

December 22-28

ACCURATE LOGS 7 DAYS IN ADVANCE

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Radio LIFE

Vol. 2

No. 15

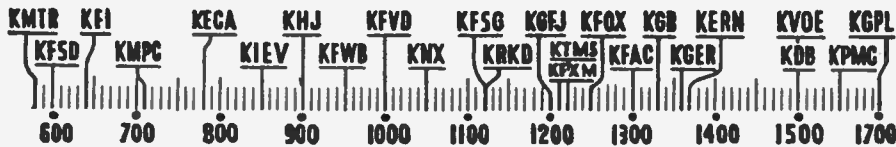


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See Page 7

**THE RADIO LIFE OF RADIO LAND
BID ALL GOOD CHRISTMAS**

Locate Your Stations Here



THE EAR INSPIRES THE PEN—

Note: This department is open to readers to air their opinions on any subject inspired by radio listening, in general to give the radio listening public an outlet for expression. The editor reserves the right to edit all letters. The writer's name will be withheld on request, but all letters must be signed. Try to keep all letters within 100 words.

★

Le Roy Cockerill,
3107 Pueblo Ave., Los Angeles.

Sirs: What is the future of television, and how and where may I secure accurate information as to price and reliability of performance in a house set to be distributed in El Sereno district, off 5000 Huntington Drive?

Ed. Note: Reader Le Roy Cockerill is referred for an answer to the first part of his question to the Radio West article in this issue entitled "Television Future," and for more specific information on price and reliability and location of a set to Radio Maintenance Company, 325 South Western avenue, Los Angeles, or to consult any network engineer who, ordinarily, is glad to assist in solution of knotty radio problems.

C. W. Darby,
837 Burlington Ave., Los Angeles.

Sirs: Will you please publish pictures and a writeup about "Jean and John" in "It's a Date," KNX, Sundays. Also tell me if the "Carters of Elm Street" are still on the air, where and when.

Ed. Note: As soon as space and budget make possible the first, Mr. Reader-Listener C. W. Darby. On the second, "Carters of Elm Street" has not been on air since week of July 14, 1940. It was sponsored by Wander Company, makers of Ovaltine.

Malcolm Fuller,
6500 Franklin Ave., Hollywood.

Sirs: Perhaps you can tell me which of two men, Mr. Davies or Mr. Nelson, played the part of "Harry Edwards" in the KECA program "This Is the Show." I'd appreciate your boosting this show because it would be a boost for the listener.

Ed. Note: Richard Davies plays the part of "Harry Edwards." A story on "This Is the Show" will appear in a forthcoming issue.

H. N. Johnson,
142 N. New Hampshire, Los Angeles.

Sirs: There is so much of interest in Radio Life. I am particularly pleased with the Poetry column conducted by Dorothy Randall. Her selections of poems show thought and sincere desire to give worthwhile poems a place.

Mrs. Mollie Sherman,
2732 Cloverdale Ave., Los Angeles.

Sirs: Compliments to Radio Life's staff for an enlightening and interesting radio magazine. A suggestion: Would it

be possible to give in the magazine a list of biographical sketches used on Dr. I. Q.? I would like to send in a biography or two, but would hate to spend time writing up people already given. Many would appreciate such a list.

Ed. Note: If it is possible to obtain the list mentioned, Radio Life will get it and print it later.

Miss E. Moore,
111 N. Olive St., Los Angeles.

Sirs: Will you please tell me where Radio Life can be obtained in downtown Los Angeles?

Ed. Note: At Thrifty Drug Company's Fifth and Hill street store.

M. Wilcox,
Los Angeles.

Sirs: Several months ago a reader expressed the wish that she might be able "to hear the program she would like to hear at the time she would like to hear it." She agreed her idea was fantastic, and it might be to an unsympathetic reader, but if one word were added, to me it would be a most sane and practical suggestion and would not be as difficult to work out as one might at first be inclined to think. The word I would add to her wish is "type." "The type of program she would like to hear at a time she would like to hear it."

Personally there are hours on end from early in the morning until late at night when I would give a great deal to be able to hear soft music—organ, violin, orchestra (without a singer), piano programs of the simpler melodies and sweet ballads sung as they were written, NOT REARRANGED until one does not recognize them.

There are a few scattered programs

like these on the air I grant you, but not always when I can listen, and then interspersed with programs I dislike. I could listen to soft melodious organ music at any time, but not the pompous meanderings over the console indulged in by some of our organists.

My suggestion is that stations specialize in certain types of programs. One station could use the above musical set-up I like, another specialize in serials, those for adults and children on different stations; news, comments, housekeeping helps, variety shows, etc., each on different stations or grouped for listener interest. But the one type that should always be kept separate is the program of sweet music. Those who like swing do not like the waltz or sweet type and we who like the latter do not like swing, and brassy orchestrations.

Sponsors would find this would work out to their benefit, and might I suggest here, too, that a commercial that is too long or used too often frustrates its purpose. You'd perhaps be surprised how deaf one can become during a too long commercial or one used too often during a program.

I trust this letter will be printed and come to the interested attention of radio station managers.

P. S.: Of course we could have one station play re-broadcast transcriptions for telephone requests, but that is rather fantastic, I fear.

John Taylor,
3020 Liberty, South Gate, Calif.

Sirs: Could you tell me if "5 Star Sports Final" will come back on air again?

Ed. Note: "5 Star Sports Final," former KMPC sustaining program, is definitely off air. No reason given by the station.

LATE NEWS FLASH!

Penny Singleton, star of the "Blondie" show this week was taken out of rehearsals on advice of her physicians. Miss Singleton, suffering an attack of pneumonia, will be replaced by Alice White, famed screen star.

CHRISTMAS MEMORANDUM

Full heralded now, the Star has thrust beyond
the far horizon of their eyes; and Song,
from Cosmos out of Cosmos, swells above all sound
of man's strange furies. The night so silent broods
upon a plainting cry of life.

Their furies rise, and burn and twist, all grotesqueries of men
by one sharp lancehead pierce the Future's side.
The plainting cry joins with the Song, and men
go stumbling on. The simple Word, to gold trapped rituals bent,
is lost in these dull vicarships that tear His Limbs
for strange expediency:

Yet, stay! Once more the Song has risen, swells beyond the Earth
of men's contrary conduct. And, in the simple heart,
a surge of Truth pounds past barriers of strange deceptions.
"I am the Son of God. And, thou, my Brother, art His own.
"Stay close to me and in the light of understanding know
"The man-loving heart the kingdom holds.
"My Father would have it so."

—HANSON H. HATHAWAY,
From—The Broad Highway.

RADIO: West * National * International

Music Man

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. "NT" means New Time. "NP" means New Program.

Change	Program	Station	Time	Day
NT	Nick Harris	KECA	9:00 a.m.—Sun.	
NP	Sistine Choir	KNX	10:00 a.m.—Sun.	
NP	Flow Gently, Sweet Rhythm	KNX	11:00 a.m.—Sun.	
NP	This Is Fort Dix	KGB, KVOE	11:00 a.m.—Sun.	
NT	Looks at Books	KECA	1:15 p.m.—Sun.	
NP	Symphony Hall	KFWB	1:30 p.m.—Sun.	
NP	L. A. Bulldogs vs. Hollywood Bears	KMFC	2:00 p.m.—Sun.	
NP	Hidden Stars	KECA, KFSD	2:30 p.m.—Sun.	
NT	I Disagree	KNX	4:30 p.m.—Sun.	
NT	Spelling Beeliner	KNX	5:30 p.m.—Sun.	
NT	Reported Missing	KFWB	7:00 p.m.—Sun.	
NP	Handel's Messiah	KNX	8:30 p.m.—Sun.	
NP	Charlie & Jessie	KNX	10:45 a.m.—Mon., Wed., Fri.	
NP	University Life	KVOE, KFXM, KGB	1:15 p.m.—Mon.	
NP	Waltzes of Old Vienna	KECA	5:15 p.m.—Mon.	
NT	This Is the Show	KECA, KFSD	7:00 p.m.—Mon.	
NT	National Radio Forum	KFSD	7:30 p.m.—Mon.	
NP	Chicagoland Concert	KHJ, KFXM, KGB, KVOE	11:00 p.m.—Mon.	
NT	Classics of Literature	KHJ, KVOE	1:00 p.m.—Tues.	
NP	Carol Candlelight Service	KFXM, KGB	1:15 p.m.—Tues.	
NP	Lighting of National Community Christmas Tree	KECA, KHJ, KGB, KFXM, KVOE	2:00 p.m.—Tues.	
NT	Montreal Symphony	KECA, KFSD	6:00 p.m.—Tues.	
NP	Christmas Story	KECA	7:00 p.m.—Tues.	
NP	Hendrik W. Van Loon	KHJ, KVOE, KGB, KFXM	7:00 p.m.—Tues., Fri.	
NP	Herald Christmas Party	KFI	11:00 p.m.—Tues.	
NP	Mauders Song of Bethlehem	KHJ, KVOE	8:00 a.m.—Wed.	
NP	Santa Barbara Mission	KFXM, KVOE	9:00 a.m.—Wed.	
NP	Christmas Under Fire	RHJ	2:30 p.m.—Wed.	
NP	H. W. Van Loon	KHJ, KGB, KFXM, KVOE	3:00 p.m.—Wed.	
NP	Lest We Forget	KVOE	7:00 p.m.—Wed., Thurs.	
NT	Yella Pessl, Harpsichord	KHJ, KVOE, KFXM, KGB	1:00 p.m.—Thurs.	
NT	Cabbages & King	KNX	2:00 p.m.—Thurs.	
NT	Stars Over Manhattan	KFC	7:45 p.m.—Thurs.	
NP	Doctors at Work	KFWB	8:30 p.m.—Thurs.	
NP	L. A. County Band Concert	KECA	6:00 p.m.—Fri.	
NP	How to Speak	KFI	9:30 p.m.—Fri.	
NP	Girl Scouts	KMCA	9:00 a.m.—Sat.	
NP	Know Your Schools	KFSD	9:15 a.m.—Sat.	
NP	Innocent Bystander	KFI	11:15 a.m.—Sat.	
NP	NP Symphony	KFXM, KVOE, KGB	6:00 p.m.—Sat.	
NT	L. A. County Band Concert	KECA, KFSD	1:00 p.m.—Sat.	
		KECA	10:00 p.m.—Sat.	



Tommy Dorsey of "Fame and Fortune" did not work the coal mines of Mahanoy Plains, Pa., where he was born 35 years ago. He did, however, mine out a career in golden music.

ming pool, tennis court, and a complete miniature railroad in the basement.

Respected by his musicians Dorsey thinks they should have their "moments" on the stand, particularly while working under strain, as is often the case on one-nighters or doubling between two jobs. He thumbs down anything that interferes with good tootling and blowing of music. Brought up as a musician, he feels that music is important; while he has a band his music will be good.

RADIO UNDER STARS: Atop a ridge back of Beverly Hills for some weeks past an elderly gentleman each Wednesday evening at 8:45 has been noticed by motorists and passersby in a piece of idiosyncratic conduct. Watching him interested ones saw him place a small chair in approximately dead center of a field near the ridge top, adjust a small radio set fastened between two posts, then light a pipe, and puffing contentedly, lean back to listen to Texaco Oil company's "Star Theater" program, featuring one Fred Allen.

Picturesque was explanation of this strange elderly conduct as given to Radio Life reporter Don Sabre, who climbed ridge in early evening and questioned the principal of "Radio Under the Stars."

No "poor nut" was the elderly man, but Kenny Baker's (tenor on Texaco Star Theater) odd job man who lives alone in a non-electrified, nonetheless snug shack in rear of Baker's home. East-bound last fall, before leaving Baker ran wire out to field posts so odd-job man John could listen as he worked.

Since Bakers have been away in New York, John has fewer duties, not often

West

PRIDE OF MAHANOY PLAINS: Mahanoy Plains is a grubby, coal dusted area in Pennsylvania's anthracite regions, an area whose nights feature torchlight processions of miners, headlamps blazing whitely against the dark, on their way to lose themselves for strenuous work shifts deep below Pennsylvania's surface, whose days are smoke-choked, noisy with the fury and rumble of the collieries, an area of lusty Irish workmen and their families.

Pride of Mahanoy Plains is 35-year-old Thomas Dorsey, Irish-American. Pride of Thomas Dorsey, Mahanoy Plains born, is home and family, a wife, two children, the home in New York far from the weltering hurly-burly of Pennsylvania mines.

Thomas Dorsey is one of Radio's most easy-to-size-up individuals. Successful beyond average in his profession, the orchestra leader is popular with "swing" mad youngsters, for whose counsel he often takes time out from conducting an orchestra and managing a music publishing firm.

No coal miner himself, Dorsey was fitted into his place as a leading radio band

leader by a music-teaching father, under whom he endured arduous practice sessions he now recalls as "perhaps as tough as any coal-heaver's work." Added to post-parental discipline and training were character and courage testing years of country touring in a second hand bus while trying to establish himself as a band leader.

He is currently featured on radio's "Fame and Fortune," highlight of which is a contest of amateur song writers. Dorsey worked to clear such a contest for three years before finally hurdling radio red tape. Each week now he introduces three new composers whose tunes are published through program.

Dorsey's outside interests range widely; most of time away from his bandstand, he discusses baseball, football, "the good old days," and travel, eschewing political discussions, although possessed of knowledge to take part in one and make a showing.

No reader, Dorsey covers newspapers thoroughly, expresses his appetite in terms of spaghetti, Italian dishes and good thick steaks.

His home, in New York, consists of a 20-room house, 22-acre estate with swim-

Gospel Curbs on Communism



LUTHER'S FLOCK CARRY ON: People seeking spiritual guidance, or joyfully reporting blessings received through faith, send some 12,000 letters each week to Lutheran Laymen's League, interior of whose office is shown above, with an inset of Dr. Walter A. Maier, Ph.D., the Lutheran Hour's strong man of air.

is seen around during days. Each Wednesday evening, however, his rangy figure, lighted by rays from a small lantern, is seen seated in field middle while into early evening quiet boom hilarious goings on of Fred Allen and Texaco Star Theater.

To complete the story is to extract from a letter from John to Baker:

"And so, Mr. Baker, I go over to your place every week now to listen to your show. You sound swell. Who is this fellow Fred Allen on your show? He is pretty good—better than that fellow you had before. Goodbye, John."

THE LUTHERAN BATTLE: In one of history's most stirring times an irate and bewildered Catholic pope, Leo the Tenth, from pontifical seclusion in Rome in 1520 scrawled his signature across an excommunication order for a monk, one Martin Luther, thus hoping to end a religious and social conflagration, dubbed by church theologians and historians the Reformation.

In the 420 years that have time-fled since Luther's day, and his translation of the Bible into German, has grown one of Earth's numerically mighty approaches to God. Estimated subscribers to the Lutheran faith are placed at 84,000,000, the actual figures arrived upon by the Lutheran World Almanac (to 1937) placing subscribers at 63,108,842.

More interesting, however, than mere figures is the emergence upon the radio world scene of Lutheranism as a potent and Biblically orthodox force for elimination of "isms" of no salutary benefit to man and his life.

While government agencies, Congressional committees and patriotic societies wage a direct war upon the spread of communism in America, the Lutheran Hour radio program has become an effective

force against the "Red Menace" for a different reason and along a totally different yet nonetheless effective front.

With cooperation of clergy and educators of their church, Lutheran laymen have made the Lutheran Hour a continually expanding crusade for the Gospel. The listening audience, catching the spirit of the broadcast, has come forward with generous support to help pay the cost of the radio time. Local pastors in hundreds of communities coordinate activities to the general program by visiting local listeners seeking spiritual guidance.

