PROGRAMS FOR WEEK BEGINNING NOVEMBER 14

RADIO Life
and Television

BETTE DAVIS
Twinkle, Twinkle
Page 36

STARTING THIS WEEK: NEW RADIO LIFE CONTEST
Page 6
The Ear Inspires the Pen

Ernie Fowler, "Club Eleven," 2031 Shenandoah, Los Angeles 34, Calif.

Sirs: Several months ago, my folks purchased a television set, so my friends and I decided to start a club, which we call "Club Eleven," (as there are eleven members). We have our meetings three nights a week at my house. Our favorite program is "Pantomime Quiz." My mother saw Sandra's picture in Radio Life, at the store, and brought it home. We club members voted money out of the treasury so we could each carry Sandra's picture in our wallet, even though we do not think the picture does her justice. We would like some information about Sandra, if you could oblige. Her age, and if she is married.

Bad news, felias. Twenty-one-year-old Sandra Spence is married to Los Angeles businessman Jack Spence, and they are the parents of two-year-old Sandra Spence Jr.

A Reader, Los Angeles, Calif.

Sirs: I was very sorry to hear that "The Man Called X" was leaving the air. This program was at the top of my list of favorite programs, and I haven't missed a single program of Mr. Marshall's in the past three years. And now it is to be replaced by a program I can't say much of at all, "Lum and Abner." Will "The Man Called X" ever come back on the air? If any radio star deserves orches extended to him, Herbert Marshall should definitely get one. His acting in pictures and radio is excellent, and I wish to say "Thanks, Mr. Marshall, for a swell performance as 'The Man Called X.'"

Mrs. Delma E. Hall, P.O. Box 782, Arcadia, Calif.

Sirs: I listened to the last program of "Sound Off!" with regret. It has always been one of my favorite programs. I cannot understand why it has been pulled around so much and finally is leaving the air entirely. I have heard this program twice and have listened to it every week. It seems to me it is far above the average, well directed, good artists, out of the ordinary and for a good purpose. Mark Warnow and Mr. Herbert are "tops" and Arno Tanney and the chorus are in a class by themselves. We second your emotion, and hope you'll continue to be a bolster for "Sound Off!" return by writing request letters.

Mrs. Delma E. Hall, P.O. Box 782, Arcadia, Calif.

Sirs: I am an enthusiastic quiz show listener, but if they are ever killed, here are several assassins:

1. The contestant who spouts, "I came in with nothing"—etc., etc.

2. Prolonged preliminary interview of contestants by emcees. Get to the questions. The private lives and observations of Mrs. Doaks don't send us.

3. Emcees who parrot, "Come in closer." After the sixteenth time, my blood is boiling so loud I can't hear anything.

4. Emcees who spasmodically avoid "r's." La-da-da and no "r's"... phooey!

5. Emcees with double entendre. Suggestiveness does not disgust us, it bores us stiff. Keep it clean and keep your audience.

Mrs. L. Bayless, Box 185-E, Seal Beach, Calif.

Sirs: I heard Radio Life's staff on "Battersea Goes to Breakfast," and enjoyed it very much. I understand that you folks have quite a job trying to please everyone. I like the Ear Inspires the Pen column. It shows that people are alert to what is going on. One of my favorite programs is KNX's "You Are There." I also like KHJ's "Life Begins at Eighty."

RADIO and TELEVISION LIFE

CARL M. BIGSBY, Publisher

Published Weekly at Los Angeles, California. Business and Editorial Offices: 831 Selma Ave., Los Angeles 28 (Hollywood Station), California. Phone Hidden 8772.

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R E W A R D

Reward fine shoes with the best attention. Shine them every morning with Omega Shoe Wax. Waterproofs, protects, preserves and polishes to a high, longer-lasting luster. Sold everywhere in all popular shoes. Omega Shoe Wax, the famous "60 second shine." Shine them up today.

November 14, 1948
**About Your Letters**

All letters to the Ear inspires the Pen Department should include name and full address of the sender. Name and/or address 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.

Lily La Rocca, 1255 North Gordon Street, Hollywood 38, Calif.

Sirs: I am writing with regard to Ken Carson, one of the best singers on the air today. When he sings his Lustre Creme Shampoo commercials, it makes you feel as if you could eat it, like ice cream.

I have written over 100 cards and letters to different radio stations for his benefit, and working at a movie studio myself, I have had all the girls write cards also. I even wrote to the Lustre Creme Shampoo's agency in Chicago, Illinois, about giving him his own program, as he is worthy of one and his voice can't be beat. Why can't Ken Carson get a good break, and show listeners he has what it takes to put any program over? He has the voice, looks and personality all in one. I'll keep my fingers crossed, and maybe my wishes will come true. Who knows? Good luck, Ken. I'll always be rootin' for yuh, pal.

Bill Matthews, 2418 Redondo Blvd., Los Angeles 16, Calif.

Sirs: On bended knees I ask you, why must we here on the Coast always have to pay (so far as radio is concerned) when people back east go on Daylight Saving Time? Upon looking through this week's issue of Radio Life, I find that all the best evening programs on the air are much later than usual. It makes it difficult for anyone to stay up every night until ten o'clock to hear the really good programs.

R. S., Los Angeles, Calif.

Sirs: "Noah Webster Says" is of outstanding entertainment value, and at the same time, educational. Too bad it has to be heard so late in the evening. "Everybody Wins" is absolutely littylicious, and commercials which give this family "Commercial Hangover."

Harold J. Hubert, 140 Virginia Avenue, Pico, Calif.

Sirs: Quiz giveaways are not going to fade out, notwithstanding the wishes of Fred Allen, et al, to the contrary. It's easy to understand Fred's animosity, if you'll first read the following doxie (Henry Morgan would be the ideal, if he'd take the job), and title the show "Dolts Don't Win." "Twould cop a number one Hooper in less than three weeks and no fooling.

Mrs. Peggy Summers, 432½ East 55th St., Los Angeles 11, Calif.

Sirs: I am a mystery fan, although I love and understand opera and have attended operas since childhood. But regarding the famous mystery programs, they are all now broadcast around 6:00 p.m. What an utterly asinine hour for such programs. At that time, I am either in the kitchen preparing meals, eating dinner, or trying to keep it hot for the delayed persons. It is a foregone conclusion that one cannot concentrate on those programs, and cook and prepare meals at the same time. Furthermore, I have only one radio, and it is in front room. Just why they must be broadcast around 6:00 or 7:00 p.m. I do not quite understand.

Delores Feneey, Director, Jack Smith's Fan Club Guild, 1827 South Bronson, Los Angeles 6, Calif.

Sirs: On behalf of Jack Smith's Fan Club Guild, and certainly all Jack Smith fan clubs, I'd like to express our thanks to your magazine for the article, "Singing Columbus," which appeared in the September 26 Radio Life. Several articles on Jack have been printed in your magazine ... all good ones ... the kind we Smith fans like to see. We only hope there'll be more in the near future. They're all for a wonderful guy!

Vida McConnell, 2120 Corteda Street, El Monte, Calif.

Sirs: Would you please publish the title of the music that is played at the halfway point in the "Red Ryder" program. That melody is an original composition, written especially for the series by Robert Armbuster, and has no title. The opening and closing theme is titled "The Dying Cowboy."

Louise Erickson, 2418 Redondo Blvd., Los Angeles 16, Calif.

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**Tuesday night is date night on KFI. First, you have "A Date With Judy" at 6:30 p.m. By the time you've figured out Judy's adolescent philosophy of love and Oogie, Bob Hope will be on tucking your funnybones for a full half-hour in his brand new show beginning at 7:00 p.m. Doris Day and Billy Farrell are the featured vocalists. Les Brown's band and announcer Hy Averback.**

**Louise Erickson**

**Bob Hope**

**Judy**

At 7:30 p.m. Fibber McGee and Molly hold forth at 79 Wistful Vista. You'll enjoy the humor of Doc Gamble, Wallace Wimple, Mr. Oldtimer, Mrs. Carstairs, the weather man and, of course, those commercials by announcer Harlow Wilcox.

**Fibber McGee & Molly**

At 8:00 p.m. a local favorite, Bullock's "Favorite Story," is heard with the music of Claude Sweeten backing up the Lawrences. Art Linkletter's "People Are Funny" is heard on Tuesday nights at 8:30 on KFI this fall. Full of fun and good entertainment, you're sure to enjoy "Radio's Master of Ad-Lib," Art Linkletter, Jo Stafford is "Supper Club" hostess at 9 on Tuesdays, followed by "News of the World." And at 10:00 p.m., "Big Town" is a newcomer to the Tuesday evening schedule of KFI. You'll enjoy every dramatic minute as crusading editor Steve Wilson cracks down on crime. So remember—Tuesday night is date night on KFI. You've got a date with KFI—640 on your dial.
HE WRITES HIS LAST NAME with an "n" instead of an "m," but still the legend of Dick Haynes and/or Dick Haymes is one of the most lively in Hollywood. Hereewith, we set the records straight. (Waters photo.)

WITH "HAYNES AT THE REINS" on KLAC's six-to-nine period of an ayem, anything silly goes. Not far behind are the listeners; a donation of collected corn products sent in his fan mail kept Dick supplied with gag material for days!

HE CORN IS GREEN," if it's off the cob of tall, merry "Haynes at the Reins," variously identified to his listeners as "The Ghost of Joe Miller," "The Favorite of Old Jokes at Home" and/or Nephew Benny's Uncle Richard.

Dick Haynes (pul-leez, not to be confused with Haymes) clatters around the KLAC microphone every morning from six to nine. To keep his show galloping while he's "At the Reins," he helts himself into a she-bang of personalities and indulges in remarkable conversations.

