The Ear Inspires the Pen

Barbara Wright, 10711 Rochester Avenue, Los Angeles 24, Calif.

Sirs: What happened to "Quiz of Two Cities"? I think that is one of the best programs there is. I also think Stu Wilson, the emcee for Los Angeles, should get more credit. That is the only program he is on and I think that he should be on a lot more. Would you please print a small picture of him? Also, who plays "Mrs. O'Reilly on "My Friend Irma"?

"Quiz of Two Cities" has been discontinued. However Stu Wilson may be seen on television now. In KTLA's "So This Is Hollywood" every Monday at 8:30 p.m., "Mrs. O'Reilly" is played by Gloria Gordon, in the role of the emcee of the theater, actor Gale Gordon's mother, and "Emily" of Jack Benny's elderly duo of admirers, "Mother" and "Emily."

Barbara Rogers, 1111 West Alhambra Road, Alhambra, Calif.

Sirs: Since you printed that wonderful article on Dick Contino in a recent issue of your magazine, I have wanted to thank you. I'm sure many of your readers were as pleased about it as I. He's such a wonderful radio personality! And so talented!

How about an article on the Heidt aggregation? I'm sure it would interest many readers, as Mr. Heidt has done so much for the youth of our country.

We gave the Heidt talent show a send-off, with an article when it first began, so it may be a while before you can have another. They are on the road at this writing.

Mrs. Lena M. Fahnmy, 2101 Camrose Avenue, Los Angeles 25, Calif.

Sirs: Congratulations to Ralph Edwards and "This Is Your Life." How can anyone say it is entertainment capitalizing on human misfortune? The young man in a wheel chair who received over $2000 to help him make a living does not think that; nor the wardrobe mistress who received $500 to pay the mortgage off her home. Too bad there are such selfish people in this world. They can listen to other programs, but hundreds of others are interested, and tune in Tuesday evenings at 9:30. Good luck, Ralph Edwards.

Levita Cleaver, 421 San Pasqual Avenue, Los Angeles 42, Calif.

Sirs: Your magazine has shown incredible improvement since the two-cent days. I am never a Mississit, except by accident. What a clever, live-wire group you are.

"Our Miss Brooks" also improves every week. My husband loves it. If "Mr. Ace and Jane" leave the air, I will just lie down and die. What is Henry Morgan coming back? Please tell me how "Fibber McGee's" pheasant came out of the clay. I had to miss the end of the program and am so curious.

If "Mr. Ace and Jane" leave the air, move over. Nothing new on when Henry Morgan will come back. Mollie baked the phasian in the oven and stuffed the clay shells with three of Fibber's old basketball shoes.

Peggy Thomas, 478 Vermont Street, Alabama, Calif.

Sirs: Would you be kind enough to tell me the day and time of Kay Starr's program? If you have a picture, can you print it?

Kay Starr

Judith Sambora, Santa Monica, Calif.

Sirs: I am sure you will have to that these radio shows. My dial was stuck, and I mean stuck, on NBC, so I heard the Durante show, and of all the flops! Dennis Day is too much like he is on the Benny show on his own program. For my money, "Luigi" is fine. Beats "Irma." Course no matter what Bing, Jack or "Fibber" and or do, I'll be okay with me. But oh the emcees with their "becuz" for "because.

Mrs. Ethel DeMayorza, 1617 Mohawk Street, Los Angeles 26, Calif.

Sirs: We miss Paul Carson and his "Bridge to Dreamland." I understand bushe'd in or letters were sent to KECA asking to have his program kept on the air. If ABC doesn't keep it, I should think some other network or sponsor would be picking it up in a hurry. We have listened to it for years, and it seemed to be the perfect finish for a Sunday evening. I'm sure lots of others agree with me.

Elizabeth Corley, Beverly Hills, Calif.

Sirs: A lot of the girls at the store in which I work read your magazine regularly and listen to all kinds of radio programs. We especially like the programs of recorded music, and we think one of the best is the Lucky Lager program on KFAC from ten to two p.m. There's plenty of good music and not too much advertising, and what there is of the latter, Ira Cook always makes pleasant to listen to. We wish you would print a picture of Ira Cook in one of your coming issues, as one of our favorite announcers.

Geode M. Golden, 4214 National Avenue, Burbank, Calif.

Sirs: A few days ago I was in a downtown store when I heard a familiar tune. It was "I'll Find My Way," the theme song of a radio serial by that name which I heard over Mutual during the early days of World War II. What ever happened to that program, and the people who produced it and played in it? We liked it very much.

Yes, the series was on KJL, but we don't know what has happened to it.

Mrs. A. G. H., 1528 North Hoover Street, Los Angeles, Calif.

Sirs: I agree absolutely with Elizabeth P. of Sierra Madre regarding the Arthur Godfrey programs. It isn't witty or brilliant to be vulgar. We have stopped listening to his programs.

* * *

RADIO and TELEVISION LIFE

CARL M. BIGSBY, Publisher

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January 9, 1949
About Your Letters

All letters to the KFJ inspired 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. Edna Hazelton, 4221 Alta Road, Venice, Calif.

Sirs: The day after election broadcast of Fullton Lewis, Jr., made him one of our favorite news commentators, plus the fact of his very able reporting of facts as he finds them. Please print a picture of him.

Fullton Lewis, Jr.

Lillian Hillker, 1327 North Orange Grove Drive, Hollywood, Calif.

Sirs: The predominance of baritone vocalists who give out over the airwaves with popular ditties of the day leads one to believe that there are few good manly tenors available. This may or may not be true... the fact is, we don't seem to hear them. Just the other day, however, when I was paying a visit to the "Double or Nothing" show, a fellow named Ernie Newton (a tenor) sang a solo before the program went on the air. I thought he was very fine, and apparently so did the audience. During the entire broadcast, Mr. Newton sang as one of the three Musical Cooks, with a baritone solo during the music category. I would very much like to know if he sings as a soloist on any other program... if he doesn't I certainly think he should. Good tenors should be heard... seen or not!

Ernie Newton averages about nine shows per week, as a singer in various program choral groups. You can spot his voice with "The Hill Paraders," the ensemble on the "Amos 'n' Andy" show, and the singing group on "My Friend Irma."

☆

Norman Rosenberg, 7924 West Fourth Street, Los Angeles 26, Calif.

Sirs: I have been hearing on the radio a girl by the name of Sadie McCambridge, and now I hear the same girl (I think), but her name is Mercedes McCambridge. Is that the same girl, and if so, I think she is tops in the radio field, and so is Cathy Lewis.

We think you've missed a singlet.

In introducing Miss McCambridge on the air, someone pronounced her name "Fletcher Markle" pronounce her name Mer-

Sirs: Enclosed is a picture of an-

Mr. Charleene Kaufman, 10129 Walnut Avenue, South Gate, Calif.

nouncer Hy Average back and my brother, Manny Zellman, taken over seas in the South Pacific dur-

ing the war. They grew up together and are still the best of friends. I would sure love to print it in your magazine. I know it would give both Hy and Manny a thrill.

☆

Dorothy Shannon, 1329 South Primmere, Al-

hambra, Calif.

Sirs: There is a most inspiring, most unconscious, little fifteen-minute program on KLAC at 8:45 every Sunday evening in the "Hour of St. Francis." It slips on the air with less ballyhoo and says more in its allotted time, than just about any fifteen minutes it's been my privilege to listen through. Just who is the narrator, and who are the cast and writers? They are all so truly fine I can't quite understand why names aren't mentioned on the program. Hope you have some information on this superb little program to pass on to me. Thank you and also thanks to KLAC for being the originator of this most worthwhile program.

Pat McGeehan is the narrator. The regular general cast includes Don O'Herrin-

Rey, Paulie Bear, Howard Cutter, Darwin Bender and Peggy Webber, with names guesting frequently. One of the 1st shows which Tom Brennan made was for "The Hour of St. Francis.") Janina Vaughan is head writer, with Jemma d'Auria and Fred Niblow, Jr., assisting. Pat Kelly of KFJ is producer, and the series was originated by Father Hugh Noonan, O.F.M., who had a real hunch when he was the great working philosophy of Saint Francis of Assis-

St. The program is transcribed, sponsored by the Third Order of St. Francis as a result, and now carried by more than 178 stations about the country.

☆

Judy Salisbery, 2113 N. Avenue, Atchamda, Calif.

Sirs: I think the idea of a Signe Hasso and Dick Powell show is won-

derful. Miss Hasso and Mr. Powell would make a refreshing team, lots better than most of the shows on the air. How about a story on Dick Con-

☆

tino?

A cover picture and two-page story on

Dick graced our August 29 issue.

☆

Bob Hooper, Califomia Hall, Redlands, Calif.

Sirs: I would like to call your atten-

The "Jack Berch Show" is a combination of songs, good humor and homely philosophy that's hard to beat. During "heart-to-heart" time, Jack salutes one of his listeners who has done a good deed. These listeners form his good-neighbor club.

The four B's of "Ladies Day" have grown to be favorites with KFJ listeners. "Ladies Day" isn't particularly educational or the home-making type of show—it's just contagious fun.

The Four B's of "Ladies Day"

The four B's are Buddy Jobe on guitar, organist Bob Mitchell, emcee Bill Stulla and Paul "Buzz" Owen, caretaker of a beautiful tenor voice. Combined they make morning radio on KFI an enjoyable experience.

