 p.m. Saturday.

All broadcasts in the series originate in Rocky Mountain National Park and serve to advertise that beautiful spot as well as to awaken an interest in all nature. Each program is devised from a field trip to one particular spot in the park. Mrs. C. Alberts takes a group of bright, interested children on a hike, asks them questions about the locale, tells them about the particular points of interest and joins them in discussing the surroundings.

The children seem to be gathered from the tourists and vacationists who happen to be visiting the park, and they display a lively interest in the spot and in Mr. Alberts's information. The program becomes particularly spirited when a child spots a woodland creature and a chorus of "O-ohs" comes over the mike. Information on wildlife and vegetation is dispensed informally and authoritatively by Alberts.

Best feature of the program is its ability to convey to at-home listeners the fresh, wholesome atmosphere of cool, clear air and mountain greenery.

Keeping Up With the News

Does the effort of combining shopping, housekeeping and possibly working keep you from doing all the reading necessary to know what is going on, and what may happen, in regard to local and world affairs? Careful listening, four or five hours on Sunday, can help remedy that feeling of being terribly uninformed.

Each Sunday, starting at 11:00 a.m., the various networks present a series of up-to-the-minute reports on world events. This old hand at the game knows exactly what is of importance out of the welter of 11:30 KNX's Joseph C. Harsch steps in with
FRED BECK, whose well spiced observations are the delight of early morning listeners, recently summed up the high cost of home-building like this: "Lumber has gone so high that a wooden nickel is now worth six cents." Beck may be heard over KNX each morning, Monday through Friday, at 7:45.

EVE ARDEN is an enthusiastic collector of antiques, a hobby which recently helped her protect her home against robbery. Eve was alone in the house when the door chimes rang. When she opened the door a man pushed her aside and ordered her to keep her mouth shut. Eve reached behind her, grasped a small antique pistol and leveled it at the intruder. He took one look and bolted out the door. When Miss Arden had shut the door she pulled the trigger of the pistol. A tiny flame rose near the firing pin. A month before the pistol had been converted into a cigarette lighter. Eve Arden stars on "Our Miss Brooks," on KNX each Monday evening at 6:30.

STEVE ALLEN, whose show is heard on KNX each Saturday evening at 7:00, is one of the few comedians who does not keep a gag-file. He started one once, but the first time he used a joke from it three comedians called him up and accused him of stealing their material. Steve immediately got rid of the file. Since then his own refreshingly original approach to comedy has won him the right to be called radio's funniest young comedian.
Radio in Review
(Continued from Page 10)

an analysis and bits about the “people” in the news. His fifteen minutes of more humanized and interest in followed by Elmo Roper, (Allen KNX: 11:45) who breaks down the reaction of the people to news events, and to the men who are making the news. Roper’s period leans toward the statistical, but with that magic touch of clarity that gives an interested listener a complete story on how people feel.

At 12:00, KECA comes in to present Harrison Woods, under the program title “This Changing World.” Somehow, Mr. Woods manages to cram more background into fifteen minutes of news-related history than we could glean in hours of reading. Of particular interest was Mr. Woods’s recent account on the early Tito-Stalin friendship, and his summation of what could be the prelude to each.

Sam Pettengill follows, also on KECA, at 12:15, with more contemporary analysis of what’s going on in Washington, Wichita, the wilds of Africa, or just about anywhere things affecting Mr. and Mrs. John Q. are happening.

More than ever the Washington picture affects foreign news, and vice versa. A background picture of what has gone before is tremendously helpful in sorting and remembering at least the salient points of the news. Non-journalists on the part of network newsmen and analysts is learning the easy way.

“Personal Autographs”

“Personal Autographs,” a show of music, laughter and song, sounding for all the world like one of the grand jamborees of ten years ago, comes out of Chicago via KECA Sundays at 2:00 p.m.

Emcee Jim Ameche, the Dinning Sisters and Rex Maupin’s orchestra, with either clever knowledgiveness or charming carelessness, lapse into the old familiar showtime antics that tie in a series of guest appearances. The guests leave their distinctive signatures—in the mythical album of personal autographs collected for listener entertainment—by appearing to sing a song or play a theme closely associ- ated with some of our favorite sides.

Most recently heard were Helen Humes, torching for all she was worth on some of our very favorite of favor- ite ballads, and the popular Sportsmen Quartet, who surprised listeners with an almost straight rendition of “You Can’t Be True. Dear” in addition to one of their comic novelities.

Also in keeping with the old-days trend, the show keeps its giveaway at a reasonable minimum. A Pen and Inkling Personality is sketched through the playing of a few bars of some well-known record. For instance, last Sunday Paul Lee’s “Mahana” was given a spin. Would-be winners of an album of P.L.’s records were to have sent their reason why they would want her on the show. “Personal Auto-

Set Your Radio Pushbutton to KMPC

For those relaxing moments during the summer months, KMPC suggests new shows for your enjoyment. At 5:05 p.m., “Star Time” with Bill Ewing... new hits and notes on student activities. At 5:30 p.m., “All-Time Hits,” current tunes—tunes of the past and a variety number for your pleasure. Following the baseball games, Tuesday through Friday, and Saturday at 10:30 p.m., is “Summer Serenade” with Paul Longford... semi-classical, ballad and musical comedy favorites. Of course, don’t neglect those popular KMPC standbys—“Top Tunes” with Herb Allen at 5:15 p.m.—Gene Norman’s “Mild and Mellow at 4:30 p.m.—“Dance Parade” every night at 11:00 p.m.

Set Your Radio Pushbutton to KMPC

We compliment Jeanne Gray, who celebrates her first anniversary as producer-director-writer of “The Woman’s Voice.” Few chalk up the success Jeanne has attained in a mere twelve months. She received the National Dry Goods Association award for the outstanding program of this kind in the United States. Recipient of the Frances Holmes award as the leading woman in Southern California advertising circles... Honorable mention from Billboard Magazine in their recent program competition... Commendation from the Department of Agriculture. Jeanne’s program shifts to the 3:30 p.m. slot, Monday through Friday, because of the appreciation of her sponsor—Milliron’s.

