

PROGRAMS for WEEK BEGINNING APRIL 14

# RADIO *Life* 5¢

**MORE THAN  
100 Pages  
OF RADIO  
HISTORY**

*Presenting*  
**RADIO LIFE'S**  
*3<sup>rd</sup> Annual*  
**Distinguished  
Achievement  
Awards**

*Sixth  
Anniversary  
Number  
1946*





# RADIO'S TOP STARS

VISIT

# RADIO'S TOP RECORD SHOW

*Al Jarvis'* ORIGINAL

"MAKE-BELIEVE BALLROOM"

NOW AT THE **TOP** OF THE DIAL  
ON

# KLAC

# 570 TOP OF THE DIAL

LOS ANGELES  
NEWEST RADIO STATION

- Ray Milland
- Jack Benny
- Mary Livingston
- Jerry Colonna
- Nat "King" Cole
- Andy Russell
- Larry Stevens
- Freddie Martin
- Jean Sablon
- Slim Gaylord
- June Hutton
- Ginny Powell

The flower for April is the **SWEET PEA**

... and the Birthstone ... **DIAMOND**

*More Flowers  
and Birthstones*

January	Carnation	Garnet
February	Violet	Amethyst
March	Jonquill	Bloodstone
May	Lily of the Valley	Emerald
June	Rose	Pearl
July	Larkspur	Ruby
August	Gladiolus	Sardonyx
September	Aster	Sapphire
October	Calendula	Opal
November	Chrysanthemum	Topaz
December	Narcissus	Turquoise

*Lest Ye Forget*

**WEDDING  
ANNIVERSARIES**

First	.....Paper
Second	.....Cotton
Third	.....Leather
Fourth	.....Fruits and Flowers
Fifth	.....Wooden
Sixth	.....Sugar and Candy
Seventh	.....Woolen or Copper
Eighth	.....Bronze or Pottery
Ninth	.....Pottery or Willow
Tenth	.....Tin
Eleventh	.....Steel
Twelfth	.....Silk and Linen
Thirteenth	.....Lace
Fourteenth	.....Ivory
Fifteenth	.....Crystal
Twentieth	.....China
Twenty-fifth	.....Silver
Thirtieth	.....Pearl
Thirty-fifth	.....Coral
Fortieth	.....Ruby
Forty-fifth	.....Sapphire
Fiftieth	.....Golden
Fifty-fifth	.....Emerald
Sixtieth, Seventy-fifth	.....Diamond

...and the **MUSIC STATION**  
for all Southern California is

**KFAC**

MORE than a decade ago KFAC responded to the demand for a station in the Los Angeles area that featured better music. Eighty-five percent of our time is now devoted to outstanding musical programs. With this area rapidly becoming one of the cultural centers of the world our policy has been successful. We are proud to list some of the largest firms in the West among our regular advertisers—and they stay with us.

**KFAC**

*The Music Station*

1330 ON YOUR DIAL

**SCOUR  
WITH  
SUDS!**

Use  
**Scotch  
Triple-Action  
Cleanser—**

the scouring powder  
that contains soap!



CLEANS... as it  
SCOURS... as it SHINES

On The Networks  
**1st NEWS of the day**  
with Hemingway  
7:00 A.M. Your Don Lee Station

## The Ear Inspires the Pen

Fanny Schuelein, 168 North Mansfield Avenue, Los Angeles 36, Calif.

Sirs: I went to see the teacher. Yes, I am talking about Chef Milani and his faithful assistant, Lou Marcelle, on KFWB. I have been a student of the cooking school for a long time, and I was familiar with the contest which asks listeners to send in recipes, and the best one of the day is chosen. Recently I was one of the pupils of Kitchen Kollege asked to appear at the microphone. I admit I was scared stiff, but it certainly was one of my most thrilling experiences. I am grateful to Chef Milani not only because I was a prize-winner, but also that I was allowed to see how gracefully and charmingly the program is managed.



John Poffrath, 6300 Castillo Street, Van Nuys, Calif.

Sirs: Why couldn't we have a story about the entire "Scouting Trail" group? They give us and our American boys some worthwhile programs.

Tell us about the radio scoutmaster, Clem Glass; Lyle Bond, the announcer; the bugler, Fred Webb; comedians Bill Wait and David DeHaven, along with Mr. Mitchell and his boychoir.

Request noted.



Fanny Schuelein, 168 North Mansfield Avenue, Los Angeles 36, Calif.

Sirs: I want to thank you very much for the feature, "They Can't Stand Jack Benny" in Radio Life. To many of us it was hard to understand. Thanks to Evelyn Bigsby for giving us the enlightening article on it and some of the clever entries. Many contest lovers, and I am one of them, are so used to praising a product or raving about a personality, that it was difficult to enter at all. I admit I did not even attempt

to find fault with this witty Sunday friend. Now I'll know better how to handle a negative contest. It was unique and clever, it will have a large following in the same line.



Mrs. W. H. Ott, 1850 West Road, Whittier, Calif.

Sirs: Recently in Radio Life there have been so many complaints about the time "One Man's Family" is on the air. Personally I think the time is perfect and hope it will never be changed because it is over before guests arrive. For those who cannot listen at that time, I think it would be very nice if there could be a re-broadcast by transcription, at a later hour if possible.

I am very sorry that "It Pays to be Ignorant" left the air. More of that kind of program and less crime stories, is my request. I also miss Evelyn Bigsby's broadcast.



Lucy Jones, Pacoima, Calif.

Sirs: Would like to know what has happened to Nora Martin who used to sing on the Eddie Cantor show.

*Nora has been "on the road." She hopes to be back on the air soon.*



Mrs. Oscar Lund, 609 East Broadway, Long Beach 3, California

Sirs: Oh, please liberate us from the repulsive habit of hearing the same contestants on audience participation shows! There is one character in particular who has appeared on numerous programs ("GE House-party," "Meet the Missus," "What's Doin' Ladies?", "What's the Name of That Song?", and "Queen for a Day.")

Today took the cake when the party appeared on one of these shows for the second time and received more prizes and honors. No

(Please turn to Page 8)

★ ★ RADIO LIFE ★ ★

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*For the best in*

# **C**omedy:



**The Adventures of Ozzie and Harriet, Sunday, 3:00 pm**

**Marlin Hurt and Beulah, Sunday, 5:00 pm**

**The Baby Snooks Show, Sunday, 7:30 pm**

**Blondie, Sunday, 8:30 pm**

**The Joan Davis Show, Monday, 8:30 pm**

**The Jack Carson Show, Wednesday, 9:00 pm**

**Holiday and Company, Friday, 6:00 pm**

**The Durante-Moore Show, Friday, 6:30 pm**

**The Danny Kaye Show, Friday, 7:00 pm**

**Maisie, Friday, 7:30 pm**

**The Aldrich Family, Friday, 9:00 pm**

*1070 on your dial*

# **KNX**



PHONOCORD "Family Party" (Saturday, 9:30 p. m.)



MIRANDY (Tuesdays, 10:00 a. m.)



KFI-SCOUT JAMBOREE (Saturday, 3:00 p. m.)



Tenor BILL SHIRLEY on "Start of Tomorrow" (Saturday, 3:30 p. m.)

# KFI...

and the headliners who make it the "Station that most people listen to most"



AMERICAN WAY FORUM (Tuesday, 9:30 p. m.)



KFI-HOLLYWOOD BOWL Young Artists Competition (Monday, 9:30 p. m.)



Mayor FLETCHER BOWRON (Thursday, 10:15 p. m.)  
Assistant news editor JACK LATHAM (Daily 6:45 a. m.) "Hollywood Fan Magazine" (Monday through Friday, 10:30 a. m.)



JOAN SCHAFER, moderator on "What Do You Say" (Daily except Thursday, 10:15 a. m.)



NELSON McININCH "Noon Farm Reporter" (Monday through Saturday, 12:00 Noon)



◆ **TOM OWENS** (Monday through Saturday, 6:15 a.m.)



◆ **TRAFFIC TRIBUNAL** (Saturday, 10:45 a.m.)  
News analyst, **EDWARD JORGENSEN** (Monday through Friday, 9:05 a.m.; Tuesday and Thursday, 5:00 p.m.; Sunday, 1:45 p.m.)



◆ **CARVETH WELLS** "Inside the News" (Sunday through Friday, 10:30 p.m.)



◆ News Analyst **FLEETWOOD LAWTON** (Daily, 7:15 a.m.)



◆ Frost Warnings from Nov. 15 through Feb. 15 by **FLOYD YOUNG** (Daily, 8:00 p.m.)



◆ **CHAPEL QUARTET** (Sunday, 10:15 p.m.)



◆ **AL POSKA** and his "Midnight Flyer" (Monday through Saturday, 12 Midnight)



◆ Organist **BOB MITCHELL** (Monday and Wednesday, 10:00 a.m.; Thursday, 11:30 p.m.)



◆ KFI News editor **TED MEYERS** (Daily, 5:15 and 11:00 p.m.)

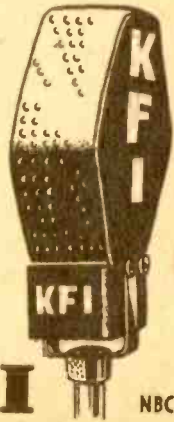


◆ Singer **RONNY MANSFIELD** (Monday through Saturday, 9:45 a.m.)

◆ **ART BAKER** conducts his "Note Book" (Monday through Friday, 4:30 p.m.)



◆ **"TUESDAY AT NINE"** orchestra (Tuesday 9:00 p.m.)



**KFI** NBC FOR LOS ANGELES  
50,000 WATTS - CLEAR CHANNEL - 640 KILOCYCLES

Barle C. Anthony, Inc.

# The Ear Inspires the Pen

(Continued from Page 4)

jealousy in this regard, only it is monotonous to hear the same individual make his appearance day after day on different radio programs. Thanks for your assistance—we know it will help.

The emcees of audience-participation shows are all faced with the problem of repeaters and "professional contestants." Many times they can be disregarded, but some manage to get on the air regardless. The poor emcee cannot be ungracious and incur the wrath of a huge studio and others of the air audience who may not be as aware. But most of these "professional" contestants have become known to the emcees, who do their best to combat the problem. We think your letter will help.

★  
Marjorie Phillips, 118 South Stanford Way, Whittier, Calif.

Sirs: I really would like to enter a protest against the "suds-sobbers." So often during the day I am faced with the alternative of switching my radio off or listening to sobbing, whining, hysterical women. After fifteen minutes of "John's Second Wife's Third Cousin," I desperately feel the need of a good psychiatrist to keep from going neurotic, too. Such programs as Edgar Harrison Wileman's "Backgrounds for Living," "This Changing World," "What Do

You Say?" and "Hollywood Fan Magazine" are really a boon while dusting the furniture.

★  
Doris Crawford, Arlington, California

Sirs: I like Diggin' Discs with Jack Lawson very much and wish it could be in each issue or, at least, more often.

Would you please have Perry Como on the cover and an up-to-date article soon—and maybe a picture of his family? We liked the article last fall, but if you'll read it, you'll find that he has made so much progress in the last few months that the article seems older than it is. And we'd like a good picture on the cover, though that other one was super.

Why doesn't Chesterfield let him broadcast from the Pacific Coast when making a picture instead of getting such poor substitutes? When Perry isn't on, we just don't listen—including Jo Stafford's nights.

Radio Life always prefers doing its stories first hand and hopes to interview Perry when his scheduled trip west takes place.

★  
Florence Stevenson, 16 Grant Street, Redlands, Calif.

Sirs: I would like to ask for a "special request" that some week in the future, you print an article about Miss Evelyn MacGregor with her picture. She is my favorite radio artist, and I feel sure her admirers would be pleased to read about her. The

Evelyn MacGregor Fan Club was organized on August 15th, 1945. There are many California members.

★  
Barbara Lewis, Altadena, California

Sirs: Do miss Janet Waldo's "Corliss Archer." It was so refreshing, clean and fine for our 'teen-agers. Hope she will soon be back in it.

Looks like Janet will be back soon as "Corliss." Radio Life will precast the date of the show's return.



Tune in  
**ACME**  
**SPORTS PARADE**



★  
**FIGHTS**  
**HOLLYWOOD LEGION**

Fri. 10:05 P. M. KMPC

**OLYMPIC AUD.**

Tues. 10:05 P. M. KLAC

sponsored as a public service by

**ACME BEER**

Belgian Distributing Company  
LOS ANGELES 12

# Join the Thousands—

WHO REGULARLY ENJOY THESE PROGRAMS

THE **Broadway**  
DOWNTOWN

THE **Broadway**  
Hollywood

**KHJ**

THE BROADWAY NEWS  
12 Noon Daily  
10 P. M. Daily  
Except Saturday and Monday

**FELIX DE COLA**  
Saturday  
1:45 P. M.

**KMPC**

SEWING SCHOOL OF THE AIR  
Tuesday  
1:45

FASHION FORUM  
Thursday  
1:45

TEEN QUEEN CLUB  
Saturday  
11:05 A. M.