As "Ima Fowl," he's the little red hen who's laid so many eggs she's eggs-asperated. As "Gumdrop Gus" he's strictly the "duh" guy from Hunger. As "Alejandro," he has a "si señor" accent. As "The Talking Dog," he barks a mean joke, such as the one about the pup who got into an accident and who yapped, as they sewed up his side, "Well, well. A stitch in time saves canine." As "Sir Chester Drawers" he's sort of a Southern Englishman. And as "Nephew Benny," he's an imitation of his real little nephew, Benny, who lives in Texas, attends seventh grade and wants to grow up and be on the radio just like his Uncle Richard.

Who's Whom

With all these characters involved, it's slight wonder that folks might be further baffled by the lively legend of "Is Dick Haynes Dick Haymes? Or is Dick Haymes Dick Haynes?"

As if their names weren't enough: Dick Haynes went to school with Harry James, with whose band Dick Haymes later sang. Both Haynes and Haymes are tenor-baritones, although Dick Haynes seldom sings now. Dick Haynes has a brother named Bob, and so does Dick Haymes. "And my brother Bob sings, and so does his, you might add, since the Bobs are bobbing up. Also, my mother's name is Margaret, and his mother's name is Margaret." When Dick Haynes became a father, Dick Haymes received the congratulations. Dick Haynes gets Dick Haymes's fan mail, and vice versa. "I think I have a letter in my

(Please Turn to Page 32)

Nephew Benny's Uncle Richard

A Short Chronicle of Dick Haynes, Who Differs From the Singer of Similar Name In Spelling as Well as in Personality!

By Judy Maguire

Monday-Saturday, 6:00 to 9:00 a.m.
Saturday, 1:10 p.m.
KLAC

(pinning...)

KLAC

November 14, 1948
Control
Yourself!

By Jae Dunn

Fencing Is the Ticket to Agility Plus Coordination. So Says Pianist Paulena Carter, Continuing Our Series on Sports

Paulena Carter, of ABC’s “Meredith Wilson Show,” practices her piano nearly four hours a day. That, anyone would agree, could lead to stodginess.

But not in the book of this gay and uninhibited girl, who has been playing with symphony orchestras since she was seven (she is now eighteen).

Paulena has always been as active as she is artistic. She goes with her parents up to Oregon every summer, for swimming and fishing in the Rogue River; she delights in a brisk horseback ride; and now, any remaining inertia in her makeup should be vanquished forever. Because this deceivingly Dresden-like creature has

taken up “the fastest sport there is,” the international art of fencing, under the personal instructorship of Aldo Nadi, the world’s foremost fencer and undefeated champion.

Paul Gallico writes, in the preface to Nadi’s book, “On Fencing”: “The oldest of all sports. Men have lived by the sword, and died by the sword, since the dawn of history.”

Benefits Galore

Certainly a lovely advertisement for this ancient and swashbuckling art is Paulena, who admits that since becoming a fencer herself she has developed agility and musculation coordination and learned to walk almost perfectly. “No person who fences has bad posture,” she affirms. “It’s awfully good for anyone and wonderful for the figure. If you’re a fencer

your body control is about as perfect as it can be in a human being.”

Paulena started her fencing lessons a year ago. The equipment she had to get at that time was durable and totalled about thirty dollars: An Italian foil, recommended as the best type for feminine fencers; a cotton or twill jacket, heavily padded in front; long slacks, which would push up and be tight about her ankles, but allow for freedom of movement; special fencing gloves, with a strap for the blade to go through; tennis shoes, and a fencer’s mask. Blades, which are constantly breaking, are her only recurrent expense.

The “How” of It

Willingness to learn and a strict obedience of coaching laws are im-

(Continued from Page 32)
Winning Radio Life Tour

Barbara Ford Was the Winsome Winner Of the Radio Life Contest on “What Radio Life Means to Me.” Follow Her On Her Star-Packed Tour of Programs

HEN pretty Barbara Ford of Compton wrote “Radio Life means to me: An evening’s good reading and a week’s good listening” and sent it in to our recent contest, she conceded to herself that she might be lucky enough to win second or third prize. Radio Life judges felt differently about it—they unanimously decided that Barbara was the first-place winner.

On these pages you can see Barbara in the process of collecting her prize, a Grand Tour of Hollywood's Radio Row. Barbara, a native of Los Angeles, had seen few radio broadcasts and had never been inside the gates of a movie studio until the day of her tour. KFWB arranged for her to lunch in the Green Room in the Mutual, Family Theatre” stars Gene Raymond and Gene Lockhart took time out from dress rehearsal to meet Barbara. Our winner enjoyed her tour of the beautiful new Mutual building. (Otto Rothschild photo.)

November 14, 1948
NBC SOUNDMEN Roy Erwin and Bob Holmes demonstrated some of the mysteries of radio sound for Barbara. Roy (left) shows her the "marching feet" while Bob demonstrates a labor-saving device, the hand-pumped boat whistle! (NBC-Holloway photo.)

Warner Brothers commissary and to visit a movie set in addition to her regular radio sight-seeing.

Barbara is married (Mrs. Ken Ford is her married name) and the mother of a two-year-old daughter, Chris. She listens to the radio a great deal and knows as much about programs and personalities as a Radio Row-er.

The attractive Barbara showed Radio Life as good a time as she seemed to be having. As one station member put it: "She can come over and win our contests any time!"

This week, Radio Life starts another contest on November 15. Barbara will be rooting for all of you to enter in hopes you may be the lucky one. For particulars of the new contest, see the news section, this issue, Page 9.

"DOUBLE OR NOTHING"—two Barbies and two Walter O'Keeles, courtesy of Walter's dressing-room mirror, fits right in with the theme of Walter's show. (Wonder if Walter autographed his name twice?) (NBC-Holloway photo.)

November 14, 1948
FAMOUS LOVE STORIES

CARLOTTA...Empress of Mexico, and her husband, Archduke Maximilian, sailed to Mexico to build an empire for France. An Indian revolt ended their brief happiness. France withdrew its support; Maximilian was betrayed and executed. Grief took its toll...For 50 years Carlotta lived an insane exile in a Belgian chateau.

THE ORCHIDACEOUS Barbara gets a glimpse of NBC's exciting newsroom. That's the teletype machine she's getting the news from. (NBC-Holloway photo.)

MEETING THAT book-writing maestro, Meredith Willson, at the Brown Derby, Barbara was reminded that Meredith was returning to the air. She made a note of it!

AND LAST BUT NOT LEAST, TELEVISION at Don Lee's KTSL. Here Barbara is embroiled in a situation between Archie Leonard and Norman Jolly, comedy emcees on the Thursday night "Music Hall" show.

FRANK LOVEJOY, BARBARA, JOAN BANKS AND PRODUCER AXEL GRUENBERG hold a "Today's Children" script session. Frank plays "Christopher Barnes" and Joan is heard as "Carlotta Lagorra Armour" on the popular daytime serial. (NBC-Holloway photo.)

You'll Love
WHITE KING SOAP

School days...Time to learn WHITE KING's three washday R's: 1. Roll out soil and dirt from sturdy jeans. 2. Rinse pretty cottons free of suds and soil. 3. Rich sudsing WHITE KING keeps sweaters soft and bright. Your wash-day lesson: "Nothing washes like soap...and...there's no soap like WHITE KING."
For Love o’ Mike (General Comment)

Rumors Are Flying

Edward Arnold is a partner in a meat-packing deal, with hams. . . .

Jack Guilford, whom localites should recall from “Meet the People,” is auditioning his own show for Mutual in New York. . . . Wendell Niles and Don Prindle are auditioning their comedy show again. . . . CBS would like to annex “Duffy’s Tavern” and “Mr. D. A.”. . . . Rise Stevens may do the lead in the Broadway musical of “The Little Foxes.” . . . Eve Arden or Lucille Ball may do the lead in a legit play, “Not for Children,” which would entail moving either of their CBS shows to New York. . . . Hank McCune another of those in New York with hot audition platters. . . . There’s sponsor interest rumored in “Candide Mike,” which means it would return to the air if bought. . . . Ransom Sherman reported to be headed back to Chicago in order to bring “Club Matinee” back to life. . . . They say that there is now a vice-president in charge of Arthur Godfrey at CBS in New York. . . . Abe Burrows is a big hit in his New York appearances—just like everyone said he’d be. . . . Jack Bailey, they say, is cooking up a cookbook for publication. . . . Sponsor of the “Dr. Christian” series is looking for a second show to premiere in January. . . . There’s a horrible rumor that “Mr. Ace and Jane” will not be renewed and will fade from CBS in January . . . Dorothy Kirsten, Nelson Eddy’s co-star last summer, may do a

(Continued on Next Page)

Starting: NEW CONTEST

Last May, Radio Life conducted another highly interesting and well-received contest among its readers. For the ten best statements on “What Radio Life Means to Me,” winners received prizes ranging from a day’s whirl on exciting Radio Row in Hollywood to Radio Life subscriptions, autographed pictures and tickets to favorite programs. Now we are announcing a similar contest on the subject, “What Radio Means to Me.”

Again the first prize will be the star-studded day in Hollywood (and if you don’t think it was worth winning, follow Mrs. Ford through her prize-winning experience as shown on Page 6 of this issue). Second prize: a year’s subscription to Radio Life and four tickets to a big-time show.

Third prize: a six-month subscription to Radio Life and four tickets to a big-time show. Seven other prizes each will consist of radio show tickets and an autographed picture of a favorite star.

All you have to do is complete in 25 (twenty-five) words or less the sentence, “Radio Means to Me . . .” Use accompanying entry blank or reasonable facsimile thereof. Mail your letter to Radio Life, 6361 Selma Avenue, Hollywood 28, Calif. Contest starts November 20, 1948 and ends December 20, 1948. All entries must be postmarked before midnight of December 20, 1948.

Anyone is eligible except employees of Radio Life and their families, personnel of networks, local stations, or agencies. Entries will be judged by the Radio Life Editorial Staff. Decision of the judges will be final.

ENTRY BLANK
RADIO LIFE LETTER-WRITING CONTEST

RADIO MEANS TO ME. (Complete in 25 words or less).