Set Your Radio Pushbutton to KMPC

COMING UP: “Eddie Stanley Show” on Saturday at 1:00 p.m. If you want prizes in the automobile accessory line, dial 710 for details... For those interested in the Hollywood Bowl, EUGENE ORMANDY, conductor of the Philadelphia orchestra and musical director of the Bowl summarizes the Bowl’s activities each Monday at 3:30 p.m... First Methodist Church.

Van Des Autels (left), Frank Graham (right) and secretary set the mood for California Cool-Oll Week set for August 9.

Set Your Radio Pushbutton to KMPC

With BETTY ANN HUDSON

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NEXT WEEK

Alan Ladd—on our cover! A story about him, too.
A wonderful tongue-in-cheek yarn about tennis, written by net expert Cornwall Jackson.
A behind-the-scenes report on what goes on in the studio just before a big program hits the kilocycles.
A picture spread on the popular "Women Are Wonderful" show.
A good article about that interesting broadcast which probes youngsters—"Child's World."
A story about radio entertainers on a holiday. Yes, they do more entertaining, this time in the cause of San Diego Boys' Club.
A mikesman close-up of pleasant-voiced Bob Cummings.

Kids are kings of Saturday radio, particularly on "It's Fun to Be Young," KVX, 12:30 p.m. The show has been sponsored by Kodak-Kodacolor each week, and without exception the rest of the AFRA-ites chosen measure up to Mr. Chandler's always good performance.

We think the show is one of the most tasteful bits of drama on the air, and provides a fine answer to the lament "What can we let our children listen to on the radio?"

Candid Microphone

Remember a few weeks ago, when ABC's "Candid Microphone" visited with two small boys bent on buying a watch? The two little shoe shiners demonstrated for the delighted microphone how they drummed up trade. Anyone who heard this episode will never forget the boys' rendition of "G. I. Jive" or "Hey, Baba-re-Bop."

On the show's first anniversary, July 1, "Candid Microphone" presented some of its preceding year's highlights in the way of listening-in. But the big news is that they also promised very soon to rebroadcast an entire episode with the shoeshine boys. If you have heard it, we need say no more than watch your Thursday nights and plan accordingly. If you haven't heard it—follow the same admonition.

Plauds (Critical Comment)

"American Self-Portrait" ("Living, 1948")

Over the Fourth of July weekend, NBC realized it really had something in a "Living, 1948" script titled "American Self-Portrait." "Living, 1948" has not been carried locally by KFI for several weeks, but to the enterprising who transcribed this special broadcast and put it into "The American Way" time, Monday, July 5, at 6:00 p.m., we say "thank you very much indeed."

Ben Grauer acted as emcee, while Dr. George W. Gallup, head of the American Institute of Public Opinion, sketched the "American Self-Portrait" in terms of the data and remarks collected by his cross-country polls. The performance was radio-staged with an excellent collection of voices, ideas and impacts; altogether it delivered one of the best documentary punchlines of the year.

Some of our "blind spots" as American (Continued on Next Page)

After your Favorite Radio Show . . .
The Gourmet—Hollywood's place to go
Lunches from 11:30 'til 2
Dinners from 5 'til 10
Cocktails 'til 2
Closed Mondays
Gourmet
6510 Sunset Blvd. (midway between Highland and Vine)
Radio in Review

(Continued from preceding page)

Radio Life

When confronted with a picture of spot California on an outline map; indication. While more than half of us go to church only a very small percentage of us say grace before meals. Our women don't think our men are romantic enough; our men mostly marry for companionship.

Statistics like these, dramatized in folksy, clever lines, made "American Self-Portrait" an informative, remarkable half-hour, the likes of which radio seldom features. Dr. Gallup's humorously dignified voice was perfect for the scene-changing and NBC's music-backgrounding well biffed the production. We're certainly seriously considering the piece for our award nominations; we'd like to hear it rebroadcast for the benefit of those who missed it; and we hope that its success as a one-time feature will remind KFI to put its instigator, "Living, 1948," regularly back on the air!

We Point With Pride

...To Claude Rain's portrayal of "Topaze" on "Studio One" last week, and to the excellent scripting job that helped make the whole production a memorable one.

...To Dick Cantino's stirring accord rendition of "Stars and Stripes Forever" on the Horace Helldt program—certainly one of the holiday-show high spots.

...To Elmo Roper's weekly poll results on KNX, Sundays. The well-known poll-taker is currently keeping the audiences posted on nominees and candidates for the election and how the population feels about them and their platforms.

...To the band on "County Fair," surely one of the most light-hearted and in-the-mood combinations on the air. Makes us happy just to hear them play the theme.

...To the suspenseful script on last week's "Superstition" broadcast, proving that a horse race is still one of the most exciting "gimmicks" to work into a plot.

...To the programming on KMPC's "Firestone Favorites." Records in the best of taste, extremely varied and always entertaining.

...To the Fourth of July broadcast on "In Civility and Learning" on CBS. Lyman Bryson arranged an interview with "Thomas Jefferson" and with the help of a guest interrogated him on comparing today's happenings with those of Revolutionary times.

...To Charles Collingwood's program devoted to a review of the events that led to Jefferson's committing the Declaration to paper. Particularly fascinating were the changes made by Benjamin Franklin in the original as read by Collingwood in conjunction with the finished document.

We View With Alarm

...The voice and readings of Hedley Rennie in "A Man's World," an exact replica of Claude Rain's. With both together on one show, yet!

..."First Again with Tobacco Men" has finally gotten us. We're giving it a particularly penetrating "view with alarm."

...The top-heavy load of commercials that many shows are carrying—particularly the ones with several sponsors—has given us the chance to take a look at the last show of entertainment available on most of them.