Stick with KFI—AM and FM—for your Monday through Friday morning radio enjoyment. It's good listening.
Have a wonderful idea for a story," people are apt to say to author James Hilton. "I'll tell it to you and YOU write it." Normally, author Hilton prefers to write his own stories, as witness such crashing best-sellers as "Goodbye, Mr. Chips," "Lost Horizon" and "Random Harvest." This season, however, he is telling other people's stories as emcee of "The Hallmark Playhouse" on CBS. Hilton became emcee on the present program when the powers-that-be decided they wanted their dramatic series to have "a literary slant" rather than the usual movie-script flavor. Hilton supplies this in his very ingratiating manner as master of ceremonies and also in the behind-the-scenes job of selecting the stories to be heard. His present radio series is not his first. He did a commentary for Lockheed during the war, and in England he directed "Chips" and "Lost Horizon" for the BBC. "Production methods have advanced since then. I didn't do the super-competent job that is done now," the author says. "The matter of literary selection could not have been placed in worthier (or more eager) hands. In his book-reviewing days, B. C. (Before "Chips"), the author read twenty books a week. He never reads less than four a week under any circumstances. "The Hallmark Playhouse" has successfully broadcast many literary properties never before heard on the air, due to Hilton's Marco Polo spirit concerning books and authors. "We have a backlog of 2000 years of literature to draw upon. We plan to ransack the past," he says with a ruthless air.

In an effort to stay away from twice-told movie tales, the author to suffer most has probably been James Hilton. "Chips," "Lost Horizon," "Random Harvest," "So Well Remembered," "We Are Not Alone" and "Without Armour" have all made memorable movies and radio broadcasts, so the "Playhouse" has restricted itself to but two of the Hilton properties.

**Enjoy Work**

A busy, honored and hard-working writer, Hilton claims that radio offers him a wonderful change of pace. "I'm enjoying myself thoroughly," he beams. Much of this is probably due to Hilton's own sunny personality, much of it to the fact that the "Playhouse" is "a happy show." Producer Dee Engelbach, musical director Lynn Murray, and the author have a mutual-admiration society second in radio only to the one Orson Welles has for Orson Welles. Each admires the others' work and enjoys the others' company. Currently, Hilton and Engelbach are working on a plan to give radio music— and that of Murray—official recog-

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**The Literary Slant**

James Hilton, Famed Author of "Goodbye Mr. Chips" and Other Best-Sellers, Is The Delightful Personality Who Sparks The Show on "The Hallmark Playhouse"

By Joan Buchanan

---

**Author at Work** Hilton has started a new novel this month, still finds time to read, keep up with his hobbies and radio work.

---

**Author Host of "Hallmark Playhouse," Hilton, with announcer Frank Ross and producer Dee Engelbach, feels in his element on the air. He enjoys unraveling the stories used on the program. "Woman With a Sword," new best-seller, and Leacock's "My Financial Career" are two of the properties never before broadcast.
To Heat
Or Not to...

That Is the Question Among Growers as
The Thermometer Drops. But Floyd D.
Young, of the Fruit Frost Service, Always
Comes Up With the Right Answer

By Evelyn Bigsby

January 9, 1949

NIGHTLY, Nov. 15-28, 8:00 p.m.
KFI

ERE you in Southern California in January, 1937? Then you remember "the big freeze." We do. Day after day the sun refused to glimmer through. The sidewalks remained clammy...the house was shivery everywhere except inches from the radiator...it was bleak and chilly all day and oh, those nights! Thirteen above, some places. Burr-rrrr!

Back during that frostily memorable season, there was one man almost too busy to get cold. He was Floyd D. Young, head of the Fruit Frost Service in Pomona and now also Director of Weather Bureau activities for California, Utah, Arizona and Nevada.

Four or five days before the temperatures started dropping, Mr. Young forecast the cold wave (it was really two, he says, broken by a few days' warmth). In anticipation of the freeze, railroads hurriedly brought full tank cars from the San Francisco area and oil was trucked into the citrus areas. (The heaters use Diesel fuel.)

Of course, every winter isn't like 1937-1938 and 1942 are the only other ones with a notable freezing snap—but Mr. Young claims our weather goes in ten- to fifteen-year cycles and adds ominously, "We're due for another freeze."

By giving growers advance information on the weather, the Fruit Frost Service at Pomona has saved an estimated $184,000,000 in crops since 1917, when Mr. Young began proffering information. A Santa Ana boy who received his training at George Washington University in Washington, D.C., the meteorologist came back to California in 1917, when he had completed college, to head the Pomona station. He was its only employee. There are now fourteen men working under Young.

Although they are busy year round, these men come into more noticeable focus during the winter season when the nightly frost warnings are broadcast at 8 o'clock over KFI. (During the first part of this season they were heard at 9 p.m. Daylight Saving Time.) For preemption of commercial time to permit this important public service, KFI refunds the pro rata cost to the sponsor.

When Mr. Young first conceived the idea of forecasting weather for growers, "smudging," as it was then called, was not too successful an operation. It had started back in 1894, when some of the growers hung cruelly made chicken-wire baskets of burning charcoal on their trees. Growers were warned of impending frost by the fire stations in some of the towns located in citrus areas. Two blasts of the siren, followed by nine, would mean the temperature that night would be 29. Locomotive engineers used to help, too, by blasting their whistles to signal a cold night.

Former runner of the present Diesel heater was a crude oil-burner which stood on the ground. But this was not too successful because the water in the oil boiled over and spattered the trees and the asphalt in the oil settled in the bottoms of the heaters. When great amounts of fruit continued to be lost by frost, the growers called on Congress for help. The Pomona station's preliminary services to growers were really in the form of a research project, with the forecasts as a sideline.

For forecasting, Mr. Young tried to establish a telephone network among interested growers. When he foresaw a heavy frost, he would call a dozen growers, who, in turn, would notify a dozen more.

"Then," he recalls, "in 1922 we had a real freeze and the phones were so clogged that no warnings got out."

Radio seemed a much more reliable manner of weather dissemination, so, in 1924, Mr. Young started the frost warnings on KHJ. He gathered the data and telephoned it in to the studio, where an announcer read it whenever he needed to fill in with some copy. Although all radio was conducted along such slipshod lines at that time, Don Lee himself felt the importance of the frost warnings. Mr. Young can recall that the KHJ owner once became so outraged at the treatment of the frost information and misquoting of temperatures that he virtually "read the riot act" to his staff. Things improved for a while, then lapsed so noticeably that the growers insisted on a direct broadcast from the Fruit Frost Service.

That's how Mr. Young got on the air on KNX, a 500-watt station. The growers couldn't hear KNX too well...

(please turn to page 3b)
A S  "P O L O N I U S " i n  a  s t a g i n g o f
"H a m l e t . "

A S  " R E V E R E N D  B E E C H E R "  i n
"H a r r i e t , "  i n  w h i c h  h e  c o - s t a r r e d
w i t h  H e l e n  H a y e s .

U N M A S K E D ,  a n d  a s  h i m s e l f ,
actor  M i c h a e l  a n d / o r  J o h n
M a x w e l l  H a y e s .

A S  " F A T H E R  P O M I A N "  i n t h e
f i l m i n g  o f  F r a n z  W e r f e r s  " S o n g  o r
B e r n a d e t t e . "

W I T H  J A N E  P O W E L L  i n  t h e  G r e e k
T h e a t r e ' s  p r o d u c t i o n  o f  
-T h e  S t u -
d e n t  P r i n c e . . M i c h a e l  p l a y e d  " U n c l e
R u d e r "  i n  t h i s  l i g h t  o p e r a ,  a n d  o u t s t a n d i n g
r o l e s  i n  " T h e  M e r r y  W i d o w , "  " B i t t e r s w e e t , "
" T h e  V a g a b o n d  K i n g , "  " M u s i c  i n  t h e  A i r "
and  " A n y t h i n g  G o e s . "

W E  P R O U D L Y  I N T R O D U C E  Y O U  t o  M i c h a e l . W E
T H I N K  Y O U  W I L L  H E A R  M U C H  o f  H I M  T H I S  Y E A R

B y  J u d y  M a g u i r e

S u n d a y ,  3 : 0 0  p . m .  ( t e n t a t i v e )
E S S t h a n  a  y e a r ,  a g o ,  a
young  m a n  s a t  d o w n  i n  a
F r a n c i s c o  s t u d i o  t o
g r a n t  a n  i n f o r m a l  r a d i o
i n t e r v i w .

M i c h a e l  ( a n d / o r  J o h n
M a x w e l l )  H a y e s  w a s  a p p e a r i n g  i n  a
t o u r i n g  s t a g e  p l a y  a t  t h e  t i m e ,  h a t e d
i t  a n d  h a d  a l r e a d y  g i v e n  n o t i c e .  H e
h a d  a l s o  b e e n  m i f f e d  f o r  m a n y
m o n t h s  a t  t h e s e e m i n g l y  s i g h t l e s s
p r o d u c e r s  w h o  h a d  e x a m i n e d  h i s  e x -
t r a o r d i n a r i l y  v a r i e d  t h a t r i c a  r e c -
ordin a  e i n g  h i m  ( s e v e n  t i m e s )  a s  a  p r i e s t
o r  m i n i s t e r .

S o ,  t o  t h e  d i s c o m f i t u r e  o f  h i s  p r o -
g r a m  h o s t ,  M i c h a e l  b r u s h e d  a s i d e
p o l i t e  q u e s t i o n s  o n  h i s  l i f e  a n d
c a r e e r ,  g r a s p e d  t h e  m i c r o p h o n e  a n d
c r o s s l y  t o l d  t h e  r a d i o  a u d i e n c e  t h a t
h e  w a s  a n  a c t o r  o f  q u a l i t y ,  t h a t  h e
h a d  b e e n  u r j u s t l y  t y p e - c a s t  a g a i n
a n d  a g a i n ,  a n d  t h a t  h e  r e s e n t e d  i t
h i g h l y .