Mail to
Radio Life Letter-Writing Contest, Department C
Radio Life Magazine, 6361 Selma Avenue, Hollywood 28, California

Name: 
Address: 
City: State: 

Page Nine
The calls are made while the show is on the air. So, if your phone number happens to be one of the lucky ones selected, you won’t know it until your phone rings, while “Stop the Music” is on the air!

**By Virginia West**

Like to meet famous movie stars, educators, politicians, foreign dignitaries, and hear them chat informally about their careers . . . about the places they’ve seen and the interesting things they’ve done? Then you’ll find “Bob Elson on the Century,” aired on ABC-KECA every Monday thru Friday morning at 7:30, just your dish. Elson, who has interviewed everybody from Indian potentates to Mickey Mouse, and national state. However, he lets the celebrities do the bulk of the talking on his railroad program, putting himself in the position of the fellow in Century’s club car who talks just enough to prime the conversational pump.

“Bob Elson on the Century” is just one of KECA’s daily lineup of outstanding listening. There’s the quarter-hour of melody and mirth, the Zeke Manners show, which follows at 7:45, and that coast-to-coast favorite of years the Breakfast Club . . . not to mention “Welcome Travelers,” and the new “Kay Kyner’s College of Fun and Knowledge.”

Another recent addition to the morning fare is that quiz show with the psychological twist, “What Makes You Tick?” Below you’ll see John K. M. McCaffrey, former magazine editor, who heads the entertaining and informative Monday thru Friday quarter-hour. Born in Moscow . . . Idaho . . . McCaffrey has been an editor at Doubleday Doran, fiction editor for American Magazine and editor in chief of special events at MGM. He gained his enviable reputation on the air as a good leader and quick thinker on “Author Meets the Critics.” . . . Lend an ear to his KECA-ABC show any morning at 10:15.

**Always Good Listening on 790 . . .**

Have you discovered KECA’s terrific new news lineup which starts with Edwin C. Hill and his “Human Side of the News” at 6 p.m.? Your search for well balanced dinners news and commentary is over. Hill is followed by “Headline Edition,” which returns to the air after several weeks absence. Next comes Hank Weaver with his “Main Street to Malibu” stories of Southern California. Try KECA’s 6 to 6:30 listening any Monday, and we think you’ll tune Commander A. W. Scott, whose “Romance of the Highways” is heard on KECA-ABC every Sunday morning at 10:15, is just back from conducting a goodwill caravade by bus from Bakersfield to Vancouver, Canada.

**Always Good Listening on 790 . . .**

You’ve probably wondered, as I have, how Harry Salter, music chief on ABC’s “Stop the Music” show, manages to find those “mystery melodies.”

Well, Salter admits the “mystery melodies” are his biggest headache. Selecting the preliminary numbers to be played and sung is his responsibility too, but those don’t bother him! . . . “There are four requisites for mystery melodies,” Salter told a reporter recently. “First, the tune must be a popular one. Second, the title should be obscure. Third, it must have a teasing quality, something that will make you say, ‘Oh, I’ve heard that somewhere.’ And the last requisite is that the tune be easily hummed or whistled.” Most tunes that meet these requirements he admits are old numbers which have been brought down to us with many different parodies—“Stop the Music” is allied over KK!A every Sunday night at 6, everyone knows. Incidentally, the people who are called by phone to identify the tunes have NO FOREWARNING. . . .

**Bob Elson**

Remake of Grace Moore’s hit movie, “One Night of Love,” . . . Marie Wilson may open a “comedy school” in Hollywood—now, what may that be? Bing Crosby will televise on film when video hits its stride—about two years hence, he figures. . . . CBS and maybe NBC will use their summer replacement time to play recorded shows from the previous seasons. Thus, shows will keep their same time segment while the cast is on vacation.

**Looks Like**

Lionel Barrymore is putting his famous “Christmas Carol” on records for the holiday trade . . . Bill Goodwin will repeat the role he did in “The Jolson Story” for the sequel . . . “Manhattan Merry-Go-Round” is celebrating its seventeenth year on the air this week—doesn’t seem like a year over fifty . . . Packager Raymond R. Morgan and producer Bill Robson have flown to Paris to ask Maurice Chevalier to be their Brenner on the planned Parisian audience-participation series. . . . Gene Norman to book name bands into the Brenner early starting in December. The name will be switched to The Holiday . . . “What’s My Name?” a casualty on ABC . . . Ransome Sherman seen in Sonja Henie’s new movie, “The Countess of Monte Cristo.” . . . Shellah Graham has been given the nod for a coast-to-coast stint on Mutual. Columbia Pictures to do a series of short subjects on disc jockeys . . . Walter Winchell’s West Coast repeat will move from Mutual to ABC when he is sponsored by Kaiser-Frazer in January . . . Marilyn Cantor, Eddie’s daughter, is underplaying the leads in the Broadway musical, “Small Wonder.” . . . The Fontaine Sisters have been signed as permanents on “Supper Club” after a series of guest appearances . . . Ben Alexander’s successor to “Heart’s Desire” is “Golden Hope Chest.” . . . Frankie Remley, (The Original) has formed a orchestra to play local dates . . . Freddie Martin has closed his Ambassador record shop . . . Peter Lind Hayes has turned vocalist for Decca recordings . . . Sam Balter, KLAC’s sportscaster, will be seen in an upcoming movie, “The Champion.” . . . Doris Day is Orchid Queen of National Flower Week . . . Jeri Sullivan, co-composer of “Rum and Coca Cola,” has written a new song, “Cindy Lou,” in honor of her new daughter, Morton Downey, due for a Cro’s engagement, will broadcast his show from Hollywood for a while.

“Musical Digest (Karl Wecker)

Welcome addition to the circle of record radio programs which deal in life-size music is Dr. Karl Wecker.
We Point With Pride

To Joan Loring's thrilling performance as "Mildred" in "Of Human Bondage" on "The Ford Theatre," the audience could not refrain from "Bravo!" at curtain-close of the also superior production.

The Hallowe'en script of "Ozzie and Harriet" was unpretentious, but clean, clever, spooky fun.

To CBS's marvelously coordinated hour of entertainment and celebrity messages saluting Governors Dewey and Warren on pre-election night.

To the "People Are Funny" spot that featured that famed Hallowe'en spook, Boris Karloff, and a lady who thought she was kissing her own husband.

We View With Alarm

... Our own reaction to "NBC's University Theatre." The plays and talent are the best. Andrew Love is an experienced director. The series has been selected as a dramatic educational aid to students of English and American literature. But somehow, and it's possibly the adaptations, the broadcast was not written and not produced in Hollywood. The problem as a whole and interpret it to the moviegoer who has never set foot inside a studio. Nevertheless, the documentary made doubting view the problem as a whole and interpret it to the moviegoer who has never set foot inside a studio. Nevertheless, the documentary restored several lines that a Hollywood writer could not have made. He would not have listed Greta Garbo with the Pickford-Chaplin age-they respective eras were a decade apart. He would not have written (or cast) the strident lines of Hollywood cafe crown with loud New York character actors-the collective voice of the Hollywood hanger-on is the bored, dull drone of the pseudo-cynic.

Sidelights on Radio Returns

Fred Beck's morning-after crack: "Dr. Gallup oughta take a gallop up (Continued on Next Page)"

An unusual Christmas gift...

for friends who live far away

Take them behind the scenes in the glamorous world of radio. . . thrill them with stories of stars and personalities . . . help them enjoy radio more! Send them Radio and Television Life for a year — the gift that keeps on giving. We'll notify them with an appropriate greeting card, in your name.

RADIO and TELEVISION LIFE

6361 Selma Avenue: Hollywood 28

One Year $4.50
Six Months $2.50

Page Eleven
Radio in Review

(Continued from Preceding Page)

a poll!" ... The excitement communicated by H. V. Kaltenborn (and we'll get to hear him locally only every four years?) ... The weariness in the voice of Elmo Roper, the CBS poll-taker, after hours of giving statistics and thrashing about for their explanation. ... The dispatch with which CBS handled other New York to Hollywood—and vice versa switches. ... The instant efficiency of radio in dealing out the returns and trends—the slower pace of television with its problem of making statistics graphic. ... The pitiful sound of " ... and Mr. Maxwell—6 votes ..." tagged to the end of many of the lists of statistics, Mr. Maxwell, you may recall, was the candidate of the Vegetarian Party whose platform was No Meat.

Off Mike (Personalities)

Almost Thumbs Down

Agnes Moorehead almost turned down "Sorry Wrong Number," when it first was submitted to her as a vehicle for her appearance on "Suspense." "I thought it was too morbid and that listeners would turn it off," she confesses, "but I was finally argued into it, for which I'm very grateful." "Aggie" does "Sorry," the world's most famous radio play, for the fifth time on "Suspense" Thursday, November 18.

Welcome Home

It's good to have our old favorite, Vic Rodman, back in the "Count of Monte Cristo." Rodman, who was in the CBS studio line to the "Little Rock Getaway," two on the number of hours they have performed an outstanding service with their series, "American School of the Air." But despite its many awards and its nationwide recognition as the finest example of education by radio this fall it was omitted from CBS schedules. A feeble explanation stated that this type of program had become "outmoded." We're rather inclined to believe that education can never be outmoded, and that such a beautifully and intelligently done series could not outlive its usefulness. All 190,000 of us—members of the Tenth District P.T.A.—want "American School of the Air" back on our logs. It was a public service program of the finest kind and did not make the CBS franchise, granted by the people, a valid one. We request all readers who feel as we do about this program join us in bombarding CBS with letters asking for its return. Write to William S. Paley, Chairman of the Board, Columbia Broadcasting System, New York. Send a copy to Davidson Taylor, Vice-President in Charge of Public Affairs, CBS, New York. Let there be no doubt in their minds that this is one program that should be on the air. We'll report on it further.

Now a pat on the back to the Los Angeles Board of Education and Station KFAC for the series, "Radioways to Learning," heard at 1:15 p.m. Mondays through Fridays. Designed for the elementary grades, two programs a week are devoted to children's books, two to music, and one to health. They're completely delightful, designed for use both at home and in classroom, and do a fine job of stimulating interest in their subjects. While we're in a letter-writing mood, let's get off to the Tenth District Board of Education and to KFAC expressing our appreciation for these programs. Let's be sure this series is kept on the air for many years to come.