...The reluctance of summer radio to take a chance on some of the strictly radio youngsters who've been knocking themselves out during the fall in supporting spots and who get nothing better than the same spots during the summer shows.

Contests and Offers

"LET'S TALK HOLLYWOOD," KFI, 1:00 and 9:30 p.m. Sundays—For your question (if chosen) on Hollywood, motion pictures or the stars, the program will give you a five-year subscription to Photoplay magazine. If you stump the experts (George Murphy, Eddie Bracken, Edith Gwynn and Erskine Johnson) you will also receive a gold pass good for one year to your favorite motion picture theater. Address entries to "Let's Talk Hollywood," Post Office Box 100, Hollywood 28, California.

CALIFORNIA STATIONS OF ABC, NBC, CBS and MUTUAL:

AMERICAN BROADCASTING COMPANY (ABC)

KECA—Los Angeles 790 kc.
KGO—San Francisco 210 kc.
KMPM—Santa Barbara 150 kc.
KFMB—San Diego 550 kc.
KPIX—San Francisco 1340 kc.
KPMC—Bakersfield 1560 kc.

NATIONAL BROADCASTING COMPANY (NBC)

KFI—Los Angeles 640 kc.
K NBC—San Francisco 680 kc.
KFSD—San Diego 590 kc.
KMJ—Fresno 580 kc.

COLUMBIA BROADCASTING SYSTEM (CBS)

KNX—Los Angeles 1070 kc.
KQW—San Francisco 740 kc.
KSDJ—San Diego 1170 kc.
KROV—Sacramento 1240 kc.

DON LEE STATIONS (MUTUAL)

KHJ—Los Angeles 900 kc.
KRCF—San Francisco 1120 kc.
KAFY—Bakersfield 1490 kc.
KXO—El Centro 1500 kc.
KRPL—Pasco, Wash. 1230 kc.
KFKM—San Bernardino 1210 kc.
KGB—San Diego 1220 kc.
KYOX—Merced 1040 kc.
KVOR—Sonora 1100 kc.
KGO—Sacramento 1490 kc.

Radio Jargon?

"Visiting her mother in Kansas City," they called it in the dialogue of CBS's "Junior Miss" show when Sarah Selby was written out of her part as "Merry Meaves." In reality the actress, who is Mrs. Holger Harthern, was expecting her own junior miss, seven-and-a-half-pound Holiday.

Whereabouts of Richard Crooks

Popular Richard Crooks has been the subject of many inquiries to Radio Life in the last year. His fans have been wondering why he isn't heard on the air any more, why he doesn't have his own program where he is at present. Recently we heard that the singer underwent an operation some time ago, the results of which left him unable to do the deep breathing that concert singing requires. He is now recuperating successfully on a ranch in Canada. We join with his fans and friends in wishing for his early return to radio. Meantime we're sure to catch his wonderful records, frequently played on many of the local classical-music programs.

Spike Is Spliced

Wedding bells replace the cowbell for Spike Jones on Sunday, July 18, when he marries his Helen Greco at the Beverly Hills Hotel. Spike and Helen (she's the featured singer with his band) will sail for a three-week honeymoon in Honolulu on July 21.

"I'm Off Mike" (Personalities)

"I'm Off Mike" (Personalities)
TIME CHANGES

MONDAY, JULY 19 — "A Woman's Voice," KMPC, 3:30 p.m. (15 min.) Jeanne Gray's show becomes a 3-day-a-weeker in this new time. Previously heard on KMPC Monday, Wednesday and Friday at 4:15 p.m.

WEDNESDAY, JULY 21 — "County Fair," KNX, 6:30 p.m. (30 min.) Win Elliott and the radio freeway on the air at a new time. Formerly Sundays, 10:30 a.m., KNX.

* WHAT'S NEW

Variety

SUNDAY, JULY 18—"Hollywood Showcase," KNX, 7:30 p.m. (30 min.) Mickey Rooney hosts his new show introducing the Southland's rising professional talent. Celebrities are frequent visitors.

Music

SUNDAY, JULY 18—"Hollywood Bowl Symphony," KMPC, 9:00 p.m. (1½ hrs.) This first regular series of transcontinental broadcasts from the outdoor arena will be carried in eight special summer concerts. Eugene Ormandy conducts.

MONTDAY, JULY 19 — "All-Time Hits," KMPC, 5:30 p.m. (15 min.) Current hits, pre-releases and old favorites, Monday through Friday.

* Participation

SATURDAY, JULY 17—"The Eddie Stanley Show," KMPC, 1:00 p.m. (30 min.) A new telephone and letter-writing quiz with prizes for the successful.

Commentary

MONTDAY, JULY 19—Upton Close, KFOX, (Long Beach), 7:30 p.m. (15 min.) The controversial Mr. Close returns to the Southland air with a new weekly commentary.

* WHO'S GUESTING

Commentary

SUNDAY, JULY 18—Harriet Parsons, KECA, 8:15 p.m. (15 min.) Producer Harriet pinches for "Children's Classics," her guest will be Betty Hutton.

Variety

SATURDAY, JULY 17—"Grand Ole Opry," KFI, 7:30 p.m. (30 min.) Al Dexter, famed for his version of "Pistol Packin' Mama," guests.

* Music

SUNDAY, JULY 18—"Chicago Theater of the Air," KHJ, 9:30 p.m. (1 hr.) Soprano Nancy Carr and bass-baritone Donald Gramm will be guest artists on the regular guest list, following their air auditions this week.

MONTDAY, JULY 19 — "Contented Hour," KFI, 7:00 p.m. (30 min.) Dennis Day, twice scheduled as guest and twice canceled due to political broadcasts, accepts again.

MONTDAY, JULY 19—"Sound Off!" KECA, 6:00 p.m. (30 min.) Marion Hutton guests, as the show salutes Colorado.