**KMPC**

THE BROADWAY NEWS  
Daily 8 A. M. and 6 P. M.

HOME CHATS with MIRIAM LANE  
Monday thru Saturday  
10:45 A. M.

**KHJ**

THE BROADWAY-HOLLYWOOD NEWS  
Monday thru Friday  
3 P. M.

**KHJ**

TIME OUT with Stu Wilson  
Monday thru Friday  
9:30 A. M.

TEEN TUNE SESH  
Saturday  
1:30

**KMPC**

THE BROADWAY-HOLLYWOOD BRIDGE CLUB  
with Robert Lee Johnson  
Monday thru Saturday  
12:30 P. M.

# THE Broadway

Los Angeles

Hollywood

Pasadena



# THE NEW



Presenting from

*Hollywood House*

# Music

## 24 HOURS A DAY!

Every hour of every day there's music on KGFJ for your perpetual enjoyment. From time-honored classics . . . opera . . . symphonies . . . through light opera . . . musical comedies . . . and into the lighter moods of dance bands and jive. For day and night music (and news) set your dial at 1230 . . . you won't want to change it.

MUSICAL DIGEST

CONCERT ENCORES

CONCERT PASTELLE

RECORD RHAPSODY

SAY IT WITH MUSIC

OVERTURE TO EVENING

IN THE BLUE OF EVENING

STARLIGHT AND SHADOWS

Our thanks for the letters, phone calls, and visits to our new Hollywood House. And thanks for dialing KGFJ. The response of RADIO LIFE readers is very gratifying.

SUNSET and VINE • HOLLYWOOD • THELMA KIRCHNER, Manager

[www.americanradiohistory.com](http://www.americanradiohistory.com)

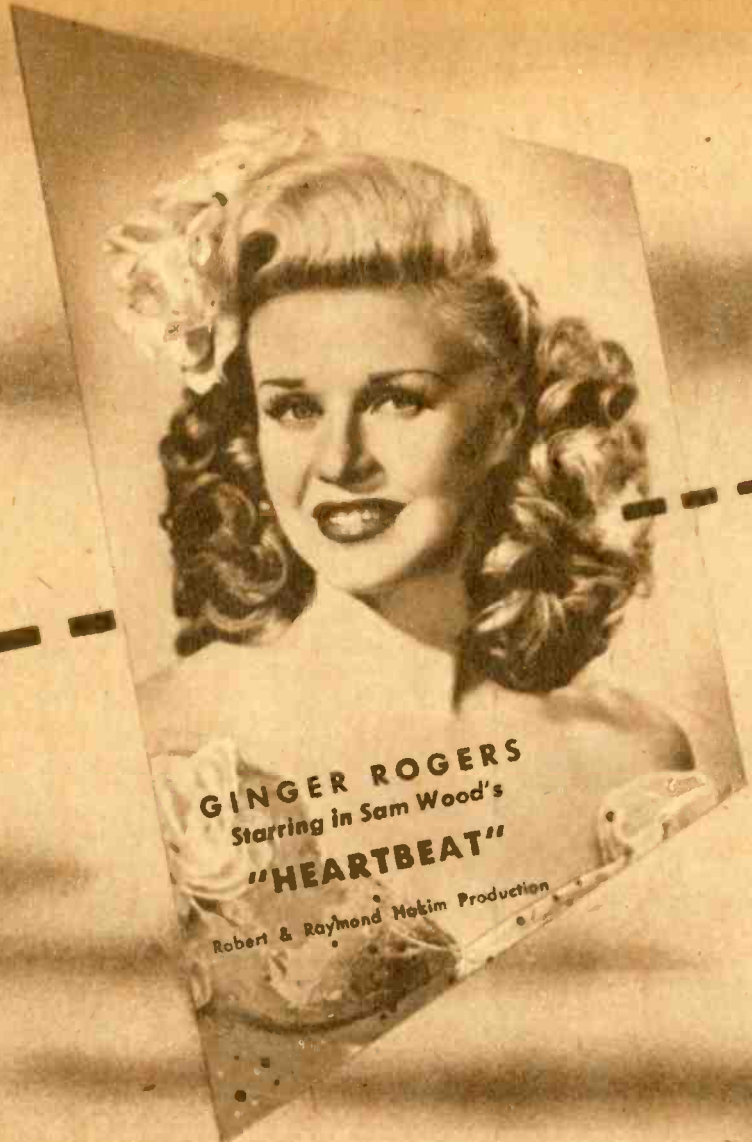
PAULETTE GODDARD  
Starring in

"KITTY"

A PARAMOUNT PICTURE

IN THE MOOD  
TUNE 790 FIRST

MECA DIAL 790



**GINGER ROGERS**  
Starring in Sam Wood's  
**"HEARTBEAT"**  
Robert & Raymond Hakim Production



You're seeing it on billboards . . .  
hearing it from your friends . . . All over  
Los Angeles people are getting the 790 habit, finding  
something new that they like on KECA. Hollywood's glam-  
orous beauties are no exception:

PAULETTE GODDARD says: "When I'm in the Mood for Radio, I Tune 790 First."  
GINGER ROGERS says: "More and More, I'm Leaving My Radio Dial at 790."

People are switching to 790 because the shows that are making news in radio are on KECA-ABC:  
Theatre Guild on the Air, Alan Young, This Is Your FBI, Breakfast in Hollywood, Enchantment, Radio Hall of  
Fame, Dark Venture, Fat Man, Bride and Groom, Murder Will Out and scores more. For the really new things in radio,  
follow the listening habits of Hollywood's film lovelies: DIAL 790 FIRST.

**KECA** **DIAL 790**

American Broadcasting Company

# KRKD

*Good Music*

*Good Listening*

*for Everybody*

## News Programs

### Sunday

7:00- 7:15 A.M.

12:30-12:45 P.M.

### DAILY

5:45- 6:00 A.M.

6:30- 6:45 A.M.

7:30- 7:45 A.M.

8:30- 8:35 A.M.

9:45- 9:55 A.M.

11:30-11:45 A.M.

1:30- 1:35 P.M.

2:30- 2:35 P.M.

3:30- 3:35 P.M.

4:45- 5:00 P.M.

7:00- 7:15 P.M.

KILOCYCLES

# 1150



↑ SPADE COOLEY AND HIS WESTERN Dance Gang warm up for their 9:30 Friday night "Ranch Roundup" show on KECA. Cooley and his aggregation give the customers Western tunes and modern hits played in the Western manner.



↑ NEWSMAN Williams Hall rises at the crack of dawn to bring KECA dialers the latest headlines, Monday through Friday at 6:30 a. m.



↑ GLAMOUR GIRL Jane Russell chats with film commentator George Fisher before her guest appearance on his "Hollywood Spotlight" ailer, heard Monday through Friday, 2:45 p.m. on KECA.

↓ THE COMPLETE CAST OF KECA's "Men's Magazine of the Air" line up for a camera study before airtime (Wednesdays, 9:00 p. m.). Left to right, seated: announcer Mel Hunt; sports columnist Braven Dyer; editor Bill Ewing. Standing are the "Barber Shop Balladeers".



# SCENE



▲ **STAR-GAZER** Frances Scully and her mikeman, Lou Cook, confer with producer Rollo Hunter, before broadcasting their Monday through Friday 1:30 p.m. KECA show.



▲ **RECENTLY DISCHARGED** from the Army and back on the air again (KECA, Monday through Friday, 10:00 p. m.) is Cal Tinney, cowboy-philosopher.

▼ **IT'S ENOUGH TO CONFUSE** anybody! Here's Ralph Langley of KECA's early morning "Musical Clock" explaining one of his famous "inventions" to Brigadier General Junnius Pierce, KECA news commentator.



# GENUINE

# ORANG PEKOE



Monarch's Black Tea is *genuine Orange pekoe*—the tender, more rare and fragrant leaves that make the perfect cup of tea.

Ask your grocer **TODAY** for Monarch Orange Pekoe (black) Tea

Try **MONARCH** Finer Food

FEATURED BY NEIGHBORHOOD GROCERS AND SUPER MARKETS

# Mutual-Don Lee Broadcasting System

## **FIRST WITH**

★ ALL-TELEVISION STATION

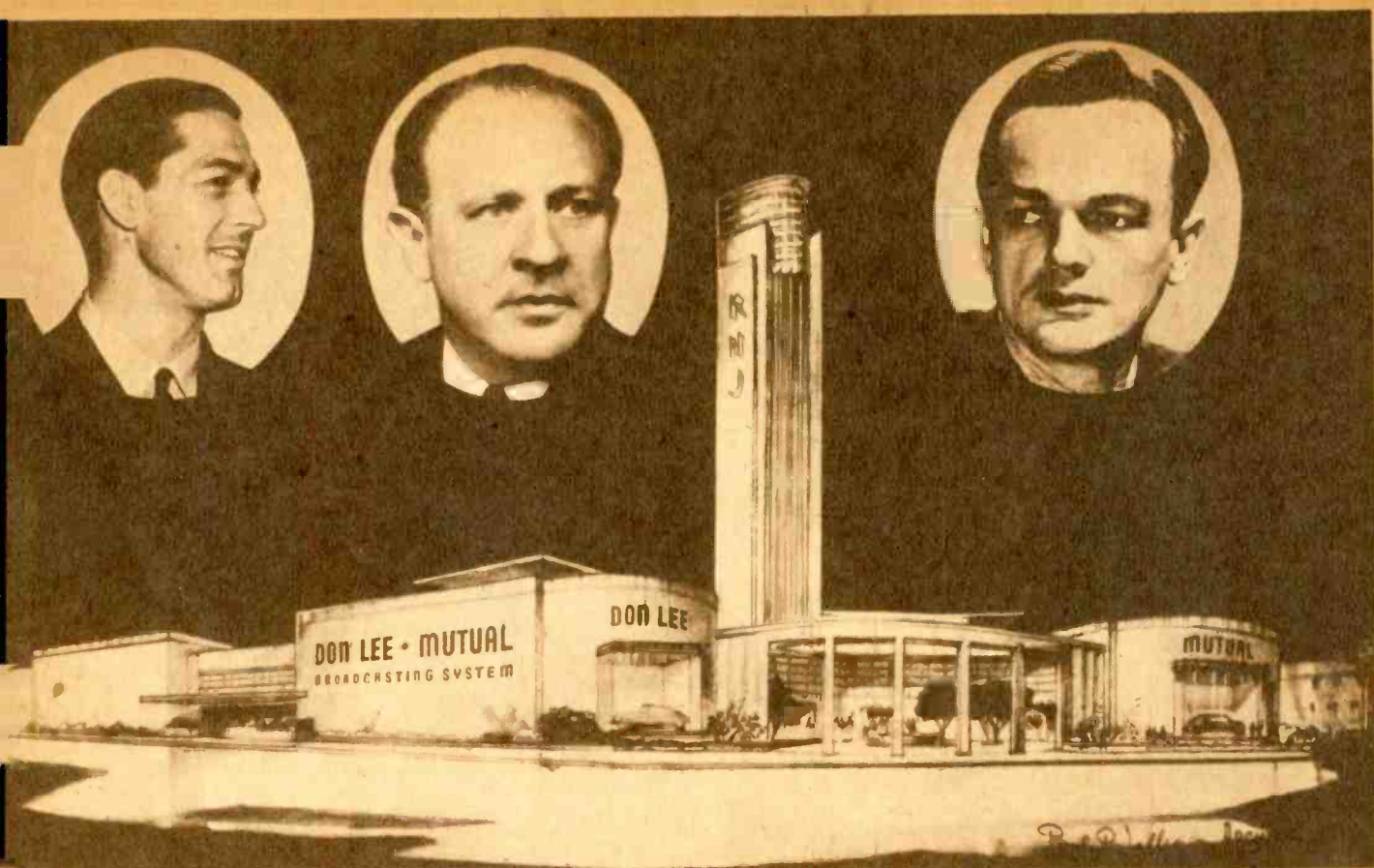
★ TELEVISION BROADCASTING

★ ALL-TELEVISION BUILDING

★ FREQUENCY MODULATION

★ ALL-FM BUILDING

*THE NATION'S GREATEST REGIONAL NETWORK*



## NOW FIRST TO BUILD

### COMPLETELY MODERN POSTWAR STUDIOS

*to be completed during 1946*

Artist's drawing of the new studios for the Don Lee Broadcasting System to be constructed in Hollywood at a cost of \$1,500,000. Executives who have planned the new headquarters are, left to right, Willet H. Brown, vice-president and assistant general manager; Lewis Allen Weiss, vice-president and general manager; Thomas S. Lee, president of the network.

