

September 1-7

ACCURATE LOGS 7 DAYS IN ADVANCE



Radio LIFE

Musical
College
Girl

Page 1



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

The Cover Girl

Wow! Is she lovely?

Thus was "simm(s)ered" the enthusiasm for Ginny Simms by Vinson Vaughan, business manager of Radio Life upon his return from an interview with Kay Kyser's NBC Sultaness of Sultriana. Had the editor undertaken the interview he might have done no better. But, working on the theory that Mr. Vaughan was more "simm(s)ed" against than "simm(s)ing," the editor pieced together from Mr. Vaughan's somewhat dazed account, the following pertinencies:

Ginny Simms is a Texas-born girl, lived in San Antonio long enough to convince Eastern tourists that cowboys are not bowlegged from days in the saddle, but ran themselves that way trying to be around this slip of a miss. She left the bucolic range country for Fresno, California, where the stamp of the Farthest West was placed on her at Fresno High and Fresno State College.

The Vaughan Department of Ginny Simms statistics did not include such essential data as color of eyes, height, or weight. But, Mr. Vaughan did discover Ginny collects miniatures and soap wrappers. The soap wrappers are pasted in a scrap book in which is a United States map with the wrappers pasted on the map to represent hotels Ginny has visited in U. S. cities. (Privately, Mr. Vaughan must have been himself wrapped up and ready for delivery by this time).

As an off-side note to Miss Simms, I might suggest that if she gave that information about loving tennis, swimming and ping-pong to Mr. Vaughan, she wasted her time. Mr. Vaughan is much too busy to find time for such trivia. However, the editor generally manages to get a few hours off on Wednesdays. If Miss Simms feels after seeing me that Vinson is a better bet, it's okeh. I'll go out and chin with Simms, Senior (Dad) on that 20-acre ranch you all own in Fresno.

Wow! Is she lovely! No, it's not a misprint. Mr. Vaughan had it down twice, believing, perhaps, that I wouldn't see it the first time.

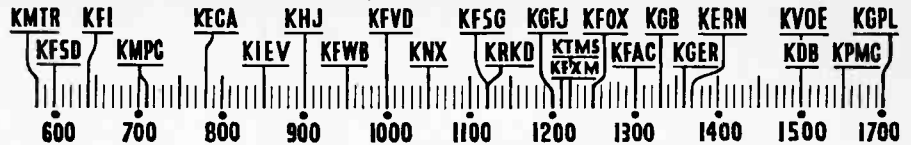
Ginny works all the time, now making a picture at RKO, band recordings and her weekly broadcast. Started her career with Bill Warren at the old Palomar, after being chosen from 18 honeys who showed up for an audition. All of which convinces me that that old graybearded educator Kay Kyser is a business man.

Distinguishing characteristic, said Vinson Vaughan, is her sincerity and thoughtfulness and friendliness.

WILL ROGERS TYPES?

John J. Anthony, director of the "Good Will Hour:" "I believe that the near future may see the rise of regional commentators on the air of the Will Rogers type. I don't mean that these men will be limited to one small station, but to a group of stations covering a sectional territory—such as the southwest, New England, the northwest states, etc."

Radio Life Dial Indicator



News Broadcasts

7:00 A.M. — KGFJ (Warner) M. thru Sa.	2:15 P.M. — KECA (Frandsen) M. thru F.
7:00 A.M. — KGER (Miller) M. thru Sa.	2:30 P.M. — KFSB (Cutting) M. thru Sa.
7:00 A.M. — KHJ (Young) M. thru Sa.	3:00 P.M. — KRKD (Bell) M. thru Sa.
7:00 A.M. — KECA (Lawton) M. thru Sa.	3:00 P.M. — KGFJ (McKee) M. thru Sa.
7:15 A.M. — KFI (Bishop) M. thru Sa.	3:00 P.M. — KECA (Europe) M. thru Sa.
7:15 A.M. — KRKD (Hall) Su.	3:00 P.M. — KMPC (Roberts) M. thru Sa.
7:30 A.M. — KRKD (Garred) M. thru F.	3:00 P.M. — KFVD (Gray) M. thru Sa.
7:30 A.M. — KECA (Frandsen) M. thru F.	3:00 P.M. — KVOE (Lewis) M. thru F.
7:30 A.M. — KTMS (Jones) M. thru Sa.	3:00 P.M. — KHJ (Lewis) M. thru F.
7:45 A.M. — KFVB (Charles) M. thru Sa.	3:00 P.M. — KNN (Europe) M. thru F.
7:45 A.M. — KFSB (Cutting) M. thru Sa.	3:15 P.M. — KFSB (Kaltenborn) Su.
7:45 A.M. — KFI (Hayes) M. thru Sa.	3:45 P.M. — KFI (Kaltenborn) Tu, W, Th, S
7:45 A.M. — ZGB (Young) M. thru Sa.	4:00 P.M. — KGFJ (McKee) M. thru Sa.
7:45 A.M. — KRKD (Douglas) M. thru Sa.	4:00 P.M. — KGER (Smith) Daily
7:45 A.M. — KFAC (Des Autels) M. thru Sa.	4:00 P.M. — KHJ (Williams) Th, Sa.
7:45 A.M. — KHJ (Young) M. thru Sa.	4:30 P.M. — KMPC (Mack, Cook) M. thru F.
8:00 A.M. — KVOE (Young) M. thru Sa.	4:45 P.M. — KNN (Garred) M. thru F.
8:00 A.M. — KGFJ (Warner) M. thru Sa.	4:45 P.M. — KRKD (Bell) M. thru Sa.
8:00 A.M. — KFOX (Houston) M. thru Sa.	4:55 P.M. — KNN (Davis) Daily
8:00 A.M. — KFVB (Marcel) Su.	5:00 P.M. — KGFJ (McKee) M. thru Sa.
8:30 A.M. — KECA (Ulmer) M. thru Sa.	5:00 P.M. — KHJ (Nesbitt, Brundage) M. thru F.
8:30 A.M. — KHJ M. thru Sa.	5:00 P.M. — KFSB (Jones, Parker) M. thru Sa.
8:30 A.M. — KVOE (Venter) M. thru Sa.	5:15 P.M. — KMPC (Roberts) M. thru Sa.
8:45 A.M. — KFXM (Lee) M. thru Sa.	5:30 P.M. — KECA (Allen) M. thru F.
8:45 A.M. — KHJ (B.C.) M. thru F.	5:30 P.M. — KTMS (Peters) M. thru F.
8:45 A.M. — KFI (Bishop) M. thru Sa.	5:30 P.M. — KFXM (Moshier, Baichly) M. thru F.
9:00 A.M. — KMPC (Babbe) M, W, Th, F, Sa.	6:00 P.M. — KGFJ (Hunter) M. thru Sa.
9:00 A.M. — KTMS (Manning) M. thru Sa.	6:00 P.M. — KECA (Ybarra) M, Tu, W, F
9:15 A.M. — KVOE (Lyons) M. thru Sa.	6:00 P.M. — KFOX (Crawford) M. thru Sa.
9:15 A.M. — KFVD (Gray) M. thru Sa.	6:00 P.M. — KFVB (Goss) M. thru Sa.
9:15 A.M. — KMPC (Roberts) Su.	6:00 P.M. — KFAC (Des Autels) Daily
9:45 A.M. — KFSB M. thru F.	6:00 P.M. — KFXM (Swing) M. thru Sa.
10:00 A.M. — KGFJ (Warner) M. thru Sa.	6:00 P.M. — KVOE (Swing) M. thru Sa.
10:00 A.M. — KHJ (Young) M. thru Sa.	6:00 P.M. — KFSB (Ybarra) M. thru Sa.
10:00 A.M. — KGB (MacMurray) M. thru Sa.	6:00 P.M. — KGB (Swing) M. thru Sa.
10:00 A.M. — KVOE (Doyle) M. thru F.	6:00 P.M. — KHJ (Swing) M. thru F.
10:00 A.M. — KFOX (Houston) Daily	6:30 P.M. — KVOE (Hughes) M. thru Sa.
10:00 A.M. — KFXM (Baichly) M. thru Sa.	6:30 P.M. — KHJ (Hughes) M. thru Sa.
10:30 A.M. — KFAC (Des Autels) M. thru Sa.	6:30 P.M. — KNN (Hughes) M. thru Sa.
10:30 A.M. — KGER (Hagar) Su.	6:30 P.M. — KFXM (Tu, W, Th, Sa.)
10:45 A.M. — KMPC (Roberts) Daily	6:30 P.M. — KFXM (Baltimore) Su.
10:45 A.M. — KMTR (Angle) M. thru Sa.	7:00 P.M. — KRKD (Bell) M. thru Sa.
11:00 A.M. — KGFJ (Warner) M. thru Sa.	7:15 P.M. — KFI (Bishop) M, Tu, Th, F.
11:00 A.M. — KFVD (Gray) M. thru Sa.	7:15 P.M. — KMPC (HBC) M. thru Sa.
11:00 A.M. — KGER (Goss) M. thru Sa.	7:45 P.M. — KMTR (Weaver) M. thru Sa.
11:30 A.M. — KRKD (Douglas) M. thru Sa.	8:00 P.M. — KGFJ (Hunter) M. thru Sa.
11:30 A.M. — KFOX (Houston) M. thru Sa.	8:30 P.M. — KMPC (Roberts, Henry) M. thru F.
11:45 A.M. — KFVB (Charles) M. thru Sa.	8:30 P.M. — KECA (Bishop) M. thru F.
11:45 A.M. — KNN (Manning) M. thru F.	8:30 P.M. — KFSB (Hayes) Th.
12:00 Noon — KGFJ (Warner) M. thru Sa.	9:00 P.M. — KHJ (Nesbitt, Hardy) M. thru Sa.
12:00 Noon — KGB (Young) M. thru Sa.	9:00 P.M. — KGB (Hardy) M. thru Sa.
12:00 Noon — KECA (Bishop) M. thru Sa.	9:00 P.M. — KVOE (Nesbitt, Hardy) M. thru Sa.
12:00 Noon — KDB (Young) M. thru Sa.	9:00 P.M. — KFOX (Crawford) M. thru Sa.
12:00 Noon — KFVD (Burke) M. thru Sa.	9:00 P.M. — KDB Daily
12:00 Noon — KGER (Mills) M. thru Sa.	9:00 P.M. — KNN (Sullivan) M. thru F.
12:00 Noon — KHJ (Nesbitt, Brundage) Daily	9:00 P.M. — KFXM (Hardy) M, Tu, Th, F, S
12:00 Noon — KFI (Stirling) Su.	9:30 P.M. — KFVB (Goss) Daily
12:00 Noon — KFAC (Des Autels) M. thru Sa.	9:30 P.M. — KTMS (Peters) M. thru F.
12:15 P.M. — KMPC (Roberts) M. thru Sa.	9:30 P.M. — KHJ (Lewis) M. thru F.
12:15 P.M. — KFXM (Baichly) M. thru Sa.	9:45 P.M. — KFI (Jones, Parker) M. thru Sa.
12:15 P.M. — KFSB (Jones, Morrison) M. thru Sa.	9:45 P.M. — KNN (Garred) Daily
12:30 P.M. — KFXM (Houston) M. thru Sa.	9:45 P.M. — KFXM (Hardy) W.
12:30 P.M. — KFXM (Manning) M. thru Sa.	10:00 P.M. — KGFJ (Hunter) M. thru Sa.
1:00 P.M. — KGFJ (McKee) M. thru Sa.	10:00 P.M. — KFI (Wild, Forbes) Su. thru F.
1:00 P.M. — KFSB (Cutting) Su.	10:00 P.M. — KGER (Hagan) Daily
1:00 P.M. — KFVD (Gray) M. thru Sa.	10:30 P.M. — KMPC (Carey) Daily
1:15 P.M. — KMPC (Roberts) Su.	10:30 P.M. — KVOE M, Tu, W, Th, Sa.
1:30 P.M. — KNN (Manning) M. thru F.	11:00 P.M. — KNN (Manning) Daily
2:00 P.M. — KVOE (Young) M. thru Sa.	11:00 P.M. — KFI (Edwards) Daily
2:00 P.M. — KGFJ (McKee) M. thru Sa.	
2:00 P.M. — KGB (Brundage) M. thru Sa.	
2:00 P.M. — KHJ (Brundage) M. thru Sa.	
2:00 P.M. — KDB M. thru F.	
2:15 P.M. — KFXM (Moshier) M. thru Sa.	

Ken Barton Stints

Ken Barton, familiar to hundreds of thousands of Pacific coast listeners as one of the two voices of the Richfield Reporter for several years, currently is presenting a nightly sport stint over KECA at 5:45 p. m.

Titled "The ABC of Sports," Barton reviews the day's events in the world of athletics, horse racing, sailing, angling and other sports. He is one of the founders and is an executive of the Southern California Association of Sportscasters and is a veteran football commentator.

"The B.C. of Sports" is heard each night of the week over KECA.

ENGLISH STOLIDITY

Charles Laughton, famed English actor, who with his wife, Elsa Lanchester, recently received a cablegram from England, the day after Hitler's heaviest aerial blitzkrieg on the island. Laughton was afraid to open the message from the land where many of his relatives and friends live. He breathed easier after reading the cable from his gardener concerning a problem about landscaping his country cottage.

★ ★ ★ KAY MARRIED

Kay St. Germain, black-haired songstress on Meredith Willson's Musical Revue, was married to actor Jack Carson, Aug. 21.

Radio - West - National - International

Sweat Saga

AMONG workmen who sweated in the heat of an August day forty years ago, and in whose ears rang the strident loud patter of batteries of riveting guns was a shock-headed Scandanavian.

Ships were being built at old Hog island. Face grease-grimed and eyes reddened by heat reflected from the steel sides of the ship whose bulk was being put together, plate by plate, the Scandinavian banged away at his job. A newcomer to America, he was lonely and uncertain. He was also strong, and worked harder to put down nostalgia for the arctic-watered (now Nazi girded) Denmark of his birth.

That was forty years ago. On September 7 at 10:15 (KFI) in the morning, the Scandinavian, older and wiser now in the passing of American years, will speak on his reasons for being glad to be an American.

William S. Knudsen, General Motor's president, like many another immigrant, has good reason to be glad to be a citizen of the United States. The United States in general might be glad to have Citizen Knudsen among them. He has revealed that not to the favored alone does America bring opportunity and success. Native energy and intelligence are premiums cashable in any land. William Knudsen cashed his here.

Background lights of Knudsen's career shine strongly for all Americans:

Knudsen's first industrial jobs were in American shipyards. He worked later in shops of the Erie railroad. First lessons in production came in the Keim mills, Buffalo, where he jumped heads to become superintendent from storekeeper. To Ford Motor company and there revealed his production genius.

In 1922 he joined Chevrolet as vice-president of that company, became executive vice-president of potent General Motors in 1933, with supervisory control of automobile-making activities, became four years later, the company's president.

Now production coordinator of the National Defense commission, Knudsen has a job involving making fullest possible use of America's available manufacturing facilities, conversion to war work of plants now engaged in peace-time activity, and construction of new plants.

★ ★ ★

Item That Failed

Fortnight ago Drew Pearson and Robert Allen, whose program "Washington-Merry-Go-Round" is nationally syndicated to newspapers, had information that should have been of great interest to readers of their columns.

No readers read what this information was: Roy W. Howard, Scripps-Howard publisher, had refused to serve as a member of the national defense commission,

headed by strong Dane William Knudsen of General Motors (see Radio Life-Radio West, National, International this Issue). Instead news was given over radio, first time Columnists Pearson and Allen had turned to air to publicize an item of interest. Many wondered why. The answer: Pearson and Allen regularly scheduled the Howard news in their column. Editors of United Features Syndicate turned news down. Reason: Scripps-Howard Publisher Roy W. Howard is United Syndicate owner. He wanted no publicity in own news dispensary.



Above is Frances Scully, beautiful fashion editor of Western Division of National Broadcasting Company, whose weekly program "Speaking of Glamour" has largest coastal women's audience.

earnest writers and artists fashion every week night at 8 o'clock, save Sunday when, according to Mark Finley, smart minded publicity director "television resteth."

NBC and CBS, other net potents maintain demonstration units for public edification and included on tours of plants located: CBS on Columbia Square, one block east of Vine street on Sunset, and NBC at Vine and Sunset, Hollywood.

More graphic are KHJ's presentations, absorbing talent through following radio groups: Jack Stearn Players, Russell William Players, Robinson Players, Patrick Cunning Players. Fashions are presented by Jean Markel. Among other activities are weekly broadcasts of Hollywood Legion fights, of baseball at Gilmore stadium. To general public KHJ extends invitation to attend auditorium television showings without ticket formality.

★ ★ ★

Radio in War

The nation on eve of exciting national political campaign, National Broadcasting company this week was "girding its loins" to be a powerful factor in U. S. preparedness.

Speaking of war, NBC Vice-President Frank E. Mullen stressed dependable communication systems, cited fact that broadcasting systems were first points of attack or capture in Holland, Belgium and France.

"Naturally," he said, "the army and navy are giving serious thought to the problem of developing facilities which can certainly be maintained in case the war spreads to the western hemisphere."

In this effort, Mullen said, the National Broadcasting company is giving every possible assistance to the government.

"Many of our engineers are members of army and navy reserve organizations," said Mullen. "Others of our personnel also are identified with the plans for national defense. Their personal services are added to those of the company in the determination to give every possible aid to the country.

"Beyond that, research laboratories are perfecting many new devices that will be of value. Among those are the use of television and facsimile from the air to the ground, a method of passing accurate information from observation point to general headquarters. New portable equipment also will have great potentiality," says Mullen.

"In other words, radio is sure to be one of the strongest arms in the scheme of national defense if and when it is needed."

When the war emergency is over and the world settles back to normal progress, research and industrial laboratories will introduce so many new uses for radio that it will be like a revolution, said the executive.

Television Note

Virtually all United States networks (and there are many) work earnestly at promotion of television, fore-seeing soon coming day when television will be important commercial income factor.

Of networks with which westerners concern themselves (NBC, CBS, Mutual-Don Lee) only one maintains regular television broadcasts. This is Mutual. Through KHJ (Los Angeles) a staff of

IN THIS ISSUE:

SEPTEMBER 1, 1940	
Newscasts, Dial, Cover Girl.....	Page 2
General Radio News.....	Pages 3, 5, 6, 7
Program Changes.....	Page 4
Daily Highlights.....	Pages 4, 10, 12
Daily Logs.....	18, 20, 26, 28
Daily Logs.....	Pages 4, 5, 10, 11, 12, 13, 18
Radio, 3000 W. R. (With Reason).....	Page 8
Radio Life Lines.....	Page 9
New Fall Shows.....	Page 11
Gags of Week.....	Page 13
Mother for Radio.....	Page 14
Chef Mihani.....	Page 15
History in Wax.....	Page 16
Phil Harris.....	Page 19
Ear Inspires Pen.....	Page 23
Claire Trevor.....	Page 24
Wax Crax.....	Page 24
Short Wave, Religious.....	Page 29
Alphabetical Listings.....	Pages 30, 31

Program Changes This Week

Editor's Note: As rapidly as they are furnished by Log Editors of principal broadcasting networks and major western independents, complete program and time changes will be noted, week to week, in this section. Readers are informed, however, that even noted changes may not hold true, because of broadcasting problems and nearly overwhelming pressure of world affairs, to which the Radio Industry, in interests of public service, sacrifices time, money and, in some cases, programs, that ideals of public service shall be maintained. 'NP' means New Program. 'NT' means 'New Time'.

Change	Program	Station	Time	Day
NP	United We Stand	KFI	10:00 a.m.—Sun.	
NP	Madrigal Singers	KFI	11:30 a.m.—Sun.	
NT	Wythe Williams	KHJ, KFXM	3:45 p.m.—Sun.	
NT	Walter Winchell	KFI	8:00 p.m.—Sun.	
NT	Command Performance	KHJ, KVOE	8:30 p.m.—Sun.	
NT	Imperial Almanac	KECA	8:45 a.m.—Mon., Wed., Fri.	
NP	Yankee Doodle Goes to Town	KHJ, KVOE	11:30 a.m.—Mon.	
NP	Pop. Symphonia	KFWB	1:00 p.m.—Mon. thru Fri.	
NP	Siesta in Swing	KTMS	2:00 p.m.—Mon., Tues., Fri.	
NT	Green Hornet	KHJ, KFXM	4:30 p.m.—Mon., Wed.	
NT	Who Are You?	KVOE		
NT	Quiz Kids	KFXM, KVOE	5:15 p.m.—Wed.	
NT	Quiz Kids	KECA, KTMS	7:00 p.m.—Wed.	
NT	Pastor vs. Conn	KECA, KTMS	6:00 p.m.—Fri.	
NT	Congress Chamber Concert	KFI	12:15 p.m.—Sat.	
NP	Jobs for America	KECA	5:30 p.m.—Sat.	
NP	Amer. Choral Festival	KHJ, KFXM	5:30 p.m.—Sat.	
NP	Spotlight on Youth	KECA	7:00 p.m.—Sat.	

SUNDAY Programs

SEPTEMBER 1, 1940

8 to 9 A. M.

KFI—8, Bonnie Stewart. 8:15, Book of Books. 8:30, Wings Over America.
 KXX—8, West Coast Church. 8:30, Salt Lake Tabernacle.
 KHJ—8, Funny Papers. 8:30, Choir.
 8:45, Canary Chorus.
 KECA—8, Music Hall.
 KFWB—8, News. 8:15, Morning Music. 8:30, Rescue Mission.
 KMPC—8, Varieties.
 KMTR—8, Swedish Hour. 8:30, W. B. Record. 8:45, Bob Shuter.
 KFAK—8, Country Church. 8:30, Music.
 KGFJ—8, Songs. 8:15, Strings. 8:30, Music.
 KRKD—8, Requests.
 KFOK—8, Concert Orch. 8:30, Mail Order Melody.
 KGER—8, News. 8:01, Rev. Dowell. 8:30, Pacific College.
 KFSB—8, Music Hall.
 KGB—8, Open. 8:15, Wayside Church. 8:30, Choir.
 KFVD—8, Rev. Salas. 8:30, Church of Christ.
 KTMS—8, Radio City Music Hall.
 KDB—8, Jose Medina.
 KVOE—8, Glee Club. 8:30, Choir. 8:45, Chorus.

9 to 10 A. M.

KFI—9, Gordonaires. 9:15, Dr. Casselberry. 9:30, Silver Strings.
 KXX—9, Columbia Church. 9:30, March of Games.
 KHJ—9, Judge Gardner. 9:30, Amer. Wildlife. 9:45, Food for Thought.
 KECA—9, Red Cross Program. 9:15, Vass Family. 9:30, Al and Lee Reiser.
 KFWB—9:30, Peter Potter.
 KMPC—9, Young Orch. 9:15, News. 9:30, Swing.
 KMTR—9, Spanish Hour.
 KFAK—9, Liberal Catholic Hour. 9:15, Health Talk. 9:30, Music.
 KGFJ—9, Pop Tones. 9:30, Novelities.
 KRKD—9, Concert.
 KFOK—9, Melodies.
 KGER—9, News. 9:15, March Ahead of Time. 9:30, Revival. 9:45, Bro. Pearson.
 KFSB—9, S. D. Chorales. 9:15, Vass Family. 9:30, Reiser Orch.
 KGB—9, Bible Questions. 9:30, American Wildlife.
 KFVD—9, Waltz Time. 9:30, Music Box.
 KTMS—9, Artists' Hour.
 KDB—9, March of Health. 9:15, McFarland Twins. 9:30, American Wildlife.
 KVOE—9, Health. 9:15, Just Mary. 9:30, American Wildlife.

10 to 11 A. M.

KFI—10, Southwest Serenade. 10:15, Physical Well Being. 10:30, Chicago Round Table.
 KXX—10, United We Stand. 10:30, News. 10:45, Swing. 10:45, What No Archipelago.
 KHJ—10, Hymn Singer. 10:15, Hiway Romance. 10:30, Benny Light.
 KECA—10, Swing Cavalcade.

KFWB—10, Peter Potter.
 KMPC—10, Swing. 10:30, Elias Breeskin. 10:45, News.
 KMTR—10, Madame Reinhart.
 KGFJ—10:15, Dr. McCoy. 10:30, Music.
 KRKD—10, Concert.
 KFOK—10, News. 10:15, Visitor. 10:45, 1 Am.
 KGER—10, News. 10:05, Swing. 10:30, News.
 KFSB—10:30, Aimee S. McPherson.
 KFSB—10, Southwestern Serenade. 10:30, Chicago Round Table.
 KGB—10, Hymn Singer. 10:15, Romance of Hiways. 10:30, Palmer Concert Orch.
 KFXM—10, Music.
 KTMS—10, Treasure Trails. 10:30, Silhouettes.
 KDB—10, Hymn Singer. 10:15, Romance of Hiways. 10:30, Palmer House Orch.
 KVOE—10, Hymn Singer. 10:15, Hiway Romance. 10:30, Palmer House Orch.

11 A. M. to 12 Noon

KFI—11, Charles Holland. 11:30, Madrigal Singers. 11:45, Kaltenborn.
 KXX—11, CBS Symphony.
 KECA—11, Swing Cavalcade.
 KFWB—11, Peter Potter.
 KMPC—11, Hawaiian Serenade.
 KMTR—11:30, Peter Potter.
 KFAK—11, Church of Open Door.
 KGFJ—11, Ton Time Time.
 KFOK—11, Swing.
 KGER—11, Pilgrim's Hour.
 KFSB—11, Fred Bliss. 11:15, Foreign Policy. 11:30, Tapestry Musicale.
 KFVD—11, First Methodist Church.
 KTMS—11, V. Gomez. 11:15, Master Singers. 11:30, Presbyterian Church.
 KDB—11, All Saints Church by the Sea.

12 Noon to 1 P. M.

KFI—12, Venuti Orch. 12:30, World Is Yours.
 KXX—12:30, Invitation to Learning.
 KHJ—12, News. 12:15, Troubadours. 12:30, Nobody's Children.
 KECA—12, Sunday Vespers. 12:30, Garden Club. 12:45, Records.
 KFWB—12, Peter Potter. 12:30, Jean Leonard.
 KMPC—12, Samuel McKee. 12:15, Musicographs. 12:30, Light Classics.
 KMTR—12, St. Brendan Choir.
 KFAK—12:30, Music.
 KGFJ—12:15, Pop. Concert.
 KFOK—12, Swing.
 KGER—12, News. 12:05, Club Acoreano. 12:35, Czechoslovakia.
 KFSB—12, Sunday Vespers. 12:30, Fun With Revueurs.
 KFVD—12, Better Homes. 12:15, El Paseo Troubadours. 12:30, Nobody's Children.
 KFVD—12:15, G. Austin.
 KTMS—12, Sunday Vespers. 12:30, News.
 KDB—12, El Paseo Troubadours. 12:30, Haven of Rest.
 KVOE—12, Troubadours. 12:30, Haven of Rest.

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—Wings Over America. KFI.
 9:00—Red Cross. KECA.
 10:00—Salute of America. KFSD.
 10:15—Romance of Hiways. KHJ-KGB-KVOE-KDB.
 10:30—Chicago Round Table. KFI-KFSD.
 12:30—Invitation to Learning. KXX.
 2:30—Gene Autry Melody Ranch. KXX.
 3:00—Reported Missing. KFWB.
 3:30—French Program. KMTR.
 4:00—Chase & Sanborn. KFI.
 4:00—American Forum of Air. KHJ-KGB-KVOE-KDB-KFXM.
 5:00—Stairway to Stardom. KMPC.
 6:00—Good Will Hr.. KECA-KFSD-KTMS.
 6:30—Signal Carnival. KFI.
 7:00—Open Forum. KFAK.
 7:15—Help Thy Neighbor. KFWB.
 8:00—Pickard Family. KMPC.
 9:15—Gov. Olson. KFWB.

Drama

3:30—Elery Queen. KMPC.
 4:00—Columbia Workshop. KXX.
 7:00—Cub Theatre. KMPC.
 7:00—Crime Doctor. KXX.
 7:15—Irene Rich. KFI.
 7:30—Fresses Roar. KFI.

Public Affairs—News

9:30—Spiritual Issues of War. KFI.

11:15—Foreign Policy. KFSD.
 11:45—Kaltenborn. KFI.
 3:45—Wythe Williams. KHJ-KFXM-KVOE.
 4:55—Elmer Davis. KXX.
 8:00—Walter Winchell. KFI.

Outstanding Music

11:00—Charles Holland. KFI.
 11:00—Columbia Symphony. KXX.
 11:30—Madrigal Singers. KFI.
 3:30—Fitch Bandwagon. KFI.
 4:00—Summer Symphony. KECA.
 5:00—Summer Hour. KXX.
 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-KFXM.
 6:30—Grant Park Concert. KXX.
 7:30—Hancock Ensemble. KVOE-KHJ-KGB-KDB.
 8:00—Inglewood Park Concert. KXX.
 10:00—Phil-Harmonia. KECA.
 11:15—Music You Want. KFWB.

Sports—Comment

1:30—Pacific Coast Baseball. KEAC.
 8:00—Caliente League. KFSD.
 8:30—Bill Stern. KTMS-KFSD.
 10:15—Bowling Notes. KFWB.

Quiz Programs

2:30—Beat the Band. KFI.
 3:00—Prof. Fuzzlevit. KFI.
 5:30—Prof. Asker. KFSD.
 8:30—Take It. KXX.

1 to 2 P. M.

KFI—1, Yvette. 1:15, Three Cheers. 1:30, Way Down South.
 KXX—1, World's Fair Vespers. 1:30, Flow Gently Sweet Rhythm.
 KHJ—1, Reynolds Orch.
 KECA—1, Nick Harris. 1:15, Byrne Orch. 1:30, Looks at Books. 1:45, Voice of Hawaii.
 KFWB—1, Concert. 1:30, Hermosa Beach.
 KMPC—1, News. 1:15, Organ. 1:30, Betty Phillips. 1:45, Tropic Mood.
 KMTR—1, G. Allison. 1:30, Political.
 KFAK—1:30, Baseball.
 KRKD—1, Blitz Quiz.
 KFOK—1, Hawaii Concert. 1:30, Music. 1:45, Lucia Floor Show.
 KGER—1, News. 1:05, Spanish Hour.
 KFXM—1, Reynolds Orch.
 KFSB—1, News. 1:15, Byrne Orch. 1:30, Voice of Hawaii.
 KGB—1, Reynolds Orch.
 KFVD—1:15, Music.
 KTMS—1, Glen Island Orch. 1:30, Voice of Hawaii.
 KDB—1, Chapel Quarter Hr. 1:15, Reynolds Orch.
 KVOE—1, Reynolds Orch. 1:30, Lutheran Hour.

2 to 3 P. M.

KFI—2, Gordon Orch. 2:30, Beat the Band.
 KXX—2, Concert Orch. 2:30, Melody.
 KHJ—2, Tropical Serenade. 2:30, Venuti Orch.
 KECA—2, Catholic Program. 2:30, Parade of Years.
 KFWB—2, Symphony Hall.
 KMPC—2, Musical Comedy Tunes.
 KMTR—2, Special Events. 2:15, F. T. Curry. 2:30, Songsmith. 2:45, Judge Marchetti.
 KFAK—2, Baseball.
 KGFJ—2, News. 2:15, Music. 2:45, Faith.
 KRKD—2, Blitz Quiz.
 KGER—2, Salon Orch. 2:30, Band.
 KFSB—2, News. 2:05, Music. 2:15, Rev. Brooks. 2:30, Long Beach Band.
 KFXM—2, Tropical Serenade. 2:30, Venuti Orch.
 KFSB—2, Hollywood Gossip. 2:05, Gordon Orch. 2:30, Balboa Park Organ.
 KGB—2, Serenade. 2:30, Thompson Orch.
 KTMS—2, Edison Orch. 2:30, Parade of Years.
 KDB—2, Tropical Serenade. 2:30, Thompson Orch.
 KVOE—2, Orange County Public Forum.

3 to 4 P. M.

KFI—3, Prof. Fuzzlevit. 3:30, Bandwagon.
 KXX—3, News. 3:30, Grenadier Band.
 KHJ—3, Rendezvous. 3:30, Sunday Songs. 3:45, Wythe Williams.
 KECA—3, European News. 3:30, World's Fair Band.

KFWB—3, Reported Missing. 3:30, Stuart Hamblen. 3:45, Marimba Magic.
 KMPC—3, News. 3:15, Stage One. 3:30, Elery Queen.
 KMTR—3, Volney James. 3:30, French Hour.
 KFAK—3, Baseball.
 KGFJ—3, Helping Hand. 3:30, W. C. T. U. 3:45, Universal Quartet.
 KFOK—3, Rainbow Trio. 3:15, Don Allen. 3:30, M. Heidus. 3:45, Bronzemen.
 KGER—3, News. 3:05, Harold Agal. 3:20, Long Beach Band.
 KFXM—3, Rendezvous. 3:30, Romance of Hiways. 3:45, Wythe Williams.
 KFSB—3, Evangelistic.
 KFSB—3, Port of Call. 3:30, World's Fair Band.
 KGB—3, Rendezvous. 3:30, Songs for Sunday.
 KTMS—3, White Tabernacle. 3:30, Port Huemea Hr. 3:45, World's Fair Band.
 KDB—3, Rendezvous. 3:30, Sunday Songs. 3:45, Songs of the Southland.
 KVOE—3, Rendezvous. 3:30, Sunday Songs. 3:45, Commentaries.

4 to 5 P. M.

KFI—4, Chase & Sanborn. 4:30, One Man's Family.
 KXX—4, Columbia Workshop. 4:30, Strand Orch. 4:55, News.
 KHJ—4, American Forum.
 KECA—4, Summer Symphony.
 KFWB—4, Messner Orch. 4:30, Little Concert. 4:45, Stuart Hamblen.
 KMPC—4, H. M. S. Richards. 4:30, Novatones. 4:45, Melodies.
 KMTR—4, Special Events. 4:30, News Reel. 4:45, Eventide.
 KFAK—4, Baseball.
 KGFJ—4, News. 4:15, Studio Party. 4:30, Concert.
 KFOK—4, Wade Lane. 4:30, Fireside Church.
 KGER—4, News. 4:05, Story Teller. 4:30, Rev. Fullerton.
 KFXM—4, Amer. Forum of the Air.
 KFSB—4, Sunday Concert. 4:45, Voices of Yesterday.
 KGB—4, American Forum.
 KFVD—4, Jack the Bellhop.
 KTMS—4, Symphony.
 KHJ—4, American Forum of the Air.
 KVOE—4, American Forum.

Programs and time listings on these pages are supplied to "Radio Life" by the radio stations shown, and are carefully checked prior to going to press. Inaccuracies in these columns are usually the result of last minute changes by the broadcasting studios.

Glamour Gadabout

Most, if not all, women are style conscious. Most, if not all, men take dress as a matter of course unless egged on to approximation of sartorial perfection by their critical dames and daughters. Contrary is nature, where cocks are finely and colorfully plumed and feathered, while hens strut through life with Priscilla-like mousiness.

In women's fashions Paris long held command position as arbiter. After first World war sands of time shifted westward and New York took transient precedence and importance over the once gay City of Light.

Weather influences fashions. The more salubrious climate, the more original and creative the efforts of those who fashion the feathers and plumage of women. In California climate is equable. To this state, then, were ultimately to come many of those who could design authoritatively and with smart prescience that which women would wear.

Radio has come to be prime factor in style and fashion discussion. In Hollywood, where many of the world's most beautiful and smartly dressed females are resident, is air-dominant Station KFI. From KFI and to west coast via NBC-Red network (Wednesdays at 4 p. m) speaks Frances "Speaking of Glamour" Scully. Knowledgeable blonde with scintillant Irish eyes and young girl freshness, Frances Scully's program is dress

jumping-off point for millions of style conscious western women. Miss Scully speaks of where she has been, whom she saw, what women were wearing, and intersperses bright information with smart commentaries on shop discoveries.

Tending to narrow fashion news down to KFI and setting for herself title of Western Style Authority, Frances Scully this week had worried officials of CBS, rival network.

CBS officials, convinced at last that Hollywood had taken over prerogatives of Nazi-bedraggled Paris, had shoved New York into debatable place as style center, prepared this week to offer Frances Scully opposition. To this end was announcement that CBS fashion editor, Russian beauty Tamara Andreeva, would headquarters on coast, to arrive this coming month.

★ ★ ★

Potent Listeners

Puzzle to many a publisher of more widely circulated magazine is letter-pulling power of Radio Life. With circulation varying week to week above 45,000 readers Radio Life "pulls" a mean average weekly total of 200 letters on diversity of radio related subjects. This is above average reader interest of one person in 1000 who will write to any magazine.

To those puzzled publishers comes explanation and opportunity for increased

reader letter interest in Radio Life. Radio is a public service medium. As such it enjoys singular attention among people ordinarily of diversified general interests. Affecting the daily lives of millions, radio is subject to praise and criticism. Heretofore there has been no proper outlet for public feeling one way or other. Radio Life, steering editorial middle way between radio and listeners gives both representation without bias. Thus growing in recognition does Radio Life give "break" to harried or entertained radio listeners, affords vent for feeling without bias, thus accounts for unusual reader loyalty.

To listener-readers this week a prominent advertising agency executive posed:

"What does your reader group think of radio-genic qualities of 1) Wendell Willkie, of 2) Franklin Roosevelt? If voices have influences to persuade opinions can you find out through your readers which of these men has best radio chance of becoming president of the United States?"

Without comment, Radio Life's editor passes query on to readers, hopes, bewildered and frightened, they will not let him down.

★ ★ ★

STROLLERS-FORERUNNERS

Ted Weems, maestro of "Beat the Band." "The strolling musicians of yesterday were the forerunners of the modern dance band with its one-night stands and changing itinerary."

5 to 6 P. M.

- KFI-5, Manhattan Merry-Go-Round. 5:30 Familiar Music Album.
- KNX-5, Summer Hour.
- KHJ-5, Revival.
- KECA-5, Church Program. 5:30. Organ. 5:45, Sports.
- KMPC-5, Stardom Stairway.
- KMTR-5:15, Ethel Hubler. 5:30, Martin Luther Thomas.
- KFAC-5, Baseball.
- KGFJ-5, American Legion.
- KFOX-5, Mother & Dad. 5:30. Kingdom Temple.
- KGER-5, News. 5:05, Mizpah. 5:30. Melodies.
- KFXM-5, Old Fashioned Revival.
- KFSD-5, Musical Heritage. 5:30. Organ.
- KGB-5, Revival Hour.
- KFYD-5, Tempo Moderne.
- KTMS-5, S. S. Fleeta. 5:30. Organ.
- KDB-5, Old Fashioned Revival.
- KVOE-5, Revival Hour.

6 to 7 P. M.

- KFI-6, Hour of Charm. 6:30, Care-free Carnival.
- KNX-6, Art Baker. 6:15, Clark Ross. 6:30, Grant Park Concert.
- KHJ-6, News. 6:05, Symphony Hr.
- KECA-6, Good Will Hour.
- KFWB-6, News. 6:15, Strollin' Tom. 6:30, In Gloomink.
- KMPC-6, Prayers Answered. 6:15, Light Classics. 6:30, Allen Roth Presents.
- KMTR-6, Special Events. 6:15. Classical.
- KFAC-6, News. 6:15, Music.
- KGFJ-6, News. 6:15, Salon Moderne. 6:30, Hits-Bits.
- KRKD-6:15, News. 6:45, Pan-Amer.
- KFOX-6, News. 6:15, Allen Orch. 6:30, Hit Time. 6:45, Walsh Orch.
- KGER-6, News. 6:05, Records. 6:30, Modern Miracle. 6:45, Italian News.
- KFXM-6, A. P. Bulletins. 6:05, Symphonic Hour. 6:30, News.
- KFSD-6, Good Will Hour.
- KGB-6, News. 6:05, Symphonic Hr.
- KTMS-6, Good Will Hr.
- KDB-6, Associated Press Bulletins. 6:05, WGN Symphonic Hour.
- KVOE-6, News. 6:05, Symphonic Hour.

7 to 8 P. M.

- KFI-7, World is a Stage. 7:15, Irene Rich. 7:30, When Presses Roar.
- KNX-7, Crime Doctor. 7:25, News. 7:30, Crosby Orch.
- KHJ-7, Answer Man. 7:15, Miller Orch. 7:30, Hancock Ensemble.
- KECA-7, Chapel Quartet. 7:15, Chansonette. 7:30, Rocky Melodies.