MONTDAY, JULY 19—"Telephone Hour," KFI, 9:00 p.m. (30 min.) Polya Stoakley will sing Edwin McArthur's "We Have Turned Again Home," and Walter Brennan's "So I Go Singing," as guest selections.

* Sports

FRIDAY, JULY 22—"Sports Newsreel," KFI, 7:30 p.m. (15 min.) Errol Flynn is final vacation-commentator for Bill Stern, who returns to the air following week.

* WHAT'S PLAYING

Drama

SUNDAY, JULY 18—"ProUDly We Hail," KMPC, 7:30 p.m. (30 min.) Martha Scott stars in "The Vagabonding Dream." THURSDAY, JULY 22—"Suspense," KNX, 6:00 p.m. (30 min.) Douglas Fairbanks, Jr. is absorbed with revenge as the star of "Deep Into Darkness."

THURSDAY, JULY 22—"Family Theatre," KHJ, 7:00 p.m. (30 min.) Billie Burke will be guest actress in this night's play.

* Participation

MONTDAY, JULY 19—"Jack in All Trades," KNX, 7:30 p.m. (30 min.) Prizes again given for correct guessing of broadcaster's whereabouts, as this popular show returns for the summer.

OOPS! SORRY!!

Because of advanced printing dates, the KFI advertisement on page 3 was prepared before Dinaah Shore, Harry James, and Johnny Mercer went off the air for the summer. Mel Torme is now heard each Tuesday evening on "Call for Music" at the 8:30 p.m. time.

* * *

GRINDING THEM OUT

There will soon be Dick Cantino Sausages on the market in Southern California. Dick's father has purchased a sausage factory in Glendale, California. And, as a special tribute to the man who discovered Dick's recording talent on his NBC show, there will also be a Horace Heidt brand of wiener.
**SUNDAY, JULY 18**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>10:00</td>
<td>KFI, KFSD—Chicago Round Table.</td>
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<tr>
<td>10:15</td>
<td>KBJJ, KFAX, KGB—Rounds for Bonds.</td>
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<tr>
<td>10:30</td>
<td>KNX—News.</td>
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<tr>
<td>10:45</td>
<td>KGK—Reconciliation Church.</td>
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<tr>
<td>10:50</td>
<td>KCOP—Church News.</td>
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<tr>
<td>11:00</td>
<td>KFWB—Waiting for Italian Missions.</td>
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<tr>
<td>11:15</td>
<td>KMLA—Czech Program.</td>
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<tr>
<td>11:30</td>
<td>KFXM—Catholic Hour.</td>
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<tr>
<td>11:45</td>
<td>KRKD—Tower Crimes.</td>
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<tr>
<td>12:00</td>
<td>KFXM—Behind the Lens.</td>
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<tr>
<td>12:15</td>
<td>KOFC—Church Services.</td>
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</table>

**BASEBALL with Red Haney**

**KLAC**

8:10—Faul, KFSD—Baseball on KLAC. 12:20—Faul, KFSD—Baseball on KLAC.

**Public Interest Information**

9:00—Man Called X, KNX. 9:15—Sam Spade, KNX.

**Drama**

11:00—Tall Tails, KNX.

**Classical, Semi-Classical Music**

3:30—KFI, ROSD—Chicago Round Table.

**Comment—Narration**

10:15—Commander Scott, KJII.

**Sports**

1:25—Baseball, KLAC.

**Variety**

1:25—Baseball, KLAC.

**Radio Networks forKLAC**

KFI, KFSD—Chicago Round Table. KBJJ, KFAX, KGB—Rounds for Bonds. KNX—News. KGK—Reconciliation Church. KCOP—Church News. KFWB—Waiting for Italian Missions. KFXM—Catholic Hour. KRKD—Tower Crimes. KFXM—Behind the Lens. KOFC—Church Services. KNX, ROSD—Chicago Round Table. KFXM—Behind the Lens. KOFC—Church Services.

**KFI, KFSD**

KNX, KGK, KGK—Reconciliation Church. KCOP—Church News. KFWB—Waiting for Italian Missions. KFXM—Catholic Hour. KRKD—Tower Crimes. KFXM—Behind the Lens. KOFC—Church Services.

**KBJJ, KFAX, KGB**


**RKF**

RGK—Songs of the Islands. RCG—Sunday Recreation. RQW—Mayor of Melody. RKB—Composers’ Corner. RRW—Italian Novelties. RRW—Spanish. RRW—Spanish.

**KGER—Sunday at Bunkhouse**


**KGB**

6:00—Walter Winchell, ReCA. 7:00—Perry Como, ReCA. 8:00—Mamie Edwards, ReCA. 9:00—Walter Winchell, ReCA. 10:00—Walter Winchell, ReCA. 11:00—Walter Winchell, ReCA. 12:00—Walter Winchell, ReCA.

**KGER**

7:00—Perry Como, ReCA. 8:00—Mamie Edwards, ReCA. 9:00—Walter Winchell, ReCA. 10:00—Walter Winchell, ReCA. 11:00—Walter Winchell, ReCA. 12:00—Walter Winchell, ReCA.

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7:00—Perry Como, ReCA. 8:00—Mamie Edwards, ReCA. 9:00—Walter Winchell, ReCA. 10:00—Walter Winchell, ReCA. 11:00—Walter Winchell, ReCA. 12:00—Walter Winchell, ReCA.
HAVE YOU A RADIO VOICE?  
(What is civil service, after all, but an idea of the future? It is the application, so to say, of the democratic ideal. It is the attempt to make for the world of today what has already been achieved for the world of tomorrow; not if we want it, but without waiting to be asked.)

Frederick H. Sauer, who is both producer and trainer of radio personalities, invites you to audition for professional training. Prepare now for a career in radio and television as an actor, announcer, emcee, disc jockey, etc., with expert instruction. Students who are given actual on-the-air experience on "CAREER THEATER," every Sunday, are practically guaranteed a radio or television job.