E n t e r t a i n i n g  a s  t h e s e  r e m a r k s
m u s t  h a v e  b e e n  t o  t h e  g e n e r a l  p u b '
lic,  t h e y  a r o u s e d  e v e n  m o r e  i n t e r e s t
in  a  l i s t e n e r  w h o  w a s  p a r t  o f  t h e
s p o n s o r s h i p  o f  A B C ' s  " C a l i f o r n i a
C a r a v a n . "  W h e n  M i c h a e l  r e c e i v e d  a
n o t e  f r o m  p r o g r a m  p r o d u c e r  L o u
H o l z e r ,  o f f e r i n g  h i m  a  j o b ,  h e  w a s
g r a t i f i e d  b y  t h e  p o s t s c r i p t :  " B y  t h e
w a y ,  s t i c k  w i t h  m e  a n d  I  p r o m i s e
y o u  w o n ' t  b e  t y p e - c a s t  a g a i n . "

" E x c e p t  t h a t  I  p l a y e d  ' F a t h e r  G o n -
(Please  T u r n  t o  P a g e  3 2)
Great Scenes
From
Great Plays

Not the Same as Most Religiously Sponsored Programs, But Rewarding Radio Nonetheless Is This New Series of the Episcopal Church

More than three years ago Walter Hampden said he would never again play "Cyrano de Bergerac." At that time Hampden insisted "I just don't want to work that hard. 'Cyrano' is a terrific task, a five-hour job including the long make-up, not to mention the emotional drain on the actor."

On October 1, however, the great stage artist changed his mind, appearing as star on the opening broadcast of Mutual's "Great Scenes From Great Plays." His radio performance of "Cyrano's" avowal of love and death farewell speeches was, even to the most touchy theater devotees, a memorable moment in drama.

With this distinguished debut, "Great Scenes" could hardly fall short of its promise. As the program's host, Mr. Hampden has since introduced such stars as Jane Cowl, Basil Rathbone, Celeste Holm, Brian Aherne, Walter Abel, Boris Karloff, in the best from such triumphs as "The Corn Is Green," "The Barretts of Wimpole Street," "Dark Victory," "Tale of Two Cities," "On Borrowed Time." In featured roles and in other excerpts have been Parker Fennelly, Joan Caulfield, Leon Janney and notable radio performers.

The National Council of the Protestant Episcopal Church made an exhaustive survey before presenting this unusual change from religiously sponsored fare. Listeners were found to prefer comedy revues and dramas, and since the church could hardly lend its name to a gag and music show, the latter choice was made.

Conservative bishops and clergy were naturally opposed to the idea of a radio program almost bare of the usual religious accompaniments, but withdrew their objections when they heard transcriptions of the first broadcasts.

The presentations are transcribed in New York on a flexible schedule, and in cooperation with the Episcopal Actors' Guild. Recently Gertrude Lawrence arrived in New York to board an ocean liner for a trip to Europe. Program producers learned of her whereabouts and she

(please turn to page 32)
JACK MATHER, LEFT, WHO PLAYS "CISCO KID" on Mutual, was recently made Mayor of Northridge, California, and here accepts key to Reseda jail from Mayor Bob Burns of Canoga Park and the Honorary Sheriff of Reseda, Howard Petrie (center). (Rothschild photos.)

INAUGURATION TOOK PLACE AT GAY FIESTA, complete with Spanish dinner. Here hissoner Mather whips up a piano trio with Mayor Victor Borge of Chatsworth and Mayor Burns, while Honorary Sheriff of San Fernando, Monte Montanta, looks on.

TWO BEAMING OFFICE-HOLDERS, Sheriff Montana and Mayor "Cisco Kid."

CHILD ADMIRERS OF MATHER CLUSTER ABOUT HIM while Ed McConnell lives up to his name of "Smilin' Ed."

MEXICAN TROUBADOURS ENTERTAINED AT PARTY, held at El Rancho, home of the Hugo Siegals.
Resume
The things that stand out in our mind about radio in 1948 are television, the giant giveaway shows, the tug of war between the networks, and fresh interest in daytime programming.

The Rose Bowl game of 1948 was what sold us on video. Immediately Radio Life started running TV logs and January gave way to our Tele-View Editor with a weekly Television Tips column. We knew that our readers were interested in video and that many of our families had sets, but we didn't know, until just a few weeks ago when we omitted the logs, how our television audience had grown and how much you depend on us for your TV information. We promise you "never again" to leave out your video schedules. We are so sure that television is going to be a great thing that we have put out two complete video issues this past four months and have changed our name from Radio and Television Life to Radio Life. With the advent of NBC, CBS, and ABC into local video, we think you can look for that great improvement in programs. In our story material, we intend to keep abreast of television's expanse.

Like the surge of murder mysteries which inundated the airwaves a few years ago, the mystery man has been killed during 1948. They started with "Stop the Music," which was copied extensively, much to the disheartenment of talent which had spent years to build its routines and weeks to arrange an airshow which couldn't possibly compete with a refrigerator. Although ratings on some of the giveaways still hover on high perches, we think the listening public has dawned to the realization that chances for winning are slim and that there is no real entertainment value to a program which piles one fabulous gift onto another for "somebody else" to win. We think giveaways will stay on, but their boom days are over.

In the networks' tug of war, NBC's impregnability was blasted and CBS received new impetus for its schedules. NBC is being forced to rustle up some new shows and will have to put on its thinking cap to hypo its air fare. We view this upset as good and stimulating. We hope there are more shifts. Shake 'em up, we say. Smugness has been one of radio's worst enemies and you listeners have been the main ones to suffer by.

There are some who predict that night-time radio, as we have known it, is on its deathbed. They say that it's only a matter of time before everything is television. Personally, we can't wait for that plain old radio to give up the ghost without a struggle. There are many, excellent programs like the symphonies, which are doomed. But we don't meanably aided by being televised, so why should some sponsor pay out good dough? We don't think it would be worth it. But we do think that 1948 was a year of rediscovery for radio in that television stimulated revival of visual talent, that the talent war will inevitably stimulate building of new ideas into programs, and that daytime radio, with advent of such personalities as Kay Kyser and Don Ameche, is stimulating radio powers-that-be to rearranging something besides soap operas for the lady-at-home diarier.

Happy 1949!

Rumors Are Flying
There's a movie plan afoot to return the giveaway shows to the theaters—movies made with boners (planned, that is), and we guess that bright audience members are required to scream, "Stop the Movie!" . . . Dorothy Shaw to have her own show. . . . NBC considering ventriloquist Paul Winchell (no relation to W.) as a possible successor to Edgar Bergen. . . . Mutual's "Sherlock Holmes" moved away from Benny and Heldt opposition to Monday nights. . . . Sammy Kaye is auditioning for Van Dyke, Stymie. . . . "So You Want to Be a Star?" . . . Joan Davis may still be missing from the airwaves, but her fans will be able to see her in an upcoming movie, "The Traveling Saleswoman." . . . Sheldon Leonard is auditioning a new situation-comedy piece, "Servant's Quarters." . . . ABC is making overtures to Al Jolson, offering to put him on tape, a la Bing Crosby, so he can call his time his own. . . . Martin Branner's famed comic strip, "Winnie Winkle," is being auditioned with Lurene Tuttle in the title role. Sponsor interest is strong in the series which is being produced by Al Span, head man of CBS sound. . . . Alan Young, who used to be Canada's number one radio star, is being sought by the Canadian Broadcasting Company on a repeat broadcast when his new show is aired.

Looks Like
Most money ever paid a radio star for one air shot went to Bing for his emcee job on the CBS Christmas show. It was $10,000, which he turned over to his alma mater, Gonzaga, in Spokane, Washington. . . . Jack Kip-wood's ABC morning program has been postponed—new date and time pending. . . . "Sam Spade" will retain his Sunday spot on CBS. . . . Bob Sweeney will join Jack Carson on an eight-week tour. . . . Georgia Gibbs has joined the Morey Amsterdam show as singer-comedienne. . . . The Kansas State Teachers College will honor Page Cavanaugh, an old grad, by naming its new music room Cavanaugh Hall. . . . Basil Ruydael, the Lucky Strike announcer, will be seen as an admiral in a Warner movie, "Task Force." . . . And speaking of the flickers, latest news on the filming of "My Friend Irma" is that blonde thrush Doris Day will play "Jane." . . . "Irma's" fans all over the country have been writing to Marie Wilson asking her to intercede for Cathy Lewis. . . . NBC and the U.S. Army are both claiming prior rights to the use of the title "Command Performance." The Army is still using it for its fine overseas broadcast. NBC bought the title from Mutual, where it was once used by Bing. . . . Brigidg Carr, the choline "discovered" on the Ralph Edwards show, "This Is Your Life," has been signed for two movies at MGM. . . . There's a Jack Carson scholarship at the Ben Bard Play-

NEXT WEEK
"OUR MISS BROOKS" is our cover girl and the subject of a two-page show story. Our Miss (Eve) Arden is the star of both.
"THIS IS YOUR LIFE," the newest idea in radio, is covered in an unusual human-interest story.
HARLOW WILCOX, one of radio's top announcers, is profiled in a personality sketch.
CARLTON KADELL is the popular choice for this week's "Mikemen" series.
SOUND-EFFECTS PUZZLE: Can you name the two popular shows from seeing a fragment of the equipment their soundmen use?
GUARD AT THE ARTISTS' ENTRANCE. Ralph Stephens gives us his "Behind the Scenes" story on the stage door at NBC.
PLUS another chapter in "Flashbacks" from our old photo file, letters from readers, and logs to help you enjoy your listening, Next Week.

Page Nine
January 9, 1949  Radio and Television Life

Radio in Review

(Continued from preceding page)

By Virginia West

We don’t want to brag, but ABC-KECA has an afternoon lineup these days that’s mighty hard to beat. . . . Starting with the goontime news by Sam Hoyes, there’s variety of listening to suit every taste . . . the sort of listening to which you can set your dial (on 790, of course) and just leave it there.

There’s Art Baker and his bright and shining new edition of the Note-Book now on KECA at 12:30 every Monday thru Friday . . . Art, with his entertaining stories about people just like you and me . . . Art, with his warm and friendly manner . . . has long been a daytime listening favorite with Southlanders . . .