Our interest is sure to be any means confined to educational programs as will be apparent in the columns to come. The Tenth District P.T.A. plans some interesting surveys this fall—one on the number of children devoted to children's listening in this area, station by station—but more about them later. See you next week.

Contests and Offers

"THE ARMANDE LA POINTE SHOW," KOWL (Santa Monica), 1:00 p.m. Monday through Saturday. This program features a regular telephone and mail-in contest, details announced on the air.

CHEF MILANI, KLAC, Monday through Friday, 9:15 a.m.—If your household is selected for reading on the program, Chef will send you generous grocery order prizes. Address: Chef Milani, care of Station KLAC, 1000 Cahuenga Boulevard, Hollywood.

"SKY KING," KECA, Monday, Wednesday, Friday, 7:30 p.m.—Winning entry from a boy submitting the best name for "Clipper King's" plane will rate prize valued at $1,000, including a plane toy, de luxe bicycle, Schaeffer test equipment, and a trip to Los Angeles. Write to "Sky King," KECA, 1000 Cahuenga Boulevard, Hollywood.

"TEENTIMERS CLUB," KNX, Saturdays, 9:30 a.m.—The clue-jingle, in program's current contest,寻的 "Miss Mystery Teentimer," is: "She's a 17-year old girl. Though people might be, inclined to think by her name, that is she." Other details given on the program.
The morning after the election, some of the local commentators on video and radio broke out their medium-sized headline type to announce that ABC and Mutual, with the punch on the returns, and that the networks have nothing to worry about from the television stations. The very words "network" and "station" negate any significance in those weighty statements.

The "networks" have spent twenty years building up a maze of cross-country wiring that would clearly carry a squeak of a mouse. The scarcely year-old television industry is not connected to the source of the political tabulating. That makes them "stations," and these stations were bare two years behind the nets in their presentation. Television set owners had the added privilege of seeing by means of film shown later, what went on at the various interest centers of the whole election campaign. True, they didn't have it for twenty-four or forty-eight hours; but it would have been a cold day before they saw it at all on radio.

Each of the local TV outlets handled its presentation a little differently. All outdid themselves in staying on the air longer than usual.

KFI-TV employed several clever TV ideas. A deal had been arranged to show Jim Hanthorne, mutual disc jockey (from ABC), and Ike Carpenter, Hawthorne's orchestra leader and straight man, join the fun and live things up. It was the only thing that kiboshed this buffoonery with the balloting. KFI-TV was on from 6:00 p.m. Tuesday to 3:45 a.m. Wednesday.

KTLA added the interviewing of politicos and a visit to its ally, the Los Angeles Examiner, to the evening's totes. While this distracted from speedy figure-getting, seeing people we all heard frequently, like Ed Jorgenson and Harry Flannery, proved an interesting angle. KTLA beamed from 7:00 to 4:23 a.m. Wednesday.

KTLA was high with eighteen hours of continuous telecasts. It started at 3:00 p.m. Tuesday, wound up at 9:30 a.m. Wednesday. The station took to the streets with video pickup equipment for portions of the telecast, and blessedly managed to pick interviewees less dizzyed by their chance at appearing on TV than they were interested in giving a coherent, rational answer.

Prospective set buyers harboring any worry about events of this scope being on all on television should be satisfied. For the still wavering, think of what you did while you were listening to the speedier returns on radio. Probably stared all evening onto the faces of a group of dear friends. We love our friends, sure, but give us a jolly, liggling video screen that carries a person in and out of studios, newspapers, onto the streets and behind every scene wherever something like an election is cooking!

An announcement was made of FCC approval on sale of KLAC and KCLC-TV as a package. Likeliest purchaser is Warner Bros., who have "no comment" on the prospect. It is known that Warners undertook the expense of spinning KLAC-TV on the air in jingle time, which indicates more than a friendly interest. Ollman Ed Pauley is a possible opposition bidder...

Der Bingle definitely intends doing television, but means of film, for his present sponsor, Philco. In Mr. Crosby's opinion, however, video won't hit its full entertainment stride for about two more years. Unless maybe it's all baseball, huh, Bing?

KLAC-TV wisely utilizes the natural animation and glee of children at competitive play, especially now that military come off as pretty dull stuff were adults participating. Wednesday (Continued on Page 15)

**TELEVISION TIPS**

By Jane Pelgram

The morning after the election, some of the local commentators on video and radio broke out their medium-sized headline type to announce that ABC and Mutual, with the punch on the returns, and that the networks have nothing to worry about from the television stations. The very words "network" and "station" negate any significance in those weighty statements.

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KLAC-TV wisely utilizes the natural animation and glee of children at competitive play, especially now that military come off as pretty dull stuff were adults participating. Wednesday (Continued on Page 15)
TIME CHANGES
SUNDAY, NOVEMBER 14—"Career Theatre," KFVD, 3:00 p.m. (30 min.) Frederick H. Speare's dramatic showcase program is given audience actual experience on the air moves from its long-held spot on KXL A, Pasadena, Sundays at 3:00 p.m. (30 min.)

FRIDAY, NOVEMBER 19—"Los Angeles Wheeled," KFI, 11:15 a.m. (30 min.) After five years on KNX as conductor of the Houses Protective League and Sunday Satellite programs, Burritt moves back to KFI, her original station. He will be heard four days a week at above time, and on Thursdays at 11:30 a.m.

SATURDAY, NOVEMBER 20—"Memo From Lake Success," KNX, 4:15 p.m. (15 min.) Columbia's reading of minutes from the New York United Nations headquarters was previously heard Sundays on KNX at 11:15 p.m.

WHAT'S NEW
Drama
SUNDAY, NOVEMBER 14—"Electric Theatre," KNX, 7:00 p.m. (30 min.) Helen Hayes returns from London to take over her new dramatic series (which featured name stars until her debut). Her opening performance will probably be as "Victoria Regina."

Commentary
MONDAY, NOVEMBER 15—Anna and Eleanor Roosevelt, KECA, 11:15 a.m. (15 min.) Anna Boettiger, speaking from her home in Hollywood, and her mother, Mrs. Roosevelt, reporting from wherever she is in the world at time of broadcasts, will devote their new Monday-Wednesday-Friday series to affect women's lives and their families.

SATURDAY, NOVEMBER 20—Griffing Bancroft in "Bancroft," KNX, 4:15 p.m. (15 min.) Mr. Bancroft's new weekly series will originate from New York.

WHAT'S BACK
Public Interest
MONDAY, NOVEMBER 15—Nightly Frost Warnings, KFI, 8:00 p.m. (5 min.) KFI's vital service to the Pacific Southwest's $104,000,000-a-year citrus industry begins its ninth year, with Floyd Young, director of the Fruit Frost Service for the U. S. Weather Bureau, as reporter.

Music
SUNDAY, NOVEMBER 14—"Show People's Show," KGFA, 12:00 midnight (4 hrs.) With Johnney Grant as emcee, this popular seven-a-weeker from The King's Restaurant on Santa Monica Boulevard returns to a new local station spot.

WHO'S GUESTING
Variety
SUNDAY, NOVEMBER 14—Fred Allen, KFI, 6:30 p.m. (30 min.) The world's leading socrano, Helen Traubel, guest.

THURSDAY, NOVEMBER 18—"Kraft Music Hall," KFI, 7:00 p.m. (30 min.) Tonight's visitor to "Al-Jolson's "Sulte Provengale" Lec- vant sports a cigar, a set of snappy re- plicas and the name of Grocho Marx.

THURSDAY, NOVEMBER 18—Dorothy Lamour show, KFI, 7:30 p.m. (30 min.) Grocho is tonight's double visiting threat.

SUNDAY, NOVEMBER 14—Louella Parsons, KECA, 4:15 p.m. (15 min.) Greer Garson will present excerpts from some of her most famous screen roles when she guests tonight.
The radio life staff received its election returns in the office, clustered around a Philco television set from across the street on Cahuenaga Boulevard. We had anticipated a sort of “this is the first time” flavor for the every-eve news of the folks remembered how early radio owners hoarded over their sets years ago and invited their neighbors in to share returns on the wonderful new invention. With video, all the stations came in well, but we thought that KFI had the most legible charts and that its map of the United States, on which elephants or donkeys were piped as results became complete, was a clever visual treatment augmenting ear-worrying columns of figures. Occasional breaks using Bob Mitchell’s wizardry on the Hammond organ stepped up the telecast and the pageantry.

We have few criticisms of the manner in which video handled its job. All the stations tried for variety, but some of the contrivances did seem to raucously far afield. Better chairs and tally boards would have been worth their weight in listeners, but our main disappointment was the way television trailed plain old AM radio in such an obvious matter as vote returns. Some die-hards in the office snapped on the regular radio while the television set was going full blast and got figures that video didn’t and announce for at least an hour. Anyway, “we were there” when the first real election returns came in on television. Some day we can tell our grandchildren about it. Also, when the next election night swings around, we will have some basis for comparison. In 1952 we expect to see the anxious candidates’ reactions to each vote. We see the defeated candidate actually sending the wire “conceding the election,” and we expect to see the next President of the United States at the exact moment he is told the wham-bang news.

Before getting off the video subject, is KTSR overlooking that swell gal, Norma Young? She should be a natural for a TV show, maybe once a week, and we bet the ladies would love to attend.

As if they didn’t have enough to do, advance men for Horace Heidt have more than to screen talent. They also scout two baby-sitters—one for Horace Heidt Jr. and the other for Roger Knox, baby son of the xylophone player.

We liked this one: a network chap who had sung the praises of Hawthorne to his unhitched wife returned home one evening to find her fascinated with the dial on their radio. She was pretty upset and explained that she was trying desperately to locate the much-touted Hawthorne but that four other stations kept interfering. The hubble broke the news: That was no interference. Just a typical Hawthorne record routine.