THOMAS S. LEE, *President*

LEWIS ALLEN WEISS, *Vice-President and Gen. Manager*

SYDNEY GAYNOR, *General Sales Manager*

5515 MELROSE AVENUE, HOLLYWOOD 38, CALIFORNIA

*Represented Nationally by JOHN BLAIR & CO.*

*Mutual*

**DON LEE**

**BROADCASTING SYSTEM**

# "Gildy" IS STYMIED



▲ **BREAKFAST TIME AT THE GILDERSLEEVE HOUSEHOLD** finds Uncle Mort (Hal Peary) fortifying himself with plenty of food against a difficult day as Summerfield's Water Commissioner. "Somebody" has just let the toast burn and Birdie (Lillian Randolph) is opening the window to let out the smoke. Marjorie (Louise Erickson) and Leroy (Walter Tetley) assume miffed airs as Gildy sputters: "Seems I can't eat even a piece of thin, dry toast without general disapproval. But don't mind me—I just pay the bills around here!"

—Gene Lester Photos

Sunday, 8 p.m.  
NBC-KFI-KFSD

**A** NOT QUITE five years ago, a well-loved character stepped from the cast of Fibber McGee and Molly to star in a show of his

own. Hal Peary's "Gildersleeve" became nucleus for a delightful, plausible, situation-type comedy program laid in the town of Summerfield, where "Uncle Throckmorton" and his family, Niece Marjorie,

Nephew Leroy, and cook, Birdie, get in and out of more situations with themselves and the townspeople than Writers Sam Moore and John Whedon ever experienced in real life.

▼ **THE DOORBELL INTERRUPTS THIS** pleasant scene and in walks Widow Leila Ransome (Shirley Mitchell). She's just been to see the palm-reader, Sartorius, who's told her she'll "come into a sum of money within three months"—"and that in itself is uncanny" draws Leila, "because I was just WISHING I had some money." She's already bought a Persian lamb coat on strength of Sartorius' prediction.

▼ **THROCKMORTON DISCREDITS SARTORIUS' POWERS**, calls him a faker. He decides to consult his friend, Judge Hooker, and notify the police department. "You're SO conservative", replies Leila to Gildy. "But you'll see! When I'm wearing my new coat and driving around town in my new blue convertible, you'll wish you'd . . ."





*They Burn His Toast, Scoff At His Advice, Which Makes Him a Character—and One to Whom Millions Like to Listen.*



▲ **GILDERSLEEVE AND JUDGE HOOKER** (Earle Ross) invade the barber shop of Floyd (Arthur Q. Bryan, rear) and as a committee of two they upbraid Chief of Police Gates (Ken Christy, in chair) for allowing "phonies" to operate in Summerfield. "Before you get moving, it wouldn't surprise me to see the City Hall taken over by gypsies!", scolds Gildy.



▲ **CHIEF GATES IS FINALLY** aroused to do something about Sartorius and his racket, but he's short-handed for men—has only one he could put on the case and he's guarding an excavation. "Who's going to steal an excavation?", snorts Gildy. Replies the Chief: "Why don't you and Floyd go around to Sartorius' place and gather some evidence?" And promptly swears Gildy in as a deputy, lending him his own badge.

**SARTORIUS STARTS TO** read Gildersleeve's palm, but stops abruptly and orders his assistant, Kalinga, to return the gentleman's two dollars and show him out the door. "He was smart", says Gildy. "He knew I was someone important and he didn't dare take my money."



Lovable "Gildy" and his friends, invariably ranking among radio's top fifteen shows, consistently held listeners' interest this, their fifth year, with ratings anywhere from a fat 16.9 to a lush 19.7.

A typical "Gildersleeve" script, "televised" for Radio Lifers in the accompanying photographs, also serves to picture some of the cast members.

▼ **GILDY, DISCOURAGED AT HIS** unsuccessful attempt to "save the community" seeks solace at Peavey's (Richard Le Grande) drug store. "Don't let your wife go near this fellow Sartorius", warns Gildy. "All palmists are lakers, you know that." Rejoins Peavey: "Well now, I wouldn't say that!"



▼ **GILDY GOES HOME,** feeling somewhat better, when Leila rushes in. "Throckmorton, it's happened! I got a special delivery letter about some old stock Beauregard left me. It's suddenly worth a fortune. Just like the man said. Isn't it thrilling? Throckmorton, aren't you going to say anything?" . . . "Heugh! Leila, I don't feel good!", he sighs.

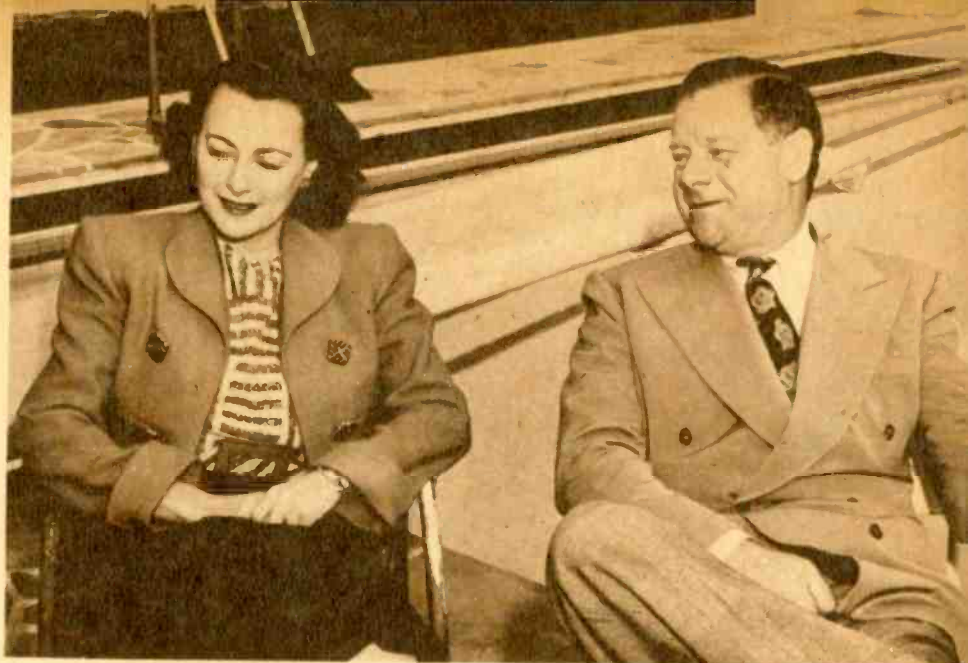


# No Sale

# For

# Elmer

By Betty Mills



▲ **AUDREY AND AL ENJOY SITTING** by their pool "any old day of the year." Says Audrey, "We devoted more space to it than some of our rooms, so it's a good thing we do."

*Elmer Blurt Can't Sell a Thing To Lucky Al Pearce, Who's Happy With a Beautiful Wife, Palatial Manor, Two Dogs, and Twenty Birds*

▼ **"YOU KNOW THIS OLD FELLOW** is my favorite cowboy", points out Al to Audrey, who still laughs at the ugly hombre. The cowboy is one of Al's collection of famous Williams caricatures.



Monday thru Friday, 12 Noon  
ABC-KECA  
Monday thru Friday, 3:30 p.m.  
ABC-KFMH

**T**WO LEFT turns and as high as one can climb above picturesque Laurel Canyon Boulevard, sits an eye-filling white home, resplendent with an aqua-tiled swimming pool, an aviary, and rows upon rows of pet cages. Here reside the Duke and the Captain.

"Those are the names our wonder-

▼ **FROM THEIR SMALL** second floor balcony, the Pearces have an excellent view of the bright lights of Hollywood and Los Angeles.





↑ **THIS IS THE OLD master at work!** Al's specialty is his barbecue. (Note the cigarette packs on the wall.)



↑ **TUFFY, THE CAT,** and Mel, the police dog, are the master's pets. When Al's not around, Mel likes to tease Tuffy by dragging him around by his head. "But Tuffy," Al explained, "can well take care of himself and usually winds up by scaring Mel."

ful maid Sally calls us," laughed the charming Duke. "What a blow to learn we're just plain Mr. and Mrs. Al Pearce."

We can't agree with lovely blue-eyed Audrey Pearce about the "blow". Because somehow the big, shining white house does remind one of a castle perched atop a high hill—surveying the jeweled city below it. And who better to inhabit it than the Duke and the Captain!

"We love it," explained Audrey, "because the eight years we've spent

here have been among the happiest of our lives. If we have to travel, we're reluctant to leave it because it has everything we need."

"Everything" includes the magnificent pool—"It's bigger than our dining room, so we have to eat out here,"—which is overlooked by a cheery mahogany-paneled rumpus room, complete with a built-in barbecue pit.

#### Aroma Wafts

"Anyone who knows Al knows

barbecue is his specialty. And our friends tell us the good smells wafting down the mountain side give them courage and strength to climb it."

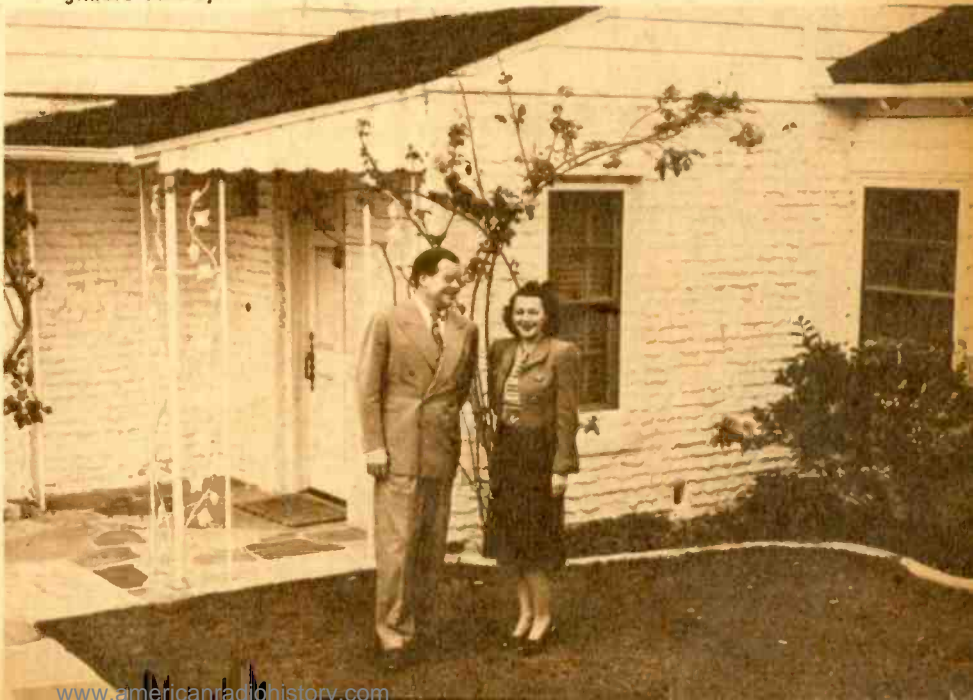
The hundreds of cigarette packs lining the rumpus room walls have an interesting story. Al began collecting them years ago. Pointing to the filled packs he explained, "Friends have sent them to me from all over the world, and during the war I collected some which came

(Please Turn to Page 97)

↓ **IN HIS FAVORITE** easy chair, Mr. P. settles with a good book and a pipe. "We rarely go nightclubbing," remarked Audrey.



↓ **THE CHARM OF THE** Pearces irresistibly draws their numerous friends up that steep hill. "Or maybe it's the smell of Al's barbecue wafting down," grinned Audrey.



**Radio Life**  
*Announces and Presents*  
*Its 3<sup>rd</sup> Annual*  
**Distinguished**  
**Achievement**  
**Awards**



"Theater Guild"

**A**S RADIO LIFE concludes its sixth year of publication, it issues, for the third consecutive year, its Distinguished Achievement Awards. These recognitions, unlike the usual popularity polls, are bestowed by Radio Life upon those radio programs and personalities which, in its studied opinion, deserve signal honor for progress and achievement during the past twelve months.

In conferring these honors, the staff took many factors into consideration. Scripts were read and re-read, performers were observed at the microphone and listened to at the loudspeaker. In some instances, choice was exceedingly difficult, but decision was arrived by secret ballot of staff members. Hence, the votes represent a majority opinion.

The problem of outstanding performers and radio craftsmen winning

awards several years in succession was, perhaps, the most difficult with which to cope. After due consideration, we have tried to stimulate effort and reward rising ability by shifting some of the awards from "repeat" winners to others in the same classification who have shown distinguished merit during the year just passed.

Congratulations to winners of the 1946 Awards, and may many more be worthy candidates in 1947.

