

MARRIAGE OR DIVORCE? SEE PAGE 13 -- JULY 7-13

RADIO LIFE



**Our Cover Girl
?
See Page 10**



***Highlights of the Radio Week... Logged and
• Indexed to Improve Your Listening Pleasure •***

Beatrice Henshaw's

Radio Backstage

Been reading the challenging letters on the subject of the daytime serials carried in these columns recently? RADIO LIFE'S trenchant readers comprise the discerning air audience which picks its programs instead of just tuning in. Such listeners are the only ones worth catering to and don't think that sponsors and radio execs fail to realize that! The power of listeners is limitless! Let's hear from more of you on what YOU think of Radio programs.

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Mrs. Warren Closson of San Diego militantly indicted all sob stories and family rows. She feels that the American housewife undoubtedly responds favorably to something better if it were offered to her, but, did you ever see a station switchboard when a pet serial temporarily is taken off the air? Even if the world goes to pieces, the fans want the "Glutz Family"!

Mrs. Robert Davis of Pasadena defends the fine people who work long and hard to bring us our daily installment; "we must think twice before we try to take their 'bread and butter' away." But, might not the same effort be directed for something more valuable and lasting on entertainment and education? What's YOUR opinion?

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The matter of children's radio habits is also one for endless debate. In line with a recent stimulating suggestion from Mrs. J. Sherwood Hewitson, PTA radio official, RADIO LIFE will shortly carry some recommendations to guide the vacation listening of your youngsters.

A laugh going the rounds at NBC at the expense of Barbara Jo Allen (Vera Vague)! Seems the vague young lady drove home after her show t'other Sunday eve and all the way a vague sense of something wrong pervaded the atmosphere. Funny! Flowers in the car? Red Cross sticker on the windshield? (Can't remember where I got that.) Goodness gracious! Gas tank full, absolutely unheard of! Well, accept your blessings and drive into the garage. Oh-oh, hurry! Phone's ringing. "This is Hollywood police headquarters. Miss Irene Rich's black coupe has been stolen from the NBC parking lot and WE think we know where it is. What about it, Miss Vague—er—Miss Allen?"

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If you run around much in radio circles—as who doesn't in this piquant business—you see Sam Pierce bobbing up everywhere. Doubling as actor and producer, Sam sometimes appears behind the microphone and sometimes in front of it. This season he produced "Keeping Fit in Hollywood" (KNX, 7:45 A.M. daily), "Dealer in Dreams," "Best Buys" (KNX, 4:30 P.M. Thursday and Saturday), "What's on, Your Mind?" (KNX, 8:30 P.M. Monday) and "Spell-

Bee." Some of these are now off for the summer. Also he acted all season on "Big Town" and a couple weeks ago when I dropped in on a Don Ameche rehearsal (KFI, 6 P.M. Friday) there he was playing the "other man" with Don and Claire Trevor in Roger Quayle Denny's sparkling dramatic gem!

Special note to Ye Ed: Sackcloth and ashes! You're too late! Pat Friday has a ring on the important finger and a fraternity pin over her heart.

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KMPC's new feature "A Citizen Is Born" (Fridays at 9 P.M. is creating interest in light of changing national attitude toward immigration. Based on case histories from the files of the U. S. Naturalization Bureau, the programs presents the dramatic story of how some of our new citizens came to adopt this nation as their own. Created by a man who is himself a naturalized American, Jean Armand, in collaboration with Ethyl Slanina, the stories carry unusual punch. Alan Cameron produces for KMPC.

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Another new KMPC program is Helen Sawyer's "Women in the News" heard each Monday, Wednesday and Friday at 9:15 A.M. I remember Miss Sawyer's interesting work on KNX some time ago and am glad to know she's back on the air. Her voice is very pleasing and her material always well worth the tuning.

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When the last strains of that Union Oil theme song "Where and When" have died away Monday night and Knox has informed you that it is still the National Broadcasting Company, you don't have to be jerked rudely back to the present by a dose of war bulletins. Just leave your dial set on KFI for the 8 o'clock program, which takes you still farther back into the past with "The American Challenge." These stirring dramas bring back to life the brilliant pages of our early history, reminding us of that precious heritage which is ours alone. Nothing could be more appropriate for times like these. It is well we recall the heroes of our glorious past. "The American Challenge" is sponsored by a truly democratic organization, the 32,000 members of a cooperative creamery whose forebears came from the dairying countries of Holland, Denmark and Switzerland. Samuel Dickson writes the plays, which are produced by Joseph Sill, Jr., and directed by Glan Heisch. Herb Allen is the announcer and Bud Heistand the narrator, with the regular KFI stock players interpreting the various roles. These include: Frank Martin, Norman Field, Frank Nelson, Ted Osborne, Joe Kearns, Anne Stone, Lurene Tuttle and Charlie Lung.

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NEWS BROADCASTS

7:15 A.M.	KFI	M. to Sa.
7:30 A.M.	KNX	M. to F.
7:30 A.M.	KECA	M. to Sa.
7:45 A.M.	KFI, KHJ, KGB, KVOE, KFSD, KFVB, KPFC, KFAC	M. thru Sa.
7:55 A.M.	KFXM	M. thru Sa.
8:00 A.M.	KFWB	M. thru Su.
8:00 A.M.	KFOX	M. thru Sa.
8:15 A.M.	KFI	M. thru F.
8:30 A.M.	KVOE, KPFC, KDB	M. thru Sa.
8:45 A.M.	KECA	M. to Sa.
8:45 A.M.	KFI	Th, F, Sa.
9:00 A.M.	KMPC, KFXM	M. thru Sa.
9:15 A.M.	KMPC	M. thru Su.
9:15 A.M.	KMTR	T. to Sa.
9:30 A.M.	KFAC, KFSD	M. to Sa.
9:30 P.M.	KVOE	M. thru F.
9:45 A.M.	KFSD	M. thru F.
10:00 A.M.	KHJ, KVOE, KGB, KFXM, KPFC, KDB	M. thru F.
10:00 A.M.	KFOX	Daily
10:30 A.M.	KFAC	Daily
10:30 A.M.	KNX	M. thru Su.
10:45 A.M.	KMPC	M. thru Sa.
11:30 A.M.	KFOX	M. thru Sa.
11:45 A.M.	KFWB	M. thru Sa.
11:45 A.M.	KNX	M. thru F.
12:00 Noon	KHJ, KMPC	Daily
12:00 Noon	KECA, KFSD, KMPC, KVOE, KGB, KDB	M. to F.
12:00 Noon	KFI	Sa.
12:15 P.M.	KFSD, KFOX	M. thru Sa.
1:00 P.M.	KFWB	M. thru F.
1:15 P.M.	KMPC	M. thru Sa.
2:00 P.M.	KMTR	M. to Sa.
2:00 P.M.	KHJ, KVOE, KGB, KPFC, KDB	M. thru Sa.
2:15 P.M.	KECA	M., Tu., W., Th.
2:15 P.M.	KFSD, KFXM	M. thru F.
2:25 P.M.	KFI	Sa.
2:25 P.M.	KFSD	M. thru Sa.
3:00 P.M.	KECA	Su.
3:15 P.M.	KNX	M. to Sa.
3:30 P.M.	KVOE	Su.
3:45 P.M.	KNX	M. thru Sa.
3:45 P.M.	KFSD	Sa.
4:00 P.M.	KVOE	Sa.
4:30 P.M.	KMPC	Daily
4:45 P.M.	KNX	M. to Sa.
4:55 P.M.	KNX	Daily
5:00 P.M.	KHJ, KFSD	M. to Sa.
5:15 P.M.	KMPC	M. thru Sa.
5:30 P.M.	KECA	M. to Sa.
5:45 P.M.	KPFC	Sa.
6:00 P.M.	KHJ, KVOE, KGB, KFXM, KPFC, KFOX	Daily
6:00 P.M.	KFWB, KFAC	Daily
6:15 P.M.	KPFC	M. thru Sa.
6:30 P.M.	KVOE, KGB, KFXM	M. thru Sa.
6:30 P.M.	KNX	Tu., W., F., Sa.
6:55 P.M.	KNX	Tu., Th., Sa.
7:00 P.M.	KHJ	M. thru Sa.
7:15 P.M.	KFI	M., Tu., Th., F.
7:15 P.M.	KMPC	M. to F.
7:25 P.M.	KNX	Su.
7:30 P.M.	KMTR	M. to Sa.
8:00 P.M.	KMPC	Su. thru F.
8:00 P.M.	KFI	Su.
8:25 P.M.	KNX	Th.
8:30 P.M.	KNX	Tu., F.
8:30 P.M.	KECA	Daily
9:00 P.M.	KHJ, KGB, KVOE, KFXM, KPFC, KFOX, KNX, KDB	Daily
9:30 P.M.	KFWB	Daily
9:45 P.M.	KMPC, KFSD, KNX, KECA	Daily
10:00 P.M.	KFI	Daily
10:00 P.M.	KPFC	M. thru F.
10:30 P.M.	KMPC, News Talk	M. thru F.
10:45 P.M.	KMTR	M. to Sa.
11:00 P.M.	KNX, KVOE, KPFC, KFXM, KGB, KDB	M. thru F.
11:00 P.M.	KHJ, KFI	M. thru Sa.
11:55 P.M.	KNX	Daily
Every Hour	KGFJ, KGER	M. to Sa.

CBS Programs In Test Shakeup

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JUN-FUN

Break for Air Audience in Chance to Have Say-so Regarding Content of Shows. Pieces Will Be Tops

ENGINEERS know that sound vibrations, vibrations of any kind, for that matter, tend to crystallize metals, finally weaken them to breaking point if vibrations persist. They know, too, that one radio program, expressed in thermal (heat) units could be on the air for a hundred years before raising the temperature of a glass of water one degree.

What Radio program engineers have never been certain of was the amount of argumentative heat, generated among listeners by various programs in which they (listeners) had no generally respected voice.

To determine Listener Thermal reactions Columbia Broadcasting system this week announced new program to be called "Forecast." Of "Forecast" Radioman W. B. Lewis said:

"'Forecast' is designed to offer an ambitious, provocative and impressive reply to American listener-demand for new radio shows, new radio ideas and new radio people."

"On each of six nights (KNX-CBS, Mondays at 5:00 P.M., PST), one production will come from New York for half an hour, another from Hollywood for the remaining half hour. The two

programs are scheduled so that one will originate on either coast.

Each production represents, said Lewis, the combination of at least one star personality and a plan or idea designed to display that star to best advantage. No sensationally new basic radio patterns are promised, but Columbia producers say they have added new techniques and new approaches.

On July 15, the New York "Forecast" presents Raymond Paige, Albert Spalding and Frankie Hyers, a symphony orchestra of 55 musicians and a 15-piece orchestra of jazz specialists in "The Battle of Music."

The Hollywood "Forecast" for July 15 gives CBS listeners Fredric March and Florence Eldridge in an adaptation of Booth Tarkington's "The Gentleman from Indiana"—first of a projected series based on American historical fiction and drama.

Thus, Listeners are given a chance to listen and listening, hear whether they are being done right by.

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Brass Hats Bow Down To 'Vox Pop' Setup

Men and women in the street and in their living rooms have, more than once, yearned for opportunity to make stingingly brilliant answers to big-wig political orators and inferential 'know-it-alls' as these 'yawped' their opinions to a defenseless corps of listeners.

To these men and women, bulk of America's radio supporters, Mutual Broadcasting System this week, introduced an innovation to meet Mr. and Mrs. and Miss America's clamor for individual 'say-sos' in matters that concretely affect them.

Director Theodore Granik (American Forum of Air, KHJ-Don Lee, 4:00 to 4:00 p.m. PST, Sunday) recently invited listeners to telegraph in questions and opinions on subject under discussion, for submission to Forum speakers before the program signed off. So many wires poured in from the country that Western Union placed a special operator alongside the speaker's table in the Washington D.C., hotel where the Forum originates. Messages now are immediately handed to Granik, and, if he considers them of sufficient interest they are turned over to the Forum speakers for discussion.



Here Dottie Messner, "Tune Up Time" favorite, shows a charming multicolored plaid taffeta sunsuit with white latex waist to insure that waspy look around the mid-dietum.