Communism is only one form of belief against which the Lutheran Hour carries on an international crusade. Sponsors of the broadcast regard so-called "modernism" in the churches a greater menace than Communism or atheism, and Dr. Walter A. Maier, Lutheran attack leader, repeatedly points to "destructive spread of anti-Biblical doctrines through certain universities."

The broadcast is rapidly becoming a world-wide protest against many "isms" of unbelief, is now heard from coast to coast in the United States, in 15 foreign countries and in the Spanish language as well as English.

TROUBLE RINSED AWAY: In the light from a shaded single incandescent, Mrs. Mary Hopkins Cantura, 36-year-old house-wife, spouse of Steve Cantura, a Spanish construction worker (when work there was for his willing hands) a fortnight ago chewed the end of a stubby pencil in a creative labor in which, at about the same time, several thousand other women were engaged.

Mrs. Hopkins was composing what she hoped, as other housewives hoped, would be a winning contribution to one of dozens of ubiquitous questions perennially posed by manufacturers of things people

use or consume. In this case makers of "Rinso", a washing powder, had posed Mrs. Cantura a question.

On Dec. 11 life had changed for Mrs. Cantura, husband Steve and two sons Ray and Don. For so long a time, at least, as \$1500 would last, poverty and hardships, with which the Canturas had been fending for overlong, were done.

Taking her first train ride in 16 years Mrs. Cantura was for a day a happy Slogan Contest Winner, gave to Hollywood glimpse of the simple healthy glamour of a woman who had earned what happiness she then had.

Arriving in Hollywood Mrs. Cantura paid first visits to motion picture studios, CBS radio studios, had lunch with Edward G. Robinson and appeared in late afternoon on the sponsor's program "Big Town," at end of which she was given the check over whose winning she had worked. Making most of her presence the sponsors had her present at a later airing, where check presentation ceremony was repeated. Still later, aboard a train for the second time in 16 years, still happy and thrilled, Mrs. Cantura went home to Laton, California, some 27 miles southwest of thriving Fresno, home with brunette haired head full of plans for removal of family from Laton to a place farther north, down payment on a simple home, a new lunge at life by husband Steve.

PIGSKIN PREVIEW: Sam Hayes, sports commentator who appears on the Columbia Pacific network program "Pigskin Preview" each Wednesday, has figured out his selections for the various Bowl games on New Year's day. He picks Stanford over Nebraska in the Rose Bowl, 20 to 7; Tennessee over Boston college in the Sugar Bowl, 16 to 13; Texas A. and M. over Fordham in the Cotton Bowl, 10 to 7; Mississippi State over the great Georgetown eleven in the Orange Bowl, 13 to 10. Hayes also selects Western Reserve to beat Arizona State in the Sun Bowl, 10 to 7. Another post-season game figured by Hayes is the Georgia Tech.-California clash Dec. 28 in Atlanta—and Sam believes California will win.

National

TELEVISION FUTURE: As the new year approaches Hollywood seems destined to become the Television center of the world.

Prime position in the tele picture is Tommy Lee's W6XAO, which has tossed pictures into airplanes for past nine years. On Dec. 23, 1931, W6XAO went on air, has spent half a million dollars in televising 6000 program hours to 500 sets in Los Angeles area.

Recently the Federal Communications Commission granted new licenses to seven Hollywood applicants; one, Howard Hughes, oil and film tycoon—is reported to have earmarked \$2,000,000 for tele research.

Significant are names of new licensees; Hughes Productions Division of Hughes Tool company, Los Angeles and San Francisco; Columbia Broadcasting System, Inc., Los Angeles; Earle C. Anthony, Inc., Los Angeles; LeRoy's Jewelers, Los Angeles; May Department Stores company,

Los Angeles; Television Productions, Inc., Los Angeles.

Of interest also are climatic benefits to telecasters in Southern California. Clear weather will allow tele-cameras to be taken outdoors to pick up out-of-doors events all of California's mild winters. Don Lee W6XAO cameras, since Jan. 1, 1940, when they televised the Tournament of Roses parade at Pasadena, have gone outdoors 39 times to tele-cast such events as Eastern Dawn services in Hollywood Bowl, Soapbox Derby, a rodeo at Los Angeles Coliseum, baseball games between Hollywood Stars and visiting teams, in addition to fights and wrestling matches at prosperous Hollywood Legion stadium.

Stimulating interest in tele art, Lee is constructing a \$100,000 studio, first of its kind on earth, erected exclusively for television. Awed visitors at the site of the structure marvel at view of strident Los Angeles below, puzzle over a swimming pool. Contractors hasten to explain the pool offers an excellent locale for aquatic telecasts. Location of the building is just behind a giant sign (HOLLYWOODLAND) atop Mt. Lee, overlooking Hollywood, Los Angeles sprawling to all horizons.

International

BEDSIDE MANNER: Radio world events diagnostician with a bedside manner is Raymond Gram Swing, Mutual commentator who from an obscure repertorial post in Cleveland has become one of the world's best known news analysts.

Since 1939, after five years of obscure self-plugging, Swing has held the figurative hands of the nation as it developed increasing vertigo caused by quick and amazing shiftings on the world scene.

In a recent Saturday Evening Post article, entitled "Radio's Best Bedside Manner," writers Jack Alexander and Frank O'Dell revealed:

"When the double squeeze was put on Poland, Swing's professional fee rose from \$100 a week, which he got as a sustaining feature, to \$1000, which a newly-attracted sponsor willingly paid. It has since gone up to \$1500 and it will probably continue on the upgrade unless peace comes unexpectedly.

"Swing reports separately to the British people through American Commentary, a program by transatlantic telephone, served to the whole Empire by long and short wave through British Broadcasting corporation. Swing has been delivering American Commentary sometimes as often as once a week, since 1935; is more popular in the British Isles than he is in America. A poll taken by the B. B. C. showed 30.7 per cent of the adult population, or about 9,000,000 persons listen to American Commentary. In London, members of Parliament gather for the program in informal groups known as Swing clubs. The king and queen have written to New York asking for Swing's photograph. British consider him an important force in preserving Empire morale."

PROPERTY AND WEALTH: Moot is the question: "Is conscription of property and wealth, in addition to men, justified?" The question, rising from argumentative basis on which pros and cons of national defense, war entry and related subjects rest, is one today occupying social attention more than ever before. Not since the

'This Is KHJ from Hollywood'



JOAN BLONDELL, left, above, star of the dramatic radio offering, "I Want a Divorce," threw the switch that put the new headquarters of KHJ and the Mutual Don Lee network on the air from 5515 Melrose avenue in Hollywood. Looking on is Lewis Allen Weiss, vice-president and general manager, who is one of the most colorful figures in the broadcasting industry. Forsaking its famous site at Seventh and Bixel streets, KHJ, home office of the nation's largest regional network, was the last of the major stations to move to filmtown.

world war has interest so attached itself and then not to the fever pitch at which these subjects are today being debated in homes of little and big men of affairs and circumstance.

Dragging this question out in the airy open KFAC, Sunday, Dec. 22, at 7 p. m., on its Open Forum will present four learned men who will, with academic dispassion re-examine the poser of wealth and property as emergency conscription possibilities and/or necessities.

For interested citizens the four who will essay explanations and defenses for, offensives against the question: "Are the provisions of the Josh Lee Act, empowering the government to conscript property and wealth in addition to men, justified?:"

Dr. Watts, head of the Statistical Dept. of the chamber of commerce.

Dr. T. N. Carver, former head of the Economics Dept. of Harvard university.

Dr. Broadus Mitchell, professor of Economics at Occidental college, for many years on faculty of Johns Hopkins university.

Dr. Oliver Carlson, formerly a member of the Dept. of Political Science at University of Chicago, and well known author.

The studio has invited everyone to attend, voice his or her opinion, advising presence in studio, Wilshire and Mariposa, by 7 o'clock.

DOGHOUSE CONTROVERSY: Like grandpappy who never worried about his beard until somebody asked him whether he slept with it over or under the covers, Tom Wallace, proprietor of Uncle Walter's Dog House, heard over the NBC-Red network Tuesdays at 7:30 p. m. (KFI)

pestered associates this week over origin of expression "in the dog house."

Wallace deep in volumes on American slang got little help. Dictionaries defined "dog" as "a carnivorous mammal, canis familiaris, kept in a domesticated state by man since prehistoric times." "House" was defined by the book as "a structure intended or used for human habitation."

Searching farther afield, he found in Partridge's "American Slang" that "dog house" or "dog kennel" was an expression musicians started using for a bass viol about 1922. He also learned that "dog house" in prison language means "a watch tower on a prison wall." The con men also say it's "a small garage for storing stolen cars."

Some place Wallace heard the kitchen on a railroad diner called a dog house. Further consultation with railroaders revealed they might also use the term to fit the caboose on a freight. One quotation from a story written in 1898 had a brakeman saying "I'll have to drop off a flag or they'll git our dog house!"

Further, Wallace has found some insistence that the term stems from "in the Doge's house," (palaces of Venetian noblemen). He found people who think it was "in the dock house," referring to an ill-famed water front gaol of Revolutionary times.

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Son Drums

Bernie Mattinson, veteran "Treasure Chest" drummer, will see to it that his son, Bernie Jr., follows in his exact "beats" by presenting him with a junior set of drums for Christmas. Said Bernie, "He's really going to be the drummer boy in the band!"

SUNDAY Program Highlights

Variety

A. M.
8:30—Major Bowes Family. KNX.
9:15—I'm An American. KECA-KFSD.

P. M.
1:30—Pageant in Art. KFI.
2:30—Hidden Stars. KECA-KFSD.

Drama

A. M.
9:30—Wings Over America. KFI.
P. M.
12:00—Great Plays. KECA-KFSD.

Quiz Programs

P. M.
3:30—Beat the Band. KFI.
4:00—Prof. Fuzzlewit. KFI.

Outstanding Music

A. M.
8:30—Music and American Youth. KFI.
10:00—Radio City Music Hall. KFI-KFSD.

P. M.
1:30—Symphony Hall. KFVB.
1:30—The Pause That Refreshes. KNX.

Public Affairs—News

A. M.
11:00—American Pilgrimage. KECA-KFSD.

P. M.
12:15—H. V. Kaltenborn. KFI.
1:30—Town Meeting. KECA.

Sports—Comment

P. M.
2:00—L. A. Bulldogs vs. Hollywood Bears. KMPC.

KFOX—10. Records. 10:15. Visitors. 10:45. Popular Records.
KGER—10. News. 10:05. Swing. 10:15. Your Problem. Please. 10:30. Talk.

11 A. M. to 12 Noon

KFI—11. Physical Well Being. 11:15. Organ Concert. 11:30. Chicago Round Table.
KIJJ—11. Cavalcade of Swing. KNX—11. Flow Gently, Sweet Rhythm. 11:30. News. 11:35. News and Rhythm.

12 Noon to 1 P. M.

KFI—12. Fantastic Fact. 12:15. H. V. Kaltenborn. 12:30. Three Men on a Tune. 12:45. Chats About Lucca.
KNX—12. N. Y. Philharmonic Orch. KHJ—12. News. 12:15. Midnight Migration. 12:30. Young People's Church.

1 to 2 P. M.

KFI—1. National Vespers. 1:30. Pageant in Art.
KNX—1:30. The Pause That Refreshes on the Air.
KIJJ—1. Peter Quill. 1:30. Lutheran Laymen's League.

2 to 3 P. M.

KFI—2. Metropolitan Auditions. 2:30. Your Dream Has Come True.
KNX—2. Design for Happiness. 2:30. Bob Garred. 2:45. Art Baker.
KFI—2. Musical Steelmakers. 2:30. Musical Memories. 2:45. Musical Matinee.

KFOX—2. Ramblings. 2:30. Musical.
KGER—2. News. 2:05. Shepherd's Call. 2:30. Long Beach Band.
KFSB—2. News. 2:15. Kinz Orch. 2:30. Hidden Stars.
KGB—2. Wheeling Steel. 2:30. Shadow.
KFVD—2. Popular Favorites.
KVOE—2. Musical Steelmakers. 2:30. Shadow.

3 to 4 P. M.

KFI—3. Vladimir Brenner. 3:05. New Friends of Music. 3:30. Beat the Band.
KIX—3. Silver Theatre. 3:30. Melody Ranch.
KHJ—3. Marines. 3:30. Show of Week.
KECA—3. Catholic Hour. 3:30. New Friends of Music.
KFWB—3. WPA Concert. 3:15. Peppercorn Foundation. 3:30. Fiesta. 3:45. Down Mississippi.
KMPC—3. Pro Football.
KMTR—3. Volney James. 3:30 French Program.
KFAC—3. Organ. 3:30. Colonial Quartet. 3:45. Music.
KGFJ—3. Music. 3:30. W. C. T. U. 3:45. Music.
KFOX—3. Ben Klassen. 3:15. Deutsch Orch. 3:30. M. Heridus. 3:45. Charioteers.
KGER—3. News. 3:05. Market Adventure. 3:20. Long Beach Band.
KFXM—3. Hollywood Legion Band. 3:45. Romance of Highways. 3:30. Show of Week.
KFSG—3. Evangelistic.
KFSD—3. Balboa Park Organ. 3:30. New Friends of Music.
KGB—3. Scott Memorial Church. 3:30. Show of Week.
KFVD—3. Jack the Bellboy.
KVOE—3. Matinee. 3:30. Show of Week.

4 to 5 P. M.

KFI—4. Prof Fuzzlewit. 4:30. Bandwagon.
KNX—4. War News. 4:30. I Disagree. 4:45. Good Afternoon. Neighbors.
KHJ—4. All Soldier Talent Show. 4:30. Nobody's Children.
KECA—4. Dinning Sisters. 4:15. News from Europe. 4:30. Speak Up America.
KFWB—4:15. Music. 4:30. Captain Quiz. 4:45. Stuart Hamblen.
KMPC—4. Pro Football.
KMTR—4. Annelica Hour. 4:30. Lutheran Gospel Hour.
KFAC—4. Music.
KGFJ—4. News. 4:15. Helping Hand. 4:30. Matheson's Showcase.
KRKD—4:15. All Request Program.
KFOX—4. Chapel Singers. 4:15. Wade Lane. 4:30. Fireside Church.
KGER—4. News. 4:05. Gospel Tidings. 4:30. Mizpah.
KFXM—4. Soldier Talent Show. 4:30. Sigrid Schultz. 4:45. Eventide Echoes.
KFSD—4. Dinning Sisters. 4:15. European News. 4:30. Speak Up America.
KGB—4. Soldier Talent Show. 4:30. Sigrid Schultz. 4:45. KGB Presents.
KFVD—4:30. Colored Revue.
KVOE—4. Soldier Talent Show. 4:30. Sigrid Schultz. 4:45. Teatime Tunes.

5 to 6 P. M.

KFI—5. Charlie McCarthy. 5:30. One Man's Family.
KNX—5. Callin' All Cars. 5:30. Spelling Bee. 5:55. Davis. News.
KHJ—5. American Forum. 5:45. Dorothy Thompson.
KECA—5. International Church Program. 5:30. Sherlock Holmes.
KFWB—5. Stuart Hamblen.
KMPC—5. H. M. S. Richards. 5:30. By Arrangement. 5:45. Colonial Quartet.
KMTR—5. Sweet Music. 5:15. Ethel Hubler. 5:30. Martin Luther Thomas.
KFAC—5. Music. 5:45. Salvation Army.
KGFJ—5. Faith. 5:15. Popular Concert. 5:45. Italian Melodies.
KRKD—5. Requests.
KFOX—5. Brother & Dad. 5:30. Kingdom Temple.
KGER—5. News. 5:05. Mizpah. 5:20. Music. 5:30. Rev. Weber.
KFXM—5. American Forum. 5:45. Dorothy Thompson.
KFSD—5. Ben Trio. 5:15. We the Jury. 5:30. Sherlock Holmes.