Then there’s “Breakfast in Hollywood” at one o’clock on ABC-KECA, with genial Jack McElroy, who is also heard as the singing announcer on the afternoon’s “Bride and Groom” broadcast, as its master-of-ceremonies. . . . For comedy, my money’s on “The Private Lives of Ethel and Albert” any day in the week . . . They’re aired at 1:45. . . . Next comes that audience participation show . . . “Surprise Package,” with Joy Stewart in regular, the surprises every weekday afternoon at 2 . . . Then “Bride and Groom” and “Ladies Be Seated,” with John Nelson and Tom Moore, respectively, as emcees . . . and the newest addition to your afternoon listening . . . the G.E. House Party, with the one and only Art Linkletter, in its new ABC-KECA spot at 3:30.

We could go on and on . . . but let’s skip down to KECA’s 6:15 local edition of the news . . . Hank Weaver’s “Main Street to Malibu” edition. . . . There’s an entertaining ten minutes of news about our own home town, L.A., as Hank affectionately dubs this metropolis. For anyone who is interested in the affairs of Southern California . . . and should include everyone who lives here . . .

we can’t recommend Hank’s news too highly. . . . Set your dial on 790, any afternoon . . . You have a treat in store.

AROUND RADIO: Jo Stafford, who is now heard at 6:30 p.m., every Thursday on KECA, recommends singing for relaxation. . . . Says Jo, “A song a day is more important than the proverbial apple!” . . . By the way, the besuited Jo will be guest at a meeting of the Southern California Photographers Dealers Association on Jan. 11. . . . Paulena Carter, star pianist on the Meredith Wilson Show, bussies her nimble fingers between numbers by knitting Argyles for members of the show’s cast. . . . How do you like the songs of Hal Winters, now soloist on the Abbott and Costello comedy unit every Thursday night? Hal got his start as a singer via the juke box route. . . . Bill Crago now voices KECA’s popular “One for the Book” show at 1:30 p.m., Monday thru Friday . . . ABC is taking bows for scoring six first places in Motion Picture Daily’s 13th annual poll for Fame Magazine. . . . Three firsts went to Bing Crosby, one to “America’s Town Meeting,” one to the Groucho Marx Show, and one to Blue Stevens for her performance during ABC’s “Metropolitan Opera” broadcasts . . . David Harding, Counterspy, comes back on ABC-KECA in a new twice-a-week series of adventures . . . Tuesday and Thursday nights at 7 under sponsorship of the Pepsi-Cola Company.

. . . Hank Weaver . . . 6:15 p.m.

There are twice as many laughs on Zeke Manners’ early morning aires these days . . . The reason, Zeke’s show is now a full half-hour in length . . . 7:30 to 8:00 a.m., Monday thru Friday on KECA . . . He’s always looked forward to being on night-time radio, avows Zeke . . . Now on these winter mornings, he’s made it . . . It’s still dark when he starts for the studio! Just four o’clock the other morning, Zeke decided to have a contest . . . He cut a record of his “Pennsylvania Polka” on the spot, and told his audience he’d send a copy to the authors of the ten best letters on the subject: “Why I listen to Zeke Manners.” . . . It was a one-day contest . . . and he got over 1200 letters!
1949 - KNBH makes it the West's Year in Television

A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion—the opening of its key West Coast station...KNBH, Hollywood.

KNBH will be the exclusive outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere—first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.
Radio in Review

(Continued from Page 10)

program is the eating of local transcribed commercials—too many and too often.

The lucky table-hopper, incidentally, is chosen by letter. If you are planning a New York trip, write to the show on the day you’re scheduled to be available. The best letter wins a visit with all these enchanting folk.

"Romance"

If Saturday afternoon between household tasks means curling up in a chair with something to munch and a very light book to dip into, you’ll probably enjoy CBS’s series, "Romance." Each Saturday at 4:00 p.m. (KNX), a radio adaptation of well-known comedies’ romances or light mysteries is magically boiled down to a half-hour of effortless listening.

Typical was last Saturday's merry story about "Pay Brook's" employed by a baby sitter's bureau, and so unique to sit with "Burdt's," who turned out to be a dog, not a baby. While "Pay" worked so hard, its owner, architect "Spice Harrison," was squiring a group of the city's beautiful and wealthy women. Suddenly the sitter found herself on the date roster, and a period of errors and romance wound up the Robert Carson farce.

Producer-director Norman MacDonnell uses local AFRA-ites to fill his casts...their abilities need be touted no further. Just once in a while the scripts get a little goopy, such as the day Victor Jory was forced to mout lines little resembling the original "Wuthering Heights" dialogue. On the whole, though, it's a good spot to look in on as Saturday's parade of disc jockeys ends, the day's news parade begins, and your tasks hit the heavenly lull before dinner preparations.

Playbacks (Critical Comments)

We Point with Pride . . .

To the many wonderful Christmas programs...Bing Crosby's rendition of "The Small One" was as potent as ever....Dennis Day's tender "Boy Who Sang for the King" was very moving....Uncle Whoa Bill's annual Christmas party with his tiny guests singing the Christmas song was as delightful as ever....Lionel Barrymore's "Scrooge" in "Christmas Carol" has gotten to be radio's most honored role, and it was a welcome addition to the CBS Christmas show.....as was Bing's good job as emcee....Chet Huntley's recorded conversation with a little boy who had written a letter to Santa Claus which wound up in Chet's hands—the newscaster pretended to be the jolly saint....Barrymore's "The Littlest Angel" was as magnificent as might be imagined.....Franklin P. Adams's whimsical discussion of Christmas on the late-night "You and Christmas" series was an unusual bit....Victor Moore and Dorothy Lamo's contribution, with Victor as Santa (and what a must!) has left a reinder was delightful....As was that other distinguished St. Nick, Edmund Gwenn, creating his original role in "Miracle on 34th Street" on "CBS Radio Theatre," continuing another tradition...."Amos 'n' Andy's" traditional Christmas program was again memorable (did you see our excerpt of it last week?)...Al Jolson appeared on NBC's Christmas show, dividing singing honors with Lauritz Melchior....J. Carrol Naish as "Luigi" portrayed one of the most charming Santas of the season when he became a department-store St. Nicholas who crooned, "A Merry Christmas—a-little bambinos!"

We View with Alarm . . .

...the many singing commercials and spot announcements that broke into and ruined many a Christmas program and mood....The three gentlemen who tried to do the "How About It? We Obtain Peace of Mind?" on "People's Platform," and got so excited and upset that the answer to their problem seemed to be, "Why, just staying off programs like this one!"

...the continued absence of Joan Schafer and her "What Do You Say?" program from the air, in the face of such a demand for her return. Many of her fans still write and call us in complaint about her absence.

On Mike (About St. Happ)

Changes Made

Last Sunday night, NBC's "Take It or Leave It," starring the quick-witted Garry Moore as emcee and passerout of cash and prizes, underwent a format change that constitutes a first in radio.

The big change involves a shift away from studio contestants to telephone contacting radio listeners throughout the country, "E-Lines," special two-way circuits developed by the American Telephone and Telegraph Company, were utilized to bring the voice of the at-home contestant to the air waves. Not only do listeners over the country hear both ends of the conversation (as opposed to other shows on which we can hear only the emcee's remarks, punctuated by lengthy silences while the person talking to the emcee makes with their life history...or a dead faint!) but the members of the attending studio audience can now hear the conversation.

Listeners telephoned by Moore are eligible only for the giant jackpot question at the end of the program, and not for the traditional sixty-four-bit quiz. Members in attendance will be chosen, from ticket stubs, to start with one and build their bunks.
THE TELEVISION TIPS

By JANE PELGRAM

The Sunday after Christmas we saw one Mr. Bing Crosby on television, when he did Bob Mitccll on KTLA. The Philco Television Playhouse's presentation of Dickens' classic, "A Christmas Carol."

So we saw Crosby. For weeks people have been touting onto this "live" performance (Bing has appeared on video before, but by means of early films) of the big boy among crooners. When Bing did appear, he stood there blinking and singing "Silent Night." He hummed "Fur Elise" he couldn't rely on a voice alone to make a hit with an audience to the visual. And we think Bing can't.

True, the pleasant flavor of "Scrooge," "Tiny Tim" and the rest in "Christmas Carol" was still with us, and that is enough to overshadow about any single we can think of.

TELEVISION PROGRAMS

KFI-TV — CHANNEL 9
SUNDAY (P.M.)
7:00—Film.
7:15—Youth Day.
7:30—Household Tricks.
7:50—Viewpoint Unlimited.
8:00—Family Quiz.
8:15—Television Playhouse, WEDNESDAY (P.M.)
8:30—Robert Benchley.
8:45—Mr. and Mrs. Qulta.
9:00—Pat Bishop.
9:15—To Be Announced.
THURSDAY (P.M.)
7:45—Square Dance.
8:00—News.
8:15—Scenes of Literature.
8:30—More of Your Favorites.
9:00—For Children Only.
9:15—Television Talent Test.
9:30—News.
9:45—KLAU—CHANNEL 13
MONDAY (P.M.)
7:00—Booby Worth.
7:45—Eddie and Ev.
8:00—Fortnight Charades.
8:15—Housing.
8:30—Waves of Harmony.
9:00—Iron Gate Varieties.
9:15—The Board Stylings.
9:30—Ned Crane.
TUESDAY (P.M.)
7:15—Music.
7:45—Eddy and Ev.
8:00—Saturday Night Special.
8:15—To Be Announced.
8:30—Robert Maxwell.
8:45—Drum Skins.
9:00—Irvin Allen.
FRIDAY (P.M.)
6:00—Television.
6:15—Shopping at Home.
6:30—Film Features.
6:45—Magazine.
7:00—News Review.
7:15—Pantomime Quiz.
7:30—Lost Goes West." K. Donan, J. Parker
MUNDAY (P.M.)
7:15—News and Music.
8:00—Sunny Splitters.
8:15—Elusive Comedy.
8:30—Shopping at Home.
8:45—Hobby.
9:00—News Flashers.
9:15—Tales of the Sea.
9:30—Feis de Cola.
9:45—Triplet Newswear.
10:00—What Do You Know?
10:15—This Is Hollywood.'
10:30—Horsing.
10:45—Sinews.
11:00—Football.
11:15—Triplet Newswear.
KTLA—CHANNEL 11
SUNDAY (P.M.)
6:00—News and Music.
6:15—Mambo.
6:30—Mr. Do—good.
6:45—Miss America.
7:00—Your America.
7:15—Graceful Living.
7:30—Film Short.
7:45—Masked Spooner.
8:00—Television.
8:15—Shorts.
9:00—Television.
9:15—Television.
9:30—Television.
9:45—Television.
10:00—Television.
10:15—Television.
10:30—Television.
10:45—Television.
11:00—Shorts.
11:15—Television.
11:30—Television.
11:45—Television.