- KFWB-7, Cugat Orch. 7:15, Help Thy Neighbor.
- KMPC-7, Cub Theatre. 7:30, Concert Hall.
- KMTR-7, Bob Shuler.
- KFAC-7, Open Forum.
- KGFJ-7, Spanish Hour.
- KFOX-7, Lucea Floor Show. 7:15, Owens Orch. 7:30, Anson Weeks. 7:45, Organ.
- KGER-7, News. 7:05, Cinemanla. 7:30, Music. 7:45, Al Williams.
- KFSG-7, Aimee S. McPherson.
- KFSD-7, Josiah Hopkins. 7:15, Junior G-Men. 7:30, Prof. Askem.
- KGB-7, Answer Man. 7:15, Magazine Man. 7:30, Hancock Ensemble.
- KTMS-7, Chansonette. 7:30, Rocky Mt. Time.
- KDB-7, Answer Man. 7:15, Tucker Orch. 7:30, Hancock Ensemble.
- KVOE-7, Studio. 7:15, Miller Orch. 7:30, Hancock Ensemble.

8 to 9 P. M.

- KFI-8, Winchell. 8:15, Parker Family. 8:30, Night Editor. 8:45, News.
- KNX-8, Inglewood Park Concert. 8:30, Take It Or Leave It.
- KHJ-8, Thompson Orch. 8:15, Pastor's Study. 8:30, Command Performance.
- KECA-8, Dance Orch. 8:30, Sports Newsreel. 8:45, Bookman's Notebook.
- KFWB-8, Dr. MacLennan.
- KMPC-8, Pickard Family. 8:30, London News. 8:45, Wings Over Jordan.
- KMTR-8, Floyd Johnson.
- KFAC-8, Open Door Church.
- KGFJ-8, News. 8:15, Exploring Urges. 8:30, Night Justice.
- KFOX-8, Concert Varieties.
- KGER-8, News. 8:30, Concert.
- KFSD-8, Caliente Races. 8:30, Bill Stern. 8:45, Moments of Melody.
- KGB-8, White Temple. 8:30, Levant Orch. 8:45, Political.
- KTMS-8, St. Francis Hotel. 8:15, Amer. Riviera. 8:30, Bill Stern. 8:45, Osborne Orch.
- KDB-8, Tucker Orch. 8:15, Pastor's Study. 8:30, Keller Orch.
- KVOE-8, Thompson Orch. 8:15, Pastor's Study. 8:30, Command Performance.

9 to 10 P. M.

- KFI-9, Shelton Orch. 9:30, Colony Club Orch.
- KNX-9, Lunceford Orch. 9:30, Aguilar Orch. 9:45, News.
- KHJ-9, News. 9:15, Voice of Prophecy. 9:45, Serrico Orch.
- KECA-9, Shelton Orch. 9:30, Sanctuary.

- KFWB-9, Political. 9:15, Gov. Olson. 9:30, News. 9:45, Ballards.
- KMPC-9:15, Chapel Quartet. 9:30, So You Know History.
- KMTR-9, Travelogue. 9:15, Beach Boys. 9:45, Special Events.
- KFAC-9, Elliot Fisher. 9:30, Glorious Hope.
- KGFJ-9, News. 9:15, Lest We Forget.
- KFOX-9, News. 9:15, Gov. Olson. 9:30, Frank Christy Orch. 9:45, Thornhill Orch.
- KGER-9, News. 9:30, Tuckin' m.
- KFXM-9, News. 9:15, Voice of Prophecy. 9:45, Serrico Orch.
- KFSG-9:30, First Nighters.

KMPC SUNDAY HEADLINERS

Ellery Queen
3:30 p. m.

Stairway to Stardom
5:00 p. m.

Cub Theatre
7:00 p. m.

- KFSD-9, Shelton Orch. 9:30, Sanctuary. 9:45, News.
- KGB-9, Newscast. 9:15, Voice of Prophecy. 9:45, Serrico Orch.
- KTMS-9, Ambassador Orch. 9:15, Erde Grofe. 9:30, News. 9:45, Novatime.

- KDB-9, News. 9:15, Voice of Prophecy. 9:45, Gaken Orch.
- KVOE-9, News. 9:15, voice of Prophecy. 9:45, Serrico Orch.

10 to 11 P. M.

- KFI-10, News. 10:15, Bridge to Dreamland.
- KNX-10, Crosby Orch. 10:30, Busse Orch.
- KHJ-10, Arnheim Orch. 10:30, News. 10:45, Mojica Orch.
- KECA-10, Ruth Harmonia.
- KFWB-10, Averill. 10:15, Bowling Notes. 10:30, Dancin'.
- KMPC-10, Dance Orch. 10:15, Roller Derby. 10:30, News. 10:45, Hawaiians.
- KMTR-10:15, Lopez Orch. 10:45, Fiddler Orch.
- KFAC-10, Melody Hour.
- KGFJ-10, News. 10:30, Dreamer.
- KFOX-10:15, Anwa Boys. 10:30, Island Music. 10:45, Hamilton Orch.
- KGER-10, News. 10:45, Dance.
- KFXM-10, Arnheim Orch. 10:30, News. 10:45, Mojica Orch.
- KFSG-10, Esther Stuart.
- KFSD-10, Harpa Orch. 10:15, Bridge to Dreamland.
- KGB-10, Arnheim Orch. 10:30, News. 10:45, Mojica Orch.
- KFWB-10, Duck the Belthoy.
- KTMS-10, Florentine Orch. 10:30, Martin Orch.
- KDB-10, Arnheim Orch. 10:30, Dale Orch.
- KVOE-10, Arnheim Orch. 10:30, News. 10:45, Mojica Orch.

11 to 12 Midnight

- KFI-11, News. 11:15, Nottingham Orch. 11:30, Sandman.
- KNX-11, News. 11:15, Dance Orch. 11:30, Strand Orch. 11:55, News.
- KHJ-11, Dale Orch. 11:30, Hawaiians.
- KECA-11, Organ.
- KFWB-11, Gypsy Caravan. 11:15, Music You Want.
- KMPC-11, Music Hall.
- KMTR-11, Melody Lane.
- KFAC-11, Music.
- KGFJ-11, News. 11:15, Concert.
- KFXM-11, Late Orch. 11:30, Koki Hawaiians.
- KFSG-11, It Really Happened. 11:15, W. St. Clair.
- KFSD-11, Nottingham Orch. 11:30, Kentucky Sandman.
- KGB-11, Dale Orch. 11:30, Hawaiians.
- KTMS-11, Floyd Wright.
- KHJ-11, Mojica Orch. 11:30, Hawaiians.
- KVOE-11, Dale Orch. 11:30, Hawaiians.

Rug Cutting Pays

Shortly after the world war one Scott Fitzgerald wrote "The Beautiful and Damned," thus novelistically introduced the Jazz Age. From jazz to swing the transition has been almost painless, except for "die hard oldsters" who regret the flapper's passing and the advent of the rug cutter, the caper-cutting devotee of swing music.



GLENN MILLER

Making more than the nation's president, Glenn Miller is America's leading swing master. At this year's end he will tote up a net profit of \$150,000, the picayune-ish remainder of \$500,000 earned for making music that inspires the still prevalent fashion of "rug cutting" (dancing) by another generation of American youth.

Miller's big income comes from Chesterfield cigarette sponsorship of three weekly shows (CBS) at \$5000, from recordings and personal appearances. A few years ago Band-man Miller played obscurely with one Benny Goodman, and Ben Pollack. They were horn-blowers in Pollack's orchestra. Since then both have made their way by simple expedient of applying to music what Author Fitzgerald hit upon in writing—giving voice to the restlessness of youth.

★ ★ ★

Steps to Fame

Impelling reason back of radio successes is often remote from the result. In three cases of many, such varied factors as blackboards; loss of millions; sudden discovery of a dialect, broadcast fame and fortune.

Ingenious was a stunt used by Actress Cynthia Carlin to break into radio. Trying unsuccessfully for weeks to see program directors she bought a large children's blackboard. Using different colored chalks, she printed:

"Sorry, but unless I see you today, the opportunity will be taken elsewhere." Novelty of this self-introduction impressed producers and she gained audiences.

Today Actress Carlin is heard on "Court of Missing Heirs" and "Good Will Hour," is also a regular performer on other programs.

Real estate market "nosedived" in 1929. Realty broker Al Pearce's millions lost reality. He assembled a group of tyros, began broadcasting "The Happy Go Lucky Hour," over a small California station. Success of this sustainer, led to sponsorship from New York.

An unsuspecting dialectian, Adelaide Klein, made radio a harder way. In 1930 she was an office secretary who read poetry and sang over a small New York station by night. She interspersed poetry reading with dialect characterizations which proved more popular than the singing. Encouraged Adelaide Klein resigned office work. Adelaide Klein today is a contract actress on "Meet Mr. Meek," appears with Joan Blaine on "Valiant Lady," "Light of the World" and other programs.



Clifford Goldsmith, shown here, author of "The Adrich Family" is one successful playwright who assiduously avoids contact with Broadway. He is taking no chances on dimming his knowledge and understanding of the small town scene through too frequent contact with the metropolis and sticks close to his home in rural Pennsylvania.

Publicity Angle

Success of many an enterprise is often due to shrewd judgments and abilities of public relations directors. Often a heavily money-backed business, especially in field of entertainment (night clubs, dance spots, etc.) goes disconsolately into a tailspin. Reason for tailspin must always be one prime one, not counting bad showmanship and food. It is this: Failing to excite or pique curiosity of large part of fun-loving public, sole support of any business, life-blood of entertainment dries.

In a city (Los Angeles) where superlatives are the language's vernacular, million-dollar showmanship strives mightily to please, keep in business, make money.

Smart was Maurice Cohen, president of Palladium Ballroom-Cafe, 4,000 dancers, 2,500 diners, now close to completion across from Girl Glorifier Earl Carroll's Dining Theatre on lush Sunset Boulevard and El Centro. Palladiumist Cohen chose Gene Inge to handle his publicity and public relations. Why this was smart move was made clear this week, will be clearer at month's end. Gist is: Cali-

fornia's Southland attracts tourists—millions annually. These come from all parts of the world. Most, of course, from U. S. What Inge did: Arranged closing Tommy Dorsey orchestra program to dedicate on national hookup Palladium's inspection opening, September 24, will have soloist accompany orchestra (three thousand miles away), soloist to sing from spacious ballroom. Making sure of youth, Inge will have as guests coeds from western universities. Official public opening will be October 25.

★ ★ ★

Air Church

Sunday after Sunday, for nine years, the Columbia Broadcasting system's Church of the Air has broadcast to far-flung audiences two services with sermons delivered by clerics representing all the established faiths in the United States.

This CBS presentation, in which eminent prelates participate, enters its tenth year (Sept. 1). Church leaders sent congratulatory messages emphasizing appreciation for what Church of the Air is doing for cause of religion.

During existence of this religious program, its services have been listened to in homes, hospitals, camps, boarding schools, infirmaries.—Persons dwelling in desolate areas, in Canada, and those in distant lands have heard the messages over Columbia's short-wave stations.



As an example of how far an actor can go in living the part he plays, Jess Bugh last week filed a formal petition in an Indiana Circuit Court to adopt Scattergood Baines as his legal name. For three and a half years Jess has been playing the part five days a week. "I may as well make it legal," says Jess. "Everybody calls me Scattergood, anyway."

Hitler's Star

Made much by publicity is penchant of Hitler for charting his pathway and major moves by star studies.

With a fortnight already passed beyond the day the Hitler star was considered propitious for invasion of England, the world this week was still wondering when astrologically contemptuous Britain would rock to Nazi assaults.

Certainly, fortnight ago the Hitler star reckonings went up against the stern wall of English resistance, there bogged down

with no clear light penetrating war's obscurities to tell Adolph when to strike or where.

Astrologically important is this week for Adolph Hitler. For, in this week, planets Saturn and Jupiter complete their first path crossing in three hundred years. Time is, so say star-gazers, right for settlement of important issues. Another week may be too late.

Less star-influenced is fact that Hitler to win early must start and end his English invasion within next two months. Else grim winter will slow down his war machinery, give England time to marshal forces for own attack, irregardless of position of any star.

★ ★ ★

The Ham-mers

Unsung are majority of 40,000 licensed amateur radio operators in the United States, called "hams" in broadcast vernacular.

This week throughout America the "Song of the Hams" was being sung by praises of a grateful people. On Aug. 11 a hurricane whipped in from the Atlantic, roared through south, lashed itself to greatest fury of destruction in Charleston, South Carolina. Scooting along at 100 miles per hour the hurricane built up "Panzer" divisions of waves 20 feet high, sent these crashing down power lines, inundating streets, tearing homes from foundations, bringing death staring to hundreds. By nightfall of the 11th of August only direct communication with stricken Charleston was with three portable "ham" stations and their operators.

United States amateurs went into action, organized shortwave network, threw net across south, picked up and re-broadcast Charleston emergency calls. In flash response, motorized first aid crews, linemen, supply trains and doctors with nurses raced into Charleston on ebb of sea-Panzers.

Two NBC engineers, short-wave hobbyists, did yeomen's work in relaying distress signals. They were Paul Todd, call lettered "W3UK," Sommerville, N. J., and Sam Newman, "W3HN," Washington.

★ ★ ★

Radio Service

Debatable is income and future of many low-powered stations scattered through nation and air-casting outside the weblike spread of the big money-makers, NBC, CBS, MBS-Don Lee, Yankee Net, etcetera.

Main problems of such stations have been to devise service policies within power-circumscribed limits, to attract sectional advertising accounts and to fulfill listener expectations in their areas.

One such station (KVOE-Santa Ana, California) is gem among all. Serving prosperous Orange county, based in Santa Ana, the station's efforts at community service, highlighted by Vic Rowland,

merchandising and promotion manager, has developed solidly sound place in sectional broadcasting. KVOE programs are designed for especial appeal to Orange County-ans, have a home-folksy style of delivery that prompts almost unanimous loyalty.

Recently granted right to increase power from 100 to 250 watts, Ernest L. Spencer, KVOE's owner, announced installation of a new transmitter, second of its kind in California. Radio Owner Spencer: "KVOE will continue to set examples in public service and entertainment."

★ ★ ★

Radio Pay

Radio actors and actresses connected with American Federation of Radio Artists are usually paid at flat rate of \$1.00 per minute for time on air under 25 minutes. For half hour shows they get basic \$25, \$35 for one hour show and are paid off at \$6.00 per hour for rehearsal time. On sustainers (non-commercial programs being aired by stations in hope of attracting sponsors) AFRA permits its members to throw in rehearsals, but insists on and gets \$17, \$21, and \$25.

Two weeks ago contracts AFRA held with networks expired and negotiations opened to make networks pay AFRA members same compensation for sustaining programs as they now get for commercials.

Less potent in its field than ASCAP, the federation is working hard to align all individuals of talent in radio, to press for rates that many believe have long been due.

★ ★ ★

Help Thy Neighbor

Guest of honor on Hal Styles' "Help Thy Neighbor" (KFWB) Sunday, Aug. 25, was Barbara Stanwyck, long noted for her humanitarian efforts.

Her visit marked the 175th broadcast of a program that has sent more than 20,000 people "to the promised land of jobs."

"Help Thy Neighbor" is now believed to be the only radio program which actually prohibits mention of the sponsor's name during a broadcast. It is sponsored by George Pepperdine, former head of Western Auto Supply company, who backs Hal Styles to help unfortunates, especially underprivileged youth.

The program, while formerly devoted exclusively to business of finding jobs, now aids people in numerous other ways. Any person with a reasonable request can seek opportunity to make appeal. Styles has helped "neighbors" finance expeditions, obtain blood transfusions, secure layettes and baby carriages for expectant mothers, locate lost relatives, patent inventions, and procure return of wandering spouses.



With the
LAMPLIGHTER
After Dark

By T. E. Y.

AFTER-DARK SERVICE—We have inaugurated a 24-hour service for information on entertainment, prices, talent, playing bands, etc. Reservations also will be handled for you at no cost or obligation. Just call **WEBSTER 6161**. Ask for **Lamplighter** service. If you are not a member of the Lamplighters, send a self-addressed card to **Radio Life** and you will receive this valuable hunk of pressed cardboard by return mail. This card entitles you to various discounts, free cover charges, Lamplighter night festivities, etc., at no charge to you and you.

Among Those Present—At the Miramar "Watercade" Restaurant the other p. m., **Randolph Scott, Wendy Barrie, Claudette Colbert** (stunning in a deep red cape and hood), **Biltmore theater**—Occasion, opening night of **Flora Robson** in "Ladies in Retirement"; **Adolph Menjou, Richard Green** with **Virginia Field, Ralph Bellamy, Leatrice Joy**, and the various critics having a field day because they wouldn't have to fabricate a rave to satisfy the business office the next day. Yes, the show is definitely a **smash hit**.

Ask Central for your favorite tune—That new **Maestro Voice-Speaking Phonograph** put out by **Rodney Pantages, Inc.** is really something. We saw one operating at the "Everglades Room" at the **Barker Hotel** the other p. m. and it's terrific. You deposit your nickel and central **sweetly** asks you what selection you would like to hear? And you can't stump her—from **Lunceford** swing to **Debussy**.

BANDS THAT PLAY FOR YOU AND ME

- LA CONGA**—Two bands on the revolving stage.
- COCONUT GROVE, AMBASSADOR**—Clyde Lucas.
- WILSHIRE BOWL**—Gum Arnheim. Smooth arrangements by a past master of all the tricks.
- CASA MANANA**—Jimmy Lunceford—tops in swing. Four Hot Shots dancing.
- CASINO GARDENS**—Ray Pearl.
- ZAMBOANGA**—Three well-grouped Hawaiian Strings.
- FOLKENTINE GARDENS**—Daryl Harpa. Excellent Rumba.
- ROSELAND ROOF**—Ray Stillwell from Hotel Astor.
- TOPPY'S**—Marvin Dale. New, but very solid. Russ Brown on the vocals.
- BILTMORE BOWL**—Johnny Richards, local boy makes good. Patricia Kay.
- CATALINA**—Bob Crosby.
- ZENDA BALLROOM**—Jack Dunn. Second year.
- MIRAMAR HOTEL**—Santa Monica. Joe Serpico.
- EARL CARROLL'S**—Manny Strand.
- VICTOR HUGO'S**—Matty Malneck.
- PARAMOUNT THEATER**—Count Basie.

Remember for your **Lamplighter** prizes and club benefits, tune to **KHJ-Don Lee Station 4:45 to 5 p. m. Fridays**. Guest artists. 25 free pairs of prizes. —Adios.

Opening
Aug. 15th

★
NO COVER
NO MINIMUM



Jimmy
LUNCEFORD
and his
ORCHESTRA

Plus the "Four Hot Shots"

THE TOPS IN DANCE MUSIC!

★ *Casa*
Mañana
BALEROOM CAFE
4781 WASHINGTON BOULEVARD

Radio, 3,000 W. R.

You'll Enjoy This Fantasy of Air Activity Two Thousand Years Hence

Editor's Note: No responsibility is assumed by Radio Life for the following fantastic article. It is offered merely as the results of an incursion into depths of imagination, the editor permitting its publication only on the theory that you can never tell about anything.

WESTOPOLIS, (By Inter-Planetary Press) June 4, 3000.

Charging that the government of Greater America had violated provisions of the World Radio Control commission regulating warfare wave lengths, the Government of Greater Europe today had filed with the commission a protest against Greater American use of short-short wave lengths, use of which last month resulted in defeat of the Greater European high seas armada.

★

EASTOPOLIS, Greater Europe, June 5, 3000) . . . Should violations of short-short wave battle lengths continue, Greater Europe today, through government spokesmen, declared it would return to old methods of warfare.

"If Greater Americans are looking for trouble they will get it in plenty," was the text of official utterances. "Greater Europe will man all tanks and sea fleets with living human beings and bring back the horrors of warfare as they were known a thousand years ago. . . ."

★

WESTOPOLIS, (Greater America, June 6, 3000) . . . Stung to the quick by threats of Greater Europe to return to ancient methods of warfare in which human blood was shed and socially useful property destroyed, Greater America officials today retorted:

"It is unthinkable that Greater Europeans are sincere in their threat. To restore the old method of war, blood-letting, murder and destruction, is anti-civilized, a crime against reason, the God of us all. . . ."

"The efficiency of radio-controlled wars was proved without question in the great struggle of 2500 W. R. In that prolonged war not a life was lost, not a village destroyed, not one of earth's resources retarded or harmed. On the occasion of the great Tank Battle on the fields of Ancient Kansas, one of the greatest turnouts in history was made. Proceeds of the Battle Spectacle mounted into millions of dollars daily, and were diverted to the Joint Greater Europe-Greater America-Inter-Planetary Airways system, resulting in establishment of relations with the Venusians and Martians, peace-loving peoples in the 20th magnitude.

"At Battle's end the Trotting Poll of Public Opinion gave the victory unanimously to Greater America. We suspect ulterior motives on the part of Greater Europe. Why don't they come out honestly with what they have on their minds?"



Bonnie King is heard each Thursday at 6:00 p. m., PST, over the NBC-Red network on the Camel Caravan broadcast. Featured feminine vocalist with Bob Crosby's orchestra is Bonnie.

EASTOPOLIS, (Greater Europe, June 7, 3000) Science today had come forward with an explanation of the puzzling attitude of Greater European statesman clamoring for return of gore and blood technics of ancient warfare.

Speaking on Inter-Planetary Radiocosmoscopes this evening, John B. Cerebral, chief of the Research Division of the World Institute for Scientifically Rational Living, said:

"Hormone, chromosome and gene tests made on Greater European leaders at insistence of the World's Citizens' Committee on Extermination of Anti-Human Beings, have proved conclusively that these leaders are throw-backs to a perverse strain of humanity that reached its lowest stage of development in the year 1940, A. D.

"Examining old blood and brain cell cultures of ancient world leaders that have been treasured for more than 1500 years, the scientists detected similarities between these and those of present-day Greater Europe leaders.

"At that time in world history a vicious and dread malady, both psychic and physical, swept the world. Various called 'Hitlerism,' 'Communism,' 'Chamberlainism,' 'Churchillism,' 'Francoism,' 'Stalinism,' depending upon what part of the world one lived in, this universal sickness infected millions of human beings. Symptomatic of the disease was a corollary affection called 'International Gangitis.' This disease fed upon the hopes, dreams, ambitions and loves of ordinary humans. Before it had spent its fury more than half of those then living had perished. Strangely enough the carriers

of the disease lived in later amity with each other. Through them, apparently, the disease has been transmitted across 1500 years of time, having been dormant for ages."

★

EASTOPOLIS (Greater Europe, June 30, 3000 W. R.) Greater Europe was in a hemisphere-wide riot tonight as millions of world citizens, led by officials of the World Citizens' Committee, stormed through the skyways in pursuit of degenerate Greater European leaderships that had sought to restore primitive horrors of ancient war murders.

The riots followed fast on revelations of John B. Cerebral, research scientist, that the Leadership was a throwback to a half-developed species of humanity of the 1940s. . . .

Inter-Planetary police had thrown out sky cordons to intercept the fugitives, while feeling ran high against them throughout the Cosmos for their attack on Greater America.

★

FLASH! VENUSIA, (Capital of Venus, July 1, 3000) All Greater European leaders who had taken part in the threat to Cosmic harmony were captured tonight by Venusian sky patrols. The fugitives were seeking to effect flight into Betelgeuse, but were caught as their sky-ships roared into the Venusian atmosphere.

★

WESTOPOLIS (Greater America, July 5, 3000) World justice had moved rapidly tonight in trials of Greater European leaders. Found guilty of conspiracy to upset world harmony by threats to restore old-fashioned warfare by murder of living human beings, the entire group had been sentenced to fight among themselves with deadly weapons until all were dead.

Radio control experts stood by with hot spark machines, sending streams of burning static into their pants to keep them moving on each other. Within 20 minutes the leadership was but a world memory, all having perished by machine-gun fire at each others' hands. The guns had been procured from the Ancient World Relic Crypt.

★

WESTOPOLIS (Greater America, July 7, 3000) With harmony again reigning and all threats to sane living eliminated by deaths of degenerate throw-backs to ancient man, the World Radio Commission today had met and outlined policies of greater happiness for world citizens.

Chief among the results attained at the meeting was a Twenty Year Exchange of Radio Orchestra Leaders Past. During the life of the Pact, Greater European music will be played exclusively in Greater America and vice-versa.

★ ★ ★

TROUT FOR MYTHS

Said Bob Trout, CBS ace newscaster: "It puzzles me that radio doesn't avail itself more of the rich body of mythological and traditional literature that is practically part of every country's history. The stories in any standard collection of mythology—such as Palgrave's—are still as fascinating as ever."

RADIO LIFE LINES * Buck Hathaway

BITS OF PRO AND CON ON ASCAP-BMI:—Speaking directly to the profession and for the information of the general public:—Here's a sidelight on the ASCAP versus Radio battle. NBC maintains an International Division beaming programs to the Latin-Americas. Most of the airings are recordings. It took five years to assemble 10,000 of these records. All will be ash-canned if ASCAP goes out. . . . Here's punch:—Despite chain pressure only Victor and Bluebird have made BMI tunes and only TWO. . . . On the other hand, look for dandelion crop of music recording groups to start waxing for transcription programs to fill gaps in BMI, after January 1. . . . Further observation:—Disc cutting firms are going slow in making records in fear they'll have unmarketable surplus of ASCAP after January 1. . . .

PROGRAM FORECASTS: Silver Theater will be back on air October 6. . . . Conrad Nagel will again direct. Felix Milles to baton. . . . Screen Guild will air again September 29, with tentatively set for opening show Jack Benny, Claudette Colbert, Basil Rathbone, Ernst Lubitsch and Ralph Morgan. . . . Frank Craven and Burgess Meredith will highlight CBS "Forecast" series September 2. . . .

NOTE TO TOM FIZDALE:—What sort of publicity is this? "Penny Singleton (dateline August 17 out of New York) suffered a serious mishap prior to 'Blondie' broadcast, Monday. Caught fingers in electric wringer, fingers mangled. . . ." . . . We saw her night of police show (August 16) Los Angeles and there were no mangled fingers. . . . Incidentally, I agree with all my supporters . . . the Los Angeles Police show was a graphic testimony to the efficacy of Faith Bacon's behind. . . . After the police brought out that bit of "bacon" they'd better go easy on Main street burlesques. . . .

PEOPLE YOU'D LIKE:—Jean Hersholt because he is humanly slaty and kindly. . . . Al Pearce because in spite of Elmer Blurt he is a wise fellow with more than funning in his make-up. . . . Helen Carroll, the Indiana Heather-abloom . . . unaffected and womanly. . . . Hal Rork because of easy striding generosity . . . that reticent Helen Linke, NBC log editor, because beneath her quiet beauty murmurs menace. Look out San Francisco, Helen's on the way there, leaving NBC because of eye-strain (to say nothing of ours) after three years. . . . Some San Francisco company will get a darn good secretary. . . . Leonard Finch, CBS publicity, back from vacation and too full of vim for vitamins. . . . Fox Case, CBS public relations director for West Coast—everyone knows and likes, a roaring lion with lamb's underwear. . . .

THINGS THAT MAKE ME NERVOUS:—The Hollywood insistence on making shreds of that old cliché: that nobody is on the level. . . . There must be some honest people running around. . . . Women like Helen Harper (Nancy Dixon), who look like lush grapes, but make you wonder at wine. (Bit deep? They're going to get deeper: all on account of Noel Corbett's observation: "Dachshunds are going to be kicked around because they connote something German. . . .") Noel's right, and it's a bee-end comment on the brand of patriotism and humanism that bans German and kicks dogs around who would not know Adolph Schickelgruber from Winston Churchill. . . . The unwinking sang-froid of Neon signs announcing radio shows . . . the effect of sunspots on friendships (you know the thing so many people worry about) . . . Kay Holliday (Movie and Radio Guide feature writer) coming in looking more lovely than lovely, to talk over column in her flippant style. . . . Waitresses who swear and lay disheartened eggs (on plates) before one on a muggy morning. . . . Radio youngsters affecting Bohemianism without knowing that it is a state of mind and not a matter of exotic environment and "intellectualized" gabbing. . . .

GOOD PLACE TO FUN:—The Hollywood Tropics with John Cardos, manager-host, endowing the place with pleasant friendliness. . . . Cardos will serve you a drink or food or a debate on most any subject with facility. . . .

NEVERTHELESS:—Luncheon at Brown Derby with Frances Scully, Vinson Vaughan and Noel Corbett. . . . There seeing such luminaries as Kathleen Wilson, Frances Langford, et al. . . .

FANFARE FOR EDGAR BERGEN:—Joe Alvin reports on trip south with Bergen, during which Edward arranged for care of 12-year-old Jean Graham, ventriloquist, ward of Juvenile Court. . . . Bergen is going to care for child and train her in his art. . . . Charlie . . . you'll be taking orders from the women pretty soon.

And now I would relax—So, here's a note to Hedda Hopper, Al Pearce, June Collyer, Jean Hersholt (and missus), Hal Rork, Hal Bock, Frances Scully, Joan Crawford, Kathleen Wilson, Helen Carroll (Merry Maes), and Elissa Landi: Chef Milani invites you all to dinner, come Friday evening, August 30, at 7:30 p.m. . . . Will flacks and agencies bring to their attention this note and communicate with the oversigned?

Sighs for Vanished Youth—Reflections of a long time ago when girls like Ruth Earl Jones (Lois Collier, Lux Radio Theatre, All Pearce, "Blondie") were goddesses in Pigtales in the minds of torn-pants hoodlums who made sassy remarks when they passed to cover up young love's burning nostalgia. . . . Luncheon with Lois and Joe Leighton, CBS, and more fun.

My own contest offer: Two men and two women can win. Write me a letter with radio as an excuse. . . . Most cognizant cogent and cognescent-istic (my own word) will guest with me on a Radio luminary dinner on an evening soon at Chef Milani's.



Lynx continues as a fur fashion favorite, and NBC's Gracie Allen, heard each Monday on the Burns and Allen show, wears this jacket model with her all-black Fall costume.



Norma Young, noted authority on home economics, gives daily hints to the housewife in her "Happy Homes" program Monday through Friday, 10:15 to 10:45 a. m., PST, over K.H.J. Says Norma, in a confidential aside, "Give him chocolate. That's the way to win him. All men love chocolate. And give him his favorite dish for dinner the evening you want to ask a special favor." Norma gives choice recipes and homemaking pointers for happy abodes.

MONDAY Program Highlights

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

Variety

- 8:30—Johnny Murray, KFI. 9:15—Between the Bookends, KECA-KFSD-KTMS. 10:30—Views and Reviews, KECA. 2:45—Kate Smith Speaks, KNX. 3:45—Chef Miltani, KMPC. 6:30—Burns & Allen, KFI. 7:00—Amos 'n' Andy, KNX-KMPC. 8:00—Show Boat, KFI. 8:00—Pickard Family, KMPC.

Drama

- 9:45—Short, Short Story, KNX. 5:00—Forecast, KNX. 6:30—Blondie, KNX. 8:00—Passing Parade, KECA-KFSD. 8:30—Hawthorne House, KFI. 9:00—American Challenge, KFI.

Public Affairs—News

- 1:30—John B. Hughes, KNX. 3:00—Fulton Lewis, KGB-KDB, KHJ, KFAM. 4:55—Elmer Davis, KNX. 6:00—Raymond Gram Swing, KHJ-KGB-KVOE-KDIB. 6:30—John B. Hughes, KHJ-KGB, KVOE, KFAM, KDB. 7:15—Elliott Roosevelt, KFWD-KFSD-KFOX-KTMS. 7:30—News Reel, KMTR. 7:30—Wash. Merry-Go-Round, KECA-KFSD-KTMS. 7:45—Robert Arden, KFWD. 8:00—John Nesbitt, KECA-KFSD-KTMS. 8:30—Let's Talk Over the News, KMPC. 9:30—Fulton Lewis, KHJ-KGB-KDB-KFXM.

Outstanding Music

- 10:45—Hymns of All Churches, KFI. 1:00—Classic Hour, KECA. 1:00—Pop. Symphonia, KFVB. 4:00—Telephone Show, KFI. 4:30—Hollywood Bowl, KFAC. 6:00—Contented Program, KFI. 7:00—Pleasure Time, KFI. 7:30—Lionel Oil Show, KFI. 10:30—Phil-Harmonia, KECA. 10:30—Masterworks, KNX. 11:15—Music You Want, KFVB.

Sports—Comment

- 12:30—Major League Baseball, KMPC. 2:00—Tenth Inning, KMPC. 6:15—Sport Briefs, KFAC. 7:00—Sid Ziff, KFVB. 7:30—Del Mar Races, KMPC. 9:15—Sports Roundup, KNX. 10:15—Bowling Notes, KFVB.

Quiz Programs

- 11:30—Catalina Quiz, KNX. 5:00—Dr. I. Q., KFI. 8:00—Pull Over Neighbor, KHJ-KGB, KDB, KFAM, KVOE. 8:30—Kash Kwiz, KFVB. 9:30—Photo Phone Quiz, KVOE.

Weather

- KFI—8:15, 9:45, 4:30. KMTR—9:00. KHJ-KGB-KVOE—9:00. KNX—6:00. KRKD—9:30. KTMS—8:00, 12:15. KFVB—11:30. KGER—11:00, 4:00.

- KFSD—10, Friendship Exchange. 10:15, Our Half Hr. 10:30, Ann Gibson. 10:45, Bridge Class. KGB—10 News, 10:15, Don Dew-hirst. 10:30, Garden Club. 10:45, Bachelor's Children. KFVD—10:30, Union Rescue Mission. KTMS—10, Our Half Hour. 10:15, Homemakers Digest. 10:45, U. S. Navy Band. KFB—10, News, 10:15, For Home and Hostess. 10:30, Radio Garden Club. 10:45, Bachelor's Children. KVOE—10, News, 10:15, Don Dew-hirst. 10:30, Garden Club. 10:45, Bachelor's Children.

11 A.M. to 12 Noon

- KFI—11, Mary Marlin. 11:15, Ma Perkins. 11:30, Pepper Young. 11:45, Vic & Sade. KNX—11, Society Girl. 11:15, Martha Webster. 11:30, Catalina Fun Quiz. 11:45, News. KHJ—11, Friendly Neighbors. 11:15, Eddie Albright. 11:30, Flying Feet. KECA—11, Orphans of Divorce. 11:15, Honeymoon Hill. 11:30, John's Other Wife. 11:45, Just Plain Bill. KFVB—11, Tom Stoddard. 11:30, News. 11:40, Lionel Lewis. 11:45, Political. KMPC—11, Master Singers. 11:15, Music for Madame. 11:30, Serenade. 11:45, Livestock Journal. KMTR—11, Radio Newsreel. 11:15, Salvation Army. 11:30, Stocks. 11:45, Spec. Events. KFAC—11, Man on Street. 11:30, Home Beautiful. 11:45, Hawaii. KGEF—11, News, Stocks. 11:15, Music. KRKD—11, Paddock Flashes. 11:30, News. KFOX—11:15, Chas. Wellman. 11:30, News. 11:40, Walsh Orch. KGB—11, News. 11:45, Old Camp Meeting. 11:30, Music. KFAM—11, Friendly Neighbors. 11:15, Classic Strinks. 11:30, Yankee Doodle. KFSD—11, Orphans of Divorce. 11:15, Honeymoon Hill. 11:30, John's Other Wife. 11:45, Just Plain Bill. KGB—11, Friendly Neighbors. 11:30, Pulpit Highlights. 11:45, KGB Presents. KFVD—11, News. 11:15, Music. 11:30, Big Red Piano. 11:45, Violet Schram. KTMS—11, Orphans of Divorce. 11:15, Honeymoon Hill. 11:30, John's Other Wife. 11:45, Just Plain Bill. KDB—11, Friendly Neighbors. 11:15, Childhood March. 11:30, Elbert Lusch. KVOE—11, Friendly Neighbors. 11:15, Civic. 11:30, Yankee Doodle.

12 Noon to 1 P.M.

- KFI—12, Road of Life. 12:15, Stella Dallas. 12:30, Lorenzo Jones. 12:45, Portia Faces Life. KNX—12, Kitty Kelly. 12:15, Myrt & Marge. 12:30, Hilltop House. 12:45, Stepmother. KHJ—12, News. 12:30, Troubadours. 12:45, Music and Mirth. KECA—12, News. 12:15, Word Hunters. 12:30, Club Matinee. 12:30, Club Matinee. KFVB—12, Al Jarvis. KMPC—12, Music. 12:15, News. 12:30, Baseball. KMTR—12, Peter Potter. KECA—12, News. 12:15, Modern Melodies. KGEF—12, News, Stocks. 12:30, Novelties. 12:45, Let's Listen. KRKD—12:30, Saddle Pals. KFOX—12:15, News. 12:30, Melodies. 12:45, Golden West Pals. KGER—12, News. 12:10, Music. KFAM—12, Singin' Sam. 12:15, News. 12:30, Calvary Quarter Hr. 12:45, Pop. Orch. KFSD—12, U. S. D. A. 12:15, News. 12:30, Club Matinee. KGB—12, News. 12:30, Stocks. 12:35, News. 12:45, Music and Mirth. KFVD—12, Air Editor. 12:45, Violet Schram. KTMS—12, Market. 12:05, Melodies. 12:15, Club Matinee. 12:30, News. 12:45, News. 12:35, Dusty Blanchard, Piano. 12:30, Troubadours. 12:45, American Family. KVOE—12, News. 12:15, Dance. 12:30, Troubadours. 12:45, Music and Music.

1 to 2 P.M.

- KFI—1, Girl Alone. 1:15, Kitty Keene. 1:30, Midstream. 1:45, O'Neills. KNX—1, By Kathleen Norris. 1:15, Beyond These Valleys. 1:30, News. 1:45, Scattergood Baines. KHJ—1, Hawaiians. 1:30, Dennis Orch. 1:45, Let's Play Bridge. KECA—1, Classic Hour. KFVB—1, Symphonia. 1:30, Dr. Reynolds. 1:45, Hits and Bits. KMPC—1, Baseball. KMTR—1, G. Allison. 1:30, Pension. 1:45, Political.

- KFAC—1, Religious Science. 1:30, Financial. 1:45, Organ. KGEF—1, News, Stocks. 1:15, Strinks. 1:30, Matinee. KRKD—1:15, City Hall. 1:30, USC. 1:45, Health. KFOX—1, Lieut. Governor. 1:15, Rhythmic Age. 1:30, Christian Science. 1:45, E. Martin. KGER—1, News. 1:05, Officials. 1:20, Hits. 1:30, Spanish Trio. KFAM—1, Hawaiians. 1:30, Variety. 1:45, Play Bridge. KFSD—1, Treasured Melodies. 1:30, Frank & Archie. 1:45, Wayne Van Dyne. KGB—1, Hawaiians. 1:30, Dennis Orch. 1:45, Let's Play Bridge. KFVD—1, News. 1:15, Music. KTMS—1, Music Quiz. 1:15, Melodies. 1:30, Watanabe. 1:45, Wayne Van Dyne. KDB—1, Hawaiians. 1:30, Ken's Scrapbook. 1:45, Let's Play Bridge. KVOE—1, Hawaiians. 1:30, Dennis Orch. 1:45, Bridge.

2 to 3 P.M.

- KFI—2, Agnes White. 2:15, Mine to Cherish. 2:30, Alice Blair. 2:45, Miss Julia. KGB—2, Young Dr. Malone. 2:15, KNA-tra. 2:20, Dance. 2:30, Joyce Jordan. 2:45, Kate Smith. KHJ—2, News. 2:15, Bookworm. 2:30, Community Hall. 2:45, Homes on Land. KFOA—2:15, News. 2:30, Against the Storm. 2:45, Guiding Light. KFVB—2, News. 2:15, Morgan Orch. 2:30, Music Box. 2:45, Grandma Travels. KMPC—2, Tenth Inning. 2:15, Ramon-off Group. 2:30, Concert Hall. KMTR—2, W. B. West. 2:15, Special Events. 2:30, News. 2:45, Volney James. KFAC—2, American Legion Aux. 2:15, Good Cheer. 2:30, Fed. Women's Clubs. KGEF—2, News, Stocks. 2:15, Civic. 2:30, Volunteers of America. 2:45, Music. KRKD—2, Chuck Henry Orch. 2:30, News. 2:45, Hawaiians. KFOX—2, Civic. 2:15, At Theatre. 2:30, Tin Pan Alley. 2:45, Grandma Travels. KGER—2, News. 2:15, Poet Dreams. 2:30, Music. KFAM—2, Stocks. 2:05, Orch. 2:15, News. 2:30, 5 Men of Fate. 2:45, Spottite Revue. KFSD—2, Hollywood Gossip. 2:05, Dance. 2:10, Listen! 2:15, Monitor News. 2:30, Health Talk. 2:45, Grandma Travels. KGB—2, News. 2:15, For Ladies Only. 2:30, Five Men of Fate. 2:45, Homes on Land. KFVD—2:15, Organ. KTMS—2, Siesta in Swing. 2:25, News. 2:30, Thunder Over Paradise. 2:45, Grandma Travels. KDB—2, News. 2:15, The Monitor Views the News. 2:30, 5 Men of Fate. 2:45, Homes on Land. KVOE—2, News. 2:30, Novelty Orch. 2:45, Homes on Land.