SUNDAY Programs

DECEMBER 22, 1940

8 to 9 A. M.

KFI—8. News. 8:05. Mountain Meditations. 8:15. Book of Books. 8:30. Music and American Youth.
KNX—8. Church of Air. 8:30. Major Bowes.
KHJ—8. Enoch Powers. 8:30. Voice of Prophecy. 8:45. Canary Chorus.
KECA—8. News. 8:05. Alice Remson. 8:15. Luther Laymen. 8:30. Miller Orch. 8:45. Betty and Escorta.
KFWB—8. News. 8:15. Jimmie Jackson. 8:30. Rescue Mission.
KMPC—8. Varieties.
KMTR—8. Swedish Hour. 8:30. W. B. Record. 8:45. Bob Shuter.
KFA—8. Country Church. 8:30. Music.
KGFJ—8. Songs. 8:15. Strings. 8:30. Popular Tunes.
KRKD—8. Requests.
KFOX—8. Mission Pak. 8:15. Pop. Records. 8:30. Swing Street.
KGER—8. Rev. Dowell. 8:30. Pacific College.
KGB—8. News. 8:05. Seven Minute Men. 8:15. Reviewing Stand. 8:30. Prophecy Choir. 8:45. Canary Chorus.
KFSD—8. News. 8:05. Alice Remson. 8:15. Laymen's Singers. 8:30. Miller Orch. 8:45. S. D. Churches.
KFVD—8. Rev. Salas. 8:30. Church of Christ.
KVOE—8. News. 8:15. Reviewing Stand. 8:30. Choir. 8:45. Canaries.

9 to 10 A. M.

KFI—9. Emma Otero. 9:30. Wings Over America.
KNX—9:30. Salt Lake Fabernacle.
KHJ—9. Judge Gardner. 9:30. Sing a Song of Safety. 9:45. Alice Blue.
KECA—9. Nick Harris. 9:15. I'm An American. 9:30. Dant Orch. 9:45. Swing Cavalcade.
KFWB—9:30. Peter Potter.

KMPC—9. News. 9:15. Morning Moods. 9:30. Swing.
KMTR—9. Spanish Hour.
KFA—9. Liberal Catholic Hour. 9:15. Health Talk. 9:30. Music.
KGFJ—9. Novelties.
KRKD—9. Concert.
KFOX—9. Swing Street.
KGER—9. News. 9:15. March Ahead of Time. 9:30. Revival. 9:45. Bro. Pearson.
KFSD—9. Four Polka Dots. 9:15. I'm An American. 9:30. Dant Orch. 9:45. The Critic.
KGB—9. Bible Questions. 9:30. Safety Club. 9:45. Alice Blue.
KFVD—9. Waltz Time. 9:30. Music.
KVOE—9. Kruezer Orch. 9:30. Safety Club. 9:45. Piano.

10 to 11 A. M.

KFI—10. Radio City Music Hall. 10:30. On Your Job.
KNX—10. Sistine Choir. 10:30. It's a Date. 10:45. What. No Architect?
KHJ—10. Strings in Swingtime. 10:15. Highway Romance. 10:30. Bill Patch.
KECA—10. Swing Cavalcade. 10:45. Dr. Causseberry.
KFWB—10. Peter Potter.
KMPC—10. Swing 10:30. News. 10:45. Planter's Garden.
KMTR—10. Madame Reinhart.
KFAC—10. Music.
KGFJ—10:15 Dr. McCov. 10:30. Music.
KRKD—10. Concert.

HEAR

Planter's Garden 10:45 a. m. KMPC

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.

COMING OUT OF THE ETHER by Bernie Smith

LAST week we mentioned that Bing Crosby was giving all his royalties from "Adeste Fidelis" to charity. This week we learned the money will go to a local charity and that many Hollywood stars and fans of King Kroon are sending the discs to friends for Christmas presents.

★

The musician is a strange person. His music not only is his vocation but his hobby as well. Four of the boys in Carl Hoff's band figured they weren't busy enough, so they formed their own jam quartet . . . just for fun and their own amazement. Hoff heard them, thought they were good and gave them a special spot on the Al Pearce program recently. A film studio heard them on the air, thought they were good and gave them a special spot in a major movie. The boys, headed by Danny Cool, arranger for the Hoff orchestra, are now looking for a name. Can you think of a suitable one?

★

Jawn Barrymore, the Great Side View, has been renewed on the Rudy Vallee show for another 13 weeks.

★

Written as a possible sign-off song for the Fibber McGee show, Conductor Billy Mills' new tune, "Mr. Rainbow," is becoming a hit on the airwaves as a published composition and recorded platter.

★

Raymond Gram Swing now reaches more listeners than any other person in the world who speaks over radio, as he does, regularly and often. Swing is heard five nights a week in the east, three out here. His talks are shortwaved to Latin America and on top of all that, he makes

special broadcasts to Britain, reporting on the activity in this country. Looks like "Swing is here to sway!"

★

Xavier Cugat's South American music will replace the Dixieland rhythms of Bob Crosby in a couple of weeks, because Bob is planning an extended stay in Hollywood.

★

Elmo Roper, crack pollster and conductor of the Fortune magazine surveys, has discovered that Major Bowes has 37,401,000 listeners each week, that 40 per cent of all adult Americans listen to the Major three to four times a month and that he has no idea of the Major's popularity among the "under 18" group.

Golly, the Major should have a lot of listeners. He's had almost that many on his program during the past five years!

★

Benny Goodman has a new attitude toward swing musicians: "They made their bedlam, now they'll have to lie in it." Coming from the ex-King of Swing, it looks as though there's been some fifth-column work in the music ranks.

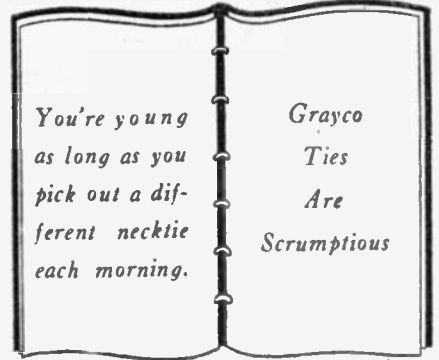
★

Latest figures from the experts show that 50,000,000 radio sets are now in use in the United States today, an increase of 5,000,000 over last year. That means that the radio audience grows larger each year, and when the radio audience grows larger, sponsors spend more money. And when sponsors spend more money, the standard of radio improves. That's the best way we know to say . . .

"Merry Christmas!"

ART BAKER'S NOTEBOOK

KFI - 4 PM - MON. thru FRI.



You're young as long as you pick out a different necktie each morning.

Grayco Ties Are Scrumptious

Athletic Pringle

Daily spectacle at KNX: News Editor Pete Pringle rushing a last minute news bulletin from the fifth floor teletypes to the second floor studios where news broadcasts originate. Pringle's favorite method is to toss himself headfirst down the stairwell lightly grasping the handrails at the third and four floor landings in order to make two 90 degree turns. That's one way KNX news beats are scored.

The Cover? Shucks! You Know Who He Is. Happy Christmas, Everybody!

KGB-8, American Forum. 5:45. Dorothy Thompson.
KVOE-5, American Forum. 5:45. Dorothy Thompson.

6 to 7 P. M.

KFI-6, Manhattan Merry-Go-Round. 6:30. Album of Familiar Music.
KNX-6, Ford Sunday Evening Hour.
KHJ-6, Old Fashioned Revival
KFCA-6, Rhythms by Ricardo. 6:30. Bookman's Notebook. 6:45 Paul Carson.
KFWB-6, News. 6:15. Fantastic Facts. 6:30. Freedom Speaks.
KMPC-6, Out of the Hat. 6:30. Lilac Cottage.
KMTR-6, Eventide Melodies. 6:30. 1 Am. 6:45. Spec. Events.
KFAC-6, News. 6:15. Music. 6:45. Chapel Quartet.
KFIJ-6, Italian Melodies.
KFSD-6, Music. 6:45. News.
KFOX-6, News. 6:15. Hodson Orch. 6:30. Semi-Classical. 6:45. Hits.
KGER-6, News. 6:05. Records. 6:10. Italian Journal.
KFNM-6, Voice of Prophecy. 6:30. News.
KFNJ-6, Josiah Hopkins. 6:15. Thrills from Great Operas. 6:30. Bookman's Notebook. 6:45. Paul Carson.
KGP-6, Old Fashioned Revival.
KVOE-6, Old Fashioned Revival.

7 to 8 P. M.

KFI-7, Hour of Charm. 7:30. Signal Carnival. (Signal Oil Co.)
KNX-7, Take it or Leave it. 7:30. Helen Hayes Theatre
KHJ-7, Hancock Ensemble. 7:30. Scott Orch. 7:45. Wylie Williams.
KFCA-7, Good Will Hour.
KFWB-7, Reported Missing. 7:30. News (Thrifty Drug). 7:45. Jimmie Jackson, Songs.

KMPC-7, Mien Mander. 7:30. Back Home Hour.
KMTR-7, Bob Shuler.
KFAC-7, Open Forum.
KGFJ-7, Spanish Hour
KFSA-7, Live Floor Show. 7:15
Owens Orch. 7:30. Semi-Classical.
KGER-7, News. 7:05. Cinematic. 7:30. Chants of Phillis. 7:45. Al Williams
KFSD-7, Almee S. McPherson.
KFND-7, Good Will Hour.
KGB-7, Hancock Ensemble. 7:30. Scott Orch. 7:45. Wylie Williams.
KVOE-7, Hancock Ensemble. 7:30. Scott Orch. 7:45. Wylie Williams.

8 to 9 P. M.

KFI-8, Night Editor. 8:15. Dear John. 8:30. Jack Benny.
KNX-8, Crime Doctor. 8:25. News. 8:30. Handel's Messiah.
KHJ-8, Answer Man. 8:15. Rabbi Magin. 8:30. Chicago Symphony.
KECA-8, Sports Newsreel. 8:15. Chapel Quartet. 8:30. Cummins Orch.
KFWB-8, Hollywood Presbyterian Church.
KMPC-8, Policewoman Christie. 8:30. Eight-thirty Tonight. 8:45. Wings Over Jordan.
KMTR-8, Floyd Johnson.
KFI-8, Open Door Church.
KGFJ-8, News. 8:15. Music. 8:30. Night Justice. 8:45. Music.
KFNJ-8, Concert Varieties.
KGER-8, News. 8:05. Frank Wells. 8:30. Stage Echoes.
KFSD-8, Bill Stern. 8:15. Moments of Melody. 8:30. Cummins Orch.
KGB-8, Answer Man. 8:15. White Temple. 8:45. Chicago Symphony.
KVOE-8, Answer Man. 8:15. Rabbi Magin. 8:30. Chicago Symphony.

9 to 10 P. M.

KFI-9, Walter Winchell. 9:15. Parker Family. 9:30. Sherlock Holmes.

KNX-9, Handel's Messiah. 9:30. Gulf Theater
KHJ-9, News. 9:15. Frost Warnings. 9:30. Voice of Prophecy.
KECA-9, University Explorer. 9:15. News. 9:30. Serenade to Loveliness.
KFWB-9, Musical Comedy Moments. 9:30. News. 9:45. Shaw Juch.
KMPC-9:15, Chapel Quartet. 9:30. So you Know History.
KMTR-9, Tra. Home. 9:15 Special Events.
KFAC-9, Music. 9:30. Glorious Hope.
KGFJ-9, News. 9:15. Music. 9:30. Popular Tunes.
KFOX-9, News. 9:15. Dude Banck. 9:30. Pop. Records. 9:45. Dance.
KGER-9, News. 9:05. Biblical Research. 9:30. Tuckin' In.
KFXM-9, News. 9:15. Frost Warnings. 9:30. Old Fashioned Revival.
KFSD-9:30, Voice of First Nighters.
KFNJ-9, University Explorer. 9:15. News. 9:30. Walter. Orch. 9:30. Serenade to Loveliness.
KGB-9, News. 9:15. Frost Warning. 9:30. Voice of Prophecy.
KVOE-9, News. 9:15. Frost Warnings. 9:30. Voice of Prophecy.

10 to 11 P. M.

KFI-10, News. 10:15. Bridge to Dreamland. 10:30. Inside the News (Thrifty Drug). 10:45. Bridge to Dreamland.
KNX-10, News. 10:15. Air Views. 10:30. Columbia Workabop.
KHJ-10, Koki Hawaiians. 10:30. News. 10:45. Scott Orch.
KECA-10 Philharmonia.
KFWB-10, Averill's Electratones. 10:15. Bowling Notes. 10:30. Pan Pacific Aud. 10:45. Marimba Marc.
KMPC-10, Read It or Not. 10:15. Skating Melodies. 10:30. Hermit's Cave.

KMTR-10, Viennese Ensemble. 10:15. Neighbor Orch. 10:30. Music. 10:45. Katie Orch.
KFAC-10, Melody Hour.
KGFJ-10, News. 10:15. Radio Club. 10:30. Dreamer.
KFOX-10, Ross Ballroom. 10:15. Hamilton Orch. 10:30. Wave Riders. 10:45. Organ Reveries.
KGB-10, News. 10:15. Swing. 10:30. Pop Concert.
KFXM-10:30, News. 10:45. Scott Orch.
KFSD-10, Esther Stuart.
KFSD-10, Treasured Melodies. 10:15. Bridge to Dreamland.
KGER-10, Hawaiians. 10:30. News. 10:45. Scott Orch.
KFVD-10, Jack the Bellboy.
KVOE-10, Hawaiian. 10:30. News. 10:45. Scott Orch.

11 to 12 Midnight

KFI-11, News. 11:15. Nottingham Orch. 11:30. Shaw Orch.
KNX-11, News. 11:15. Pollack Orch. 11:30. Conversation at Console. 11:55. News.
KHJ-11, Harris Orch. 11:15. Dale Orch. 11:45. Rhythm Rascals.
KECA-11, Floyd Wright.
KFWB-11, Three Kings & a Queen. 11:15. Records.
KMPC-11, Bright's Hawaiians. 11:15. Swing & Quiz.
KFAC-11, Night Shadea
KGFJ-11, News. 11:15. Concert.
KFXM-11:15, Dale Orch. 11:45. Rhythm Rascals.
KFSD-11, It Really Happened. 11:15. At Close of Day.
KFSD-11, Nottingham Orch. 11:30. Shaw Orch.
KGB-11:15, Dale Orch. 11:45. Rhythm Rascals.
KFVD-11, Jack the Bellboy.
KVOE-11:15, Dale Orch. 11:45. Rhythm Rascals.

Tele-Caster



MAN OF COURAGE is Thomas S. Lee, pioneer television experimenter and broadcaster of air-flung pictures in Southern California. Mayhap destined to rank with De Forest, Marconi, Edison, in rugged aggressiveness and determination, Lee and Southern Californians will by middle of 1941's first month, see finished the first exclusive television unit in the Western hemisphere.

Honey-Voice



Maxine Gray, honey-voiced vocalist erstwhile of Broadway, is now in Hollywood for keeps. But Mutual listeners may still hear her lyrics by tuning to "California Melodies" with Dave Rose's orchestra, broadcast Saturdays, 8:30 to 9 p. m., PST.