FREDERICK H. SAUER  
"The West's Outstanding Radio School"

561 Sunset Blvd. Branch Studio 1281

SUNDAY, July 18, 1948

10:30

Nightly

HAWTHORNE SKIPPY & CAST

OF 1000'S OF KXLA KRNO

CONTRACTED

Pat Thelaur, thirty-year-old goon she signed over to Bristol, Connecticut, has been the first of a permanent group, the Heidt Musical Knights orchestra. Pat, who played second in the quarter-final's Harper, was able to add a seven-year contract to his resume. For a year, The Heidt Musical Knights orchestra has been the first of a permanent group, the Heidt Musical Knights orchestra. Pat, who played second in the quarter-final's Harper, was able to add a seven-year contract to his resume.
**PUBLIC OFFICE**

Arthur Godfrey is now Honorary Mayor of the Thousand Islands Club. His record scroll reads that "you will be diligently sought and determined to be the location of Island 735 and will pursue the said Florence (or St. Lawrence) in such a manner betitling a gentleman of his honorary character." It is signed by four of New York state communities, three from the Canadian province of Ontario, and by S. S. McKee, chairman of the Thousand Islands Bridge Authority.
**TUESDAY, JULY 20**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>5:00</td>
<td>KFSD—Ralph Wiegand, KRKD—Roundup, KGER—News</td>
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<tr>
<td>5:35</td>
<td>KGER—Unfortuna, KGER—Unfortuna.</td>
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<tr>
<td>6:00</td>
<td>KGJ—Sports Flash.</td>
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<td>7:00</td>
<td>KFAC—-Mornin Colun.</td>
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<td>7:30</td>
<td>KMPC—-Public Service.</td>
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<td>8:00</td>
<td>KLAC—Haynes at the Reins, KFAC—Pioneer.</td>
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**TUESDAY Program Highlights**

**Comedy-Variety**
- Arthur Godfrey, KXN
- Mrs. Irene Lee, KXN
- Harry L. Smith, KXN

**Quiz, Participation**
- Milton Bikel Club, KECA
- Bell Telephone, KECA
- Public Relations, KECA
- President's Day, KECA
- KECA—-Public Relations

**Drama**
- Studio One, KECA
- KECA—-Public Relations

**Classical, Semi-Classical Music**

**TODAY PROGRAM HIGHLIGHTS**

**RACE RESULTS**
Starting at 10:00 and every 30 min.

<table>
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**Mystery Detective**

**Public Interest Information**

**Sports**

**Others**

**Western Music**

**Popular Western Music**

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**AL JARVIS ORIGINAL MAKE-BELIEVE BALLROOM**

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**TODAY PROGRAM HIGHLIGHTS**

**Classical, Semi-Classical Music**

**TODAY PROGRAM HIGHLIGHTS**

**Western Music**

**Popular Western Music**

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**TODAY PROGRAM HIGHLIGHTS**

**Classical, Semi-Classical Music**

**Western Music**

**Popular Western Music**

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**WEDNESDAY, JULY 21**

**CLIFFIE STONE'S WAKE-UP RANCH**
7:00-8:30 a.m.
Monday thru Saturday

**Check KYD**

- Indicates News Broadcast.
- * indicates editorial item.
-able—Public Service.
- Music.
- Music.
- Newscast.

**RAPID FIRE BROADCAST**

1. KFAC—Don McNeill's Breakfast Club.
2. KFSD—Fred Hartman.
3. KGL-Colorado.
4. KNX—Nat King Cole.
5. PAX—Billie Holiday.
6. KB—Nancy Dixon.
7. KGL—Reid Paris.

**Pilot's Report**

2. KFSD—Prime Time.
3. KGB—Sports.
4. KML—Music.
5. KMW—Movie News.

**BROAD CAST**

1. KFAC—News.
2. KNX—Sports.
3. KFSD—Weather.
4. KGB—Sports.
5. KML—Music.

**IN THE NEWS**

1. KFAC—Local News.
2. KNX—National News.
3. KFSD—Weather.
4. KGB—Sports.
5. KML—Music.

**WEDNESDAY PROGRAM HIGHLIGHTS**

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

**Comedy-Variety**

1. KFAC—Breakfast Club.
2. KNX—Grand Slam.
3. KFSD—Prime Time.
4. KGB—Sports.
5. KML—Music.
7. KFAC—News.
9. KFSD—Surprise Visit.
10. KNX—Breakfast Club.

**Classical Semi-Classical**

1. KFAC—Symphony Orchestra.
2. KNX—Chamber Music.
3. KFSD—Symphony Orchestra.
4. KGB—Sports.
5. KML—Music.

**Mystery-Detective**

1. KFAC—Breakfast Club.
2. KNX—Grand Slam.
3. KFSD—Prime Time.
4. KGB—Sports.
5. KML—Music.

**WEDNESDAY, JULY 21**

**COMING ATTRACTION**

1. KFAC—Breakfast Club.
2. KNX—Grand Slam.
3. KFSD—Prime Time.
4. KGB—Sports.
5. KML—Music.

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**Pilot's Report**

2. KFSD—Prime Time.
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**BROAD CAST**

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**IN THE NEWS**

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2. KNX—National News.
3. KFSD—Weather.
4. KGB—Sports.
5. KML—Music.
**THURSDAY, JULY 22**

*Indicates News Broadcasts.

- KECA, KFMB—Don McNeil's Breakfast Club.
- *KECA—*KFSD—Educational Program.
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- *KECA—*KFSD—Educational Program.
Blue-Penciler Is No Blueneose

(Continued from Page 5)

too. Ed Gardner, although located scriptorially in a bar, dispenses a very sophisticated type of humor, and his scripts have to be combed carefully for content.