3 to 4 P.M.

- KFI—3, Art Baker. 3:30, Exno. Band. KNX—3, Mary Foster. 3:15, News. 3:20, Wiley. 3:05, Europe. KHJ—3, Fulton Lewis. 3:15, Noble Orch. 3:30, Haven of Rest. 3:45, C. F. of G. KFAC—3, Classic Hour. KFVB—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton. KMPC—3, News. 3:15, Kern Orch. 3:30, Tropic Moods. 3:45, Chef Miltani. KMTR—3, Volney James. 3:30, Memorica. 3:45, Billy Richman. KFAC—3, Masterpieces. KGEF—3, News, Stocks. 3:15, Vocalists. 3:30, Music. KFOX—3, Maddox Family. 3:30, Blanchard McKee. 3:45, C. Leighton. KGER—3, News. 3:05, Music. 3:15, Let's We Forget. 3:30, Capers. 3:45, Music. KFAM—3, Fulton Lewis. 3:15, Variety. 3:30, Haven of Rest. KFSD—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton. KGB—3, Fulton Lewis. 3:15, Devotions. 3:30, Haven of Rest. KFVD—3, News. 3:15, Music. KTMS—3, Maddox Family. 3:30, Blanchard McKee. 3:45, Carol Leighton. KDB—3, Fulton Lewis Jr. 3:15, Noble Orch. 3:30, Haven of Rest. KVOE—3, Washington News. 3:15, Noble Orch. 3:30, Haven of Rest.

4 to 5 P.M.

- KFI—4, Telephone Show. 4:30, Organ. KNX—4, Wiley. 4:15, KNA-tra. 4:30, Jack Owens. 4:45, News. KHJ—4, Sheep & Goats. 4:30, Green Hornet.

MONDAY Programs

SEPTEMBER 2, 1940

8 to 9 A.M.

- KFI—8, Woman in White. 8:15, O'Neills. 8:30, Johnny Murray. 8:45, News. KNX—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, News. KECA—8, Breakfast Club. 8:30, News. 8:45, Imperial Almanac. KFVB—8, Music Interlude. 8:15, Ballads. 8:30, Music. 8:45, Dr. Reynolds. KMPC—8, Andy & Virginia. 8:30, Unity Daily Word. KMTR—8, Spanish Hour. 8:45, Political. KRKD—8:30, State Employment. KFOX—8, News. 8:15, Edwin Le Mar. 8:30, Classified. 8:45, Al Clauser. KGER—8, News. 8:01, Soul Patrol. 8:15, Mizpah. 8:45, Rev. Bennington. KFAM—8, Sunshine Service. 8:40, Bess Bye. 8:45, News. KFSD—8, Breakfast Club. 8:15, Good Cheer. 8:30, Farm and Home Hour. KGB—8, Best Buys. 8:05, Melodies. 8:25, Stocks. 8:30, News. 8:40, Bess Bye. 8:45, Cornusell News. KFVD—8, Covered Wagon. 8:45, Music. KTMS—8, Weather Reports. 8:01, Breakfast Club. 8:30, S. B. Devotional Hour. 8:45, Old Refrains. KDB—8, Classic. 8:30, News. 8:40, Bess Bye. 8:45, BBC News. KVOE—8, Breakfast Club. 8:30, News. Bess Bye. 8:45, London News.

9 to 10 A.M.

- KFI—9, Your Treat. 9:15, Bartel Orch. 9:30, By Kathleen Norris. 9:45, Dr. Kater. KNX—9, Goldbergs. 9:15, Life Can Be Beautiful. 9:30, Right to Happiness. 9:45, Short Story. KHJ—9, I'll Never Forget. 9:15, Rev. Laurin. 9:30, Jean Abbey. 9:45, Keep Fit. KECA—9, Council of Beauty. 9:15, Between the Bookends. 9:30, Mid-morning Jamboree. KFVB—9, Summer Time. 9:15, Music. 9:30, Waltz. 9:45, Tune Time. KMPC—9, News. 9:15, Women of the World. 9:30, Light Classics. KMTR—9, John Brown. 9:15, Health. 9:30, Political. 9:45, W. B. Record.

- KFAC—9, Inspirations. 9:15, Health Talk. 9:30, Women in News. 9:45, Parents Forum. KGEF—9, News, Stocks. 9:45, Varieties. KRKD—9:30, U.S. Weather Reports. KGER—9, John Brown. 9:15, Hit Revue. 9:45, Party Line.

- KGER—9, News, Bright Corner. 9:15, March Ahead of Time. 9:30, Revival. 9:45, Full Gospel. KFAM—9, I'll Never Forget. 9:15, Organ. 9:30, Variety. 9:45, Organ. KFSD—9:15, Between the Bookends. 9:30, Health. 9:45, News. KGB—9, I'll Never Forget. 9:15, Home-maker's Catalogue. 9:45, Keep Fit. KFVD—9:15, News. 9:30, Dr. Richardson. 9:45, Parade. KTMS—9, News. 9:15, Between the Bookends. 9:30, Concert Hall. 9:45, European News. 9:50, I. Miller Orch. KDB—9, I'll Never Forget. 9:15, Organ. 9:30, Johnson Family. 9:45, Keep Fit to Music. KVOE—9, I'll Never Forget. 9:15, Monitor News. 9:30, Johnson Family. 9:45, Exercises.

10 to 11 A.M.

- KFI—10, Light of the World. 10:15, Arnold Grimm's Daughter. 10:30, Valiant Lady. 10:45, Hymns. KNX—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 Half Hr. 10:30, Views and Reviews. 10:45, Wife and I. KFVB—10, Curtis H. Springer. 10:15, G. Miller Orch. 10:30, Romance in Rhythm. KMPC—10, Musicographs. 10:15, Old Refrains. 10:30, Norma Lee Services. 10:45, News. KMTR—10, Woman's World. 10:30, Dr. Reynolds. 10:45, Monitor News. KFAC—10, Serenade. 10:30, News. 10:45, Gothic Tower. KGEF—10, News. 10:15, Dr. McCoy. 10:30, Moods in Verse. 10:45, City Dwellers. KRKD—10:15, Health. 10:30, P. T. A. KFOX—10, News. 10:15, Health. 10:30, Concert Master. 10:45, Chas. Wellman. KGER—10, News. 10:05, Music. 10:30, Rev. Ivie. KFAM—10, News, Variety. 10:15, Don Songs. 10:30, Garden Club. 10:45, Bachelor's Children.

New Shows Returning to Air Lanes

VACATIONING radio programs will begin returning to networks of the National Broadcasting company this month, with new programs to offer a wide variety of entertainment and information.

Newcomers will include several stars featured in other years on the NBC networks. Among them Eddie Cantor, Ben Bernie, and Arch Oboler. Programs definitely scheduled are:

- Sept. 1—Chase and Sanborn program, variety; NBC-Red, Sundays, 4:00 p. m., PST.
 1—Walter Winchell, news comment, NBC-Red, Sundays, 8:00 p. m.
 5—Good News of 1941, variety; NBC-Red, Thursdays, 7:30 p. m., PST.
 9—True or False, quiz program; NBC-Blue, Mondays, 7:30 p. m., PST.
 24—Bob Hope, variety; NBC-Red,

- Tuesdays, 7:00 p. m., PST.
 2—Bob Becker's Chats About Docs; NBC-Red, Sundays, 12:45 p. m., PST.
 3—Sherlock Holmes, dramas; NBC-Blue, Sundays, 5:30 p. m., and NBC-Red, Sundays, 9:30 p. m., PST.
 20—Ahead of the Headlines, news analysis by Newsweek editors; NBC-Blue, Sundays, 11:45 a. m., PST.
 30—I Love a Mystery, dramas; NBC-Blue, Mondays, 8:30 p. m., PST.
 20—Tom Mix Ralston Straight Shooters, juvenile dramas; NBC-Blue, Mondays through Fridays, except Thursdays, 5:45 p. m., PST; Thursdays, 5:15 p. m., PST.
 Oct. 1—Fibber McGee and Molly, variety; NBC-Red, Tuesdays, 6:30 p. m., PST.
 1—Ben Bernie, musical audience participation show; NBC-Blue, Tuesdays, 8:30 p. m., PST.
 2—Eddie Cantor, variety; NBC-Red, Wednesdays, 9:00 p. m., PST.
 4—Arch Oboler's Plays; NBC-Red, Fri-

- days, 6:30 p. m., PST.
 6—Jack Benny, variety; NBC-Red, Sundays, 8:30 p. m., PST.
 27—Quaker Oats program, variety; NBC-Red, Sundays, 2:30 p. m., PST.
 Nov. 15—Information Please, (new network, time and sponsor); NBC-Red, Fridays, 5:30 p. m., PST.

Amateur Auditions

Willard "Doc" Hall, effervescent Emcee of KECA's "Tune Out Time" program, heard on Saturdays at 8 p. m., announced this week that auditions for the program will be held on Tuesdays from 7 to 10 p. m., hereafter.

"All amateurs who would like to appear on this program are urged to be at the auditions," said Hall. The address is 141 North Vermont avenue.

Royal Crown
 "New Reel of the Air"
 4:30 to 4:45 p. m.
 Monday-Thru-Friday
 KMPC

- KECA—4, Bud Barton, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Claire.
 KFWB—4, Don Milligan, 4:30, Music, 4:45, Stuart Hamblen.
 KMPC—4, Social Secretary, 4:15, Salon Music, 4:30, Newsreel, 4:45, Aloha Land.
 KMTR—4, Special Events, 4:15, News, 4:30, Religious, 4:45, Melodies.
 KFAC—4, Vernon Steele, 4:15, Portraits in Literature, 4:30, Records, 4:45, Tea Time.
 KGFJ—4, News, 4:15, Tea Time, 4:30, Observer, 4:45, Music.
 KRKD—4:15, Vienna Taylor, 4:45, News.
 KFOX—4, Melodies, 4:30, Swing Times.
 KGER—4, News, 4:15, Swing.
 KFNM—4, Trading Post, 4:30, Green Hornet.
 KFSD—4, Dance, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Claire.
 KGB—4, Goldman Band Concert, 4:30, Who Are You? 4:45, Toronto Symphony.
 KFVD—4, Ten Time.
 KTMS—4, Bud Barton, 4:15, Rocky Gordon, 4:30, String Ensemble, 4:45, Malcolm Claire.
 KDB—4, Goldman Band, 4:30, Jamboree.
 KVOE—4, Sheep & Goats Club, 4:30, Green Hornet.

A KVOE "MUST" for MONDAY
 BACK AFTER A BRIEF ABSENCE
 "THE GREEN HORNET"
 THRILLING DRAMA
 4:30 p. m.

- 5 to 6 P. M.
 KFI—5, Dr. I. O., 5:30, String Serenade, 5:45, News.
 KXN—5, News, 5:15, Daily Comics, 5:30, Shafter Parker, 5:45, Cheer Up.
 KECA—5, Twilight Tales, 5:15, Tarzan, 5:30, News, 5:45, Sports.
 KFWB—5, Stuart Hamblen.
 KMPC—5, Novations, 5:15, News, 5:30, Uncle Harry.
 KMTR—5, Melodies, 5:30, Political, 5:45, Political.
 KFAC—5, Gateway to Music, 5:30, Children's Hour.
 KGFJ—5, News, 5:30, Baseball Scores.

- KRKD—5:15, Vienna Waltzes, 5:30, Race Results.
 KFOX—5:55, Beauty Talk.
 KGER—5, News, 5:05, Latin Hour, 5:35, Variety, 5:45, Cheer Up.
 KFSD—5, News, 5:30, Martin Orch.
 KGB—5, Mystery Hall, 5:30, Shafter Parker, 5:45, Cheer Up.
 KFVD—5, Tempo, Moderne, 5:15, News, 5:30, Music.
 KTMS—5:30, News, 5:45, Ventura Music and News.
 KDB—5, Mystery Hall, 5:30, Shafter Parker, 5:45, Cheer Up Gang.
 KVOE—5, Ads, 5:15, Studio, 5:30, Shafter Parker, 5:45, Cheer Up.

- 6 to 7 P. M.
 KFI—6, Contented Program, 6:30, Burns & Allen.
 KXN—6, Guy Lombardo, 6:30, Blondie.
 KHJ—6, Ray Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Yesterdays.
 KECA—6, Europe News, 6:15, Hudson Orch, 6:30, Adventures in Reading.
 KFWB—6, News, 6:15, Strollin' Tom, 6:30, Vacation, 6:45, Political.
 KMPC—6, Song Stories, 6:30, Easy Listening.
 KMTR—6, Special Events, 6:15, Political, 6:30, Life Payments, 6:45, Nation's Builders.
 KFAC—6, News, 6:15, Sport Briefs, 6:30, Music, 6:45, London News.
 KGFJ—6, News, Italian Melodies, 6:30, Gold Hour.
 KFOX—6, News, 6:10, Spotlight Parade, 6:15, Marie Antoinette, 6:30, Swing Ding, 6:45, Hawaiians.
 KGER—6, News, 6:05, Latin Hour.
 KFNM—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Sweets and Seats, 6:50, Yesterdays.
 KFSD—6, Magic Island, 6:15, Temple in Tibet, 6:30, Reading Adventures.
 KGB—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, News and Views, 6:45, Yesterdays.
 KTMS—6, News, 6:15, Lincoln Hotel, 6:30, Concert Hall.
 KDB—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Concert Miniatures.
 KVOE—6, Raymond Gram Swing, 6:15, Johnson Family, 6:30, John B. Hughes, 6:45, Yesterdays.

- 7 to 8 P. M.
 KFI—7, Pleasure Time, 7:15, News, 7:30, Union Oil.
 KXN—7, Amos 'n' Andy, 7:30, Pipe Smoking Time, 7:55, News.
 KHJ—7, Face Past, 7:15, Radio Charades, 7:30, Lone Ranger.
 KECA—7, Heatherton Orch, 7:30, Wash. Merry Go Round.
 KFWB—7, Sig Ziff, 7:15, Elliott Roosevelt, 7:30, Political, 7:45, Robert Arden.
 KMPC—7, Amos 'n' Andy, 7:15, News, 7:30, Races.
 KMTR—7, Political, 7:30, Music, 7:45, News Reel.
 KFAC—7, L. A. Bar Assn, 7:15, Records, 7:30, Chapel Quartet, 7:45, Political.
 KFSD—7, Spanish Hour.
 KRKD—7, News, 7:15, Waltz Time, 7:30, Fishing Facts.
 KFOX—7, Our Daily Bread, 7:15, Elliott Roosevelt, 7:30, Anything Can Happen, 7:45, Arneheim Orch.
 KGER—7, News, 7:05, Jewish Hour.
 KFNM—7, Face Past, 7:15, Miller Orch, 7:30, Lone Ranger.
 KFSG—7:45, Evangelistic.
 KFSD—7, Imagine That, 7:15, Elliott Roosevelt, 7:30, Wash. Merry-Go-Round.

- KGB—7, Paging Past, 7:15, Star Parade, 7:55, Lone Ranger.
 KTMS—7:15, Elliott Roosevelt, 7:30, Wash. Merry Go Round.
 KDB—7, Paging the Past, 7:15, Profit Trio, 7:30, Lone Ranger.
 KVOE—7, Page Past, 7:15, Miller Orch, 7:30, Lone Ranger.
 8 to 9 P. M.

- KFI—8, Show Boat, 8:30, Hawthorne House.
 KXN—8, What's On Your Mind? 8:30, Calif. State Fair, 8:45, King Orch.
 KHJ—8, Pull Over Neighbor, 8:30, Sing With Band.
 KECA—8, Passing Parade, 8:15, Morgan Orch, 8:30, News, 8:45, Donald Novis.
 KFWB—8, Political, 8:15, Old Favorites, 8:30, Kesh Kwiz.
 KMPC—8, Pickard Family, 8:30, Talk Over News, 8:45, Fun Quiz.
 KMTR—8, Editor of Air, 8:30, One Woman's Opinion, 8:45, Spec. Events.
 KFAC—8, County On Review, 8:30, Forty Plus.
 KGFJ—8, News.
 KFOX—8, Lucca, 8:15, Literature On Parade, 8:30, Judge Gardner.
 KGER—8, News, 8:05, Rodolfo Hoyos.
 KFNM—8, Pull Over Neighbor, 8:30, Sing With Band.
 KGB—8, Evangelistic.
 KFSD—8, Passing Parade, 8:15, Morgan Orch, 8:30, Richards Orch.
 KDB—8, Pull Over Neighbor, 8:30, Radio Charades, 8:45, Radio News Reel.
 KTMS—8, Passing Parade, 8:30, Biltmore Hotel Orch, 8:57, News.
 KDB—8, Pull Over Neighbor, 8:30, Ray Orch.
 KVOE—8, Pull Over Neighbor, 8:30, Studio, 8:45, Shelton Orch.

- 9 to 10 P. M.
 KFI—9, Amer. Challenge, 9:30, Biltmore Boys Orch, 9:45, Cisne Orch.
 KXN—9, News, 9:15, Spous Round-Up, 9:30, Noble Orch, 9:30, Luncheon Orch, 9:45, News.
 KHJ—9, News, 9:15, Hoaglund Orch, 9:30, Fulton Lewis, 9:45, American Economic Foundation.
 KECA—9, Lil' Ol' Hollywood, 9:30, Fu Manchu, 9:45, Frank and Rebecca.
 KFWB—9, Swing Out, 9:30, News, 9:45, Ballads.
 KMPC—9, Melody Memory.
 KMTR—9, Floyd Johnson, 9:30, Peter Potter.
 KFAC—9, Moonlight Symphony.
 KGFJ—9, Jewish Hour, 9:30, Krupa Orch, 9:30, Luken Church.
 KGER—9, News, 9:05, Records, 9:30, Pastor Crouch.
 KFNM—9, News, 9:15, Hoaglund Orch, 9:30, Fulton Lewis, 9:45, American Economic Foundation.
 KFOX—9:45, Southern Singers.
 KFSD—9, Lil' Ol' Hollywood, 9:30, Biltmore Boys Orch, 9:45, News.
 KGB—9, News, 9:15, Hoaglund Orch, 9:30, Fulton Lewis, 9:45, Thompson Orch.
 KTMS—9, Lil' Ol' Hollywood, 9:30, News, 9:45, Colony Club Orch.
 KDB—9, News, 9:15, Musical Highlights, 9:30, Fulton Lewis, 9:45, Pancho Orch.
 KVOE—9, News, 9:15, Hoaglund Orch, 9:30, Photo Phone, 9:45, Amer. Economic Foundation.

- 10 to 11 P. M.
 KFI—10, News, 10:15, Julia Blake, 10:30, Bridge Club, 10:50, Lucca Orch.
 KXN—10, Crosby Orch, 10:30, Masterworks.
 KHJ—10:45, Pearl Orch.
 KECA—10, Phil-Harmonia.
 KFWB—10, Averill, 10:15, Bowling Notes, 10:30, Swing.

- KMPC—10, Dance, 10:15, Roller Derby, 10:30, News, 10:45, Hawaiians.

KMPC
 MAJOR LEAGUE
 BASEBALL
 with
 Hal Berger
 12:30 p. m.
 Mon. thru Fri.
 Sponsored by
 Pontiac Dealers

- KMTR—10, Merry-Go-Round, 10:15, Lopez Orch, 10:30, Political, 10:45, Fiddler Orch.
 KFAC—10, Melody Hour.
 KGFJ—10, News.
 KFOX—10, Dance, 10:15, Fitzpatrick Orch, 10:30, Leilanians, 10:45, Organ.
 KGER—10, News, 10:15, Music.
 KFNM—10:45, Pearl Orch.
 KFSD—10, Clancy Orch, 10:30, Hollywood Gossin, 10:35, Duchin Orch.
 KGB—10, Diamond Orch, 10:45, Pearl Orch.
 KTMS—10, Martin Orch, 10:30, Classified, 10:30, Ambassador Orch.
 KDB—10, Diamond Orch, 10:30, Pearl Orch.
 KVOE—10:45, Pearl Orch.

- 11 to 12 Midnight
 KFI—11, News, 11:15, Dancing With Clancy, 11:30, Harpa Orch.
 KXN—11, News, 11:15, Heidi Orch, 11:30, Strand Orch, 11:55, News.
 KHJ—11, Vagabond Trail, 11:30, Hawaiian.
 KECA—11, This Moving World, 11:15, Organ.
 KFWB—11, Organ, 11:15, Music You Want.
 KMPC—11, Music Hall.
 KMTR—11, Let's Dance.
 KFAC—11, Henry Orch.
 KGFJ—11, Music.
 KFNM—11, Vagabond Trail, 11:30, Hawaiians.
 KFSG—11, Prelude to Slumber.
 KFSD—11, Biltmore Boys, 11:30, Harpa Orch.
 KGB—11, Vagabond Trail, 11:45, Memory.
 KFVD—11, Jack the Bellboy.
 KTMS—11, This Moving World, 11:15, The Dance Hour, 11:45, Paul Carson.
 KDB—11, News, 11:15, Vagabond Trail, 11:45, Hawaiians.
 KVOE—11, Vagabond Trail, 11:30, Hawaiians.

TUESDAY Program Highlights

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

Variety

9:15—Between the Bookends, KECA-KFSD-KTMS. 10:30—Views and Reviews, KECA. 2:45—Kate Smith Speaks, KNX. 3:45—Chief Milani, KMPC. 6:30—Dor House, KFI. 7:00—Amos n' Andy, KNX-KMPC. 7:30—Johnny Presents, KFI. 8:00—We The People, KNX. 8:00—Pickard Family, KMPC. 8:30—Camera Clinic, KMTR. 8:45—Twilight Trails, KHJ-KGB-KVOE-KDB-KFXM.

Drama

5:00—Second Husband, KNX. 5:30—Court of Missing Heirs, KNX. 7:30—Secret Agent, KVOE-KHJ-KGB-KFXM-KDB. 9:00—Passing Parade, KFI.

Public Affairs—News

3:45—Kaltenborn, KFI. 4:55—Elmer Davis, KNX. 6:00—Ray Gram Swink, KVOE-KGB-KDB. 6:15—Public Affairs, KNX. 6:30—Mayor Bowron, KFVB. 6:30—John B. Hughes, KHJ-KGB-KVOE-KFXM-KDB. 7:45—Robert Arden, KFVB. 8:30—Let's Talk Over the News, KMPC. 9:00—Passing Parade, KFI. 9:30—Fulton Lewis Jr., KHJ-KGB-KDB-KFXM.

Outstanding Music

1:00—Classic Hour, KECA. 1:00—Pop. Symphonica, KFVB.

5:30—Meredith Willson, KFI. 7:00—Pleasure Time, KFI. 9:00—S. F. Symphony, KECA. 10:00—Phil-Harmonia, KECA. 10:30—Mastertworks, KNX. 11:15—Music You Want, KFVB.

Sports—Comment

12:30—Major League Baseball, KMPC. 2:00—Tenth Inning, KMPC. 8:00—Sports Final, KMPC. 6:15—Sport Briefs, KFAC. 6:45—Sports Huddle with Braven Dyer, KNX. 7:00—Sid Ziff, KFVB. 7:30—Del Mar Races, KMPC. 7:15—Inside of Sports, KHJ-KGB-KFXM. 8:15 to 10:00—Pacific Coast League Baseball, KFAC. 9:15—Sports Highlights, KNX. 10:15—Bowling Notes, KFVB.

Quiz Programs

11:30—Catalina Quiz, KNX. 4:30—Treasure Chest, KFI. 7:00—Information Please, KECA-KFSD-KTMS. 8:30—Prof. Quiz, KNX. 8:30—Battle of Sexes, KFI.

Weather

KFI—8:15, 9:45, 4:15. KHJ-KGB—9:00. KRKD—9:30. KTMS—8:00, 12:15. KFVB—11:30. KVOE—7:58, 9:00. KGER—11:00, 4:00.

KFSD—10, Our Half Hour, 10:30. Ann. Gibson, 10:45, Heaven on Earth. KGB—10, News, 10:15, John Duffy, 10:30, Craig Orch. 10:45, Bachelor's Children. KFVD—10, Serenade, 10:30, Union Rescue Mission. KTMS—9, Our Half Hour, 10:30. Hoosier Hon, 10:45, Music. KDB—10, News, 10:15, For Home and Hostess, 10:30, Craig Orch. 10:45, Bachelor's Children. KVOE—10, News, 10:15, Orkan, 10:30, Craig Orch. 10:45, Bachelor's Children.

11 A. M. to 12 Noon

KFI—11, Mary Marlin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sage. KNX—11, Society Girl, 11:15, Martha Webster, 11:30, Catalina Fun Quiz, 11:45, News. KHJ—11, Friendly Neighbors, 11:15, Eddie Albright, 11:45, Land of Dreams. KECA—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill. KFVB—11, Tom Noddard, 11:30, News, 11:45, Political. KMPC—11, Master Singers, 11:15, Music for Madame, 11:30, Interlude for Strinks, 11:45, Musical Workshop. KMTR—11, Dr. Talbot, 11:30, Stocks 11:45, Spec. Events. KFI—11, Man on Street, 11:45, Hawaiians. KGFJ—11, News, Stocks. KRKD—11, Paddock Flashes, 11:30, News. KFOX—11, Chas. Weltman, 11:30, News, 11:40, Allen Orch. KGER—11, News, 11:15, Music. KFXM—11, Friendly Neighbors, 11:15, Classic Strings, 11:30, Land of Dreams. KFSD—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill. KFI—11, Friendly Neighbors, 11:15, Mellen Orch, 11:30, Land of Dreams. KFVD—11, News, 11:30, Red Piano, 11:45, Violet Schram. KTMS—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill. KDB—11, Friendly Neighbors, 11:15, Dance Orch, 11:30, Land of Dreams. KVOE—11, Friendly Neighbors, 11:15, Civic, 11:30, Land of Dreams.

12 Noon to 1 P. M.

KFI—12, Rond of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life. KNX—12, Kitty Kelly, 12:15, Myrt & Marge, 12:30, Hilltop House, 12:45, Stepmother. KFI—12, News, 12:15, Music, 12:30, Zeke Manners, 12:45, News. KECA—12, News, 12:15, Club Matinee. KFVB—12, Al Jarvis. KMPC—12, Music, 12:15, News, 12:30, Baseball. KFI—12, Peter Potter. KFAC—12, News, 12:15, Modern Melodies. KGFJ—12, News, Stocks, 12:30, Novelties, 12:45, Let's Listen. KRKD—12:30, Saddle Pals. KFOX—12:15, News, 12:30, Gardner. KGER—12, News, 12:10, Music. KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quarter Hr. 12:45, Pop. Orch. KFSD—12, U. S. D. A. 12:15, News, 12:30, Club Matinee. KGER—12, News, 12:15, Music, 12:30, News, 12:35, Views of the News, 12:45, Zeke Manners, 12:30, Music. KFVD—12, Air Editor, 12:30, Music, 12:45, Violet Schram. KTMS—12, Market, 12:03, Melodies, 12:15, Club Matinee, 12:30, News, 12:45, Club Matinee. KDB—12, News, 12:15, Music, 12:30, Zeke Manners, 12:15, Music. KVOE—12, News, 12:15, Music, 12:30, Zeke Manners.

1 to 2 P. M.

KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neill. KNX—1, By Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines. KHJ—1, Life of Byron, 1:30, McFarland Twins Orch, 1:45, Play Waa News. KECA—1, Classic Hour. KFVB—1, Symphonica, 1:30, Dr. Reynolds, 1:45, Hits and Bits. KMPC—1, Baseball. KMTR—1, G. Allison, 1:30, Pension, 1:45, Political. KFI—1, Religious Science, 1:30, Financial, 1:45, Organ. KGFJ—1, News, Stocks, 1:15, Strings. KRKD—1:15, City Hall, 1:45, Health. KFOX—1, Lieut. Governor, 1:15, Lucia Floor Show, 1:30, Rainbow Trio, 1:45, Emil Martin.

KGER—1, News, 1:05, Officials, 1:20, Bits of Hits, 1:30, Spanish Trio. KFXM—1, Life of Byron, 1:30, Variety, 1:45, Let's Play Bridge. KFSD—1, Farmer Comes to Town, 1:15, Hurlburt Band, 1:30, Frank and Archie, 1:45, Amer. Legion. KGB—1, Life of Byron, 1:30, McFarland Twins, 1:45, Bridge. KFVD—1, News, 1:15, Music. KTMS—1, Music Quiz, 1:15, Glen Hurlburt, 1:30, Watanabe, 1:45, Betty Barrett. KDB—1, Life of Byron, 1:30, McFarland Twins, 1:45, Let's Play Bridge. KVOE—1, Life of Byron, 1:30, Dance Orch, 1:45, Let's Play Bridge.

2 to 3 P. M.

KFI—2, Agnes White, 2:15, Landt Trio, 2:25, News, 2:30, Alice Blair, 2:45, Miss Julia. KNX—2, Young Dr. Malone, 2:15, Michael, 2:30, Joyce Jordan, 2:45, Kate Smith. KHJ—2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, We the Women. KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light. KFVB—2, News, 2:15, Morgan Orch, 2:30, Music Box, 2:45, Grandma Travels. KMPC—2, Tenth Inning, 2:15, Breeskin, 2:30, Concert Hall. KMTR—2, W. B. West, 2:15, Terminate Topics, 2:30, Volney James. KGFJ—2:30, Band Concerts. KGER—2, News, Stocks, 2:15, Civic, 2:30, Salvation Army. KRKD—2, Henry Orch, 2:30, News, 2:45, Hawaiians. KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels. KGER—2, News, 2:05, Tent Revival, 2:30, Music. KFXM—2, Stocks, Orch, 2:15, News, 2:30, Edna O'Dell, 2:45, Spottlite Revue. KFSD—2, Hollywood Gossip, 2:05, Dance Music, 2:10, Listen, 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels. KGB—2, News, 2:15, Siesta, 2:30, O'Dell-Turner, 2:45, We the Women. KFVD—2, Music, 2:15, Orkan, 2:30, Rhythm. KTMS—2, Siesta in Swing, 2:25, News, 2:30, Thunder over Paradise, 2:45, Grandma Travels. KDB—2, News, 2:15, The Monitor Views the News, 2:30, O'Dell-Turner, 2:45, State Employment Service. KVOE—2, News, 2:15, Federal Music, 2:30, O'Dell-Turner, 2:45, Round Towner.

3 to 4 P. M.

KFI—3, Art Baker, 3:30, Bob Hanson, 3:45, Kaltenborn. KNX—3, Mary Foster, 3:15, News, 3:20, E. Wiley, 3:45, Europe. KHJ—3, Fulton Lewis, 3:15, Prima Orch, 3:30, Haven of Rest, 3:45, Inside Sports. KECA—3, Unclassic Hour. KFVB—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KMPC—3, News, 3:15, Kern Orch, 3:30, Tropic Moods, 3:45, Cheif Milani. KMTR—3, Volney James, 3:30, Memories, 3:45, Billy Richman. KGFJ—3, Masterpieces. KGER—3, News, 3:15, Vocaliers. KRKD—3, Hawaiians. KFOX—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGER—3, News, 3:05, Music. KFXM—3, F. Lewis, 3:15, Variety, 3:30, Haven of Rest. KFSD—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGB—3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest. KFVD—3, News, 3:15, Music. KTMS—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KDB—3, Fulton Lewis Jr, 3:18, Dance Orch, 3:30, Haven of Rest. KVOE—3, Washington News, 3:15, Prima Orch, 3:30, Haven of Rest.

4 to 5 P. M.

KFI—4, Shield Orch, 4:15, Mirandy, 4:30, Treasure Chest. KNX—4, Wiley, 4:15, KNX-tra, 4:20, Music, 4:30, First Nighter, 4:45, Waa News. KHJ—4, Sands of Time, 4:30, Musical Matinee, 4:45, Conversation Piece. KECA—4, Bud Barton, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Claire. KFVB—4, Don Millican, 4:30, Bert Fiske, 4:45, Stuart Hamblen. KMPC—4, Salo Music, 4:15, Travelogue, 4:30, Newsreel, 4:45, Aloha Land. KMTR—4, Spec. Events, 4:15, News, 4:30, Religious, 4:45, Eventide Melodies.

TUESDAY Programs

SEPTEMBER 3, 1940

8 to 9 A. M.

KFI—8, Woman in White, 8:15, O'Neills, 8:30, Strinks That Sing, 8:45, News. KNX—8, Nancy Dixon, 8:15, When a Girl Marries, 8:30, Helen Trent, 8:45, Our Gal Sunday. KHJ—8, Neighbors of Woodcraft, 8:30, News, 8:40, Mutual Friend, 8:45, News. KECA—8, Breakfast Club, 8:30, News, 8:45, Organ. KFVB—8, Music Interlude, 8:15, Ballads, 8:30, Morning Music, 8:45, Dr. Reynolds. KMPC—8, Andy & Virginia, 8:30, Unity Daily Word. KMTR—8, Spanish Hour, 8:45, Religious Music. KFAC—8, Country Church, 8:45, Mildred Laker. KGFJ—8, News, Stocks, 8:45, Dr. Wiseman. KRKD—8:30, Jonathan Breakfast Club. KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Ads, 8:45, Eddie Denn. KGER—8, News, 8:01, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Bennington. KFXM—8, Neighbors of Woodcraft, 8:30, Orch, 8:45, News. KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home. KGB—8, Woodcraft, 8:30, News, 8:40, Stocks, 8:45, Cornstussel News. KFVD—8, Covered Wagon, 8:45, Music. KTMS—8, Weather, 8:01, Breakfast Club, 8:15, S. B. Devotional, 8:45, Old Refrains. KDB—8, Neighbors of Woodcraft, 8:30, News, 8:45, BBC News. KVOE—8, Good Morning Neighbor, 8:30, News, 8:45, London News.

9 to 10 A. M.

KFI—9, Song Fellow, 9:15, Masters Orch, 9:30, Kathleen Norris, 9:45, Dr. Kate. KNX—9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Right to Happiness, 9:45, Mary Lee Taylor. KHJ—9, Luther Orch, 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit. KECA—9, Council of Beauty, 9:15, Between Bookends, 9:30, Midmorning Jamboree. KFVB—9, Summer Time, 9:15, Music, 9:30, Waltz, 9:45, Tune Time. KMPC—9, Hollywood Bowl Breakfast, 9:30, News, 9:45, Organ.

KMTR—9, Set Your Clock—Martin L. Thomas, 9:15, Health, 9:30, Political, 9:45, W. B. Record. KFAC—9, Inspirations, 9:15, Health Talk, 9:30, Women in News, 9:45, South Amer. Way. KGFJ—9, News, Stocks, 9:15, Music. KRKD—9:30, U. S. Weather. KFOX—9, John Brown, 9:15, Half & Half, 9:45, Hollywood Band. KGER—9, News, 9:03, Bright Corner, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel. KFXM—9, Frank Luther, 9:15, Sunshine Service, 9:45, Popular Orch. KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News. KGB—9, Frank Luther, 9:15, Homemaker's Catalog, 9:45, Keep Fit. KFI—9:15, News, 9:30, Dr. Richardson, 9:45, Parade. KTMS—9, News, 9:15, Between Bookends, 9:30, Concert Hall, 9:45, News, 9:50, I. Miller Orch. KDB—9, Luther Orch, 9:15, Song Treasury, 9:30, Johnson Family, 9:45, Keep Fit. KVOE—9, Luther Orch, 9:15, Monitor News, 9:30, Johnson Family, 9:45, Exercises.

10 to 11 A. M.

KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valliant Lady, 10:45, Hymns. KNX—10, Big Sister, 10:15, Aunt Jenny, 10:30, Fletcher Wiley, 10:45, My Son and I. KHJ—10, News, 10:15, Happy Homes, 10:45, Bachelor's Children. KFVB—10, Our Half Hr, 10:30, Views and Reviews, 10:45, Wife Saver. KFVB—10, Curtis Springer, 10:15, Miller Orch, 10:30, Romance in Rhythm. KMPC—10, Musicographs, 10:30, Norma Lee Service, 10:45, News. KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, Monitor News. KFAC—10, Midmorning Serenade, 10:30, News, 10:45, Gothic Tower. KGFJ—10, News, 10:15, Dr. McCoy, 10:30, Moods in Verse, 10:45, City Diversions. KRKD—10:15, Health. KFOX—10, News, 10:15, Health, 10:30, Musicale. KGER—10, News, 10:05, God's Sunshine, 10:30, Rev. Ivie. KFXM—10, News, 10:05, Variety, 10:15, Organ, 10:30, Craig Orch, 10:45, Bachelor's Children.

Mary Louis Leon, 2131 South La Brea avenue, Los Angeles, Calif.

Sirs: I think the best gag of the week was on this Monday's Burns and Allen program. The gag was:

Doctor: "For years we doctors have been trying to stop germs from spreading."

Gracie: "Why don't you make them wear girdles?"

I enjoy Radio Life very much. I get my two copies every Saturday at our neighborhood market. The pictures are just the things for my movie and radio scrapbook. I would appreciate tickets to the Burns and Allen program for my father and mother and myself.



Humphrey Calhoun, 1510 Atchison street, Pasadena, Calif.

Sirs: In Doctor Heartburn's talk to the lovelorn on the Breakfast club, he said, "I am so heartbroken. I just lost my pet pig." "I'm so sorry. Can I replace him?" asked the emcee. "I don't know," replied Doc. Heartburn. "How much do you weigh?"

I would like tickets (four if possible) to a NBC broadcast. I get Radio Life every week from my Market Basket store.

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.



This Week's Winners

Jack Dorwin, 4316 Russell avenue, Hollywood, Calif.

We never miss a copy of your magazine. It has a permanent place on our radio.

Here's a joke I thought was pretty good. I heard it on Kay Kyser's program:

Kay: "What did the hat say to the hat rack?"

Sully: "I dunno. What did it say?"

Kay: "You stay here! I'm going on a head!"

I would like two tickets to the "Blondie" show.

Miss E. N. Osborne, 1710 1/2 East Sixty-eighth street, Los Angeles, Calif.

Sirs: I think the best gag of the week was on Art Baker's program "Pull Over Neighbor." Art Baker asked a man what kind of an apple his wife reminded him of and he said crabapple, when he should have said pippin. Thank you. Please send me three tickets to the NBC and CBS tours.



Peter Drucker, 614 East Philadelphia street, Whittier, Calif.

Sirs: The best gag I heard this week was on Kay Kyser's "College of M. K."—Somebody asked Kay Kyser: "Do you know what the phonograph needle said to the record?" Kay: "No, what did it say?" Reply: "Boy, have you been around!" If I win I should like two tickets for the Burns and Allen show.

I like "Radio Life" very much, my only criticism being that you sometimes have articles and notices that are one week late.



THE MIKE'S INHERITANCE

Frank Readick, Mr. Meek of CBS "Meet Mr. Meek." "And the meek shall inherit the earth, but, it looks as if there won't be much left to inherit."

- KFAC—4, Music. 4:15, Drawing Room. 4:30. Tea Time. 4:45. Health Talk.
- KGEJ—4, News. 4:15, Tea Time. 4:30. Observer. 4:45. Music.
- KRKD—4:15, Venna Taylor. 4:45. News.
- KFOX—4, Towner Concert. 4:30. Swing.
- KGER—4, News. 4:15. Swing. 4:30. Bob Carlin. 4:45. Tune Time.
- KFXM—4, Trading Post. 4:30. Music. 4:45. U. S. Army.
- KFSD—4, Maxine Sautter. 4:15. Rocky Gordon. 4:30. Irene Wicker. 4:45. Malcolm Claire.
- KGH—4, Sands of Time. 4:30. Music. 4:45. Conversation Piece.
- KTMS—4, Bud Barton. 4:15. Rocky Gordon. 4:30. String Quartet. 4:45. Malcolm Claire.
- KDB—4, Sands of Time. 4:30. Jamboree.
- KVOE—4, Sands of Time. 4:30. Musical Matinee. 4:45. Conversation Piece.