★ ★ ★

Helen Wood's Ring

Helen Wood of "Those We Love" will marry Dr. Alfred Huenergardt, M.D., New Year's day, thus settling speculation over that enormous diamond ring . . . and if such a ring ever shows up on Barbara Lynn's finger at 20th-Fox, look for an excited announcer on the "Fame and Fortune" broadcast, Freddie Cole.

★ ★ ★

**KEEP UP WITH RADIO BY
KEEPING RADIO LIFE CLOSE**

RADIO LIFE LINES * Buck Hathaway

QUICK SHOT IN THE SPIRITUAL ARM: "Our contest is not only whether we ourselves shall be free, but whether there shall be left to mankind an asylum on earth for civil and religious liberty." That, ladies and gentlemen, was said by Sam Adams in 1776 as a summation on American Independence. The words have a pertinent significance for our America of today. Might our job not be in this bomb-torn Christmas time to realize our moral responsibility is less to European nations in the matter of extending aid to any of them, but more to gird ourselves in the contest of which Sam spoke: "to make sure that when this latest of Europe's recurrent madneses runs its course that there shall be left to mankind an asylum on earth for civil and religious liberty?"

IT JUST OCCURRED TO ME: That none of the wives of radio's funny-men share the distinction of Mrs. Al Pearce. In 12 years of radio work Al has never had the Little Woman on a program. Mrs. Bob Hope appears under her maiden name, Dolores Read on Hope's personal appearances. Fred Allen uses Portland Hoffa, his wife, and Jack Benny, Mary Livingston, his frau, on the broadcasts. George Burns, Tim Ryan, and Fibber McGee each use their wives as the other half of a comedy team.

SOUND TRACKS FROM COLUMBIA SQUARE: Laurence Olivier's broadcast of "My Favorite Wife" was probably his last until after the war, for he's off for England . . . Conrad Nagel's 20-year-old daughter, Ruth, will spend her vacation from Wellesley rehearsing and broadcasting a "Silver Theater" performance Dec. 29—her professional debut and with dad. . . . Jimmie Fidler will be back on the air in January. . . . The kid who played "The Bee" on Fred Allen's show in 1936 and started the Allen feud with Jack Benny will be back with his fiddle on Allen's program to give it to Benny again while Jack is in New York. . . . Jean Hersholt and his wife head for New York Dec. 20 to do a few "Dr. Christian" broadcasts from Manhattan. . . . Nigel Bruce told Sherlock Holmes Sunday that he had a cable from England that a bomb demolished his brother's home, but none inside were hurt. . . . That's Esther Ralston, ex-star of films, you hear on "We, the Abbotts." . . . Little Mary Lee, Sunday songbird on Gene Autry's CBS show, is mascot of the U. S. Flying Cadets of Long Beach, and she has a wings bracelet. . . . Tommy Dorsey's favorite film is the home movie reel that shows his 10-year-old son playing halfback for the Far Hills school 'Tigers. . . . Donald Woods and Nan Grey are receiving several letters a week requesting autographed handkerchiefs for charity auctions in various cities where "Those We Love" listeners apparently abound. . . . Orrin Tucker and Bonnie ("Oh, Johnnie") Baker are seeking new radio talent with show called "Hidden Stars" that's new too. . . . Eddie Davis, who wrote Al Jolson's current stage hit, is doing Jack Pearl's radio script—with three others. . . . Adele Rowland, Conway Tearle's widow, made her radio debut with Edward G. Robinson on "Big Town." And Ona Munson, star of many stage musical comedies, sang on the air for the first time on the same show. . . . Ilka Chase and Artie (Mr. Kitzel) Auerbach are being film-looked-over. . . . Announcer Bill Gay finds his phone number spells "sublime," and Al Pearce can't imagine why. . . . Minerva Pious was so funny in "The Road to Zanzibar" that Paramount is thinking of hauling her off the Fred Allen show for a rematch with the cameras soon. . . .

SORRY TO HEAR THIS: Wondered why John Loveton of "Missing Heirs" was off the show last fortnight. His year-old baby son fell out of his crib, fractured his skull . . . John's no end worried but the word's the heir is picking up.

DON'T GET MAD, CHEF MILANI: Chinning with Eddie Howard, the singing-lad, who sang me a song of Guatemalan pancakes. Here you are, Sweet Members of Buck Hathaway's Private Consumer's club: just add diced bananas to the batter and serve with honey thinned with lime juice . . . A husband-holder, indubitably

WEEK'S FUNNY STORY: A "get-famous quick" lad rushed into the CBS studios the other day to audition for John Loveton.

Loveton, up to ears in auditions asked the fidgety young man to wait.

"Sorry," he replied with bated breath, "I can't."

"Young fellow, don't you want a job?" Loveton demanded.

"Yes, Mr. Loveton," he cried forlornly on the wing, "but my car is double parked outside."

FOR AFTER MIDNIGHT HOLIDAYS: The gendarmes being in generous moods so long as not too many complaints come in, a lot of us will be "wassail-ing" in the infant hours come the Xmas and New Year season. . . . So, here are tune-in tips for hot-foots warmed by cocktails or spiced pop: Mel LeMon, KFAC's "Insomnia Club-ster" from midnight to 2 spins latest dance music releases—from 2 'til 4 a. m. Hawaiian, salon melody and Strauss Waltzes (waltzes being about the right tempo for 4 a. m.) . . . From 4 to 6 the Milkman's Matinee, a mixed program to ease in the dawn and hangovers. . . . Jack, the Bellboy from KFVD nimble-chatters and smart-musics his way through the night from 10 or 11 p. m. 'til 6. You can ring in for the numbers you want . . . Transcribed concert melodies from KFAC, Midnight to 6 in the "yawning."

TRIVIA I GIVE YA: Billy Artzt will dedicate a big star apexing his Xmas Tree to Hollywood post office. No matter what the letters have on them—Ott, Artz, Harts, Hotts, Outs, Hotz, Hearts, or Auts, somehow the post office gets the mail to William. . . . Screen Guild Theater has been renewed through 1940-41 season. . . . Options were picked up on Chase and Sanborn; Kraft; Gene Autry, and Lux Theater. . . . No musical director has been named for the Woodbury show, but David Broekman and Leith Stevens are necked for a photo finish decision.

CLOSING THOUGHT: MERRY CHRISTMAS—HAPPY NEW YEAR.

VITAL Energy

At an interval of just 60 seconds, at the closing and the opening of adjoining programs on the air, two announcers speak.

The first announcer speaks with fire, knowing he must hold his audience for those closing seconds which are important to his sponsor. Inured as you may be to "commercials" in general, his words reach you and register . . . because of the sincerity, the conviction, the VITAL ENERGY the announcer puts behind them.

The second announcer reads his lines in a mechanical word-by-word way, not having absorbed their meaning himself, and not infusing them with the VITAL ENERGY that carries them through the air and deposits them, like a personal message, in his listeners' laps. For all its advertising value, this commercial might just as well not have been said.

Everyone, I believe, has experienced this difference in the effectiveness of two spoken messages. Is there not just here a valuable moral for the user of PUBLICATION ADVERTISING as well?

Radio Life, Mr. Advertiser, possesses the Vital Energy to deliver your printed message in a way that makes contact with your customers. Though Radio Life is no longer new . . . untried . . . a "publishing experiment," it is one of those few magazines that will ALWAYS BE NEW AND FRESH to its readers because of the swift-moving, ever-changing pace of its subject matter—radio itself.

Who reads Radio Life? This month, over 50,000 Southern California families each issue, which, according to a recent survey of Radio Life's subscribers, accounts for over 150,000 readers per week (3.2 per family). Do you not want whole-family readership for your sales message?

Who buys Radio Life? Surveys show that of every 100 copies 48 are bought by women, nearly 29 by men, and 23 by the young people of the family, further evidence of the appeal of the magazine to the entire family.

Does any printed or pictorial medium you are now using reflect more vital contact with its readers and more evident response from its readers than Radio Life? If this is the first issue of Radio Life you have seen, take a few minutes now to read through the different departments of this magazine, sample its flavor and editorial "feel." If you will just do this, you will not only sense the vitality with which your own sales message would be surrounded in these pages, but I believe you will also find yourself saying to your wife: "I believe we ought to have this magazine on hand regularly. I wish you would plan to get it at the market."

Let's consider just one of Radio Life's many features, our Consumers' Club, conducted by the nationally famous Chef

Milani. If your product sells through markets, you can not only have an advertisement set up in Consumers' Club style, ready for binding in the club members kitchen library binders, but, if your product has genuine merit, the Chef, moreover, will aid in merchandising it, by pointing out ways in which it can be used, and, including it in recipes. The complete story of the Consumers' Club is one that will definitely interest any advertiser selling through Southern California markets.

Possibly, too, after forming your own opinion you'd be interested in knowing what the Radio Industry thinks of Radio Life? This one letter by Mr. Mark Finley, Director of Public Relations, MBS, will serve as typical:

"When 50,000 homemakers march to their selected shopping centers and plunk down money for a radio magazine, you have demonstrated that Radio Life is a family necessity every week in the year.

"Yours is the only big-time general circulation magazine published exclusively for radio on the Pacific coast. In the last six months a half-dozen magazines have started and failed, but you have had the courage and foresight to sink plenty of money into a weekly publication before you ever asked for a penny's worth of advertising.

"As one familiar with radio publicity problems, I only wish there were other such publications outside of Southern California that could cover the territories as Radio Life blankets the Southland."

To which our answer is, "Give us time. Mr. Finley." Letters in an identical vein could also be quoted from Mr. Hal Bock of NBC and Messrs. Hal Rorke and E. W. Buckalew of CBS, to name only the large networks.

Vital Energy, Mr. Advertiser, is the "priceless ingredient" in an advertising medium. A medium is as great as the response it is able to arouse in its readers. If you would like to know more about Radio Life's Vital Energy as a possible channel for YOUR sales message, phone me and I will see that the full story is placed before you at your office, at your convenience.



PUBLISHER.

Radio Life Is Published by Compton Printing Co., West's Largest Producers of Newspaper Color Work

A 'Wallich-ing' Good Xmas



LOVELY GALE PAGE, star of the NBC Hollywood Playhouse, selects "The Heart of the Symphony," as the ideal Christmas gift for music lovers. Glenn Wallich, manager of Music City, Sunset and Vine, is telling Miss Page about this Victor recording album which contains eight choice themes from the great masters' symphonies. Miss Page's program is heard Wednesdays at 8 p. m., on NBC-KFI. Wallich is president of the Hollywood Junior Chamber of Commerce.

FREEDOM SPEAKS:

The Two Dictators Met Death But Death Did Not Want Them

THERE were but two men in the heavily armored car of the armored train when it piled into the millions of tons of mountain rock that had fallen into the rail-bed a few moments before the train arrived.

The crash sent the two men hurtling like bobbins loosed from a loom against the steel barred ends of the car. Their bodies bounced away from the steel cased car end and went rocketing over and against heavy seats, against the hard floor, the heads of the bodies bobbing up and down like bottoms of pogo sticks on the floor. Finally the collision tumult faded away, the tortured twisting of the train ceased, and the bodies lay on the floor, grotesque with broken limbs, gruesomely twisted necks turning their fright-frozen faces on odd angles.

It was then the third person entered the car. How he came in would be a puzzle to tell, for there was no one alive to tell how. He looked down at the two bodies on the floor, still resplendent in colorful uniforms, their shining insignia and medallions murkily alight in the car gloom.

"No, you don't," he said in a soft voice. "This for you must be but a dream. Awake and listen to me."

There came movement along the limbs of the two spectacularly uniformed fig-

ures lying on the floor of the armored car, part of a train piled up on rocks that had slipped their age-old anchorages and brought disaster to the train.

The two figures, like a motion picture reversing itself, sat upright in a car that was no longer a twisted steel assembly, but in much the same condition it had been few moments before.

The taller of the two uniformed figures stood up and screamed in fright of something he saw in the Stranger. He bawled: "Seize him. Put him under arrest. Guard! Guard!"

The voice of the other uniformed person linked itself to the shrill pitched terror-shout of the first.

"Shoot him down! Guard! Guard! Guard!"

The Stranger smiled like a tolerant adult looking down on a fit of childish pet.

"There is no one to respond," he said softly. "Be quiet and look with me and listen to me."

THE Stranger talked and as he talked form and substance showed themselves like apparitions before the eyes of the two men. And sounds were heard, sounds of air-machines of death whining through affrighted skies, their bowels opening and the sound of deadly thunder as bomb

below
clearly,
Stranger
armored

DECEMBER 22, 1940

Scenes change saw flames rising on the night, licking at the sand burning homes, heard reaved and home-away-torn machine guns, the throaty tillery, the sharp spang of automatic and the earth-vibrating rumble of tan. And in the scenes' changes, lands changed and peoples changed, but the story the two men saw and heard was the same. Earth was being devastated, life was being bled of life, birth was spewed from the wombs of death, life and men and the places of their living were being changed.

"This," said the voice of the Stranger softly, "is yours, my little ones, so 'strong,' so 'brave,' so 'glorious' in your uniforms and your fantasies loosed, as you see, in this strange world you have made."

"Guard, Guard, Guard!" screamed the two figures together.

"There are no guards," said the Stranger softly. "You should know that, you who have called on me so many times, you who have given me so much to do." The Stranger leaned toward them. "Seriously, my little ones, I came to claim you at this rock strewn rendezvous where your mighty train was to pile up like a child's toy. But, I don't want you yet. I merely want you to realize that I am your master, to show you what it is you must account for at such time as I claim you. What has happened is but a delusion, a quick and instant dream flung up from conscience. Remember this, for I am he who comes to every man, the rich and the poor, the great and the small, to dictators and emancipators alike. But when I come, I bring with me the fruits you have seeded in life. Selah. On your way, little ones."

★

THUS ended the story of two men, men who had grown above life in their conceptions of themselves and their missions in the affairs of earth's millions. Your guess of them is as good as ours.

Thus, too, an introduction to Frederick G. Ibbett, a lean, brown-eyed Englishman, producer of "Freedom Speaks," (KFWB, 6:30 to 7 p. m., Sundays).

Hard bitten realist Ibbett has made "Freedom Speaks" an interesting, often vital, contribution to such thinking as is directionally concerned with preservation of the humanities and principles of life through whose expression humanity may best serve itself. The somewhat eerie introduction, as nearly as this writer's talents can portray, gives an insight into the showmanship of Ibbett in his production of his program with the writing assistance of Russell Hughes.

Ordinarily the program deals with factual basis of conditions in occupied European countries, highly dramatized and of such calibre as to attract to the microphone among the host of Hollywood resident stars of stage, screen, and radio these people: Gene Lockhart, Sir Cedric Hardwicke, Ida Lupino, Freddy Bartholomew, Blanche Yurka, the Czechoslovakian stage queen, and Heather Angel. When news gleaned from the swift pace of events of

Chef Milani's Sunday Dinner

For Eight Persons

The Menu:

Oyster Mignonette	Rice soup Viennese
Celery	California olives
Salted mixed nuts	
Filet of sole Marguery	
Stuffed capon a la Kok	
Sparkling burgundy	Calso water
Asparagus Hollandaise	Potato cakes
Celery root and green salad	
Rolls	Butter
Fancy ice cream	Assorted cakes
Cofee, tea or milk	

RECIPE FOR OYSTER MIGNONETTE

- ½ cup of whole white pepper
- 4 shallots
- 4 chives, or very young green onions
- 1 clove of garlic
- ½ teaspoon of salt
- ½ pint of white wine or tarragon vinegar
- 6 oysters per person

Put oysters on half shell, on cracked or shaved ice. Place small glass of Mignonette sauce in center of each plate.