Sometimes writers put gags in preliminary scripts and haven’t the faintest notion of using them. They just like to get a rise out of continuity acceptance. “Fibber and Molly” writers like this method of kidding Don, who, until he caught onto the rib, used to go speedily to the studio to protest the lines. He would be met with a deadpan “What’s the matter?” until he tumbled to the joke. “Forever Amber” and similar books and/or pictures always provoke an onslaught of Ferri gags. Homrath thinks “Amber” was responsible for about 5000, of which half were airable. “Just because a book is spicy is no reason to talk about it, however,” is his sane outlook.

Homrath expected an avalanche of Kinsey-report gags, but to date very few have materialized. Smart writers probably realize their joke might end up in the gutter.

Certain words are still taboo on NBC, although some that were once forbidden have come into such popular acceptance that they are now air-acceptable. A great deal depends on who is saying them and in what connection. If the censor isn’t sure just what inflection will be given certain lines, he uses connections into the studios to listen in on rehearsal.

“Wench” is a usable word and likewise “tomato,” while “frail” is becoming acceptable. Although it is sometimes a blue-penciled due connotation, the word “stink” was recently transferred from the forbidden to the okay list.

“Quiet Please”

(Continued from Page 7)

going to say till he’s on mike, and sometimes it comes out: “I’ve got a story for you next week about an explorer who explored where he shouldn’t explore.”

There’s only one thing that gets Cooper. That’s when people tell him “Quiet, Please” sounds like the “Lights Out” series of yesteryear which they say Arch Oboiler originated. Oboiler who? It is said that the show was created by Cooper and was directed by him from 1933 to 1936. When Cooper left the show to go to the West Coast, Oboiler took over.

“The only guy I get ideas from is myself,” Cooper muses, “and when I run out of story ideas that will be the end of ‘Quiet, Please.’”
Charming Ezelle Poulé Has Mastered Difficult Radio Art of Being Hysterical at Right Time, Combines It in Singing-Acting-Mimicry Career

By Joan Buchanan

IF YOU WERE CALLED upon to scream—just scream—for no particular reason, what do you think would happen? Probably nothing. You might go so far as to open your mouth and try with no results. Many actresses in both radio and pictures are unable to let out the proper blood-curdling yells at the right time. That's why a scream specialist like Ezelle Poulé can be a valuable addition to many casts.

The charming Ezelle has applied her plain and fancy screaming to a variety of radio shows and movies. In answer to a query, "How do you scream?" Ezelle replies, "It's just like singing." Vocal studies and a singing career grounded the actress in her unusual art. She still does vocal exercises to keep the muscles in her throat flexible. "I do my vocal exercises while I drive, sometimes without thinking. The other drivers think I'm mad!" she laughs.

Ezelle has gone into the psychology of her art. There isn't one basic scream that she just applies to all situations; she has a repertoire to fit the occasion. There's the short, sharp shriek of sudden fright; a cry of terror that sends itself in broken sobbing; the sustained yelling of a hysterical woman, to name a few of the actress's specials.

Artist in Yells

One of Ezelle's most unusual jobs was that of dubbing in all the screaming for Joan Crawford's role in "Possessed." Crawford portrayed a psychotic given to hysteria. In preparing for her assignment, Ezelle warned all her neighbors not to call the police if they should hear blood-curdling screams coming from the basement of her home—it would only be rehearsal. Before recording, she asked for a description of the various dramatic situations in the script and fitted her screaming to the Crawford emotions. When she went to see the finished picture, she was so wrapped up in the star's performance and the story that she got goose pimples at the sound of the dramatic shrieks. "I forgot it was I," she admits.

Ezelle's melodious and unusual name comes from her French heritage. Her doctor father chose the name Ezelle from an old romantic novel, campaigned to get mothers of baby girls he delivered to use the name, too. The actress knows of at least two other nameakes.

Frankly in love with the art of acting and show business in general, Ezelle talks shop at the drop of a hat. She is an accomplished mimic, and the sight of the beautifully gowned, sensitive-featured actress impersonating Marjorie Main is incongruous—and delightful. She was featured in vaudeville and nightclub shows before coming into radio and pictures. She originally came to Hollywood under contract to a movie studio where she did musicals and westerns. On tour in Europe when the war broke out, she returned to Hollywood and spent all her time in camp-show units, canteen entertainments, Red Cross work and blood-plasma soliciting. "Three brothers in the service," she adds in relating her war-time zeal.

Versatile Interpretations

Heard in a variety of all roles ranging from dance-hall girls to gabby landladies, the actress puts her vaudeville training to good use in arriving at a characterization. She'll combine a Billie Burke impersonation with a Hepburn take-off to arrive at a fluttery matron character that sounds like neither star. "Take a character, change inflections, find a different approach and you have a new character," is her explanation of this.

Asked to choose her favorite portrayal, the actress settles for the role of a toothless old witch she enacted locally in a "mellerdrammer." "The Viper's Fang." Role she would most like to attempt is "Desdemona" in "Othello.

Ezelle's favorite hobbies are writing, talking about acting, and hats. She has gained what amounts to local celebrity with her beautiful chapeaux. She is often stopped while shopping with the exclamation, "Where did you get that beautiful hat?" The answer is, she buys 'em, takes 'em apart and rearranges 'em to suit her own taste. The result is always beautiful.

The actress wrote many scripts for Red Cross broadcasts during the war and at present spends her spare time working on a radio thriller. She names as her major pleasure and one of her faults her delight in talking about acting, actors, plays, movies and radio. "Occasionally I do talk about something else if I must," she laughs. Her love of show business finds her completely happy in her work and fellow workers. "As for hams, good, bad or indifferent, I love them all," she exclaims affectionately. She's as delighted by low comedy as she is by high drama. She's the only actress we've ever met who'd be as happy playing stooge to the Marx Brothers as she would playing opposite Maurice Evans!
"Barrel of Dough"

THE REAL LOW-DOWN ON "BARREL OF DOUGH" IS HERE RETAILED by emcee Bill Leyden, whose questions, antics and humor comprise the KFWB show. (Gene Lester photos.)