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Musical Sunday CBS Plan

Jessica Dragonette and James Newill will act and sing in "Sunday in the Park" on the Ford Summer Hour Sunday. Howard Barlow will conduct the Columbia Broadcasting Symphony in five rediscovered dances by Johann Strauss, Jr.; John Kirby's band plays the weird "Message from Mars" and lyrical Maxine Sullivan sings an old English song; Gene Autry heads a large cast in "Melody Ranch," as other CBS Sunday highlights.

Out Where West . . . Trouble For 'HV' . . .

Gimlet eyed are denizens of great Southwest, and prone to keep gimlet eyes on strangers, albeit minding their own business. To H. V. Kaltenborn, news commentator, there came last week an unusual experience. The newsman would have been late for a Denver broadcast had he remained aboard his train. By wire he learned Sterling, Colorado, possessed a battered plane, owner of which claimed speed for it of 100 miles per hour. Kaltenborn chartered plane, left train at Sterling, but was held up until suspicious aviator received answer to following wire sent to Denver's KOA:

"Fellow named Cattleborn skipped off train here at Sterling. Chartered plane. Claims he works for you. Sounds like a Fifth columnist. Shall we hold him or let him go?"

News commentator was let go, arriving in Denver with 40 minutes to spare.

6 to 7 P. M.

KFI-6, Hour of Charm. 6:30, Care-free Carnival.
KXN-6, Art Baker. 6:15, Clark Ross. 6:30, Public Affairs.
KHJ-6, News. 6:05, Symphony Hr.
KECA-6, Goodwill Hour.
KFWB-6, News. 6:15, Strollin' Tom. 6:30, Curtain Calls.
KMPC-6, Prayers Answered. 6:15, Rhythm Makers. 6:30, Cub Theater.
KMTR-6, Waltz. 6:30, Theatre Group.
KFAC-6, News. 6:15, Music.
KGFJ-6, News. 6:15, Salon Music. 6:30, Hits-Bits.
KRKD-6:45, News.
KFOV-6, News. 6:15, Allen Orch. 6:30, Beauty Talk. 6:45, Music. 6:30, Hit Time. 6:45, Walsh Orch.
KGER-6, News. 6:05, Citrus Forum. 6:45, Italian News.
KFXM-6, A. P. Bulletins. 6:05, Symphonic Hour. 6:30, News.
KERN-6, Musical Interlude. 6:30, Signal Carnival.
KFSB-6, Goodwill Hour.
KGB-6, News. 6:05, Symphonic Hr.
KFVD-6:30, Bal Tabarin. 6:45, Serenade.
KVOE-6, Symphonic Hour.

7 to 8 P. M.

KFI-7, World Is a Stage. 7:15, Irene Rich. 7:30, Krupa Orch.
KXN-7, Musical Game. 7:25, News. 7:30, Goodman Orch.
KHJ-7, Answer Man. 7:15, Open. 7:45, MacFarland Twins.
KECA-7, Channel Quartet. 7:15, Chansonette. 7:30, Rocky Melodies.
KFWB-7, Texas Lewis. 7:30, Reported Missing.
KMPC-7, Sing with Band. 7:30, News. 7:45, Melodies.
KMTR-7, Bob Stuller.
KFAC-7, Open Forum.
KGFJ-7, Spanish Hour.
KFOV-7, Music. 7:15, Owens Orch. 7:30, Anson Weeks. 7:45, Organ.
KGER-7, News. 7:05, Cinemania. 7:30, Music. 7:45, Al Williams.
KFSB-7, Aimee S. McPherson.
KERN-7, News. 7:05, Garr Orch. 7:15, Irene Rich. 7:30, Open.
KFSB-7, Josiah Hopkins. 7:15, Junior G-Men. 7:30, Open.
KGB-7, Answer Man. 7:15, Luncheon. 7:30, Reynolds Orch.
KVOE-7, Semi-Classic. 7:15, Open. 7:45, Reynolds Orch.

KMPC SUNDAY HEADLINERS

Ellery Queen 3:30 p. m.

Stairway To Stardom 5:00 P. M.

Cub Theatre 6:30 p. m

Sing With Your Favorite Band 7:00 p. m.

SUNDAY PROGRAM HIGHLIGHTS

A.M. Programs are shown in Light Face Type P.M. Programs in Black Face

Variety

8:00—Radio City Music Hall, KECA-KFSD.
8:30—Radio City Music Hall, KERN.
8:00—Story of Us All, KFI.
9:00—Red Cross, KFSD-KERN.
9:15—Book of Books, KECA.
10:15—Highway Romances, KHJ-KGB-KVOE.
10:30—Chicago Round Table, KFI-KFSD-KERN.
12:30—Invitation to Education, KXN.
2:30—Gene Antry Melody Ranch, KXN.
3:00—Help Thy Neighbor, KFWB.
3:30—French Program, KMTR.
4:00—American Forum of Air, KHJ-KGB-KVOE-KDB-KFXM.
6:30—Signal Carnival, KFI-KERN.
7:00—Open Forum, KFAC.
7:30—Reported Missing, KFWB.
7:30—Aldrich Family, KFI.

Drama

3:30—Ellery Queen, KMPC.
4:00—Columbia Workshop, KXN.
4:30—One Man's Family, KFI.
6:30—Cub Theatre, KMPC.
7:15—Irene Rich, KFI.
9:00—Night Editor, KFI.

8 to 9 P. M.

KFI-8, Walter Winchell. 8:15, Parker Family. 8:30, News. 8:45, General Fact.
KXN-8, Inglewood Park Concert. 8:30, News. 8:35, Millar Orch.
KHJ-8, Once Over. 8:15, Pastor's Study. 8:30, Command Performance.
KECA-8, Dance Orch. 8:30, Sports Newswheel. 8:45, Bookman Notebook.
KFWB-8, Dr. MacLennan.
KMPC-8, News. 8:15, Concert Hall. 8:30, Spencer Prinz. 8:45, Wings Over Jordan.
KMTR-8, Lloyd Johnson.
KFAC-8, Open Door Church.
KGFJ-8, S. vs. S. 8:15, Exploring Urges. 8:30, Night Justice. 8:45, Life Dramas.
KFOV-8, Round World. 8:30, Legion Band.
KGER-8, News. 8:05, Frank Wells. 8:30, Music.
KERN-8, News. 8:15, Owens Orch. 8:30, Garr Orch. 8:45, Hamp's Orch.
KFSB-8, Prof. Askem. 8:30, Bill Stern. 8:45, Moments of Melody.
KGB-8, Open.
KVOE-8, Dance Orch. 8:15, Pastor's Study. 8:30, Command Performance.

9 to 10 P. M.

KFI-9, Night Editor. 9:15, Holden Orch. 9:30, Ravazza Orch.
KXN-9, John Clark. 9:15, Courtney Orch. 9:30, Bush Orch. 9:45, News.
KHJ-9, News. 9:15, Voice of Prophecy. 9:45, Reynolds Orch.
KFCB-9, Lou Holden. 9:15, University Explorer. 9:30, Sanctuary. 9:45, News.
KFWB-9, Musical Comedy Moments. 9:15, Gov. Olson. 9:30, News. 9:45, Ballads.
KMPC-9:15, Chapel Quartet. 9:30, Viennese Music. 9:45, News.
KMTR-9, Travelogue. 9:15, Special Events. 9:45, Hawaiian.
KFAC-9:30, Salvation Army.
KGFJ-9, News. 9:15, Let's We Forget.
KFOV-9, News. 9:15, Gov. Olson. 9:30, Ray Jasper Orch. 9:45, Frank Christy Orch.

Radio Travelogues

The 14th year of this famous program . . . telling you of the historical romance of California . . . of interesting places to go . . . where the fishing and hunting are "tops" . . . as reported by the Radio Travelogues Scout.
KMTR



Sundays, 9:00 p. m.

Sports—Comment

1:30—Pacific Coast League Baseball KFAC.
10:15—Bowling Notes, KFWB.

Outstanding Music

11:00—Columbia Symphony, KXN.
2:30—Cavalcade of Hits, KECA-KERN.
3:30—Fitch Handwagon, KFI-KERN.
5:00—Summer Hour, KXN.
5:00—Manhattan Merry-Go-Round, KFI.
5:30—Album of Familiar Music, KFI.
6:00—Hour of Charm, KFI.
6:05—Symphony, KHJ-KGB-KVOE-KDB-KMPC-KFXM.
8:00—Inglewood Park Concert, KXN.
10:00—Phil-Harmonia, KECA.
11:15—Music You Want, KFWB.

Quiz Programs

12:45—Orange County Quiz, KVOE.
2:30—Beat the Band, KFI.
3:00—Prof. Puzzlewit, KFI.

News Commentators

11:15—Foreign Policy, KECA-KFSD-KERN.
11:30—Europe, KFI-KERN.
11:45—Kaltenborn, KFI-KERN.
4:55—Elmer Davis, KXN.
8:00—Walter Winchell, KFI.

KGER-9, News. 9:05, Rev. Ivie. 9:30, Tuckin' In.
KFXM-9, News. 9:15, Voice of Prophecy. 9:45, Reynolds Orch.
KERN-9, Open. 9:15, Gov. Olson. 9:30, Ravazza's Orch.
KFSD-9:30, First Nighters.
KFSD-9, C. A. H. n. t. e. Races. 9:30, Sanctuary. 9:45, News.
KGB-9, News. 9:15, Voice of Prophecy. 9:45, Bines Orch.
KVOE-9, News. 9:15, Voice of Prophecy. 9:45, Music.

MONDAY PROGRAMS

JULY 8, 1940

8 to 9 A. M.

KFI-8, Woman in White. 8:15, O'Neills. 8:30, Johnny Murray. 8:45, News.
KXN-8, Nancy Dixon. 8:15, When a Girl Marries. 8:30, Helen Trent. 8:45, Our Gal Sunday.
KHJ-8, Breakfast Club. 8:30, News. 8:40, Bess Bye. 8:45, Carters of Elm St.
KECA-8, Breakfast Club. 8:15, Kidnappers. 8:30, Open. 8:45, News.
KFWB-8, Dr. MacLennan. 8:05, Melody. 8:15, Ballads. 8:30, Music. 8:45, Dr. Reynolds.
KMPC-8, And. Virginia. 8:30, Unity Daily Word.
KMTR-8, Spanish Hour.
KGFJ-8, News, Stocks. 8:45, Dr. Wiseman.
KRKD-8:30, State Employment.
KFOV-8, News. 8:15, Lemar Tatum. 8:30, Classified. 8:45, Al Clauser.
KGER-8, News. 8:01, Soul Patrol. 8:15, Mizpah. 8:45, Rev. Bennington.
KFXM-8, Sunshine Service. 8:40, Bess Bye. 8:45, Carters of Elm Street.
KERN-8, Gwen Williams. 8:15, Kidnappers. 8:30, Nat'l Farm & Home.
KFSD-8, Gwen Williams. 8:15, Good Cheer. 8:30, Farm & Home Hour.
KGB-8, Best Boys. 8:15, Investments. 8:25, Melodies. 8:30, Stocks. 8:40, Bess Bye. 8:45, Carters of Elm St.
KFVD-8:45, D. Reynolds.
KVOE-8, Breakfast Club. 8:30, News; Bess Bye. 8:45, Carters of Elm Street.

9 to 10 A. M.

KFI-9, Your Treat. 9:15, Agnes White. 9:30, By Kathleen Norris. 9:45, Dr. Kute.
KXN-9, Goldbergs. 9:15, Life Can Be Beautiful. 9:30, Right to Happiness. 9:45, Short Story.
KGFJ-9, Jean Abbey. 9:15, Rev. Laura. 9:30, Hart Orch. 9:45, Keep Fit.
KECA-9, Council of Beauty. 9:15, Between the Bookends. 9:30, Mid-morning Jamboree.
KFWB-9, Summer Time. 9:15, Music in a Circle. 9:30, Accent on Music. 9:45, Tune Time.
KMPC-9, News. 9:15, Women in News. 9:30, Organ Reveries. 9:45, Melody Time.

10 to 11 P. M.