RECIPE FOR MIGNONETTE SAUCE

Take whole white peppers and crush them, then mix with 4 finely chopped shallots, 4 chives and clove of smashed garlic. Add half a teaspoon of salt, half a pint of white wine or tarragon vinegar, beat well and serve with oysters.

RECIPE FOR RICE SOUP VIENNESE

- 3 ounces of butter
- 2 tablespoons of uncooked rice
- 2 tablespoons of flour
- 2 quarts of chicken broth
- Salt and pepper

Put the three ounces of butter and the two tablespoons of rice in a casserole and heat through, then add the flour and heat again. Then add the 2 quarts of chicken broth and boil slowly for one hour. Stir occasionally so the rice will not burn on the bottom of the pan. Season with salt and pepper.

RECIPE FOR STUFFED CAPON A LA KOK

- | | |
|-----------------------------|----------------------|
| 1 capon, 7 to 8 pounds | 1 carrot |
| 1 loaf of day old bread | 1 onion |
| 12 boiled chestnuts peeled | 3 ounces of butter |
| 1 jar of Signet fruit salad | Some pork fat |
| 6 stewed prunes | ½ cup of bouillon |
| 1 egg | 1 cup of brown gravy |
| 1 gill of brandy | Watercress |

Season the capon well, both inside and out, and put in ice box. Prepare the stuffing as following. Crumb loaf of bread, and boiled chestnuts, the jar of Signet fruit salad, and the stewed prunes. Put all ingredients in a bowl, add egg and brandy and mix well. Fill capon, wrap a piece of fat pork around it and put in roasting pan with a carrot and onion, and three ounces of butter. Put in moderate oven of 325 degrees and roast 15 to 18 minutes to the pound, basting continually. Remove capon to a large platter and take off the fat pork. Return pan to fire and bring to a boil. When the fat is clear drain it off, and add ½ cup of bouillon and one cup of gravy to the pan. Season, boil, strain and pour over the capon. Garnish with watercress.



CHEF MILANI is heard Monday through Friday at 2 p .m. over KMPC in a program entitled A DINNER FOR FOUR, FOR A DOLLAR, NO MORE, sponsored by WILSON & CO., SIGNET FRUITS IN GLASS and ARDEN DAIRIES.

Radio Life Consumers' Club

—Directed by Chef Milani

MERRY CHRISTMAS!—Before the next issue of Radio Life reaches you, the loveliest day of the year will have come and gone. The reason we think of it as the loveliest day of the year is because it is a day of giving and forgiving, a day on which human beings come close to the goodness of right living, a day on which perhaps we become all that which we wish to be during the rest of the year. This is a department on food, and preaching may seem a little out of place in it; yet the food of the soul which fills us during the Christmas season can not be ignored, for it is this food that keeps the spirit of the human race alive, ever seeking its ideal, its eyes always on a distant star of peace, love, good will and understanding. Merry Christmas to you one and all then, and whoever you are, wherever you are, however you are, may the ideal you dream of come closer to you at this time and linger warmly in your heart.

SELF-CONGRATULATIONS—We congratulate ourselves in this issue on having the Radio Life Consumers' Club well underway. Your response has been extremely gratifying. When the magazine test-pilot took the idea up a couple of weeks ago, we didn't know what would happen, but we can now announce a happy landing with all sorts of future kitchen flights in store for everybody. Keep sending in your memberships; a penny postcard with your name and address is all that's required and there are no obligations of any kind to make it difficult. However, once a member, we hope you will be an active one and start sending in hints, recipes, ideas and suggestions on anything pertaining to food and cookery. We are organizing a Research Division in this Consumers' Club where you will have the opportunity of becoming an official Kitchen Tester and of putting your own seal of approval on foods and kitchen equipment, but to participate in this you must send us a little information about yourself telling us what you have done or think you can do in the way of social or domestic service for the community. For further particulars on this subject refer to another page in this issue.

EARLY BIRDS—Our invitation for you to join the Club and contribute material for this department has already born fruit and with a great fanfare of culinary trumpets we take pleasure this week in presenting the ideas of some of our first arrivals. Mrs. S. F. Scoville of Compton serves milk to her potted plants as well as the cat. She says it gives them nourishment and keeps them greener, and another idea that she offers is that of covering the unused burners on a stove with lids while frying, so as to save yourself a messy cleaning job. Mrs. O'Hare of Los Angeles sends us a plug for one of our KMPC sponsors. We hope you don't mind. She says that you can make simple syrup from Signet apple juice to serve with your desserts. From Covina we hear from Mrs. Helen Brubaker who suggests a combination of red cabbage, pineapple, sliced avocado and a little mayonnaise as a salad, while Mrs. Evelyn Frank, another Angelino, writes in that if some of the yellow gets into the white when you separate eggs, all you have to do is dip a white cotton cloth in hot water, wring it dry, and then touch the bits of yolk with it and they will instantly be absorbed. She also suggests baking tomatoes and peppers in muffin tins to keep them securely upright and having a mirror in the kitchen so that you can look at yourself from time to time and see if your nose is shiny.

Build your own kitchen reference library by clipping and saving these pages each week. If you would also like to receive news of new products, samples, etc., through the mail, join

the Club by simply registering your name and address with Radio Life Consumers Club, Chef Milani, Director, 1029 West Washington Blvd., Los Angeles, California.

Radio Life Consumers' Club CHEF MILANI



This page is a continuation of the preceding page, bringing Radio Life readers menus, recipes, and homemaking suggestions from Chef Milani and Consumers Club members. All Radio Life readers are invited to join the Club and

share their own home management discoveries, favorite menus, etc., with other readers through the Club section. Address Radio Life Consumers Club, Chef Milani, Director, 1029 West Washington Blvd., Los Angeles, California.



File This Page Under "Egg Dishes"

This Week—Egg Dishes

JUST EGGING YOU ON—Our library this week brings you some egg recipes so we might as well pass along a few egg tips. No matter how you cook 'em, it's better to cook 'em at a low temperature so as to keep the egg protein firm but soft. Remember that eggs serve as a leavening agent and that this property can be put to good use in making meringues, souffles, frostings, purees, gelatins, or even sponge cake. If you need a thickener for a sauce or a custard an egg will again come in handy, and if you need a binder for a meat loaf, a balancing agent in making ice cream, or a clarifier for your soup and coffee, you can still back on one, figuratively, of course.

Suggested Recipes for the Preparation of Egg Dishes

SHIRRED EGGS A LA VAUGHAN FOR 4

- 1 pint of thick cream
- 1 level teaspoon of salt
- A pinch of cayenne
- 2 egg yolks
- 1 tablespoon of grated parmesan cheese
- 8 eggs
- One-eighth of a pound of butter
- Salt and pepper

Beat cream, salt, cayenne, egg yolks and cheese in a bowl. Put in a double boiler on top of range, let cook and stir all the time until it gets hot. Then you cut butter in 4 equal parts and place each piece in a shirred egg dish. When butter is melted, break two eggs in each dish. Cover with Vaughan sauce and bake in a moderate oven, until eggs get set.

SHIRRED EGGS WITH PEPPERS FOR 4

- 4 whole green peppers
- 4 teaspoons of butter
- 8 eggs
- Salt and pepper

Cut peppers in small squares, divide evenly in 4 shirred egg dishes, add 1 teaspoon of butter to each dish. Let simmer until nearly cooked. Then break two eggs in each dish, season with salt and pepper and cook until eggs are done.

SHIRRED EGGS TROPICAL FOR 4

- 2 bananas
- 8 eggs
- ½ pint of cream
- Salt and pepper to taste
- Butter

Peel bananas and slice very fine. Put half of each banana in a buttered shirred egg dish, and allow to become hot. Then distribute cream evenly between dishes, add two eggs to each dish, season with salt and pepper, place in oven and bake.

BACONIAN POSTSCRIPT—Very few people think of eggs without thinking of bacon and we're no exception. Perhaps we are a little different in the kind of bacon we think of, however. When we think of bacon, we think of Ol' Fashund kind, the kind that used to come on the rind—remember? It used to have such a nice smokey flavor, such a special kind of tastiness, and that rind used to come in so handy for so many other dishes . . . ! All right, we won't keep you in suspense any longer. You can still get it . . . good Ol' Fashund bacon . . . right on the rind . . . sliced and everything. Just ask for Wilson's.

Chef Milani's Super-Economical

"Dinner for Four, A Dollar, No More"

As Featured on His KMPC Broadcasts

The menus on this page stress simple, wholesome meals for four people, and can each be prepared for a total of \$1. The cost of each is checked weekly in Radio Life Markets

CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 1

- Spaghetti and meat balls
- Celery
- Milk
- Bread and butter
- Preserved peaches

RECIPE FOR SPAGHETTI AND MEAT BALLS

- 1 pound of spaghetti
- ½ pound of chuck beef
- ½ pound of ground pork
- ¼ cup of parsley
- 1 egg
- 3 slices of bread
- Salt and pepper to taste
- 2 slices of Ol' Fashund bacon
- 1 onion
- 2 cloves of garlic
- 1 six-ounce can of tomato paste
- 1 cup of parmesan cheese
- 1 large can of solid pack tomatoes

Mix meat, and parsley, chopped very fine and egg and 3 slices of bread that have been soaked in water, and squeezed out. Salt and pepper to taste. When well mixed form into 8 equal balls. Chop Ol' Fashund bacon. Put into a thick skillet. When bacon is melted fry meat balls in skillet with bacon until brown. Remove meat balls and bacon from skillet. Chop onions and garlic very fine, and fry in fat for 10 minutes, then add solid pack tomatoes and paste and stir well. When tomatoes come to a boil lower fire and let simmer for 2 hours. Then put meat balls in and let cook for an hour. Half hour before dinner, boil 4 quarts of water with 3 level tablespoons of salt added. When water is rapidly boiling, put in spaghetti and stir well, let boil for about 12 to 15 minutes. Drain thru a calander. Put spaghetti in large bowl, pour meat sauce over it and sprinkle with parmesan cheese, and serve with meat balls.

CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 2

- Veal shanks with broccoli
- Celery
- Bread
- Milk
- Sliced tomatoes
- Butter
- Gelatin dessert

RECIPE FOR VEAL SHANKS WITH BROCCOLI

- 4 pounds of veal shanks
- 1 tablespoon full of butter
- 1 pound of broccoli
- 1 onion
- 1 clove of garlic
- Salt and pepper to taste

Melt butter in thick pot, then chop onion and garlic and braize with veal shanks, until shanks are brown. Then salt and pepper to taste. Wash and clean broccoli, and put in pot with the shanks. Cover pot and let cook on slow fire until broccoli and meat are tender. Serve shanks garnished with broccoli.

CHEF MILANI'S DOLLAR (FOR 4) DINNER No. 3

- Lamb stew Espagnole
- Avocado salad with French dressing
- Bread and butter
- Sunfrezett ice cream
- Milk

RECIPE FOR LAMB STEW ESPAGNOLE

- 1½ pounds of shoulder lamb
- 2 onions
- 3 pounds of potatoes
- 2 carrots
- 2 turnips
- 2 tomatoes
- 2 parsnips
- 4 slices of Ol' Fashund bacon

Cut lamb shoulder in 2 inch squares, chop Ol' Fashund bacon, slice two onions, and brown bacon and onions in pan. Then sear the meat, sliced carrots, turnips and parsnips. Add all ingredients to bacon and onions, also tomatoes and 3 cups of water. Salt and pepper to taste. Be sure you slice tomatoes in quarters. Simmer for one hour and a half, then add the 3 pounds of potatoes, sliced in thick slices, and let cook until potatoes are done.

Gags of the Week

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

Bob Hoffman, 666 North Oakland, Pasadena, Calif.

Sirs: Here is the "fluff" of the week. It happened on the "Wings Over America" program on KFI, Dec. 8.

Describing the life of Benny Howard, the narrator said: "Benny arrived at evening one home"—and as he tried to correct himself he could only succeed in repeating—"er, at evening one home."

I should like two tickets to the Jack Benny show.



Ruth Gutierrez, 1009 North Oakland Ave., Pasadena, Calif.

Sirs: I think a good "gag of the week" is:

What's the difference between a sailor and a girl?

One faces the powder and the other powders her face.

This gag was heard on Prof. Puzzlewit's program.

Please send me two tickets to Bob Hope's program.



Mrs. Elaine Fox, 1747 North Normandie, Hollywood.

Sirs: The funniest gag of the week I think was on the Signal show when Vera Vague said the Notre Dame captain was a hula dancer, they were always being penalized for having their backfield in motion.

If I win I would appreciate two tickets to any of these shows: Bob Hope, Charlie McCarthy, Jack Benny, Gulf or Silver Theater. Thanking you most kindly.



Richard F. Urich, 1946 Yosemite Dr., Los Angeles.

Sirs: This little gem comes from the

this harassed world fails to suggest a drama plot to Ibbett and Hughes they fall back, with confidence, on their wealth of knowledge of dramatic development and, as we have seen in my somewhat inept and floundering suggestion of a program recently done by them, lean heavily upon imagined possibilities rising out of events and conditions.

"Radio, like all other activities, is a propaganda laden instrument," Ibbett says frankly. "It is only necessary, however, that what is seriously attempted for public consumption be dramatized within the limits of known facts and truths. 'Freedom Speaks' does only that."

Credited with starting Don Ameche on his career, Ibbett has been a radio figure for 18 years, starting with British Broadcasting company in 1922, before coming to this country to work for NBC, to produce the "First Nighter" series, "Hollywood Hotel" and other radio interesting programs.

—HANSON H. HATHAWAY.

Fred Allen show of last Wednesday (repeated on the Jack Benny show Sunday).

Fred was discussing his ancient enemy, and said: "Why, Jack Benny is so low he could read by the light from a hot-foot."

If this wins your approval would greatly appreciate tickets to Jack Benny or Charlie McCarthy for the last Sunday in December, as I am expecting guests for the holidays.



Mr. Swanson, 1010 South Record Ave., Los Angeles.

Sirs: I like a gag on the Burns and Allen program:

Gracie: "How do you pronounce it?"

Native: "Mexico (Mayhekoe)."

Gracie: "And what kind of gasoline do you use? Tayhekoe?"

If I win will you please send me four tickets.



Mrs. May Klaffke, 1718½ West 45th St., Los Angeles.

Sirs: The best gag I've heard lately was on the Burns and Allen program. Gracie was talking to a border patrolman who asked her: "And what is your name?"

Gracie: "Gracie Patricia Mary Helen Allen."

Guard: "And what were you named after?"

Gracie: "After I was born."

If you consider this a winner I would love to have three tickets to a Gulf Screen Theater program.

To Ma, Pa . . . and the Whole Dandy Family
**MERRY CHRISTMAS
HAPPY NEW YEAR**



**"Wake Up and Sing"
with JAY BURNETT**

NBC - KFI

Monday, Wednesday, Friday
7:30 a. m.



Everyman's Theatre

and

Arch Oboler

Extend

Season's Greetings



YOU JUST CAN'T GET "RADIO ANTICIPATION JITTERS": Not when Art Gilman, left, and Ken Niles, right, come out before the curtain a few minutes before show-time and wittily clown their way into audience laughter and relaxation. Here they are fanning away the inevitable tenseness that comes over people in crowds. They are ribbing each other, preliminary to the air-curtain's rise on Hollywood Smarty Party, CBS-KNX fun and quiz show. Sundays, 8:30.