Night’s “Hail the Guest” champs are chosen from mail returns . . . the kids tell why they want to be champ. One wanted to sit on Roy Rogers’ horse, another wanted to visit the Trojan bench at the USC-Notre Dame game.

One night’s game, consisting of five boys and five girls, generally aged from seven to ten, are divided into teams and compete for the championship in not very complex but with lively games such as sack races, egg races, balancing feats, etc. Winners of each go onto the “Champ course,” an adolescent obstacle course. Everyone, all evening long, has prizes lavished on him. Shirts, cameras, record albums, balls, bats—all kinds of fine items.

The show doesn’t prove a device . . . unless that is Sector Boonshaft and cameramen John De Moss and Arch Griffin are enjoying it as much as the kids. They must be, to manipulate all the color and excitement in that fashion that the fun spirit isn’t lacking for a second.

Emcee Herb Allen serves as “head coach.”

KLAC TV Football, Channel 13; Saturday, November 20, 11:00 A.M. vs. U.C.L.A. The old rivals are televised by KLAC during the afternoon game.

KFI TV Football, Channel 9: Thursday, November 18, Los Angeles Rams vs. New York Giants. Game played in New York, telecast by film between 8:00 and 9:00 P.M. here.

**Television Tips**

(Continued from Page 13)

**Sports**

Sunday, November 14 — Football, KFWM, 11:00 A.M. (30 min.) — A report from the 20th anniversary convocation of the Future Farmers of America, in Kansas City, Missouri.

**Public Interest**

Saturday, November 20 — “The National Farm and Home Hour,” KFI, 11:00 A.M. (30 min.) — A program from the 20th anniversary convocation of the Future Farmers of America, in Kansas City, Missouri.

**Television Tips**

(Continued from Proceeding Page)

Forum

Sunday, November 14 — “Invitation to Learners,” KNIT, 10:00 A.M. (30 min.) — The “Autobiography” of India’s remarkable Mohandas K. Gandhi will be reviewed by that country’s most celebrated author.

Sunday, November 14 — “Chicago Round Table,” KFI, 11:30 a.m. (30 min.) — Representative members of the printing industry will face each other across the table to talk of the problems of a free press. A reprint print is Virginia — America’s Test Case of the Hart-Harley Act.”

**Television Tips**

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SUNDAY, NOVEMBER 14

Morning Programs Appear in Lightfare Type: Afternoon and Evening Programs in Boldface. 

### Comedy-Farce

7:00 — Jack Benny, KFI
7:30 — Harry-Exe, KFI
7:50 — Amos ‘n Andy, KNX
8:20 — Charlie McCarthy, KFI
8:50 — Fred Allen, KFI
9:00 — Our Miss Brooks, KKNX
9:30 — Lam and Howard, KFI
9:50 — Ozzie and Harriet, KFI

### Mystery-Detective

10:00 — Quilt, Please, KECAS
10:30 — Counterplay, KECAS
10:50 — Rocky Jordan, KKNX
11:00 — Sam Spade, KFI
11:30 — The Whistler, KFI

### Classical, Semi-Classical Music

9:30 — Salt Lake Tabernacle, KNX
10:00 — Los Angeles Philharmonic, KFI
10:30 — Chicago Orchestra, KNX
10:50 — Los Angeles Symphony, KFI
11:00 — St. Louis Symphony, KFI
11:30 — The Los Angeles Philharmonic, KFI
11:50 — The Chicago Symphony, KFI

### Drama

4:00 — Family Hour, KNX
4:30 — Greatest Story, KNX
7:00 — Helen Hayes, KNX
7:30 — Theatre Guild, KECAS

### Public Interest-Information

10:00 — Invictum to Learning, KNX
10:30 — People’s Platform, KNX
11:00 — Chicago Round Table, KNX
11:30 — University Theatre, KFI
11:50 — California Caravan, KECAS
12:00 — Sunday Fox Club, KECAS
12:30 — Open Forum, KECAS

### Quiz, Participation

10:00 — Quiz Kids, KFR
11:00 — Quiz, KFI
11:30 — Who’s Got the Music, KFI
12:00 — Take It or Leave It, KFI
12:30 — Twenty Questions, KFI

### Popular-Western Music

4:00 — Roy Rogers, KFI
5:00 — Gene Autry, KKNX
6:00 — Gene Autry, KKNX
7:00 — Merry-Go-Round, KFI
9:30 — Tex Williams, KECAS

### Sunday Program Highlights

- **Comedy-Farce**: Featuring Jack Benny, Harry-Exe, Amos ‘n Andy, Charlie McCarthy, Fred Allen, Our Miss Brooks, Lam and Howard, Ozzie and Harriet.
- **Mystery-Detective**: Quilt, Please, Counterplay, Rocky Jordan, Sam Spade, The Whistler.
- **Classical, Semi-Classical Music**: With performances from Salt Lake Tabernacle, Los Angeles Philharmonic, Chicago Orchestra, Los Angeles Symphony, St. Louis Symphony, and California Caravan.
- **Drama**: Helen Hayes, Helen Hayes, and other performances.
- **Public Interest-Information**: Invictum to Learning, People’s Platform, Chicago Round Table, University Theatre, California Caravan.
- **Quiz, Participation**: Quiz Kids, Quiz, Who’s Got the Music, Take It or Leave It, Twenty Questions.
- **Popular-Western Music**: Roy Rogers, Gene Autry, Gene Autry, Merry-Go-Round, Tex Williams.

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**REMARKS**

- **Harmonica**: Featuring performances by various artists.
- **Ballet**: With performances by the Los Angeles Ballet and other groups.
- **Dance**: Various dance performances across the day.
- **Theater**: Performances by various theaters across the city.
- **Music**: With performances by the Los Angeles Symphony Orchestra and other orchestras.
- **Podcast**: Various podcast episodes available.

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**NOTES**

- **Special Events**: Various special events throughout the day.
- **Announcements**: Announcements made across the radio stations.
- **Guest Performers**: Various guests performing throughout the day.

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**KFWD**

**SUNDAY**

**2 to 3 P.M.**

**KFWD**

**HARLEY HOLIDAY**

(Best in Colored Entertainment)
2:15—KUG—Challenge to Youth. 2:45—KFI—Edith Head. 3:00—KFOX—Healing Waters. 3:10—KFWB—Petit Milton Cross Opera Group. 3:15—RHA, KFPM, KGB, KVOE—True Detective Mysteries. 3:20—KSDA, KSDO, KSDU—To the Stars. 3:25—KFOX—Gold Harbor Light. 3:30—RGER—News. 3:35—KGB—Andy's Hit Parade. 3:40—KRL—Celestial Variety. 3:45—KWKY—Festival Magazine. 4:00—KFIW—Sunday Symphony. 4:10—KFWB—Long Beach Band. 4:20—KGER—Nite Train. 4:30—KFWB—Free for the Asking. 4:40—KGER—Long Beach Band. 5:00—KFOX—Placentia Service. Phone, Write or Free Record (Ordered Audition).

THEATER — every Sunday 3 to 3:30 tested. . . trained by Frederick Disdore.

3:30—RECA—Counter. 3:40—KGER—Lounge. 3:45—KGER—Newspaper.

FREDERICK H. SPEARE'S CARRERE THEATRE

Starts Today 3 P.M.

CHOOSE RADIO AS A CAREER!

(Veterans and Civilian Men & Women)

If you feel you have radio talent and possibilities as an Announcer, Disc Jockey, etc., find out now! Be tested... trained under Frederick Speare's keen radio. Speare is a well-known producer and instructor of radio personality. Speare has worked with many of the leading radio studios... training them in the light of radio reality. Actual air experience on "CARRIER FILLER" every Sunday afternoon, 3-4 p.m. — Station KFMY, San Diego.

FREDERICK H. SPEARE

"West's Outstanding Radio School"

2011 S. Feast. Ave. (At 13th St.)

10:00 a.m. — KFMY—Music From Michigan. 10:05 a.m. — KFBV—Announcements. 10:10 a.m. — KFBV—Local News. 10:15 a.m. — KFBV—Country. 10:20 a.m. — KFBV—Announcements. 10:25 a.m. — KFBV—Local News.