KFI-10, News. 10:15, Bridge to Dreamland.
KXN-10, Goodman Orch. 10:30, Richards Orch.
KHJ-10, Arnheim Orch. 10:30, Garber Orch.
KECA-10, Philharmonia.
KFWB-10, Art Tatum. 10:15, Bowling Notes. 10:30, Dancing.
KMPC-10, Gordon Singers. 10:15, Sam Koki. 10:30, Raquel Nieto.
KMTR-10, Special Events. 10:15, Lopez Orch. 10:45, Johannes Steel.
KFAC-10, Melody Hour.
KGFJ-10, News. 10:30, Dreamer.
KFOV-10, Music. 10:15, Orch. 10:30, Island Music. 10:45, Hamilton Orch.
KGER-10, News. 10:15, Gauché Dr. 10:30, Hawaiians. 10:45, Dance.
KFXM-10, Arnheim Orch. 10:30, Jan Garber Orch.
KFSB-10, Esthee Stuart. 10:15, KERN-10, Harper's Orch. 10:15, Bridge to Dreamland.
KFSD-10, Harper Orch. 10:15, Bridge to Dreamland.
KGB-10, Arnheim Orch. 7:30, Garber Orch.
KFVD-10, Jack Bellboy.
KVOE-10, Arnheim Orch. 10:30, Garber Orch.

11 to 12 Midnight

KFI-11, News. 11:15, Nottingham Orch. 11:30, Sandman.
KXN-11, News. 11:15, Young Orch. 11:30, Strand Orch. 11:55, News.
KHJ-11, Mojica Orch. 11:30, Hawaiians.
KECA-11, Organ.
KFWB-11, Gypsy Caravan. 11:15, Music You Want.
KMPC-11, Swing Quiz.
KMTR-11, Melody Lane.
KFAC-11, Music. 11:30, Kentucky Boys.
KGFJ-11, News. 11:15, Concert.
KFXM-11, Mojica Orch. 11:30, Nichols Orch.
KFSB-11, Music.
KFSD-11, Nottingham Orch. 11:30, Kentucky Sandman.
KGB-11, Mojica Orch. 11:30, Hawaiians.
KVOE-11, Mojica. 11:30, Hawaiians.

10 to 11 A. M.

KFI-10, Light of the World. 10:15, Arnold Grimm's Daughter. 10:30, Valiant Lady. 10:45, Hymns.
KXN-10, Big Sister. 10:15, Aunt Jenny. 10:30, Wiley. 10:45, My Son.
KHJ-10, News. 10:15, Happy Homes. 10:45, Bachelor's Children.
KECA-10, Our Hr. 10:30, Views and Reviews. 10:45, Wife Savers.
KFWB-10, Memory Lane. 10:15, Chet Milan. 10:30, Melody Time. 10:45, Romance in Rhythm.
KMPC-10, Open House. 10:30, Norma Lee Services. 10:45, News.
KMTR-10, Woman's World. 10:30, Dr. Reynolds. 10:45, Spec. Events.
KFAC-10, Serenade. 10:30, News. 10:45, Gothic Tower.
KGFJ-10, News. 10:15, Sheldon Sheppard. 10:30, Moods in Verse. 10:45, City Dwellers.
KRKD-10:15, Health. 10:30, P.-T. A.

'WOMAN'S WORLD'

Everything of Interest to Women. Daily 10:00-10:30 a. m. KMTR Top of the Dial

Sun-Time Glamour

by
FRANCES SCULLY
NBC's Fashion Editor

NOW is the time for all the lassies to take themselves in hand and remember that sun-time glamour is just as important as moonlight loveliness. Summer is here, in a big way, and with it comes beach time and all those new swim suits that you've been waiting to blossom out with on the sands and in the surf. But remember, summer is not an easy running mate to glamour. Not on your life! Old Sol contrives many ways and means to break it down and so it's up to the women to take themselves in hand and work twice as hard to maintain their charm and glamour.

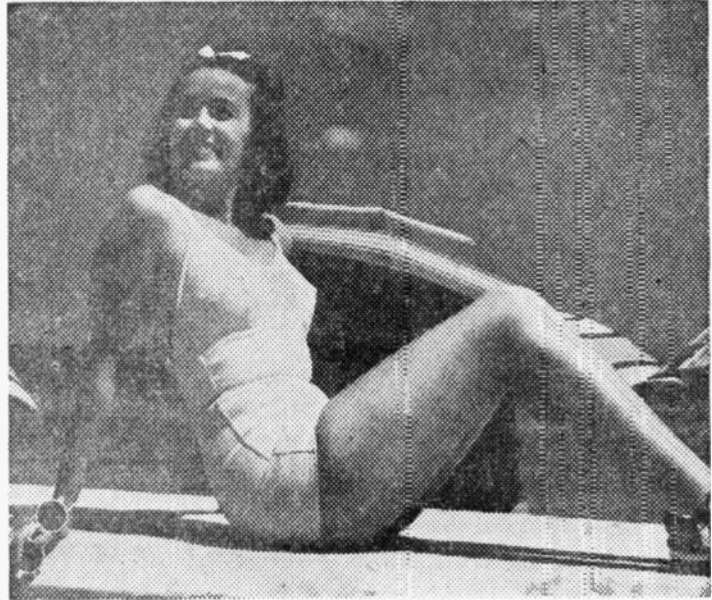
Our NBC glamour girls all agree that the first rule for summer glamour is being well groomed. That "fresh scrubbed look" is all-important and particular care should be given to using cosmetics very sparingly.

Ginny Simms, the lovely songstress heard with Kay Kyser and his orchestra, naturally has lovely long dark eyelashes, but one thing she is very particular about is never to wear mascara in the water. She believes that nothing spoils your appearance on the beach more than coming out of the water with smears of mascara under your eyes. For publicity pictures, Ginny wears waterproof mascara, but just for fun, she is a firm believer in looking natural.



And Ginny Simms, she who has world's most unusual romance, being adored by Manluk, Coronation Gulf Eskimo, who has, incidentally never seen her, loves swimming but eschews mascara as a sports necessity, for reasons article reveals. Ginny's lashes are radio's longest.

Arm and Leg Careful



Noted for her beautifully cared for arms and possessed of provocatively graceful nether limbs, Kathleen Wilson, NBC's "One Man's Family" star makes care of these assets a nightly ritual. Miss Wilson is among Radio's best groomed.

Kathleen Wilson, who is known to NBC listeners as "Claudia" of "One Man's Family," says a very good rule to follow for sun-time glamour is to be especially careful of your legs and arms. In her nightly beauty ritual when her hands receive their lotion treatment to keep them soft and smooth, Kathleen always exerts a little extra effort and uses the lotion on her feet and legs.

Dolores Gillen, NBC actress, is the envy of all the girls at NBC in Chicago, because of her marvelous suntan. But it's taken Dolores a month to attain this all-over smooth coloring. "Don't try to do it on a weekend," is her advice, "and be very careful that the sun rays don't dry the skin tissues. Use a good suntan oil or lotion and make certain your tan is even."

Of course, some girls just don't tan. They either burn or freckle. Such is the case of NBC's singing star of "Meredith Willson's Musical Revue," Kay St. Germain, and lovely Bernice Berwin, who is known to radio audiences as "Hazel" of "One Man's Family." Both these stars are decided brunettes with very white skin, and when they're out in the sun, freckles just pop up all over. They take care of their complexions when at the beach or out in the sun by using a pancake makeup of a warm suntan coloring. This gives the same effect as natural suntan, and it protects their delicate skin from the sun.

Florence Baker, who is heard as "Susan" on NBC's Irene Rich dramatic serial, "Glorious One," believes that legs should be your number one summer care. Nothing can look quite so bad on the beach as to see a pretty girl, in a stunning bathing suit, show up with patches of corn plaster, callous pads and unkept toenails. A little time once a week given in the care of legs and

feet can make a vast improvement on their appearance. Particular care should also be given to removing unnecessary hair from the legs.

Not to be outdone by the Hollywood glamour girls, NBC's wacky Vera Vague, chirps in with her bit of advice which sounds something like this, "I'll wear any kind of makeup to help me make up to anybody. I'm not particular, just show me a man and the sun won't stop me!"



Bernice Berwin, who agrees with lovely Kay St. Germaine that a warm sun-tan coloring should not be had at expense of white skin that just will freckle, unless cared for. She is an NBC beauty.

Air Plugs Plunk for U. S. Unison



Talent For Sponsors

Customarily in summer radio hikes its number of sustaining programs, giving ambitious talent an opportunity to display selves to critical, commercial minded would-be sponsors. In most cases, however, only those programs land in paying brackets that have what newspaper jargon calls; 'running appeal,' that is, day to day listener-appeal. These are the serial shows, many of which from summer airings have become luscious money plums for sponsors and radio alike. Revealing original application of serial idea, but in non-connected productions, is Hollywood Theatre Group's 'Showcase,' this week ending its seventeenth performance. Artfully giving off sense of continued connected interest by use of phrase 'Showcase,' (KMTR), the group offers potential sponsors something to look into.



They 'Eight' This Up!!! But Can You Work 'em?

How much money would a person have at end of thirty days by progressively doubling a penny each day?

If one train leaves New York and travels steadily at a speed of 50 miles an hour toward Chicago; and a second train simultaneously leaves Chicago for New York at a speed of 100 miles per hour—which train is nearest Chicago when they meet?

Apparently complicated are these questions over which many have puzzled. The first rarely is answered by the average person who gets bogged down in figures slightly past the two-third's mark. The second is mere trickery, with the answer enclosed in the question. Adding to humorous aggravations was this week's poser for puzzle chasers:

"How many eights occur in the numbers of 1 to 100?"

More than 150 persons telephoned CBS ("Take It or Leave It" program) to answer. Total score—150 wrong, CBS still right with correct answer which can be reached by average nimble wit in 1 minute 10 seconds.



KVOE Features Bigtime

"The Standard Symphony Hour" and "The Standard School," two of the West's most popular radio programs for many years, become weekly features of KVOE, Santa Ana, and the Don Lee network starting Oct. 3, it was announced this week.

Broadcast time for the "Standard Symphony Hour" will be from 8 to 9 p. m. every Thursday, while the "Standard School" will be aired by the Santa Ana station from 11:15 to 11:45 a. m. the same day.

Wide Ranging CBS Program Intends to Bring Land Closer to Mind and Heart of Citizens Everywhere

HETEROGENEOUS as is the United States, it offers to many a foreign strategist luscious reflections on its obliteration as a Nation. Certain are some that "Juislings" will be found in comfortable numbers, when once needed to carry out a program of U. S. dismemberment.

Maybe not aiming directly at possibilities of internal betrayals by "would be" American citizens, to whom love of country is overshadowed by minor "power" complexes and individual senses of injustice, two of America's major networks this week called attention to two programs.

Undeniably patriotic CBS announced, for start on August 4, program entitled "United We Stand," a two objectived offering designed to make "USans" better acquainted with land they may, at some time, be called upon to defend.

Objectives: To show that every region of America made, and is making, valuable and characteristic contributions to the Nation of which it is a part. The contribution: Social, economic and cul-

tural additions to national unity and strength. (2) To show that these contributions were and are made possible largely because of a new world spirit.

Interpretation of New World Spirit:— Growing awareness among Americans, an awareness touching social consciousness over world, that humanity's principal objective should be the happy, constructive and purposeful pursuit of human living in terms of fellowship.

Thus CBS will go after adult American minds in attempt to impress deeper sense of grave responsibility owed their land.

Moulding the younger mind is National Broadcasting Company with its peculiarly appealing program "Boy Scouts." Program is for young shutins, but presents qualities that make for citizenship of high calibre, on premise that kindness to fellowmen makes for good social beings in youth's maturity.

Intent, unpublicized since programs are presented on merit alone, is to bring all Americans in closer and friendly understanding with each other.



Betty Jane Rhodes, singing star, and "First Lady of Television," inspects newly installed telereceiver at Griffith Observatory in Los Angeles. The receiver is encased in glass, enabling visitors to "see" television work. All inner parts are exposed to view.