Relaxing Audiences

*You Won't Enjoy the Show As Much
Unless You're in the Groove;
Pre-Curtain Stunts Help*

HE I! HO! Varlet! Bring on the jesters. This bejeweled and beribboned company is as dull as the guillotine on a bleak morning."

So might have said a medieval lord as a preliminary to "jiving up" a court party that had not yet hit the wassail bowls copiously enough to get into the groove of wholesome fun.

But, those ancient lords could count

on the jesters, those allegedly loony, but fox-wise wit vendors to break the ice of social reserve and get everybody to let hair, periwigs, and perukes down their noble brows.

Combining comic acrobatics and tumbling with a persistent flow of epigrammatic nonsense and anecdotes the jester occupied a position in the society and politics of his times, enjoyed by few of his peers.

And radio has its nonsense makers, characters whose function is to plug commercials of programs, but who double in the hrasses of wit, to serve the same purpose as the jester in Middle Ages courts.

When Al Pearce, for instance steps out of the character of "Elmer Blurt" and tells a few pointed rib-ticklers to the audience before the air-curtain rises on his adventures in salesmanship, it's all part of a process. It is called variously "Softening Up the Audience," "Getting the Customers to Relax," "Making the Gang in the Auditorium Part of the Production."

And when Pearce, noting a ripple of laughter in the audience, catching the flash of the audience's polished molars, invites "the good looking young engineer in the sound booth up there, to please stand up and take a bow" and eleven flattered males, their own dentures self consciously exposed, get up and salaam

deeply, the audience usually responds a with a hearty uproar of laughter. At this point, then, the audience, under Pearce's direction has become part of the production to follow. With its sense of humor awakened and a general spirit of expectancy developed the following show is apt to be more fun for everybody concerned, audience, stars, announcers and even the obscure gentlemen in denims, broom-armed, who sweep up the script pages after the show is over.

While it all seems spontaneous and unrehearsed, which often enough it is, this business of "warming up the audience" is as serious and specialized an act as the show itself.

MOST of us who attend radio shows, or who are attending one for the first time, are prone to become a mite nervous. We have become radio-conscious. We look around at the unlighted warning signals, the "Quiet, Please," the "Stand by," the "On the Air" and we tense up a bit in our efforts to follow the rules. Radio show producers know that in the audience are dozens of persons who fight back an annoying throat tickle, who perspire in fear that at the wrong and uncontrolled moment that tickle will explode with a microphone-staggering roar just as the star of the show approaches the clinching line of drama.

Others in the audience are uncertain whether you just laugh at any time you hear something funny or whether you have to wait for a signal for that. Of course, in strict comedy sequences you laugh at whatever caresses your sense of humor, for there is, as Bob Hope, a master at making a flat joke take form in deep stomached laughter, can tell you—nothing quite so upsetting to a comedian as a desperate rush for an applause sign to inform the crowd that, if you thought something was funny, to open your mouth, show your epiglottis and let your laugh hair down. On the other hand, the "drammer" is a sacred radio cow. It has, occasionally, subtle touches of humor. When these occur it is expected and appreciated when a ripple of amused appreciation goes through the placid sea of audience faces. But, as the announcers will be at pains to tell you before air-time, it is best to hold back your clamorous instinct to applaud until the little placard worded "applause" is thrust up in front of you.

It is to set the audience at ease that announcers and stars come out before the curtains before the show. The theory is that to break the inevitable tension and set the audience to laughing beforehand is to have it relaxed to a point where no incipient tickles, sneezes, or coughs can find a chance for self expression.

EACH star and announcer has developed his own technic in easing studio audiences into the receptive groove. When Bud Hiestand tests out the cooperative spirit of the audience with practice applause, he has virtually won his point when the folks roar happily at his antic of cupping his hands and querulously shouting: "I can't hear that sweet little lady in the back row there."

A Jack Benny show almost always goes on the air with the ticket-bearing fortunates quite willing to give Benny the breaks. The reason is as psychological as the show is funny. It has been Announcer

Don Wilson's task before show time to weave a mental pattern of sympathy for Jack. Wilson does this, as many of you know, by coming out and elaborately starting to tell about the star, but never mentions him at all during a monolog frequently lighted by rare humor.

Hollywood is tourist and visitor crowded at almost all seasons. The natural attractions for our hundreds of thousands of in-comers are, of course, motion picture making and radio broadcasting.

Alert Ken Murray, on his former CBS series, took advantage of the southland's attraction for visitors, and before air-time staged a riotously funny act. He would dash pell-mell up and down aisles introducing audience members. Needless to say when Ken was finished the ladies and gentlemen were ready to back even the limpest joke and situation with vociferous appreciation.

The stars themselves do their bit to bring the audience into closer relationship with themselves and what they will shortly be doing for it. George Burns, an old trouper, can be counted on to confuse Announcer Hiestand, or whoever is assigned to the show, with as neat and systematic a ribbing and heckling as can be heard anywhere. Sympathy flows out to Hiestand as Burns talks back to him over the "talk-back" from the control room. The audiences like these interchanges of barbed persiflage.

Most quiet mannered of all announcers is Mel Ruick, announcer on CBS' "Lux Radio Theater." While Ruick makes no conscious effort to pull laughter from his auditors, he accomplishes the idea of audience relaxation quite as effectively as his clowning contemporaries. He com-

ments on the show to come, spicing his remarks with an infrequent gem of dry humor that brings a wreathing of smiles in the auditorium.

"Of course," Ruick will say, "the show you are going to hear is awfully good. But, there's just one point. You'll notice a rather extraordinary bit of acting at one point. A good looking chap will come on and will in a hauntingly dulcet voice recapture for you the thrills of using a good toilet soap, of making kitchen drudgery a joy. Watch him closely, folks. He will be Mel Ruick." Ruick will pause, then: "And, incidentally, so that you will recognize him when he comes on I might mention that I am he."

Edward G. Robinson, star of "Big Town" is a serious minded actor as is Jean Hersholt of "Dr. Christian." Both will step out before the footlights and talk to the audience, both giving thumb-nail dramatizations of some situation or anecdote or problem posed them by a letter writer in the previous week.

Kay Kyser is one radio figure who gets down in the laps of the audience, figuratively of course. A happy-mooded individual, he has as much fun conducting his "College of Musical Knowledge" for NBC as do the listeners. He will come out before air-time and clown about, recognizing, or pretending to recognize, old acquaintances in the audience, quip late arrivals, direct them to seats and bring the people up to a high level of good humored indulgence long before the time allotted to audience relaxing is up. A favorite Kyser device is to direct the attention of a young man or woman to each other and ask them if they know each other. Usually they don't but Kyser with rare abandon sees to it that they

(Continued on Page Sixteen)



THEY, TOO, KNOW HOW TO WARM UP AN AUDIENCE: Left to right, above, are two NBC ace announcers, Don Wilson and John Frazier. These gentlemen, like the pair opposite, know that a person's enjoyment of a radio show is made more acute if the audience has had a pleasurable time before the show begins. Announcers are virtually Harlequins in muffs and the job they do before air-time is sometimes as important as the job that is done after the show is on the air.

More On Relaxing Audiences Amateur Chances

(Continued from Page Seventeen)

strike up a studio friendship and enjoy the show.

A favorite and quite human tactic of many top-notch announcers and stars has been culled from the shrewd psychological routines of religious evangelists. This is merely to make a sweeping gesture of good-fellowship, exhorting the audience members to turn to the person next to them and exchange salutations. Obviously, this is a thoroughly humanizing business. It has the effect desired by radio officials and workers: Knitting the audience into a responsive single unit. With the audience in that condition the success reception of a show is pretty nearly assured.

ALL great networks strive to familiarize people with radio and its functions. Network officials realize that radio is growing in social and entertainment significance day in and out. They know, too, that a responsive citizenry is a helpful factor in developing radio to still higher levels of functional importance. To bring radio closer to the multitude all nets have arranged tours during which a nearly complete revelation of what makes radio is given.

Visitors to radio studios like to "watch the wheels go round." They're interested in control room activities, the signals of directors and engineers during the pro-

gram, and when the show is over they often like to take conducted tours around the big radio plants of NBC, CBS, and MBS.

Tickets to watch broadcasts are free of charge and are usually sent those who apply by mail, enclosing a stamped and self-addressed envelope to carry the admissions back to them. No seats are reserved and "first come, first served" is the rule.

Those who remain after broadcasts to purchase tour privileges enjoy a close-up view of a complete sound effects demonstration; they inspect and have explained master control panels in main lobbies, through which all programs are routed from coast to coast; oscilloscopes which display visually vibrations of music and voices on air; new television demonstrators; display rooms where records are made of each visitor's voice and played back for the visitor's enjoyment; and many other striking features of radio's most modern establishment.

More than 1,500,000 people witness broadcasts each year in the three network studios, some 120,000 annually enjoy complete tours of the broadcasting plants conducted by uniformed guides.

So, the next time—or the first time—you attend a radio broadcast remember—Radio wants you to enjoy yourselves. So—relax!

As a result of new policy (KECA's "Afternoon Jamboree,") worthy amateurs who make their public debuts on the Saturday night "Tune Out Time" program are afforded professional "breaks." An amateur is presented each day on variety show, is paid regular rates for his services. According to Douglas Evans, producer of the show, amateurs who possess talent are encouraged both by recognition and by financial reimbursement. "Tune Out Time" is heard each Saturday night at 8:30 over KECA, the "Afternoon Jamboree" Monday through Friday at 3:30 p. m.

KGB Homemakers

Marion Randall, editor of the KGB Homemaker's Catalog is offering a variety of new and novel recipes for holiday hospitality, which can be had in printed form by mail or telephone request. Following is a list of current recipes offered: "Spiced Holiday Drinks;" "An Unusual Steamed Pudding;" "Fudge and its Varieties;" "Tangerine Jam;" and "Mince Meat Bread."

Write to Marion Randall in care of KGB for copies of any or all of these interesting and tested recipes. Her program is heard every morning, Mondays through Fridays, at 9:15 a. m. over KGB.

KEND-4. Elwyn Cross. 4:15. Europe Situation. 4:30 Musical Souvenirs. KGB-4. Fulton Lewis. 4:15. Here's Morgan. 4:30. George Bacon. KFVJ-4. Tea Time. 4:30. News. KVOE-4. Fulton Lewis. 4:15. Here's Morgan. 4:30. Tunes of Day.

5 to 6 P. M.

KFI-5. Tunes in Three-Quarter Time. 5:15. Jack Armstrong. 5:30. String Serenade. KNX-5. European Round-Up. 5:15. Fletcher Wiley. 5:30. Afternoon Dances. 5:45. Garred. News. 5:55. Davis. News. KHJ-5. News. 5:15. Daily Comics. 5:30. Shafter Parker. 5:45. Captain Midnight. KECA-5. Your Government Reports. 5:15. Tunes in Three-Quarter Time. 5:30. News. 5:45. Tom Mix. KFWE-5. Stuart Hamblen. KMPC-5. Cobbers Club. 5:15. News. 5:30. Uncle Harry. KMTR-5. Sweet Music. KFAA-5. Music. 3:30. Whoo Bill Club. KGFJ-5. News. 5:15. Tango Time. 5:30. Music. 5:45. Phil Stanwick. KRKI-5. Melody Range. 5:30. Race Results. KFOX-5. Swing. 5:30. Red Cross. 5:45. March Ahead of Time. KGER-5. News. 5:05. Latin Hour. KFKN-5. News. 5:05. Pop. Orch. 5:30. Shafter Parker. 5:45. Captain Midnight. KFSD-5. Vaughn De Leath. 5:15. King Arthur. Jr. 5:30. News. 5:45. Tom Mix. KGB-5:30. Shafter Parker. 5:45. Captain Midnight. KVOE-5. Classified. 5:15. Noble Orch. 5:30. Shafter Parker. 5:45. Capt. Midnight.

6 to 7 P. M.

KFI-6:15. King Cowboy Revue. 6:30. Cavalcade of America. KNX-6. Texas Rangers. 6:30. Big Town. KGB-6. Fulton Lewis. 6:15. Flying Football. 6:30. John R. Hughes. 6:45. Art Linkletter. KECA-6. Roy Shield's Revue. 6:30. J. B. Kennedy. 6:35. Soin & Win With Jimmy Flynn. KMPC-6. Song Stories. 6:30 Easy Listening. KFWE-6. News. 6:15. Strollin' Com. 6:30. Crosby Orch. 6:45. Crazy

KMTR-6. Hollywood Merry-Go-Round. 6:15 Music. 6:30. Life Pavements. 6:45. Douglas Dawson. KFAC-6. News. 6:15. Music. KGER-6. News. Italian Melodies. 6:30. Music. KRKD-6. Recordings. 6:15. Alvin Wilder. KVOX-6. News. 6:10. Sports. 6:15. Elizabeth B. Browning. 6:30. Semi-Classical. 6:45. Pop. Records. KGER-6. News. 6:30 Italian Journal. KFAM-6. Fulton Lewis. 6:15 Anything Cap Hannon. 6:20. Salon Music. 6:30. Hometown Headlines. 6:45. What Do You Think? KFSD-6. Shield's Revue. 6:15. Mama Bloom's. Brood. 6:30. News. 6:35. Soin & Win. KGB-6. Fulton Lewis. 6:15. Johnson Family. 6:30. John B. Hughes. 6:45. Art Linkletter. KVOX-6. Fulton Lewis. 6:15. Johnson Family. 6:30. John R. Hughes. 6:45. Art Linkletter.

7 to 8 P. M.

KFI-7. Kay Kyser. KNX-7. Miller Orch. 7:15. News. 7:20. Music. 7:30. Meet Mr. Meek. KHJ-7. Gabriel Heatter. 7:15. Chapel Quartet. 7:30. Lone Ranger. KECA-7:30. News. 7:45. Cavalcade of History. KFWE-7. Sid Ziff. 7:15. Jimmie Jackson. 7:30. News (Thrifty Drug). 7:45. Robt. Arden. KMPC-7. Symphony of Melody. 7:30. Listen Inn. 7:45. News. KMTR-7. I Am. 7:15. Today's Music. 7:45. Samuel Converse. KFAC-7. Hollywood-Beverly Christian Church. 7:15. Music. 7:30. Floyd Allen. KGFJ-7. Spanish Hour. KRKD-7. News. 7:15. Three-Quarter Time. 7:30. Do You Know? KFOX-7. Daily Bread. 7:15. P. on Records. 7:30. Hawaiians. 7:45. News. KGER-7. News. 7:05. Jewish Hour. KECA-7:45. Foursquare Crusaders. KFSD-7. Story Drama. 7:15. Bob Hannon. 7:30. Sports Chats. 7:45. Ted Steele. KGB-7. Gabriel Heatter. 7:15. Singing Circle. 7:30. Lone Ranger. KVOE-7. H. W. Van Loon. 7:15. London News. 7:30. Lone Ranger.

8 to 9 P. M.

KFI-8. Woodbury's Playhouse. 8:30. Plantation Party.