5 to 6 P. M.

- KFI—5, Hurtados Band. 5:30. Meredith Wilson.
- KXN—5, Second Husband. 5:30. Missing Heirs.
- KEI—5, News. 5:15 Daily Comics. 5:30. Shafter Parker. 5:45. Blue Beetle.
- KECA—5, Expo. Band. 5:30. News. 5:45. Sports.
- KFWB—5, Stuart Hamblen.
- KMPC—5, Piano. 5:15. News. 5:30. Uncle Harry.
- KMTR—5:30. Political. 5:45. Spec. Events.
- KFAC—5, Music. 5:30. Whoa Bill Club.
- KGFJ—5, News. 5:30. Baseball Scores.
- KRKD—5:30, Race Results.
- KFOX—5, Swing.
- KGER—5, News. 5:05. Latin Hour.
- KFXM—5, Pop. Orch. 5:15. Molina Orch. 5:30. News. 5:35. Variety. 5:45. Blue Beetle.
- KFSD—5, News. 5:15. Band. 5:30. Anateurs.
- KGB—5:30, Shafter Parker. 5:45. Blue Beetle.
- KFVD—5, Band. 5:15. News. 5:30.
- KTMS—5, Exposition Band. 5:30. News. 5:45. Ventura Music and News.
- KDB—5, Williams Orch. 5:30. Shafter Parker. 5:45. Blue Beetle.
- KVOE—5, Ads. 5:15. Molina Orch. 5:30. Shafter Parker. 5:45. Blue Beetle.

6 to 7 P. M.

- KFI—6, Summer Pastime. 6:30. Dix House.
- KXN—6, Miller Orch. 6:15. Public Affairs. 6:30. Anniversary of World War II.
- KHJ—6, Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Symphonic Musicale.

- KECA—6, News. 6:15. Ink Spots. 6:30. Music. 6:45. Messner Orch.
- KFWB—6, News. 6:15. Strollin' Tom. 6:30. Music. 6:45. Messner Orch.
- KMPC—6, Song Stories. 6:30. Hollywood Chatterbox. 6:45. Community Sing.
- KMTR—6:15, U. S. Marines. 6:30. Music. 6:45. Special Events.
- KFAC—6, News. 6:15. Sport Brief. 6:30. Music. 6:45. London News.
- KGEJ—6, News. Italian Melodies. 6:30. Gold Hour.
- KRKD—6:30, Recordings.
- KFOX—6, News. 6:10. Sports. 6:15. Marie Antoinette. 6:30. Swing Ding. 6:45. Hawaiians.
- KGER—6, News. 6:05. Latin Hour. 6:45. Italian Journal.
- KFXM—6, Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Sweets & Seats. 6:50. Music.
- KFI—6, News. 6:15. Ink Spots. 6:30. Recital. 6:45. Junior G-Men.
- KGB—6, Raymond G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Moon Court.
- KFVD—6, Evening Serenade.
- KTMS—6, News. 6:15. Ink Spots. 6:30. Ted Steele. 6:45. Scrapbook.
- KDB—6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Concert Miniatures.
- KVOE—6, Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Symphonic.

7 to 8 P. M.

- KFI—7, Pleasure Time. 7:15. KFI News. 7:30. Johnny Presents.
- KXN—7, Amos 'n' Andy. 7:15. McCreery Orch. 7:30. Lunceford Orch.
- KHJ—7, Page Past. 7:15. Inside of Sports. 7:30. Ned Jordan.
- KECA—7, Information Please. 7:30. Cabbages and Kings. 7:45. Black Velvet.
- KFWB—7, Sid Ziff. 7:15. Election Returns. 7:45. Robt. Arlen.
- KFAC—7, News. 7:15. Amos 'n' Andy. 7:15. News. 7:30. Races.
- KMTR—7, Music. 7:15. Political. 7:45. Special Events.
- KFAC—7, Christian Science. 7:15. Music. 7:45. L. A. Playground.
- KGEJ—7, Spanish Hour.
- KRKD—7, News. 7:15. Three-Quarter Time. 7:30. Do You Know?
- KFOX—7, Daily Bread. 7:15. Miller Orch. 7:30. Fiend. 7:45. News.
- KGER—7, News. 7:05. Jewish Hour.
- KFXM—7, Page Past. 7:15. Inside of Sports. 7:30. Ned Jordan.
- KFSD—7, Evangelistic.
- KFSD—7, Information Please. 7:30. Black Velvet.
- KGB—7, Paging Past. 7:15. Inside of Sports. 7:30. Ned Jordan.
- KTMS—7, Information Please. 7:30. 550 Handicap.
- KFWB—7, Page Past. 7:15. Elliot Orch. 7:30. Ned Jordan.
- KVOE—7, Paging Past. 7:15. Elliot Orch. 7:30. Secret Agent.

8 to 9 P. M.

- KFI—8, Musical Americana. 8:30. Battle of Sexes.
- KXN—8, We, the People. 8:30. Prof. Quiz.
- KHJ—8, Laugh and Swing. 8:30. Serpico Orch. 8:45. Twilight Trails.
- KECA—8, Easy Aces. 8:15. Mr. Keen. 8:30. News. 8:45. Hudson Orch.
- KFWB—8, Election Returns. 8:15. Old Favorites. 8:30. Election Returns.
- KMPC—8, Pickard Family. 8:30. Let's Talk Over News. 8:45. Fun Quiz.
- KMTR—8, Political. 8:30. Camera Clinic.
- KFAC—8:15, Baseball.
- KGFJ—8, News. 8:15. Jean Valentine. 8:45. Music.
- KFOX—8, Music. 8:15. Eagle. 8:30. Judge Gardner.
- KGER—8, News. 8:05. Rudolfo Boyos.
- KFXM—8, Laugh & Swing. 8:30. Serpico Orch. 8:45. Twilight Trails.
- KESM—8, Evangelistic.
- KFSD—8, Easy Aces. 8:15. Mr. Keen. 8:30. Hudson Orch.
- KGB—8:15, Laugh & Swing. 8:30. Serpico Orch. 8:45. Twilight Trails.
- KTMS—8, Easy Aces. 8:15. Lost Person. 8:30. Lincoln Orch.
- KDB—8, Laugh & Swing. 8:30. Judge Wagner. 8:45. Twilight Trails.
- KVOE—8, Laugh and Swing. 8:30. Studio. 8:45. Twilight Trails.

9 to 10 P. M.

- KFI—9, Passing Parade. 9:15. Packard Trans. 9:30. Scott Orch.
- KXN—9, News. 9:15. Sports Round-Up. 9:20. James Orch. 9:30. Aguilar Orch. 9:45. News.
- KHJ—9, News. 9:15. Lyon Van & Storage. 9:30. Fulton Lewis. 9:45. Serpico Orch.
- KECA—9, Beverly Hills Club Orch. 9:30. Fu Manchu. 9:45. Frank and Archie.
- KFWB—9:30, News. 9:45. Election Returns.
- KMPC—9, Memory Melody.
- KMTR—9, Allison. 9:15. Beach Boys. 9:30. Peter Potter. 9:30. Peter Potter.
- KFAC—9, Baseball.
- KGFJ—9, Jewish Hour.
- KFOX—9, News. 9:15. Viennese Orch. 9:30. Christy Orch. 9:45. Thornhill Orch.
- KGER—9, News. 9:05. Rev. Hauff.
- KFXM—9, News. 9:15. Pearl Orch. 9:30. Fulton Lewis. 9:45. Young Orch.
- KESM—9:30, Angelus Choir.
- KFSD—9, Kemp Orch. 9:30. Mooney Orch. 9:45. News.
- KGB—9, News. 9:15. Pearl Orch. 9:30. Fulton Lewis. 9:45. San Diego.
- KTMS—9, Rev. Hills Orch. 9:30. News. 9:45. Hotel Sherman.

- KDB—9, News. 9:15. Melodies. 9:30. Fulton Lewis Jr. 9:45. Sudy Orch.
- KVOE—9, News. 9:15. Pearl Orch. 9:30. Washington News. 9:45. Young Orch.

10 to 11 P. M.

- KFI—10, News. 10:15. Richards Orch. 10:30. Bridge Club. 10:50. Sir Francis Drake Orch.
- KXN—10, Crosby Orch. 10:30. Masterworks.
- KHJ—10, Arnheim Orch. 10:30. News. 10:45. Pean Orch.
- KECA—10, Phil-Harmonia.
- KFWB—10, Averill. 10:15. Election Returns. 10:30. Contrasts in Rhythm.
- KMPC—10, Dance. 10:15. Roller Derby. 10:30. News. 10:45. Hawaiians.
- KMTR—10, Merry-Go-Round. 10:15. Lopez Orch. 10:30. Political. 10:45. Dance Orch.
- KECA—10, Melody Hour.
- KGFJ—10, News.
- KFOX—10:15, Anlwa Boys. 10:30. Hawaiians. 10:45. Hamilton Orch.
- KGER—10, News. 10:10. Music. 10:15. Dance Orch. 10:30. Salvation Army.
- KFXM—10, Arnheim Orch. 10:30. News. 10:45. Pearl Orch.
- KFSG—10, Esther Stuart. 10:30. Mr. and Mrs. Webb.
- KFSD—10, Duchin Orch. 10:30. Hollywood Gossip. 10:35. Garber Orch.
- KGB—10, Arnheim Orch. 10:30. News. 10:45. Pearl Orch.
- KFVD—10, Jack the Bellboy.
- KTMS—10, Miramar Orch. 10:15. Ambassador Orch. 10:30. Classified. 10:35. Jantzen Beach Orch.
- KDB—10, Arnheim Orch. 10:30. Dale Orch.
- KVOE—10, Arnheim Orch. 10:30. News. 10:45. Pearl Orch.

11 to 12 Midnight

- KFI—11, News. 11:15. Nottingham Orch. 11:30. Harpa Orch.
- KXN—11, News. 11:15. Lunceford Orch. 11:30. Manny Strand Orch. 11:35. News.
- KHJ—11, Dale Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
- KECA—11, This Moving World. 11:15. Orgau.
- KFWB—11, Election Returns.
- KMPC—11, Music Hall.
- KMTR—11, Melody Lane.
- KFAC—11, Henry Orch.
- KFXM—11, Dale Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
- KESM—11, Drama. 11:15. Gladwyn Nichols. 11:30. Melodies.
- KFSD—11, Nottingham Orch. 11:30. Harpa Orch.
- KGB—11, Dale Orch. 11:30. Rhythm Rascals. 11:45. Memory Time.
- KTMS—11, This Moving World. 11:15. The Dance Hour. 11:45. Paul Carson.
- KDB—11, News. 11:15. Pearl Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
- KVOE—11, Dale Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.

Let Us Pretend



The tenth anniversary of CBS network's prize-winning "Let's Pretend" program for children is cause for a triple celebration. For director Nila Mack (left), it's her tenth anniversary as the program's mentor and her tenth as a member of the CBS staff. For two of her earliest proteges, Estelle Levy (center) and Pat Ryan, both veterans of ten years on the program, it's their twelfth year as child radio stars. Here they are showing Nila how they looked in 1928.

to find such a person and to pose a forum query to western mothers and fathers and others interested in aiding youngsters to maintain ideals, go into life open-eyed, make best possible use of themselves for their own and society's sake.

Query: Do you believe there should be an air program judiciously and helpfully designed to aid young people in solving problems of marriage, of children, to divorce or not to divorce, and all the complicated situations that arise in youth and marriage?

Radio Life dares to present this subject to its readers, many of whom, intelligent American citizens, prompted its presentation for readers in general. But in this, as in all matters of public interest and policy, it is public opinion that counts.

"Radio, through some far-sighted sponsor, could make an invaluable contribution to social sanity by presenting frankly and helpfully the intimate problems of today's girls and boys."

The speaker was a strangely youthful mother of two sons, one 17, the other 23. The elder is a graduate maxima cum laude from Harvard, the younger a talented actor and musician. The mother herself is known to hundreds of thousands of Americans for her work in Home Economics.

"The best-intentioned and most fearless parent is often up against a wall in discussing problems with a young-growing-into-life son or daughter," she said. "The young man or woman represents a distinct and different human entity. The parent is often hampered in expression by closeness to the object of his or her solicitude. The young, naturally enough, tend to consider advice that is really needed merely an extension of childhood's 'don't and do's' . . .

"Then, too, even the parent of reasonably high intelligence rarely possesses the knowledge of specific subjects, questions about which are constantly forming in the young man and woman's mind.

"For instance, how many parents are qualified to discuss certain aspects of hygiene? How many are qualified to discuss the psychological and psychic factors that are to be faced in marriage, home building, family rearing?

"What is needed—and Radio can supply it—is a program seriously educative. In other words, there are thousands upon thousands of young people who might turn to Radio Mother for that assistance they are denied, for any reason, in the home."

Radio Mother? What do you, Mr. and Mrs. Westerner, think? The woman Radio Life interviewed prefers to remain incognito. She is, however, seriously interested in working with other mothers. Her background qualifies her. She is among other things learned in a rich life, a newspaperwoman, a radio personality, a graduate nurse who studied under Dr. Reuben Petersen, Bates professor of obstetrics at University of Michigan. Letters from any young adult seeking answers to individual puzzles, or from parents who feel they could do with a little supplementary help, may be addressed to Radio Life. These will be forwarded to her for her study and reply.

A Mother for Radio

Is a Radio Character Indicated to Answer Young's Hard Problems?

Help Wanted: A young couple wishes to talk with some mature and experienced person of understanding and sympathy. About to be married, we wish counsel and guidance to avoid pitfalls and to live our life wholesomely and happily. Is there such a person? Please communicate. Box XYZ.

★

If the above advertisement were to appear in a daily newspaper there would be, probably, thousands of mothers and fathers who could answer the appeal of the young couple.

Out of scores of letters from Readers Radio Life's editor this week drew inferences. One among them was: Thousands of young persons go into life poorly equipped, in spite of ever-increasing-in-frankness modern education, to best the problems of intimate relationship and of modern society. Another was: If letters are significant, then there is a swift-

moving stream of public opinion. Radio might assume a social service of measurable importance. The service would be to those hundreds of thousands of young men and women who annually tackle life with little benefit of commonsense assistance.

True, modern mothers and dads are bound by few of the blushing reticences of a past generation. In fact, the letters taken as criteria, scores of Western grandmothers and grand-dads have pulled no punches in declaring that the problems of youth in marriage and life should be given thorough airing.

Impressed by communications suggesting an air program based upon constructive counsel of specific and educational value to youth, Radio Life went afield this week in search of such a person as might have responded to the advertisement above.

Result of the "afielding" this week was

CHEF MILANI'S Food Filosofy

They Called Them Subtleties—I mean those enormous confectionery works of art, otherwise known as **pieces montees**.



You've seen them, in baker's windows and in the rotogravure section of the Sunday paper—great big cakes, with a lot of sugar statuary on them. If there is anything subtle about them, you tell me; yet, that's what they were called in the olden days—subtleties; and they weren't made to be eaten, but just to flatter some important guest with his effigy all done up in beautiful pastry! If you ask me, they are about as subtle as a Rose Parade float going past Seventh and Broadway with the idea of just leaving a faint impression that it's been seen.



Coffee a la King, But Who Wants It? According to one authority, it was Frederick the Great who drank it: coffee, made with champagne and mustard. The champagne might have some appeal. There is just enough imagination in THAT idea to arouse one's epicurean curiosity. But with mustard? Oh, well, try it if you like, but on King Frederick's recommendation, not mine.



Ragout of Beef en Casserole—This is the recipe I wish to offer you this week and here's what you need to prepare it: Two pounds of chuck beef, diced in one-inch squares; one pound of fresh lima beans; two teaspoons of salt; one-half teaspoon of paprika; one-eighth of a teaspoon of pepper; a dash of oregano; six slices of bacon chopped medium; one large onion, chopped very fine; two cups of solid pack tomatoes; one small can of tomato paste.

Saute the chuck beef and the chopped bacon in a frying pan. When well browned on all sides, add the chopped onion and allow to cook until the onion acquires a golden color. Now pour this into a casserole and sprinkle with salt, pepper, paprika and oregano, mixing the seasonings well into the meat. This done, place the lima beans on top and, blending the solid pack tomatoes thoroughly with the tomato paste, pour over the beans, cover the casserole, and bake at 325 degrees for two hours.



GASTRONOMICAL MEMORIES—

They can be very pleasant when you have nothing in particular to do and want to think of something nice while relaxed in a comfortable chair. You just slowly sip a glass of something cool and let your mind wander back to some delicious moments of eating that you've known. It might be a hot-dog that you had under unforgettable circumstances that made it taste like something concocted on Mount Olympus, or, it might be a special dish prepared for you alone the last time you visited the Prince of Siam. In any case, you are sure to lose yourself most agreeably in the memory. A beatific smile will light up your face until someone will disturb you with "What on earth are you grinning at all by yourself?" Whereupon you will rise

with a sigh and probably reply, "Oh, nothing. Let's go out and get a sandwich or something. I feel kind of hungry."



IF-YOU-HAVEN'T-TRIED-IT- YOU-SHOULD DEPARTMENT

Substituting lime for lemon juice in a lemon frosting; putting coffee instead of milk in a boiled custard; mincing some mint leaves or watercress into mashed potatoes; using a slightly beaten egg yolk in cream sauce; baking liver instead of frying it, and baking apples with it, too; a little claret in beef bouillon; a couple of drops of vanilla in an ordinary glass of milk when you're thirsty.



"WHEN SHALL WE LIVE IF NOT NOW?" That's what Seneca wanted to know when he sat around the table with a pleasant group of friends. Enjoying the same privileges, I would modify that to read: **When ARE we living, if not now?** There is probably no moment when we are more truly alive than when dining with friends.



Chef Milani has TWO contests for you on his daily broadcast over KMPC. Tune in at 3:45, Monday through Friday, and find out how you can win money with questions and rhymes about food. Any food poem under eight lines may earn you as much as six dollars and any food question of general interest may earn you as much as five dollars plus a free subscription to this magazine. The name and address of your grocer is required on all entries. Tune in on Chef Milani today for full particulars.

MARKETS INVESTIGATED

Radio Life investigates each market into which Radio Life goes for sales, at one penny, to increasing thousands of listeners in the west. Markets that carry Radio Life are efficient, safe and economical. Housewives trade at a profit with them.

DID YOU KNOW

WILSON'S
Tender Made Ham
(100% MEAT OFF)
THE HAM YOU CUT WITH A FORK

Costs No More

Wilson's secret process eliminates costly cooking shrinkage.

Accept no substitute

Coming Out of the Ether

with
BERNIE SMITH

NEW YORK (Special to Radio Life)—We received an important looking letter at our hotel on Wednesday. Inside was a delicately engraved invitation, requesting our presence at Ilka Chase's "Luncheon at the Waldorf" broadcast the following Saturday.

We had attended hundreds of broadcasts during the past decade, but this promised to be something different. We went.

The broadcast is presented from the Empire Room of the famous hostelry. Nothing is changed to make acoustics better, and the hundred special guests are not warned to be quiet. They're encouraged to keep flowing a normal conversation, rather.

Miss Chase's guest of honor for the day was Larry Adler, famous harmonica virtuoso. At the tables sprinkled generously about the microphones were many famous faces of actresses, society women, writers, and a very cosmopolitan group all in all. At our table, where we were the only male, were six women of as many different vocations. Mrs. Frank Buck, wife of the big game hunter, was one of our table companions. Marge Kerr, capable executive of a national publicity organization, was another.

As Miss Chase interviewed her guests, we kept right on eating our chicken, courtesy of the sponsor. Had it not been for the presence of the microphone, we would hardly have known we were attending a coast-to-coast broadcast, over the Blue Network of NBC.

Not being particularly calloused to luncheons at the Waldorf, especially with six charming ladies, we were not at our best social ease, but we got along beautifully. Except when the waiter, spic and span in white tie and tails, leered at us knowingly. That was when we spilled the sherbet.

The rest is better left untold, except for the promise that "Luncheon at the Waldorf" is going to be one of our pet programs from this moment henceforth.



It - was - scop - stuff - when - we - got - it - but - it's - probably - old - stuff - by - now - dept.: "Gone With the Wind" has been sold as a radio serial, at the reputed price of \$750 per program, an unheard of price for a serial. CBS gets the prize package. . . . Tommy Dorsey soon will be heard on a sponsored amateur song-writing program. . . .



Our affairs in New York are almost completed and we intend to hit for home immediately. If all goes well and we have no blowouts on our new and fancy automobile, we'll be back in Hollywood in time to cover the main stem for next week. Until then and as they say in New York:

"Ghv!&543--***"&chgytflb %¼&85) (** etc." (We don't know what they're talking about most of the time, either!)

History in Wax

Moderns May Wonder What the Truth
Was of the Ancients, But
Tomorrow's People Won't



While the head of the Record Library, Joseph W. Hogan looks on critically, Dinah Shore, NBC's Tennessee "mood" songstress, searches for an old transcribed number by Willard Robison. Dinah often plays back compositions broadcast by Robison, who made music history a decade ago when his "Deep River" rhythms were the vogue. All in all, the Record Library houses over 50,000 acetate discs packed in the tin containers seen in this picture. NBC musicians of all categories frequently play back old recordings in order to hear how past-masters used to do it.

MUCH that has happened in this world has been lost from the ages that have passed under the arch of time.

Today's age and people know very little about what has gone before. The most of that which is known is distorted and undependable, often best characterized by the cynical homily:

"History is made up of the lies that factions want people to believe."

The trouble with this is that history betrays itself, and people, generally, grow suspicious of what they are told.

In past times men chronicled events they thought were important. Perhaps

the first writer, singer, speaker or observer put down a straight-forward account of what he saw and heard about the events that transpired during their times. In later years, however, it was inexpedient for the original accounts or truths to be exploited before the people. Thus came into fashion the technique of coloration and the somewhat astonishing historical cliché of one nation never losing a battle against another nation, which, too, never lost one. Of course, this sort of carrying-on was for home consumption, but certainly it did not make for understanding among the peoples and races of the earth who share on earth a common heritage.

In statesmanship, religion, politics, economics—in every phase of life—facts have been distorted by molders of public opinion in other times; all to the confusion of people.

Radio and motion pictures, following the invention of the phonograph and the later discovery of the Hertzian waves, will pose hard nuts to crack for propagandist and history-aborter of tomorrow. For the evidence of our lives is being assembled and stored away for future generations to make note of, to use to chart their ways into the future.

★

ODD bedfellows indeed are the occupants of a dark little room tucked away in a corner of Radio City's gigantic RCA Building. Here Adolf Hitler inveighs bitterly against the British Empire, crying for "lebensraum," and Prime Minister Winston Churchill retorts that his country will not yield another inch. Franklin Delano Roosevelt meanwhile pleads for a peaceful solution to world problems and is joined by the urgent peace prayers of Pope Pius XII.

But the sword proves stronger than the word: an air-raid siren shrieks over Paris . . . a cannon roars . . . a battleship is scuttled . . . a soldier describes his bloody fight against overwhelming odds . . . war refugees march pitifully along shell-cratered highways.

All, however, is not death and destruction in the little room. Bill Stern is here to describe the championship tennis matches. We can easily catch the plunk of the ball against tightly-strung gut. Arturo Toscanini leads his NBC Symphony Orchestra through a stirring overture. The Dionne Quints sing—and, very nicely, too—"Oh, Johnny, Oh!" A politician hoarsely shouts that his party, and none other, is the one for the people. Eleanor Roosevelt tells her recipe for a new kind of cake. No, life up here isn't entirely a matter of "blood and toil and tears and sweat."

It's not the fantastic vision of a madman, either, as might have been suspected. The setting is simply the NBC Record Library, the time—any time. For stored away in this room, in tall stacks of tin containers, are over 50,000 transcriptions of virtually every type of radio program ever broadcast!

The value of the Record Library, as can be readily imagined, cannot be measured in terms of dollars. It is as priceless as the Congressional Library, or the Smithsonian Institution, or any of our other great centers of research. In years to come, students, historians, scholars, edu-

cators and journalists will all be dependent upon the library for their chef d'oeuvres just as our contemporary literati rely on libraries and museums and newspaper morgues for their delvings into bygone days.

In fact, these tall piles of tin containers, jampacked with acetate discs, are in some ways even more valuable than our other basic source of historical matter—the printed word. For the recording of some historical situation presents literally, and WITHOUT INTERPRETATION, the ACTUAL situation. There exists no possibility of bias or distortion of fact. Instead, the listener is carried back to the occurrence itself, and is made an ear-witness to the goings-on. He is there "when it happens," and in a position to pass objectively on it all.

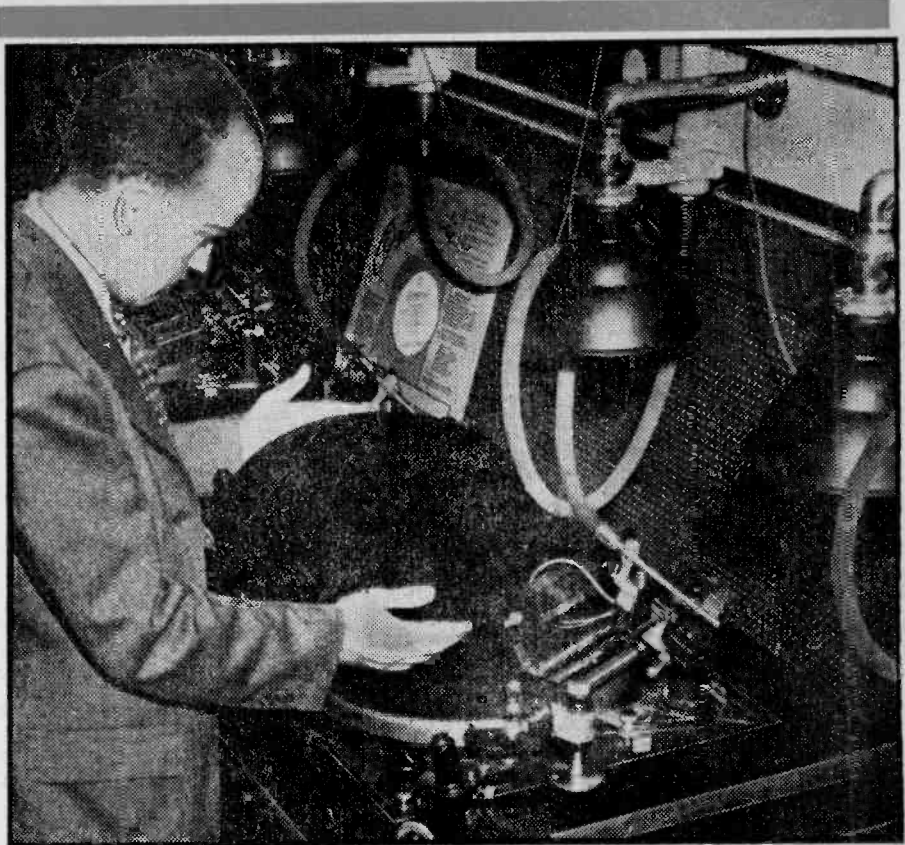
Take, for example, a journalist in the year 1987, who is sweating over a series of columns on "The Second World War." Newspapers, magazines, books and sundry scholarly dissertations will provide the basic facts. But how about that intangible, yet all-important thing, called "flavor?" How about the actual voices of the Hitlers, Chamberlains and Mussolinis, their emotions and intonations which no printed word can convey?

All this lies right in the records' tiny grooves, waiting only for the push of a button and the scratch of a needle to bring them to life.

Our 1987-vintage journalist will hear the dramatic war declaration of Prime Minister Neville Chamberlain and the subsequent replies of Dictators Hitler and Mussolini. He will hear the peace plans of President Roosevelt and the Pope. He will hear the terrifying shriek of air-raid sirens over Paris breaking into the commentary of an NBC correspondent. He will hear Chamberlain resign from office, and Winston Churchill, the new Prime Minister, resolving to fight on despite the entailing "blood and sweat and toil and tears." He will hear the stirring on-the-spot eye-witness account of the scuttling of the Nazi battleship, the Graf Spee, by NBC Reporter James Bowen, who is observing the scene from a Montevidean dock. He will hear the captain of the released U. S. Steamship, City of Flint, report to America via shortwaves his run-in with Germany and Russia, which resulted in dangerous international complications. And he will be carried back to the day of France's bitter defeat when he listens to General Petain's speech of surrender and then to the German and Italian and French bugles in Compiegne Forest blowing the order to "cease firing!"

Happily, however, the last decade of our civilization has not been a story of war alone; other milestones in our life, as well as the sordid business of death and destruction and surrender, have been preserved for posterity on NBC's acetate records. Momentous events in practically every phase of our life can be resurrected by the press of a needle on revolving discs. Here are a few other chunks of recent history that coming generations will also be ear-witness to:

Religious History: The coronation of Pope Pius XI. The Pontifical Mass for his successor, Pius XII, a nightlong affair,



A European broadcast is about to be shortwaved across the Atlantic and heard over the NBC networks, so an engineer in the Radio Recording Department places an acetate disc on a turntable. A sapphire needle will engrave indelibly on the blank record the entire broadcast. Coming generations, therefore, as well as that part of the radio audience tuned to the program, will be enabled to hear what goes on. The Record Library houses over 50,000 discs cut by one of the Radio Recording Department's seventeen turntables.

and the only broadcast of its kind ever aired.

Science: The voice and thoughts of Marconi in his broadcasts of 1935 and 1936. The reports of the famed Holden expedition directly from the Amazonian jungles. The epochal Piccard expedition of 1933 into the stratosphere—its complete record of fifteen hours of acetate.

Air History: The round-the-world flight of Howard Hughes as reported both by ground observers and by Pilot Hughes himself from his plane. The tragic Hindenburg crash of 1938.

Music: The Metropolitan opera broadcasts and the stirring Toscanini-NBC Symphony orchestra concerts, which will be available to delvers into contemporary musical performances. What today's musicologists wouldn't give for recordings of operatic and classical music of past centuries—instead of having to rely upon written interpretations!

Catastrophes: The salvaging operations of the ill-fated submarine Squalus. The disastrous Ohio valley floods of 1938.

Sports: Football and baseball games, tennis matches, golf tournaments, the Olympic games, prizefights. For information on these subjects, the sports historian of the 21st century will have, through NBC's transcribed broadcasts, first-hand accounts by our leading sports authorities. Furthermore, records will make

available the cheering crowds, the blaring bands and screeching whistles. The presence of this local color will throw the listener right back to the actual event.

Politics: Conventions, inaugurations, debates—all the vocal forms of our political life are also reproduced. The voices of presidents, senators and statesmen of all categories can be heard again. Also the vocal efforts of almost every living person of historical note: kings, queens, emperors, prime ministers, generals, diplomats, dictators. . . .

Literature: The Homers and Chaucers and Shakespeares of today—whoever they are—will speak again centuries hence. Those that haven't appeared on "Information Please" or some such program have, in all probability, spoken into the microphone on some special occasion. George Bernard Shaw, Noel Coward, Pearl Buck, Archibald MacLeish, Edna St. Vincent Millay, Sinclair Lewis—recordings of their voices, and scores of other leading men and women of letters, are stored away in the NBC files.

★

BECAUSE we take special-event broadcasting pretty much for granted, it is hard today to conceive of the gigantic reference value to coming generations of this collection of recordings.

WEDNESDAY Program Highlights

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

Variety

- 8:30—Johnny Murray, KFI. 10:30—Views and Reviews, KECA. 2:45—Kate Smith Speaks, KXN. 3:45—Ciel Miami, AMPC. 4:00—Speaking of Glamour, KFI. 4:15—Meet the Author, KMPC. 5:00—Star Theatre, KXN. 6:00—Kay Kyser, KFI. 7:00—Amos 'n' Andy, KXN-KMPC. 7:30—Plantation Party, KFI. 8:00—Abbott and Costello, KFI. 8:00—Pickard Family, KMPC.

Drama

- 9:45—Short Story, KXN. 4:30—Where Are You From? KHJ-KGB-KVOE-KFXM. 7:00—Hollywood Playhouse, KFI. 7:30—Dr. Christian, KXN. 8:00—Meet Mr. Meek, KXN. 8:30—Mr. District Attorney, KFI.

Public Affairs—News

- 1:30—John B. Hughes, KXN. 3:45—Kaltenborn, KFI. 4:45—Elmer Davis, KXN. 6:00—Raymond Gram Swing, KHJ-KVOE-KFXM-KGB-KDB. 6:30—John B. Hughes, KHJ-KGB-KVOE-KDB-KFXM. 7:15—Elliott Roosevelt, KFWB-KFOX.

- 7:45—Robert Arden, KFWB. 8:30—Let's Talk Over the News, KMPC. 9:30—Fulton Lewis Jr., KHJ-KGB-KVOE-KDB-KFXM.

Outstanding Music

- 1:00—Pop. Symphonia, KFWB. 1:00—Classic Hour, KECA. 5:30—Columbia Concert Orch., KXN. 7:15—Winnipeg Symphony, KVOE. 10:00—Phil-Harmonia, KECA. 10:30—Masterworks, KXN. 11:15—Music You Want, KFWB.

Sports—Comment

- 12:30—Major League Ball, KMPC. 6:15—Sport Briefs, KFAC. 7:00—Sid Ziff, KFWB. 7:30—Del Mar Races, KMPC. 8:15 to 10:00—Pacific Coast League Baseball, KFAC. 9:15—Sports Highlights, KXN. 10:15—Bowling Notes, KFWB.

Quiz Programs

- 11:30—Catalina Quiz, KXN. 8:30—Question Bee, KXN.

Weather

- KFI—8:30, 11:00, 3:15. KXN—6:00. KRKD—9:30. KHJ-KGB—9:00. KTMS—8:00, 12:15. KFWB—11:30. KVOE—7:58, 9:00. KGER—11:00, 4:00.

11 A. M. to 12 Noon

- KFI—11, Mary Marlin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade. NX—11, Society Girl, 11:15, Martita Webster, 11:30, Catalina Fun Quiz, 11:45, News. KHJ—11, Friendly Neighbors, 11:15, Eddie Albright. KECA—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill. KFWB—11, Tom Stoddard, 11:30, News, 11:40, Lionel Lewis, 11:45, Music. KMPC—11, Master Singers, 11:15, Music for Madame, 11:30, Serenade, 11:45, Musical Workshop. KMTR—11, Dr. Fulbot, 11:30, Stocks, 11:45, Spec. Events. KFAC—11, Man on Street, 11:30, Home Beautiful, 11:45. KGEJ—11, News, 11:15, Music. KRKD—11, Paddock Flashes, 11:30, News. KFOX—11:15, Dr. Reynolds, 11:30, News, 11:40, Arnheim Orch. KGER—11, News, 11:15, Old Camp Meeting, 11:30, Musical Moments, 11:45, Standards. KFXM—11, Friendly Neighbors, 11:15, Classic Strings. KFSD—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill. KGB—11, Friendly Neighbors, 11:15, KGB Presents, 11:30, Mellen Orch. KFVD—11, News, 11:30, Red Plan, 11:45, V. Schram. KTMS—11, Orphans of Divorce, 11:15, Honeymoon, 11:30, John's Wife, 11:45, Just Plain Bill. KDB—11, Friendly Neighbors, 11:15, McFarland Twins, 11:30, Dance Orch. KVOE—11, Friendly Neighbors, 11:15, Symphonic, 11:30, Civic.

12 Noon to 1 P. M.

- KFI—12, Road of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life. KXN—12, Kitty Kelly, 12:15, Myrt & Marge, 12:30, Hilltop House, 12:45, Stepmother. KHJ—12, News, 12:15, Organ, 12:30, Troubadours, 12:45, Word Dramas. KECA—12, News, 12:15, 'Word Hummers,' 12:30, Club Matinee. KFWB—12, Al Jarvis. KMPC—12, Music, 12:15, News, 12:30, Baseball. KMTR—12, Peter Potter. KHJ—12, News, 12:15, Melody Hour. KGEJ—12, News, Stocks, 12:30, Novelties, 12:45, Let's Listen. KRKD—12:30, Saddle Pala. KFOX—12:15, News, 12:30, Music, 12:45, Pals of Golden West. KGER—12, News, 12:10, Music, 12:30, Chamber of Commerce. KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quarter Hr. 12:45, Pop. Orch. KFSD—12, Agriculture Dept. 12:15, News, 12:30, Club Matinee. KGB—12, News, 12:15, Buckeye Boys' Band, 12:30, Stocks, 12:35, News, 12:45, Word Dramas. KFVD—12, Air Editor, 12:30, Music, 12:45, V. Schram. KTMS—12, Market, 12:03, Melodies, 12:15, Club Matinee, 12:30, News, 12:45, Club Matinee. KDB—12, News, 12:15, Dusty Blanchard, Plans, 12:30, Troubadours, 12:45, American Family. KVOE—12, News, 12:15, Organ, 12:30, Troubadours, 12:45, Word Dramas.

1 to 2 P. M.

- KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neills. KXN—1, My Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines. KHJ—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Zeke Manners, 1:45, Play Bridge. KECA—1, Classic Hour. KFWB—1, Symphonia, 1:30, Dr. Reynolds, 1:45, Hits and Bits. KMPC—1, Baseball. KMTR—1, Political, 1:30, Pension, 1:45. KFAC—1, Religious Science, 1:30, Financial, 1:45, Organ. KGEJ—1, News, Stocks, 1:15, Strings, 1:30, Matinee. KRKD—1:15, City Hall, 1:30, USC, Organ, 1:45, Health. KFOX—1, Lieut. Governor, 1:15, Lucan, 1:30, Christian Science, 1:45, E. Martin. KGER—1, News, 1:05, Officials, 1:20, Hits, 1:30, Spanish Trio. KFXM—1, Acrt. Admt. Adm. 1:15, Hawaiians, 1:30, Variety, 1:45, Play Bridge. KFSD—1, Source, 1:30, Frank & Archie, 1:45, Wayne Van Dink. KGB—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Tucker Orch. 1:45, Play Bridge. KFVD—1, News, 1:15, Music.

- KTMS—1, Ventura Quiz, 1:15, Soiree, 1:30, Watanabe, 1:45, Santa Paula Cavalcade. KDB—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Ken's Scrapbook, 1:45, Let's Play Bridge. KVOE—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Zeke Manners, 1:45, Play Bridge.

2 to 3 P. M.

- KFI—2, Agnes White, 2:15, Mine to Cherish, 2:30, Alice Blair, 2:45, Miss Julia. KXN—2, Young Dr. Malone, 2:15, Background for Living, 2:30, Joyce Jordan, 2:45, Kate Smith. KHJ—2, News, 2:15, Bookworm, 2:30, Know Your America. KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light. KFWB—2, News, 2:15, Morgan Orch. 2:30, Music Box, 2:45, Grandma Travels. KMPC—2, Tenth Inning, 2:15, Darrell Calker, 2:30, Concert Hall. KMTR—2, W. B. West, 2:15, Special Events, 2:30, Volney James. KFAC—2, Let's We Forget, 2:30, Band Concert. KGEJ—2, News, Stocks, 2:15, Civic, 2:30, Caro Players, 2:45, Music. KRKD—2, Henry Orch, 2:30, News, 2:45, Hawaiians. KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels. KGER—2, News, 2:05, Parrott Revue, 2:30, Long Beach Band. KFXM—2, News, 2:15, News, 2:30, Know Your America. KFSD—2, Hollywood Gossip, 2:10, Listen! 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels. KGB—2, News, 2:15, Voices, 2:30, Know Your America. KFVD—2, Music, 2:15, Organ, 2:30, Rhythm. KTMS—2:25, News, 2:30, Thunder Over Paradise, 2:45, Grandma Travels. KDB—2, News, 2:15, The Monitor Views the News, 2:30, Know Your America. KVOE—2, News, 2:15, Round Tower, 2:30, Know Your America.

3 to 4 P. M.