Our Cover Girl Is . . . Patricia MacKay

who has made the little town of Chico, California, proudly self-conscious of fact it was not founded to blush unseen. For, on a chilly February 3, 1920, little Patricia McKay entered life with a voice that was to become one of Radio's most sultry and provocative. Daughter of one of America's deceased war heroes, Patricia won a small short time contract from KF-WB to 'break' into Radio. She is a graduate of Beverly Hills High school and studied music for two years at U.C.L.A. She is as modest as any child could be who says: "I just want to go ahead and become a great singer." Like Gene Tunney she collects books and reads them. Fond of swimming she is a familiar beach figure. Blue eyed, dark brown of hair, slender and ingenious, she avers she is not concerned with love "because there are too many beautiful women in Radio for anybody to bother about me." Which last artful remark ought to burn a trail to her door, if you can find it. Lovely Pat sings over KXN daily with Don Roland's Orchestra at 4 p. m. on Fletcher Wiley's 'Housewives' Protective League." She is both 'sweet' and 'swing.'

Film Lectures All Set For School Millions

Air-minded millions of school children next Fall may supplement radio lessons with film lectures in a tieup of audio and visual education facilities arranged by Sterling Fisher, CBS director of education, and Donald Slesinger, executive director of the American Film Center, with the American Library Association.

The Film Center is selecting educational 16 and 35 millimeter movies, many with sound, which picture the daily program material on Columbia's American "School of the Air." During the school year, the Center will be a clearing house through which schools may secure pictures, many without charge.

To facilitate ordering, the Film Center has arranged with the A.L.A. to have member librarians receive school requests. All films suggested by the Center are to be listed in the Teacher's Manual CBS distributed without cost to U. S. school teachers.

★ ★ ★

Cowboy Balladist Back

Gene Autry, back in Hollywood to star in another Western film drama, serves up more ballads characteristic of the open spaces. (KNX-CBS, Sunday, July 7, 2:30 to 3:00 p. m.). Assisting are Dorothy Ellers and Nancy Mason, singers; the Rangers—Ed Cronenbold, Roderick May, Francis Mahaney, and Robert Crawford, and players: Shorty Long, Reno Jones, Horace Murphy and Frank Nelson. Lou Bring's orchestra plays.

★ ★ ★

GET 3 COPIES FOR HOME AND CAR

CHARLIE, My Friend

★ ★ ★

In Which Mr. Bergen Lets Down His Air And Tells Us Why It Is He Depends So Much On Pal McCarthy

By NBC's Edgar Bergen

TO ME, he is my closest friend, and most candid critic—to you, he is Charlie McCarthy. Although he has been my constant companion for the past twenty years he still hasn't reached the bottom of his bag of tricks.

Even twenty years ago, when as a ragged little urchin, Charlie climbed upon my knee, he was an impudent rascal of twelve. Sometimes I think he will never grow up, and if I can prevent it, he never will.

You may think I chuckle when I read letters from children inviting Charlie to come and live with them if I mistreat him again, adding he can get there by just taking "the big red car, number nine, and the conductor will put him off at the right corner," or notes from fond parents informing me their children insist on remembering Charlie in their prayers. Or you may think I am amused when I receive letters telling me a minister has changed the time of services and a doctor his office hours, in order to listen to Charlie. But I am deeply honored and impressed, rather than amused at these tributes to him, for I am happy to know I am not the only victim of his mischievous charms and that he is as real to other people as he is to me. Oh yes—indeed—he has me fooled too.

If this were not true, do you think I would insist on having Charlie attend all my rehearsals at NBC, and

doubt the value of a script until I have read it through aloud with Charlie by my side? At that time, strange as it may seem, some of the best lines are developed. Although I am a little embarrassed to admit it, I must confess it is difficult to imitate Charlie's voice unless he is present.

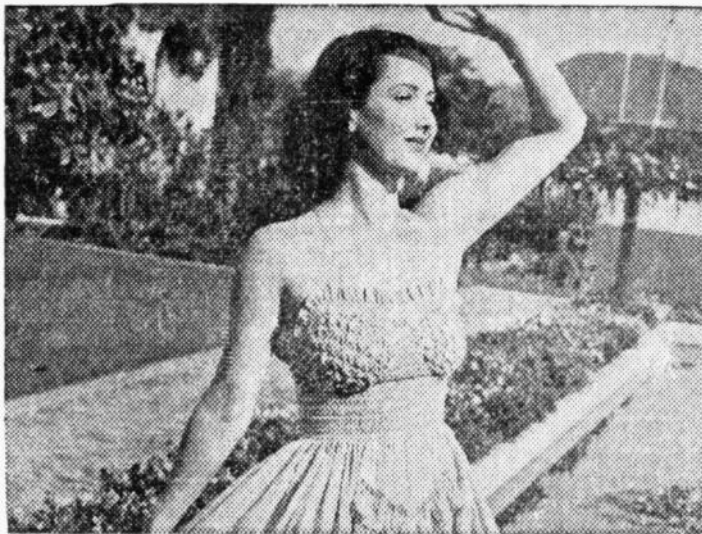
I believe he can even read my thoughts, for I have noticed when someone attempts to take advantage of a situation and I myself might be a little reticent about saying anything, Charlie calls their hand. Then I, of course, apologize for his impetuosity.

I have tried to break Charlie of some of his bad habits, especially that of over-sleeping (purposely, I suspect) every morning, but I realized if I broke him of this habit, he wouldn't be late for school, and if he weren't late for school, he wouldn't be Charlie McCarthy, and then where would I be.

For the past twenty years my work, my pleasure and my travels have all revolved around Charlie, so when you ask me if I am amazed that people plan their Sunday evenings in order not to miss Charlie, my answer is, how about me—my whole life has been scheduled to accommodate his plans. Like a stage mother I have trotted around the country as his assistant, and I am perfectly content to have it that way.

In fact, I've got him just where he wants me.

Advises Tan Enthusiasts



Never try to perfect a sun tan in just one week end, is advice of Dolores Gillen, who is envy of Radio Land's beauties for that healthy coloring that gives to all women an intriguing and exotic appearance. Dolores is a popular beach figure.

HEARTS REPAIRED

Broken Hearts! Vengeance! Despair! Divorce! The Marital Mills Grind Drama In a New Air Thriller!

"I AM tired of being made a human ash tray!"

Uttered with all the vindictive despair a much abused woman could muster, this statement convulsed a KFWB audience recently. Funny to the audience, but not at all funny to the rather attractive, middle-aged matron who faced Hal Styles, creator of "Hearts Repaired." His gentle voice probed behind her mirth-making answer to get at a truth that had brought her to him.

She was a "client" of "Hearts Repaired," a program fraught with drama, comedy and the emotional ups and downs of broken romances. It is packing them into Studio 3 on Warner Brothers station.

She told her story. Yes, it was funny. Imagine a husband, growing indifferent to the woman with whom he had lived for a score of years, taking it out on her person with cigar and cigarette ashes!

"He would sneak up behind me and put hot ashes down my bosom," she blubbered. "It all started on a party, and he did it for fun, but he's kept it up and now,—I want a divorce."

On the stage, screened from an audience opinion scoreboard, sits a jury as part of the show. The jury listens to the succession of complaints made by those who come before the microphone to relate their troubles. It is deadly serious business. Whatever humor or comedy crops up does so, spontaneously. The jury decides whether each affiant is entitled to a divorce. What the jury decides is compared to hundreds of telephone opinions sent in by listeners. On the basis of these comparisons, not strictly legal, but good everyday human advice is given to the distraught principals who appear on the program each Wednesday evening at 9 o'clock.

"He kept me a prisoner in the house for ten days and served me raw hamburger, only."

Here was the crux of a situation that threatened to part a couple that had met, romanced and wedded in-time honored fashion. But, why so unromantic a denouement as raw hamburger?

Perhaps here our readers will take sides with a suffering husband. The second woman to come forward with the above astonishing introduction to her

heart pangs, gave the answer. Three times in a row she fed her husband underdone hamburger for dinner. She had been busy with a woman's committee, she explained, and it seemed easier to serve hamburger. The third time, she said, her husband locked her in a room in their hilltop home. Her locked her in securely for, she said resentfully, she didn't get out. Each night when he came home he opened the door, thrust in a plate of raw hamburger, closed and locked the door, and went his way. At the end of ten days he asked her if she was now ready to devote herself to the normal occupations of a wife. She wasn't there now, she said, because she was too humiliated for anything but permanent separation.

Not so funny, however, was the case of one affiant who stepped to the microphone and asked permission to make a little statement.

"I see my wife in this audience," he said quietly. The atmosphere was instantly electric with premonition. One could sense the audience stiffen. "She will know now that I know what she thought I did not know."

The feeling of impending drama, shaping itself on the softly lighted stage, trickled through half a thousand minds. Women unconsciously drew away from men beside them. Why not? Here was the rumbling of an old warfare being renewed in a jammed auditorium, jammed with men and women, sadly heroic, laughably comic, figures in the eternal battle of the sexes.

"I know that the son she claims to have borne me is not mine."

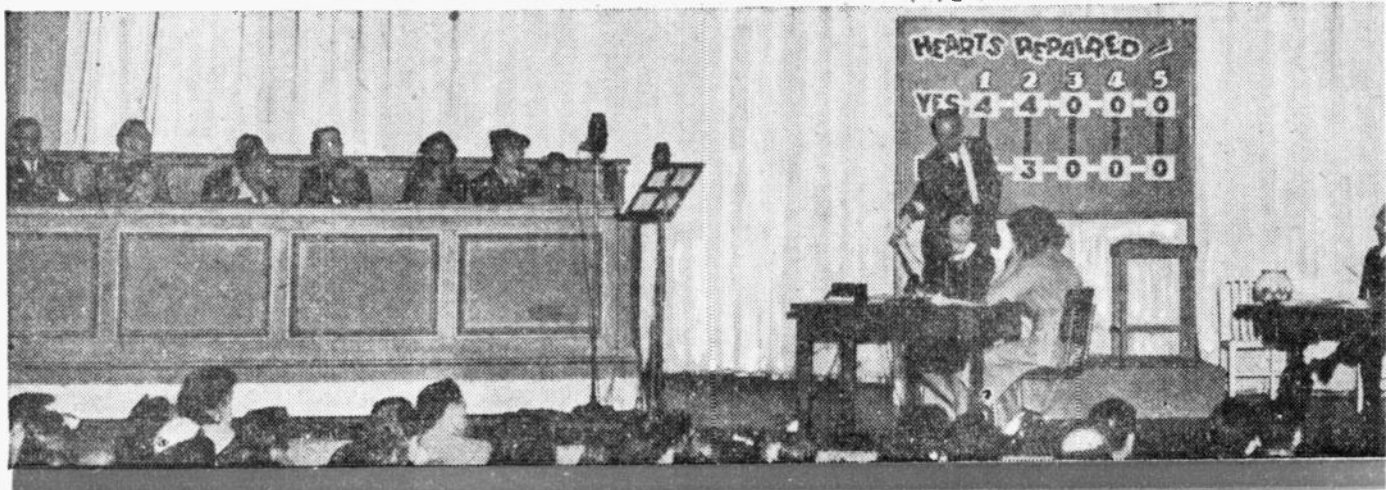
Quiet though the audience had been, it was quieter now. A pin would have roared in the complete silence.

"Nor is it hers."

Something like the sigh of a great animal went out from 500 lungs. This wasn't quite as bad as it had first seemed.

"But, if she would deceive me for ten years about a boy I have come to love, she would deceive me in

Scenes Where Love's Labor May Not Be Lost To Love



other things. I know now the boy is the out of wedlock born child of her deceased sister. I am planning a divorce."

Pandemonium!

"For shame. Shame! How could you? ou're not being fair!"

A chorus of women's voices swelled into a damning indictment of the lone man on the stage. The result? An overwhelming unanimity of opinion that he was not entitled to a divorce. First, the couple had been married for fifteen years. Apparently a child was not possible to them. Secondly, it was obvious the wife had acted to protect an innocent life and to assuage every normal woman's hunger for children. Third, she had not dared to tell him the circumstances of his "son's" birth, in fear he would not accept it. KFWB's switchboard could not keep up with the calls that crackled in on this situation.

The drama had not ended, however. Out of the audience came running a weeping woman, straight up to the stage.

"Let me tell my side," she pleaded above the chattering audience. She told her side, simply and directly, as would any woman who had been tortured for years before confession to the man she loved, and love for the child whose responsibility she had taken. When she had finished and the jury had returned its "verdict," she and her husband left the studio together. Everybody noticed an arm was about her and one big paw was clumsily patting her convulsed shoulders.