Bill Leyden, in His First Audience-Participation Show, Disperses Questions and Loot With Abandon

WITH CONTESTANT MARTHA SAILER at the KFWB mike, emcee Leyden has just posed a question. In background, announcer Joe Yocam cautions studio audience against giving hints, but Hal Polaire, left, ignores warning.

THE WINNAH! MRS. ARLENE STERLING wishes she had another pair of arms when Bill Leyden, Herb Polaire and Joe Yocam load her down with prizes she won by knowing how many electoral votes in the United States.
HAT DO THEY STORE in a Leyden jar?

Bill Leyden asked the question on his new audience-participation show, “Barrel of Dough,” and the lady who answered correctly received a percolator and a luncheon set that Bill claimed he had sat up all night to make.

“Finish this poem: ‘Shall fold their tents like the Arabs...’” Leyden asked the next lady. Her correct answer was rewarded with a three-day supply of frozen meats. “But I can’t cook,” she protested.

“Well, I’m ready,” said Leyden, who quickly added a sweater and scarf to the lady’s meat supply.

Another woman completed the line “From the halls of Montezuma...” and walked away with a set of hand-painted metal canisters, a chicken fryer, four tickets to the Ice-Capades, and a ticket for eight manicures. Just knowing your own Christian name seemed to be worth at least a couple of prizes on the program, and when it came time for the jack-pot question and one bright lady knew which the states had the most electoral votes, Bill gave the winner a coffee-maker, bronze bookends, a King Cole album, a ball pen and some “tired” glasses. All the program participants fairly staggered out of the studio with their arms loaded with presents. Unlucky the ones who had to ride home on a jam-packed bus!

More Loot

In addition to the daily prizes and the jack-pot, there is a grand prize which will befall the one who guesses how many pennies there will be in the barrel when it is opened this month. Loft for calling the shot on this will include a washing machine, $1000 diamond ring, television set, and other bounty without which no giveaway show would have the nerve nowadays to face its public. Total value will run around $4000.

“Barrel of Dough,” however, is not just one more in the current fad for prize-packed programs. It is one phase of operation in a packaged cooperative-advertising deal which charges participants a flat sum monthly for advertising and general promotion. For a little over $1 a day, according to Morris Greenberg, originator of the idea, smaller merchants can enjoy many of the same prestige features in cooperation that only big business can afford solo. These businesses, now numbering close to 400 in Southern California, are called the Honor Merchants, and a special anniversary and received an orchid corsage from Leyden.

VISITOR FROM EAST, WHO WON CASE OF BEER but frankly said he didn’t touch the stuff, provoked large smiles from studio audience. Here, instead, he gets flowers.

FIRST JACKPOT WINNER ON THE SHOW, Mrs. S. Gross, receives a combination radio-phonograph, a bicycle, a pottery set and a check for $100.
More About Mohr

Gerald Mohr Is Widely Heard on Radio, Seen in Many Screen Roles. Here's the Unusual Story of Villain Turned Hero.

By Joan Buchanan

OLE OF THE suave, handsome, intellectual gentleman of radio crime is often played by Gerry Mohr, who happens to be a suave, handsome, intellectual radio actor.

You've heard the silky-voiced Mohr on all the top dramatic shows on the air, Lux, "Suspense," "The Whistler," etc. You've probably also seen him in the movie series recently constructed around the famous "Lone Wolf." In other words, he's a success—and he has been off and on since the age of sixteen. It was at that time that young Gerald was reclining in a New York hospital recovering from an appendectomy. In the next room, a lady who happened to be the sister of announcer Andre Baruch decided that the possessor of the beautiful voice in the neighboring room belonged on the air. Gerry claimed to be twenty-five, auditioned at CBS through his acquaintance, and became the youngest announcer on the network. You may remember him on "Roses and Drums," "Arabesque" and many of the shows of that era.

Not That Old!

This early start, made without the usual drama schools, stock companies and speech drills, has one drawback, according to actor Mohr. "People who knew me then tell me I'm remarkably well-preserved for a guy of fifty!" When radio producer Ed Cashman, who had known Mohr since his early days on the air, met him in the army, he expressed amazement that the service was taking such old fellows.

The road from New York radio to success in Hollywood had quite a few bumpy spots along with the soft ones. Determined to be an actor, not just a voice, Mohr took the advice of drama critic John Anderson of the New York Evening Journal and left radio for the stage. He came to Hollywood in a short-lived vehicle featuring screen star Dorothy Sebastian. After the show closed, exactly nothing else happened. When Mohr got down to empty pockets, he went into the Gotham Restaurant on Hollywood Boulevard, ate a large meal and asked for the manager. "Your food was delicious," he informed the man, "but I don't have any money to pay for it. You may call a cop, make me work it out or do what you want to."

The manager replied, "I won't call a cop on one condition—you be here tomorrow for breakfast, lunch and dinner and continue doing that until you get a job." Actor Mohr showed up for breakfast and lunch, but skipped dinner—he landed a job on the Edward G. Robinson show, "Big Town." He calls the kindness of the restaurant manager's action a turning-point in his career—he's had good luck ever since.

Unorthodox Teacher

Mohr believes that acting cannot be taught in schools. "Discussion and observation, and in the words of Shakespeare, 'hold a mirror up to nature,'" are the basic rules he gives as guidance. Hired as a teacher in a well-known dramatic school in

HONESTLY, he wants to try Shakespeare on the air. Mohr finds himself more in demand as romantic type. Here you see why!
THE HISTORY of the commercial begins with copywriter Sandy Wool (right) and newscaster Jim McNamara (left) visiting Chef Albert Medina to get "the real story" on the specials for the week. Sandy always wants such extra facts as "where the lobsters come from" and "just what herbs and sauces" will dress the dish up properly, all of which he can incorporate strategically into his advertising.