KNX-8. Amos 'n' Andy. 8:15. Lanny Ross. 8:30. Dr. Christian. 8:55. Bob Trout News. KHJ-8. Answer Man. 8:15. Martin Orch. 8:45. Jerome Orch. KECA-8. Quiz Kids. 8:30. Manhattan at Midnight. KFWE-8. Enemy Within. 8:15. Pan Pacific Aud. 8:30. Know Your Bible. KMPC-8. Amos 'n' Andy. 8:15. Henry Misselwitz. 8:30. News. Classics. 8:45. Let's Talk News. KMTR-8. Special Events. 8:15. Rovers' Singing. Walters. 8:30. Floyd Johnson. KFAC-8. Evening Concert. KGFJ-8. News. 8:10. Mr. Parsons. 8:15. Phil Stanwick. 8:30. Music. KFOX-8. Luce Floor Show. 8:15. Recorded Frolic. 8:30. Hit Review. KGER-8. News. 8:05. Spanish Hour. KFSD-8. Quiz Kids. 8:30. Manhattan at Midnight. KGB-8. Answer Man. 8:15. DeArny Comments. 8:30. Martin Orch. 8:45. KVOE-8. Answer Man. 8:15. Martin Orch. 8:45. Jerome Orch.

9 to 10 P. M.

KFI-9. Time to Smile. 9:30. Mr. District Attorney. KNX-9. Texaco Star Theater. KHJ-9. News. 9:15. Frost Warnings. 9:30. Roake Carter. 9:45. Martin Orch. KECA-9. Easy Aces. 9:15. Mr. Keen. 9:30. News (Thrifty Drug). 9:45. Classics for Today. KFWE-9. Prelude to Inspiration. 9:30. News. 9:45. Shaw Orch. KMPC-9. Memories in Melody. KMTR-9:30. Peter Foster. KFAA-9. Evening Concert. KGFJ-9. Jewell Hour. 9:30. Music. KFOX-9. News. 9:15. Dude Ranch. 9:30. Pop. Records. 9:45. Hawaiians. KGER-9. News. 9:05. Moods and Music. 9:30. South American Way. KFAM-9. Frost Warnings. 9:45. News. KFSD-9:30. Color Bearers Quartet. 9:45. Spirit of L.I.F.E. KFSD-9. Easy Aces. 9:15. Mr. Keen. 9:30. Classics for Today. KGB-9. News. 9:15. Frost Warnings. 9:30. George Bacon. 9:45. Martin Orch. KVOE-9. News. 9:15. Frost Warnings. 9:30. Fortv Plus. 9:45. Evening Melodies.

10 to 11 P. M.

KFI-10. News. 10:15. Foster Orch. 10:30. Inside the News (Thrifty Drug). 10:45. Woodbury Music. KNX-10. Sullivan Reviews News. 10:15. Nightcan Yarns. 10:30. Masterworks. KHJ-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KECA-10. Five Edwards. 10:15. Philharmonia. KVOX-10. Electratones. 10:15. Bowling Notes. 10:30. Contrasts in Rhythm. KMPC-10. Sing with Mike. 10:15. News. 10:30. Skating Melodies. 10:45. Ebony Rhapsody. KMTR-10. Viennese Jamboree. 10:15. Neighbor Orch. 10:30. Spec. Events. 10:45. Kalle Orch. KECA-10. Melody Hour. KGFJ-10. News. 10:15. Wrestling Matches. KFOX-10. Dick Ross. 10:15. Hamilton Orch. 10:30. Wave Riders. 10:45. Oran Reberies. KGER-10. News. 10:10. Music. KMTR-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KFSG-10:45. Forgotten Man. 10:30. Melody Trio. KFSD-10. Aaronson Orch. 10:30. Harrington Orch. KGB-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KVOE-10. Haven of Rest. 10:30. News. 10:45. Harris Orch.

11 to 12 Midnight

KFI-11. News. 11:15. Morgan Orch. 11:30. Shaw Orch. 11:57. News. KNX-11. Knox Manning. 11:15. Pollack Orch. 11:30. Strand Orch. 11:55. News. KHJ-11. Harris Orch. 11:15. Dale Orch. 11:45. Rhythm Rascals. KFAA-11:15. Marshall Orch. 11:45. Organ. 11:57. News. KFWE-11. Three Kings & a Queen. 11:15. Music You Want. KMPC-11. Bright's Hawaiians. 11:15. News. 11:30. Jack. 11:30. Swing & Quiz. KMTR-11. Music. KFAC-11. Night Shades. KGFJ-11:15. Concert Melodies. KFAM-11. Harris Orch. 11:15. Dale Orch. 11:45. Rhythm Rascals. KFSG-11:15. Sunny Southerners. 11:30. Phillips' Corner. KFSD-11. Morgan Orch. 11:30. Shaw Orch. KGB-11:15. Dale Orch. 11:45. Memory Time. KFVJ-11. Jack the Bellboy. KVOE-11. Harris Orch. 11:15. Dale Orch. 11:45. Rhythm Rascals.

The Christmas Air

*Hosannahs Will Ring Out Above the
Crash of Guns, as a Free Land
Goes On into Another Year*

FOR 1940's citizens 1940's Christmas celebration will take on deeper significance than it has within memory of most now living, perhaps historically to be recorded as the most fateful of all times.

Radio, headed by Columbia Broadcasting system which, of major western airing networks, has taken lead in plotting programs for Yule, Radio Life, conning cream of programs in preparation here presents highlights of the Seasonal broadcast schedules:

"Nobody's Children," Mutual-KHJ's social service program will feature Bob Hope and singing star Betty Jane Rhodes 4:30 to 5 p. m., Sunday.

Guy Kibbee will be Santa Claus. Paramount's child singer, Betty Brewer, with the Brewer family, will make melodic contributions. Screen stars Una Merkel and Edward Arnold are also slated.

Three hundred orphans will be Walter White Jr.'s special guests at the broadcast marking the Christmas opening of Mutual's new studios in Hollywood.

Professor Earl Oberg of Phillips university will read Dickens' "Christmas Carol" on Saturday, Dec. 21, 1 to 2 p. m. PST over KHJ-Mutual Don Lee. Broadcast originates from KCRC, Mutual's Enid, Oklahoma, affiliate.

SANTA BARBARA MISSION CHRISTMAS PROGRAM, featuring famed Padre Choristers and bells of the historic structure at Santa Barbara, California, will be broadcast on Mutual Don Lee (KGB-KDB-KVOE-KFXM) Wednesday, Dec. 25, 9 to 9:30 a. m. KHJ listeners will hear program 2:30 to 3 p. m.

Annual lighting of the National Community Christmas tree by the president will be described over Mutual Christmas Eve, Tuesday, Dec. 24, 2 to 2:30 p. m. The ceremony takes place in the eclipse south of the White House. It has not been decided yet whether President Roosevelt will pull the switch from the White House or from Hyde Park. The U. S. Marine band and the glee club of George Washington university will participate.

Distance-ranging Columbia (KNX) will go on air periodically with following:

Friday, Dec. 20:

"Campbell's Playhouse." "A Christmas Carol," with Lionel Barrymore back in his role of "Scrooge" after missing it last year because of illness. (KNX, 6:30 to 7 p. m.)

A repeat broadcast of "Blessed Are the Meek," a Christmas drama written by True Boardman, "Silver Theater" script author. (KNX, 7 to 7:30 p. m.)

In addition "Aunt Jenny's Real Life Stories" will deviate from its usual practice, present a dramatization of "A Christmas Carol" from Thursday, Dec. 19 to Wednesday, Dec. 25. (KNX-CBS, Mondays through Fridays, 11:15 to 11:30 a. m.)

Saturday, Dec. 21:

"The Madrigalists." This famed group of singers will be heard in a program of early American-composed Christmas music. (KNX, CBS, 1:45 to 2 p. m.)

Sunday, Dec. 22:

The Salt Lake City Tabernacle and choir features a program of Christmas music. (KNX, 9:30 to 10 a. m.)

In conjunction with Italo Radio, the "Church of the Air" presents its annual Christmas program from the Vatican, with the Sistine choir of St. Peter's cathedral. (KNX-CBS, 10 to 10:30 a. m.)

Handel's "Messiah" is as much a part of Christmas as Santa Claus. The Stone Church choir of Kansas City sings excerpts from it, with the assistance of the Kansas City Symphony orchestra. (KNX, 8:30 to 9:30 a. m.)

Tuesday, Dec. 24:

The annual ceremony surrounding the lighting of the White House Christmas tree will be heard also on KNX, 2 to 2:30 p. m.

Columbia's "First Nighter" program on Christmas Eve again will give "Little Town of Bethlehem," Barbara Luddy and Les Tremayne in roles of Joseph and Mary. Program was first presented in 1933, every season since repeated—by popular demand. (KNX, 5:30 to 5:55 p. m.)

Professor Quiz, whose broadcast falls on Christmas Eve, will follow custom of the past—contenders in "Battle of Wits" will be made up of people unable to get home for Christmas. Families will be notified in advance so they will not miss the voices of those who can't be with them. (KNX, 6:30 to 7 p. m.)

On Wednesday, Dec. 25:

Edward G. Robinson takes advantage of his "Big Town" broadcast coming on Christmas day, and will appear in a

Christmas story entitled "The Ticking of Eternity." (KNX-CBS, 6:30 to 7 p. m.)

Similarly, Jean Hersholt, the kindly "Dr. Christian," will star in a dramatization with a special Christmas background. (KNX-CBS, 8:30 to 8:55 p. m.)

Fred Allen, custodian of "Texaco Star Theater," also may be counted upon to ferret out all the comic attributes of Christmas day and lay them before his radio audience on a succulent platter garnished with well-chosen words. (KNX-CBS, 9 to 10 p. m.)

And finally—

While a number of these programs are subject to a last-minute change in time, they by no means constitute all of the festive Christmas programs planned by CBS. More will be scheduled as Christmas week draws near.

National Broadcasting system, too, will have an ambitious Christmas time program, but listeners are requested to check with station informations, for reason: At Radio Life press time NBC had not yet arranged information releases on Christmas programs. However two programs are of interest and are definitely scheduled:

British Isles Broadcast, 10:30-11:30 a. m., Christmas morning:

Seventy-five internationally known radio, screen and stage stars will participate in this hour and a half broadcast to the beleaguered islands. Among luminaries to take part: Bob Hope; Charles McCarthy and his friend, Edgar Bergen; Basil Rathbone, Nigel Bruce, Douglas Fairbanks Jr., Spencer Tracy, Edward G. Robinson, Judy Garland, Mickey Rooney, et al. A mixed Star chorus of 12 voices led by famed English character actress, Dame Mae Whitty, will sing a carol program. Leading Hollywood writers are preparing original scripts for the broadcasts by the stars.

A second program, hour and date still undetermined, will be for benefit of navy children at San Pedro. In addition NBC plans program originations from Chicago and New York.

Thus, giving brighter highlights of programs for the Christmas season of 1940, Radio Life itself wishes its growing family of readers:

**THE BEST OF ALL THINGS
IN LIFE FOR YOU!**

★ ★ ★

Did you thank your market manager for making available to you Radio Life at so small a cost? Why not? He'd appreciate it.

★ ★ ★

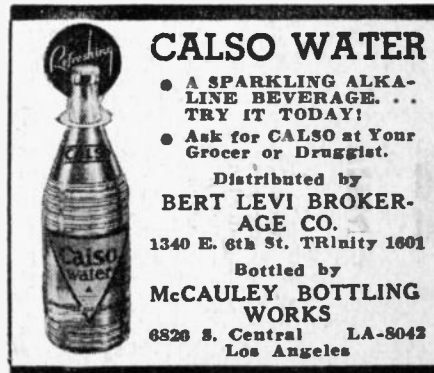
TRUST RADIO LIFE MARTS



DID YOU KNOW

That you may now buy bacon that is sliced on the rind, which assures that full, rich smoky flavor till the last slice is in the pan?

ASK FOR
WILSON'S
Ol' Fashund Bacon
"Sliced On the Rind"



CALSO WATER

- A SPARKLING ALKALINE BEVERAGE. . . TRY IT TODAY!
- Ask for CALSO at Your Grocer or Druggist.

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SALUTE YOUNG AMERICA!

A Department for Children

CONDUCTED BY BEATRICE HENSHAW

Recommended Programs

SPELLING BEELINER (KNX, 5:30 Sunday): Returns to the air after a long absence. Old-fashioned spelling "Bee" streamlined for modern audiences.

PAGEANT OF ART (KFI, 1:30 p. m., Sunday): A new dramatic series designed to present an artist and his work as an expression of the life of his time. A "must" for all art majors.

PAGING THE PAST (KFAC, KFOX, 4:15, Monday-Friday): This program, a re-creation of historical events of the same date in the past, has only recently moved to the above stations from a long run on KHJ and the Mutual-Don Lee net.

HANDEL'S "MESSIAH" (KNX, 8:30 p. m., Sunday): Heard on Dec. 22 for one time only. The true Christmas spirit expressed in music.

Also the Sistine Choir will broadcast from Rome at 10 a. m. on the same date.

UNCLE HARRY (KMPC, 5:30 p. m., Monday through Friday): Brings music, fun, and stories to the air for the younger children. More news of this fine program on this page later.

Every child from 8 to 80 will want to hear Lionel Barrymore play "Scrooge" again in Dickens' "A CHRISTMAS CAROL" on the Campbell Playhouse Friday, Dec. 20 at 6:30.

CLARA ONTELL, in her prize letter, puts it right up to the radio stations, doesn't she? And here's one person who agrees with her every inch of the way. She's absolutely right, the "in-betweens" have been neglected too long. Many radio officials realize the fact, but it is hard to persuade sponsors that here is an audience, not only large (200,000 junior and senior high students in Los Angeles county alone) but one that, as a class, listens to radio more than any other age group. And, here's the vital point: they are the purchasing power of the future. There is no better merchandising than to hand-raise your customer from a pup! If you get a teenage youngster enthused about your product you've got a high-powered salesman that can't be beat!

All this strikes home with this writer because for several years I've been peddling a teen-age program idea and getting thrown out radio station doors regularly. It's a proven idea too, one that every national woman's magazine has found profitable, but advertisers are shy about tackling something different on the air. The only way to wake them up would be for you high-kids to show them you're ready to support a program designed for you. How's about a shower of penny postcards with "WE WANT MORE TEEN-AGE PROGRAMS" written on them in big letters, with your name, address and school at the bottom? Send 'em in to "Young America," RADIO LIFE, 1029 West Washington boulevard, Los Angeles and I'll guarantee to make the powers-that-be in radio sit up and take notice.

How's about some of you schools joining in as a group? Let's hear from you teachers and parents who agree with this crusade!

★ ★ ★

Public appreciation of Radio Life by patronage of Radio Life markets makes for contentment all around.

THIS WEEK'S PRIZE LETTER FROM CLARA ONTELL, AGED 14, IN THE B10 CLASS AT ROOSEVELT HIGH SCHOOL:

May I say a word about a class of radio listeners that writers and other people in the industry seem to have entirely forgotten? I'm referring to those like myself who are at the "in-between" age. Those kids who have long outgrown "Little Orphan Annie," but have not yet reached the age for programs like "The Romance of Helen Trent."

When the FCC issues the station licenses they contain the clause that the broadcaster shall serve the "public interest, convenience and necessity," which the commission has interpreted as meaning that a radio station is expected to provide ALL of its listeners programs to suit their individual taste. Regardless of all that, I can't think of half a dozen programs on all stations put together which appeal to us "in-betweens," so that means we have to stick to more adult shows.

Some of the programs I listen to are: "The Aldrich Family," "Quiz Kids," "Cavalcade of America," and the "Lux Radio Theater." About a year ago there was a program over KHJ called "The In-Betweens" which was perfect—but that only lasted for about two months and then was yanked off the air in the most interesting part. There is a real need for more juvenile radio shows.

If I should win I'd like a CBS tour pass.