"Hearts Repaired" is a program crowded with confessions and information about the frailties of human beings in marriage. A concept of Hal Styles, whose "Help Thy Neighbor" program made radio history, "Hearts Repaired" appeals to every man and woman who, at some time or another, has teetered on cliffs of marital disillusionment. It airs marital troubles on the theory that combined opinions make for sympathetic understanding and con-



Serious Minded Hal Styles Listens to the Stories of the Troubled Married, Young and Old. Here shown is a man telling his Ups and Downs on the sometimes Stormy Sea of Matrimony. Other Subjects are Shown Below (in Four Column Bottom spread) as they appear on 'Hearts Repaired,' high emotional pressured conception of Mr. Styles. Program bids fair to become among most popular on air.

ciliation of marriage wrecking situations. And, these everyday men and women do come forward with timely, constructive and healing advice.

The creator of "Help Thy Neighbor" recently became bemused with certain sobering statistics.

More than 900,000 couples— one million eight hundred thousand persons, annually are divorced in this land of the free. Divorces granted and divorce suits filed outnumber death and births! Something was wrong, Mr. Styles thought. Not with marriage, necessarily, for that institution was too old to be lightly done with, even though facts and figures painted for it a doleful picture.

What was wrong with marriage was people! And what was wrong with people was that they persisted in flying in the face of a custom that has made for human and social solidarity — getting things off the chest before doing anything rash. Mr. Styles concluded that if people could only blow off steam among friends (which the listeners and audience are) they would be spared the cruel cleavages of legal surgery.

So far it has worked! The program is one in which both studio and listening audience take vociferous part. Age old antagonisms between the sexes flare up in the contrasts of decisions and opinions that pour in. And yet, results show, those interested try hard to reach honest and sensible decisions as to what is best for the various affiants to do.

Divorce, avers Mr. Styles, is assuming latterly a gravity that should give pause to those who would seek divorce on specious reasons. There is a growing movement, state by state, particularly emphasized in California, to consider three persons involved in every divorce filed. Two are very real. They are husband and wife. The third is a figurative personality, but nonetheless real,

since it represents all society. This third person is the state. Whatever the husband and wife may have as differences, neither can be sure what the state will do about their children.

This question is posed for would be divorcees: If you cannot meet the inherent responsibilities of marriage, particularly where children are involved, then should not the state, to which you appeal for splitting of marital bonds, also decide disposition of the fruits of your loins?

Philosophically Hal Styles sees marriage as essentially an enduring relationship. It should be safeguarded, within reason, from impacts of mere selfish desires to be free, from irresponsible actions and, for the more important reason of children, and home building for a stable and successful society. Perhaps, deep in the hearts of those who bring their problems to "Hearts Repaired," is reluctance to break up a marriage without trying to find means to continue it.

What better way to give distracted couples a new point of view than to appeal to their fellowmen in a frank and aboveboard "talkout" of their troubles? From their fellowmen they can get the group advice that most always brings forth a solution to hurts. America was built on this characteristic of our pioneers to share each others' confidences and difficulties.

At all events "Hearts Repaired" bids fair to repeat the tremendous success of "Help Thy Neighbor." Interviews leading up to appearances on the programs, are granted each Wednesday between 5 and 8 p. m.

Out of these airings of once happy individuals and their troubles, more often than not, Hal Styles has found, "Hearts Repaired" becomes translated into the more happy phrase—"Hearts Re-Paired."



THE EAR INSPIRES THE PEN—

The Week's Best Letters from Our Readers

F. B. Cramer, California Safety Council, Inc., William May Garland, Chairman.

Sirs: "Exploring Our Urges" is a program offered in the interest of educating the young into an understanding of well springs of their own behavior. It is a new approach to the problem of decreasing the accident toll. The idea is to build up the "whole" individual rather than force an improvement along special lines. These fifteen-minute talks are arousing considerable interest. They are based entirely on the "natural." The "Counselor" on the program is an unknown person. He has nothing to sell and no strings are tied to the program. All time and effort is donated in the interest of a better understanding of the problem. Possibly you would feel inclined to give the program a "plug" in order to increase its coverage.

★ ★ ★

Editor's Note: To Mr. F. B. Cramer Radio Life's assurance of comprehensive coverage of California Safety Council's program in a forthcoming issue.

★ ★ ★

Tom Fisdale, Inc., by: Virginia Lindsey.

Sirs: After reading the "I Was There" story in your June 16th issue, it occurred to me that your readers might be interested in a symposium story along that line with the "Blondie" broadcast as a subject. The "Blondie" broadcast stars Penney Singleton and Arthur Lake and is not an audience show. For that reason an inside story on what goes on during rehearsal and broadcast might prove interesting to your readers. Do you agree?

★ ★ ★

Editor's Note: Agreed, Miss Lindsey. And if Radio Life readers who are, actually, the editorial bosses of Radio Life want other "inside" scene stories, suggested by you, will they please signify by writing "aye."

L. Courtright, 603 West Vernon Avenue, Los Angeles.

Sirs: I am a radio fan and will always get your weekly at any reasonable cost. I did get them at Ralph's last year, but now I have to cross town in order to get the magazine. Now, why doesn't Ralph's Markets handle it as do Von's? I live across the street from Ralph's and would like to have them handle it.

★ ★ ★

D. L. Ford, 1813 Peck Road, El Monte, California.

Sirs: May I take space to praise a liking of mine? It is the "Chicago Roundtable," an educational feature that gives views of learned men who are in position to study conditions and give listeners their opinions to guide them in judgments. As for just "shows," I think Fred Allen's is the best of all programs. It is a show that takes the mind off everyday struggle and leaves one feeling that there is fun in this world after all. My thanks to you and to KFI for these programs.

★ ★ ★

George Logan Price, George Logan Price, Inc.

Sirs: Interesting is fact that "Leisure House," by increasing electric range sales 69%, help to win for Tampa Electric Company, its pioneer sponsor, the coveted George A. Hughes award for the most outstanding contribution in 1939 to the advancement of electrical cookery. Mr. Hughes is inventor of the electric range and chairman of the board of the Edison General Electric Company, manufacturer of the Hotpoint line of electrical appliances.

★ ★ ★

Editor's Note: Reader-Listeners may be interested in knowing that program referred to by Mr. Price (Leisure House) is being aired at 10:15 a. m. Mondays and Fridays from aggressive, capably run, and interesting Station KVOE.

FOOD FILOSOFY,

by
Chef Milani

NOW and then I hear some people say that they would like to do all their eating at one sitting and then forget about it for the rest of their lives. These people are usually people who treat the subject of food with a sort of intellectual c-o-n-t-e-m-p-t, as though it were beneath their dignity and detrimental to the higher life.



Chef Milani

I am sorry for them. They may have education, but they lack appreciation of the pleasures God created for our growth and continuance. Perhaps the worst punishment for them would be to let them have their wish, for if they really got the one sitting they ask for, they would find that it would last between five and six years.

Although very few of us realize it, most of us spend nearly ten percent of our existence just chewing and swallowing, and I am very glad to say that the majority of us enjoy it very much. In fact, as a rule, the pastime is so agreeable, that we are constantly finding new ways of indulging it, and this, no doubt, is as it should be, for even in the very first chapter of the Bible we find that one of God's very first considerations was that of feeding the creatures he had created with all of the tasty things that nature could provide.

Now here is a menu that should please three of the senses all at one time. In addition to satisfying the sense of taste, the fragrance of some of the dishes should also please the sense of smell, and if the table is properly set, the result will also be colorfully pleasing to the eye. Remember this business of pleasing three senses at one time at dinner. You can do it over and over again, and, if you like, also entertain the sense of hearing by switching on a little dinner music from the radio.

The menu in this instance is Grape and Melon Cocktail, Chicken Broth with Tapioca, Radishes, Olives, Celery, Chicken a la King, Persillade New Potatoes, Broccoli with Butter Sauce, Waldorf Salad, and Cake and Coffee. And here is a special recipe for the Chicken a la King:

Melt two tablespoons of butter in a saucepan. Add two tablespoons of flour and cook for a couple of minutes. Scald one cup of chicken stock and one cup of rich milk and add to the butter and flour, stirring until smooth and velvety. Now saute one cup of sliced mushrooms in another tablespoon of butter and mix in the sauce. Add one chopped green pepper, one pimiento cut in strips, one-eighth of a teaspoon of pepper, two slightly beaten egg yolks, and salt to taste. Finally, add two cups of cooked chicken meat, and when piping hot, serve on buttered toast, biscuit, or puffed shells.

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Perhaps those who find eating a wearisome ordeal will bolt down the above dinner without being able to tell you what it was five minutes later. That will be a pity—for them. As for me, I'm going to enjoy it with all my senses, including the sense of gratitude, which ages ago first prompted man to whisper a grace at the table.

Gag of the Week Winners

For the best Gags of the Week heard over Radio and sent Radio Life, tickets will be sent winners for admission to radio broadcasts and tours of NBC and CBS Hollywood studios. Listen to your favorite programs and then send your best Gag to 1029 West Washington Boulevard, Los Angeles.

Harry Brown, 1126 10th Avenue, Arcadia, California:

This is late, but I thought it funny. A Bob Hope show got this one off: Bob: "I played golf with the Mayor of Detroit the other day. Lawson: "Did you win?" Hope: "Well, no. You know—politics."

★ ★ ★

Kenneth Reed, 9420 National Boulevard, Los Angeles:

Since discovering your Radio Life in our neighborhood Penny Market, it has had a permanent place beside our radio. A KFI barn dance gag I heard went like this: Joe: "Pat, don't you know the road to happiness in marriage?" Pat: "Sure, Joe, but I'm having more fun on the detours."

Joy M. Camp, 1543 Rendall Place, Los Angeles.

Old Timer on KHJ told about his police dog. His friend said he must be a wonderful dog. "I'll say he's a wonderful dog. Last week some burglars came in and he scared them so bad that this week they came back and returned things they'd stolen two weeks ago." Win ticket or not, I think your Magazine is the best of them all.

★ ★ ★

Mrs. D. W. Collins, 3218 Arizona Avenue, Santa Monica:

Monday I listened to "What's On Your Mind," KNX. A contestant was asked to give the plural of "opus". His answer was: "Octopus." Incidentally, I haven't missed an issue of Radio Life since it started. You certainly give people their money's worth. I am making a complete file of the magazine.

Coming Out of the Ether with DON SABRE

ALPHABETICAL LISTINGS

Editor's Note: All alphabetical listings, before which appear a 'Star' are those of popular programs of the Contest, Quiz or Offer type. The Stars have been included for quick reference by readers to these increasingly interesting programs which offer cash, merchandise, trips, and an almost innumerable variety of rewards for original thinking.

DON'T look now, but according to Weekly Variety, the trade journal, radio sponsors spend something on the order of \$490,000 each week for the talent we hear on network programs alone. That much is again doubtless spent for talent on strictly local programs.

Some idea of what stars receive may be obtained from approximate talent costs on some of the most popular shows. The sponsor pays out in the neighborhood of 15 grand each week for the Fred Allen show, for example; \$18,000 for the Benny program, \$10,000 for the Edgar Bergen half-hour, \$16,000 for Major Mowes, \$12,000 for Burns and Allen, \$10,000 for "Good News," \$9,000 for Bob Hope, \$12,000 for Bing Crosby, \$7,000 for Fibber McGee, \$13,000 for the Screen Guild Hour, \$10,000 for the Ford Sunday Evening concerts, \$10,000 for Kate Smith's Hour, \$15,000 for the Texaco Star Theatre, \$9,500 for Rudy Vallee, \$6500 for "What Would You Have Done?"

The above mentioned talent costs are only approximate figures, of course. And they do not include the costs of network time, which runs around \$12,000 for a half-hour.

Do you want to be a radio star? Boy, we sure do!

★ ★ ★

If anyone is wondering where Warren Hull, "Good News" announcer, got that shiner, here are the facts of the case! Warren, it seems, didn't quite savvy the art of playing catch with his young son. The kid tossed a wicked curve, Warren zipped when he should have zagged, and a beautiful black eye is the result.

Or so he says!

★ ★ ★

Rafael Mendez, trumpet player for Carl Hoff, has a pair of twins. Last week Mendez was preparing to toot a red-hot chorus on the Al Pearce show when he discovered the playful kids had twisted two valves off his expensive trumpet.