SUNDAY LOGS

SUNDAY I N  L O G S

KVOE—Minister's Hour. 9:45—KFI—Morning Headlines. 9:45—KFBV—Morning Headlines. 10:00—KFI, KFBV—Newspaper Panel. 10:00—KFI, KFBV—Standard Hour. 10:15—KFI, KFBV—Walt Disney. 10:30—KFI, KFBV—Round Table. 10:45—KFI—News. 10:45—KFBV—News. 11:00—KFI, KFBV—Philadelphia Panel. 11:00—KFI, KFBV—Philadelphia Panel. 11:15—KFI—Silver Anniversary. 11:30—KFI—Saga Maxie Orchestra. 11:30—KFBV—Daily Panel. 11:45—KFI—Music. 11:45—KFBV—Music. 1:00—KFI, KFBV—Newspaper Panel. 1:00—KFI, KFBV—Newspaper Panel. 1:15—KFI—Three Hours. 1:15—KFBV—Three Hours. 1:30—KFI—Radio News. 1:30—KFBV—Radio News. 1:45—KFI—Fun with Children. 1:45—KFBV—Fun with Children. 2:00—KFI, KFBV—Walt Disney. 2:00—KFI, KFBV—Round Table. 2:15—KFI, KFBV—News. 2:15—KFI, KFBV—News. 2:30—KFI, KFBV—Round Table. 2:30—KFI, KFBV—Round Table. 2:45—KFI—Second Hour. 2:45—KFBV—Second Hour. 3:00—KFI, KFBV—Standard Hour. 3:00—KFI, KFBV—Standard Hour. 3:15—KFI—Music. 3:15—KFBV—Music. 3:30—KFI, KFBV—Walt Disney. 3:30—KFI, KFBV—Walt Disney. 3:45—KFI—Round Table. 3:45—KFBV—Round Table. 4:00—KFI, KFBV—News. 4:00—KFI, KFBV—News. 4:15—KFI—Music. 4:15—KFBV—Music. 4:30—KFI, KFBV—Round Table. 4:30—KFI, KFBV—Round Table. 4:45—KFI—Second Hour. 4:45—KFBV—Second Hour. 5:00—KFI, KFBV—Standard Hour. 5:00—KFI, KFBV—Standard Hour. 5:15—KFI—Music. 5:15—KFBV—Music. 5:30—KFI, KFBV—Round Table. 5:30—KFI, KFBV—Round Table. 5:45—KFI—Walt Disney. 5:45—KFBV—Walt Disney. 6:00—KFI, KFBV—Walt Disney. 6:00—KFI, KFBV—Walt Disney. 6:15—KFI—Second Hour. 6:15—KFBV—Second Hour. 6:30—KFI, KFBV—Walt Disney. 6:30—KFI, KFBV—Walt Disney. 6:45—KFI—Round Table. 6:45—KFBV—Round Table. 7:00—KFI, KFBV—News. 7:00—KFI, KFBV—News. 7:15—KFI—Music. 7:15—KFBV—Music. 7:30—KFI, KFBV—Round Table. 7:30—KFI, KFBV—Round Table. 7:45—KFI, KFBV—Second Hour. 7:45—KFI, KFBV—Second Hour. 8:00—KFI, KFBV—Walt Disney. 8:00—KFI, KFBV—Walt Disney. 8:15—KFI—Round Table. 8:15—KFBV—Round Table. 8:30—KFI, KFBV—Second Hour. 8:30—KFI, KFBV—Second Hour. 8:45—KFI, KFBV—Walt Disney. 8:45—KFI, KFBV—Walt Disney. 9:00—KFI, KFBV—Walt Disney. 9:00—KFI, KFBV—Walt Disney. 9:15—KFI—Round Table. 9:15—KFBV—Round Table. 9:30—KFI, KFBV—Walt Disney. 9:30—KFI, KFBV—Walt Disney. 9:45—KFI—Walt Disney. 9:45—KFBV—Walt Disney. 10:00—KFI, KFBV—Walt Disney. 10:00—KFI, KFBV—Walt Disney. 10:15—KFI, KFBV—Walt Disney. 10:15—KFI, KFBV—Walt Disney. 10:30—KFI, KFBV—Walt Disney. 10:30—KFI, KFBV—Walt Disney. 10:45—KFI—Round Table. 10:45—KFBV—Round Table. 11:00—KFI, KFBV—Walt Disney. 11:00—KFI, KFBV—Walt Disney. 11:15—KFI—Round Table. 11:15—KFBV—Round Table. 11:30—KFI—Walt Disney. 11:30—KFBV—Walt Disney. 11:45—KFI—Walt Disney. 11:45—KFBV—Walt Disney. 12:00—KFI, KFBV—Walt Disney. 12:00—KFI, KFBV—Walt Disney.
TUESDAY, NOVEMBER 16

Comedy-Variety
4:00—Arthur Godfrey, KNX.
4:30—Cindy Wilson, KNX.
6:00—Bob Hope, KFI.
7:00—Fisher and Commins, KFI.
8:00—Life with Luigi, KNX.

Quiz, Participation
8:00—McDowell-Dick Club, KNX.
8:15—Pro-Dick, KNX.
8:30—Tom and Dick, KNX.

Mystery-Detective
8:30—Mr. and Mrs. North, KNX.
9:30—Monte Cristo, KNX.
10:00—Night Editor, KNX.
11:00—Frontier of Science, KNX.

Sports
9:30—Racing News, KLAC.
10:00—Squad Lineup, KFWB.
5:30—Sports, KERR.
5:45—Sports Results, KERR.
5:45—Sports Results, KLAC.
5:45—Sports Results, KFI.
10:00—Sports Results, KFI.
5:45—Sports Results, KNX.

Drama
5:45—Favorite Story, KFI.
6:15—Westerns, KNX.
6:15—Westerns, KNX.
6:15—Westerns, KFI.
6:15—Westerns, KFI.
6:15—Westerns, KNX.

Classical, Semi-Classical Music
8:00—Fred Ward, KFI.
8:15—Marshall, KNX.
8:30—Fred Ward, KNX.
5:00—Ballet, KFI.
5:15—Ballet, KFI.
5:45—Ballet, KNX.

Comedy-Variety
4:30—Pasing Parade, KFI.
10:30—Night Editor, KNX.

Mystery-Detective
6:30—Mr. and Mrs. North, KNX.
7:30—Monte Cristo, KNX.
10:00—Night Editor, KNX.

Sports
9:30—Racing News, KLAC.
10:00—Squad Lineup, KFWB.
5:30—Sports, KERR.
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WEDNESDAY LOGS


GALLENKAMP'S present Coach Paul Schissler's "4 QUARTERS OF FOOTBALL" 15 PRIZES WEEKLY 9:30 P.M. KNX WED.

RADIO and TELEVISION LIFE®

4:55—Sam Baltzer's "SPORTS BOOK" 5:45 - 6:00 p.m. Monday through Saturday

SAM BALZER'S "SPORTS BOOK"

FRIDAY, NOVEMBER 19

Indicates News Broadcast.

• KECA, KFMB—Don McNeill’s
  Daytime Western Program.
  KFI, KFSD—Fred Waring.
  KFDB—Cell Broadcast.
  KFXI—Harry Habbit.
  KFAC—Country Church.
  KFEX, KFJD—Institutes.
  KFWB—Wakeup Ranch.
  KGKR—Frontier Review.
  KFRC—New Mexico.
  KFJS—Dr. Frederick Balles.
  KGWQ—Musical Barbershop.
  KFAL, KFXI—News.
  KFMM—Vorman Nashville.
  KFQW—Spanish Hour.
  KFKK—Midnight Show.
  KRWB—Rafael Mendez.

• 11:20—KFMB—RAGB—Last Call.
  KFSD—Wind-Up Time.
  KGGR—Social Security; News.
  KFWB—Stay at the Reins.
  KFAP—Market.
  KFXI—Music.

• 8:15—KFWB—Sports Roundup.
  KFXI—In the Air.
  KGKR—Editor’s Diary.
  KFRC—Winging Team.
  KGSR—Hebrew-Christ.
  KFAP, KFRC, KFXI, KFSD—News.

• 8:45—KFWB—At the Reins.
  KGGR—Nite Life.
  KGKR—You’re Time.
  KGKT—First.
  KFXI—Your L. A. Folks.
  KGSR—Swing Time.
  KGSR—Morning Melodies.
  KFVD—Box Boy.
  KFQW—Heather Markham.
  KGSR—Big Breakdown.
  KGSR—Voice of China.
  KGKT—Day Break.

• 9:00—KGER—Lutheran Hour.
  KFRC—Baker’s Notebook.
  KFRC—The Judge.
  KGSR, KFXI—In.
  KGSR—You of the Morning.
  KGSR—Funeral Round.
  KGKR—Women’s Column.
  KFAP—Feature Fashion.
  KFAP—Popular Variety.

  KFBD—Light and Airy.
  KFAP—American Heritage.
  KFXI—Ballads for You.
  KFRC—Chief Milan.
  KGSR—Hawaiian Melodies.
  KFRC—Forever.
  KFRC—Full Gospel.
  KFVD—Show Tunes.
  KGKR—Masculine Wallon.
  KGKR—John Brown.
  KGKT—Knights of Columbus.
  KGKT—Valley Shopper.
  KFQW—News.
  KFRC—Morning.

• 9:45—KFXI, KFSD—Lara Lawton.
  KFMB—Westerns.
  KFRC—Remembrances.
  KGKR—Remembered Rhythms.
  KFRC—Athena.
  KGKR—Seford Beach Crosby.
  KOWI—Album of Song.
  KGSR—Word of Truth.
  KFMB—Ted Malone.
  KFMB—News.
  KFXI, KGR, KVOE—News.

• KECA, KFMB—Ted Malone.
  KFRC—Kenne Fable.
  KFXI—Music America Loves.
  KGGR—Morning Concert.

Monday thru Saturday

KLAC—Al Jarvis Ballroom.
  KFMB—Westerns.
  KFMB—Morning Melodies.
  KFWB—Racing News.
  KGGR—Weekly News.

10:00—KLAC—N. Y. S. J.
  KFMB—Grand Slam.
  KGGR—Inventing.
  KFMB—Harrel of Dough.
  KFWB—40-What Is Your Ticket?
  KFMB—Here, There, or Anywhere.

11:00—KLAC—CBS News.
  KFMB—Jack Buck.
  KGGR—Meet the Listener.
  KFMB—Bridie and Groon.
  KFWB—Tommy Henderson.
  KFAP—Leaves It to the Sports.

12:00—KLAC—Make Believe Ballroom.
  KFMB—Movie Melodies.
  KFMB—News.

1:00—KLAC—Westerns.
  KFMB—Morning Melodies.
  KFMB—N. Y. S. J.
  KFMB—Morning Melodies.

2:00—KLAC—Make Believe Ballroom.
  KFMB—Movie Melodies.
  KFMB—News.

3:00—KLAC—Make Believe Ballroom.
  KFMB—Movie Melodies.
  KFMB—News.

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  KFMB—Movie Melodies.
  KFMB—News.

6:00—KLAC—Make Believe Ballroom.
  KFMB—Movie Melodies.
  KFMB—News.
Nephew Benny’s Uncle Richard

(Continued from Page 4)

-pocket right now,” Dick interrupts this narrative, “Yep, here ‘tis. Usually do.”

With professional pride, both gentlemen have clung to their original handles. “Why not?” Dick demands fiercely. “I’ve had mine just as long and I had him.” To save extra confusion, Dick rhymes the names of most of his shows. (He can make up jingles chop-chop.) One of his most popular shows in Beaumont, Texas, was called “Meet the Trains With Dick Haynes”; and plus his “At the Reins” and “Studio Frolic” hosting at KLAC, he had a KVDF feature, “Haynes Entertains.”