'Twas a Dark and Stormy Night

AT last the hour had come! After months of plotting and intrigue Ivan Shark, master criminal, was certain of success. His mad scheme to overthrow the government could not fail now—with evil cunning everything was arranged. On the stroke of midnight—there, the great tower clock is starting to boom the hour now! Before the last sound dies away the charge will explode with a roar! Flames will shoot out all over the sleeping city! In the panic and chaos that is sure to follow he, Ivan Shark, will take control. No one can stop him now!

Wait—what is that? Airplane motor? Out of the darkness the sudden roar of a pursuit plane diving—diving at terrific speed! Captain Midnight! It must be! Captain Midnight, whirling out of the night to foil his vicious plans again!

Sounds impossible? Of course, but it's all lots of fun and excitement as any Captain Midnight fan can tell you. Heard on KHJ, KGB and KVOE at 5:45 p. m. Monday through Friday, the program has nearly a million youngsters enrolled in

Captain Midnight Flight Patrols throughout the country. Girls as well as boys are air-minded these days. And no matter how wild and impossible the intrepid Captain's adventures may be, they are all based on the actual experiences of their author, Robert Burt, an aviator of long standing.

Burt began flying when planes were bits of wood and baling wire strung together with a prayer. During the first World war he joined up with the La Fayette Escadrille where hair-raising thrills were the regular order of business. Once Burt was shot down in a dog-fight with eight enemy planes. Managing to dive his crippled ship 10,000 feet, he pan-caked in No-Man's land and crawled back into the trenches under heavy machine-gun and shell fire. Not a bad stunt, even for Captain Midnight himself!

Alan Wallace, producer of the series, has not had such a spectacular career. After college and teaching, he enrolled in Yale's famous theatrical workshop under George P. Baker and later directed little

theater plays in the middlewest and east. Radio soon claimed his attention and he developed quite a reputation for himself with children's programs.

Ed Prentiss, well-known radio actor, plays Captain Midnight and Billy Rose is his young pal Chuck Ramsay. Sh-h-h! The real name of Ivan Shark is kept a deep, dark secret. He's afraid somebody'll catch him if you don't watch out!

★ ★ ★

Big Year Ahead

1941 will be the biggest year yet over KGB and the Mutual network. New programs from KGB's own studios are "in the works!" Five outstanding radio programs, both musical and dramatic are being considered for production, according to Jim Dillon, KGB production manager, and Sid (Uncle Pud) Fuller, station manager. These local and network shows will add up to better radio entertainment for the coming year. Watch KGB and Mutual in 1941! 1330 on your dial.

News Broadcasts

7:00 A.M. KGFJ (Warner) M. thru Sa. KGER (Miller) M. thru Sa. KHJ (Young) M. thru Sa. KECA (Lawton) M. thru Sa. KREK (Hall) Su.

2:00 P.M. KHJ (Brundage) M. thru Sa. KGB (Brundage) M. thru Sa. KECA (Frandsen) M. thru F.

Thrifty Ace Reporters with Headline News! 9:30 a. m. . . . KFVB MONDAY THRU SATURDAY 7:30 p. m. . . . KFVB EVERY NIGHT 9:30 p. m. . . . KECA MONDAY THRU FRIDAY 10:30 p. m. . . . KFI NIGHTLY EXCEPT SATURDAY Get the Thrifty News Habit!

RELIGIOUS BROADCASTS SUNDAY 7:45 a.m. KNX-Voice of the Pulpit 8:00 a.m. KFAC-Country Church 8:00 a.m. KNX-West Coast Church 8:30 a.m. KFVB-Union Rescue Mission 8:30 a.m. KFVB-Christ Church 8:45 a.m. KFSD-S. D. Churches 9:00 a.m. KFAC-Liberal Catholic Hour 9:30 a.m. KNX-Salt Lake City Tabernacle 10:00 a.m. KNX-Columbia Church 10:30 a.m. KFAC-Im. McPherson 11:00 a.m. KFAC-Open Door Church 11:00 a.m. KFVB-Methodist Church 1:00 p.m. KFI-Vespers 3:00 p.m. KECA-Catholic Hour 3:00 p.m. KFSG-Evangelistic 4:30 p.m. KFOX-Fireside Church 5:00 p.m. KECA-Church interdenominational 6:00 p.m. KHJ, KVOE, KGB, KFXM-Ritual Hour 6:00 p.m. KFSD-Josiah Hopkins 7:00 p.m. KFSG-Aimee Semple McPherson 8:00 p.m. KFAC-Open Door Church 8:00 p.m. KFVB-Presbyterian Church 8:15 p.m. KGB-White Temple 9:30 p.m. KHJ-KGB-KVOE-KFXM.

KFVB-6. News. 6:15. Fantastic Facts. 6:30. Crosby Orch. 6:45. Immigration Counselor. 6:50. KMPG-6. Tone Pictures. 6:30. Easy Listening. KMTR-6. Hollywood Merry-Go-Round. 6:15. Music. 6:30. News. 6:45. Douglas Dawson. KEAC-8. News. 6:15. Music. 6:30. Gospel Hour. KGFJ-8. News. Italian Melodies. 6:30. Music. KREK-8. Records. 6:45. Father Flynn. KFOX-8. News. 6:10. Sports. 6:15. Homes on Land. 6:30. Semi-Classical. KGER-6. News. 6:30. Italian Journal. KFXM-6. Innocent Bystander. 6:15. Profit & Loss. 6:30. John B. Hughes. 6:45. Reminiscing in Rhythm. KFSD-6. Song of Your Life. 6:30. News. 6:35. Whistling Parson. KGB-6. Innocent Bystander. 6:15. Little Concert. 6:30. News and Views. 6:45. Reminiscing in Rhythm. KVOE-6. Innocent Bystander. 6:15. Profit & Loss. 6:30. John B. Hughes. 6:45. Reminiscing in Rhythm.

7 to 8 P. M. KFI-7. Uncle Ezra. 7:30. Grand Ole Opry. KNX-7:15. Public Affairs. 7:30. News. 7:35. By the Way. 7:45. Eagle Sports News. 7:55. News. KHJ-7. Gabriel Heatter. 7:15. Inside of Sports. 7:30. Morton Gould. KECA-7. NBC Symphony Concert. KFVB-7. Fred Skinner. 7:15. American Sketches. 7:30. News (Thrifty Drug). 7:45. Youth Forum. KMPG-7. Clippings for Miss Jones. 7:15. Symphony of Melody. 7:30. Outing News. 7:45. Theatre Time. KMTR-7. News. 7:15. Today's Music. 7:45. Spec. Events.

KFAC-7 Christian Science. 7:15. Field A. Playground. 7:30. Dr. Field. KGFJ-7. Spanish Hour. KREK-7. News. 7:15. Three-Quarter Time. 7:30. Do You Know? KFOX-7. Pop. Records. 7:15. Semi-Classical. 7:30. Hawaiian. 7:45. Emery Deutch. KGER-7. News. 7:05. Holy Ghost Rally. KFXM-7. Children's Playhouse. 7:15. Inside of Sports. 7:30. Morton Gould. KFSB-7:45. Healing. KFD-7. NBC Symphony. KGB-7. Gabriel Heatter. 7:15. Inside of Sports. 7:30. Morton Gould. KVOE-7. Dancing Party. 7:30. Morton Gould.

8 to 9 P. M. KFI-8. Truth or Consequences. 8:30. Knickerbocker Playhouse. KNX-8. Marriage Club. 8:30. Kemp Orch. KHJ-8. Hawaii Calls. 8:30. Calif. Melodies. KECA-8. Symphony. 8:30. Tune Out Time. KFWB-8. Pepperdine Foundation. 8:15. Pan Pacific Auditorium. 8:30. Union Rescue Mission. KMPG-8. Even That Never Close. 8:30. Boy Home Hour. KMTR-8:15. Kover's Singing Waiters. 8:30. Special Event. KFOX-8. Evening Concert. KGFJ-8. News. 8:15. Music. KECA-8. Symphony. 8:30. Tune Out Time. KGER-8. News. 8:05. Hoyos. KFXM-8. Hawaii Calls. 8:30. Ave Maria Hour. KFSD-8. Symphony. 8:30. Hallett Orch. KGB-8. Hawaii Calls. 8:30. California Melodies. KVOE-8. Hawaii Calls. 8:30. Calif. Melodies.

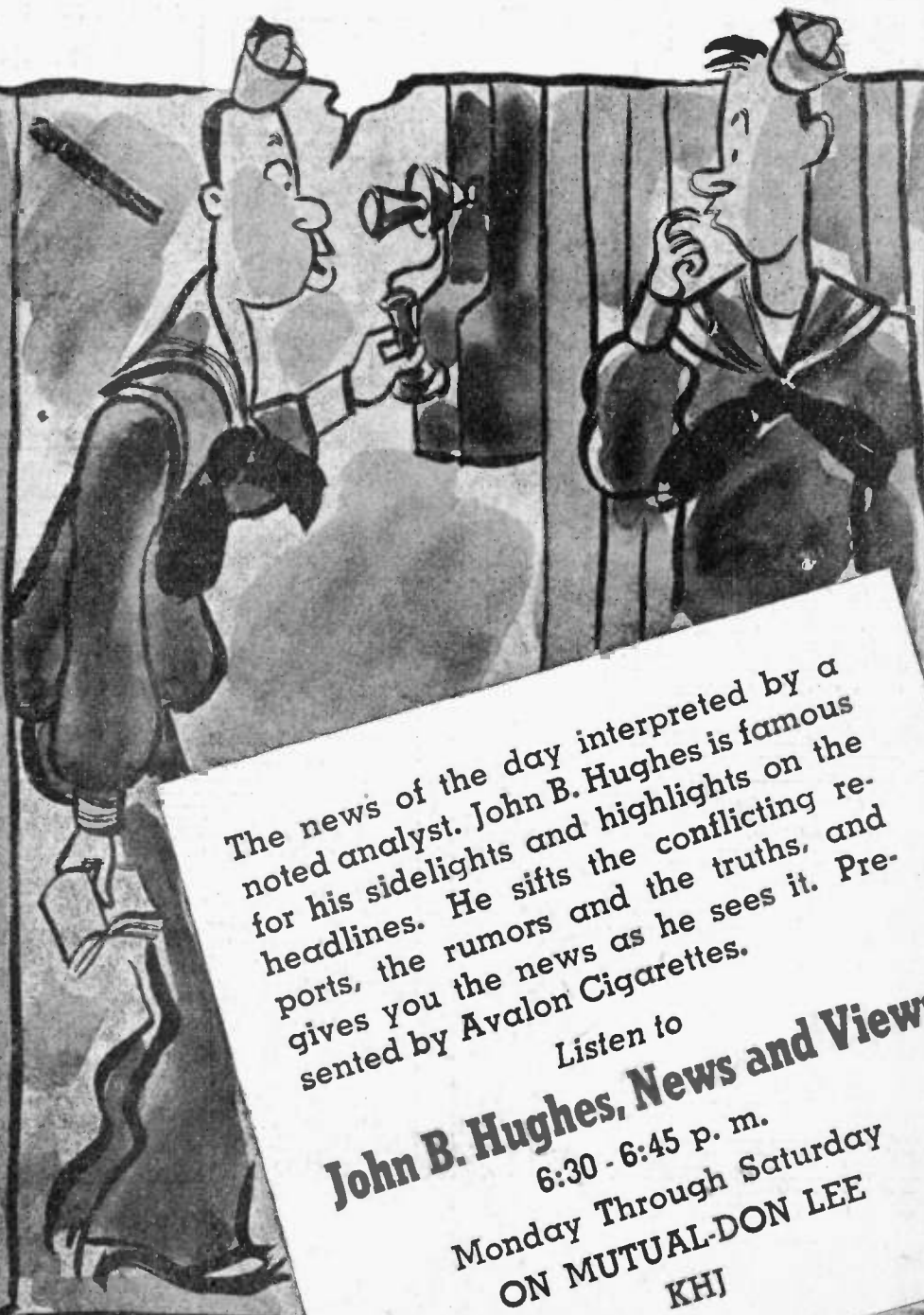
9 to 10 P. M. KFI-9. Sports Forum. 9:15. Red River Barn Dance. 9:30. Pasadena Civic Dance. KNX-9. Hit Parade. 9:45. Tito Guizar. KHJ-9. News. 9:15. Frost Warnings. 9:30. Boake Carter. 9:45. Martin Orch. KECA-9. Tune Out Time. 9:30. Unlimited Horizons. KMPG-9. Glendale Orch. 9:30. News. 9:45. Shaw Orch. KFXM-9. Memories in Melody. KMTR-9:30. Peter Potter. KFAC-9. Evening Concert. KGFJ-9. Jewish Hour. 9:30. Symphonized Symphony. KFOX-9. News. 9:15. Dode Ranch. 9:30. Ross Ballroom. 9:45. P. O. Records. KGER-9. News. 9:05. Church Call. 9:30. Les Hutchinson. 9:45. Rev. Williams. KFXM-9. News. 9:15. Frost Warnings. 9:30. Dance Time. 9:45. Martin Orch. KFSG-9:30. Sunday School Teacher. KFSD-9. Sports Forum. 9:30. Morgan Orch. 9:45. News. KGB-9. News. 9:15. Frost Warnings. 9:30. George Bacon. 9:45. Martin Orch. KVOE-9. News. 9:15. Frost Warnings. 9:30. Tune Hits. 9:45. Martin Orch.

10 to 11 P. M. KFI-10. News. 10:15. Mallory Orch. 10:30. Foster Orch. KNX-10. News. 10:15. Music to Remember. 10:30. Pollack Orch. KHJ-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KECA-10. L. A. County Band Concert. 10:45. Olympic Hotel Orch. KFWB-10. Electra-tones. 10:15. Bellini. Notes. 10:30. Contrasts in Rhythm.

KMPG-10. Land of Legend. 10:30. Skating Melodies. 10:45. Ebon y Rhapsody. KMTR-10. Viennese Ensemble. 10:15. Neighbor Orch. 10:30. Spec Events. 10:45. Kalle Orch. KFAC-10. Melody Hour. KGFJ-10. News. 10:15. Mission KFOX-10. Ross Ballroom. 10:15. Hamilton Orch. 10:30. Wave Riders. 10:45. Organ. KGER-10. News. 10:10. Rev. Gillette. KFXM-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KFSG-10. Silver Band. 10:30. String Orch. KFSD-10. Bonshu Orch. 10:30. Souder's Orch. KGB-10. Haven of Rest. 10:30. News. 10:45. Harris Orch. KFVB-10. Jack the Bellboy. KVOE-10. Haven of Rest. 10:30. News. 10:45. Harris Orch.

11 to 12 Midnight KFI-11. News. 11:15. Nottingham Orch. 11:30. Shaw Orch. KNX-11. News. 11:15. Martha Mears. 11:30. Strand Orch. 11:55. News. KHJ-11. Harris Orch. 11:15. Dale Orch. 11:45. Hawaiians. KECA-11. Paul Carson. KFVB-11. Contrasts in Rhythm. KMPG-11. Bright's Hawaiians. 11:15. Music Nightcap. KMTR-11. Music. KFAC-11. Night Shades. KGER-11. News. 11:15. Concert. KFXM-11. Harris Orch. 11:15. Dale Orch. 11:45. Hawaiians. KFSG-11. Songs in the Night. 11:30. Prelude to Slumber. KFSD-11. Nottingham Orch. 11:30. Shaw Orch. KGB-11:30. Dale Orch. 11:45. Weekend Dancing Party. KVOE-11. Harris Orch. 11:15. Dale Orch. 11:45. Hawaiians.

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