O DEMONSTRATE that an announcer is no less susceptible to the persuasions of his commercials than his listeners, KLAC's busy Jim McNamara goes along with this story in pictures.

Three times each day, at 1:00, 3:00 and 5:00 p.m., Jim reports the news for Tilford's, a restaurant at Wilshire and La Brea frequented by many of KLAC's personnel. In one year of such eloquent advertising as is contained in Sandy Wool's painstaking copy, Tilford's had doubled its business from 40,000 to 85,000.

And, at the end of an earnest afternoon disclosing the glories of such tasties as "tempting baked avocados stuffed with plenty of meaty chicken and dripping with melted cheese," newscaster McNamara is naturally suffering the pangs of hunger enough to thunder out in quest of a sturdy meal himself!

I Talked Me Into It

Wherein One Announcer Illustrates That He Can't Resist the Charm of His Own Touting

BETWIXT THESE DESCRIPTIONS of culinary excellence, McNamara will relate the 1:00, 3:00 and 5:00 p.m. daily

ONE GOOD TURN DESERVING ANOTHER, McNamara at last gets his just desserts in a repast that fulfills its promise!
UNIQUE AND ENJOYABLE is Earle E. Williams' "Sacred Record Shop," heard on KXLA every Sunday night at 10:00 p.m. Intended originally as an "after-church feature," the program now has an audience that includes all classes. (Otto Rothschild photo.)

JEROME LAWRENCE, NORMAN CORWIN AND ROBERT E. LEE receive Certificates of Appreciation for outstanding service to the 1948 United Jewish Welfare Fund campaign. KFWB's Harry Maislish (right) presents the awards in thanks for the radio drama written and produced by Lawrence and Lee and narrated by Corwin.

SIXTEEN-MONTH-OLD PETER helps Daddy Martin Gabel and Mommy Arlene Francis go over their script for "Mollie Mystery Theater." Peter's parents played opposite each other in "Farewell Performance."

WHEN THE COVER OF THE SATURDAY EVENING POST recently posed a bridge problem painted by Norman Rockwell, KMPC's bridge expert, Robert Johnson, was deluged with letters asking for a solution. Here he is explaining the result to pretty bridge fan Lorraine Elings. (Pete Manion photo.)

RADIO ACTRESS Charita Bauer, heard on Mutual's "Quick as a Flash," budgets her time to be the model mother of a new infant son.

PATROLMAN AND MRS. ROBERT B. TRIMBLE of Los Angeles were "Wishbowl" contestants on a recent "Break the Bank" ABC broadcast. The Trimbles won one hundred dollars and a trip to New York. Mr. Trimble is stationed at the University Precinct.

SEEN ON THE RADIO SCENE
More About Mohr

(Continued from Page 30)

New York at one time, Mohr was quickly fired when the faculty discovered that he was telling pupils without talent to go home and stay. He thinks that radio is the greatest dramatic medium of all because it presents such a challenge to the actor. He thinks radio actors who undervalue their own craft are making a hideous mistake. Pushed to the point of firing his own favorite actors, Mohr will settle for the late John Barrymore, Sam Jaffe, Louis Calhern and Walter Huston. All in all, he believes that the finest group of actors is to be found in radio.

Ex-villain

He spent two years in the army in the Santa Ana location unit and has been back on the local scene for the last three years. He doesn't know quite how it happened, but his pre-army career consisted of strictly villainous roles—right up until he found himself cast as a most romantic fellow. He was originally signed for pictures because they considered him a "young William Powell." This is perfectly all right with Mohr—as a small child he picked actor Powell as the ideal father. He had lost his own parent at the age of four and Powell was selected as a dream father from the ranks of movie stars.

Gerald is married to a school-day sweetheart, Rita, and is the father of "the most beautiful child in the world and a genius besides." This young paragon is Tony, eleven months old. The Mohrs live in Sherman Oaks and are the proud possessors of "Prince," a beautiful five-gaited horse.

Still Ambitious

Mohr, a student of Shakespeare, is looking forward to the day when he can direct a radio group in half-hour versions of the Bard's plays. He has ten adaptations already done and has his eye on some of the actors of his acquaintance to make up his cast. His only other unfulfilled ambition? "I've always wanted to be in a musical comedy—and I've always wanted to play a drunk!"

"Barrel of Dough"

(Continued from Page 35)

get rid of creepy, crawling bugs

Chevron Surface Spray forms a magie film that waits for insects, kills 'em when they come. So effective it lasts for weeks. Easy to spray or brush in household insects' favorite haunts. Contains DDT. Safe, when used according to instructions.

A STANDARD OF CALIFORNIA PRODUCT

Two Juniors Who Can't Miss

(Continued from Page 5)

Davis and Wills, Beverly can do a letter-perfect imitation of her comedienne mother and has several times wowed the audience during the after-show of the Joan Davis broadcast. She played her mother as a child in the movie "George White's Scandals" several years ago and recently completed a featured role in "Mickey." She's in great demand for all school shows at Emerson Junior High School which she attends. She carries more student projects and extra-curricular activities than an adult would dream possible. At present she feels slightly hampered by the braces on her teeth, but her own good humor, vivacity and sparkling brown eyes give her a special charm all her own.

Together Barbara and Beverly generate that hilarity that seems to reign wherever two teensisters get together. They joke, laugh, sing and sae in a joyful and un-selfconscious way whenever they're together. They love dancing, ice cream sundaes, records, radio—and life.

suggested, "Now give me the current answer."
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This superb new Credenza console is one of the newest Admiral achievements with exclusive “Magic Mirror” television...10” direct-view picture tube brings you an image that is always brilliant, FM-AM radio...featuring Admiral’s clear, static-free ratio-detector, automatic phonograph with Miracle Tone Arm. In lovely walnut veneers. $499.95

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