Roosevelt Tribute



Page Twenty

"Queen for a Day"



# DISTINGUISHED ACHIEVEMENT AWARDS

FEMINE SUPPORTING PLAYER.....	Verna Felton
HONORABLE MENTION.....	Cathy Lewis
MASCULINE SUPPORTING PLAYER.....	Pat McGeehan
HONORABLE MENTION.....	Wally Maher
OUTSTANDING DRAMATIC PERFORMANCE.....	Agnes Moorehead
("Sorry, Wrong Number", Sept. 6, 1945)	
OUTSTANDING FEATURED PERFORMER.....	Hanley Stafford
HONORABLE MENTION.....	Minerva Pious
MUSICAL CONDUCTOR, General.....	Meredith Willson
MUSICAL CONDUCTOR, Popular.....	Paul Weston
PRODUCER, Comedy.....	Helen Mack
PRODUCER, Drama.....	Carlton E. Morse
SCRIPT WRITING, Comedy.....	Fred Allen Show
HONORABLE MENTION.....	Burns and Allen
SCRIPT WRITING, Drama.....	"Counterspy"
OUTSTANDING SCRIPT, Comedy.....	"Unity Fair"
(July 3, 1945)	
HONORABLE MENTION.....	Jack Benny
Sept. 30, 1945	
"Request Performance", Oct. 21, 1945	
"Mayor of the Town", Oct. 20, 1945	
Burns and Allen, Jan. 31, 1946	
OUTSTANDING SCRIPT, Drama.....	Norman Corwin
("On a Note of Triumph", May 8, 1945)	
OUTSTANDING GUEST PERFORMANCE.....	Ronald Colman
(On Jack Benny Show, Feb. 3, 1945)	
HONORABLE MENTION.....	Bea Lillie on Fred Allen
Feb. 3, 1946	
Carmen Miranda on Danny Kaye, Feb. 15, 1946	
Maurice Evans on Fred Allen, Jan. 13, 1946	
Ray Milland on Jack Benny Show, March 10, 1946	
OUTSTANDING SUBSTITUTE PERFORMANCE.....	Bing Crosby
(On Hedda Hopper's Show, Aug. 20, 1945)	
BEST SUMMER REPLACEMENT.....	Sigmund Romberg
HONORABLE MENTION.....	Edward Everett Horton
OUTSTANDING SINGLE BROADCAST.....	NBC Roosevelt Tribute
(April 15, 1945)	
PROGRAM MAKING THE GREATEST ADVANCE.....	Joan Davis Show
HONORABLE MENTION.....	Ozzie and Harriet
OUTSTANDING NEW PROGRAM.....	"Queen for a Day"
OUTSTANDING NEW CHARACTERIZATION.....	Kenny Delmar
("Senator Claghorn")	
MOST CONVINCING MICROPHONE VOICE.....	Wendell Niles
HONORABLE MENTION.....	Jay Stewart
John Dehner	
MOST ENJOYABLE COMMERCIAL.....	Harry von Zell
MOST LISTENABLE COMMENTATOR.....	H. R. Baukhage
MOST INTERESTING NEW PERSONALITY.....	Jack Smith
OUTSTANDING SOUND EFFECTS.....	Berne Surrey



Verna Felton



Carlton E. Morse



Agnes Moorehead



Bing Crosby

Counterspy's

"David Harding"

Joan Davis

Kenny Delmar

Harry von Zell

Wendell Niles





Sigmund Romberg



Fred Allen



Norman Corwin



Ronald Colman



Jack Smith



Hanley Stafford



Pat McGeehan



Paul Weston

Meredith Willson

Berne Surrey

Helen Mack

H. R. Baukhage





▲ **SONGSTRESS** Eugenie Baird guested with Bob Gillen on a recent airing of his KMPC "Dinner Dance" program (Monday through Friday 7:05 p.m.).



▲ **LOVERS OF LATIN** music like Vance Graham's "Bolero Time" program, heard daily on KMPC.



▲ **EMCEE** Mauri Cliffer is host to the younger generation on KMPC's "Teen and Twenty Time" (Monday through Friday, 5:00 p. m.) and the "Teen Queen Club" (Saturday, 11:00 a.m.).

SEEN  
ON  
THE RADIO  
SCENE



▲ **HERE ARE THE STUDENTS OF** Eagle Rock High School, participating in KMPC's "Youth Interprets the News", heard Wednesdays, 1:30 p. m. With them are announcer Keith Hetherington and producer Bill Rhodes Jr.

▼ **MUSIC DIRECTOR** of KMPC is Ted Steele, who is heard at the mike, Monday through Friday, 4:05 p. m.

▼ **BILL PENNELL** may now be heard on KMPC, Monday thru Saturday, 6:15 p. m., announcing "Paramount News of the Air".

▼ **"MUSIC HALL"** host is Bill Leyden who brings to KMPC's morning dialers two hours of choice platters. That one he's biting evidently isn't choice.





Edgar Bergen  
AND  
Charlie Mc Carthy

The Chase and Sanborn Show  
Sunday Evenings  
N. B. C.

*In Production*

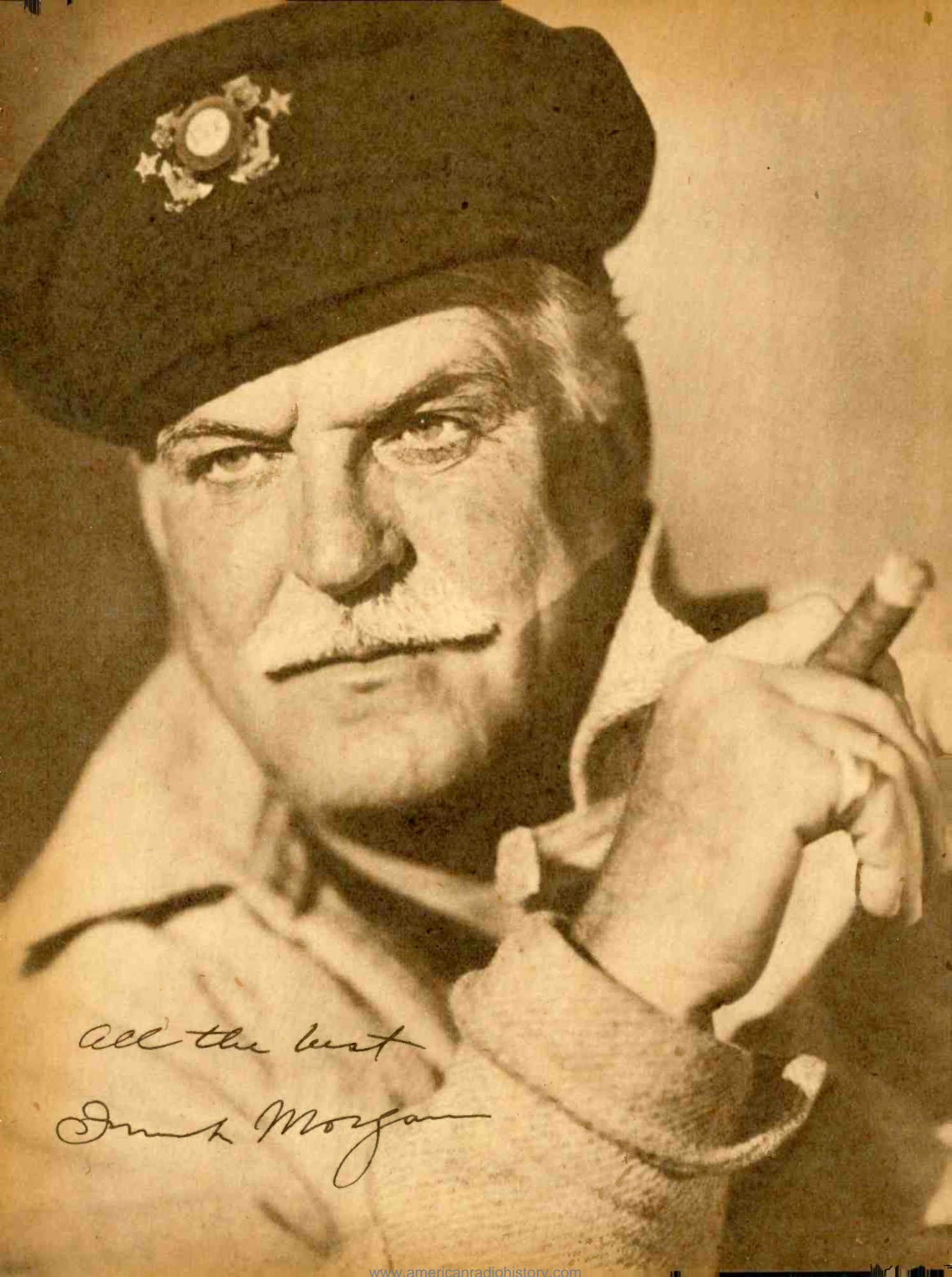
Walt Disney's  
"Mickey and the Beanstalk"





*"Hi-ya, Listeners" -- Bob Hope*

7:00 p. m. Every Tuesday, NBC



*all the best  
Frank Morgan*

THE  
**Amos 'n' Andy**  
SHOW

with

Shorty the Barber

Gabby the Lawyer

Hattie McDaniel as Sadie Simpson  
and

The Delta Rhythm Boys

Tuesday 6:00 o'clock NBC



FREEMAN GOSDEN

Amos

CHARLES CORRELL

Andy

  
**RIN-SO  
WHITE**  






My thanks to  
Radio Life - its  
staff and its  
readers!

Yours Rosemary  
★ *Ed Camp*

Dr. Christian, 8:30 p.m.

Wednesday, CBS



*Dick Cutting*

DICK CUTTING

Best Regards  
and a

Word of Tribute

to the men and women editors of the  
CBS-KNX News Bureau who edit  
and write the news

- |               |                 |
|---------------|-----------------|
| Jack Beck     | ● Wally McLain  |
| Pat O'Reilly  | ● Eli Bregman   |
| Norman Astor  | Assisted By     |
| Al Gail       | ● Peter Roebeck |
| Marian Murray | ● Pat Warfield  |
| Polly Carr    | ● Jack Carle    |
| Bill Milligan | ● Evelyn Jaffe  |

Page Twenty-eight



Greetings to  
Editor Evelyn  
and all you  
wonderful people!  
*Janet Waldo*



Best wishes  
to a grand magazine  
and its readers

*Conrad Binyon*

- Hank of "One Man's Family"
- Butch of "Mayor of The Town"

Dear Folks -

I always did hate to hear other actors brag about themselves. It sounds kinda hammy. So, instead of tootin' my own horn I'm going to let you read what the Western Livestock Journal said about me.

Here it is →

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\$29-\$30  
-\$36 de-  
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**BOB BURNS' BAZOOKA** Berkshire Ranch, Los Angeles County, was represented on the market again last week by a shipment of well finished Berkshire hogs, averaging 248 lbs. that brought the top, \$15.75. The noted radio humorist has built up one of the fine West Coast Berkshire herds and market offerings from his ranch have regularly topped the Los Angeles market.

**GOOD NEIGHBORHOOD POLICY**  
Enclosed is my check

Proudly yours  
Bob Burns

The Bob Burns Show, 6:30 p. m.,

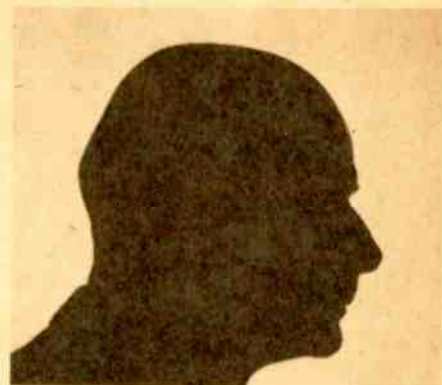
Thursday, NBC



*Robert Armstrong*

☆ NELSON EDDY SHOW,  
1:30 p. m., Sunday, CBS

☆ CAVALCADE OF AMERICA,  
8:30 p. m., Monday, NBC



Congratulations

on Your

Sixth Anniversary

*Louis Corbett*

Congratulations

*Nelson King*

7:45 a.m. Mon. thru Fri., CBS

*Continued success to  
Radio Life. Sincerely  
Herbert Paulson*



"Hedda Hopper's Hollywood"  
Monday Evening, 8:15, ABC  
Sponsored by Armour & Co.  
Makers of Treet