- KFI—3, Pleasure Time, 3:15, Art Baker, 3:45, Kaltenborn. KXN—3, Mary Foster, 3:15, News, 3:20, Fletcher Wiley, 3:45, Europe. KHJ—3, Fulton Lewis, 3:15, Prof. Lindsley, 3:30, Haven of Rest, 3:45, Inside Sports. KECA—3, Unclassical Hour. KFWB—3, Mellen Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KMPC—3, News, 3:15, Kern Orch. 3:30, Tropic Moods, 3:45, Chef Milani. KMTR—3, Volney James, 3:30, Memories, 3:45, Billy Richman. KFAC—3, Masterpieces. KGEJ—3, News, Stocks. KRKD—3, Hawaiians. KFOX—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGB—3, News, 3:05, Concert, 3:20, Long Beach Band. KFXM—3, Fulton Lewis, Jr. 3:15, Variety, 3:30, Haven of Rest. KFSD—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGER—3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest. KFVD—3, News, 3:15, Music. KTMS—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KDB—3, Fulton Lewis Jr. 3:15, Prof. Lindsley, 3:30, Haven of Rest. KVOE—3, Wash. D. C. News, 3:15, Skiles Band, 3:45, Haven of Rest.

4 to 5 P. M.

- KFI—4, Speaking of Glamour, 4:15, Mirandy, 4:30, Gentlemen Relax. KXN—4, 1:45, Wiley, 4:15, KXN-tra, 4:25, Music, 4:30, Jack Owens, 4:45, News, 4:55, War News. KHJ—4, Where Are You From? 4:30, Green Hornet. KECA—4, Bud Barton, 4:15, Rocky Gordon, 4:30, Irene Wicker, 4:45, Malcolm Clair. KFWB—4, Don Milligan, 4:30, Bert Fiske, 4:45, Stuart Hamblen. KMPC—4, Social Secretary, 4:15, Meet the Author, 4:30, Newsreel, 4:45, Aloha Land. KMTR—4, Spec. Events, 4:15, News, 4:30, J. W. Matthews, 4:45, Eventide Melodies. KFAC—4, Music, 4:15, Drawing Room. KGEJ—4, News, 4:15, Tea Time, 4:30, Observer. KRKD—4:15, Venna Taylor, 4:48. KFOX—4, Music, 4:30, Swing Tunes. KGER—4, News, 4:30, Geo. Strange. KFXM—4, Trading Post, 4:30, Green Hornet.

WEDNESDAY Programs

SEPTEMBER 4, 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, News. KECA—8, Breakfast Club, 8:30, News, 8:45, Imperial Almanac. KFWB—8, Breakfast Club. KMPC—8, Andy & Virginia, 8:30, Unity Daily Word. KMTR—8, Spanish Hour, 8:45, Religious. KFAC—8, Country Church, 8:45, Mildred Lacer. KGEJ—8, News, Stocks, 8:45, Dr. Wiseman. KRKD—8:30, State Employment. KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Ads, 8:45, Lone Star Cowboy. KGER—8, News, 8:01, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Bennington. KFXM—8, Sunshine Service, 8:30, Pop. Orch. 8:40, Bess Bye, 8:45, News. KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home Hour. KGB—8, Today's Best Bets, 8:05, Melodic Moments, 8:25, Stocks, 8:30, News, 8:40, Bess Bye, 8:45, Cornhusker News. KFVD—8, Covered Wagon, 8:45, Music. KTMS—8, Weather, 8:01, Breakfast Club, 8:30, S. B. Devotional, 8:45, Old Refrains. KDB—8, Classic Revue, 8:30, News, 8:40, Bess Bye, 8:45, BBC News. KVOE—8, Breakfast Club, 8:30, News, Bess Bye, 8:45, News.

9 to 10 A. M.

- KFI—9, Your Treat, 9:15, Nature Sketches, 9:30, By Kathleen Norris, 9:45, Dr. Kate. KXN—9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Right to Happiness, 9:45, Short Story. KHJ—9, I'll Never Forget, 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit. KECA—9, Council of Beauty, 9:15, Between the Bookends, 9:30, Mid-morning Jamboree. KFWB—9:30, News, 9:45, Dr. Reynolds. KMPC—9, News, 9:15, Women of the World, 9:30, Light Classics. KMTR—9, Religious, 9:15, Health, 9:30, Political, 9:45, Religious. KFAC—9, Inspiration, 9:15, Health Talk, 9:30, Women in News, 9:45, Parents Forum. KGEJ—9, News, Stocks. KRKD—9:30, U. S. Weather. KFOX—9, John Brown, 9:15, Hit Revue, 9:45, Party Line. KGER—9, News, 9:33, Bright Corners, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel.

- KFXM—9, I'll Never Forget, 9:15, Brigade Orch. 9:30, Variety, 9:45, Popular Orch. KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News. KGB—9, I'll Never Forget, 9:15, Homemaker's Catalog, 9:45, Keep Fit. KFVD—9:15, News, 9:30, Dr. Richardson, 9:45, Parade. KTMS—9, News, 9:15, Between Bookends, 9:20, Concert Hall, 9:45, News, 9:50, I. Miller Orch. KDB—9, I'll Never Forget, 9:15, Hill Orch. 9:30, Johnson Family, 9:45, Keep Fit. KVOE—9, I'll Never Forget, 9:15, Brigade Orch. 9:30, Johnson Family, 9:45, Keep Fit.

10 to 11 A. M.

- KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Betty Crocker. KXN—10, Big Sister, 10:15, Aunt Jenny, 10:30, Wiley, 10:45, My Son and I. KHJ—10, News, 10:15, Happy Homes, 10:30, Homemaker's Forum, 10:45, Bachelor's Children. KECA—10, Our Half Hr., 10:30, Views and Reviews, 10:45, Wife Saver. KFWB—10, Curtis Springer, 10:15, Miller Orch. 10:30, Romance in Rhythm. KMPC—10, Musclographs, 10:15, Old Refrains, 10:30, Norma Lee Services, 10:45, News. KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, News. KFAC—10, Serenade, 10:30, News, 10:45, Gothic Tower. KGEJ—10, News, 10:15, Dr. McCoy, 10:30, Verse, 10:45, City Dwellers. KRKD—10:15, Health. KFOX—10, News, 10:15, Health, 10:30, Harmony Hall, 10:45, Chas. Wellman. KGER—10, News, 10:05, God's Sunshine, 10:30, Rev. Love. KFXM—10, News, Variety, 10:15, Five Farm Hands, 12:30, Homemaker's Forum, 10:45, Bachelor's Children. KFSD—10, Allen Prescott, 10:15, Our Half Hour, 10:30, Ann Gibson, 10:45, Bridge Lesson. KGB—10, News, 10:15, Five Farm Hands, 10:30, Homemaker's Forum, 10:45, Bachelor's Children. KFVD—10:30, Union Rescue Mission. KTMS—10, Our Half Hour, 10:15, Homemaker's Digest, 10:4. KGEJ—10, News, 10:15, Hostess Home, 10:30, Rutgers Homemaker's Forum, 10:45, Bachelor's Children. KVOE—10, News, 10:15, Five Farm Hands, 10:30, Homemaker's Forum, 10:45, Bachelor's Children.

Phil Harris Moves Up in Music

Drummer to orchestra leader to comedian and movie actor is the course of Phil Harris' career.

The curly-haired orchestra leader featured for the fourth consecutive year on Jack Benny's NBC broadcast, was beating drums in dance orchestra, until a guest appearance as vocalist with an orchestra in Balboa Beach showed him an easier way to make a living.

Forming his own orchestra, the NBC musician developed a style of dance music that made an immediate hit with the college boys and younger set in California. Crooning deep-voiced love songs, and tossing off wise-cracks as he led his band, Harris developed into a "triple-threat" entertainer.

From hotels and dance pavilions, the handsome bandleader went into motion pictures, playing featured roles in many hit pictures.

When he was signed by Jack Benny, Harris was given comedy lines to read, and his wisecracks and dumb cracks were soon an important part of the Sunday evening program. Although Benny has never before kept an orchestra more than one season, he re-signed Harris in 1937, renewed his contract in 1938, and this fall made it four years in a row.



PHIL HARRIS

Phil Harris was born in Linton, Ind., but he acquired his southern accent in Nashville, Tenn., where he went to school. Although he was interested chiefly in baseball, football and basketball, Harris took music lessons from his father, and

set his sights on a career as an entertainer.

Hunting and working about his ranch home in Encino are two of his favorite occupations in the little time he has to spare from his appearances with his dance band, and rehearsals and broadcasts of the Benny show. He likes Ernest Hemingway's novels and Noel Coward's plays. Although he did not make his radio debut on Rudy Vallee's program, Harris is one of scores of stars who were helped to fame by the famous crooner. Vallee's recommendation helped Harris to get an important engagement at New York's Hotel Pennsylvania, and did much to spread the reputation of the Pacific coast orchestra in the east.

LEGAL NAME: Phil Harris.
BIRTHDAY: June 24.
NATIONALITY: American.
HEIGHT: Five feet, 11½ inches.
COLORING: Light complexion, brown hair.
MARRIED TO: Marsha Ralston.
Dec. 31, 1939.

★ ★ ★

DESERVING MANAGERS

Managers of principal food markets deserve praise and simple "thank you's" for their public service ideals and alertness in making Radio Life available to listeners in their neighborhoods.

KFSD-4, On With Dance. 4:15. Rocky Gordon. 4:30. Irene Wicker. 4:45. Malcolm Claire.
KGB-4, Sheep, Goats Club. 4:30. Where Are You From?
KFYD-4, Tea Time.
KTMS-4, Bud Barton. 4:15. Rocky Gordon. 4:30. String Quartet. 4:45. Malcolm Claire. 4:55. Music.
KDB-4, Sheep & Goats. 4:30. Jamboree.
KVOE-4, Where Are You From? 4:30. Green Hornet.

5 to 6 P. M.

KFI-5, Organ. 5:30. Ricardo Orch. 5:45. News.
KNX-5, Texaco Summer Show. 5:30. Columbia Orch.
KHJ-5, News. 5:15. Daily Comics. 5:30. Shafter Parker. 5:45. Cheer Up.
KFNA-5, Your Government Reports. 5:15. Tarzan. 5:30. News. 5:45. Sports.
KMPC-5, Novatones. 5:15. News. 5:30. Uncle Harry.
KMTR-5:30, Political. 5:45. Political.
KFAC-5, Gateway to Music. 5:30. Whooa Bill Club.
KGFJ-5, News. 5:30. Baseball Scores.
KRRD-5:30, Race Results.
KFOX-5, Swing. 5:55. Beauty Talk.
KGER-5, News. 5:05. Latin Hour.
KFXM-5, Pop. Orch. 5:15. Who Are You? 5:30. News. 5:35. Variety. 5:45. Cheer Up.
KFSD-5, News. 5:15. Magic Island. 5:30. Looks at Books. 5:45. Shield Revue.
KGB-5, KGB Presents. 5:30. Shafter Parker. 5:45. Cheer Up.
KFYD-5, Tempo. 5:15. News. 5:45. Waltz.
KTMS-5, S. B. Kid. 5:30. News. 5:45. Ventura Music and News.
KDB-5, Headlines That Happened. 5:30. Shafter Parker. 5:45. Cheer Up.
KVOE-5, Ads. 5:15. Who Are You? 5:30. Shafter Parker. 5:45. Cheer Up.

6 to 7 P. M.

KFI-6, Kay Kyser.
KNX-6, Miller Orch. 6:15. Public Affairs. 6:30. News. 6:45. McCreery Orch.
KHJ-6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Melody Pageant.
KECA-6, News. 6:15. Ink Spots.
KMPC-6, Song Stories. 6:30. Easy Listening.
KFWB-6, News. 6:15. Strollin' Tom. 6:30. Vacation Time. 6:45. Messenger Orch.
KMTR-6, Spec. Events. 6:30. Life Payments. 6:45. A. F. L.

KFAC-6, News. 6:15. Sport Briefs. 6:30. Music. 6:45. London News.
KGFJ-6, News. Italy Melodies. 6:30. Gold Hour.
KRRD-6:30, Amer. Brotherhood.
KFOX-6, News. 6:10. Sports. 6:15. Marie Antoinette. 6:30. Swing. 6:45. Hawaiians.
KGER-6, News. 6:05. Latin Hour. 6:30. Italian Journal.
KFXM-6, Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Sweets & Seats. 6:50. Melody Pageant.
KFSD-6, News. 6:15. Temple in Tibet.
KGB-6, Ray G. Swing. 6:15. Johnson Family. 6:30. News & Views. 6:45. Melody Pageant.
KFYD-6, Evening Serenade.
KTMS-6, European. 6:15. Ink Spots. 6:30. Sunset Symphony.
KDB-6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Concert Miniatures.
KVOE-6, Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Weber Orch.

7 to 8 P. M.

KFI-7, Hollywood Playhouse. 7:30. Plantation Party.
KNX-7, Amos 'n' Andy. 7:15. Lanny Ross. 7:30. Dr. Christian. 7:55. News.
KHJ-7, Answer Man. 7:15. Chapel Quartet. 7:30. Lone Ranger.
KECA-7, Quiz Kids. 7:30. Manhattan at Midnight.
KFWB-7, Sid Ziff. 7:15. Elliott Roosevelt. 7:30. Buddy Clark. 7:45. Robert Arden.
KMPC-7, Amos 'n' Andy. 7:15. News. 7:30. Joe Hernandez.
KMTR-7, Political. 7:30. Special Events.
KFAC-7, Fishing Facts. 7:30. Floyd Allen.
KGFJ-7, Spanish Hour.
KRRD-7, News. 7:15. Three-Quarter Time. 7:30. Do You Know?
KFOX-7, Daily Bread. 7:15. Elliott Roosevelt. 7:30. Anything Can Happen. 7:45. News.
KGER-7, News. 7:05. Jewish Hour.
KFSG-7:45, Young People's Church.
KFSD-7, Quiz Kids. 7:30. Manhattan at Midnight.
KGB-7, Answer Man. 7:15. Star Parade. 7:30. Lone Ranger.
KTMS-7, Quiz Kids. 7:30. Manhattan at Midnight.
KDB-7, Answer Man. 7:15. On the Sport's Side. 7:30. Lone Ranger.
KVOE-7, U. S. Army. 7:15. Profit Trio. 7:30. Lone Ranger.

8 to 9 P. M.

KFI-8, Abbott & Costello. 8:30. Mr. District Attorney.
KNX-8, Mr. Meek. 8:30. Question Bee.
KHJ-8, P. E. Gardner. 8:30. Arnheim Orch.
KECA-8, Easy Aces. 8:15. Mr. Keen. 8:30. News. 8:45. Venuti Orch.
KFWB-8, Texas Lewis. 8:15. Old Favorites. 8:30. Inspiration.
KMPC-8, Pickard Family. 8:30. Let's Talk Over News. 8:45. Fun Quiz.
KMTR-8, Editor of Air. 8:30. F. Johnson.
KFAC-8:15, Baseball.
KGFJ-8, News. 8:10. Mr. Parsons. 8:30. Lucca Floor Show. 8:30. Key Orch.
KGER-8, News. 8:05. Spanish Hour.
KFSG-8, Evangelistic.
KFSD-8, Easy Aces. 8:15. Mr. Keen. 8:30. Sports Chat. 8:45. Long Orch.
KGB-8, Expo Fantasy. 8:30. Arnheim Orch.
KECA-8, Easy Aces. 8:15. Lost Persons. 8:30. Elliott Roosevelt. 8:45. Dance Orch.
KDB-8, Exposition Fantasy. 8:30. Footlights & Spotlights. 8:45. On Parade.
KVOE-8, Prima Orch. 8:30. Studio. 8:45. Arnheim Orch.

9 to 10 P. M.

KFI-9:30, Stanford University. 9:45. Scott Orch.
KNX-9, News. 9:15. Sports Round-Up. 9:20. Lunceford Orch. 9:45. News.
KHJ-9, News. 9:15. Pearl Orch. 9:30. Fulton Lewis. 9:45. Dale Orch.
KECA-9, Mooney Orch. 9:15. Reporter Without Portfolio. 9:30. Full Branch. 9:45. Frank and Archie.
KFWB-9, Music. 9:30. News. 9:45. Ballhards.
KMPC-9, Melody Memory.
KMTR-9:30, Peter Potter.
KFAC-9, Baseball.
KGFJ-9, Jewish Hour. 9:30. Music. 9:45. News. 9:15. Vienna Orch. 9:30. Swing Ding. 9:45. Thornhill Orch.
KGER-9, News. 9:05. Music.
KFXM-9:30, F. Lewis. 9:45. News.
KFSG-9:45, Christianity and Law.
KFSD-9, Mooney Orch. 9:30. Savitt.
KGB-9, News. 9:15. Pearl Orch. 9:30. Fulton Lewis. 9:45. Dale Orch.
KTMS-9, Westwood Gardens. 9:30. News. 9:45. Sherman Orch.
KDB-9, News. 9:15. Music. 9:30. Fulton Lewis, Jr. 9:45. Dale Orch.
KVOE-9, News. 9:15. Pearl Orch. 9:30. News. 9:45. Dale Orch.

10 to 11 P. M.

KFI-10, News. 10:15. Heart of Julia Blake. 10:30. Bridge Club. 10:50. Sir Francis Drake Orch.
KNX-10, Crosby Orch. 10:30. Masterworks.
KHJ-10, Serpico Orch. 10:30. News. 10:45. Pearl Orch.
KECA-10, Phil Harmonia.
KFWB-10, Averill. 10:15. Bowling Notes. 10:30. Swing.
KMPC-10, Dance. 10:15. Roller Derby. 10:30. News. 10:45. Hawaiians.
KGER-10, Merry-Go-Round. 10:15. Phil Lopez Orch. 10:30. Political. 10:45. Fiddler Orch.
KFAC-10, Melody Hour.
KGFJ-10, News.
KFOX-10, Thornhill Orch. 10:15. Anita Boys. 10:30. Hoopii Orch. 10:45. Hamilton Orch.
KGER-10, News. 10:10. Dance Orch.
KFXM-10, Serpico Orch. 10:30. News. 10:45. Pearl Orch.
KFSG-10:15, Forgotten Man. 10:30. Wendell St. Clair.
KFSD-10, Owens Orch. 10:30. Hollywood Gossip. 10:35. Duchin Orch.
KDB-10, Serpico Orch. 10:30. News. 10:45. Pearl Orch.
KTMS-10, Miramar by Sea Orch. 10:15. Hotel St. Francis. 10:30. Classified Ambassador Orch.
KDB-10, Kay Orch. 10:30. Gould Orch.
KVOE-10, Serpico Orch. 10:30. News. 10:45. Pearl Orch.

11 to 12 Midnight

KFI-11, News. 11:15. Lucas Orch. 11:45. Harpa Orch.
KNX-11, News. 11:15. Busse Orch. 11:30. Serpico Orch. 11:55. News.
KHJ-11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KECA-11, This Moving World. 11:15. Organ.
KFWB-11, Organ. 11:15. Music.
KMPC-11, Music Hall.
KMTR-11, Melody Lane.
KFAC-11, Heavy Orch.
KGFJ-11, Music.
KFXM-11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KFSG-11, Circuit Rider. 11:30. John Vialito.
KFSD-11, Nottingham Orch. 11:30. Harpa Orch.
KGB-11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Memory Time.
KFYD-11, Jack the Bellboy.
KTMS-11, This Moving World. 11:15. Dance Hour. 11:45. Paul Carson.
KDB-11, News. 11:15. Pearl Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KVOE-11, Gould Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.

THURSDAY Program Highlights

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

Variety

9:15—Between the Bookends, KECA-KFSD-KTMS.
 10:30—Views & Reviews, KECA.
 9:45—Kate Smith Speaks, KNX.
 3:45—Chef Milani, KMPC.
 5:00—Major Bowes, KNX.
 5:00—Kraft Music Hall, KFI.
 6:00—Camel Caravan, KFI.
 6:00—Rudy Vallee, KECA.
 7:00—Amos 'n' Andy, KNX-KMPC.
 7:00—This Our America, KECA-KFSD.
 8:00—Strange As It Seems, KNX.
 8:00—Pickard Family, KMPC.
 8:30—Budget Decorator, KFWD.
 8:45—Twilight Trails, KHJ-KGB-KVOE-KFXM-KDB.

Drama

7:30—Canadian Holiday, KFSD-KECA.
 8:00—Aldrich Family, KFI.

Public Affairs—News

1:30—John B. Hughes, KNX.
 3:45—Kaltenborn, KFI.
 4:00—Wythe Williams, KHJ-KVOE-KGB-KVUE-KFXM-KDB-KVUE-KHJ.
 4:55—Elmer Davis, KNX.
 6:15—Public Affairs, KNX.
 6:30—John B. Hughes, KFXM-KDB-KVUE-KHJ.
 7:45—Robert Arden, KFWD.
 8:30—Let's Talk Over the News, KMPC.
 9:30—Fulton Lewis Jr., KHJ-KDB-KGB-KVUE-KFXM.

Outstanding Music

1:00—Pop. Symphonia, KFWD.
 1:00—Classic Hour, KECA.
 6:30—Toronto Symphony, KECA.
 7:00—Pleasure Time, KFI.
 8:30—Standard Symphony, KFI.
 10:00—Phil-Harmonia, KECA.
 10:30—Masterworks, KNX.
 11:15—Music You Want, KFWD.

Sports—Comment

12:30—Major League Baseball, KMPC.
 6:15—Sport Briefs, KFAC.
 6:45—Braven Dyer, KNX.
 7:00—Sid Ziff, KFWD.
 7:15—Inside of Sports, KHJ-KGB.
 7:30—Del Mar Races, KMPC.
 8:15—Horseman's Forum, KMTR.
 8:15—Baseball, KFAC.
 9:15—Sports Highlights, KNX.
 10:15—Bowling Notes, KFWD.

Quiz Programs

11:30—Catalina Quiz, KNX.
 7:30—Askit Basket, KNX.
 8:30—Answer Auction, KNX.

Weather

KFI—7:45, 11:00, 1:00.
 KMTR—9:00.
 KHJ-KGB-KVUE—9:00, KNX—6:00.
 KRKD—9:30.
 KFI—7:45, 11:00, 1:00.
 KTMS—8:00, 12:15.
 KFWD—11:30.
 KVOE—7:58, 9:00.
 KGER—11:00, 4:00.

THURSDAY Programs

SEPTEMBER 5, 1940

8 to 9 A.M.

KFI—8, Woman in White, 8:15, O'Neills, 8:30, Strings That Sink, 8:45, News.
 KNX—8, Nancy Dixon, 8:15, When a Girl Marries, 8:30, Helen Trent, 8:45, Our Gal Sunday.
 KHJ—8, Neighbors of Woodcraft, 8:30, News, 8:40, Mutual Friend, 8:45, News.
 KECA—8, Breakfast Club, 8:30, News, 8:45, Organ.
 KFWD—8, Music Interlude, 8:15, Ballads, 8:30, Morning Music, 8:45, Dr. Reynolds.
 KMPC—8, Ande & Virginia, 8:30, Unity Daily Word.
 KMTR—8, Spanish Hour, 8:45, Religious Music.
 KFAC—8, Country Church, 8:45, Mildred Lager.
 KGFJ—8, News, Stocks, 8:45, Dr. Wiseman.
 KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Classified, 8:45, Golden West Pals.
 KGER—8, News, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Benington.
 KFXM—8, Neighbors of Woodcraft, 8:30, Pop. Orch., 8:45, News.
 KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm & Home Hour, 8:30, Neighbors of Woodcraft, 8:30, News, 8:40, Stocks, 8:45, Cornussel News.
 KFVD—8, Covered Wagon, 8:45, Music.
 KTMS—8, Weather, 8:01, Breakfast Club, 8:30, S. R. Devotional Hour, 8:45, Old Refrains.
 KDB—8, Neighbors of Woodcraft, 8:30, News, 8:45, BBC News.
 KVOE—8, Good Morning Neighbor, 8:30, News, 8:45, London News.

9 to 10 A.M.

KFI—9, Song Fellow, 9:15, Masters Orch., 9:30, By Kathleen Norris, 9:45, Dr. Kate.
 KNX—9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Right to Happiness, 9:45, Mary Lee Taylor.
 KHJ—9, Luther Orch., 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit.
 KECA—9, Council of Beauty, 9:15, Between Book Ends, 9:30, Mid-morning Jamboree.
 KFWD—9, Summer Time, 9:15, Music, 9:30, News, 9:35, Waltz, 9:45, Tune Time.
 KMPC—9, News, 9:15, Music, 9:30, Light Classics.
 KMTR—9, Martin Luther Thomas, 9:15, Health Talk, 9:30, Political, 9:45, Bellious.

KFAC—9, Inspirations, 9:15, Health Talk, 9:30, Women in News, 9:45, Novelty Notes.
 KGFJ—9, News, Stocks.
 KRKD—9:30, U. S. Weather.
 KFOX—9, John Brown, 9:15, Pacific Paradise, 9:45, Hollywood Band.
 KGER—9, News, 9:05, Bright Corner, 9:15, March Ahead, 9:45, Full Gospel.
 KFXM—9, Frank Luther, 9:15, Sunshine Service, 9:45, Pop. Orch.
 KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News.
 KGB—9, Frank Luther, 9:15, Home-makers Catalogue, 9:45, Keep Fit.
 KFVD—9:15, News, 9:30, Dr. Richardson, 9:45, Parade.
 KTMS—9, News, 9:15, Between Bookends, 9:30, Concert Hall, 9:45, News, 9:50, I. Miller Orch.
 KDB—9, Luther Orch., 9:15, B's at Bays, 9:30, Johnson Family, 9:45, Keep Fit to Music.
 KVOE—9, Luther Orch., 9:15, Monitor News, 9:30, Johnson Family, 9:45, Exercises.

10 to 11 A.M.

KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Hymns.
 KNX—10, Big Sister, 10:15, Aunt Jenny, 10:30, Fletcher Wiley, 10:45, My Son and I.
 KHJ—10, News, 10:15, Happy Homes, 10:45, Bachelor's Children.
 KECA—10, Our Half Hr., 10:30, Views & Reviews, 10:45, Wife Saver, KFWD—10, Curtis Springer, 10:15, Miller Orch., 10:30, Romance in Rhythm.
 KMPC—10, Musicographs, 10:15, Old Refrain, 10:30, Norma Lee Serviss, 10:45, News.
 KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, News.
 KFAC—10, Serenade, 10:30, News, 10:45, Gothic Tower.
 KGFJ—10, News, 10:15, Dr. McCoy, 10:30, Moods in Verse, 10:45, City Drummers.
 KRKD—10:15, Health.
 KFOX—10, News, 10:15, Health, 10:30, Harmony Hall, 10:45, Chas. Wellman.
 KGER—10, News, 10:05, God's Sunshine, 10:30, Rev. Ivie.
 KFXM—10, P. News, 10:15, Ink Spots, 10:30, Craig Orch., 10:45, Bachelor's Children.
 KFSD—10, Our Half Hr., 10:30, Ann Gibson, 10:45, Marine Band.
 KGB—10, News, 10:15, John Duff, 10:30, Craig Orch., 10:45, Bachelor's Children.
 KFVD—10:30, Union Rescue Mission.
 KTMS—10, Our Half Hour, 10:30, U. S. Marine Band.

KDB—10, News, 10:15, For Home and Hostess, 10:30, Craig Orch., 10:45, Bachelor's Children.
 KVOE—10, News, 10:15, Ink Spots, 10:30, Craig Orch., 10:45, Bachelor's Children.

11 A.M. to 12 Noon

KFI—11, Mary Marlin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade.
 KNX—11, Society Girl, 11:15, Martha Webster, 11:30, Catalina a Fun Quiz, 11:45, News.
 KHJ—11, Friendly Neighbor, 11:15, Eddie Albright, 11:45, Brixode Orch.
 KECA—11, Orphans of Divorcee, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill.
 KFWD—11, Tom Stoddard, 11:30, News, 11:45, Music.
 KMPC—11, Hollywood Bowl, 11:30, News, 11:45, Musical Workshop.
 KMTR—11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events.
 KFAC—11, Man on the Street, 11:30, Theosophy, 11:45, Hawaii.
 KGFJ—11, News.
 KRKD—11, Paddock Flashes, 11:30, News.
 KFOX—11:35, Dr. Reynolds, 11:30, News, 11:40, Fitzpatrick Orch.
 KGER—11, News, 11:15, Int. Miss. Base, 11:30, Music.
 KFXM—11, Friendly Neighbors, 11:15, Classic Strings, 11:30, Brixode Orch.
 KFSD—11, Orphans of Divorcee, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill.
 KGB—11, Friendly Neighbors, 11:15, Women World Wide, 11:30, Brixode Orch.
 KFI—11, News, 11:30, Piano, 11:45, Violet Schram.
 KTMS—11, Orphans of Divorcee, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Just Plain Bill.
 KDB—11, Friendly Neighbors, 11:15, Women World Wide, 11:30, Brixode Orch.
 KVOE—11, Friendly Neighbors, 11:15, Women World Wide, 11:30, Brixode Orch.

12 Noon to 1 P.M.

KFI—12, Road of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life.
 KNX—12, Kitty Kelly, 12:15, Myrt and Marke, 12:30, Hilltop House, 12:45, Stepmother.
 KHJ—12, News, 12:15, Gagen Orch., 12:45, Melody Bouquet.
 KFI—12, News, 12:15, Club Matinee.
 KFWD—12, Al Jarvis.
 KMPC—12, Noon Tunes, 12:15, News, 12:30, Baseball.
 KMTR—12, Peter Potter.
 KFAC—12, News, 12:15, Modern Melodies.
 KGFJ—12, News, 12:45, Let's Listen, KRKD—12:30, Saddle Pals.
 KFOX—12:15, News, 12:30, Gardner.
 KGER—12, News, 12:10, Music.
 KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quart. Hour, 12:45, Pop. Orch.
 KFI—12, U. S. D. A., 12:15, News, 12:15, Club Matinee, 12:30, News, 12:45, Melody.
 KDB—12, News, 12:15, Gagen Orch., 12:30, Stocks, 12:35, News, 12:45, Melody.
 KFVD—12, Air Editor, 12:30, Music, 12:45, V. Schram.
 KTMS—12, Market, 12:03, Melodies, 12:15, Club Matinee, 12:30, News, 12:45, Melody.
 KDB—12, News, 12:15, Gagen Orch., 12:45, Melody Bouquet.
 KVOE—12, News, 12:15, Melody, 12:30, Gagen Orch., 12:45, Melody Bouquet.

1 to 2 P.M.

KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neills.
 KNX—1, By Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines.
 KHJ—1, Dance Orch., 1:30, McFarland Twins Orch., 1:45, Play Bridge.
 KECA—1, Classic Hour, 1:30, Dr. Reynolds, 1:45, Hits and Bits.
 KMTR—1, Baseball.
 KGER—1, G. Allison, 1:30, Pension, 1:45, Political.
 KFAC—1, Religious Science, 1:30, Financial, 1:45, Organ.
 KGFJ—1, News, 1:15, Strings.
 KRKD—1:15, City Hall, 1:30, Recordings, 1:45, Health.
 KFOX—1, Lieut. Governor, 1:15, Lucia, 1:30, Pan America, 1:45, E. Martin.
 KGER—1, News, 1:05, Officials, 1:20, Bits Hits, 1:30, Spanish.
 KFXM—1:30, Variety, 1:45, Let's Play Bridge.
 KFSD—1, Heart Strings, 1:30, Frank & Archie, 1:45, Gaiety Orch.
 KGB—1, Thompson Orch., 1:30, Reynolds Orch., 1:45, Play Bridge.
 KFVD—1, News, 1:15, Music.

KTMS—1, Music Quiz, 1:15, Heart Strings, 1:30, Watanabe, 1:45, Oxnard Cavalcade.
 KDB—1, Thompson Orch., 1:30, Reynolds Orch., 1:45, Let's Play Bridge.
 KVOE—1, Dance Orchs., 1:45, Let's Play Bridge.

2 to 3 P.M.

KFI—2, Agnes White, 2:25, News, 2:30, Alice Blair, 2:45, Miss Julia.
 KNX—2, Young Dr. Malone, 2:15, Bob Edge, 2:30, Joyce Jordan, 2:45, Kate Smith.
 KHJ—2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, Legion News.
 KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light.
 KFWD—2, News, 2:15, Morgan Orch., 2:30, Music, 2:45, Grandma Travels.
 KMPC—2, Tenth Inning, 2:15, Thos. Peluso, 2:30, Concert Hall.
 KMTR—2, W. B. West, 2:15, Special Events, 2:30, Volney James.
 KFAC—2:30, Band.
 KGFJ—2, News, 2:15, Civic.
 KRKD—2, Henry Orch., 2:30, News, 2:45, Hawaiians.
 KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels.
 KGER—2, News, 2:05, Parrott Revival, 2:30, L. B. Band.
 KFXM—2, Stocks, Music, 2:15, News, 2:30, Conservation Reporter, 2:45, Spotlight Revue.
 KFSD—2, Hollywood Gossip, 2:05, Dance, 2:10, Listen, 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels.
 KGB—2, News, 2:15, Siesta, 2:30, Conversation Piece, 2:45, American Legion News.
 KFVD—2, Music, 2:15, Organ, 2:30, Rhythm.
 KTMS—2:25, News, 2:30, Oxnard Cavalcade, 2:45, Grandma Travels.
 KDB—2, News, 2:15, Devotional, 2:30, Conservation Reporter, 2:45, American Legion News Barrage.
 KVOE—2, News, 2:15, Fed. Music, 2:30, Conservation, 2:45, Round Towner.

3 to 4 P.M.

KFI—3, Art Baker, 3:30, Dinner Music, 3:45, Kaltenborn.
 KNX—3, Mary Foster, 3:15, News, 3:20, Fletcher Wiley, 3:45, European News.
 KHJ—3, Fulton Lewis, 3:15, Venuti Orch., 3:30, Haven of Rest, 3:45, Inside Sports.
 KECA—3, Unclassic Hour.
 KFWD—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Lighton.
 KMPC—3, News, 3:15, Kern Orch., 3:30, Swing, 3:45, Chef Milani.
 KMTR—3, Volney James, 3:30, Memories, 3:45, Richman.
 KFAC—3, Symphony.
 KGFJ—3, News, Stocks, KFAX—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Lighton.
 KGER—3, News, 3:05, Seal Beach, 3:20, Long Beach Band.
 KFXM—3, Fulton Lewis, 3:15, Variety, 3:30, Haven of Rest.
 KHJ—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Lighton.
 KGB—3, Fulton Lewis, 3:15, Devotions, 3:30, Haven of Rest.
 KFVD—3, News, 3:15, Music.
 KTMS—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Lighton.
 KDB—3, Fulton Lewis, Jr., 3:15, Dance Orch., 3:30, Haven of Rest.
 KVOE—3, Wash., D. C. News, 3:15, Skiles Band, 3:45, Haven of Rest.

4 to 5 P.M.

KFI—4:30, U. S. Army Band.
 KNX—4, Wiley, 4:15, KNX-tra 4:25, Music, 4:30, Best Buys, 4:45, News, 4:55, War News.
 KHJ—4, W. Williams, 4:15, Song Spinners, 4:30, Melodies.
 KECA—4, Bud Barton, 4:15, Rocky Gordons, 4:30, Pot of Gold.
 KFWD—4, Don Milligan, 4:30, Bert Fiske, 4:45, Stuart Hamblen.
 KMPC—4, Salon Music, 4:30, News-reel, 4:45, Aloha Land.
 KMTR—4, Spec. Events, 4:30, Religious, 4:45, Eventide Melodies.
 KFAC—4, Music, 4:15, 20th Century Drawing Room, 4:30, Tea Time Tunes.
 KGFJ—4, News, 4:30, Observer, 4:45, Music.
 KRKD—4:15, Venna Taylor, 4:45, News.

Programs and time listings on these pages are supplied to "Radio Life" by the radio stations shown, and are carefully checked prior to going to press. Inaccuracies in these columns are usually the result of last minute changes by the broadcasting studios.

Give Radio Its Due: Hersholt

By JEAN HERSHOLT

WHEN I was a youngster in Copenhagen, Denmark, my father and mother appeared in many plays at the Royal theater in that city. Under the stage there was a long dark room fitted with benches. Persons from the Blind Institute were welcome to sit in that room during performances. In that way, they could hear the play and follow its progress almost as well as if they were out in front.

That room and its benches have a direct relationship—in my mind—with radio today.

This is my third season with CBS as Dr. Christian, the country doctor of "River's End." During these three years I have seldom gone on the air without thinking about those Danish blind persons and the similarity of that stage arrangement to radio.

Back in Copenhagen, I often sat underneath the stage with the unfortunates, and I used to think how nice it would be if it were possible for all of the blind persons in the world to be able to hear plays. By means of radio, not only the blind, but shut-ins of every description can hear the best in entertainment by simply turning a small dial.

I know that I'm not saying something new, something that most of us don't already realize—but I think we have all developed a matter-of-fact attitude about radio. Today we seldom stop to realize what a boon it has been to mankind, and especially to the unfortunates who cannot afford other entertainment.

That's why I'm taking this opportunity to say what I'm saying—even at the risk of being repetitious.

Of course, radio is a two-way proposi-

tion. The public should be grateful for radio. But those in the radio industry should also be appreciative of the listening public because it is they who make the high grade of radior entertainment in this country possible.

Radio in the United States is on a much higher plane than in almost any other country, simply because such a large proportion of the population supports it. When I think that millions of persons listen to our production each week over CBS, it never ceases to amaze me.

The trend of programs in the past few years indicates that radio IS aware of its responsibility. As merely one person in a vast field of entertainment, I know that we of "Dr. Christian" recognize our duty.

It is a far cry today from those blind friends of mine beneath the stage in the Copenhagen theater. Mental sight has been brought to the many instead of the few.

KFOK—4. Towner Concert. 4:30. Swinc.
KGER—4. News. 4:30. Geo. Strange.
KFEM—4. Trading Post. 4:30. Melodies.
KFSD—4. Medical Society. 4:15. Rocky Gordon. 4:30. Pot o' Gold.
KGB—4. Wythe Williams. 4:15. Stanley Orch. 4:30. Melodies.
KFSD—4. Ten Tune.
KTMS—4. Bud Barton. 4:15. Rocky Gordon. 4:30. Pot of Gold.
KDB—4. W. Williams. 4:15. Stanley Orch. 4:30. Jamboree.
KVOE—4. Commentary. 4:15. Song Spinners. 4:30. Melodies.

5 to 6 P. M.

KFI—5. Kraft Music Hall.
KNX—5. Major Bowes.
KHJ—5. News. 5:15. Daily Comics. 5:30. Shafter Parker. 5:45. Blue Beetle.
KECA—5. Twilight Tales. 5:15. Sing and Swinc. 5:30. News. 5:45. Sports.
KFWB—5. Stuart Hamblen.
KMPC—5. Piano. 5:15. News. 5:30. Uncle Harry.
KMTR—5. Spec. Events. 5:30. Political.
KFAC—5. Music. 5:30. Whoa Bill Club.
KGFJ—5. News. 5:30. Baseball Scores.
KRKD—5:30. Race Results.
KFOK—5. Swinc.
KGER—5. News. 5:05. Latin Hour.
KFEM—5. Orch. 5:15. Arthur Mann. 5:30. News. 5:45. Blue Beetle.
KFSD—5. News. 5:15. Sing & Swinc. 5:30. Concert.
KGB—5. Book Review. 5:15. KGB Presents. 5:30. Shafter Parker. 5:45. Blue Beetle.
KFVD—5. Band. 5:15. News. 5:30. Music.
KTMS—5. Thunder Over Paradise. 5:15. Sing and Swinc. 5:30. News. 5:45. Venturans. Music and News.
KDB—5:15. Arthur Mann. 5:30. Shafter Parker. 5:45. Blue Beetle.
KVOE—5. Ads. 6:15. Arthur Mann. 5:30. Shafter Parker. 5:45. Blue Beetle.

6 to 7 P. M.

KFI—6. Camel Caravan. 6:30. Hoax & Michie.
KNX—6. Miller Orch. 6:15. Public Affairs. 6:30. War News. 6:45. Sports Huddle. 6:55. News.
KHJ—6. Raymond G. Swinc. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Vallee. 6:30. Toronto Symphonies.
KFWB—6. News. 6:15. Strollin' Tom. 6:30. Vacation Time. 6:45. Messenger Orch.
KMPC—6. Song Stories. 6:30. Allen Roth Presents. 6:45. Community Sing.
KMTR—6. Spec. Events. 6:30. Rhea Crawford. 6:45. Spec. Events.
KFAC—6. News. 6:15. Sport Briefs. 6:45. Aviation Novelties.
KGFJ—6. News. Italian Melodies. 6:30. Gold Hour.
KRKD—6:15. Fishing Pals.
KFOK—6. News. 6:10. Sports. 6:15. Marie Antoinette. 6:30. Swinc. 6:45. Hawaiians.
KGER—6. News. 6:05. Latin Hour. 6:45. Italian Journal.
KFEM—6. Raymond G. Swinc. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Sweets and Seats. 6:50. Stanley Orch.