Dick co-stars in blackface with Jimmy Scribner on the new television show, “Mississippi Minstrels,” where he’s known as “Happy Haynes.” In the Al Jarvis “Make Believe Ball” for two mo![production at Columbia, he plays an announcer and disc jockey.

But it’s on his morning show that Dick puts forth the most unabashed exertion and humor. And seems to have the most fans. One morning he received 4400 letters on a single give-away. Among his constant listeners are Orson Welles Jr., who calls himself “Cornin’ in the Mornin’”; Mickey Rooney, who frequently shows up as a guest, and Betty Garrett, who suggested a new character for one of Dick’s impersonations, “Bernie La Toast.”

Dick runs his own turntables (four of them), answers the phone, shouts at the engineer to keep him awake, makes an accounting log, gives the correct time every three minutes, plays music “on the brighter side,” and reads the 6 and 7 a.m. newscasts. He admits he’s never prepared, but is looking through old Whiz Bangs and his fantastic collection of jokes for new gags between every record. “I try every morning ahead of my ulcers,” he adds.

He has been married for twelve years “to a very sweet girl named Bobbie. Everybody loves her... you meet Bobbie, you wouldn’t talk to me. Yes, she’s the reason I work so hard.”

Control Yourself!

(Continued from Page 5)

portant requirements in the amateur, she found. “You can’t approach fencing with a lackadaisical attitude.”

She quickly overcame any nervousness about the sport. “It’s not at all dangerous, honey — and there’s never a serious accident of any kind when you follow the rules. The blades are tipped, and it is very correct to fence without a mask.”

The combat procedures of fencing are too involved for a skimming summary here. But as a novice, Paulena is mastering the basic positions and motions, which later evolve into hundreds of combination parries and attacks.

To precede fencing, Paulena stands with her right foot pointed toward her opponent, and her left foot parallel to it. She salutes, bringing her sword (which has been pointed straight at the ceiling) down in front of her right eye and away to the right of her, making a whistling sound with it and almost, but not quite, hitting the floor. (Touching floor is very faux pas.)

She puts on her mask and assumes the “On Guard” pose; her left arm up and arched out behind her “like a scorpion’s tail,” her right arm bent and relaxed, her feet still at right angles but apart about one and a half steps-length, her knees bent and her body straight. Her head must not tilt backward, even though it is held high.

Set? Go!

Then the official fencing may begin. A bout for women is four touches (men’s bout is five) on the valid targets of the body. “Too-shy,” incidentally, is a pronunciation part movie and part French, and the accepted version is “touch.” A correct touche is made with the tip of the sword on the body target, the length of the weapon bent and curving downward.

A novice should be ready for competition after two or three years of fencing with a teacher and other students. The Local, Pacific and National Division tournaments are anticipated events in fencing, and of course the Olympic and World championships are the shining goal. Paulena’s instructor, Aldo Nadi, has defended and kept his title twenty-four times.

“But you go into fencing more for experience,” says Paulena. “And of course, no matter how badly you are beaten, you must always salute, remove your mask, shake hands and smile.”

A Sporty Showing

After a very successful personal appearance tour this summer, The Sportmen have returned to one of their biggest radio seasons to date.

Along with Jack Benny in the two Sunday Lucky Strike spots, the quartet will be with Eddie Cantor for its fifth year and Judy Canova for the fourth, and will also continue to sing with Phil Harris and Alice Faye in their new series for Rexall.

The Show Comes First

The “show must go on” tradition got a workout at NBC’s “Great Gildersleeve” broadcast recently when veteran actor Richard LeGrand, hurrying to morning rehearsal, tripped and fell, fracturing his collar bone. He received emergency treatment, did both East and West repeat shows... then returned to the hospital!

Record Notes to You

BY ANDY MANSFIELD

ALBUM OF THE WEEK: Camarata conducts the Kingsway Symphony Orchestra in four superb twelve-inch sides comprising “Camarata Concert”... “Selecting four of the most famous arias, ‘My Heart at Thy Sweet Voice’ (Samuel and Delilah), ‘One Fine Day’ (Madame Butterfly), ‘They Call Me Mimi!’ and ‘Musetta’s Waltz’ (La Boheme) and presenting them instrumentally, Camarata deftly weaves the melodies of opera in such expert fashion that they lose none of their beauty... In fact, the solo instruments replacing the voices seem to bring forth new charm in this marvelously recorded Chord in G item (London). . . .

NOVEMBER 14, 1948  RADIO and TELEVISION LIFE

RECORD NOTES TO YOU
If the Word “Scrimmage” Sounds, to You, More Like Dress Material Than a Football Term, Don’t Even Try To Listen to a Football Game Until You Have Followed All These Timely Tips From Tom Hanlon on . . .

“How to Listen to A Football Game”

One Sunday night more than twenty years ago, a Springfield, Missouri, high-school football player hitched a ride to church on a truck. The vehicle was delivering someone’s brand new De Forest crystal set, and the hitchhiker’s future was sealed after a single peek under the wraps of this wondrous wireless.

From that day on, Tom Hanlon thought day and night of radio. He listened with earphones all night long and practiced announcing all day. He had already been chosen All-Missouri High School Tackle by coaches and newspaper sports editors statewide, but pursuing even this beloved career went by the boards for a crack at radio.

Today Tom Hanlon is first entrenched in whatever, and is better known to the world that follows football than he would have been had he made the game his profession. His five-day-a-week KNX sportscast at 5:15 p.m. is brokered by a ready midnight hour of music, fun, games, contests, each air show has an almost violent following that allows no mention of another sportscaster or record player in the same breath with his favorite, Hanlon!

Too, for several years Tom has assisted in those booths high atop the Rams’ games. Hanlon is one of the few men we know who can talk about football and line weights in one breath, about home permanents in another. Whomever you hear, listen to: he is the Rams’ games, you’ll also hear Hanlon helping Kelley make football breathe.

Can you think of anyone we could have better asked . . . “Oh, can you give us a few ideas on how to listen to a football game?”

First of all, any radio listener with regard for his blood pressure should take into consideration that an announcer’s first duty is to follow the ball. He doesn’t have time to satisfy all the alums who are pulling for the old home team. Naturally he talks about the team that’s carrying the ball. A good shellacking to the old home-town team isn’t the fault of the sportscaster, so either listen dispassionately to him or forget him.

I know a lot of my fellow broadcasters, who have received almost threatening letters, will thank me for that mention!

“I think one of the most important things, whether it be for casual listening or for the avid fan-to-be, is boning up on football terms. If someone sufficiently sports-minded lives at your house, you’re set. Sports fans are always delighted to help another person out. And right now the woods are full of giveaway pamphlets that tell game schedules, team line-ups, old scores . . . all manner of information. A lot of oil stations have these sports booklets.

“If you want to seriously go into

(please turn to page 30)
GARRY MOORE, the emcee of NBC's "Take It or Leave It," is death on the denizens of the deep when he's fishing weekends, but he regards his at-home stock with a kindlier eye.

WHOOPING IT UP IS JERRY COLONNA. His patient "Louisa," in true burro fashion, was all set to make picture-taking a serious thing. But Jerry decided not to play it straight. (De Wan photo.)

THE DAY IN THE LIFE OF DENNIS DAY he enjoys most holds a canter along the bridle paths with me," says Champ, favored pet of the young singer. (NBC-Holloway photo.)

ADIOS STARS, like everyone else, never become too busy or too famous to drop everything and talk about or pose with their cherished pets.

A thousand-dollar-an-hour rehearsal can stop, lines can be forgotten and important sponsors can wait when a headliner gets on the subject of his dog, his bird, his horse, or even his fish. To prove this, some of the NBC personalities gladly shared the lens with little companions of theirs. Some are unusual, some are not, but woe to the careless soul who challenges a fond owner's belief that his pet isn't "a very smart fellow."
Home Wouldn't Be as Sweet to These NBC Stars If They Lost Their Pet Companions

Bob Hope is half through the book "How to Tell Your Friends from the Apes," but still seems unsure about his overstuffed companion.

Guests of NBC Producer Helen Morgan speak softly and step lightly when they see her pet skunk, named "Summer Hooper" for obvious reasons.

Guests of NBC Producer

Red Skelton's pet cat, Lucky, nine years old, listens attentively as the comedian gives her a lecture on mike technique and the best level for a good meow.

Judy Canova's parrot, named Rags, perches coyly atop his cage and prepares to sing his favorite number, "Woody Woodpecker." (Green photo.)

When Horace Heidt steps before his orchestra with baton in hand, it's a signal for the musicians to snap to attention, but his pet macaw is merely sleepy.
GREGORY PECK, star of the first offering on "Family Hour of Stars," played his role in the beard he's growing for "Great Sinner," his next film. (Gene Lester photos.) (Cover photo of Miss Davis by Fred Morgan of Warner Bros.)

Stars Shine On Sunday

ROBERT TAYLOR was next star to be heard in the series. Handsome Taylor, along with wife Barbara Stanwyck, was present at the initial broadcast.

BIG BACKSTAGE JOKES KEPT THIS GLAMOROUS FOURSOME in high spirits. Barbara Stanwyck, pert Ginger Rogers, Peck and Taylor, in addition to Bette Davis and Humphrey Bogart, are the permanent members of the star acting company that will be heard throughout the season.

Humphrey Bogart, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor—how star-studded can a radio series get? "The Family Hour of Stars," comedy-drama program which replaced the musical "Family Hour," has all these luminaries in its line-up.

By utilizing filmdom's top stars and radio's most important writers, the program is bringing good theater into homes across the nation. Scripts, for the most part, are original material, but familiar dramas identified with the starring personalities will be adapted for radio.

First two shows of the series revealed the scale of entertainment charted by the program powers. Gregory Peck starred in the initial offering, "John Jones, Vice President," a light romantic comedy with Betty Lou Gerson, top radio actress. Second program had Robert Taylor in "The Long Way Home," a moving mystery-drama. A bonus star, in the person of Ray Milland, was signed during the third week of airing.