The next night, after having the trumpet repaired, Rafael set off for the Pasadena Civic Auditorium, where Hoff's crew was to entertain the dancing population of that city. He opened his instrument case and found three checkers and a handful of marbles inside. The playful twins had swiped the trumpet again and had hidden it under the bed at home!

Mendez finished the dance engagement with a borrowed tooter. The twins, they tell us, find it difficult to sit down these days!

★ ★ ★

With Warners testing Claire Trevor for a top role in "Honeymoon for Three," members of the Don Ameche show are not linked with four major film studios. Ameche is a 20th Century-Fox star, Music Conductor Victor Young is a Paramount musical exec. and Producer Herb Polesie turns out shorts for Universal.

Table listing radio programs and stations. Includes entries like Aldrich Family (Jello), All Aboard (So. Pacific), Alice Blair (Stanco), Al Pearce (Reynolds Tobacco), Amer. Album Music (Bayer Co.), Amer. Challenge (Challenge Creamery), Amer. Forum (sustaining), Amer. Notes (sustaining), Amos-Andy (Campbell Soup), Andy and Virginia (participating), Answer Auction (National Lead Co.), Arnold Grimm's Daughter (General Mills), Ask-It-Basket (Colgate-Peet), Aunt Jennie (Lever Bros.), Art Baker (L. A. Soap Co.), Slaytek Jewelry Co., Soil Mfg. Co., Pileux Mfg. Co., Coast Federal Savings Assn., Forest Lawn, Penfel Corn., Bleacho., Barbara Ann Baking Co.), Al Jarvis (Payton Cosmetics, Casa Manana, Federal Outfitting), Bachelor's Children (Cudahy Packing Co.), Balboa Park Organ, Baseball (Pontiac), Battle of the Sexes (Gummer Products), Ben Bernie (American Tobacco Co.), Beat the Band (General Mills), Best Buys (Folger Coffee Co.), Best Buy, Better the Bankends (sustaining), Big Sister (Lever Bros.), Biondie (R. J. Reynolds Co.), Book of Books (sustaining), Bookworm, Blvd. Interviews (Breakfast Club Coffee), Rejice Club (Bayer, Hollowell), Burns & Allen (Hormel Co.), Revere Drive (Mars) (cigarettes), Bill Henry (sustaining), California Melodies (sustaining), Camel Croquet (R. J. Reynolds Co.), Carole of Elms (Windsor Co.), Catalina Quiz (Wilsonian Transportation Co.), Cavalcade of Hits (sustaining), Chicago Round Table (sustaining), Chicago Round Table (sustaining), Church of the Air (sustaining), Circus Hour (sustaining), Columbia Club (sustaining), Columbia Workshop (sustaining), Columbia Camera Club (sustaining), Cammie (sustaining), Cub Theatre (Kay's Beverage), Death Valley Days (Pacific Coast Borax), Democracy in Action (sustaining), Dr. I. O. (Mars Inc.), Dr. Kato (Sherry Flour), Don Ameche (Lorillard Co.), Eleanor Roosevelt (Manhattan Soap), Face Ape (Aparin Co.), Eddie Albright (Log Cabin Bread, Bottle Creek Forest Lawn Dr. Davis), Eddie Albright, Ellery Queen (Gulf Oil), Fifth Row Center (sustaining), Fitch Bandwagon (F. W. Fitch), Friendly Neighbors (Alka Seltzer), Fulton Lewis (sustaining), Fred Waring (Chesterfield), Fletcher Wiley (Campbell Soup), Girl Alone (Quaker Oats), Goldbergs (Procter & Gamble), Good News (Maxwell House Coffee), Good Will Hour (Ironized Yeast), G-Men (sustaining), Grand Central Station (Lambert Co.), Gene Autry (Wrigley), Guy Lombardo (Lady Esther), Hawaii Calls (sustaining), Hawthorne House (Wesson Oil and Snowdrift), Haven of Rest (sustaining), Helen Trent (American Home Products), Helen Thy Neighbor (Pepperdine Foundation), Hilton House (Colgate), Hit Parade (American Tobacco), Highway Romances (Greyhound Bus), Hollywood Playhouse (Jergen), Hollywood Spotlight (Stevenson Motor), Honeymoon Hill (Phillips' Chemical), Hour of Charm (General Electric), Hymns of All Churches (Procter & Gamble), Helen Mencken (Sterling Food), Hal Burdick (Cardinal Candy), It Happened in Hollywood (Hormel), Inside of Sports (Banyuk Cigars), Information Please (Canada Dry), Inglewood Park (Inglewood Cemetery), Invitation of Education (sustaining), Irene Rich (Welch Grape Juice), Jack Owens (Fuzzy Talk Bread), Johnny Presents (Phillip Morris), Johnny Presents (Phillip Morris), John's Other Wife (Amer. Home Prod.), Johnson Family (sustaining), Joyce Jordan (General Foods), Jus Plain Bill (Amer. Home Prod.), John B. Hughes (Brown-Williamson Sml Henjette), John Clark (Marco Dog Food), Johnny Murray (Smart and Final), Kallenborn (sustaining), Kallenborn (sustaining), Kash Quiz (Log Cabin Bread), Kathleen Norris (General Mills), Kathleen Norris, by (General Mills), Kay Kruger (American Tobacco Co.), KFI, 8 p.m. Th, KFI, 9 p.m. W, KFI, 2:30 p.m. M-F, KNN, 5 p.m. M, KFI, 5:30 p.m. Su, KFI, 8 p.m. M, KDB, KFXM, 4 p.m. Su, KMPC, 2:30 p.m. Sa, KMP, 7 p. m. M-F, KNN, 8:30 p.m. Th, KFI, 10:15 a.m. M-F, KNN, 7:30 p.m. Th, KNN, 10:15 a.m. M-F, KFI, 3 p.m. M-F, KFWB, 2:30 p.m. Sa, KHJ, KGB, KVOE, 10:45 a.m. M-F, KFSD, 2:30 p.m. Su, KMPC, 12:30 p.m. M-F, KFI, 8:30 p.m. Th, KNN, 8:30 p.m. M, KFI, 2:30 p.m. Sa, KNN, 4:30 p.m. Th, KNN, 7:30 p.m. Sa, KECA, KFSD, 9:15 a.m. M-F, KNN, 10 a.m. M-F, KFI, 4:30 p.m. Th, KECA, KFSD, 9 a.m. Su, KFI, 9:15 p.m. M-F, KNN, 2:15 p.m. Tu, Th, KFI, 10:30 p.m. M-F, KFI, 6:30 p.m. M, KNN, 6:45 p.m. Tu, Th, Sa, KNN, 9 p.m. Su, KFI, 6 p.m. Th, KFI, 6 p.m. Sa, KHJ, KGB, KVOE, 8:45 a.m. M-F, KFI, 1:30 a.m. M-F, KFI, 1:30 p.m. M-F, KNN, 1:30 p.m. M-F, KFI, 10:30 p.m. Su, KNN, 10 a.m. Su, KECA, 1 p.m. M-Sa, KNN, 11 p.m. Su, KNN, 4 p.m. Su, KNN, 10:30 p.m. M-F, KFI, 5:15 p.m. M-F, KMPC, 6:30 p.m. Su, KFI, 8:30 p.m. F, KNN, 9:30 a.m. Su, KFI, 5 p.m. M, KFI, 9:15 a.m. M-F, KFI, 6 p.m. F, KFI, 9:15 p.m. Tu, Th, KECA, KFSD, 9 p.m. Tu, W, Th, KFI, 11:15 p.m. M-F, KFI, 2:15 p.m. M-F, KMPC, 3:30 p.m. Su, KHJ, KGB, 4 p.m. Su, KFI, 3:30 p.m. Su, KFI, KGB, KVOE, 4 p.m. M-F, KHJ, KGB, KVOE, 3:30 p.m. M-F, KNN, 8:30 p.m. M-F, KNN, 12:0 p.m. M-F, KNN, 12:30 p.m. M-F, KNN, 8 p.m. Sa, KHJ, KGB, KVOE, 10:15 p.m. Su, KFI, 7 p.m. W, KMPC, 4:45 p.m. Tu, W, F, KECA, KFSD, 11:15 p.m. F, KFI, 6 p.m. Su, KFI, 10:15 p.m. M, T, Th, KNN, 5 p.m. Tu, KFI, 9 p.m. Su, KNN, 11:15 a.m. M-F, KHJ, KMPC, KFXM, 7:15 p.m. Th, S, KECA, KFSD, 7 p.m. Tu, KNN, 8 p.m. Su, KNN, 12:30 p.m. Su, KFI, 7:15 p.m. Su, KFI, 4:15 p.m. M-F, KFI, 7:30 p.m. Tu, KECA, KFSD, 11:30 a.m. M-F, KMPC, 1:30 p.m. T, Th, F, KFXM, KHJ, 6:15 p.m. M, T, Th, F, KNN, 2:30 p.m. M-F, KECA, KFSD, 11:45 a.m. M-F, KHJ, KGB, KVOE, KMPC, KFXM, KDB, 6:30 p.m. M-F, KNN, 4 p.m. Su, KFI, 8:30 a.m. M, W, F, KFI, 3:45 p.m. W, Sa, KFSD, 9:30 a.m. Th, 3:45 p.m. Sa, KFWB, 8:30 p.m. Tu, KFI, 9 p.m. M-F, KFI, 9:30 a.m. M-F, KFI, 6 p.m. W

(Continued on Page 19)

ALPHABETICAL LISTINGS

(Continued from Page 18)