KFSD—6. News. 6:45. Ball Trio. 6:45. Junior G-Men.
KGB—6:15. Johnson Family. 6:30. News. Views. 6:45. G-Men.
KFVD—6. Evening Serenade.
KTMS—6. News. 6:15. Montreal Symphony.
KDB—6. Ray Gram Swinc. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Concert Miniatures.
KVOE—6. Raymond Gram Swinc. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Mayhoff Orch.

7 to 8 P. M.

KFI—7. Pleasure Time. 7:15. KFI News.
KNX—7. Amos 'n' Andy. 7:15. Lanny Ross. 7:30. Askit Basket.
KHJ—7. Page Past. 7:15. Inside of Sports. 7:30. Gabriel Heatter. 7:45. Reisman Orch.
KECA—7. This Our America. 7:30. Canadian Holiday.
KIWB—7. Sid Ziff. 7:15. Messner Orch. 7:30. Music. 7:45. Robt. Arden.
KMPC—7. Amos 'n' Andy. 7:15. News. 7:30. Joe Hernandez.
KMTR—7. Political. 7:30. Special Events.
KFAC—7. Christian Science. 7:30. Friends of Poland.
KGFJ—7. Spanish Hour. Three-Quarter Time. 7:30. Do You Know?
KFOK—7. Daily Bread. 7:15. Evening Echoes. 7:30. Fiend. 7:45. News.
KGER—7. News. 7:05. Italian Good Samaritan. 7:20. Music. 7:30. Japanese News.
KFEM—7. People. Just People. 7:15. Inside of Sports. 7:30. Lone Ranger.
KFSG—7:45. Aimee S. McPherson.
KFSD—7. This Our America. 7:30. Canadian Holiday.
KGB—7. Pacing Past. 7:15. Inside Sports. 7:30. Voice of Liberty.
KTMS—7. This Our America. 7:30. Canadian Holiday.
KDB—7. Page Past. 7:15. Santa Barbara Chamber of Commerce Program. 7:30. Breese Orch.
KVOE—7. Page Past. 7:15. Jurgens Orch. 7:30. Forty Plus. 7:45. Reisman Orch.

8 to 9 P. M.

KFI—8. Aldrich Family. 8:30. Standard Sympho v.
KNX—8. Strange As It Seems. 8:25. News. 8:30. Answer Auction.
KHJ—8. Chicago Tonight. 8:30. Plantationaires. 8:45. Twilight Trails.
KECA—8. Easy Aces. 8:15. Mr. Keen. 8:30. News. 8:45. Outdoor Reporter.
KFAC—8. Texas Lewis. 8:15. Old Favorites. 8:30. Budget Decorator.
KMPC—8. Pickard Family. 8:30. Let's Talk Over News. 8:45. Fun Quiz.
KMTR—8. Editor of Air. 8:30. Technocracy. 8:45. Property Owners.
KFAC—8:15. Basela.
KGFJ—8. News. 8:15. Jean Valentine.
KFOK—8. Lucca. 8:15. Frolic. 8:30. Swinc.
KGER—8. News. 8:05. Hoyos.
KFEM—8. In Chicago Tonight. 8:30. Plantationaires. 8:45. Twilight Trails.
KGFJ—8. Aimee S. McPherson.
KFSD—8. Easy Aces. 8:15. Mr. Keen. 8:30. Duchin Orch.

TUNE IN
THE PICKARD FAMILY
SUNDAY THRU FRIDAY
8:00 to 8:30 P. M.
KMPC

KGB—8. Chicago Tonight. 8:30. De Aryan Comments. 8:45. Twilight Trails.
KTMS—8. Easy Aces. 8:15. Lost Persons. 8:30. Sam Hayes. 8:45. Ambassador Orch. 8:52. Political. 8:57. News.
KDB—8. Chicago Tonight. 8:30. Judge Wagner. 8:35. Plantationaires. 8:45. Twilight Trails.
KVOE—8. Chicago Tonight. 8:30. Plantationaires. 8:45. Twilight Trails.

A KVOE "MUST" for THURSDAY
"IN CHICAGO TONIGHT"
Movie, Stage Stars
8 p. m.

9 to 10 P. M.
KFI—9. Standard Symphony. 9:30. NBC Rehearsal.
KNX—9. News. 9:15. Sports Round-Up. 9:20. Dance Orch. 9:30. James Orch. 9:45. News.
KHJ—9. News. 9:15. Serpico Orch. 9:30. Fulton Lewis. 9:45. Young Orch.
KECA—9. Darkroom. 9:30. Fu Manchu. 9:45. Frank and Archie.
KFWB—9. Music Comedy. 9:30. News. 9:45. Ballads.
KMPC—9. Memory Melody.
KMTR—9. Horseman's Forum. 9:15. Beach Boys.
KGFJ—9. Jewish Hour.
KFOK—9. News. 9:15. Travelog. 9:30. Frank Christy Orch. 9:45. Thornhill Orch.

KGER—9. News. 8:05. Mexico.
KFEM—9. News. 9:15. Serpico Orch. 9:30. Fulton Lewis Jr. 9:45. Young Orch.
KFSG—9. Aimee S. McPherson. 9:30. Piano Duo.
KFSD—9. Avison Orch. 9:30. Stable Orch. 9:45. News.
KGB—9. News. 9:15. Serpico Orch. 9:30. Fulton Lewis. 9:45. Young Orch.
KTMS—9. Avison Orch. 9:30. News. 9:45. Moonlight Orch.
KDB—9. News. 9:15. Melodies. 9:30. Fulton Lewis Jr. 9:45. Sudy Orch.
KVOE—9. News. 9:15. Serpico Orch. 9:30. Washington, D.C. News. 9:45. Young Orch.

10 to 11 P. M.

KFI—10. News. 10:15. Harpa Orch. 10:30. Bridge. 10:50. Richards Orch.
KNX—10. Lunceford Orch. 10:30. Masterworks.
KHJ—10. Arnheim Orch. 10:30. News. 10:45. Pearl Orch.
KECA—10. Phil-Harmonia.
KFWB—10. Averil. 10:15. Bowling Notes. 10:30. Swinc.
KVOE—10. Ace. 10:15. Roller Derby. 10:30. News. 10:45. Hawaiians.
KMTR—10. Merry-Go-Round. 10:15. Lopez Orch. 10:30. Political. 10:45. Fiddler Orch.
KFAC—10. Melody Hour.
KGFJ—10. News.
KFOK—10. Thornhill Orch. 10:15. Aniva Boys. 10:30. Lellanians. 10:45. Hamilton Orch.
KGER—10. News. 10:15. Dance.
KFEM—10. Gus Arnheim Orch. 10:30. News. 10:45. Pearl Orch.
KFSG—10. Esther Stuart. 10:30. Drama. 10:45. Sons of Harmony.
KISD—10. Van Orch. 10:30. Hollywood Gossip. 10:35. Richards Orch.
KGB—10. Drama Guild. 10:30. News. 10:45. Pearl Orch.
KFVD—10. Jack the Bellboy.
KTMS—10. Miramar Orch. 10:15. Jantzen Beach Orch. 10:30. Classified. 10:35. Biltmore Orch.
KDB—10. Arnheim Orch. 10:30. Dale Orch.
KVOE—10. Arnheim Orch. 10:30. News. 10:45. Pearl Orch.

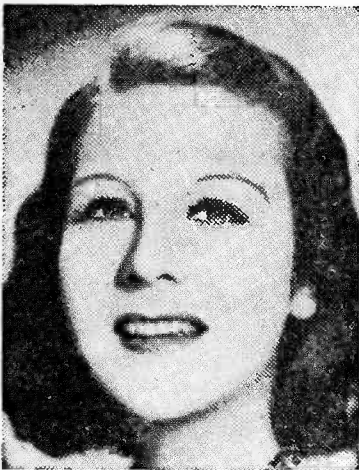
11 to 12 Midnight

KFI—11. News. 11:15. Nottingham Orch. 11:30. Midnight Moods.
KNX—11. News. 11:15. Tucker Orch. 11:30. Strand Orch. 11:55. News.
KHJ—11. Dale Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KECA—11. This Moving World. 11:15. Man With Pipe. 11:45. Organ.
KFWB—11. Organ. 11:15. Music You Want.
KMPC—11. Music Hall.
KMTR—11. Melody Lane.
KFAC—11. Henry Orch.
KFEM—11. Dale Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KFSG—11. Fred Carter.
KFSD—11. Nottingham Orch. 11:30. Young Orch.
KGB—11. Dale Orch. 11:30. Rhythm Rascals. 11:45. Memory Time.
KTMS—11. This Moving World. 11:15. Dance Hour.
KDB—11. News. 11:15. Pearl Orch. 11:30. Rhythm Rascals. 11:45. Hawaiians.
KVOE—11. Dale Orch. 11:30. Rascals. 11:45. Hawaiians.

CAROLING CARROLL

An Indiana Beauty Fashions New Way to Sing

SEVERAL voices began singing "My Old Kentucky Home" in a way I had never heard it sung before. The voices were in a chant that had a wierd jungle-like quality. Three of the voices were male ones, the fourth (I guessed



Henry Venuta's comedy work with Abbott and Costello on their "Hour of Smiles," over the NBC-Red network Wednesday nights, is nothing new for the singer. She has done comedy on practically every program on which she has appeared. Her last routines were with George Jessel.

there were no more) was a resonant soprano. Somehow it reminded me of a little girl tagging along on the way to school. I got several impressions of that voice before the song ended. One of them—purely the result of fanciful imagination—was that the girl who was singing was egging the male voices on to better stuff. I sort of pictured her swinging a club of strangely nuanced melody across their coco-binos and keeping them in the groove.

The quartette sang in a swinging chant and always above the men this girl's voice went soaring like the composite spirit of all darkydom grown articulate. In a little while it seemed as if there were cotton bolls floating around in the room, cracklings smell on the air and the toned-down throaty whistles of river steamers echoing faintly from the corners, and the half hushed sing-song of pickaninnies in southern dusks. The rest of them must have had thoughts something like mine. I noticed they were all in some stage of moody preoccupation when the song ended. A woman said, "Wasn't that uncanny, that singing?"

Just then Elmer Blurt came in. The host signalled us to the table in the patio. I maneuvered into a chair beside Al Pearce, alias "Elmer Blurt." I asked him one question and he said, "Why not?" So, that is how I came to have an interview with Helen Carroll.

Those of us who have heard that bell-like soprano cascading above the haunting chants of the Merry Macs on Mr.



It was "hello" and "good-bye" for Bob Burns in the Thursday night Music Hall when he returned from his vacation. The "good-bye" was to Bing Crosby who left the hour show long enough to look after his Del Mar racing track which just opened its season.

Pearce's program, may have wondered what sort of a girl Helen Carroll is. We might as well get to that first. She's five feet, five inches of 25-year-old American womanhood, Indiana-bonded at 118 pound proof and packaged in a superbly fit body, signaturred by a sweet mid-western loveliness featuring eyes that are Indiana's best advertisement for growing green grain and cloudless skies. Above the classical forehead of this philosophy major (Indiana-circa 1920) sweeps a tumult of autumn-brown hair, and as for lips—well, blessings on thee, Little Girl, sweet swing girl with voice of gold. . . .

Helen Carroll found philosophy didn't pay out as a profession after she had gotten her diploma. She went a self-reliant way to New York, sang in night spots, won a place on the Knox Gelatin show and spent a lot of time figuring out how to become a different sort of singer, seeing as how the woods were so full of blue-euses, crooners, and torchers that the trees were getting ready to move out to get lebensraum.

She went out to Minneapolis where one night, just for novelty's sake, she tried out that peculiarly fascinating fast-tempered "dragging" of notes with a half wail that is her vocal signature today. The night club crowd suddenly sobered and began tearing the place down with applause. . . . She kept the routine in and it got to be a habit. The Merry Macs came along, listened, asked her to join them and, after that, Hollywood, the radio center, was almost a cinch.

Helen Carroll sings all her songs nowadays with a haunting half swing, half chant. People notice, however, that she puts something else into her songs. We



Max Marcin's new "Johnny Presents" series of original dramas, "Crime Doctor," being heard Sundays over CBS, calls for one of the largest casts in radio, and more than 300 actors are on the casting list. Permanent member, to play leading feminine roles, is Jeanette Nolan, outstanding radio actress, pictured here. Ray Collins, who plays the title role, will also be heard each week.

asked her what and how this was, telling her that the night before we had heard her sing "My Old Kentucky Home."

"Interpretation?" we asked.

"No, not that—singing all there is in the song." Helen Carroll made a gesture of dismay. "Like a philosopher, I am getting tangled up. What I mean is this. Take 'My Old Kentucky Home' for instance. Some people sing that with fine musicianship. It sounds good. But, try and sing that song and get yourself swinging imaginatively in and out the door of that old Kentucky home, singing on the river shores where the old home stands, singing through the cotton fields that hem the old home in, singing in the moonlight silivering the old home landscape, singing with the darkies in the old home dusk. . . . Do you get what I mean. . . . See? Singing 'My Old Kentucky Home'. That's what I mean. . . ."

We went away wondering what would happen if Helen Carroll were called upon to sing "Auld Lang Syne." We have a feeling we'd ask all Scotland over for the week-end.

★ ★ ★

Sleepless Reward

In keeping with the policy of the Insomnia Club of the Universe, KFAC, midnight to 6 a. m. daily . . . longest show on the air . . . a special dividend was declared effective during the week of Aug. 26-30. This dividend No. 2 was in the form of a full morning spent in the Bimini swimming pools, admission being the presentation of membership card in the Insomnia club. Mel Lemon, M.C. of the show states there are more special dividends coming up. Anyone desiring can obtain membership card by sending a stamped and self-addressed envelope to Radio Life.

THE EAR INSPIRES THE PEN—

The Week's Best Letters from Our Readers

Emma E. Thayer, 1807 Central avenue, Newport Beach, California.

Sirs: I am 63, the mother of four, the grandmother of three, with a mother-in-law of 91. This gives me a wide range of interests, but the young come first as they must carry on our American ideals.

Radio deserves unstinted praise for its varied and excellent programs. I do not understand why serials are condemned. It's only a turn on the dial to make a change. To a weary dressmaker I know they are solace for her own troubles, and to many they are a sustaining diversion. There are as many good programs that fit into real living, practical and inspirational.

Among them are home management, club affairs, church and social affairs, sports, frequent news reports (we need and get them). I like the diversion we find in Vic and Sade, Show Boat, Contented Hour, American Challenge and others. I never want to miss "The Story of the Bible." I like the best in music. Among my friends is a Cherokee Indian who closes her apartment doors, except to real music lovers like herself, when New York, San Francisco or other great symphonic organizations are on the air. I believe in a real need for more music appreciation. I believe we need more knowledge of science and historical achievement, served plain or dramatized. Practical psychology deserves a spotlight. Let us learn to understand ourselves and others. The wish nearest my heart is for the last:

We mothers and grandmothers need such a lot of cooperation in training our children. Please give young, growing minds more special programs in early morning and evening. Give them songs, stories and music, dramas of their own, programs of character and education building.

The most significantly helpful thing radio can do is to maintain and build up American ideals and impress them upon plastic youth. You are doing well on Radio Life. More power to you.

★

Laura Stafford, 121 South Brighton street, Burbank, California.

Sirs: Perhaps I'm doing wrong in not writing a letter of criticism. However, I don't feel in that mood—so excuse it please.

It seems to me that the finest thing that a radio star or commentator can do on his broadcasts is to be sincere. Sometimes we are allowed to see pictures of our favorites, but more often it's a case of the voice being all of the personality.

And when I think of personality, I instantly think of Art Baker. Since September, 1938, his Notebook has been gliding into many of our homes in the afternoon. He not only gives us the philosophy of others, but allows us to know something of his family, which makes him that much

more human. Having his "Pull Over, Neighbor" program from Los Angeles gives us folks down here the privilege of seeing him as well. No doubt if you have witnessed the program, you have noticed that on his Notebook he is more serious. However, you can rest assured that, no matter where or how you know him, he will have that infectious twinkle in his eye. And somehow or other he gets that twinkle over to his radio audience.

Perhaps I'm different from most folks, but voices can influence me a great deal. I believe that if more radio folks would realize that it's their voices, and not altogether what they are saying, that puts them over, there would be more praise and less criticism in regard to radio today.

★

Clara Ontell, 1129½ E. 71st street, Los Angeles.

Sirs: I want to get into radio. "So what?" you probably say. "Who doesn't?" I might be only 14 years old but I believe I have had more experience in actual radio writing than most script writers had at my age.

I wrote and cast a five to 10 minute play every week for five months for our school radio broadcasts. I wrote a serial: "The Wicked Witch," and another series of fairy tales called "The Land of Make Believe." Mr. Sutton, KNX script writer, read my first four "Wicked Witch" scripts and he said they were good. No, my scripts weren't used over a real station, but regardless of that I had a guaranteed audience of 1,500 every week. I played the Witch in "The Wicked Witch," and had roles in all of my "Make Believe" broadcasts. The school I go to, Hollenbeck junior high, has a broadcasting system all its own. We broadcast from a room equipped with microphones, chimes, sound effects, etc. Every room in the school has a special radio, which enables them to tune in on our broadcasts. All of our broadcasts run as smoothly as any real program and our performances are always capable. KNX's Al Span couldn't be any more handy with sound effects than our own soundman, who has been handling them for only 5 months, which is saying a lot for a 15-year-old kid.

Radio Life stated that writers of the best letters each month are given the opportunity to appear on "What's On Your Mind?" I've had my pleas discussed on the program saying that children be given the chance to present their own shows. A friend and I wrote a play and, together with five members of our radio class, presented it over "What's On Your Mind?" to show what we could do. Writer Bill Sutton and producer Sam Pierce (the swellest fellow in the business) seemed to think we had a good idea, but no one ventured to do anything about it. The reason, I suppose, is because we are kids. If they won't trust youngsters

in front of the microphone now, how, when we grow up and want to get jobs as adult performers, are we going to get them? Then they'll tell us we have lack of experience, but if we had that experience of writing and acting in our early 'teens we'd be fullfledged actors and writers by the time we're out of school, and be ready to take over the big jobs. We of the radio class at Hollenbeck proved that we can be depended upon by our past experiences.

I have desires and ideas for new programs, but what radio "biggie" would take time out to listen to ideas from a 14-year-old?

Even though this probably won't get any farther than the wastepaper basket, I did tell "What Was on My Mind" about radio.

P.S.: Thanks a million for Radio Life. It helps me out so much in my personal radio work. Please let me know of what you think of my ideas.

★

Albert Eglash, 141 N. Clark, Los Angeles.

Sirs: I got a kick out of the letter by Lou Huston, praising the program "Exploring our Urges," which features a man calling himself the Counsellor. (Radio Life, Aug. 18-24). During the many weeks the Counsellor has been on the air, he has often remarked upon how natural "taking" has become; how few of us ever acknowledge the pleasure we receive over the radio. In the Counsellor's words we have come to look upon "giving" as painful and we resist the natural urge to make a return for what we are given.

In half a dozen different homes I've listened to the Counsellor on Sunday evenings. Not once did any of us even consider writing to say we found the program interesting. (At first I had to remain in my own home to hear this program. That's no longer necessary. Last Sunday four of us put down our bridge hands (!) to listen.)

Congratulations, Mr. Huston. Someone at last has given in, and "given out." It is fun to write a letter, isn't it?

★

Paul Young, 1418 West 79th Street, Los Angeles, California.

Sirs: In July 28 Radio Life, Mrs. Frances Gilbert mentions the "quiz" programs and states that "the contestants have been doing themselves proud." Then she mentions the "Pull Over, Neighbor" program, giving it some slight publicity and acclaim. . . . which is rightly due. I have attended a broadcast of the Polly Gas and Oil-sponsored program. . . . thanks to Radio Life . . . and enjoyed it to the utmost extreme.

Art Baker, the "quizzer," is a "kick" and I certainly didn't expect to see him with white hair—what a surprise! The "drilling" of the audience on what to say. . . . such as "Let's go!" and "You bet!" . . . is a pleasure all its own and to see and hear the reaction of the studio audience is a real thrill! More success to Radio Life and to "Pull Over Neighbor."

Pull Over, Neighbor. . . . there's a program at 8 p. m. on Monday nights that's a dilly! . . . A "quiz" show el perfecto!

TREVOR:

Capable Is the Word for Claire

She may not actually have been born with a silver spoon in her mouth, but certainly at any rate Claire Trevor was born under a lucky star. Since girlhood, success has marked every undertaking of the glamorous feminine star of Don Ameche's NBC-Red Network program.

Since high school days the lovely young star's charm has captivated all who have come in contact with her. She attended her first college prom at the age of 16, at Amherst. After that she was in demand for the proms in almost every college in the East, and at the Colgate Winter Carnival she was chosen "Queen."

Although she took part in high school plays, the future NBC star at that time entertained no seriously theatrical aspirations. Upon graduation she first thought of going to Smith College, but one of her friends decided to attend the American Academy of Dramatic Art in New York, and so Claire herself decided to forego college in favor of dramatic training. After a year at the academy, she struck out to get some actual experience. Her second try for a job brought results; she was given a part in the Greek chorus in "Antigone" for the annual Ann Arbor Theater Festival. After the sum-



Beautiful Claire Trevor, star of radio, stage and screen, who is heard each week opposite Don Ameche in the brief dramas which are featured on the Old Gold Don Ameche show, broadcast Fridays at 6:00 p. m., PST, over the NBC-Red network.

WAX CRAX

by Mort Werner

HELLO there, record spinners. . . . Another seven days have gone the way of all days, and new records are now on the shelves of your local record dealer—some good, some fair, and a couple exceptional.

First on the list is that Dick Jurgens song, recently recorded by Dick and now available on Victor by the master of the waltz, Wayne King. . . . The title, A Million Dreams Ago. . . . W. K. gives a smooth version of the song, which undoubtedly will be a big hit with the King followers. However, for a more liberal version of the song, I'd get the Jurgens record. . . . King also released a dance version of that beautiful melody, "Intermezzo," very well done.

"Peter and the Wolf." . . . Have you heard this fairy story? Well, it's a sensation, as recorded by the Boston Symphony Orchestra on Victor records. I saw a group of people listening to it—a boy of 4 and a girl of 16, a woman of 30 and an elderly gentleman. They were all spellbound. It's one of those musical fantasies. Give it a listen. . . . Crosby comes forward with another fine vocal, "Trade Winds." This is his first since "Ballad for Americans." Incidentally, have you ever heard Bing sing "Too Marvelous for Words"? He made it about four years ago and it's one of his best for Decca.

The Important Record News is the price-cutting of both Victor and Columbia records. Those "Red Seal" records are only \$1.00 now, and that means that the famous V and C album sets are cut to half price. If you are going to get an album that you couldn't afford before, be sure to consider Stravinsky's "Firebird Suite." In my opinion, this is one of the best. Stravinsky was considered the George Gerswin of the classics; in other words, entirely too modern at the time of his writing. The "Firebird" is a combination of magnificent orches-

tral work plus an abundance of melodic themes which cause that chill down your back. Take my tip and give it a listen.

THESE AREN'T NEW, BUT—

Ray Noble's record of "It's Great to Be in Love" is ONE of those Noble English records you should have. There is an ensemble sax chorus that is of the finest.

Paul Whiteman's "High Water" . . . Bing made this with Whiteman over 10 years ago. He does sort of a song-narration that is well worth hearing. Glenn Miller's "Humoresque" . . . this is the old Glenn Miller band on Brunswick, and if the record is still available, you should add it to your collection. It's entirely different from the Miller of today, but it's definitely a worthy style.

COLLECTORS

It may interest collectors that there is an ad in an eastern magazine for a copy of the ORIGINAL record by Louis Armstrong of "Gut Bucket Blues." The ad also mentions it will pay \$50 for the record. If anyone has it and wants to sell it, get in touch with me. I also heard about a shop down on San Pedro that has a lot of Bix records for a dime. If anyone goes down and looks for the shop and finds Bix for a dime, get me a few.

SOMETHING NEW—

Give the "Drive-in Request Program" a listen . . . KMTR, 11 p. m. to midnight. Show is especially for motorists. Drivers drive to Music City, Sunset and Vine, and give their requests. Program is broadcast right from the curb. Prizes, contests, requests, all for drivers.

RECORD SHOWS

Here are some suggested record shows for record lovers. . . . Peter Potter on KFVB Sunday mornings; the "Unclastic Hour" in the afternoons on KECA, Contrasts in Rhythm, Music City (KFVB) nightly at 10:30, and "Sing with Your Favorite Band," KHJ, Monday night at 8:30.

Well, that just about does it for the week. Next week brings about 16 new releases from the different companies. So be on hand with Radio Life next week. Until then, "listen in."
MORT WERNER

mer at Ann Arbor, she returned to New York, where Warner Brothers scouts gave her a chance to tour the middle west in stock. For months she did a new play every week, two performances a day.

Back in New York, Miss Trevor joined the Hampton players, trying out new plays in Southampton, Long Island. Alexander McKaig, the New York producer, saw one of the plays and gave the young actress the feminine lead in the Broadway production of "Whistling in the Dark." That was in January, 1932. The show ran a year in New York and a second year on the road. When it came to Los Angeles, Fox offered Miss Trevor a movie part, but she declined it, preferring to return to New York and a lead in "The Party's Over." However, she returned to the film capital in 1933, under the Fox aegis. A long line of box office successes for various film studios followed, culminating this year in Republic's "Dark Command." Meanwhile, she was starred in many radio productions, and was selected at once by the sponsors to play opposite Don Ameche in the current NBC-Red Network series heard each Friday at 6 p. m., PST. She returned to the stage for the first time since she entered the movies when she played the leading feminine role in Noel Coward's "Family Album" at the El Capitan Theater in Hollywood on August 12.

Married to Clark Andrews, Hollywood radio producer, the actress and her husband recently have moved into the new home they have built in Westwood. The NBC star's hobby is collecting tiny porcelain figurines, and her favorite sports are tennis and swimming.

LEGAL NAME: Claire Trevor.
BIRTHPLACE: Bensonhurst, Long Island.
BIRTHDAY: March 8.
HEIGHT: 5 feet 3 inches.
WEIGHT: 112 pounds.
COLORING: Blonde hair; brown eyes.
MARRIED TO: Clark Andrews.

MUSIC CITY
Complete Record Dept.
Sunset at Vine, Opposite NBC
Free Parking Open Evenings

Story of Elmer, Low Pressure Man

By AL PEARCE

FOLKS often ask me where I got the idea for Elmer Blurt—that low-pressure salesman with the stumbling voice on my CBS broadcasts. Yes, sir, Elmer is my baby. But he's a composite baby blended from a school boy friend of mine, my own experiences, and some observations I've made of people around me. Here's how Elmer came into being.

The original carbon copy of Elmer Blurt sat next to me in school at San Jose, California, when I was about 14 years old. Elmer—his real name is Eddy and he's a very successful man today—at that time was about the most lost-looking, scared youngster in the school. And yet everybody kind of liked him. If you spoke to Eddy suddenly, he drew back as if confronted with a 10-inch cannon and gurgled like a St. Bernard dog with a bone in its throat.

Once I asked Eddy if he were taking a 13-year-old, named Sally, to

a dance. Eddy turned purple and gurgled—"I hope—I hope—I hope to—aaHAAHaa-a-a-a." Then Eddy ran out the door.

I never forgot that line, as you probably know and I guess that was the origin of Elmer Blurt. I laughed a lot at Eddy—but I liked him. He made you feel superior.

And when I found myself a few years later trying to sell roofing, insurance, diamonds, and real estate, I suddenly understood Elmer Blurt. As a fledgling salesman I was scared stiff. I was Elmer Blurt in person—but somehow I managed to sell. I'd knock on a door and pray that nobody was home. I'd purposely telephone people I knew were out. I invented lists of prospects to call on and then informed the boss that "they" were out of town.

I guess Elmer Blurt is part of all of us. He represents that Awful Moment

we've all felt when we first were confronted with authority—when we first undertook to sell something to somebody, when we first knocked on a closed door and didn't know who was going to open it, when we gaily told a pal we were going to ask for a raise and suddenly found ourselves in the boss' office with the great man staring coldly at us.

I've had a lot of fans write me that Elmer Blurt reminded them of friends and relatives of theirs. They didn't often confess that Elmer sometimes reminded them of themselves. And Elmer's antics as a low-pressure salesman have even attracted the attention of high-pressure salesmen. I can do no better than close this brief history of Elmer Blurt with a quotation from a recent radio column in a metropolitan newspaper. Here it is—

"A certain local furniture firm has instructed all of its door-to-door salesmen to use the Elmer (Al Pearce) Blurt trick knock, and when the door is opened to say 'There's nobody to home here, I hope, I hope, I hope.' They claim it has increased their business almost 35 per cent."

Tele-visually Speaking

By JERRY COLBY

Before Don Lee television studio W6XAO, Elsa Maxwell, noted hostess and actress, recently made a personal appearance in behalf of the Southern California Chapter of the William Allen White Committee to Defend America by Aiding the Allies. She stressed the fact that the committee in no way advocated sending troops to Britain, but pleaded for all moral and material aid which may legally be given to maintain England as our first line of defense.

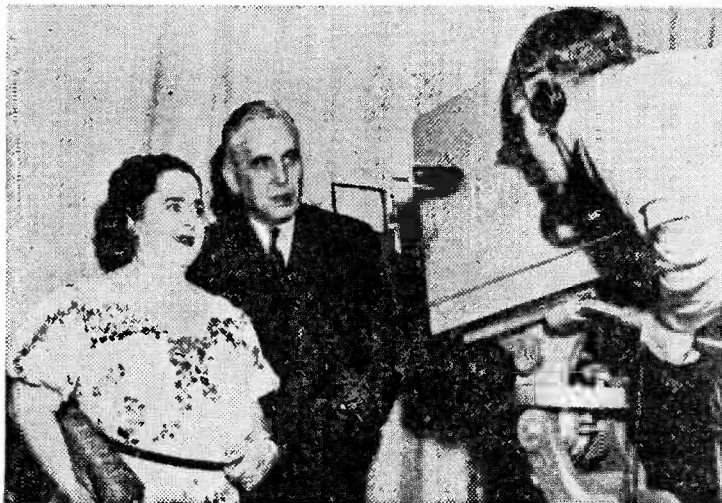
Televised with her was Mr. Fred G. Swartz, who is the managing director of the committee.

★

Stopping transmission of television programs for 24 hours, Director of Television Harry R. Lubeke, stepped up his images from the previous 441 line to 525 line last week. This higher definition gave to Los Angeles area viewers more detailed, less-blurry pictures than heretofore seen on video tubes. Most surprising was the fact that the regular 441 line receivers were able to pick up the added definition without any change or adjustments to the equipment.

For months past the radio manufacturing industry held opinion that it could not possibly put out a receiver to take the different line images advocated by the companies. But, with this step-up, it would seem, off hand, that a receiver built to pick up television images could take any amount of lines without making it necessary to drastically change receiver mechanism. This was the bone of contention of the Federal Communications commission when it stopped commercialization of television stations. Their opinion was that a universal standard of lines would have to be made before its approval would be forthcoming.

Philco advocated 607 lines, Du-mont, 625 lines, RCA 507 lines and Gilfillan 441 lines, with Zenith and Stewart-Warner sticking close to the others.



Elsa Maxwell, noted hostess and actress, shown as she made the first telecast of its kind over Thomas S. Lee's television station W6XAO when she made a "Wake Up America" appeal on behalf of the Southern California Chapter of the William Allen White Committee to Defend America by Aiding the Allies. With Elsa Maxwell is Fred G. Swartz, managing director of the committee. Stressing the fact that the committee in no way advocates sending our troops to Britain, Miss Maxwell pled for all moral and material aid which may legally be given to maintain England as our first line of defense.

If 525 lines transmitted by W6XAO gives better pictures on the same receiver which accepted 441 line transmission satisfactorily, isn't it logical that more or less lines can be accepted by these same receivers, and that obsolescence was just a bug-a-boo? This is a layman's contention but it does sound practical, which should certainly receive the consideration of the FCC.

★

During the past week a convention of members of the RMA, television engineers, met in New York City to find a standard lineage for television. There was no talk of monopoly nor did any one contend his theory of lines was best. They were there for a single purpose, not to argue merits, but to agree on a standard.

"Whatever it is, let's give America television," was the keynote of the meeting.

Chairman Fly of the FCC reiterated previous statements that he was eager to give the go signal to commercialization, but that a definite standard would have to be agreed upon by all parties before this could be. He said he would be pleased to have this happen before Christmas, by January 1 at latest.

The conferees were in harmony. It is believed that 525 line, which W6XAO has successfully transmitted to Los Angeles viewers, will be the final standard agreed upon. This information is not due for another few weeks but I believe your present receivers will not be outmoded when an agreement is reached.

In the meantime don't forget the fights on Friday nights, wrestling on Tuesday nights and baseball games every Saturday afternoon, with a good show every night. We'll be viewing you.

FRIDAY Program Highlights

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

Variety

8:30—Johnny Murray, KFI. 9:15—Between the Bookends, KECA-KFSD-KTMS. 10:30—Views and Reviews, KECA. 3:45—Chef Miami, KMPC. 4:00—Wines For America, KHJ-KVOE-KGB-KDB. 6:00—Don Ameche, KFI. 6:30—Al Pearce Gang, KXX, KMPC. 7:30—Johnny Presents, KXX. 8:00—Pickard Family, KMPC.

Drama

9:45—Short Story, KXX. 5:30—Gracie Central Station, KXX. 8:30—Death Valley Days, KFI.

Public Affairs—News

1:30—John B. Hughes, KXX. 4:55—Elmer Davis, KXX. 6:00—Raymond Gram Swing, KVOE-KGB-KFXM-KDB-KHJ. 6:30—John B. Hughes, KHJ-KGB-KVOE-KDB-KFXM. 7:15—Elliott Roosevelt, KFVB-KFOX-KFSD-KTMS. 7:45—Robert Arden, KFVB. 8:30—Let's Talk Over the News, KMPC. 9:30—Fulton Lewis Jr., KHJ-KGB-KDB-KFXM.

Outstanding Music

1:00—Classic Hour, KECA. 1:05—Pop. Symphonica, KFVB. 5:00—Waltz Time, KFI. 10:00—Phil-Harmonia, KECA. 10:30—Masterworks, KXX. 11:15—Music You Want, KFVB.

Sports—Comment

12:30—Major League Baseball, KMPC. 2:00—Tenth Inning, KMPC. 6:00—Conn. vs. Pastor, KECA-KFSD-KTMS. 6:15—Sport Briefs, KFAC. 7:00—Sid Ziff, KFVB. 7:30—Del Mar Races, KMPC. 8:15 to 10:00—Pacific Coast League Baseball, KFAC. 9:45—Hollywood Legion Fight, KHJ-KGB-KFXM-KDB-KVOE. 10:15—Bowling Notes, KFVB.

Quiz Programs

11:30—Catalina Quiz, KXX. 5:30—What's My Name? KFI. 6:30—Quiz Kids, KFI. 7:45—Lampighter, KHJ. 8:00—Quiz Court, KFI. 8:45—Fun Quiz, KMPC.

Weather

KFI—9:15, 12:45, 3:05. KHJ-KGB-KVOE—9:00. KXX—6:00. KRKD—9:30. KTMS—8:00, 12:15. KFVB—11:30. KGER—11:00, 4:00.

11 A. M. to 12 Noon

KFI—11, Mary Martin, 11:15, Ma Perkins, 11:30, Pepper Young, 11:45, Vic & Sade. KXX—11, Society Girl, 11:15, Martha Webster, 11:30, Catalina Fun Quiz, 11:45, News. KHJ—11, Friendly Neighbors, 11:15, Eddie Albright, 11:45, Muse and Music. KECA—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 1:45, Plain Bill. KFVB—11, Tom Stoddard, 11:30, News, 11:45, Selvin Orch. KMPC—11, Master Singers, 11:15, Music for Madame, 11:30, Music, 11:45, Livestock Journal. KMTR—11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events. KFAC—11, Man on Street, 11:30, Home Beautiful, 11:45, Hawaiians. KGB—11, News, Stocks, 11:15, Music. KRKD—11, Paddock Flashes, 11:30, News. KFOX—11:15, Dr. Reynolds, 11:30, News, 11:40, Walsh Orch. KGER—11, News, 11:15, Camp Meeting. KFAC—11, Friendly Neighbors, 11:15, Classic Strings, 11:30, Radio Rubes, 11:45, Muse and Music. KFSD—11, Orphans of Divorce, 11:15, Honeymoon Hill, 11:30, John's Other Wife, 11:45, Plain Bill. KGB—11, Friendly Neighbors, 11:15, Jeaney Orch, 11:30, Zeke Manners, 11:45, Clinton Orch. KFVD—11, News, 11:30, Red Piano, 11:45, Violet Schram. KTMS—11, Orphans of Divorce, 11:15, Honeymoon, 11:30, John's Other Wife, 11:45, Just, Plain Bill. KDB—11, Friendly Neighbors, 11:15, Gagen Orch, 11:45, Mutual Dons. KVOE—11, Friendly Neighbors, 11:15, Radio Rubes, 11:45, Muse and Music.

12 Noon to 1 P. M.

KFI—12, Road of Life, 12:15, Stella Dallas, 12:30, Lorenzo Jones, 12:45, Portia Faces Life. KXX—12, Kitty Kelly, 12:15, Myrt & Marge, 12:30, Hilltop House, 12:45, Stepmom. KHJ—12, News, 12:15, Chapel, 12:30, Maleville Orch, 12:45, Scrapbook Stories. KECA—12, News, 12:15, 'Word Hunters', 12:30, Club Matinee, 12:30, Club Matinee. KFVB—12, Al J. Davis, KMPC—12, Music, 12:15, News, 12:30, Baseball. KMTR—12, Peter Potter. KFAC—12, News, 12:15, Modern Melodies. KGFJ—12, News, Stocks, 12:15, Murder, 12:45, Let's Listen. KRKD—12:30, Saddle Pals. KFOX—12, Music, 12:15, News, 12:30, Relax, 12:45, Golden West Pals. KGER—12, News, 12:30, Officials on Parade. KFXM—12, Singin' Sam, 12:15, News, 12:30, Calvary Quarter Hr, 12:45, Pop. Orch. KFSD—12, U. S. D. A., 12:15, News, 12:30, Hotlick Orch, 12:45, Commonwealth Lunch. KGB—12, News, 12:15, Chapel, 12:30, Stocks, 12:45, News, 12:45, Scrapbook Stories. KFVD—12, Air Editor, 12:30, Music, 12:45, Violet Schram. KTMS—12, Market, 12:03, Melodies, 12:30, News, 12:45, Matinee Melodies. KDB—12, News, 12:15, Dusty Blanchard, piano, 12:30, Maleville Orch, 12:45, Scrapbook Stories. KVOE—12, News, 12:15, Chapel Moments, 12:30, Maleville Orch, 12:45, Scrapbook.

1 to 2 P. M.

KFI—1, Girl Alone, 1:15, Kitty Keene, 1:30, Midstream, 1:45, O'Neill. KXX—1, By Kathleen Norris, 1:15, Beyond These Valleys, 1:30, News, 1:45, Scattergood Baines. KHJ—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Prima Orch, 1:45, Play Bridge. KECA—1, Classic Hour. KFVB—1, News, 1:05, Symphonica, 1:30, Dr. Reynolds, 1:45, Hits and Bits. KMPC—1, Baseball. KMTR—1, Allison, 1:30, Pension, 1:45, Political. KFAC—1, Religious Science, 1:30, Financial, 1:45, Organ. KGFJ—1, News, Stocks, 1:15, Strings. KRKD—1:15, City Hall, 1:30, ESC, Poetry, 1:45, Health. KFOX—1, Lieut. Governor, 1:15, Lucan's, 1:30, Christian Science, 1:45, Emil Martin. KGER—1, News, 1:05, Ad Club, 1:30, Spanish Trio. KFXM—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, W. P. A., 1:45, Let's Play Bridge.