Musical accompaniment for "The Family Hour of Stars" is provided by Carmen Dragon and his orchestra. Truman Bradley is the announcer, Ken Burton producer, and Jack Johnstone director. Our cover girl, Bette Davis, will appear on the show on Sunday, November 14.

November 14, 1948
Star-Studded Entertainment Is Delivered by "Family Hour of Stars," Air Line-Up of Top Hollywood Comedy-Dramatic Names

LUCKY TRUMAN BRADLEY, serving as the program's announcer, shares script with the gaily hatted Ginger. At present making "Barclays of Broadway" with Fred Astaire, the actress has brought her light comedy gifts to the mike all too rarely.

TOP WARNER BROTHERS star Humphrey Bogart, always an effective radio artist, adds his potent characterizations to the group talent.

A DOMESTIC TOUCH in the midst of show rehearsal as Barbara Stanwyck uses husband Robert's chest as a handy place to mark script!
"I Take My Pen in Hand"

By Frank Hemingway

An Open Letter From Hemingway to His Fans

Monday-Friday, 4:15 p.m., Saturday, 6:00 p.m.
MBS-KYI, KFXM, KGB

I always like those nice, plushy novels that open with a description of the lady heroine, gowned in a purple peignoir, leisurely reading her morning mail, while she breakfasts in bed. After a light breakfast of melon-on-ice, fresh mushrooms on toast, fried trout, ham-and-eggs, a strawberry waffle, hot rolls and (Folger's) coffee, she takes her pen in hand, and replies to those epistles on her delicately perfumed stationery.

Now, I don't want you folks to think that I do not enjoy reading my letters as much as the lady in the purple peignoir. But as that inexorable fiend, my alarm clock, insistently tears me out of bed six mornings a week at five o'clock (Daylight Saving Time) before any decent rooster is aroused from his slumber, I have little time for answering my fan mail in supine comfort. But, the more that pile of unanswered mail grew, the more I stayed awake nights worrying about it. But before I could become a complete victim of insomnia, Radio Life came to the rescue with the welcome suggestion that I write this open letter, answering your most-often-asked questions at one time.

So I am taking my pen in hand to answer all seriousness the questions that you ask me. And as I am what I am because of my good friend and collaborator, writer Lee Wood, here is the question I'm going to lead off with:

(1) Why do you have a writer?

You'd be surprised how many people ask that. The truth of the matter is that it is standard broadcast procedure for newscasters to have writers. Commentators who give their views of the news often write their own scripts. But newscasters have writers, not because they are born lazy, as you may think, but as my own writer, Lee Wood, puts it, "to insure complete objectivity which is essential for straight news." All kidding aside, writing a newscast is like editing a newspaper. And I am mighty proud of the fact that Lee Wood is one of the topnotch radio newswriters in the game, and that he never gives me a "staple job." He actually writes the whole program, does not simply use the stories verbatim as they come over the wires.

While our program is a newscast and therefore must be entirely unbiased in its viewpoint, still, as most of you constant listeners already know, we like to be sure it IS news before we broadcast it as such. And we dearly love to debunk rumors and unverified news reports. And that leads me smack into the second most-asked question.

(2) Why do you take sides on important matters?

Answer—we don't! But being objective is a hard job. Especially during election years Democrats accuse all newsmen of being Republicans, and vice versa. The reason is obvious.

(Please Turn to Page 39)

LEE WOOD, Frank Hemingway's writer, with sixty seconds to go to air-time, makes script corrections writing upside down with both hands. And it's not a gag—Lee IS ambidextrous, and can write upside down! November 14, 1948
“I Take My Pen in Hand”

(Continued from Page 38)

It is accepted newscast practice to give equal space to BOTH sides of a controversial issue. So, if we give ten lines of a newscast favorable to the Republicans we must give ten to the Democrats. The best test is when you get an equal number of letters saying you are partial to each side. Then you know you are hewing to the middle line. So remember, next time you listen to a newscast—your newspaper can and often does have political sympathies, one way or another, and can take issue on foreign or domestic affairs by “slanting” its stories. A newscaster cannot, and will not.

But now, on the lighter side, comes this most-often-asked question.

(3) Why do you use dialects?

Well, you know that old saying, once a ham, always a ham. Yeah—I started out as a Shakespearean actor. Did seven years on the road with a stock company, too. Now and again still play a “heavy” or a character part in radio dramas. So, one day when news was dull and we had a long quota from some Japanese station, I could not resist the temptation to use dialect. I feared the worst. But the people loved it. And my sponsors liked it so much, too, they gave me the “go” signal. Other newscasts stress the importance of various news items. But we like to be sure that the items are told in an interesting manner. I think it is George Bernard Shaw who has a famous line to the effect that the worst sin you can commit is to be a deadly bore. Well, we realize that even serious news, especially when the situation is highly complex, can sound graphic. So, we try to leave it with dialects, anecdotes, and other devices. That’s probably why the kids like us—and we’re awfully proud that they do! A special note: Just to all you kids who have written me so many letters, I treasure them very highly, believe me.

(4) Why did you mispronounce the name of my town?

Well, maybe my face should be red. But say—how do you pronounce Los Angeles? Nearest we can come to the “right” pronunciation is the accepted pronunciation which phonetically sounds something like this: Loss An-je-less. But that’s a far cry from the correct Spanish pronunciation, which is something like this: Loahs Ahng-hay-lays.

Not to evade the issue, the same sort of thing happens when your home town pops up in the news. Here in the West a person would have to know thousands of towns intimately to know how to pronounce them all correctly. But the listeners in the East can’t understand how anyone could possibly mispronounce names like Hueneke, Ho-quiam, or Clatskanie. Lee Wood and I both make every effort to find out the correct pronunciation in advance. We have five or six pronunciation guides, and the men in our newsroom have worked in many Western states. Even then, we sometimes find out we were wrong, and have to tell us. But we try not to make the same mistake twice.

(5) Can you send me a copy of the script for—?

We get many requests for scripts, and usually the answer is “no.” Each script has about 2,000 words, and there is only one copy—the copy I use to broadcast from. It would be a lot of work to send out all the scripts asked for. However, when something unusually appealing is presented and a number of requests are received, we make a special effort to comply. Last Christmas a little item about “a boy” received hundreds of unsolicited requests. By the way, here is a tip for you when you are writing to someone else to ask for an excerpt from a news broadcast, be sure to give date and time of broadcast. Often requests cannot be handled because they say “several weeks ago mentioned”—and after two shows a day, six days a week, it is hard to remember just when we used a specific story.

(6) Why do you offer premiums?

This is a question that should properly be answered by my sponsors or their advertising agency. But this is the way I feel about those premiums. There isn’t much use of my sponsors spending hundreds of thousands of dollars to put me on the air over sixty-seven stations. White King made a gardener out of me, with their various ranunculus, gladiolus and iris bulb offers. And as for Folger’s—just take a look at these pictures, and you’ll be able to see that I “took my pen in hand” literally! And some pen it is, if you ask me!

“How to Listen to A Football Game”

(Continued from Page 33)

the game, I’d suggest Spalding’s Official Football Guide. This way you get all the rules of the game as you go along. And don’t think those aren’t important. They change last year, when the Rams had a play that made their tackle, Hoffman, eligible to receive a pass? How many people realized that could be allowed?

“Now... how many football games have you seen or listened to?”

Your scribe, unable to calculate so rapidly, blurted out some ridiculous number in the thousands. Mr. Hanlon beamed approval of such enthusiasm, then made a point.

Fine Points

“Uh huh... apparently you like the game. But can you picture, clear enough to define them absolutely, the difference between two such common plays as a ‘touchback’ and a ‘safety’?”

Our triumphant answer, that a “touchback” scores no points while a “safety” scores two points, fooled nobody. To hide our shame we quickly suggested that Mr. Hanlon give us a simple layman’s explanation of the two terms.

“Sure. The primary difference between the two plays is the impetus by which the ball is moved across the goal line. In a touchback the impetus is from the offensive, and may be the result of a misplaced attempt at a field goal, or it may be a bit of strategy.

“Now, on a ‘safety.’ Say U.C.L.A. (the offense) had the ball on the two-yard line, and their back took the ball, but was tackled by a Trojan player of U.S.C. the ball being dead and thrown, by the force of the tackle, across the goal line. That could count two points for the defense, the Trojans. Got the picture?”

We nodded hurriedly and got back onto safer ground. Well, Tom, how about charts of lineups and plays, and so on?”

“No... the day of the charts seems to be gone. Very few people I know keep a chart. It precludes eating popcorn with one hand and pounding friends on the head with the other,” he grinned.

“Seriously, though, I wouldn’t suggest charts for the simple reason that you soon find you’re watching the plays more than paying attention to the game, and it takes quite some training to be able to do both.”

Three Rules

“I guess the best tips I can give on football listening are the simple ones... One: Don’t wander through the house and try to listen to a game at the same time. Two: Listen to the announcer, and to the color announcer at the half. If you don’t understand what’s being said, ask someone who does know... or, that failing, get a good booklet of terms and rules, and brush up on the main ones. And last of all is what I did almost first of all. Don’t get too excited and blame the announcer if the team of your choice isn’t winning. You’ll just get all upset and learn to loathe listening to football.

November 14, 1948

MEN

Take a look at your shoes! Is the patina of age on the old ones Inspector for some kind of a better style? Better switch to Omega Shoe Wax. It gives a high gloss, waterproofs, preserves, polishes to a high long-lasting lustre. All popular colors. Omega Shoe Wax, the 60 second shine. ‘Try it today!’

Page Thirty-nine
Soon you are going to have a television set. Here are facts—interesting, informative—in the booklet, "LET'S TALK ABOUT TELEVISION!" Fill out the coupon and mail to Dan Miller, 5230 West Adams Boulevard, and the booklet will be sent to you. Mail no money—this booklet is FREE! Get it now!

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