DIAL DIAGNOSIS

(Continued from preceding page)

large-sized addressed envelope to "Dial-agnostic," c/o Tenth District Parents—Teacher Association, 1170 South Hill Street, Los Angeles. We think you'll find it both interesting and useful.

We are glad to see that "Symphonies for Youth" returns to the air for thirteen weeks starting January 15 at 11:30 and is heard on KFI and through the Mutual Broadcasting System. The Los Angeles Philharmonic Orchestra and Conductor Alfred Wallenstein present this nationally known music series from the Philharmonic Auditorium.

(Radio Life is happy to devote this weekly space to the Tenth District P.T.A. Opinions expressed in this column are its own and not necessarily those held by the Editorial Department of Radio Life.)

But... Hollywood Talks It Over," a forum-type show moderated by Kenneth MacGowan, will make its bow to video viewers on Tuesday, January 11, on KTTV, Channel 11.

Prominent Hollywood actors, directors, writers and producers will huddle before KTTV cameras each Tuesday night to discuss social and economic questions and various other problems facing the film industry. (Are they going to discuss television?) A couple of entertaining shows make their bows this week on KLAC-TV's lucky Channel 13. Benay Venuta leads "Punch With Judy" on Wednesday nights from 8:00 to 9:00. Game centers around a giant punch board with contestants "punching" out questions and riddles asked visually... such as "Name the kind of a dance you see going on there on the stage."

Home viewers get a chance to participate through sending in name and address cards to the show. Prize possibilities, name guests, led past groups and entertainment facets are too numerous for a brief review... catch the show and get the details.

The other show to debut (Monday 7 at 8:00 p.m. on KLAC-TV) is the McLaughlin's parade of music men and the stories behind their records. Arlie Wayne and the "Skylineers" are regulars, with other well-known appearing to animate the pop tunes we all enjoy.

KFI—9:30 P.M.

"LITTLE MISS MARKER" Tuesday
"THE DAMON RUNYON THEATRE" Presented by VANO

Page Thirteen
WHAT'S NEW

Comedy

Tuesday, January 11—The Alan Young Show, KFI, 5:30 p.m. (30 min.) Alan's supporting cast will include Jim Backus and Nicodemus Stewart, with music by George Wiederhorn and the singing Young. Young will continue as Gurule's sidekick on the Schnoz's Friday show as well. This new series replaces "A Date with Judy."

Public Interest

Saturday, January 8—"Cross-Section, U.S.A." KNX, 2:30 p.m. (30 min.) Radio again visits interesting people and places about the country, this Columbia show returns.

WHO'S GUESTING

Variety

Saturday, January 8—"Grand Ole Opry," KNX, 6:30 p.m. (30 min.) Jimmy Wakely and the "One Has My Name" will telephone each week and give opportunity to try for the $64 question.

Music

Saturday, January 8—Metropolitan Opera, KECA, 11:00 a.m. (to concl.) Montserrat Cabale is expected to be the opera given today, with Anna Bollinger as "Carmen," and Enrico Caruso in the title role.

Sunday, January 9—Chicago Theater of the Air, KHJ, 6:00 p.m. (1 hr.) Tonight's hour-long performance will be of "A Farewell."" Fellowship" and "Silver Lake." Monday, January 10—"Musical Digest," KGFJ, 6:00 p.m. (2 hrs.) Beethoven's "Egmont," his "Pastoral Symphony," Grieg's "Lyric Suite," Mendelssohn's "Midsummer Night's Dream," all performed.

Saturday, January 9—"The Telephone Hour," KFI, 9:00 p.m. (30 min.) Marian Anderson and the pianist, Lee Kesselman, will be soloists on the program.

WHAT'S PLAYING

Drama

Saturday, January 9—"Tales of Fatima," KNX, 6:30 p.m. (30 min.) Basil Rathbone returns in the title role of "The Fires of Schuyler Square."" on his opening program.

Saturday, January 8—"Stars Over Hollywood," KNX, 8:15 p.m. (30 min.) John Hodiak plays an artist who submits to a dangerous scheme, in "What Time Is It?"

Sunday, January 9—"Electric Theater," KNX, 6:00 a.m. (30 min.) "Being Nice to Emily" and Helen Hayes' dramatic endeavor this evening.

Monday, January 10—"Adventure Parade," KFI, 5:30 p.m. (15 min.) The NBC series for children.

Religion

Sunday, January 9—"Catholic Hour," KFI, 3:00 p.m. (30 min.) The Perils of a "False Conscience" will be talked about by Father Fulton J. Sheen.
The Literary Slant

(Continued from Page 4)

Part of Hilton's enjoyment in his radio surroundings may be attributed to his theory that "all writers are frustrated actors—all actors want to be writers. The writer thinks that he could read the lines better than the actor—the actor thinks he could have written them better to begin with." Hilton reminds us that Charles Dickens is the prime example of the frustrated actor turned writer, and hangs on the legend of how audiences used to weep as Dickens re-enacted the death of "Little Nell" in his reading of "Old Curiosity Shop." Hilton himself has limited his dramatic turn to one public reading of "Goodbye Mr. Chips" when he first came to America in 1937, and now he says, as if the request still surprised him. "So I did—went rather well, too," he smiles.

Early Days

Hilton's first novel was published when he was eighteen. ("An impudent novel about women, naturally," he laughs.) "I was a failure for fifteen years," he adds. He worked as an ill-paid book reviewer until he made his first success with "Chips," the fictionalized story of his schoolteacher father. "The public steadfastly refused to read anything of mine till then."

In the matter of writing, Hilton may certainly be counted as a f.o.m. (first order of merit) authority though we imagine, his natural modesty would make him shrink from applying the term to himself. He believes that one must read intensively in order to be able to write. He is appalled by the number of people who believe that they could be writers—that anyone who can talk can write. "A man does not mistake himself for Jascha Heifetz unless he happens to be Jascha Heifetz. He doesn't even think he can play the violin unless he has taken lessons—but everyone imagines that he can write." In addition to the people who want him to tell their stories, the author is also bewildered by hopelessly maniacal requests he receives through the mail. "If you just put your name to this, I know it will sell," is the usual accompanying note.

Needs Luck

The writer is also a firm believer in luck and counts himself an extremely fortunate person in that respect. He believes that a truly phenomenal success is half luck—half merit—but that without merit there is no luck. "There are many very gifted people we never hear about, who never made success, because they couldn't play. Hilton claims that he's going to find some of the undiscovered fruits of this labor for his program. He cites his own case of really bad professional luck as the time his play version of "Chips" chose the night of the Munich crisis to open in London. In Hollywood, he feels his luck has blossomed. In addition to his continuing writing success, he has won an Oscar, which now functions as a sometime doorstop-bookend, for his screenplay of "Mrs. Miniver"—and he went into radio.

Though he's started a new novel

(Continued on Page 32)
NOW, I SOUND-PROOF STUDIOS—Known producer and instructor of instruction. Aproved for Yet
3:311—HECA, HEMB—The Greatest CHOOSERADIO
KGFJ—RECORD Rhapsody.
KEOX—Gospel Harbor Light.
KRLAC—Harmony House.
IRGEL—Mask and Mike Club.
KWKW—Festive Mexican.
KEXL—-Listen for YOKE.
KAGH—Education Council.
KXLR—Music Festival.
KFOX—Sunshine Mission.
KFWX—Festive Revival.
KG—Waves in Paradise.
KRLA—Listen for YOKE.
KXLA—Lutheran Church.
KGLC—Round Table Round.
KIRK—Immanuel Gospel
KLAG—Lutheran Gospel Hr.
8:40—KRLA—Broadway in Hollywood.
7:15—KXLA—Life and Health.
6:55—KRLA—Round Table Round.
6:40—KRLA—Round Table Round.
6:30—KRLA—Round Table Round.
6:00—KROL—Take It.
5:55—KXLA—Mayor of the Town.
5:50—KRLA—Round Table Round.
5:45—KRLA—Round Table Round.
5:30—KRLA—Round Table Round.
5:25—KXLA—Mayor of the Town.
5:20—KRLA—Round Table Round.
5:15—KXLA—Mayor of the Town.
5:10—KRLA—Round Table Round.
5:05—KXLA—Mayor of the Town.
4:55—KRLA—Round Table Round.
4:50—KXLA—Mayor of the Town.
4:45—KRLA—Round Table Round.
4:40—KXLA—Mayor of the Town.
4:35—KRLA—Round Table Round.
4:30—KXLA—Mayor of the Town.
4:25—KRLA—Round Table Round.
4:20—KXLA—Mayor of the Town.
4:15—KRLA—Round Table Round.
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3:20—KXLA—Mayor of the Town.
3:15—KRLA—Round Table Round.
3:10—KXLA—Mayor of the Town.
3:05—KRLA—Round Table Round.
3:00—KXLA—Mayor of the Town.
2:55—KRLA—Round Table Round.
2:50—KXLA—Mayor of the Town.
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2:20—KXLA—Mayor of the Town.
2:15—KRLA—Round Table Round.
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2:05—KRLA—Round Table Round.
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0:25—KRLA—Round Table Round.
0:20—KXLA—Mayor of the Town.
0:15—KRLA—Round Table Round.
0:10—KXLA—Mayor of the Town.
0:05—KRLA—Round Table Round.
0:00—KXLA—Mayor of the Town.