KFSD—1:30, Frank & Archie, 1:45, Wayne Van Dyne. KGB—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, McFarland Twins, 1:45, Let's Play Bridge. KFVB—1, News, 1:15, Music. KTMS—1, Music Quiz, 1:15, Melody, 1:30, Watanabe, 1:45, Wayne Van Dyne. KDB—1, Hollywood Whispers, 1:15, Hawaiians, 1:30, Ken's Scrapbook, 1:45, Play Bridge. KVOE—1, Hollywood Whispers, 1:15, Civic, 1:30, Prima Orch, 1:45, Play Bridge.

2 to 3 P. M.

KFI—2, Agnes White, 2:15, Mine to Cherish, 2:30, Alice Blair, 2:45, Miss Julia. KXX—2, Young Dr. Malone, 2:15, Backgrounds for Living, 2:30, Joyce Jordan, 2:45, Kate Smith. KHJ—2, News, 2:15, Bookworm, 2:30, Community Hall, 2:45, Swing Strings. KECA—2:15, News, 2:30, Against the Storm, 2:45, Guiding Light. KFVB—2, News, Matinee Variety, 2:15, Morgan Orch, 2:30, Music Box, 2:45, Grandma Travels. KMPC—2, Tenth Inning, 2:15, Grady, 2:30, Concert Hall. KMTR—2, W. B. West, 2:15, Spec. Events, 2:30, Volney James. KFAC—2:30, Band. KGFJ—2, News, Stocks, 2:15, Civic. KRKD—2, Henry Orch, 2:30, News, 2:45, Hawaiians. KFOX—2, Civic, 2:15, At Theatre, 2:30, Dr. Reynolds, 2:45, Grandma Travels. KGER—2, News, 2:05, Tent Revival, 2:30, Long Beach Band. KFXM—2, Stocks, 2:05, Popular Orch, 2:15, News, 2:30, Organ, 2:45, Spottite Revue. KFSD—2, Hollywood Gossip, 2:10, Listen! 2:15, Monitor News, 2:30, Health Talk, 2:45, Grandma Travels. KGB—2, News, 2:15, Voices, 2:30, Gen. Salvo, 2:45, Swing Strings. KFVB—2, Music, 2:15, Organ, 2:30, Rhythm. KTMS—2, Siesta in Swing, 2:25, News, 2:30, Novelties, 2:45, Grandma Travels. KDB—2, News, 2:15, The Monitor Views News, 2:30, Turner, 2:45, Strings. KVOE—2, News, 2:15, Fed. Music, 2:30, Organ, 2:45, Round Towner.

3 to 4 P. M.

KFI—3, Art Baker, 3:30, Steck Orch, 3:45, Julio Martinez. KXX—3, Mary Foster, 3:15, News, 3:20, Fletcher Wiley, 3:45, Europa. KHJ—3, Fulton Lewis, 3:15, Music, 3:30, Haven of Rest, 3:45, Inside Sports. KECA—3, Unclassic Hour, 3:30, KFVB—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KMPC—3, News, 3:15, Kern Orch, 3:30, Tropic Moods, 3:45, Chef Miami. KMTR—3:30, Memories, 3:45, Billy Goodman. KFAC—3, M. epieces. KGFJ—3, News, Stocks. KFOX—3, Maddox Family, 3:30, B. McKee, 3:45, C. Leighton. KGER—3, News, 3:20, Long Beach Band. KFXM—3, F. Lewis, 3:15, Variety, 3:30, Haven of Rest. KFSD—3, Maddox Family, 3:30, Blanchard McKee, 3:45, Carol Leighton. KGB—3, Fulton Lewis, 3:15, Musical Matinee, 3:30, Haven of Rest. KFVB—3, News, 3:45, Rhumba. KTMS—3, Maddox Family, 3:30, B. McKee, 3:45, Carol Leighton. KDB—3, Fulton Lewis Jr., 3:15, Musical Matinee, 3:30, Haven of Rest. KVOE—3, Wash. D. C., News, 3:15, Songs, 3:30, Skiles Orch.

4 to 5 P. M.

KFI—4, Dance Orch, 4:15, Mirandy, 4:30, From Hollywood Today. KXX—4, Wiley, 4:15, KXX-tru, 4:20, Music, 4:30, Owens, 4:45, News, 4:55, War News. KHJ—4, Wines For America, 4:30, Sinfonietta, 4:45, Lampighter. KECA—4, Bud Barton, 4:30, Rocky Gordon, 4:30, Irene Wicker, 4:45, Matiehn Chire. KFVB—4, Don Millikan, 4:30, Bert Fiske, 4:45, Stuart Hamblen. KMPC—4, Social Secretary, 4:15, Salon, 4:30, Newsreel, 4:45, Aloha, Land. KMTR—4, Spec. Events, 4:15, News, 4:30, Religious, 4:45, Eventide Melodies. KFAC—4, Music, 4:15, Drawing Room, 4:30, Tea Time Tunes. KGFJ—4, News, 4:30, Observer. KRKD—4, Recordings, 4:45, News. KFOX—4, Melodies, 4:30, Swing. KGER—4, News, 4:30, Geo. Strange. KFXM—4, Training Post, 4:30, Sinfonietta.

FRIDAY Programs

SEPTEMBER 6, 1940

8 to 9 A. M.

KFI—8, Woman in White, 8:15, O'Neills, 8:30, Johnny Murray, 8:45, News. KXX—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, News. KECA—8, Breakfast Club, 8:30, News, 8:45, Imperial Almanac. KFVB—8, Music Interlude, 8:15, Ballads, 8:30, Music, 8:45, Dr. Reynolds. KMPC—8, Andy & Virginia, 8:30, Unity Daily Word. KMTR—8, Spanish Hour, 8:45, Religious Music. KFAC—8, Country Church, 8:45, News, Stocks, 8:45, Dr. Wiseman. KRKD—8:30, Scate Employment. KFOX—8, News, 8:15, Dr. Reynolds, 8:30, Classified, 8:45, Rough Riders. KGER—8, News, Soul Patrol, 8:15, Mizpah, 8:45, Rev. Bonington. KFXM—8, Sunshine Service, 8:30, Pop. Orch, 8:40, Bess Bye, 8:45, News. KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home. KGB—8, Today's Best Buys, 8:05, Investment Problems, 8:25, Stocks, 8:30, News, 8:40, Bess Bye, 8:45, Courtless News. KFVD—8, Covered Wagon, 8:45, Music. KTMS—8, Weather, 8:01, Breakfast Club, 8:30, S. B., Devotional Hour, 8:45, Old Refrains, 8:25, Stocks. KDB—8, Classic Revue, 8:30, News, 8:40, Bess Bye, 8:45, BIC, News. KVOE—8, Breakfast Club, 8:30, News, Bess Bye, 8:45, News.

9 to 10 A. M.

KFI—9, Your Treat, 9:15, Tillamook Kitchen, 9:30, By Kathleen Norris, 9:45, Dr. Kate. KXX—9, Goldbergs, 9:15, Life Can Be Beautiful, 9:30, Right to Happiness, 9:45, Short Story. KHJ—9, I'll Never Forget, 9:15, Rev. Laurin, 9:30, Music, 9:45, Keep Fit. KECA—9, Council of Beauty, 9:15, Between the Bookends, 9:30, Mid-morning Jamboree. KFVB—9, Summer Time, 9:15, Music, 9:30, Waltz, 9:45, Tune Time. KMPC—9, News, 9:15, Women of the World, 9:30, Light Classics. KMTR—9, Martin Luther Thomas, 9:15, Health, 9:30, Political, 9:45, Religion. KFAC—9, Inspirations, 9:15, Health Talks, 9:30, Women in News, 9:45, Novelty Notes. KGFJ—9, News, Stocks, 9:15, Music. KRKD—9:30, U. S. Weather.

KFOX—9, John Brown, 9:15, Hq. Revue, 9:45, Party Line. KGER—9, News, Bright Corner, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel. KFVB—9, I'll Never Forget, 9:15, Organ, 9:30, Variety, 9:45, Pop. Orch. KFSD—9:15, Between the Bookends, 9:30, Health, 9:45, News. KGB—9, I'll Never Forget, 9:15, Homemaker's Catalog, 9:45, Keep Fit. KFVD—9:15, News, 9:30, Dr. Richardson, 9:45, Parade. KTMS—9, News, 9:15, Between Bookends, 9:30, Concert Hall, 9:45, News, 9:50, Harvey Harding. KDB—9, I'll Never Forget, 9:15, Piano, 9:30, Johnson Family, 9:45, Keep Fit to Music. KVOE—9, I'll Never Forget, 9:15, Monitor News, 9:30, Johnson Family, 9:45, Exercises.

10 to 11 A. M.

KFI—10, Light of the World, 10:15, Arnold Grimm's Daughter, 10:30, Valiant Lady, 10:45, Betty Crocker. KXX—10, Big Sister, 10:15, Aunt Jenny, 10:30, Fletcher Wiley, 10:45, My Son and I. KHJ—10, News, 10:15, Happy Homes, 10:45, Bachelor's Children. KECA—10, Our Half Hr, 10:30, Views & Reviews, 10:45, Wife Saver. KFVB—10, Curtis Springer, 10:45, Basket Decorator, 10:30, Be Healthy, 10:45, Romance in Rhythm. KMPC—10, Musicographs, 10:15, Old Refrain, 10:30, Norma Lee Services, 10:45, News. KMTR—10, Woman's World, 10:30, Dr. Reynolds, 10:45, News. KFAC—10, Modern Immortals, 10:30, News, 10:45, Gothic Tower. KGFJ—10, News, 10:30, Moods in Verse, 10:45, City Dwellers. KRKD—10:15, Health. KFOX—10, News, 10:15, Health, 10:30, Harmony Hall, 10:45, Chas. Wellman. KGER—10, News, 10:05, God's Sunshine, 10:30, Rev. Ivie. KFXM—10, News, 10:05, Variety, 10:15, Five Farm Hands, 10:30, Garden Club, 10:45, Bachelor's Children. KFSD—10, Our Half Hr, 10:30, Ann Gibson, 10:45, Bridge Lesson. KGB—10, News, 10:15, Over the Garden Gate, 10:30, Garden Club, 10:45, Bachelor's Children. KFVD—10:30, Union Rescue Mission. KTMS—10, Our Half Hour, 10:15, Homemakers Digest, 10:45, N. B. C. Concert Hour. KDB—10, News, 10:15, For Home and Hostess, 10:30, Radio Garden Club, 10:45, Bachelor's Children. KVOE—10, News, 10:15, Five Farm Hands, 10:30, Radio Garden Club, 10:45, Bachelor's Children.

Lunceford

Southland dancers extended Jimmie Lunceford's dance orchestra outstanding ovation this week at popular Casa Manana ballroom-cafe, where Lunceford and celebrated band opened a limited engagement.

A capacity crowd, which included Artie Shaw, who was present with his ace arranger, Lennie Hayton (former band leader), Victor Young, Wingy Manone, along with several score of the film colony and radio and entertainment world figures, gave round after round of applause in tribute to the smart, sophisticated dance rhythms of the Lunceford aggregation.

From Lunceford's opening number—"My Blue Heaven"—the crowd served enthusiastic notice that the trend in dance music preferences locally is definitely swinging to the smooth, sophisticated types of melody, such as is served by the Lunceford aggregation.

Popular feature with the fans was Lunceford's vocal quartet—Gerold Wilson, Willie Smith, Joe Thomas and Trummie Young.

Lunceford continues the parade of famous bands which have played the Casa Manana in recent months, including Jan Garber, Skinnay Ennis, Will Osborne, Tony Pastor, and Johnny Richards.



—Jimmie Lunceford
SIDE SHOW

To Veslie Stadstad, 20, daughter of Mrs. Jessie Stadstad and society editor of the Nobleville, Indiana "Times" came two proposals of marriage within five minutes of the time her mother (Jessie) had appeared on a "Court of Missing Heirs" broadcast to receive \$12,500 the "court" had turned up for her.

Air Devotion

Only rarely does Mrs. H. V. Kaltenborn open mail of her NBC-commentator husband. In his secretary's absence, she did so the other day, came upon following letters:

"Dearest:

"As I listen to you day by day and hear you cover the conventions, I can only say you are more lovely, beloved! Your words are more golden than gold. Never were such words. I adore you inexpressibly for your brains alone.

(Signed) "V. M. A.

"P.S. Come to Birmingham."

★

"Beloved Darling:

"I am so happy that you are here in Chicago! My heart is beating like a trip-hammer! I love you, dear thru all Eternity! If you were not so busy, I would come to see my Realized Ideal.

"Your own and only Little Sunbeam."

"Humph!" said Mrs. Kaltenborn.

KFSD—4. On With Dance. 4:15. Rocky Gordon. 4:30. Irene Wicker. 4:45. Malcolm Claire.
KGB—4. Wings for America. 4:30. Sinfonietta.
KTMS—4. Bud Barton. 4:15. Rocky Gordon. 4:30. Strings. 4:45. Malcolm Claire. 4:55. Music.
KDB—4. Wings for America. 4:30. Jamboree.
KVOE—4. Wings for America. 4:30. Sinfonietta.

5 to 6 P. M.

KFI—5. Waltz Time. 5:30. Music for Moderns. 5:45. News. 5:30. Grand Central Station.
KXN—5. Clark Ross. 5:30. Daily Comics. 5:15. Shafter Parker. 5:45. Cheer Up.
KECA—5. Koken Orch. 5:15. Tarzan. 5:30. News. 5:45. Shorts.
KFWB—5. Stuart Hamblen.
KMPC—5. Novatones. 5:15. News. 5:30. Uncle Harry.
KMTG—5:30. Political.
KFAC—5. Gateway to Music. 5:30. Whion Bill Club.
KGEF—5. News. 5:30. Baseball Scores.
KRKD—5:30. Race Results.
KFOX—5:55. Beauty.
KGER—5. News. 5:05. Latin Hour.
KFXM—5. Pop. Orch. 5:15. Sports Guide. 5:30. News. 5:35. Variety. 5:45. Cheer Up.
KFSD—5. News. 5:15. Magic Island.
KGB—5. Forrest Warren. 5:15. Sports Guide. 5:30. Shafter Parker. 5:45. Cheer Up.
KFVD—5:15. News. 5:30. Music.
KTMS—5. Reminder Over Paradise. 5:15. Koken Orch. 5:30. News. 5:45. Music and News for Venturers.
KDB—5. Rev. Patterson. 5:15. Orch. 5:30. Shafter Parker. 5:45. Cheer Up.
KVOE—5. Ads. 5:15. Sports Guide. 5:30. Shafter Parker. 5:45. Cheer Up Gang.

6 to 7 P. M.

KFI—6. Don Ameche. 6:30. Alec Templeton Time.
KXN—6. Public Affairs. 6:30. Al Pearce.
KHJ—6. Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes.
KECA—6. Conn vs. Pastor.
KFWB—6. News. 6:15. Strollin' Tom. 6:30. Vacation Time. 6:45. Political.
KMPC—6. Song Stories. 6:30. Easy Listening.
KMTG—6. Spec. Events. 6:30. Life Payments. 6:45. A.F.L.
KFAC—6. News. 6:15. Sport Briefs. 6:30. Music. 6:45. London News.
KGEF—6. News. Italian Melodies. 6:30. Gold Ho.
KFOX—6. News. 6:10. Sports. 6:15. Marie Antoinette. 6:30. Swing. 6:45. Hawaiian Rhythm.

A KVOE "MUST" for FRIDAY

Radio's Newest
"KITCHEN KWIZ"

8:00-8:30 p. m.

KGER—6. News. Latin Hour. 6:30. Jewish Hour.
KFXM—6. Ray G. Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Sweets & Seats.
KFSD—6. Pastor vs. Conn. 6:45. Candido Bothebo.
KGB—6. Raymond Gram Swing. 6:15. Johnson Family. 6:30. News & Views.
KFVD—6. Evening Serenade.
KTMS—6. Pastor vs. Conn.
KDB—6. Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Concert Miniature.
KVOE—6. Raymond Gram Swing. 6:15. Johnson Family. 6:30. John B. Hughes.

7 to 8 P. M.

KFI—7. Pleasure Time. 7:15. News. 7:30. Morgan Orch.
KXN—7. Amos n' Andy. 7:15. Lanny Ross. 7:30. Johnny Presents.
KHJ—7. Page Past. 7:15. Yesterday's Voices. 7:30. Lone Ranger.
KPCA—7. Your Voice & You.
KFWB—7. Sid Ziff. 7:15. Elliott Roosevelt. 7:30. Political. 7:45. Robert Arden.
KMPC—7. Amos n' Andy. 7:15. News. 7:30. Joe Hernandez.
KMTG—7. Political. 7:30. Spec. Events. 7:45. News Reel.
KFAC—7. Fishing Facts. 7:15. U. S. Army. 7:30. Sunset Singers.
KVOE—7. Gems in Music.
KGEF—7. Spanish Hour.
KRKD—7. News. 7:15. Three-Quarter Time. 7:30. Do You Know?
KFOX—7. Daily Bread. 7:15. Elliott Roosevelt. 7:30. Anything Can Happen. 7:45. News.
KGER—7. News. 7:05. Jewish Hour.
KFXM—7. Paging the Past. 7:15. Harold Agal. 7:30. Lone Ranger.
KFSD—7. Melodies. 7:15. Elliott Roosevelt. 7:30. Hotel Penn Orch.

KGB—7. Paging Past. 7:15. Star Parade. 7:30. Lone Ranger.
KTMS—7. Waltz Time. 7:15. E. Roosevelt. 7:30. Midwestern Musical Camp.
KDB—7. Page Past. 7:15. Molina Orch. 7:30. Lone Ranger.
KVOE—7:15. Molina Orch. 7:30. Lone Ranger.

8 to 9 P. M.

KFI—8. Quiz Court. 8:30. Death Valley Days.
KXN—8. John Clark. 8:15. Man-About-Hollywood. 8:45. Lunceford Orch.
KHJ—8. Golden Hr.
KECA—8. Mayor Bowron. 8:15. Lyman Orch. 8:30. News. 8:45. Owens & Mitchell.
KFWB—8. Texas Lewis. 8:15. Wind-sor Orch. 8:30. Rambles.
KMPC—8. Pickard Family. 8:30. Let's Talk Over News. 8:45. Fun Quiz.
KMTG—8. Editor of Air. 8:30. Floyd Johnson.
KGB—8:15. Baseball.
KGEF—8. News. 8:15. Jean Valentine.
KRKD—8:15. Little Tokyo.
KFOX—8. Lucca's. 8:15. Army Trans. 8:30. Judge Gardner.
KGER—8. News. Hoyos.
KFXM—8. Children's Program. 8:30. Shelton Orch.
KFSD—8. Reminiscing. 8:15. Lorna & Rita. 8:30. Fitzgerald Orch.
KGB—8. Prima Orch. 8:15. Officer of the Day. 8:30. Kay Orch.
KTMS—8. News. 8:03. Bon Air Orch. 8:30. Famous Door Orch.
KDB—8. Prima Orch. 8:30. Kay Orch. 8:45. On Parade.
KVOE—8. Kitchen Kwiz. 8:30. Shelton Orch.

9 to 10 P. M.

KFI—9. Gordon Orch. 9:30. Woodbury Orch.
KXN—9. News. 9:15. Sports Round-Up. 9:20. King Orch. 9:45. News.
KHJ—9. News. 9:15. Martin Orch. 9:30. Fulton Lewis. 9:45. Legion Fights.
KGB—9. Gordon Orch. 9:30. Fu Manchu. 9:45. Frank and Archie.
KFWB—9. Music. 9:30. News. 9:45. The Ballards.
KMPC—9. Memory Melodies.
KMTG—9:30. Peter Potter.
KFAC—9. Baseball.
KGEF—9. Jewish Hour.
KRKD—9. Little Tokyo. 9:30. Requests.
KFOX—9. News. 9:15. Mr. Galloway. 9:30. Dance Time. 9:45. Thornhill Orch.
KGER—9. News. 9:05. Aubrey Lee.
KFXM—9. News. 9:15. Martin Orch. 9:30. Fulton Lewis Jr. 9:45. Hollywood American Legion Fights.
KFSD—9. Gordon Orch. 9:30. Ciske Orch. 9:45. News.

KGB—9. News. 9:15. Baseball. 9:30. Fulton Lewis.
KTMS—9. Edison Orch. 9:30. News. 9:45. Colony Club.
KDB—9. News. 9:15. Music. 9:30. Fulton Lewis Jr. 9:45. American Legion Fights.
KVOE—9. News. 9:15. Martin Orch. 9:30. Wash. News. 9:45. Legion Fights.

10 to 11 P. M.

KFI—10. News. 10:15. Heart of Julia Blake. 10:30. Bridge Club. 10:50. Richards Orch.
KXN—10. Crosby Orch. 10:30. Masterworks.
KHJ—10. Legion Fights. 10:45. Pearl Orch.
KECA—10. Phil-Harmonia.
KFWB—10. Averill. 10:15. Bowling Notes. 10:30. Contrasts in Rhythm.
KMPC—10. Dance. 10:15. Roller Derby. 10:30. News. 10:45. Hawaiians.
KMTG—10. Merry-Go-Round. 10:15. Lopez Orch. 10:30. Political. 10:45. Fiddler Orch.
KFAC—10. Melody Hour.
KGEF—10. News. 10:15. Music.
KFOX—10. Thornhill Orch. 10:15. Anwa Boys. 10:30. Leilanians. 10:45. Hamilton Orch.
KFXM—10. News. 10:15. Orch.
KFSD—10. Duchin Orch. 10:30. Hollywood Gossip. 10:35. Richards Orch.
KGB—10. Legion Fights. 10:45. Pearl Orch.
KTMS—10. Miramar Orch. 10:15. Ambassador Orch. 10:30. Classified. 10:35. Billmore Orch.
KDB—10:45. Dale Orch.
KVOE—10:15. Pearl Orch.

11 to 12 Midnight

KFI—11. News. 11:15. Lucas Orch. 11:30. Loveland Orch. 11:45. Solder Orch.
KXN—11. News. 11:15. Tucker Orch. 11:30. Manay Strand Orch. 11:55. News.
KHJ—11. Dale Orch. 11:30. Arnhem Orch. 11:45. Rhythm Rascals.
KECA—11. This Moving World. 11:15. Man With Pipe. 11:45. Organ.
KFWB—11. Organ. 11:15. Music You Want.
KMPC—11. Music Hall.
KFAC—11:30. Henry Orch.
KFXM—11. Dale Orch. 11:30. Arnhem Orch. 11:45. Rhythm Rascals.
KFSD—11. Nottingham Orch. 11:30. Solder Orch.
KGB—11. Dale Orch. 11:30. Arnhem Orch. 11:45. Memory Time.
KFVD—11. Jack the Bellboy.
KTMS—11. This Moving World. 11:15. Dance. 11:45. Bill Sahransky.
KDB—11. News. 11:15. Pearl Orch.
KFWB—11. Arnhem Orch. 11:45. Rhythm Rascals.
KVOE—11. Dale Orch. 11:30. Arnhem Orch. 11:45. Rhythm Rascals.

SATURDAY Program Highlights

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

Variety

9:30—Waldorf Luncheon, KECA-KFSD, KTMS.
10:30—Pan American Fellowship, KECA.
3:00—People's Platform, KNX.
3:30—Gay '90's, KNX.
4:15—Busy Blind, KFVB.
6:00—World's Fair Party, KHJ-KGB-KVOE-KDB-KFXM.
7:00—Barn Dance, KFI.
7:15—Immigration Counsellor, KFVB.
7:30—New Voices of 1940, KNX.

Drama

9:00—Lincoln Highway, KFI.
7:00—Sky Blazers, KNX.
9:00—Listeners' Playhouse, KFI.

Public Affairs—News

2:05—Albert Warner, KNX.
3:45—Kaltenborn, KFI-KFSD.
6:30—John B. Hughes, KHJ-KGB-KVOE-KFXM-KDB.
9:00—Bill Henry, KNX.

Outstanding Music

10:30—World's Fair Band, KFSD.
11:45—Music for Keyboard and Console, KNX.

12:15—Congress Chamber Concert, KFI.
1:00—Classic Hr., KECA.
5:30—American Choral Festival, KHJ-KFXM-KVOE.
5:45—Saturday Night Serenade, KNX.
8:00—Opera, "Faust", KFAC.
10:00—Phil-Harmonia, KECA.

Sports—Comment

6:45—Sports Huddle with Braven Dyer, KNX.
7:15—Inside of Sports, KHJ-KGB-KFXM.
7:30—Del Mar Races, KMPC.
8:30—Ron Waggoner, KFI-KFSD.
9:15—Sports Highlights, KNX.
10:15—Bowling Notes, KFVB.

Quiz Programs

5:00—Kid's Quizaroo, KNX.
7:30—Cranium Crackers, KVOE.

Weather

KFI—8:00, 9:30, 3:45.
KHJ-KGB-KVOE—9:00, KNX—6:00.
KRKD—9:30.
KTMS—8:00, 12:15.
KFVB—11:30.
KGER—11:00, 4:00.

KFOX—11, Continentals, 11:15, Alton Orch, 11:30, News, 11:40, Fitzpatrick Orch.
KGER—11, News, 11:15, Int. Miss Base.
KNFM—11, Elinor Sherry, 11:30, Mutual Dons, 11:45, Classic Strings.
KFSD—11, Byrne Orch.
KGB—11:30, Mutual Dons, 11:45, News.
KFVD—11, News, 11:30, Red Piano, 11:45, Violet Schram.
KTMS—11, Glen Island Orch, 11:30, Sherman Hotel Orch.
KDB—11:45, Tea Time.
KVOE—11, Elinor Sherry, 11:30, Mutual Dons, 11:45, Fed. Symphony.

12 Noon to 1 P. M.

KFI—12, News, 12:15, Congressional Concert.
KNX—12, Bull Session, 12:30, Keyboard and Console, 12:45, Four Clubmen.
KHJ—12, News.
KECA—12, Club Matinee.
KFVB—12, Al Jarvis.
KMPC—12, Frolic, 12:15, News, 12:30, Allen Roth.
KMTR—12, Peter cotter.
KFAC—12, News, 12:15, Modern Melodies, 12:45, Music.
KGFJ—12, News, 12:45, Jungle Jim.
KRKD—12:15, Civic, 12:30, Saddle Pals.
KFOX—12, Music, 12:15, News, 12:45, News, 12:10, Music.
KFXM—12, Songs, 12:15, News, 12:45, Pop. Orch.
KFSD—12, Club Matinee, 12:15, News, 12:30, Club Matinee.
KGB—12, Children's Story Parade, 12:15, Songs.
KFVB—12, Organ, 12:45, V. Schram.
KTMS—12, Matinee Melodies, 12:30, News, 12:45, Club Matinee.
KDB—12, Songs Sweethearts Sing.
KVOE—12, Lest We Forget, 12:15, Round Townner, 12:45, Civic.

1 to 2 P. M.

KFI—1, T. Dorsey Orch.
KNX—1, Buffalo Presents, 1:30, Brandwynne Orch.
KHJ—1, News, 1:05, Prima Orch.
KECA—1, Classic Hour.
KFVB—1, Al Jarvis.
KMPC—1, Spanish, 1:30, Ben Pollock, 1:45, Victor Vincent.
KMTR—1, Dick Ross, 1:30, Pensions, 1:45, Special Events.
KFAC—1, Religious Science, 1:45, Organ.
KGFJ—1, News, 1:15, Strings.
KFOX—1, Lieut. Governor, 1:15, Lucia Floor Show.
KGER—1, News, 1:05, Motor Vehicle Talk, 1:15, Swing, 1:30, Spanish Trio.
KFXM—1, News, 1:05, Prima Orch, 1:30, Variety.
KFSD—1, News, 1:30, V.F.W., 1:45, Rhythms by Ricardo.
KGB—1, News, 1:05, Prima Orch.
KFVD—1, News, 1:45, Salvation Army.
KTMS—1, Brook Orchestra, 1:30, S. F. Serenade.
KDB—1, News, 1:30, Dennis Orch.
KVOE—1, News, Prima Orch.

2 to 3 P. M.

KFI—2, El Chico Revue, 2:25, News, 2:30, Art of Living, 2:45, Sports.
KNX—2, News, 2:05, News From Washington, 2:15, U. S. Army Recruiting, 2:30, Yella Pessl, 2:45, KNX-tra.
KHJ—2, Monaco Orch, 2:30, Youth Drama.
KECA—2, Want a Job? 2:15, Naomi Reynolds, 2:30, Renfrew.
KFVB—2, Al Jarvis.
KMPC—2, Ramonoff Group, 2:15, Strings, 2:30, Concert Hall.
KMTR—2, W. B. West, 2:15, Walter Lawson, 2:45, Volney James.
KFAC—2:15, Baseball.
KGFJ—2, News, 2:15, Civic, 2:30, Sven in Hollywood, 2:45, Hobby Shop.
KRKD—2, Chuck Henry Orch, 2:30, News, 2:45, Hawaiians.
KFOX—2, Civic, 2:15, At the Theatre, 2:30, Kate Smith, 2:45, Allen Orch.
KGER—2, News, 2:05, Tent Revival, 2:30, L. B. Band.
KFXM—2, Stocks, 2:05, Orch, 2:15, News, 2:30, Youth Dramas.
KFSD—2, Hollywood Gossip, 2:05, Golly Orch, 2:25, News, 2:30, Balboa Park Organ.
KGB—2, Monaco Orch, 2:30, Youth Dramas.
KTMS—2, Donahue Orch, 2:25, News, 2:30, Renfrew of the Mounted.
KDB—2, Monaco, 2:30, Youth Drama.
KVOE—2, Monaco Orch, 2:30, Drama of Youth.

3 to 4 P. M.

KFI—3, Kindergarten, 3:15, John B. Kennedy, 3:30, Bob Hanson, 3:45, H. V. Kaltenborn.
KNX—3, People's Platform, 3:30, Gay Nineties, 3:45, European Roundup.
KHJ—3, Palmer House Orch, 3:15,

Yenuti Orch, 3:30, Maleville Orch, 3:45, Inside Sports.
KECA—3, Israel Message, 3:30, Garden Club, 3:45, Nutsell Playhouse, KFVB—3, Al Jarvis.
KMPC—3, News, 3:15, Musical Workshop, 3:30, Tropic Moods, 3:45, Dittmar.
KMTR—3, Volney James, 3:30, Memories, 3:45, Billy Richman.
KFAC—3, Baseball.
KGFJ—3, News, 3:15, Music.
KRKD—3, Recordings.
KFOX—3, Melodies, 3:30, Caballeros.
KGER—3, News, 3:05, Music, 3:20, L. B. Band.
KFVB—3, Palmer House Orch, 3:15, Variety, 3:30, Maleville Orch.
KFSD—3, Message of Israel, 3:30, Bob Hanson, 3:45, Kaltenborn.
KGB—3, Palmer House Concert, 3:15, Reynolds Orch, 3:30, Maleville Orch.
KFVD—3, News, 3:30, Thunder Theatre.
KTMS—3, Message of Israel, 3:30, Meadowbrook Orch.
KDB—3, Palmer House Orch, 3:15, Profit Trio, 3:30, Buddy Maleville Orch.
KVOE—3, Palmer House Orch, 3:15, Skiles Band, 3:45, Maleville Orch.

4 to 5 P. M.

KFI—4, Listener's Playhouse, 4:30, Yvette, 4:45, Betty Barrett.
KNX—4, Rhumba, 4:30, Human Adventure, 4:55, War News.
KHJ—4, Dance Orch, 4:30, Young Orch.
KECA—4, Radio Guild, 4:30, Un-Classic.
KFVB—4, Dog Tales, 4:15, Busy Blind, 4:30, Marimba, 4:45, Stuart Hamblen.
KMPC—4, Salon Music, 4:30, News, 4:45, Aloha.
KMTR—4, Spec. Events, 4:15, News, 4:30, Eventide Melodies.
KGFJ—4, News, 4:30, Observer, 4:45, Adult Education.
KRKD—4:45, News.
KFOX—4, Donald Novis, 4:30, Swing.
KGER—4, News, 4:15, Salvatou Army, 4:30, Lowell Weeks, 4:45, Music.
KNX—4, Trading Post, 4:30, Young Orch.
KFSD—4:30, Young Orch, 4:55, Hollywood Gossip.
KGB—4, Clinton Orch, 4:30, Young Orch.
KTMS—4, Jenkins Orch, 4:30, St. Francis Orch.
KDB—4:15, Tucker Orch, 4:30, Nobody's Children.
KVOE—4, Dance Orch, 4:30, Nobody's Children.

5 to 6 P. M.

KFI—5, Traffic Tribunal, 5:15, Biltmore Boys' Orch, 5:30, Grand Ole Opry.
KNX—5, Kids Quizaroo, 5:45, Sat. Serenade.
KHJ—5, Strings for Swingtime, 5:15, Daily Comics, 5:30, Amer. Choral Festival.
KECA—5:30, Jobs for America, 5:45, Sports.
KFVB—5, Stuart Hamblen.
KMPC—5, Buccaneers, 5:15, News, 5:30, Musicographs, 5:45, Callie Calling.
KMTR—5:30, Spec. Events, 5:45, Political.
KFAC—5:30, Music.
KFSD—5, News, 5:30, Baseball.
KRKD—5:30, Race Results.
KFOX—5, Swing.
KGER—5, News, 5:05, Latin Hour.
KFXM—5, Popular Orch, 5:30, American Choral Festival.
KFSD—5, News, 5:15, Jenkins Orch, 5:30, Radio Drama.
KGB—5, Swing Strings, 5:15, Herman Orch, 5:30, Pop. Concerts.
KFVD—5, Band, 5:15, News.
KTMS—4, Radio Guild, 4:30, St. Francis Orch.
KTMS—5, Gordon Jenkins, 5:30, Radio Guild.
KDB—5, Hawaii Calls, 5:30, Popular Concert.
KVOE—5, Ads, 5:30, Choral Festival.

6 to 7 P. M.

KFI—6, Uncle Ezra, 6:30, Truth or Consequences.
KNX—6:15, Public Affairs, 6:30, News, 6:45, Sports Huddle, 6:55, News.
KHJ—6, World's Fair, 6:30, John B. Hughes, 6:45, Dance.
KECA—6, Open House, 6:15, Great Fires, 6:30, Melody in the Night.
KFVB—6, News, 6:15, Strollin' Tom, 6:30, Dixieland Band, 6:45, Cugat Orch.
KMPC—6, Melody, 6:30, Hollywood Chatterbox, 6:45, Michael Lorinc.
KMTR—6, Spec. Events.
KFAC—6, News, 6:15, T. W. Hughes, 6:30, Gospel Hour.
KGFJ—6, News, Italian Melodies, 6:30, Gold Hour.
KRKD—6:45, Father Flynn.
KFOX—6, News, 6:10, Sports, 6:15,

SATURDAY Programs

SEPTEMBER 7, 1940

8 to 9 A. M.

KFI—8, Strings That Sing, 8:15, Julio Martinez, 8:30, Call to Youth, 8:45, News.
KNX—8, Nancy Dixon, 8:15, Music, 8:20, KNX-tra, 8:30, Let's Pretend, KHJ—8, Brigade Orch, 8:30, News, 8:40, Mutual Friend, 8:45, Thomson Orch.
KECA—8, Breakfast Club, 8:30, News, 8:45, Federated Churches.
KFVB—8, Melody Mart, 8:15, Ballads, 8:30, Morning Music, 8:45, Salvation Army.
KMPC—8, Andy & Virginia, 8:30, Studio Party.
KMTR—8, Spanish Hour, 8:45, Religious Music.
KFAC—8, Country Church.
KGFJ—8, News, Stocks, 8:45, Dr. Wiseman.
KFOX—8, News, 8:15, Bluestone & Gale, 8:30, Ads, 8:45, Mt. Boys.
KGER—8, News, 8:01, Soul Patrol, 8:15, Mizpah.
KFXM—8, Sunshine Service, 8:30, Pop. Orch, 8:45, News.
KFSD—8, Breakfast Club, 8:15, Good Cheer, 8:30, Farm and Home Hour.
KGB—8, Brigade Orch, 8:15, Devotions, 8:30, News, 8:40, Melodic Moments.
KFVD—8, Covered Wagon, 8:45, Waltz.
KTMS—8, Weather, 8:01, Breakfast Club, 8:30, S. B. Devotional Hour, 8:45, Old Refrains.
KDB—8, Classic Revue, 8:30, News, 8:45, W.F.A.
KVOE—8, Brigade Orch, 8:30, News, 8:45, Fed. Music.

9 to 10 A. M.

KFI—9, Lincoln Hwy, 9:30, Song Fellow, 9:45, Medical Talk.
KNX—9, Keyboard Capers, 9:15, Health, 9:30, U. S. Army Recruiting.
KHJ—9, Don Arres, 9:30, McFarland Twins Orch.
KECA—9, W. P. A. Music, 9:15, Social Relations, 9:30, Waldorf Luncheon.
KFVB—9, Smorgasbord, 9:15, Romance Times, 9:30, U. S. Recruiting.
KMTR—9, Martin Luther Thomas, 9:15, W. G. Keyes, 9:30, V. F. W., 9:45, Religion.
KFAC—9, Inspirations, 9:30, Women in the News, 9:45, Serenade.
KGFJ—9, News, Stocks, 9:15, Music.
KRKD—9:30, U.S. Weather.
KFOX—9, Hit Revue, 9:30, Bronze-men, 9:45, Wayne King.
KGER—9, News, Mizpah, 9:15, March Ahead of Time, 9:30, Revival, 9:45, Full Gospel.
KFXM—9, Don Arres, 9:30, Variety, 9:45, McFarland Twins Orch.
KFSD—9:30, Lunch at Waldorf.
KGB—9, Don Arres, 9:30, McFarland Twins.

KFVD—9:15, News, 9:30, Parade.
KTMS—9, News, 9:15, Melody, 9:30, Luncheon at Waldorf.
KDB—9, Don Arres, Tenor, 9:30, Thompson Orch.
KVOE—9, Don Arres, 9:15, Monitor News, 9:30, McFarland Twins.

10 to 11 A. M.

KFI—10, I Am American, 10:15, On the Job, 10:30, Rhythm Machine, KNX—10, Country Journal, 10:30, Town Crier, 10:45, Brush Creek Follies.
KHJ—10, Might Be You, 10:15, World's Fair Band, 10:30, Noble Orch.
KECA—10, Our Half Hr., 10:30, Pan-American Fellowship, 10:45, World's Fair Band.
KMPC—10, Smorgasbord.
KFXM—10, Vera Brodsky, 10:30, Ranch Boys, 10:45, News.
KMTR—10, Woman's World, 10:30, Special Events, 10:45, News.
KFAC—10:15, L. A. County Medical Assn, 10:30, News, 10:45, Gothic Tower.
KGFJ—10, News, 10:30, Moods in Verse, 10:45, City Dwellers.
KFOX—10, News, 10:15, Donald Novis, 10:30, Organ, 10:45, Towner Concert.
KGER—10, News, 10:05, Rev. Smith, 10:20, Rev. Ivie.
KFSD—10, News, 10:05, Variety, 10:15, World's Fair Band, 10:30, Noble Orch.
KFSD—10, Our Half Hour, 10:30, World's Fair Band.
KGB—10, Might Be You, 10:30, Stocks, 10:35, Noble Orch.
KFVD—10, Gospel in Song, 10:30, Serenade.
KTMS—10, Our Half Hour, 10:30, Biltmore Hotel Orch.
KDB—10, This Might Be You, 10:15, Monitor News, 10:30, Noble Orch.
KVOE—10, Might Be You, 10:15, Symphonic Band, 10:30, Noble Orch.

11 A. M. to 12 Noon

KFI—11, Hollywood Bar Assn, 11:15, Boy, Girl & Band, 11:30, U. S. Army Recruiting, 11:45, Long Orch.
KNX—11:30, News, 11:35, Old Vienna.
KHJ—11, Air Cadet Quiz, 11:30, Mutual Dons, 11:45, Gagen Orch.
KECA—11, Chaparral Club, 11:15, Byrne Orch, 11:30, Scott Orch.
KFVB—11:30, News, 11:45, Selvin Orch.
KMPC—11, Music for Madame, 11:30, Varieties.
KMTR—11, Dr. Talbot, 11:30, Stocks, 11:45, Special Events.
KFOX—11, Man on the Street, 11:45, Hawaiians.
KGFJ—11, News, Stocks, 11:15, Music.
KRKD—11, Paddock Flashes, 11:30, News.