LET'S ALL SING "Happy Birthday", dear RADIO LIFE



*Tom Breneman*

Now Serving

**BREAKFAST IN HOLLYWOOD**

a la mo'om pitchurs

United Artists Release

A Golden Production





**FIBBER McGEE & MOLLY**

6:30 p. m., Tuesday, NBC

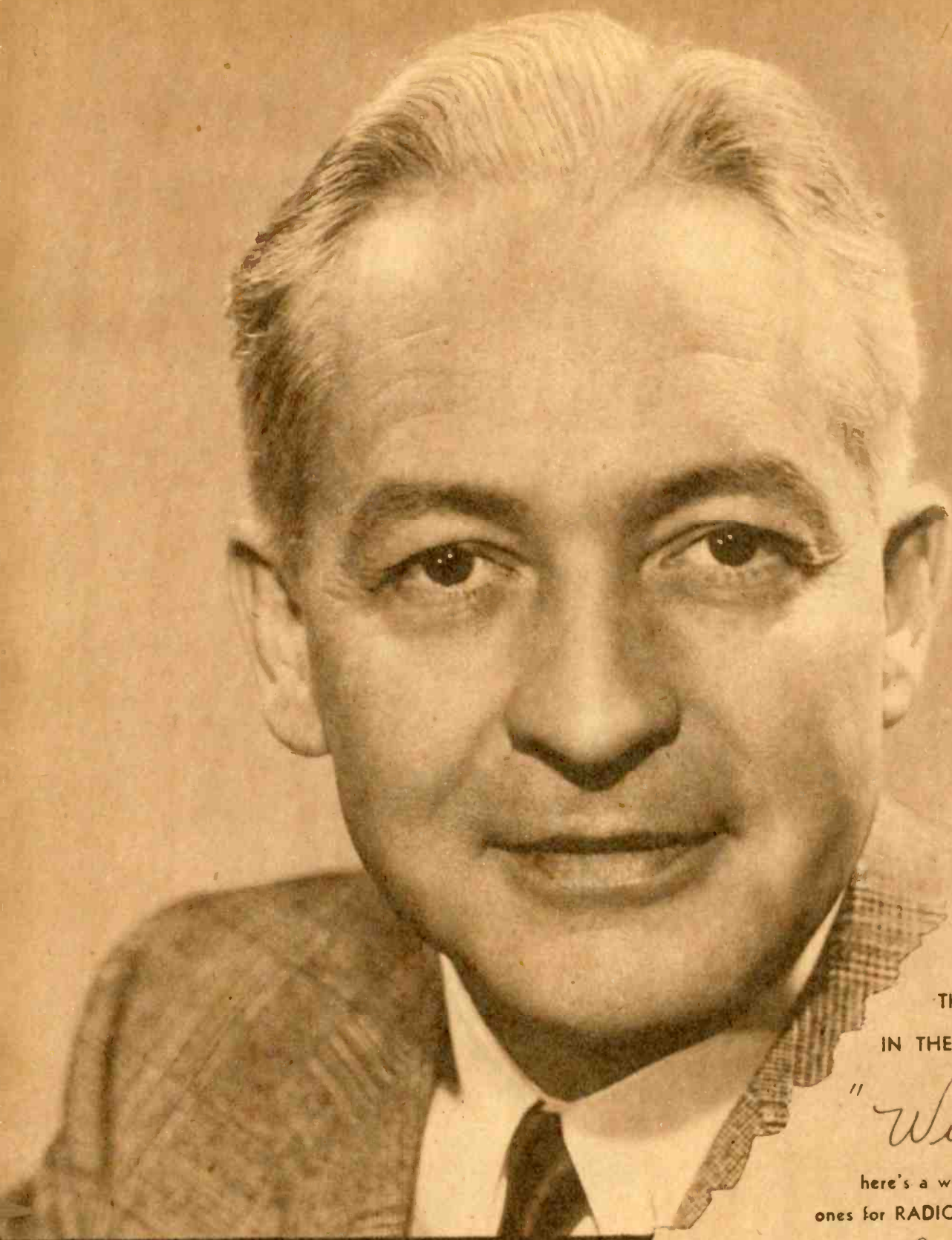
Best Wishes to  
my directors, listeners  
and fellow players  
Gloria Mc Millan

"Sharlee"—Mayor of the Town  
"Eloise"—Date with Judy

Lux  
Screen Guild  
Elgin Christmas Show  
This Is My Best  
Eddie Bracken  
Bishop's Relief  
Amos 'n' Andy  
Smilin' Ed. McConnell  
Dr. Christian  
Stars Over Hollywood  
My Favorite Story  
I Love a Mystery  
What's New

Walter White's  
"Nobody's Children"  
(1 year)  
Man Called X  
Office of War Information  
Billie Burke  
Bob Burns  
Charlie McCarthy  
Boston Blackie  
CBS Open House  
Sgt. Gene Autry  
at Luke Field

The Whistler  
Baby Snooks  
Star & the Story  
Silver Theatre  
Bullock's  
Jack Benny  
Roy Rogers  
Reunion, U. S. A.  
Red Ryder  
Sherlock Holmes  
Big Town  
Romance of the Ranchos  
Remarkable Miss Tuttle  
Basil Rathbone



THE NEXT WORD  
IN THE NOTEBOOK IS:

*"Wishes"*

here's a whole flock of good  
ones for RADIO LIFE and readers

*Art Baker*

10:45 A. M. Mon. thru Fri., NBC  
4:30 P. M. Mon. thru Fri., NBC



*Harry Zell*



• Time to Smile, 6:00 p. m.  
Wednesday, NBC

• Dinah Shore Program,  
9:00 p. m., Thursday, NBC

• Joan Davis Show  
8:30 p. m., Monday, CBS

*Cass Daley*

Cass Daley's Bandwagon

Every Sunday

KFI — 4:30 p. m.



Under Personal Management  
Frank J. Kinsella

Page Thirty-six



*Hal Gerard*

*Ge Ge Pearson*  
BOX-OFFICE CHARACTERS



Lots of luck to you from the  
Manager of Glamour Manor Hotel  
Cliff Arquette

GLAMOUR MANOR, 9 a. m.  
Monday thru Friday, ABC

# Greetings from the

Greetings from  
Harold Peary  
("Sulferbeve")



Howdy Folks

Budie  
'Chair Landover



Dick Perry Lehend



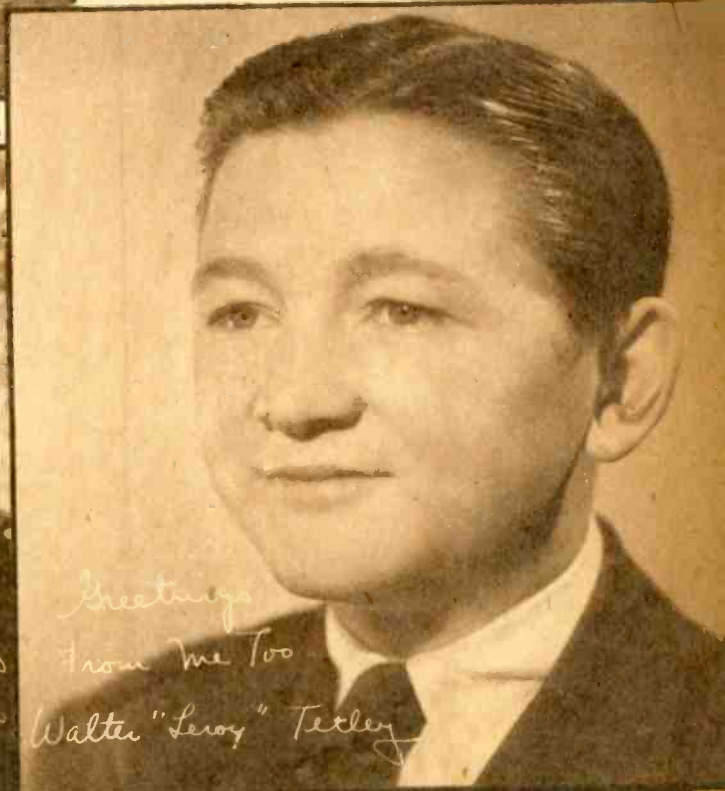
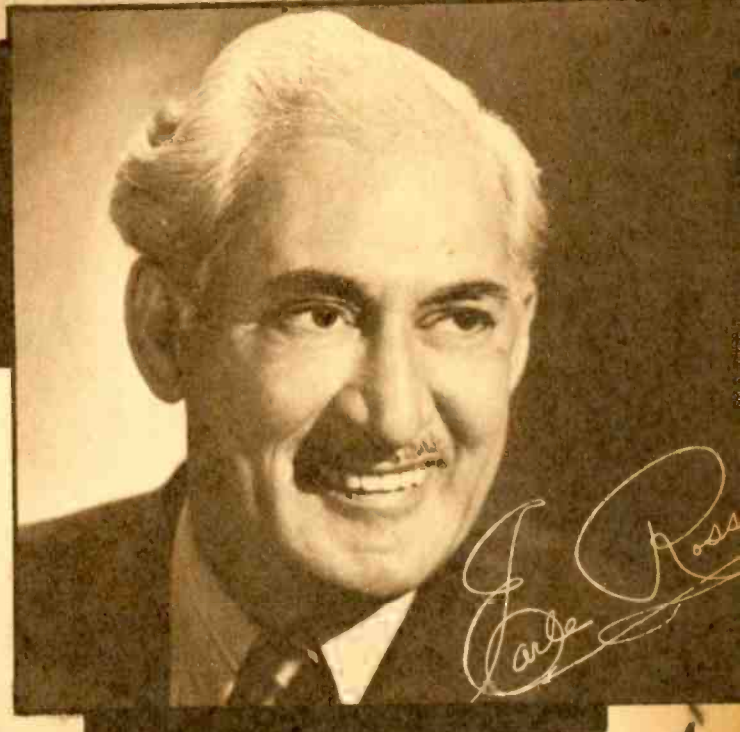
Musically  
Jackyakin

*great*

# GILDERSLEEVE

**THANKS**

Written by  
JOHN WHEDON and SAM MOORE  
Produced by  
FRANK PITTMAN  
Directed by  
FRAN VAN HARTESVELDT  
Music by  
JACK MEAKIN  
Sound by  
MONTE FRASER





*Nanley Stafford*



"DADDY SNOOKS"  
Sanka Coffee, 7:30 p. m.  
Sunday, CBS

"MR. DITHERS"  
Blondie, 8:30 p. m.  
Sunday, CBS



*Martha Gilton*



RADIO HALL OF FAME,  
3 p. m.  
Sunday, ABC



*Greetings*

*from*

JACK BENNY

*And from My Cast*

MARY LIVINGSTONE  
PHIL HARRIS  
ROCHESTER  
DON WILSON  
LARRY STEVENS



*from My Writers*

SAM PERRIN  
GEORGE BALZER  
JOHN TACKABERRY  
MILT JOSEFSBERG



*from My Producer*

BOB BALLIN



*and from My Sponsor*

LUCKY STRIKE CIGARETTES

## "AMBER" MEMBER

Glenn Langan, who plays gentleman detective "Barton Drake" on Mutual's "Murder Is My Hobby" series, has just been signed for one of the male leads in the forthcoming movie version of "Forever Amber".



**BEST WISHES**

*from*

**PERRY WARD**

"What's Doin', Ladies" Man

Mon. thru Fri., ABC  
2 to 2:30 p.m.

## NEXT WEEK

Radio Life wishes you a "Happy Easter!" with a cover-view of an enchanting Easter bonnet gracing the curls of lovely Vyola Vonn, who makes her hats as well as wears 'em! The ether actress' husband, Hanley "Daddy" Stafford, helps out—but you'll see just what we mean (and maybe get some ideas of your own) when you view pages four and five of our upcoming issue. In addition, this edition brings you word-pictures and photo-features of a handful of your favorite ether personalities—Artie Auerbach, that "peckle in the meedle" man of the Benny show; Meredith Willson, George and Gracie's star boarder; Ish-Kabibble, Kay Kyser's star pupil; Bill Leyden, your "Music Hall" host; and those sterling Mutual staff announcers. All this—and more prize photos, too! Get your copy early.

## WITH A SONG

Few people know that Agnes Moorehead, heard as "Marilyn" opposite Lionel Barrymore of CBS' "Mayor of the Town," began her career in radio years ago as a singer of popular songs. Agnes returns to singing duties in her forthcoming role in the musical version of MGM's "Ah, Wilderness!"

"I'LL KEEP SINGING

THE PRAISES OF

RADIO LIFE"

*Anita Ellis*

Currently Appearing

RED SKELTON PROGRAM

# THE ANDREWS SISTERS

America's Outstanding  
Girl Trio

Ten Weeks at the  
New York Paramount

Starred in  
Walt Disney's  
"Make Mine Music"

Featured on  
DECCA RECORDS



LOU LEVY, Management

GEORGE and GRACIE

"the people who live in the Burns house"

with

BILL GOODWIN

and

MEREDITH WILLSON

THURSDAY NIGHTS ON NBC

MAXWELL HOUSE COFFEE TIME

TO INCREASE YOUR  
**RADIO** *Life*  
 LISTENING PLEASURE

**RADIO: West ★ National  
 and International**

*Brothers' Farewell*

Beloved 63-year-old actor Noah Beery Sr., died last Monday morning in the arms of his brother, actor Wallace. They were to have appeared together that same evening (with Wally's young adopted daughter, Carol Ann, in her first big ether role) on CBS' "Lux Radio Theater." The day was also Wally's birthday, and a party had been held the night before, as the brothers believed they would be too busy with their broadcast the following day.

Noah Sr., whose last appearance was in the Broadway version of "Up in Central Park," was planning on visiting the coast only until the play opened in Chicago.