RENAISSANCE RUGS presents the HARRIS-FAYE SHOW
4:30 p.m. Sundays NBC KFI

LOSERS WEEPERS
People bring the strangest things into the NBC studios. The following is a laundry list of the articles that have turned up in the lost-and-found department. A seven-year-old boy came to c.l. in a blowtorch he'd left under his seat in the Chesterfield Supper Club studio. After one of the Toscannini concerts, three turtles were found wandering around under the seats. Their names—written on their backs, were Beethoven, Bach and Brahms, but scrawled across their stomachs was "Oh, you kid!"

DEVOL DISC
Frank Devol, conductor on CBS's Jack Benny show, has clogged an original instrumental, "Seven Years With the Wrong Leader," which Gray Music Firm will publish and which will be waxed for Capitol this month.

Page Seventeen
**MONDAY, JANUARY 10**

**KYFD — 1020 KC**

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**Program Highlights**

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

**Comedy Variety**

3:00—Arthur Godfrey, KNX
7:00—Mr. Friend Irma, KNX
8:30—Godfrey’s Talent Scouts, KNX

**Quix, Participation**

8:00—McNellit Club, Club, KECA
11:15—Grand Slam, KNX
9:30—Kay Kyser, KECA
11:00—Queen for a Day, KNX
11:15—What Makes You Tick, KNX
12:30—Don Ameche, KNX
12:35—Mrs. Kay Kyser, KECA
12:40—Bride and Groom, KECA
11:30—House Party, KECA
11:45—Dr. I. Q., KECA

**Mystery Detective**

8:30—Sherlock Holmes, KHJ
9:00—Inner Sanctum, KHJ
11:30—Adventures in Crime, KHJ
KECA

Classical/Classical Musical

8:00—Fred Wariner, KF2W
10:30—Volks of Firestone, KFI
7:00—Country Music, KHJ
10:00—Railroad Hour, KECA
8:00—Telephone Hour, KHJ
10:45—Stuart Hamblen, KFWB

**Comment/Narration**

7:45—Fred Beck, KNX

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**Public Interest Information**

6:15—If They Had Lived, KGER
6:05—T. A. Report, Khj
5:00—Child’s World, KECA

**Sports**

9:30—Racing News, KLAC
5:30—Racing, KGER
5:30—Soap Race, KECA
5:30—Sports Dial, KECA
5:45—Races Results, KGER
5:30—Tennis Doffs, KECA
6:00—Bill Heister, KGER
6:50—Bob Kelly, KGER
6:45—Joe Hernandez, KMPF
6:00—How to Watch Tennis, KECA

**Popular/Western Music**

8:00—Harry babBITT, KHJ
10:00—Westernmen, KECA
11:00—Byron 提, KHJ
KECA

**Comment/Narration**

7:45—Fred Beck, KNX

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**Comedy Variety**

9:00—Kate Smith, KNX
9:15—Ted Malone, KECA
12:30—Art Baker, KECA
12:35—Bobby Wheels, RF1
12:30—Passing Parade, KHJ

**Drama**

6:00—Lux Theater, KNX

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**Public Interest Information**

6:15—If They Had Lived, KGER
6:05—T. A. Report, KHJ
5:00—Child’s World, KECA

**Sports**

9:30—Racing News, KLAC
5:30—Racing, KGER
5:30—Soap Race, KECA
5:30—Sports Dial, KECA
5:45—Races Results, KGER
5:30—Tennis Doffs, KECA
6:00—Bill Heister, KGER
6:50—Bob Kelly, KGER
6:45—Joe Hernandez, KMPF
6:00—How to Watch Tennis, KECA

**Popular/Western Music**

8:00—Harry BabBitt, KHJ
10:00—Westernmen, KECA
11:00—Byron , KHJ
KECA

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**Drama**

6:00—Lux Theater, KNX
**TUESDAY, JANUARY 11**

**Indicates News Broadcast.**

1. *KECA, KFMR—Don McNeill's Breakfast Club.*
   - 7:00: Wally Bertram.
   - 7:30:-a.m.: Peter Peter.

2. *KECA, KFMR—Don McNeill's Breakfast Club.*
   - 7:00: Wally Bertram.
   - 7:30:-a.m.: Peter Peter.

   - 7:00: Wally Bertram.
   - 7:30:-a.m.: Peter Peter.

   - 7:00: Wally Bertram.
   - 7:30:-a.m.: Peter Peter.

5. *KECA, KFMR—Don McNeill's Breakfast Club.*
   - 7:00: Wally Bertram.
   - 7:30:-a.m.: Peter Peter.

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    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

15. *KECA, KFMR—Don McNeill's Breakfast Club.*
    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

17. *KECA, KFMR—Don McNeill's Breakfast Club.*
    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

18. *KECA, KFMR—Don McNeill's Breakfast Club.*
    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

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    - 7:30:-a.m.: Peter Peter.

22. *KECA, KFMR—Don McNeill's Breakfast Club.*
    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

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27. *KECA, KFMR—Don McNeill's Breakfast Club.*
    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.

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    - 7:00: Wally Bertram.
    - 7:30:-a.m.: Peter Peter.
**Wednesday Logs**

**Radio and Television Life**

**Sam Bailer’s “Sports Book”**

Monday through Thursday at 5:45 p.m.

KLAC: Sam Bailer, Sports.

RFWB: Sports Flash.

KGIL: Sports Time.

KGER: Sports Time.

KMPA: Racerama.

KKJ: House Party.

KGB: House Party.

KFWX: House Party.

KXLA: Juke Box Matinee.

KMM: Music Room.

KAGH: Jumper Jones.

KFCM: Bob Wheeler.

KFOX: Dairiescience.

KGER: News.

KMPA: Swing ’n’ Sing.

KWEQ: Swing Session.

KXLA: Jukebox Matinee.

KLAC: Happy Theater.

KXLA: News.

RFWB: Billboard.

KGER: Sports News.

KMPA: Swing ‘n’ Sing.

KLAC: News, Sports.

RFWB: Billboard.

KGER: Sports News.

KMPA: Swing ‘n’ Sing.

KLAC: Showband.

RFWB: Billboard.

KGER: Sports News.

KMPA: Swing ‘n’ Sing.

KLAC: Showband.

RFWB: Billboard.

KGER: Sports News.

KMPA: Swing ‘n’ Sing.

KLAC: Showband.

**Vocalists**

Marais and Miranda, featured folk-singers on the ABC Meredith Willson show, traveled from New York City to L.A. to help turn English into the original African, French, Swiss, Italian, Dutch and Flemish. They believe in vocalists who sing in a foreign language miss the boat. “Listeners who get just the music receive only fifty percent of the song,” claims Marais. “That’s why we don’t mind the extra work.”

**The Boss**

CBS “Night Editor” Hal Burdick’s severest critic is his wife, Cornelia Glass, well known as a radio actress and radio music manager. After Hal has finished writing each script, he reads it to Cornelia under actual broadcast conditions in his home studio. She keeps careful notes during these “private performances” and then restates his stories to include the suggestions she makes.
FRIYDAY, JANUARY 14

FISHERMAN'S GADGET OF THE MONTH CLUB
Mon. - Wed. - Fri.
6:45 A.M.

10 A.M. - 11:55

KLAC, News.

11:55

FISHERMANS GADGET OF THE MONTH CLUB.

6:05 - 7:00 p.m.

AL JARVIS
Make- believer Ballroom

10:00 A.M. - 1:00 P.M.

FRIDAY, JANUARY 14

FISHERMAN'S GADGET OF THE MONTH CLUB.

6:05 - 7:00 p.m.

AL JARVIS
Make-believe Ballroom

10:00 A.M. - 1:00 P.M.

FRIDAY, JANUARY 14

FISHERMAN'S GADGET OF THE MONTH CLUB.

6:05 - 7:00 p.m.

AL JARVIS
Make-believe Ballroom
**SATURDAY, JANUARY 15**

*Indicates News Broadcast.  
**—KECA, KFBW—Shopper's Special.*

8:00—KECA, KFBM—Shopper's Special.

8:15—KGER—Dr. Harold Crandall.

8:30—KNX—Dr. Charles C. H. Fox.

9:00—KNX—J. S. S. Forum.

9:30—KNX—Theatre of Today.

9:45—KNX—Theatre of Today.

10:00—KNX—Theatre of Today.

10:15—KNX—Theatre of Today.

10:30—KNX—The Theatre of Today.

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11:00—KNX—The Theatre of Today.
The Remarkable Mr. Hayes

(Continued from Page 6)

yzles' of the Santa Barbara Mission, on my first 'California Caravan' appearance," Michael smiles now.

Cassocks and Contracts

Michael's religious career as an actor began with a conversation. He, an eyewitness and Don Ameche were discussing Franz Werfel's book, "Song of Bernadette," which Michael had just read, and which was then being cast for the movie version. Don mentioned that they were looking for screen newcomers for the picture. Michael's reputation at that time was largely with legitimate drama, and he disparaged shriveled note to Twentieth Century.

When they called him for his screen test, Michael was asked to read "Father Pomian"'s part and a sequence of giving last rites to a child. At hazard of losing his chances, Michael corrected the producing contingent with the news that extreme unction could not be given a person without the act of confession, and that it would be possible only to give the child a simple blessing.

"But is that theatrical?" the authorities asked.

"Maybe not, but it's authentic," Michael insisted.

"Give him a collar, a cassock and a contract," was the decision.

Michael went from "Song of Bernadette" into "Keys of the Kingdom," in which he played a padre. From that into "For God and Country," in which he played a padre. From that into "Are These Our Children?" "Desire Me," "Winner Take All," in which (etc.) "It was awful," he relates. "I was about to get me to a monastery."