RADIO LIFE SHORT WAVE GUIDE

Edited by EARL G. DE HAVEN

Reception Conditions—12 Midnite to 7 A. M., GOOD—7 A. M. to 4 P. M., GOOD
4 P. M. to Midnite—GOOD

English Speaking Short Wave Newscasts 'ROUND THE DIAL 'ROUND THE WORLD

Time	Megs.	City	Station	Time	Megs.	City	Station
MORNING							
12:00 Mid.	11.83	Melbourne	VLW-3	3:00 P.M.	15.11	Berlin	DJL
12:00 Mid.	9.53	Suva, FIJI	VPD-2	3:30 P.M.	11.77	Berlin	DJD
3:15 A.M.	17.82	Rome	2RO-8	4:30 P.M.	11.75	London	GSD
	15.30	Rome	2RO-6	4:00 P.M.	15.18	Moscow	GSD
3:30 A.M.	17.79	London	2RO-6	4:15 P.M.	15.11	Berlin	DJL
3:45 A.M.	15.11	Berlin	GSG		11.77	Berlin	DJD
5:00 A.M.	17.81	London	DJL	5:00 P.M.	15.15	Stockholm	SST
5:15 A.M.	15.11	Berlin	GSV	5:15 P.M.	15.11	Berlin	DJL
7:45 A.M.	11.78	Manchoukuo	MTCY		11.77	Berlin	DJD
7:40 A.M.	17.82	Rome	2RO-8	5:30 P.M.	15.19	Chungking	XGOX
8:00 A.M.	17.81	London	GSV	EVENING			
8:15 A.M.	15.20	Berlin	DJB	6:30 P.M.	11.75	London	GSD
10:00 A.M.	15.26	London	GSI	7:00 P.M.	11.81	Rome	2RO-4
10:20 A.M.	15.19	Finland	OIE	7:30 P.M.	11.77	Berlin	DJD
11:25 A.M.	11.81	Rome	2RO-4		9.61	Berlin	DXB
	15.30	Rome	2RO-6		15.11	Berlin	DJL
AFTERNOON							
12:30 P.M.	17.82	Rome	2RO-8	9:00 P.M.	9.61	S. Africa	ZRL
	15.23	London	2RO-14	9:00 P.M.	11.77	Berlin	DJD
12:50 P.M.	15.31	London	GSP		9.61	Berlin	DJB
1:30 P.M.	17.82	Rome	2RO-8	9:05 P.M.	15.16	Tokyo	JZK
	11.81	Rome	ZRO-4	10:15 P.M.	11.75	London	GSD
1:45 P.M.	15.31	London	GSP	10:30 P.M.	15.30	Rome	2RO-6
					9.63	Rome	2RD-3
				11:00 P.M.	11.78	Manchoukuo	MTCY

(All time is Pacific Standard)

Important: Clip and save this list as it will not appear again until revisions make it necessary.

The World on Your Dial

By Earl G. De Haven

FOLLOWING quite logically our story of India and its short-wave stations, we consider this week the short-wave activity of China, "the very heart of Asia." As in an ancient day under the invincible Ghengis Khan, or today under a courageous Chiang Kai Shek, China, like India, is still a great sprawling land, steeped in legend, lore, and mystery.

China is a land (and the only one) where each year one of the major problems of its government is to determine how many native people HAVE TO DIE of starvation in order that untold (and uncounted, for the most part) people may live. Her people, exploited by first one nation, then another, nevertheless keep their heads up, as brave people do, and press steadily on, to rise higher after

each apparent reverse in the family of sovereign countries.

While making no claims or boasts of anything spectacular or outstanding in the way of achievement in the field of radio, China does "tell the world" her problems, and at the same time contribute liberally to this same world in music and entertainment. The land that gave the world the great and heroic Sun Yat Sen has short-wave voices that reach every part of the world, although not as consistently as some.

Best known and most consistent in performance of China's short-wave units is XGOY at Chungking, Chiang Kai Shek's capital city. Known as "The Voice of China," this station operates on 9.65 and 11.90 Mc. All programs on the 9.65 fre-

RELIGIOUS BROADCASTS

SUNDAY

7:30 a.m.	KRKD—Rev. Squires
7:45 a.m.	KNX—Voice of the Pulpit
8:00 a.m.	KMTR—Swedish
8:00 a.m.	KFAC—Country Church
8:00 a.m.	KGER—Rev. Dowell
8:00 a.m.	KNX—West Coast Church
8:30 a.m.	KFWB—Union Rescue Mission
8:30 a.m.	KNX—Salt Lake City Tabernacle
8:30 a.m.	KFVD—Christ Church
8:45 a.m.	KMTR—Bob Shuler
9:00 a.m.	KNX—Columbia Church
9:00 a.m.	KECA—Liberal Catholic Hour
9:00 a.m.	KESD—St. P. Churches
9:30 a.m.	KGER—Revival
10:30 a.m.	KFSG—Aimee McPherson
11:00 a.m.	KFAC—Open Door Church
11:00 a.m.	KFVD—First Methodists
11:00 a.m.	RDB—All Saints Church
11:30 a.m.	KTMS—Presbyterian Church
12:00 noon	KECA, KTMS, KFSD, Vespers
12:00 noon	KMTR—St. Brendan's Choir
1:30 p.m.	KVOE—Lutheran Hour
2:00 p.m.	KECA—Catholic Hour
2:15 p.m.	KMTR—Rev. Curry
3:00 p.m.	KFSG—Evangelistic
3:00 p.m.	KTMS—White Tabernacle
4:30 p.m.	KFOX—Preside Church
5:00 p.m.	KECA—Church Interdenominational
5:00 p.m.	KHJ-KVOE-KGB-KFXM-KDB—Revival Hour
5:30 p.m.	KFOX—Kingdom Temple
5:30 p.m.	KMTR—Martin L. Thomas
7:00 p.m.	KFSD—Josiah Hopkins
7:00 p.m.	KFSG—Aimee Temple McPherson
8:00 p.m.	KMTR—Floyd Johnson
8:00 p.m.	KFAC—Open Door Church
8:00 p.m.	KFWB—Dr. Stewart MacLennan
8:00 p.m.	KGB—White Temple
8:15 p.m.	KVOE-KHJ-KDZ—Pastor's Study
9:15 p.m.	KHJ-KGB-KVOE-KFXM-KDB—Voice of Prophecy

quency are in English. XGOY's schedule on 9.65 Mc. is 5 to 6:30 a. m. It operates from 3 to 6 a. m. on 11.90 Mc.

Frequently heard between 5:30 and 6:30 p. m. is XGOX at Chungking on 15.19 Mc. English news and interesting musical selections comprise the program. Shanghai boasts two short-wavers in XMHA on 11.90 Mc., operating near midnight and from 7 to 8 a. m., with Chinese dance music; also XTC on 9.29 Mc., but considerably weaker in signal, is heard near 5 a. m. Playing both native and American music is XPSA on 7.01 Mc. at Kweiyang—schedule, 5:30 to 6:30 a. m.

Fitzpatrick Orch. 6:30, Hit Time.
6:45, Hawaiian.
KGER—6, News, 6:05, Latin Hour.
6:30, Italian Journal.
KFXM—6, World's Fair Party, 6:30, John B. Hughes.
KRKD—6:45, Father Flynn.
KFSD—6, News, 6:15, Monroe Orch.
6:30, Melody in the Night.
KGB—6, World's Fair Party, 6:30, News and Views, 6:45, Miller Orch.
KFVD—6, Evening Serenade.
KTMS—6, Open, 6:45, Ten Acres Orch. 6:30, Melody in Night.
KDB—6, World's Fair Party, 6:30, John B. Hughes.
KVOE—6, World's Fair Party, 6:30, John B. Hughes, 6:45, Orch.

7 to 8 P. M.

KFI—7, Barn Dance.
KNX—7, Sky Blazers, 7:30, New Voices.
KHJ—7, Levant Orch. 7:15, Inside of Sports, 7:30, Gabriel Heatter, 7:45, Reisman Orch.
KECA—7, Spotlight on Youth, 7:30, Rev. Orch.
KFWB—7, Fred Skinner, 7:15, Immigration, 7:30, Serenade.
KMPC—7, Novatones, 7:15, News, 7:30, Joe Hernandez.
KMTR—7, Music, 7:45, Special Events.
KFAC—7, Christian Science, 7:15, London News, 7:30, Dr. Fifield.
KGFJ—7, Spanish Hour.
KRKD—7, News, 7:15, Three-Quarter Time, 7:30, Do You Know?
KFOX—7, Walsh Orch. 7:15, Melodies, 7:30, Grier Orch. 7:45, Eventide Echoes.
KGER—7, News, 7:05, Holy Ghost Rally.
KFXM—7, Levant Orch. 7:15, Instate of Sports, 7:30, Ave Maria Hour.
KFSG—7:45, Healing.

KFSD—7, Whistling Parson, 7:30, Biltmore Orch.
KGB—7, Levant Orch. 7:15, Inside of Sports, 7:30, Voice of Liberty, 7:45, Jenney Orch.
KTMS—7, Campus Orch. 7:30, Biltmore Hotel Orch.
KDB—7, Keller Orch. 7:30, Reisman Orch.
KVOE—7, Levant Orch. 7:15, Studio, 7:30, Cranium Crackers.

8 to 9 P. M.

KFI—8, News, 8:05, Morgan Orch. 8:15, King Cowboy, 8:30, Sports, 8:45, Gordon Orch.
KNX—8, Hit Parade, 8:45, Noble Orch.
KHJ—8, Maleville Orch. 8:30, Martin Orch.
KECA—8, Tune Out Time.
KFMS—8, Pepperidge Foundation.
KFWB—8, Union Rescue Mission.
KMPC—8, Concert, 8:30, Fishing News, 8:45, U. S. Army.
KMTR—8, Beach Boys, 8:30, Hawaiian.
KFAC—8, Opera.
KGFJ—8, News, 8:15, Crime Is Born, 8:30, Lucca's, 8:15, Quartette, 8:30, Florenhill Orch.
KGER—8, News, 8:05, Hoyos.
KFXM—8, Maleville Orch. 8:30, Martin Orch.
KFSD—8, Savitt Orch. 8:30, Sports, 8:45, Gordon Orch.
KGB—8, Maleville Orch. 8:30, Som.
KFXM—8, Sherman Orch. 8:30, Sports, 8:45, Edison Hotel Orch.
KDB—8, Maleville Orch. 8:30, Heidt Orch.
KVOE—8, Maleville Orch. 8:30, Martin Orch.

9 to 10 P. M.

KFI—9, Paul Martin, 9:30, Carson Orch.

KNX—9, Bill Henry, 9:15, Sports Roundup, 9:30, Day Orch. 9:30, King Orch. 9:55, News.
KHJ—9, News, 9:15, Noble Orch. 9:30, Serpico Orch.
KECA—9, Beverly Hills Club Orch. 9:30, Records.
KFWB—9, Glendale Orch. 9:30, News, 9:45, Ballards.
KMPC—9, Memory Melodies.
KMTR—9, Theatre Group, 9:30, Peter Potter.
KFAC—9, Opera.
KGFJ—9, Jewish Hour.
KFOX—9, News, 9:15, West Orch. 9:45, Christy Orch.
KGER—9, News, 9:05, Church Call, 9:30, Stake Screen Echoes.
KFXM—9, News, 9:15, Noble Orch. 9:30, Serpico Orch.
KFSG—9:30, Sunday School Teacher.
KFSD—9, Beverly Hills Club, Orch. 9:30, Carlson Orch. 9:45, News.
KGB—9, News.
KTMS—9:30, Carlson Orch.
KDB—9, News, 9:15, Dance Orch.
KVOE—9, News, 9:15, Noble Orch. 9:30, Serpico Orch.

10 to 11 P. M.

KFI—10, Harpa Orch. 10:30, Richards Orch.
KNX—10, Crosby Orch. 10:30, Luceford Orch.
KHJ—10, Arnhem Orch. 10:30, News, 10:45, Pearl Orch.
KECA—10, Phil-Harmonia.
KFWB—10, Averill, 10:15, Bowling Notes, 10:30, Sat. Night Swing Session.
KMPC—10, Viennese Music, 10:15, Roller Derby, 10:30, News.
KMTR—10, Merry-Go-Round, 10:15, Phil Lopez Orch. 10:45, Fiddler Orch.

KFAC—10, Melody Hour.
KGER—10, News.
KFXM—10, Viennese Orch. 10:15, Anniwa Boys, 10:30, Hoodii Orch. 10:45, Hamilton Orch.
KGER—10, News, 10:15, Dance.
KFXM—10, Arnhem Orch. 10:30, News, 10:45, Pearl Orch.
KFSG—10, Silver Band, 10:30, Music.
KFSD—10, Harna Orch. 10:30, Richards Orch.
KGB—10, Arnhem Orch. 10:30, News, 10:45, Pearl Orch.
KFVD—10, Jaci the Bellboy.
KTMS—10, Green Mill, 10:30, Classical, 10:35, Florentine Gardes Orch.
KVOE—10, Arnhem Orch. 10:30, News, 10:45, Pearl Orch.

11 to 12 Midnight

KFI—11, News, 11:15, Lucas Orch. 11:30, Archie Loveland Orch. 11:45, Souder Orch.
KNX—11, News, 11:15, Dance Orch. 11:30, Manny Strand Orch. 11:55, News.
KHJ—11, Dale Orch. 11:30, Hawaiians.
KECA—11, Paul Carson.
KFWB—11, Swing.
KMPC—11, Music Nightcap.
KMTR—11, Melody Lane.
KFAC—11, Henry Orch.
KFXM—11, Dale Orch. 11:30, Hawaiians.
KFSG—11, Music 11:15, Prelude to Slumber.
KFSD—11, Nottingham Orch. 11:30, Souder Orch.
KGB—11, Dale Orch. 11:30, Hawaiians, 11:45, Dancing Party.
KTMS—11, Dance Hour, 11:45, Paul Carson.
KVOE—11, Dale Orch. 11:30, Hawaiians.

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.

Abbott-Costello (Sal Hepatica, Ipana)	KFI, 8 p.m. W
Adventures in Reading	KECA, 6:30 p.m. M
Agnes White (participating)	KFI, 2 p.m. M-F
Aldrich Family (Jello)	KFI, 8 p.m. Th
Alice Blair (Stanco)	KFI, 2:30 p.m. M-F
Al Jarvis (Payton Cosmetics, Casa Manana, Federal Outfitting)	KFWB, 12 m. M-Sa
Al Pearce (Camels)	KNX, 6:30 p.m. F
American Album Music (Bayer Aspirin)	KFI, 5:30 p.m. Su
American Challenge (Challenge Creamery)	KFI, 9 p.m. M
American Choral Festival	KHJ, KFXM, KVOE, 5:30 p.m. Sa
American Forum	KDB, KFXM, KVOE, 8:15 a.m. M-F
Amos 'n' Andy (Campbell's Soups)	KNX, KMPC, 7 p.m. M-F
Andy and Virginia (participating)	KMP, 10 a.m. M-F
*Answer Auction (Dutch Boy Paints)	KNX, 8:30 p.m. Th
Arnold Grimm's Daughter (Corn Kix)	KFI, 10:15 a.m. M-F
*Art Bake: (L. A. Soap Co., Slavick Jewelry Co., Solloff Mfg. Co., Plitex Mfg. Co., Coast Federal Savings Assn., Forest Lawn, Penjel Corp., Bleacho, Barbara Ann Baking Co.)	KFI, 3 p.m. M, Th, F, KFI, 3:15 p.m. W, KNX, 7:30 p.m. Th
*Ask-It-Basket (Colgate Dental Cream)	KNX, 10:15 a.m. M-F
Aunt Jennie (Spry)	KNX, 10:15 a.m. M-F
Bachelor's Children (Cudahy Packing Co.)	KHJ, KGB, KDB, KFXM, KVOE, 10:45 a.m. M-F, KFSD, 2:30 p.m. Su
Balboa Park Organ	KFSD, 2:30 p.m. Su
*Battle of Sexes (Molay Shave Cream)	KFI, 8:30 p.m. Tu
Energetic	KFI, 2:30 p.m. Su
*Beat the Band (Corn Kix)	KNX, 4:30 p.m. Th
Best Buys (Folger Coffee)	KNX, 4:30 p.m. Th
Between Bookends	KECA, KFSD, 9:15 a.m. M-F
Beyond These Valleys (Wheaties)	KNX, 1:15 p.m. M-F
*Big Sister (Rinso)	KNX, 9 p.m. Su
Bill Henry	KFSD, KECA, 8:30 p.m. Su
Bill Stern (Adam Hats)	KFI, 5 p.m. Th
Bing Crosby (Kraft Cheese)	KNX, 6:30 p.m. M
Blondie (Prince Albert Tobacco, Camels)	KNX, 6:30 p.m. M
Blanchard McKee (Phillips Milk Magnesia)	KFWB, KTMS, KFSD, 3:30 p.m. M-F
*Blitz Quiz	KHJ, KGB, KDB, KFXM, KVOE, 10:45 a.m. M-F, KFSD, 2:30 p.m. Su
Blue Beetle	KVOE, KHJ, KGB, 5:45 p.m. Tu, Th
Bookworm	KHJ, 2:15 p.m. M-F
Bob Garred (Mennen's Toiletries, Bathasweet)	KNX, 7:30 a.m. M-F
Bob Garred (20 Grand Cigs.)	KNX, 9:45 p.m. M-F
Bob Garred (Peter Paul Mounds)	KNX, 4:45 p.m. M-F
*Bob White	KFWB, 6 a.m. M-Sa
Bridge Club (B'way, Hollywood)	KFI, 10:30 p.m. M-F
Bud Barton	KECA, 4 p.m. M-F
Burns & Allen (Span)	KFI, 6:30 p.m. M
Cabbages and Kings (Zeeman's Clothing)	KECA, 7:30 p.m. Tu
Canadian Holiday (Canadian Railways)	KECA, KTMS, KFSD, 7:30 p.m. Th
Camel Caravan (Camels)	KFI, 6 p.m. Th
Carnation Contented (Carnation Milk)	KFI, 6 p.m. Th
Carol Leighton (Bayer Aspirin)	KFWB, KTMS, KFSD, 3:45 p.m. M-F
*Catalina Quiz (Wilmington Trans. Co.)	KFOX, KFSD, 3:45 p.m. M-F
Catalina Quiz (Wilmington Trans. Co.)	KNX, 11:30 a.m. M-F
*Chef Milani	KMPC, 8:45 p.m. M-F
Children's Hour	KFAC, 5:30 p.m. M
Chicago Round Table	KFI, KFSD, 10:30 a.m. Su
Chicago Tonight	KHJ, KGB, KHJ, KVOE, 8 p.m. Tu
Church of Air	KNX, 9 p.m. Su
Classic Hour (Packard Motor Car)	KECA, 1 p.m. M-Sa
Club Matinee	KECA, 12:30 p.m. Sa
Columbia Symphony	KNX, 11 a.m. Su
Columbia Workshop	KNX, 4 p.m. Su
Comics	KHJ, 5:15 p.m. M-F
Command Performance	KHJ, KVOE, 8:30 p.m. Su
Concert Hall	KMPC, 2:30 p.m. M-Sa
Court of Missing Heirs (Ironized Yeast)	KNX, 5:30 p.m. Tu
*Crime Doctor (Philip Morris Cigs.)	KNX, 7 p.m. Su
Cub Theatre (Kay's Beverage)	KMPC, 7:00 p.m. Su
Death Valley Days (Pacific Coast Borax)	KFI, 8:30 p.m. F
Don Ameche (Old Gold Cigarettes)	KFI, 6 p.m. W
Dr. Christian (Vaseline)	KNX, 1:30 p.m. W
*Dr. J. Q. (Milky Way Candy)	KFI, 5 p.m. M
Dr. Kute (Sperry Flour)	KFI, 9:45 a.m. M
Easy Aces (Anacin Co.)	KECA, KFSD, 8 p.m. Th, W, Th
Eddie Albright (Log Cabin Bread, Battle Creek, Forest Lawn)	KHJ, 11:15 a.m. M-F
Eddie Albright (participating)	KHJ, 2:15 p.m. M-F
Elliory Queen (Gulf Oil)	KMPC, 3:30 p.m. Su
Elliott Roosevelt (Lyons Toothpaste)	KFOX, KFWB, KTMS, 7:15 p.m. M, W, F, KNX, 4:55 p.m. D
Elmer Davis (Gillette Shave Cream)	KNX, 4:55 p.m. D
Fitch Bandwagon (Fitch Shampoo)	KFI, 3:30 p.m. Su
Fletcher Wiley (Campbell Soup, Alaska Salmon, Coleman Lamp and Stove, Coast Federal Savings, Dash Soap, Day and Nite Water Heater, Helms Bakery, Hy-Pro, Hydro Pure, Loma Linda, Lindsay Olives, May Co., Meyenberg Milk, Nestle's Chocolate, Pillsbury Flour, Snowdrift, Tang)	KNX, 3:20 p.m. M-F, 10:30 a.m. M-F, KNX, 5 p.m. M
Forecast	KNX, 5 p.m. M
Frank & Archie	KFSD, 1:30 p.m. M-F, KECA, 9:45 p.m. M-F
Fred Waring (Chesterfield Cigs.)	KFI, 7 p.m. M, Tu, Th, F
Friendly Neighbors (Alka Seltzer)	KHJ, KGB, KVOE, KFXM, KDB, 9:30 p.m. M-F
Fulton Lewis	KHJ, KGB, KDB, KFXM, 9:30 p.m. M-F
Gabriel Heatter (Liberty Magazine)	KHJ, KGB, 7:30 p.m. Th, Sa
Garden Club (Bandini Fertilizer)	KECA, 12:30 p.m. Su
Gene Autry (Doublemint Gum)	KNX, 2:30 p.m. Su
Girl Alone (Quaker Oats)	KFI, 1 p.m. M-F
Goldbergs (Oxydol)	KNX, 9 a.m. M-F
Good Will Hour (Ironized Yeast)	KTMS, KECA, KFSD, 6 p.m. Su
Grand Central Station (Listerine, Prophylactic Brushes)	KNX, 5:30 p.m. F
Grandma Travels (Tab-O)	KFWB, KFOX, 2:45 p.m. M-F
Grant Park (Concert)	KNX, 6:30 p.m. M
Green Hornet	KHJ, KVOE, KFXM, 4:30 p.m. M, W
Guy Lombardo (Lady Esther Cosmetics)	KNX, 6 p.m. M
Haven of Rest	KFXM, KDB, KHJ, KGB, 3:30 p.m. M-F, KVOE, 12:30 p.m. Su, KVOE, 3:30 p.m. M, Tu, KVOE, 3:45 p.m. W, Th
Heart of Julia Blake	KFI, 10:15 p.m. M, W, F
Helen Mencken (Bayer Aspirin)	KNX, 5 p.m. Th
Helen Trent (Hopper Cosmetics)	KNX, 8:30 a.m. M-F
Help Thy Neighbor (Peppermint Foundation)	KFWB, 7:15 p.m. Su
Hiway Romances (Greyhound Bus)	KHJ, KGB, KVOE, KDB, 10:15 a.m. Su
Hilltop House (Palmolive Soap)	KNX, 12:30 p.m. M-F
Hit Parade (Lucky Strikes)	KNX, 8 p.m. Sa
Hollywood Playhouse (Woodbury Soap)	KFI, 7 p.m. W
Homemakers Direct (participating)	KTMS, 10:15 a.m. M, W, F
Honeycomb Hill (Cal-Aspirin, Halev, M-O)	KTMS, KFCB, KFSD, 11:15 a.m. M-F
Hour of Charm (General Electric)	KFI, 6 p.m. Su
Hymns of All Churches (Kitchen Tested Flour)	KFI, 10:45 a.m. M, Tu, Th
*Information Please (Canada Dry), KECA, KFSD, KTMS, 7 p.m. Tu	
Inglewood Park Concert (Inglewood Cemetery)	KNX, 8 p.m. Su
Inside Sports (Bayer Cigs.)	KHJ, KGB, KFXM, 7:15 p.m. Tu, Th, Sa
Invitation to Learning	KNX, 12:30 p.m. Su
Irene Rich (Welch Grape Juice)	KFI, 7:15 p.m. Su
Irene Wicker	KECA, KFSD, 4:30 p.m. M, Tu, W, F
*Jack Owens (Town Talk Bread)	KNX, 4:30 p.m. M, W, F
John B. Hughes (Brown Williamson Tobacco)	KHJ, KGB, KVOE, KFXM, KDB, 6:30 p.m. M-Sa
John Clark (Marco Dog Food)	KNX, 8 p.m. M-F
John Nesbitt (Bank America)	KECA, KFSD, KFI, 9 p.m. Tu
Johnny Murray (Smart & Final)	KFI, 8:30 a.m. M, W, F
Johnny Presents (Philip Morris Cigs.)	KFI, 7:30 p.m. Tu
Johnny Presents (Philip Morris Cigs.)	KNX, 7:30 p.m. Tu
John's Other Wife (Freezone, Kolynos)	KTMS, 8 p.m. M-F
Johnson Family	KECA, KFSD, 11:30 a.m. M-F, KDB, KVOE, 9:30 a.m. M-F, KVOE, KDB, 6:15 p.m. M-F, KECA, 1 p.m. M-Sa
Jose Rodriguez	KNX, 2:30 p.m. M-F
Joyce Jordan (La France, Satina, Minute Tamora)	KNX, 2:30 p.m. M-F
Just Plain Bill (Anacin, Fly Ded)	KECA, KFSD, KTMS, 11:45 a.m. M-F
Kaltenborn	KFI, 3:45 p.m. Tu, W, Th, Sa
*Kash Kwik (Log Cabin Bread)	KFWB, 8:30 p.m. M-F
Kate Smith (Bake Powder, Swansdown)	KNX, 2:45 p.m. M-F
Kathleen Norris (Wheaties)	KNX, 1 p.m. M-F
Kathleen Norris (Wheaties)	KFI, 9:30 a.m. M-F
*Kay Kyser (Lucky Strikes)	KFI, 6 p.m. W
Kid's Quizaroo	KFI, 5 p.m. Sa
Kitty Keene (Dreft)	KFI, 1:15 p.m. M-F
Know Your America (E.E.P.)	KVOE, KHJ, 2:30 p.m. W
Knock Manning (White King, Sierra Pine Soaps)	KNX, 11:45 a.m. M-F
Kraft Music Hal (Kraft Cheese)	KFI, 5 p.m. Th
*Lampighter	KHJ, 4:45 p.m. F
*Lanny Ross (Campbell Soups)	KNX, 7:15 p.m. W-F
Let's Play Bridge	KVOE, KHJ, KGB, 1:45 p.m. M-F
Let's Talk Over News	KMPC, 8:30 p.m. M-F
Life of Byron	KHJ, KVOE, KDB, KGB, KFXM, 1 p.m. Tu
Listener's Playhouse	KFI, 4:00 p.m. Sa
*Lanny Ross (Campbell Soups)	KNX, 7:15 p.m. W-F
Lone Ranger (Western Bakers)	KDB, KHJ, KGB, KVOE, 7:30 p.m. M, W, F, KFSD, KECA, 9:30 a.m. Sa
Lunch Waldorf (Camels)	KFSD, KECA, 9:30 a.m. Sa
Maddox Family (Anacin, Kolynos)	KFWB, KTMS, KFSD, 3 p.m. M-F
Ma Perkins (Procter & Gamble)	KFI, 11:15 a.m. M-F
Major Bowes (Chryster)	KNX, 3 p.m. M
Major League Baseball (Pontiac)	KMPC, 12:30 p.m. M-F
Malcolm Claire	KECA (KTMS, KFSD), 4:45 p.m. M, Tu, W, F
Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)	KFI, 5 p.m. Su
Martha Webster (Campbell's Soup)	KNX, 11:15 a.m. M-F
Mary Foster (Globe A-1 Flour)	KNX, 3 p.m. M-F
Mary Marlin (Ivory Flakes)	KFI, 11 a.m. M-F
Masterpieces (Holly Music Shop)	KFAC, 3 p.m. M-F
Masterworks	KNX, 10:30 p.m. M-F
Meet Miss Julia (Flit)	KNX, 2:30 p.m. Su
Melody Ranch (Wrigley Gum)	KFI, 5:30 p.m. Tu
Meredith Wilson	KFI, 1:30 p.m. M-F
Milkyway (Tops)	KFI, 7 p.m. Sa
*Miss to Cherish (Albers Cereals)	KFI, 2:15 p.m. M, W, F
*Missing Heirs (Ironized Yeast)	KNX, 5:30 p.m. Tu
Morning Jamboree (Bekins)	KECA, 9:30 a.m. M-F
Mr. Keen (Bisodol)	KFSD, KECA, 8:15 p.m. Tu, W, Th
My Son and I (Calumet Bake Powder, Swansdown)	KNX, 10:45 a.m. M-F
Myrt and Marge (Supersuds)	KNX, 12:15 p.m. M-F
National Burn Dance (Alka Seltzer)	KFI, 7 p.m. Sa
Neighbors Woodcraft (Woodcraft Insurance)	KHJ, KGB, 8 a.m. Tu, Th
Newsreel (Royal Crown Cola, Par-T-Pak)	KMPC, 4:30 p.m. M-F
Nick Harris	KECA, 1 p.m. Su
Night Editor (Cardinet Candy)	KFI, 8:30 p.m. Su
Nobody's Children	KHJ, KVOE, KDB, 4:30 p.m. Sa
Novatones	KGB, KHJ, 12:30 p.m. Su, KMPC, 3:00 p.m. M, W, F, KMPC, 7 a.m. Sa
Old Fashioned Revival (Gosp. Br'de'tne Assn.)	KHJ, KFI, 3 p.m. Su
Old Gold Show (Cigarettes)	KGB, KVOE, KDB, KFXM, 3 p.m. Su
One Man's Family (Standard Brands)	KFI, 4:30 p.m. Su
O'Neill's (Ivory Soap)	KFI, 1:45 p.m. M-F, KFI, 8:15 a.m. M-F
Open Forum (Floyd Allen)	KFAC, 7 a.m. Su
Orange County Public Forum	KVOE, 2 p.m. Su
Orphans of Divorce (Dr. Lyons Tooth Powder)	KTMS, 4:30 p.m. M-F
Our Gal Sunday (Anacin)	KECA, KFSD, 11 a.m. M-F
Paging Post	KHJ, KDB, KVOE, 7 p.m. M, Tu, Th, F
Parker Family (Woodbury Soap)	KFI, 8:15 p.m. Su
Passing Parade (Bank America)	KECA, KFSD, KTMS, 8 p.m. M
Paul Martin Party	KFI, 9 p.m. Tu
Paul Sullivan (Raleighs)	KNX, 9 p.m. M-F
People's Platform	KNX, 3 p.m. Sa
Pepper Young's Family (Camay, Oxydol)	KFI, 11:30 a.m. M-F
Phil Harmonia	KFI, 10 p.m. Daily
Pickard Family (Dr. Cowen)	KMPC, 8:00 p.m. Su-F
Pipe Smoking Time (Model Tobacco)	KNX, 7:30 p.m. M
Plantation Party (Bugler Tobacco)	KFI, 7:30 p.m. W
Pleasure Time (Chesterfield)	KFI, 7 p.m. M, Tu, Th, F, KFI, 3 p.m. W

The Green and Gold and Colors of Radio

Like traditional striped ties of English schools, colors play important parts in the broadcasting of major radio.

Brightly-blazoned tags, not Raymond Gram Swing's crisp, clear voice, or Kate Smith's high C's, identify one network from another to the busy hooker-uppers at the American Telephone and Telegraph Company.

Across their nationwide patchwork of wires, CBS is purple, NBC is red, Mutual is gold, Don Lee brown and emerald, Inter-City russet, Texas State ebony, Colonial amber.

Last week, shirt-sleeved Mutual network executives met for a history-making, heated conference that almost ruffled color-minded AT&T men. They emerged from meeting, proud, perspiring. The news:

Henceforth, Mutual's colors would be green and gold. There were good reasons: Green was photogenic, piped art department. It looked better on coverage maps, insisted sales promotion. Green stood for greenbacks, reminded a super-salesman. It was a natural go-ahead signal, symbolizing progress, whistled the press department, thinking of Mutual's sixth birthday, on October 2.

Orders went out. Banners, nameplates, letter-heads, decorations were to be changed from gold-and-blue to green-and-gold. Only from the telephone company came a minor suggestion. Would Mutual mind very much if the color tag for Mutual remained gold? They had another customer—The Exponent Network of West Virginia—that would turn green with envy if such a change were made. They had used that color for years. . . . Mutual is still gold.

★ ★ ★

HOLMES BACK

Sherlock Holmes returns to the NBC-Blue network Sept. 29.

In Radio Life Next Week

Three Great Feature Stories and Articles

STORY OF SWING, by Don Sabre

Not the story of that kind of music as you might guess; but an illuminating article by a fine writer, on the personality and methods of Raymond Gram Swing, the Radio World's Miracle Man.

HUMAN BLOOD BANK, by Hanson H. Hathaway

A moving story of one of radio's greatest contributions to society and of the woman who made that contribution possible. This article is one of the best in the Radio Month.

WILES OF WILEY, by Carol Huskins

A crisp and tangy article about Fletcher Wiley. So, you listen to Fletcher, do you? Then you'd be interested in what Miss Huskins, a newcomer to Radio Life columns, has to say about a familiar radio salesman.

AND, OF COURSE! All the regular interesting features by these well-known radio writers, Bernie Smith (Coming Out of the Ether); Chef Milani (Food Filosofy); Mort Werner and his "Wax Crax," Radio Life Lines by Buck Hathaway, Earl G. DeHaven's "The World on Your Dial," PLUS

FALL FASHION HINTS

for All Kinds of Purses—

An instructive interview on what women will be wearing this fall, held with Frances "Speaking of Glamour" Scully, National Broadcasting Company's capable Fashion Expert.

PLUS

RADIO—WEST, NATIONAL, INTERNATIONAL

A department of terse, punch-packed and informative Shorter-Short stories, articles and criticism selected as the best from thousands of items from throughout the world.

You get your penny's worth with Radio Life. Sold only through independent markets through arrangements, for your convenience, with market officials whose watchword is public service in your neighborhood.

Musical Likings

Meredith Willson, conductor of "Musical Revue." "The true music lover appreciates all kinds and types of music. The best in hill-billy, the best in cowboy laments, the best in swing, and the best of the old masters. It's the potpourri which really forms the background for intelligent musical appreciation."

Nickel For Penny

A prominent market manager recently phoned to tell us that housewives in his neighborhood think the cost of 1 penny for Radio Life is a gag. He has a hard time convincing some of them that he does not make up any difference in the penny charge and what they think must be the true cost, usually set at 5 cents.

Portia Faces Life (Post-Toasties)	KFI, 12:45 p.m. M-F
Pot o' Gold (Tums)	KFSD, KECA, 4:30 p.m. Th
Pretty Kitty Kelly (Wonder Bread, Hostess Cake)	KNN, 12 p.m. M-F
*Professor Askew	KFSD, 7:30 p.m. Su
*Prof. Puzzlewit (Gallen Kamp Shoes)	KFI, 3 p.m. Su
*Professor Quiz (Teel)	KNN, 8:30 p.m. T-
Full Over Neighbor (Wilshire Oil)	KHJ, KGB, KVOE, 8 p.m. M
*Question Bee (Rinso)	KNN, 8:30 p.m. W
*Quiz Court (Petrol Corp.)	KFI, 8 p.m. F
*Quiz Kids (Alka Seltzer)	KECA, KTMS, KFSD, 7 p.m. W
Raymond G. Swing (General Cigars)	KHJ, KVOE, KFXM, KNN, 5:45 p.m. M-F
Red Cross	KECA, 9 a.m. Su
Renfrew (sustaining)	KECA, 2:30 p.m. Sa
Reported Missing	KFWB, 3 p.m. Su
*Right to Happiness (Chipsco)	KNN, 9:30 a.m. W
Road of Life (Chipsco)	KFI, 12 p.m. M-F
Robert Gordon (Dr. Cowen)	KFWB, 7:45 p.m. M-F
Rocky Gordon	KECA, 4:15 p.m. M-F
Rudy Vallee	KECA, 6 p.m. Th
St. Brendan Choir	KMTR, 12 m. Su
Salt Lake Tabernacle	KNN, 8:30 a.m. Su
Sands of Time	KHJ, KGB, KVOE, 4 p.m. Tu
Saturday Night Serenade (Far Milk)	KNN, 5:45 p.m. Tu
Second Husband (Bayer Aspirin)	KVOE, KHJ, KGB, 5 p.m. Tu
Secret Agent (sustaining)	KFXM, KDB, 7:30 p.m. Tu
Shafter Parker	KVOE, KHJ, KDB, 5:30 p.m. M-F
Sid Ziff (L. A. Brewing)	KFWB, 7 p.m. M
Signal Carnival (Signal Oil)	KFI, 6:30 p.m. Su
Skyblazers (Continental Baking)	KNN, 7 p.m. Sa
Show Boat (Avalon Cigarettes)	KFI, 12 p.m. M
Social Secretary	KMPC, 9:30 p.m. Su
*Society Girl (Mazola)	KMPC, 4 p.m. M, W, F
Song Stories	KNN, 11 a.m. M-F
Song Stories	KMPC, 6 p.m. M-F
Songfellow (Town Talk Bread)	KFI, 9:00 a.m. Tu, Th, KFI, 9:30 a.m. Sa

Sports Huddle (Marvel Cigarettes)	KNN, 6:45 p.m. Tu, Th, Sa
Stepmother (Colgate Tooth Powder)	KNN, 12:45 p.m. M-F
Strange As It Seems (Colgate-Palmolive)	KNN, 8 p.m. Th
Studio Dark Room	KECA, 9 p.m. Th
Summer Pastime	KFI, 6 p.m. Tu
Sunday Evening Hour (Ford Motor Co.)	KNN, 5 p.m. Su
Telephone Show (Telephones)	KFI, 4 p.m. M
Texaco Star Theatre (Texas Co.)	KNN, 5 p.m. W
Treasure Chest	KFI, 4:30 p.m. Tu
Time Out Time	KECA, 3 p.m. Sa
Twilight Trails (Brown & Williamson)	KFXM
	KHJ, KGB, KVOE, KDB, 8:45 p.m. Tu, Th
*Uncle Walter's Dog House (Raleigh Tobacco)	KFI, 6:30 p.m. Tu
Union Oil Opera (Union Oil Co.)	KFI, 7:30 p.m. M
Vagabond Trail	KVOE, KFXM, KHJ, KGB, 11 p.m. M
Valiant Lady (Wheaties)	KFI, 10:30 a.m. M-F
Vera Vague (Signal Oil)	KFI, 6:30 p.m. Su
Vie and Sude (Crisco)	KFI, 11:45 a.m. M-F
Voice of Prophecy (Self)	KVOE, KHJ, KGB, 9:15 p.m. Su
Walter Winchell (Jergens Lotion)	KFI, 8 p.m. Su
Walutz Time (Milk of Magnesia)	KFI, 5 p.m. F
Washington Merry-Go-Round (Williams Shave Cream)	KECA
	KFSD, KTMS, 7:30 p.m. M
*We, the People (Sanka)	KNN, 8 p.m. Tu
*What's On Your Mind? (Planters Peanuts)	KNN, 8 p.m. M
When Presses Roar (Evening Herald-Express)	KFI, 7:30 p.m. Su
Where Are You From?	KHJ, KVOE, 4 p.m. F
Wines for America	KHJ, KVOE, 4 p.m. Su
Wines Over America	KFI, 8:30 a.m. F
Wife Saver	KECA, 10:45 a.m. M, W, F
*Word Hunters (Golden State)	KECA, 12:15 p.m. M, W, F
Woman in White	KFI, 8 a.m. M-F
World's A Stage (Iris Coffee)	KFI, 7 p.m. Su
Wythe Williams	KHJ, KVOE, KDB, KGB, 4 p.m. Th, KHJ, KVOE, KFXM, 3:45 Su
Young Dr. Malone (Post Bran)	KNN, 2 p.m. M-F
*Your Treat (Armour & Co. Products)	KFI, 9 a.m. M, W, F

The only one of your past habits you
can keep is listening to
I'LL NEVER FORGET



Everyone has some moment in his life that lies forever in his memory. The tears, laughter, and drama that come in each lifetime for one unforgettable moment are brought to you in the authentic stories presented by True Story Magazine.

LISTEN TO

I'LL NEVER FORGET

9:00-9:15 a. m.

Monday, Wednesday, and Friday

ON DON LEE STATION
K H J