Following his sudden death, Beery's role on the "Lux" show was taken by actor Ed Max, while Wally and Carol

Ann went on with their scheduled performance in the true trouper tradition of "the show must go on."

At the conclusion of the "Lux" hour, producer William Keighley stepped to the microphone to pay tribute to the departed actor:

"It is with deepest sorrow that we announce the sudden passing of a beloved man and a truly fine actor, Noah Beery, who was to have been a member of our cast. Our heart-felt sympathies go to his brother, Wally, who true to the traditions of a high profession has appeared with us tonight."

*Into Ministry*

When Jimmy McClain turns the reins of NBC's "Dr. I.Q." program back to Lew Valentine, the original "Doc."

(Please Turn to Page 45)



**WALLACE BEERY AND HIS** adopted daughter, Carol Ann (making her first big ether appearance), starred on CBS' "Lux Radio Theater" Monday, April 1. It was Wally's birthday, too, but the occasion was saddened by the sudden death of the actor's actor-brother, Noah Beery, Sr., who was also to have appeared on the "Lux" show. (See story in Radio West).

BEST WISHES

from

LOUELLA PARSONS

and WOODBURY

FROM HOLLYWOOD

American Broadcasting Company  
 Every Sunday Night, 6:15-6:30 P.S.T.

# RADIO WEST

(Continued from Page 44)

tor," study for the ministry will take all of McClain's time. He has been attending the Seabury Western Theological Seminary in Evanston, Illinois, during the past two years and expects



**SURPRISE VISITOR** backstage at CBS' Joan Davis show last week was Mickey Rooney, newly returned to his favorite casual civilian garb. Dynamo Rooney didn't waste any time, either. Not only did he deliver the above bunny-hug to Joannie, but also plugged his latest song for Andy Russell. (See story in Radio West).

to be ordained a rector in the Episcopal Church next fall.

## Wanna Buy a Song?

CBS' Joan Davis played hostess to star Mickey Rooney, who visited the ether comedienne last week backstage at her airshow. Mickey, appearing in civvies again, was the life of the gang . . . but he didn't come in the capacity of actor. He was strictly a song plugger that night, complete with a new song in his hand. "It's my latest ditty," quipped Rooney, "and I'm interested in getting Andy Russell interested in it."

What about it, Andy?

## Hats! Hats! Hats!

More than fifteen hundred feminine radio fans—and a sprinkling of courageous males—crowded into the Little Theater of the Broadway-Hollywood Department Store the other day to witness and take part in the first auction of hats in ABC's national Tom Breneman-Hedda Hopper hat contest. Hedda and Tom were on hand to help with the auction, and the first chapeau on the block brought in \$1000. Proceeds from this, and the other auctions to follow, will be donated to the Braille Institute of America, Inc., which will use the money for the rehabilitation of blind war veterans.

Declared Mrs. Ramey of Davenport, Iowa, who gave the thousand dollars for the first hat (one of attractively woven red cellophane, with a white ribbon): "None of us can spend too much on the boys who came back, in memory of those who remained."

## For Corwin

Norman Corwin, CBS writer-producer and first winner of the Wendell Willkie One World Award, was given a testimonial dinner last week, prior to his departure on his globe-circling jaunt. The dinner was given at the Beverly Wilshire Hotel by five hundred radio workers, and featured a program sponsored jointly by the Hollywood Independent Citizens Committee of Arts, Science and Professions and the California Committee for Radio Freedom.

At the program's conclusion, Paul Robeson presented to Corwin a scroll containing a message to the people of the United Nations which the producer-writer will take with him on his round-the-world flight.

The scroll read, in part: "It is fitting that this greeting is brought to you by Norman Corwin, our most distinguished radio writer. His pen and voice have been strong and firm in the expression of our hopes and desires for one world."

## Aggie's Show

Radio Life listened to Agnes Moorehead's new air show Sunday, March 31, and found Aggie delightful but the broadcast a let-down. It was not our idea of what a fine radio actress like Miss Moorehead should offer as star of her own program.

In our opinion, she sounded too much like "Marilly," although several sequences in the script afforded her an opportunity to display her versatility with dialects and characteriza-

(Please Turn to Page 46)



**BENNY CADENA OF LOS ANGELES**, blinded on Leyte, receives check for \$1,000 on behalf of Braille Institute of America. Check was written by Mrs. Isabelle Ramey of Davenport, Iowa (right) who bid \$1,000 for hat from Breneman-Hopper collection. See story in Radio West.

# RADIO WEST

(Continued from Page 45)

tions. In the second place, her script uncle smacked too much of Lionel Barrymore. Finally, the script was disappointing. From Agnes Moorehead as star of her own radio show, we expect a distinguished dramatic program, not a mildly pleasant offering.

We're hoping the bugs get ironed out in the next few weeks. After all, there wasn't much time to throw a show together during the week of readjustment following Marlin Hurt's death. But if some changes aren't made, we're afraid listeners won't be tempted to tune out Charlie McCarthy in favor of "Calamity Jane."

## Producer Ill

Hilarity on the usually hilarious Jack Carson studio stage at CBS was at a low ebb last Wednesday. Missing from the control booth was the program's well-liked producer, Larry Berns. Stricken with a sudden heart attack on the previous Friday, Berns was still seriously ill in the hospital. At this writing, his condition has improved, reports his radio actress wife, Sandra Gould.

## To Wed

Bob Garred, CBS news reporter, will fly from Hollywood to New York early in May to marry Frances K. Lawler, on Saturday, May 11th. Garred and his bride-to-be met when they were both in the Navy.

## The Iggidy Song

Listeners to NBC's Bob Hope show Tuesday, April 2, were in on the beginning of one of those jive-talking fads that drive the saner-minded citizens mad.

Skinney Ennis and Shirley Ross (subbing for Frances Langford) ditted a new ditty called "The Iggidy Song" (penned by Jay Milton and Jules Fox). The lyric has "Iggidies" sprinkled liberally right smack in the middle of words until you're ready to go M-iggidy-AD! Try it out for yourself:

"If you want to say in a diff'rent way  
'I'm so in love with you'  
Say, 'Iggidy-OH! I'm Siggidy-O  
In Liggidy-OVE with Yiggidy-OU!"

"The Store of Happiness"  
presents

"It's a  
New Day"

with  
Jeff York & Rufus Jones  
KLAC

Monday through Saturday  
7:45 to 8:00 A.M.

Sponsored by  
MAY DIAMOND CO.  
632 So. Broadway, L. A.



JOE SINAY AND HIS girl, Barbara, always listen to NBC's Fred Waring show as they ride to work together. One day, at Sinay's request, Waring played Joe's popularized version of Barbara's favorite tune for her and also added a proposal for Joe! Barbara said "Yes", and now the happy Sinays have a portrait of Waring occupying a choice spot in their home. It's autographed "John Alden". (See story in Radio West).

## John Alden

Fred Waring's NBC audience had rindside seats recently for a romance aided and abetted by radio, music, and Waring's Pennsylvanians. Leader Fred received a transcontinental phone call one day from one Joe Sinay of L. A. Sinay's request was that Waring help him woo and win his girl, who drove to work with him every morning and listened to the Waring show on the car radio.

Joe's girl, Barbara (affectionately called "Bambi"), plays the piano and has a particular liking for Beethoven's "Fur Elise." So Joe, assisted at Waring's suggestion by the Pennsylvanians' arranger, Roy Ringwald, popularized the melody, turning out a beautiful ballad titled, "Is This All a Dream?" He then asked that Waring play it—and propose to "Bambi" in his (Joe's) name. Waring did, Joe and his girl heard it—and "Bambi" said yes.

Since then, there's been a wedding, followed by a honeymoon in New York, where the Sinays were hosted by Fred "John Alden" Waring. An autographed picture of the star now occupies a choice spot in the Sinays' happy home.

## For Sharp Ears

If you were listening to Jascha Heifetz' recent guest-starring on the "Telephone Hour," your musical ear might have noticed a slight—but slight—snap as the great violinist was playing Castelnuovo-Tedesco's "The Prophets." Heifetz' E-string on his famous Guarnerius broke! Without a moment's pause, Davis Frisina, concertmaster of the Los Angeles Philharmonic who was playing in the Telephone Orchestra on its Hollywood appearance, handed Heifetz his Stradi-

varius. He took it calmly and continued the number. Completely unruffled, Heifetz didn't even frown!

\$7.10

The other afternoon when ye ed had exchanged toiling over a hot typewriter for laboring over a sizzling stove (company was on its way to dinner) the door chimes bonged and there on the threshold was a smiling-eyed, sandy-haired young chap. Of course he didn't know who we were, but as soon as he said he was from KMPC we knew who he was—"Free Speech Mike." He was out making calls on our block, asking ladies if

(Please Turn to Page 60-A)

## WHERE TO DINE

DINE and DANCE at  
**Tom Breneman's**  
HOLLYWOOD RESTAURANT

1525 Vine Street

● BREAKFAST  
● LUNCH  
● DINNER

HOLLYWOOD

Entertainment  
and Dancing  
Nightly

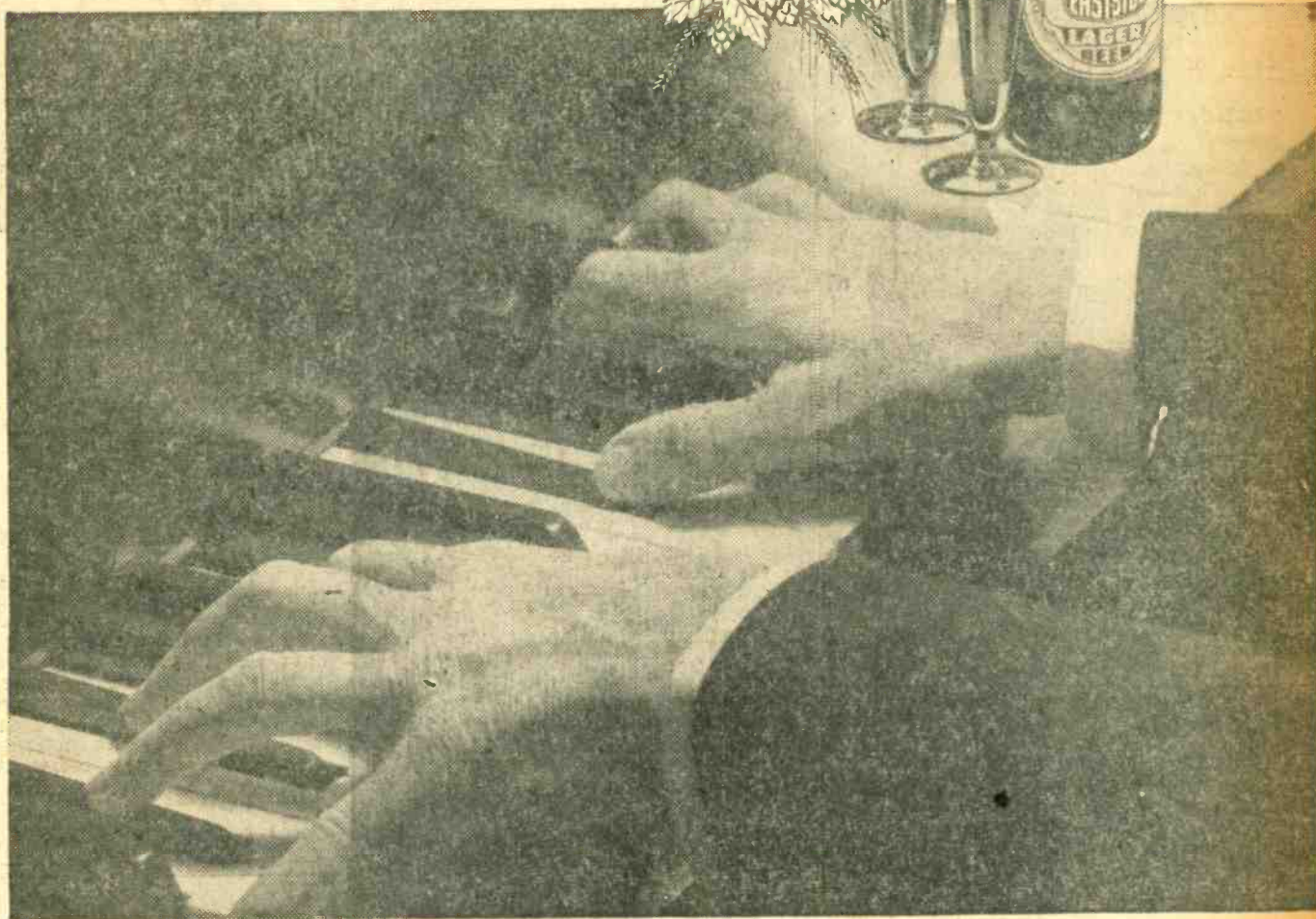
HOME OF

"Breakfast in Hollywood"

The  
**BROWN DERBY**  
Restaurants

# The Piquant Touch

of sun-ripened hops...like the brilliant treble of the Steinway played by a master



Tang and mellowness in balanced gradation combine to make the perfect beer. The mellow tones of taste in Eastside might be likened to the soft, mellow tones of the piano or harp drawn forth by the sensitive touch of the artist. Nature's careful, patient ageing and a lifetime of experience by one of the world's really great brewmasters, combine to make Eastside the completely satisfying beverage you enjoy today.