To escape the hex, Michael made off to New York with the Theatre Guild. When he arrived, he was given his choice of two roles: (a) with Ethel Barrymore in "Embezzled Heaven," as a priest; (b) with Helen Hayes in "Harriet" as her Pfhubbingestarian minister father, "Reverend Beecher." Mike chose "Harriet," which toured for one and a half years; "Embezzled Heaven" closed after its six-week run.

Since their last names were the same, Michael asked Helen Hayes if she would like him to change his. "Change it?" asked the great actress. "What's the matter? Are you ashamed of it?"

And Light Opera

After "Harriet," Michael gave another of the triumphant performances of his, in Rachmaninoff's "Song Without Words." So furiously, night after night, did he play the great melody and piano crescendo in the last scene, under the effective single candelabra lighting, that he still sustains a sore thumb from the role.

Michael also has a beautiful singing voice. In the past two seasons at the Greek Theatre, he appeared in "The Merry Widow," "Bitter-sweet," "The Agony and the King," "Must in the Air" and "Anything Goes" in leading and co-starring roles. At the same time, this last year, he was rehearsing for "California Caravan" and his frequent appearances on "Family Theatre," and making trips lickety-split between radio stations and Griffith Park.

Michael was born and grew up in Spokane, Washington, across the alley from the Crosbys. Bob Crosby and Michael were classmates through grade and high school and college. When Michael was orphaned by the death of both his parents, he alternately lived with his aunts, one of whom wanted him to be a doctor, another a lawyer and another a pilot. "So I became an actor, so I could be all three."

His first real dramatic chance was with Mrs. Leslie Carter, as her son in "Stella Dallas." The little stock company, noted others (such as Bing Crosby!) kept together in those days was The Maylon Players. When it went broke, it became his work, he admits, and: "Yes, I was a burlesque performer," says Michael. The chorus girls taught him to hoof, and Mike next went with Fanchon and Marco.

"That was the end of it!"

He was a ward of the Superior Court much of this time, and Michael thus gained the friendship of a wonderful Spokane judge who later became a senator and who arranged to take Michael with him to Washington. Michael was first a page boy on the Senate floor, and then a clerk, and he entertained at Democratic rallies. In fact, his political career was promising, until he got together a special show under the backing of a group of lobbyists. The production was called "Law's A'Popin' (condolences to Olsen and Johnson) and it was presented before the Senate and House, on the House floor.

"It caused a divorce and lost two men an election," Michael whoops. "I left the country. I really mean it, I left the country."

He did, too. Arthur Abbott, an English producer, who had seen the show, offered Michael a membership in the British Repertory Guild, and Michael accepted with alacrity. He was in London preparing for his first appearance when war broke out and he came back to America.

The Literary Slant

(Continued from Page 15)

this month, Hilton still finds time to pursue his hobbies—"doing anything around the house. Building book-shelves, doing cement work, even plumbing. If an electrician comes to the house, I watch him and then try to do what he's done. I guess my favorite hobby is sticking my nose into other people's business," he laughs. Hilton's main out-do our enthusiasm is mountain-climbing. He's conquered most of the local sites and even took the trouble to paint little blue arrows on the rocks up strawberry Peak, so that people could find all he found most successful. "If anyone had seen me with my little can of blue paint and a brush, carefully marking the rocks, they would have certainly thought me mad!"

Concerning his profession, Hilton admits that he doesn't believe in inspiration. "Some work has been done at the deadline when it had to be done. I believe that all professionals are lazy—only the amateurs are eternally enthusiastic." One phase of writing Hilton refuses to do well is personal letter-writing. "Whenever a writer writes an excellent letter to a friend—the friend is apt to think he's merely practicing on him!"

Great Scenes from Great Plays

(Continued from Page 7)

was brought to the microphone to do "What Every Woman Should Know," with Dennis King as her co-star.

Host Walter Hampden's presence gives the program its real essence of art. Hampden made his theatrical debut at Brighton, England, in 1901, where he stayed for three years playing in nostalgic old comedies and in Shakespeare. In America, he was All Nazimova's leading man in the 1907 New York play, "The Comtesse Coquette." In 1925, he leased the Colonial Theatre, renamed it Hampden's Theatre, and played in his own revival of Nazimova's. And in Rostand's "Cyrano de Bergerac," New Yorkers also remember him in Clyde Fitch's "The City," William A. Brady's "Life," and Claire Kummer's comedies.

"Great Scenes From Great Plays," despite its Episcopal backing, broadcasts no sermons, no hymns, no Bible readings and no prayers. Instead, the series is for the seventy million Americans who do not attend church regularly, and who may largely be of other faiths.

At the end of each program, a voice invites the listeners not to belong to a church to discover just how much richer life can be when one "receives that which only a church can give!" On his preparatively small cities, a local clergymen also adds a personal message, such as: I am the Reverend John Williams of Trinity Church on Elm Street. Speaking for all the members of my parish, may I welcome you as a listener to the program you have just heard. And shall I extend to you a very friendly invitation to be with us at our morning service next Sunday. If you can join us then, won't you give me the opportunity of meeting you personally?"
WHEN Marilee Robb Happily Signs, "It really seems like fate!" the pert miss with the black bangs is talking about her budding radio career. And she's so right.

Ever since Marilee was a tiny girl, events—people—even accidents, have handily conspired to keep her in radio. One could scarcely say "lead her into radio," because for as long as she can remember Marilee has been part of a radio family. Her happiest childhood excursions with her father were the days "dad" Alex Robb bore his mite of a daughter away to Chicago's NBC studios with him. "I used to sit and lick stamps all morning, then go to lunch with my dad, I thought that was really living."

Young Lady Comes West

When the Robb family moved to the coast many years ago, Marilee's father took over the post here as head of NBC Program Sales, and managed the Artists' Service the big network used to maintain. As always, his dark-eyed daughter skipped blithely about the studio in her father's wake, and soon developed a shouting acquaintance with most of the artists and staff.

Then, for a period of about six years, Marilee was missed around the corridors and studios on Vine Street. That time was busily occupied by classes, first at University High in Westwood, the Los Angeles suburb where the Robb family lives, and later by two years of acting, stage direction, stage and costume design at U.C.L.A.

During her two years of college, another caprice of fate led Marilee to the Geller Workshop. She was away in Chicago visiting a childhood friend when a friend of hers, in answer to a plea from Geller for a strictly collegiate type, submitted a picture of the absent young actress. Geller was enthused, contacted Marilee, and the interviews and auditions at the Workshop resulted in an eight-month scholarship for her.

Marilee switched from stage work, and devoted every second of her Geller attendance to radio training. At the end of the eight-month period she found her diligence and ability rewarded with another eight-month scholarship.

Before her graduation from this second session of training, Marilee put out feelers in the general direction of radio—any radio. Oddly enough, her first bit was on a show outside the old stomping grounds at NBC. "Lum and Abner" called her to CBS for a few lines. She still enthuses, "Just think—my first radio work outside Geller's was on a TC show!"

While still at Geller's, Marilee met a pretty blonde actress named Louise Erickson, and the two became friends. Thus it was that Marilee felt free, one day while she was attending a "Great Gildersleeve" rehearsal, to offer to stand in for her friend.

"I'd known Hal Peary, through my dad, for a long time, I also knew Louise was busy in a dramatic play at the Workshop that day, so I just said that if Hal wanted me to, I'd read Louise's lines until she got there."

The ease of working under such casual conditions, plus a lot of natural talent and her fresh young appeal, resulted in such an excellent substitution appearance that Hal Peary called Marilee back permanently when Louise Erickson later left the show.

Again chance had offered an opportunity that Marilee made the most of and she wound up as "Marjorie" on NBC's "The Great Gildersleeve," another transcontinental spot won without going through an agonizing audition.

She Called It Luck

On the day that the young radio artist received a call to come and audition for the part of the next-door neighbor, "Emily Vanderlipp," on NBC's Burns and Allen show, Marilee had been shopping.

"I had raced all over Westwood, picking up a skirt and blouse here, some saddle oxfords there, a sweater another place. I had my new things on when I went to the audition, and walked in on the Big Five, all looking just wonderful in their lovely clothes."

Most Radio People Thank Their Lucky Stars They Chose the Career They Did. Marilee Is Grateful That She Didn't Have to Choose

By Jane Pelgram

Marked for Radio

(Please turn to Page 39)

Page Thirty-three
The Long vs. The Short

By Cal Fredericks

I MET a guy the other day, a nice guy at that, who summed up the woman situation as well as I've ever heard it explained. Said he, "I've been married for seventeen years and my wife still represents the greatest enigma of all time in my life; I just can't understand her at all."

"Not so in my case," I foolishly blurted, "my wife is no mystery to me!"

And so I went home! As usual, dinner was ready and we sat down...
to partake of our simple repast.

"Don't you notice anything different?" she asked.

"Nope!" I mused. "The soup's lousy. Everything is as it should be."

"Look at me!" she demanded.

I looked. I swallowed my spoon and then screamed so lustily that if the British were coming, their red coats would have turned blue. "You caught your head in the washing machine!" I shrieked.

"Don't be silly!" said she. "I simply had my hair cut!"

Closer examination revealed that she was right. What had been a tumbling mass of shoulder-length curls had suddenly become the epitome of nothing—a butch haircut!

Though I'm still not used to this "rape of the lock," I don't shudder every time I see the little girl now. I guess I have seen the light; I now understand that short hair for women is as necessary as short hair for men.

Consequently I toured Mutual-Don Lee's studios just to see what the radio actress is doing these days in the realm of hair styles. I'm pleased to report that all women have not caught their heads in the washing machine. Although I still prefer long hair, pictured here is what I found. What do you think?

---

Flowing Tresses or Trim Locks?
How Some Gals Are Solving the Problem of Their Crowning Glory

SHOWING OFF to advantage her nicely shaped head is Joy Terry, who plays "Betty" on "Chandu, the Magician."

FOR THOSE still undecided, here are "before" and "after" shots of actress Frances Robinson ("Brooksie" on "Let George Do It.") Obviously this is the "before." (Reed photo.)