Kitty Keene (Procter & Gamble)	KFI, 1:15 p.m. M-F
Kraft Music Hall (Kraft Company)	KFI, 5 p.m. Th
Kate Smith (General Foods)	KNX, 2:45 p.m. M-F
*Lampighter	KMPC, 7:45 p.m. F
Life Begins (Campbell Soups)	KNN, 11:30 a.m. M-F
Light of the World (General Mills)	KFI, 10 a.m. M-F
Lincoln Highway (Loeber Prod.)	KFI, 9 a.m. Sa
Lone Ranger (Western Bakers)	KHJ, KGB, KVQE, 7:30 p.m. H, W, F
Lux Radio Theatre (Lever Bros.)	KNX, 5 p.m. M
*Lanny Ross (Campbell Soups)	KNX, 7:15 p.m. M-F
Ma Perkins (Procter & Gamble)	KHJ, 11:15 a.m. M-F
Major Bowes (Chrysler)	KNN, 5 p.m. Th
Manhattan Merry-Go-Round (R. L. Watkins)	KFI, 5 p.m. Su
*Marriage Club (sustaining)	KECA, 9 p.m. Sa
Masterpieces (Hollywood Music Shop)	KECA, 3 p.m. M-F
Mary Foster (Globe Mills)	KNN, 3 p.m. M
Mary Marlin (Procter & Gamble)	KFI, 11 a.m. M-F
Meet the Stars (sustaining)	KDB, KGB, KHJ, KVQE, KFNM, 8 p.m. Tu
Meet Miss Julia (Shamo)	KFI, 2:45 p.m. M-F
Melody Ranch (Wrigley)	KNN, 2:30 p.m. Su
Mel Venter (sustaining)	KHJ, 6:45 p.m. Th
Midstream (Procter & Gamble)	KFI, 1:30 p.m. M-F
Mine to Cherish (Albers Bros.)	KFI, 2:15 p.m. M, W, F
*Missing Heirs (Sterling Prod.)	KNX, 5:30 p.m. Tu
Morning Jamboree (Bekins)	KECA, 9:30 a.m. M, Tu, F
Mrs. Capatine (sustaining)	KECA, 6:30 p.m. Tu
My Children (General Mills)	KFI, 1:15 p.m. M-F
My Son & I (General Foods)	KNN, 10:45 a.m. M-F
Myrt & Margt (Colgate)	KNN, 12:15 p.m. M-F
National Barn Dance (Miles Laboratories)	KFI, 7 p.m. Sa
News Reel (sustaining)	KMTR, 7:30 p.m. M, W, F
Night Editor (Cordinet Candy)	KFI, 9 p.m. M-F
Novatoes (sustaining)	KMPC, 7:45 p.m. M-Th, 7 p.m. Sa
Old Fashioned Revival (Gospel Broadcasting Assn.)	KHJ, KGB, KVQE, 5 p.m. Su
Old Gold Show (Lorillard Co.)	KFI, 6 p.m. F
On Your Job (sustaining)	KFI, 8:30 p.m. Su
One Man's Family (Standard Brands)	KFI, 4:30 p.m. Su
O'Neils (Procter & Gamble)	KFI, 1:45 p.m. M-F
Open Forum (Floyd Allen)	KECA, 7 p.m. Su
Orphans of Divorce (R. L. Watkins)	KECA, KFSD, 11 a.m. M-F
Our Gal Sunday (Aner. Home Products)	KNN, 8:45 a.m. M-F
Parker Family (Jergens)	KFI, 8:15 p.m. Su
Passing Parade (Bank America)	KECA, KFSD, 8 p.m. M
Paul Sullivan (Brown & Williamson)	KNN, 9 p.m. M-F
People's Platform (sustaining)	KNN, 3 p.m. Su
Pepper Young's Family (Procter & Gamble)	KFI, 11:50 a.m. M-F
Philharmonia (sustaining)	KECA, 10 p.m. Daily
Pipe Smoking Time (Model Tobacco)	KNN, 7:30 p.m. M
Plantation Party (Brown & Williamson)	KFI, 7:30 p.m. W
Pleasure Time (Chesterfield)	KFI, 7 p.m. M, Tu, Th
Poe Dramas (sustaining)	KECA, 9 p.m. Tu
Portia Blake (General Foods)	KFI, 12:45 p.m. M-F
*Professor Askem	KFSD, 7:30 p.m. M
Pretty Kitty Kelly (Continental Baking)	KFI, 12 p.m. M-F
*Prof. Tuttlewit (Gallen Kamp)	KFI, 3 p.m. Su
*Prof. Quiz	KNN, 8:30 p.m. Tu
Fallover Neighbor (Wilshire Oil)	KHJ, KGB, KVQE, 8 p.m. M
Quiz Court (Petrol Corp.)	KFNM, 8:30 p.m. M, W
Question Bee (Lever Bros.)	KNN, 8:30 p.m. M, W
Quiz Kids (Miles Lab.)	KFI, 6:30 p.m. F
Radio City Music Hall (sustaining)	KECA, KFSD, 8 a.m. Su
*Rhymo (Phillip Morris)	KNN, 7 p.m. Su
*Right to Happiness (Procter & Gamble)	KNN, 9:30 a.m. M-F
Road of Life (Procter & Gamble)	KFI, 12 m. M-F
Robert Arden (Dr. Cowen)	KFWB, 7:15 p.m. Tu, Th, Sa
Romance of Highways (Pacific Greyhound)	KHJ, KGB, KVQE, 10:15 a.m. Su
Gayband (Gaym. Sweets General Cigar Co.)	KGB, KMPC, KDB, KHJ, KVQE, KFNM, 6 p.m. M, Tu, W, F
Salute Americas (sustaining)	KHJ, KVQE, KGB, KDB, KFSD, 10 a.m. Su
Salt Lake Tabernacle (sustaining)	KNN, 8:30 a.m. Su
Saturday Night Serenade (Pet Milk)	KNN, 5:45 p.m. Su
Saturday Night Party (Brown & Williamson)	KHP, KGB, KVQE, KMPC, KFNM, 9:15 p.m. Su
Second Husband	KNN, 5 p.m. Tu
Secret Agent (sustaining)	KVQE, KHJ, KGB, KFNM, KDB, KMPC, 7:30 p.m. Tu
Signal (Signal Oil)	KFI, 6:30 p.m. Su
Social Secretary (sustaining)	KMPC, 3 p.m. M, W, F
Show Boat (Brown & Williamson)	KFI, 7:30 a.m. F
*Society Girl (Corn Products)	KNN, 11 a.m. M-F
Sports Huddle (Stephano Bros.)	KNN, 6:45 p.m. Tu, Th, Sa
Stepmother (Colgate)	KNN, 12:45 p.m. M-F
Story of Us All (sustaining)	KFI, 8 a.m. Su
Strange As It Seems (Colgate-Palmolive)	KFI, 8 a.m. Th
Sid Ziff (L. A. Brewing)	KFWB, 7 a.m. M-F
Sunday Evening Hour (Ford Motor Co.)	KNN, 5 p.m. Su
Texas Star Theatre (Texas Co.)	KNN, 5:55 p.m. Su
Telephone Show (A. T. & T.)	KFI, 4 p.m. M
Texas Star Theatre (Texas Co.)	KNN, 5 p.m. W
*This Amazing America (Greyhound Lines)	KFSD, 7:30 p.m. F
True Life Dramas (Lanzendorf Baking Co.)	KFI, 2 p.m. M-F
Twilight Trails (Brown & Williamson)	KFI, 8:45 p.m. Tu, Th
*Uncle Walter's Dog House (Brown & Williamson)	KFI, 6:30 p.m. Tu
Union Oil Opera (Union Oil Co.)	KFI, 7:30 p.m. M
Vera Vague (Signal Oil)	KFI, 6:30 p.m. Su
Valiant Lady (General Mills)	KFI, 10:30 p.m. M-F
Vic & Sads (Procter & Gamble)	KFI, 11:45 a.m. M-F
Waltz Time (Charles Phillips)	KFI, 5 p.m. F
*We the People (General Foods)	KNN, 8 p.m. Tu
*Who Are You? (sustaining)	KNN, 4:30 p.m. W
Where Are You From? (sustaining)	KHJ, KGB, KVQE, KMPC, KFNM, 4:30 p.m. W
What Would You Do (Cummer Products)	KECA, 7:30 p.m. W
*What's My Name (Procter & Gamble)	KFI, 5:30 p.m. F
What's On Your Mind (Planter's Peanuts)	KNN, 8:30 p.m. M
Wife Saver (sustaining)	KECA, 10:45 a.m. Tu, F
Walter Winchell (Hearst)	KFI, 8 p.m. Su
World's A Stage (Hans Baruch)	KFI, 7 p.m. Su
Young Dr. Malone (General Foods)	KNN, 2 p.m. M-F

WHAT'S IN THE AIR?



I just came over to borrow a cup of sugar and your radio so I can hear

FLYING FEET

11:00-11:15 a. m.
Monday



You may be able to do without water, but I can't go without

RAYMOND GRAM SWING

6:00-6:15 p. m.
Mon thru. Fri.



I'm not interested in proposing right now. I'm listening to

THIS IS MAGIC

7:15-7:30 p. m.
Mon.



My father listens more often than yours to

PULL OVER, NEIGHBOR

8:00-8:30 p. m.
Monday

Other Highlights for Today:

- Rise and Shine 6:00- 7:45 a.m.
- Morning News 7:45- 8:00 a.m.
- Dr. Lindlahr 8:00- 8:30 a.m.
- Carters of Elm St. 8:45- 9:00 a.m.
- The Family Bible 9:15- 9:30 a.m.
- Happy Homes 10:15-10:45 a.m.
- Bachelor's Children 10:45-11:00 a.m.
- Our Friendly Neighbors 11:00-11:15 a.m.
- Eddie Albright 11:15 a.m.
- The Broadway News.12:00-12:15 p.m.
- News Comics 5:15- 5:30 p.m.
- Orphan Annie 5:45- 6:00 p.m.
- John B. Hughes 6:30- 6:45 p.m.
- Norman Brekenshiro 6:45- 7:00 p.m.
- Lone Ranger 7:30- 8:00 p.m.



100 PER CENT BILLING FOR

JAN GARBER

And His Orchestra

Opened Friday, July 5th

CASA MANANA

BALLROOM CAFE

8801 Washington Blvd. Culver City

KGB-4, Fifth Row Center. 4:30, Sinfonietta.

5 to 6 P. M.

KFI-5, Waltz Time. 5:30, What's My Name. KNA-5, Brazilians. 5:30, Grand Central Station.

6 to 7 P. M.

KFI-6, Don Ameche. 6:30, Quiz Kids. KNN-6, Public Affairs. 6:30, Al Pearce.

7 to 8 P. M.

KFI-7, Pleasure Time. 7:15, KF1 News. 7:30, Show Boat.

8 to 9 P. M.

KFI-8, Quiz Court. 8:30, Death Valley Days.

DR. FLOYD B. JOHNSON speaks from L. A. Evangelistic Center

KFWB-8, Texas Lewis. 8:30, Concert Band. KMPG-8, News. 8:15, Outing News.

9 to 10 P. M.

KFI-9, Dorsey Orch. 9:15, Word Hunters. 9:30, Music by Woodbury.

SATURDAY Programs

JULY 13, 1940

8 to 9 A. M.

KFI-8, Strings That Sing. 8:15, Open. 8:30, Call to Youth. 8:45, News.

9 to 10 A. M.

KFI-9, Lincoln Highway. 9:30, Song Fellow. 9:45, Medical Talk.

KERN-9, Dorsey's Orch. 9:15, Unly Explorer. 9:30, News. 9:45, Music by Woodbury.

10 to 11 P. M.

KFI-10, News. 10:15, Heart of a Blade. 10:30, Bridge Club. 10:50, Study Orch.

11 to 12 Midnight

KFI-11, News. 11:15, Nottingham Orch. 11:30, Loveland's Orch.

10 to 11 A. M.

KFI-10, I Am An American. 10:15, On the Job. 10:30, Open.

11 to 12 Noon

KFI-11, News. 11:05, Campus Orch. 11:30, Briscoe's Orch.

Radio News Reel The actual voices of the people in the headline news, transcribed on the scene of action where it happens.

Stock Reports direct from Sutro & Co. KMR Daily 11:30 a. m.

11 A. M. to 12 Noon KFI-11, FFA. 11:05, Campus Orch.

12 Noon to 1 P. M. KFI-12, News. 12:15, Boy Scouts. 12:30, A Boy, a Girl, and a Band.

1 to 2 P. M. KFI-1, Hollywood Bowl. 1:15, T. Dorsey Orch.

DICK ROSS "Songs My Mother Likes" Mon. thru Fri. 11:45-12:00 a. m.

Platter Chatter

By Bob Weiss

The Romance Music of RAY HERBECK rides back over 13 years of music making to pick out one of the biggest hits of 1927, "Highways Are Happy Ways" . . . The vocal chorus by the Ensemble is very pleasing . . .

JACK JENNEY follows suit by bringing back the tune that made Eddie Cantor known, "I Knew Susie" . . . Kirby Walker on mike to this one and he rides over plenty of jazz notes . . .

★ ★ ★

Those SIX HIT* AND A MISS really "Dance with a Dolly" and a tune by that title in their second release on Vocalion wax. . . Their vocalizing is terrific and blends smoothly with jazz background. . . From the flicker of several years back, "Flying Down to Rio," these six guys and a gal grab off more honors with their version of the "Carioca."

A vocal by Ray Olson and the Ensemble helps RAY HARBECK push "The Nearness of You" nearer and nearer the regular list. . . Written by Hoagy Carmichael, it's one of the sweetest pieces to come your way in quite some time. . . The composer of "When It's Sleepy Time Down South"—Lean Rene, has dashed off another hit, "When the Swallows Come Back to Capistrano." Again, it's the voice of Ray Olson and some music that was just made for dancin'.

TOMMY REYNOLDS has a nice pair in "I Love to Watch the Moonlight" and "On a Simmery Summery Day." . . . On mike for these two, is Miss Sally Richards and a nice vocal job is the result. . . Tommy takes clarinet cues on both for a smooth play.

Tunes to watch: "Nearness of You," it's just got that "stuff." . . . "Six Lessons from Madame La Zonga," title is reason 'nuf. . . And Eddy Howard, former Dick Jurgens' vocal sensation, has just handed the publishers a sure thing in "Now I Lay We Down to Dream."

★ ★ ★

Band of the Week: Kate Smith (Jack Miller's Orchestra); Strings: Leo Kruzek, Jack Zadey, Sol Deutsch, Mac Seenofsky; Saxes: Henry Ross, Harold Sturr, John Bell, Paul Ricci, Fred Perlmutter; Trumpets: Nat Napoli, Manny Wienstein; Trombones: Jack Lacey, Roland Dupont; Bass: Benny Mortelli; Drums: Johnny Williams, and Piano: Ted Straeter. Hope you agree with selection!