# Eastside

The Mellow Mild BEER



LOS ANGELES BREWING CO. • LOS ANGELES





**HAVE YOU A RADIO VOICE?**  
**For Speaking or Singing**

MEN AND WOMEN: Now being selected for immediate training in Announcing, Newscasting, Acting and Singing. This School has Government approval. Our students broadcast on

**"THE SHOWCASE THEATER OF THE AIR"**  
 Every Sunday 3 to 3:30 P. M.  
 STATION KXLA (1110 k. c.)  
**FREDERICK H. SPEARE**  
 "The West's Outstanding Radio School"  
 6671 Sunset Blvd. Studio 1591  
 Hollywood 2325

KXLA—Frederick H. Speare.  
 3:05—KGER—Sacred Harmonies.  
 3:15—KFWB—Music.  
 3:30—KFI, KFSD—News.  
 KNX—Hope Chest.  
 KECA, KPRO—Sunday Party.  
 \*KHJ, KGB, KFXM, KVOE—Cedric Foster.

**Interested in Radio Broadcasting**

Wanted for immediate interview men and women at once with good speaking voices to be auditioned for training in radio acting and announcing. No exp. needed. Apply 1 to 9 p.m. to Program Director HAL STYLES.

**RADIO PLAYERS OF AMERICA BROADCASTING SCHOOL**  
 8800 Wilshire Blvd. cor Robertson Beverly Hills BR-2-2546

Listen to Our Show  
 Sun., 3:30-4 P.M.—KFWB  
 Hal Styles & Famous Guest Stars

KFWB—Want to Be in Radio?  
 KFVD—Hank, Night Watchman.  
 KWKW—Hillside Church.  
 KXLA—Challenge to Youth.  
 KGER—Back to God.  
 KFMJ—Happy Moments.  
 3:45—KFI—Melody Parade.  
 \*KHJ, KGB, KFXM, KVOE—Quentin Reynolds.  
 \*KFSD—Carveth Wells, News.  
 4—KFI, KFSD—Jack Benny.  
 \*KNX—Answer Auction.  
 \*KECA, KPRO, KFMB—Drew Pearson.  
 KHJ—This Changing World.  
 KMPC—Baseball.  
 KFJB—Jam Session.  
 \*KLAC—News, Baseball.  
 KFAC—Showcase of Hits.

**OLD FASHIONED REVIVAL**

Charles E. Fuller, Director.  
 P. O. Box 123, Los Angeles, Calif.

KXLA—4:00-5:00 P. M.  
 KGER—4:00-5:00 P. M.

**REBROADCAST**

KXLA—9:00 P. M.  
 KPRO—9:00 P. M.  
 KFOX—10:00 P. M.  
 KVOE—10:00 P. M.  
 KFXM—10:00 P. M.  
 KMPC—10:05 P. M.

KXLA, KGER—Old-Fashioned Revival.  
 KGFJ—Curtain Call.  
 KWKW—Afternoon Serenade.  
 KPCC—Afternoon Concert.  
 KFOX—Sunshine Pastor.  
 KFXM—Sacred Harmonies.  
 KGB, KVOE—Operatic Revue.  
 4:15—KECA, KPRO, KFMB—Don Gardiner.  
 KHJ—Quaker City Serenade.  
 KRKD—Music.  
 KWKW—Rev. Johnson.  
 4:30—KFI, KFSD—Bandwagon, with Cass Daley.

KECA, KFMB, KPRO—Hollywood Music Hall.  
 KNX—Money on the Line.  
 KHJ, KGB—Open House.  
 \*KFWB—News.  
 KFVD—90-90 Club.  
 KFXM—Kling's Ambassadors.  
 KVOE—Grace and Truth.  
 4:45—KFWB—Western Stars.  
 KFVD—Carter Wright.  
 KWKW—Music.  
**5**—KFI, KFSD—Bergen-McCarthy.  
 KNX—Calamity Jane.  
 KHJ, KGB—Reviewing Stand.  
 KECA, KPRO, KFMB—Ford Sunday Hour.  
 KMPC—Baseball.  
 KFAC—Bowlers' Sports Cast.  
 \*KLAC—News, Baseball.  
 KGFJ—Today's Hits.  
 KRKD—Public Service.  
 KFVD—Evening Serenade.  
 KXLA—Lutheran Gospel Hr.  
 KWKW—Bible Treasury Hour.  
 KPCC—Afternoon Concert.  
 KFOX—Rev. F. H. Hogan.  
 \*KGER, KFXM—News.  
 KVOE—Bethel Tabernacle.  
 5:05—KGER—Colonial Vespers.  
 5:15—KFAC—Music.  
 KFOX—Rev. Lyle Hale.  
 KFXM—Cardinal Hour.  
 5:30—KFI, KFSD—Fred Allen.  
 KNX—Man Named Jordan.  
 KHJ, KGB—Don't Be a Sucker.  
 KRKD—Hour of Cheer.  
 KWKW—Hour of Angelus.  
 KXLA—Lincoln Pres. Church.  
 KFOX—Calvary Echoes.  
 KFXM—Made in America.  
 KVOE—Minister's Hour.  
 5:45—KHJ, KGB, KFXM, KVOE—Gabriel Heatter.  
 5:55—\*KNX—Ned Calmer.  
**6**—KFI, KFSD—Manhattan Merry-Go-Round.  
 KNX—Request Performance.  
 \*KECA, KPRO, KFMB—Walter Winchell.  
 KHJ, KGB, KFXM, KVOE—Exploring the Unknown.  
 \*KMPC, KFAC, KFVD, KFOX—KLAC, KGER—News.  
 KFAC—Musical Memories.  
 KPCC—Afternoon Concert.  
 KFVD—Evening Serenade.  
 KGFJ—Overture to Evening.  
 \*KXLA—News.  
 6:05—KLAC—Make Believe Ballroom.

**"WORD of PROPHECY"**

(current events in the light of the Scripture)

Louis S. Bauman  
 Sundays, 6:05 P. M.—KGER

KGER—Word of Prophecy, Louis S. Bauman.  
 6:15—KECA, KPRO, KFMB—Louella Parsons.  
 KMPC—Christian Science.  
 KFWB—Show Time.  
 KXLA—University Explorer.  
 KRKD—Music.  
 6:30—KFI, KFSD—Album of Familiar Music.  
 KNX—Texaco Theater (James Melton).  
 KHJ, KGB, KFXM, KVOE—Double or Nothing.  
 \*KECA, KPRO, KFMB—La Guardia Speaks.  
 KMPC—Mother's Album.  
 KFWB—Gospel and Song.  
 KXLA—Beyond Tomorrow.  
 KPCC—Children's Corner.  
 KGER—Lutheran League.  
 KFOX—Hal's Memory Room.  
 6:45—KECA, KPRO, KFMB—Jimmy Fidler.  
 KMPC—Mayor Bowron.  
 KFVD—Story Time.  
**7**—KFI, KFSD—Hour of Charm.  
 KEA—Take It or Leave It.  
 KECA, KPRO, KFMB—Theater Guild.  
 KHJ, KGB, KFXM, KVOE—Freedom of Opportunity.  
 \*KMPC—News, Bolero Time.  
 KFWB—Vets Talk It Over.  
 KFAC—Musical Memories.  
 \*KLAC—News, Ballroom.  
 KPCC—Sacred Song Recital.  
 KXLA—National Voice.  
 KGFJ—Record Rhapsody.  
 \*KGER—News, Concert Hour.  
 7:15—KXLA—Life and Health.  
 KPCC—Organ Recital.  
 7:30—KFI, KFSD—Meet Me at Parly's.  
 KNX—Fanny Brice Show.

KHJ, KGB, KFXM, KVOE—What's the Name of That Song?  
 KFVB—Rabbi Magin.  
 KXLA—Church of Open Door.  
 KPCC—Musical Masterworks.  
 KGB—Security Hour.  
 7:45—KFI, KFSD—Catholic Answers.  
**8**—KFI, KFSD—Great Gilder-sleeve.  
 KNX—Crime Doctor.  
 KECA, KFMB, KPRO—Enchantment.  
 KHJ—Twenty Questions.  
 \*KMPC—News, Frank Hemingway.  
 KFVB—Hollywood Presbyterian Church.  
 \*KLAC—News, Make Believe Ballroom.  
 KGFJ—Waltz Invitation.  
 KFAC—First Methodist Church.

8—KFI, KFSD—Great Gilder-sleeve.  
 KNX—Crime Doctor.  
 KECA, KFMB, KPRO—Enchantment.  
 KHJ—Twenty Questions.  
 \*KMPC—News, Frank Hemingway.  
 KFVB—Hollywood Presbyterian Church.  
 \*KLAC—News, Make Believe Ballroom.  
 KGFJ—Waltz Invitation.  
 KFAC—First Methodist Church.

**FLOYD B. JOHNSON**  
**KGER 8:05-9:00 p.m.**  
 Sunday  
 1390 Kilocycles

\*KGER—News, Floyd B. Johnson.  
 KFOX—Christian Science.  
 KPCC—Sunday Evening Hour.  
 KFXM—California Melodies.  
 KVOE—Christian Youth.  
 KGB—Time for Music.  
 8:15—KMPC—Land of the Free.  
 8:25—KNX—Surprise Theater.  
 8:30—KFI, KFSD—Standard Hour.  
 KNX—Blonde.  
 KECA, KFMB—Quiz Kids.  
 \*KHJ, KGB, KFXM, KVOE—Walter Winchell.  
 KMPC—Everybody's Hour.  
 KGFJ—Dancing Rhythm.  
 KPCC—Sacred Music.  
 KPRO—Intermezzo.  
 8:45—KHJ, KGB, KFXM, KVOE, KGB—Rave of the Week.  
 KPCC—Word of Life.  
 KFAC—Music.  
 KGFJ—Musical Corsage.  
 KNX—Thin Man.  
**9**—\*KECA, KFMB—Sam Hayes, News.  
 \*KHJ, KGB, KFXM, KVOE—News, Glenn Hardy.  
 \*KMPC—News, Open Forum.  
 \*KFWB—Victory Service Club.  
 \*KLAC—News, Radio News-reel.  
 KGFJ—Ave Maria Time.  
 KFAC—Sunday Evening Club.  
 KXLA, KPRO—Old-Fashioned Revival.  
 KFOX—County Barn Dance.  
 \*KGER—News, Bethel Church.  
 9:15—\*KHJ, KGB, KFXM, KVOE—Rev. Miller.  
 KECA, KFMB—Report to the People.  
 9:30—KFI, KFSD—Jack Benny.  
 KNX—Romance of Ranchos.

**EASTSIDE SERENADE**  
 9:30 TO 10:00 P. M.  
 Every Sunday

**KECA**

KCA—Eastside Serenade.  
 KHJ, KGB, KFXM, KVOE—Thorgersen, Sports.  
 KFVB—Pacific Lutheran Hr.  
 KFAC—Gateway to Music.  
 ELAC—Unity.  
 KGFJ—Show Time.  
 KGER—Tuckin' in Hour.  
 KFOX—Sunshine Mission.  
 KFMB—Show Tunes.  
 9:45—KHJ, KGB, KFXM, KVOE—Rogers for Senator.  
 KFMB—Parson Roberts.  
**10**—\*KFI, KFSD—The Reporter.  
 \*KNX—Chet Hunter's News.  
 KECA—Hit Tunes.  
 KHJ—Spilke Jones Orch.  
 \*KMPC—News, Old-Fashioned Revival.  
 \*KFWB, KLAC—News.  
 KGFJ—Western.  
 KXLA—Voice of Calvary.  
 \*KFVD—Newsical, 3 Hours.  
 KPRO—Riverside Union Church.  
 KVOE, KFXM—Old-Fashioned Revival.