EILEEN PRINCE, featured on "Adventures of the Falcon," sports one of the shorter "do's" with bangs.

AND HERE IS FRANCES afterward. We like it! How about you? Or do you think, as does mere male Cal Fredericks, that long tresses are more beguiling? Gene Lester took the photo.
YOU'D NEVER GUESS in a million years, so we'll tell you right off. This is "The Great Gildersleeve," Hal Peary, long before he thought of going into radio.

YOU MIGHT NOT recognize this lad as Bing Crosby, but it is our Bing back in the days when he was touring the country with Paul Whiteman's orchestra and the famed Rhythm Boys.

YOU MAY NOT remember, but this is the naive tenor who preceded Kenny Baker and Dennis Day on the Jack Benny Show—it's Frank Parker, who set a style in silvery-voiced bullonery. (CBS photo.)

IF YOU'RE A LONG-TIME LOCAL RESIDENT with a lengthy memory, perhaps you'll recall "Black and Blue, Detectives of the Air." (Didn't they go for fancy titles in those days?) They were really Charles Forsyth and Len Wright, pictured in this fan photo.

Flashbacks!
No. 37 of a Series

January 9, 1949
The boy in the center of this sophisticated-looking farmer group is Rudy Vallee, saxophonist and leader of the band. These, we take it, were the original "Connecticut Yankees" before Rudy picked up a megaphone and became the "Vagabond Lover."

You couldn't possibly recognize this distinguished character as Horace Heidt, and neither could we if we hadn't been told. The occasion was a movie role in a Jimmy Stewart flicker called "Pot O' Gold." We can't imagine what sort of part Horace played!

Nothing New on These Pages — It's the Section Reserved for the Past Photos Of Present Stars and Previous Programs

Remember Silent-Screen heroine Leatrice Joy? Here she is during the time she was heard on "Romance of Pan America," a transcribed program. At present Leatrice is making a film comeback. (Universal-Jones photo.)

The summer season of 1936 was distinguished by a delightful summer replacement — Cornelia Otis Skinner. Now famed as author and Broadway star, Miss Skinner did bits from her one-woman show and appeared with Winchell on several broadcasts.
PROVING THAT NOT ALL HIS MUSCLES ARE IN HIS HEAD,
Charlie "Finnegan" Cantor shows his brawny arms to the
astonished group from "Duffy's Tavern." Left to right, it's Eddie
"The Waiter" Green, Ed "Archie" Gardner, "Finnegan" and Florence
"Miss Duffy" Halop.

KECA'S "PRESS CONFERENCE," A BEHIND-SCENES PEER
at the newspaper world, is staffed by (left to right) Dick Mulcahy, producer, KECA; moderator Phil Garrison, Daily News;
Jim McNamara, producer for the Greater Los Angeles Press Club,
and Bob Cummings, KECA announcer on the program.

SEEN ON THE
RADIO SCENE

FILM ACTRESS Janet Blair visited
Arlene Francis's program "What's
My Name?"; guessed the identity
of Florence Nightingale and won one
hundred dollars! Janet once appeared
on the show as "Mystery Star."

JEANNETTE MACDONALD is the
star who introduced young singing
and Harry Hickox program, was Metropolitan Opera star Ezio Pinza. You can
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in a broadcasting studio. (Coy Watson photo.)

HANDSOME GUEST ON KFI'S "DOWNTOWN AND ALL AROUND," the Mary
and Harry Hickox program, was Metropolitan Opera star Ezio Pinza. You can
see why the singer has caused as much swooning at the Met as Sinatra ever occasioned
in a broadcasting studio. (Coy Watson photo.)
To Heat or Not to . . .

(Continued from Page 9)

and put pressure on Washington, D. C., to have the station's power raised to 1,000 watts, then to 5,000. The warnings were aired on KNX from 1930 until 1937, nightly, during the season, at 8 o'clock. Since 1937, they have been broadcast over KFI.

Calculating nightly temperatures is a vast and meticulous project. Although forecasts are made only for the reaches from the upper Sacramento Valley to the Imperial Valley, Young's men daily make a full-scale weather map of the North American continent west of the Mississippi and as far over the ocean as Hawaii. Enabling them to gather this information is a twenty-four-hour teletype at the Pomona station. From this map, which gets underway at 3:30 p.m., the predictions are made.

Ten of the fourteen men are stationed at scattered points: Chico, Lindsay, Santa Paula, Whittier, Azusa, Upland, Redlands, Corona, El Cajon and El Centro. Each of these key assistants works out the forecast from his own locality and telephones Pomona nightly between 6 and 7 o'clock. Young, using both the map and tentative forecasts worked out by his Pomona staff, coordinates the entire mass of material, verifying figures and making corrections. He himself does the forecast for Pomona area.

How close does the frost warning service come to being accurate? "We allow ourselves only two degrees leeway," states the top man, "but I may have my calculations worked out perfectly, but a sudden breath of wind or a cloud passing over the sky will knock my figures out a degree or two."

Reasonable accuracy is a necessity in forecasting, Young pointed out. Ripe oranges, he explained, can take a 26-degree temperature for thirty minutes or less with no damage and often 27 degrees all night. But lemons are usually injured at 30 degrees for half an hour.

The Fruit Frost Service hasn't the faintest idea what its radio rating is, but the men are sure that it's big. "Practically everyone is interested in the weather," observes Young. It probably dates back to prehistoric days when human beings had to fight to keep warm. Growers of citrus and deciduous trees are interested, naturally, but so are growers of tomatoes, peppers, and flowers. We have a tremendous business of flowering new in California. Housewives and businessmen in areas where heaters are used are anxious to know whether firing will be necessary. On extremely cold nights, they cover their merchandise and special possessions, although modern heaters aim for better combustion and less smoke, as it is the heat, not the smoke, that keeps the trees warm.

Close to 100,000 acres of groves in Southern California are equipped with heaters, set customarily fifty to the acre, or forty feet apart.

Asked whether he had not become overly-conscious of cold because of his extensive dealing with the frost warnings, Young shrugged lightly and confessed a positive liking for the lower temperatures. "I go in swimming in the ocean almost any time of year," he announced. "And I guess I hate hot weather." He also volunteered that talking about oranges all these years hasn't dimmed his enthusiasm for a large glass of juice every morning.

We summed him up as a man who practiced what he preached, so to speak. And recalling Mark Twain's oft-quoted remark about the weather, we decided that Floyd Young was one person who not only talked about it. He does something about it.

Marked for Radio

(Continued from Page 33)

The group Marilee referred admiringly to as "the Big Five" is made up of those well-known Hollywood radio actresses who so ably portray ingénue types on most big shows.

"You know," Marilee continued, "I think it was just plain luck that I had on that bobbysox-looking outfit. It fitted the role so well . . . I'm sure that's the only reason I won the audition!"

A little over a year ago Marilee experienced one of life's greatest sorrows. Her father died. With a fortitude unusual in one so young, his daughter refused to let people and places associated with her popular father hurt her. Instead, she turned them into a means of comfort.

"I love to come here to NBC. It's the place dad always liked best to be, and people still mention him all the time. I like knowing that because of him, and in memory of him, many things have been made so easy for me."

An employee of long standing and high position, Mr. Robb had friends all over the network who didn't forget him, nor his family. So that lonely hours wouldn't hang heavily on her hands, Mrs. Robb was offered, by the head of NBC, a choice of jobs at the network. A letter went out from the vice-president's office to the agencies, calling their attention to Mr. Robb's talented daughter. No wonder she terms radio "the nicest business in the world."

While Marilee possesses a degree of poise and charm usually found in an older girl, she still hangs onto that wonderful, refreshing enthusiasm for all that goes with "being a star." She was wildy enthusiastic about getting to ride a float in NBC's Santa Claus parade. Her name on a studio dressing-room door rendered her almost unable to enter the sacred portal. And when a young fan stopped her for an autograph, Marilee's joy was unbounded.

Typical of her youth, also, is her refusal to let radio's chill business end become a burden. Unless you can deliver, radio has no place for an artist. But Marilee still credits her competence and training to that Flig'hty Lady.

"Whenever anyone says to me, 'Gee, Marilee, you've sure been lucky,' . . . I heartily agree!"

Again comes her happy sigh . . . "It really seems like fate."
AL BURTON, OF KLAC-TV's "Teen Reporter," found it hard to take notes with lovely warbler Kay Starr alongside, one recent Thursday when Kay guested the show.

ENGINEERS WINKLER, Caranchini and Onofrio pore over new equipment in one of KNBH's (NBC-TV) studios, recently erected for video activity this month.

THE FIRST COMMERCIAL contract entered into by Times-Mirror-CBS television in Los Angeles is signed. Left to right: Hal Hudson, Program Director of KTTV; Harry W. Witt, Acting General Manager, KTTV; Robert E. Dwyer of Wade Advertising Agency; Earl B. Gilmore (seated) owner of Farmers Market; Frank G. King, Sales Manager, KTTV; and Fred Beck, radio and newspaper commentator, who will head the show.

SEEN ON THE VIDEO SCENE

DIR ECTOR HARRY MANCKE shooting scenes for Sentinel's latest television production, "Phil's General Store." Frank Darien stars in the film.

FROM THIS specially constructed set in KFI-TV's Vermont Avenue studios, Channel 9 tele-viewers were afforded nine and three-quarter hours of election returns during last November's upset. National candidates, critical senatorial races and local issues were graphically illustrated and results kept current with a huge map of the United States, the center of attraction as electoral balance swung to the Truman administration.

DIRECTOR HARRY MANCKE shooting scenes for Sentinel's latest television production, "Phil's General Store." Frank Darien stars in the film.

CHRISTMAS IS PAST, but gifts for any occasion need lacy trappings. Rita LaRoy gives tele-viewers to KTLA's Sunday "Magazine of the Week" a few suggestions. (KTLA photo.)