★ ★ ★

LITTLE BOY LINTON

Linton Wells, CBS news commentator, recently received a letter which informed him that the writer was reminded, by his voice, of a "little fellow who attended Agoge, Kentucky, Sunday school years ago." It turned out Linton was the "little fellow."

★ ★ ★

RADIO LIFE FACT

There are 600,000 homes in Los Angeles. Surveys show that 1 in 10 take Radio Life.

RELIGIOUS BROADCASTS

SUNDAY

- 7:30 a.m. KRKO—Rev. Squires
- 7:45 a.m. KPAC—Church of Christ
- 7:45 p.m. KNN—Voice of the Pulpit
- 8:00 a.m. KMTR—Swedish
- 8:00 a.m. KFAC—Country Church
- 8:00 a.m. KGER—West Dowell
- 8:00 a.m. KNN—West Coast Church
- 8:15 a.m. KGB—Wayside Church
- 8:30 a.m. KMTR—National Message
- 8:30 a.m. KFWB—Union Rescue Mission
- 8:30 a.m. KPAC—Gospel Gleamers
- 8:30 a.m. KNN—St. Luke City Tabernacle
- 9:00 a.m. KMTR—Bob Shuler
- 9:05 a.m. KPAC—Missionary
- 9:00 a.m. KNN—Columbia Church
- 9:00 a.m. KFAC—Liberal Catholic Hour
- 9:30 a.m. KGER—Revival
- 9:45 a.m. KPAC—Chapel
- 11:00 a.m. KGER—Pilgrim Hr.
- 11:00 a.m. KFAC—Open Door Church
- 11:00 a.m. KFAC—First Methodists
- 11:00 a.m. KDB—All Saints Church
- 12:00 noon KECA—Vespers
- 12:00 noon KFSB—Vespers
- 12:30 p.m. KMTR—St. Brendans
- 12:30 p.m. KFSB—Church in Wildwood
- 1:30 p.m. KPAC—Rev. Wilson
- 2:00 p.m. KECA—Catholic Hour
- 2:00 p.m. KMTR—Rev. Curry
- 3:00 p.m. KFSB—Evangelistic
- 4:30 p.m. KFOX—Wayside Church
- 5:00 p.m. KECA—Church
- 5:00 p.m. KHJ-KVOE-KGB-KFXM-KDB-KPMC—Revival Hour.
- 9:15 p.m. KFOX—Kingdom Temple
- 9:00 p.m. KMTR—Martin L. Thomas
- 9:30 p.m. KPAC—Assembly
- 9:30 p.m. KMTR—First Baptist
- 9:30 p.m. KMPJ—Lange Over Jordan
- 7:00 p.m. KFSB—Josiah Hopkins
- 7:00 p.m. KFSG—Almee Semple McPherson
- 8:00 p.m. KMTR—Floyd Johnson
- 8:15 p.m. KFAC—Open Door Church
- 8:00 p.m. KFWB—Dr. Stewart MacLennan
- 8:00 p.m. KVOE-KPMC-KDB—Pastor Standy
- 8:00 p.m. KGB—White Temple
- 8:15 p.m. KHJ-KGB-KVOE-KPMC-KFXM-KDB—Voice of Prophecy.
- 9:30 p.m. KFAC—Salvation Army

SATURDAY

- 7:45 p.m. KFSG—Healing
- 8:00 a.m. KFAC—Country Church
- 8:45 a.m. KMTR—Religion Music
- 8:45 a.m. KFWB—Salvation Army
- 8:45 a.m. KECA—Federated Churches
- 9:00 a.m. KMTR—Martin L. Thomas
- 9:30 a.m. KFSG—Sunday Teacher
- 9:30 a.m. KGER—Revival
- 9:45 a.m. KGER—Gospel
- 9:45 a.m. KMTR—The National Message
- 10:05 a.m. KGER—Rev. Smith
- 10:30 a.m. KGER—Rev. Irie
- 11:00 a.m. KMTR—Dr. Talbot
- 3:00 a.m. KECA-KFSB—Message of Israel
- 1:00 p.m. KFAC—Religious Science
- 1:45 p.m. KFAC—Salvation Army
- 4:15 p.m. KGER—Salvation Army
- 6:30 p.m. KFAC—Gospel Hour
- 7:00 p.m. KFAC—Christian Science
- 7:05 p.m. KGER—Rev. Irie
- 8:30 p.m. KFWB—Union Rescue Mission
- 9:30 p.m. KGER—Rev. Crouch

CONTESTOR'S CORNER

Are you good at devising tricky questions of the true or false variety!

★ ★ ★

KECA-KFSB—7:30 P.M.—Monday—TRUE OR FALSE: Sponsored by J. B. Williams Company; Dr. Harry Hagen quizzes two teams composed of 6 men and 6 women on true or false questions. Each member of the team wins \$5 and \$25 is awarded the grand winner of either team. A J. B. Williams kit goes to participants. To appear on program with team, address Dr. Harry Hagen, c/o the Station to which you listen.

★ ★ ★

KFI—6:30 p.m.—Tuesday—UNCLE WALTER'S DOGHOUSE: sponsored by Brown and Williamson Tobacco Corp. Fifty dollars awarded every week to person writing in the best letter telling how, or possibly a friend, got in the "doghouse." In addition there are 11 other prizes of "Flamegrain" Kay-woodie pipes and pump tins of Sir Walter Raleigh. Replies: Uncle Walter, in care of station to which you are listening.

★ ★ ★

KNN—8 p.m. Tuesday—WE, THE PEOPLE, sponsored by General Foods. Write a letter telling of experience and letter is chosen, invitation follows to come to New York with expenses paid. Address: Listeners' Radio Committee of "We, the People," Columbia Broadcasting Company.

The World on Your Dial

By Earl G. De Haven

ONE of the most widely known and beloved contemporary composers of hymns and gospel songs, was honored Thursday night, June 20th, by "The Voice of the Andes" in Quito, Ecuador, radio station HCJB. "The Pioneer Missionary Broadcaster" dedicated a portion of the "Friendship Hour" to Mr. F. M. Lehman of Pasadena, California.

Planned in advance, and coming as a complete surprise to Mr. Lehman, the dedicatory broadcast featured his most widely loved hymn, "No Disappointment in Heaven." Clarence Jones, director of radio station HCJB wove a gospel message around the song, so beautifully sung by the Jones Quartette of "The Voice of the Andes" missionary staff. Reception was good and both Mr. and Mrs. Lehman were deeply moved by this well-deserved tribute to "a grand old soldier of the Cross," whose beautiful compositions have brought so much comfort and hope to Christian people everywhere.

RADIO LIFE and its short wave editor deeply appreciate the courtesy shown by the entire staff of "The Voice of the Andes" and particularly the director, Clarence Jones, for making this tribute to Mr. Lehman possible. We are grateful, too, for the gracious acknowledgment made (over the air) by HCJB in appreciation of the publicity carried in this column concerning the powerful radio voice which is 'Heralding Christ Jesus' Blessings.

Herb Allen, widely known DXer and friend of your columnist, has submitted a most interesting communication received from the Central Broadcasting Station in Manchukuo. Herb, incidentally, maintains a commercial test laboratory at his home in Venice, California. The letter referred to, which we shall quote in part, tells about the new MTCY (which sends out, according to a phrase of our own coining) "Music That Charms You."

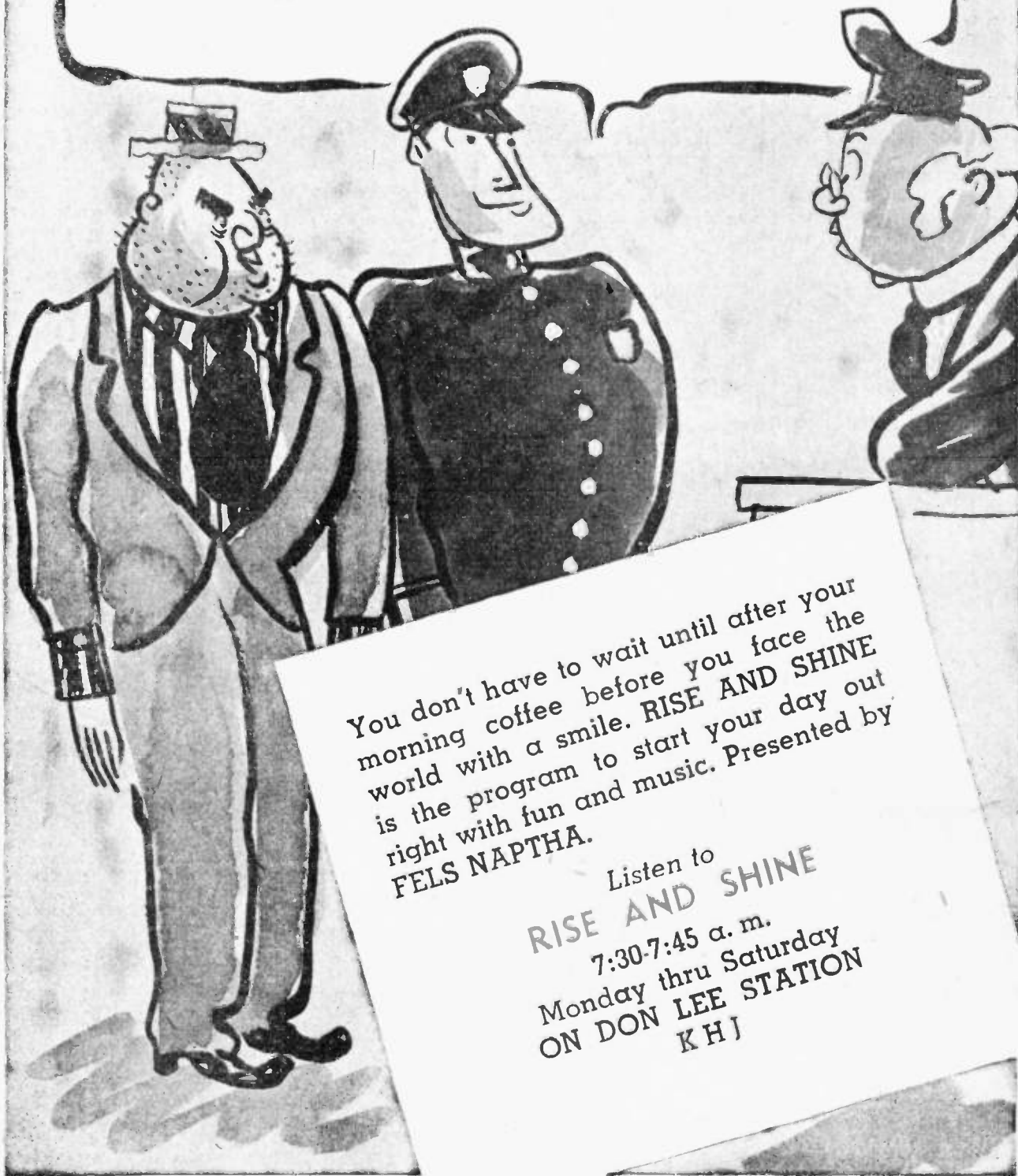
Quoting the letter from MCTY: "The 100 KW. transmitter of the Hsinking Central Broadcasting Station is the most powerful of the company's broadcasting installations. Our MTCY transmitter is located in the suburbs of the city where there is very little interference. It is located about 3 miles north of our studios, at a place called Kwauchenktze. Our receiving station is located in the Southern part of the city, also about 3 miles from our studios at a place called Mengchiatun. YOU ARE THE FIRST TO RECEIVE MINUTE DETAILS OF OUR BROADCASTING FACILITIES."

MTCY is heard in California on 11.77 Mc. with TWO daily programs carrying news and other features in English from 6:50 to 7:55 a.m., andw 10:30 to 11:20 p.m.

★ ★ ★
ESS IT IS

John Hix has discovered that the letter "S" is the first letter of more words in English than any other.

*He claims he was just waitin'
around the bank until it was
time to go home and hear
RISE AND SHINE*



You don't have to wait until after your morning coffee before you face the world with a smile. RISE AND SHINE is the program to start your day out right with fun and music. Presented by FELS NAPTHA.

Listen to
RISE AND SHINE
7:30-7:45 a. m.
Monday thru Saturday
ON DON LEE STATION
KHJ