KGB—Human Adventure.  
 KFOX—Rev. Fuller.  
 \*KGER—News, Music.  
 10:10—KLAC—Christian Science.  
 10:15—KFI—Chapel Quartet.  
 KNX—America Speaks.  
 \*KECA—Orson Welles.  
 \*KHJ—News.  
 KFJB—Classic Hour.  
 KFAC—Music.  
 KFSD—Honored Flights.  
 KFMB—Continental Hotel.  
 10:30—\*KFI—Carveth Wells, Inside the News.  
 KNX—Time for Reason.  
 KECA—Freddie Martlo Orch.  
 KHJ—Meet the Press.  
 KFAC—Music for Listening.  
 KGFJ—Swing It.  
 KXLA—Bright Corner Church.  
 KGER—Week in Review.  
 KPRO—Frank and Earnest.  
 KGB—Chet Stewart's Orch.  
 KFMB—Jam Session.  
 10:45—\*KFI—Show Time.  
 KNX—Buddy Rich Orch.  
 KFVB—Musical Diamonds.  
 KPRO—Casino Gems.  
 \*KFSD—News.  
 \*KFI—America United.  
**11**—\*KNX—News, Benny Carter Orchestra.  
 KHJ, KGB, KFXM—Gene Krupa Orch.  
 \*KECA—News of Tomorrow.  
 \*KMPC—News, Aragon Ballroom.  
 KFVB—Gospel and Song.  
 \*KLAC—News, Dance Music.  
 KFAC—Music for Listening.  
 KGFJ—Blue of Evening.  
 \*KFVD—Newsical, 3 1/2 P.M.  
 KPRO—Glenns of Grace.  
 KFSD—Music in the Night.  
 KFMB—Voice of the Army.  
 11:15—KFI—Pacific Story.  
 KECA, KFMB—Bride to Dreamland.  
 11:30—KNX—Manny Strand.  
 KHJ, KGB, KFXM—King Cole Trio.  
 KMPC—Four Tones.  
 KFVB—Music You Want.  
 KXLA—Club Royale.  
 KFSD—St. Francis Hotel Orchestra.  
 11:45—KFI—Ray Herbeck Orch.  
 KNX—KXN-tru, Music.  
 \*KHJ, KGB, KFXM—News.  
 KMPC—C. P. Johnson Orch.  
 11:55—\*KFI, KNX, KFSD—News.

**AUDIENCE REACTION**

While comedian Jack Kirkwood was traveling with a dramatic stock company many years ago, the tour suddenly burst the regular bounds of "coast-to-coast" and took a tour to China. While there, the company was set upon by a band of brigands, but Jack will never tell whether the brigands saw their show and then attacked, or whether they had a higher purpose of felony in mind.

★

**REPEAT HONOR**

"America's Town Meeting" claims the distinction of being the first repeat winner in the history of the George Foster Peabody Radio Awards following its selection by the Awards Committee as "the outstanding educational program of 1945." The ABC program also received the medal in 1943.

★

**JACK WAS NIMBLE**

Jack Sherman of KMPC's "Housewives' Exchange" program has joined the famous group of hole-in-one golfers when he made such a shot at the Westward-Ho Golf course the other afternoon.

# MONDAY, APRIL 15

★Indicates News Broadcasts.

THE **Morning Bible Hour**

KFOX  
Mon. thru Sat.  
7:30-8 A.M.

with  
the Hymn Book  
and the Bible

★  
Sunday  
8:30 A.M.

Wilbur Nelson  
presents

- 8-KFI, KFSD-Fred Waring.  
KNX-Johnny Murray.  
KECA, KPRO-Don McNeill's  
Breakfast Club.
- ★KHJ, KGB, KVOE-Cecil  
Brown.
- ★KMPC, KXLA, KGER-News.  
★KFWB-Inside Story.  
★KGFJ-Concert Pastelle.  
KFAC-Music.
- ★KLAC-News, For the Girls.  
KRKD, KFOX-Dr. Talbot.  
KWKW-Pan American  
Mission.  
KFVD-Ciffy Stone.  
KFXM-Songs of Praise.  
KFMB-The Timekeeper.
- 8:05-KGER-Sister Sylvia.
- 8:10-KFWB-Mello Tunes.
- 9:15-KNX-Valiant Lady.  
KHJ, KGB-Frazier Hunt.  
KMPC-Market, Sports.  
KWKW-Dia Graves.  
KFXM-Sunshine Service.  
KGER-Mizpah.
- 9:30-KFI-Dr. Paul.  
KNX-Light of the World.  
KHJ, KGB, KFXM, KVOE-  
Take It Easy.  
KMPC-A Song for You.  
★KFAC-News.

KXLA, 8:30 A.M.

**HAVEN OF REST**

Mon., Wed., Fri.

First Mate Bob and the  
Good Ship Grace

- KXLA-Haven of Rest.
- ★KRKD-News, Music.
- ★KWKW-News, Devotions.  
KFOX-Rev. R. E. Reid.  
KFSD-Lone Journey.  
KFMB-Breakfast Club.
- 8:45-KFI, KFSD-David Harum.  
KNX-Aunt Jenny's Stories.  
KHJ, KGB, KFXM, KVOE-  
Victor Lindlahr.
- ★KFWB-News.  
KFAC-Show Time.  
KFVD-Vocal Favorites.  
KWKW-Wings of Healing.  
KGER-New Tribes Mission.
- 9★KFI, KGFJ, KGER-News.  
KNX-Kate Smith.
- ★KHJ, KGB, KFXM, KVOE-  
Lyle Van News.  
KECA, KPRO, KFMB-  
Glamour Manor.
- ★KMPC-News, Calif. Homes.  
KFWB-Dr. Reynolds.
- ★KLAC-News, Preview.  
KXLA, KFVD-Waltz Time.  
KRKD-Sagebrush Serenade.  
KWKW-Voice of China.  
KFOX-Firebrands for Jesus.  
KFSD-Friendly Neighbor.
- 9:05★KFI-Edward Jorgenson.
- 9:10-KGFJ-D'Artega Presents.
- 9:15-KFI-Especially for You.  
KNX-Big Sister.  
KHJ, KGB, KFXM, KVOE-  
Mortuo Downey.  
KMPC-Pappy Chevre.  
KFWB-South of the Border.  
KFAC-Voice of Health.  
KLAC-Public Interest.  
KXLA-Harmony Homestead.  
★KWKW-Bible Treasury Hr.  
★KFVD-News.
- ★KFSD-Larry Smith.  
KGER-Cheerful Chat.
- 9:30★KFI, KFXM, KWKW-News.  
KNX-Helen Trent Romance.  
KHJ-Time Out.  
KECA, KPRO, KFMB-Brene-  
man's Breakfast.  
KFWB-Your Baby.  
KGFJ-Open Album.  
KLAC-Paul Pendarvis.  
KFVD-Show Tunes.  
KGB-Sun Diego Scrapbook.  
KFXM-Old Family Almanac.  
KVOE-Bing Crosby.  
KFSD-Ann Gibson.  
KGER-Radio Revival.
- 9:40-KFI-Lullaby Time.
- 9:45-KFI-Ladies' Day.

- KNX-Our Gal Sunday.  
KHJ-Tune Time.  
KMPC-Perry Como.
- ★KFWB, KRKD-News.  
KFAC-Musical Comedy.  
KFVD-Bare Comes Parade.  
KWKW-Warlike House.  
KGB-Molly Morse.  
KFXM-Melody Roundup.  
KVOE-Dick & Jeannie.  
KFSD-Maggi's Private Wire.
- 10-KFI-Ladies' Day.  
KNX-Life Can Be So  
★KECA, KPRO, KFMB-Home  
Edition.
- ★KHJ, KGB, KFXM, KVOE-  
News, Glenn Hardy.
- ★KMPC-News, Music Hall.  
KFWB-House of Milan.  
KFAC-Midmorning Serenade.
- ★KLAC-News, Al Jarvis.  
★KRKD-Music, Talk.  
KWKW, KGFJ-Racing News.  
KFVD-Morning Serenade.  
KXLA-Red Murrel.
- ★KGER-News, Music.  
KFSD-Time to Relax.
- 10:15-KFI-What Do You Say?  
KNX-Ma Perkins.  
KECA, KPRO, KFMB-Ted  
Malone.
- KHJ, KGB, KFXM-  
Glamour from Hollywood.  
KGFJ-Serenade for You.
- ★KXLA-News.  
KWKW-Western Serenade.  
KGER-Kingdom Within.  
KFOX-Rev. Emma Taylor.  
KVOE-Auction Showcase.
- 10:30-KFI-Hollywood Fan  
Magazine.  
KNX-Young Dr. Malone.  
KECA, KPRO, KFMB-My  
True Story.  
KFWB-Song of the Islands.  
★KWKW-News.
- ★KFAC-World Panorama.  
KGFJ-Uphbeat Session.  
KRKD-Music.  
KXLA-Woman's World.  
KFVD-Union Rescue Mission.  
KGER-Sunshine Pastor.  
KFSD-Do You Know?  
KVOE-Lunch with Lopez.
- 10:35-KWKW-In Morieland.
- 10:45★KFI, KFSD-Art Baker.  
KNX-Road of Life.  
KHJ, KGB, KFXM, KVOE-  
John J. Anthony.  
KMPC-Home Chats.  
KFWB-Science of Mind.  
KFAC-Latin Quarter.  
KWKW-Song Parade.  
KRKD-Midnight Mission.  
KFOX-Hebrew Christian Hr.
- 10:55★KECA, KPRO, KFMB-News,  
Betty Crocker.
- 11-KFI, KFSD-Guiding Light.  
KNX-Second Mrs. Burton.  
★KHJ, KFXM, KVOE-Cedric  
Foster.  
★KECA-Baukhage Talking.

## MONDAY Program Highlights

Morning Programs Appear in Lightface Type: Afternoon and  
Evening Programs Boldface

- |   |   |
|---|---|
| <p style="text-align: center;"><i>Variety</i></p> <p>8:00-Fred Waring, KFI.<br/>8:00-Johnny Murray, KNX.<br/>8:00-Breakfast Club, KECA.<br/>9:30-Breneman's Breakfast,<br/>KECA.<br/>10:00-House of Milan, KFWB.<br/>11:30-Queen for a Day, KHJ.<br/>6:00-Hoagy Carmichael, KFI.<br/>9:00-Spotlight Bands, KHJ.<br/>7:00-Bill Thompson Show,<br/>KECA.<br/>8:00-Supper Club, KFI.<br/>8:15-Hedda Hopper, KECA.<br/>8:30-John Davis, KNX.<br/>9:30-Vox Pop, KNX.</p> <p style="text-align: center;"><i>Outstanding Music</i></p> <p>4:00-Musical Masterpieces,<br/>KFAC.<br/>5:30-Voice of Firestone, KFI.<br/>6:00-Musical Digest, KGFJ.<br/>7:00-Minature Concert, KFAC.<br/>7:00-Contented Hour, KFI.<br/>8:00-Evening Concert, KFAC.<br/>8:30-Music Supreme, KMPC.<br/>9:00-Telephone Hour, KFI.<br/>10:00-Lucky Lager Dance Time,<br/>KFAC.<br/>10:00-Eastside Show, KFWB.</p> <p style="text-align: center;"><i>Drama</i></p> <p>6:00-Lux Theater, KNX.<br/>6:15-Real Life Stories, KHJ.</p> | <p>7:00-Seren Guild Players,<br/>KNX.<br/>7:00-Bulldog Drummond, KHJ.<br/>8:00-Michael Shayne, KHJ.<br/>8:00-Lum &amp; Abner, KECA.<br/>8:30-Cavalcade of America,<br/>KFI.<br/>8:30-The Fat Man, KECA.<br/>9:00-The Whistler, ENX.<br/>9:00-Famous Jury Trials,<br/>KECA.</p> <p style="text-align: center;"><i>Quiz Programs</i></p> <p>6:30-Information Please, KFI.<br/>7:30-Bob Hawk Show, KNX.<br/>7:30-Dr. I. Q., KFI.</p> <p style="text-align: center;"><i>Public Affairs</i></p> <p>1:45-Background for Living,<br/>KNX.<br/>2:00-School of the Air, KNX.<br/>2:00-Internal Revenue, KRKD.</p> <p style="text-align: center;"><i>Sports-Comment</i></p> <p>10:00-Race Lineup, KWKW.<br/>10:00-Racing, KGFJ.<br/>5:30-Race Results, KGFJ.<br/>5:45-Race Results, KRKD.<br/>6:30-Bay Meadows, KMPC.<br/>9:30-Inside of Sports, KHJ.</p> |
|---|---|

KNX-Burritt Wheeler.

# MILD & MELLOW

12:30 TO 1:00 P. M.  
Monday Through Friday

## KHJ

- KHJ-Mild and Mellow.  
KECA, KPRO-Ladies, Be  
Seated.  
KMPC-Bridge Club.  
★KFWB, KVOE-News.  
KFAC-Show Tunes.  
KGFJ-Easy Rhythm.  
KXLA-Painted Post.  
KWKW-Farm News,  
Varieties.  
KGB-Club Reporter.  
KFMB-Easy Listening.  
KFXM-Farm Front.
- 12:45-KFI, KFSD-Right to  
Happiness.  
KNX-Bachelor's Children.  
KMPC-Today in History.  
★KFAC-News.  
KFVD-Violet Schram.  
KXLA-University of Calif.  
KFOX-Varieties.  
KFXM-Fashions in Music.  
KGB-Songs of Praise.  
KVOE-This Is Music.  
KFMB-Ladies, Be Seated.  
KGER-Gardenia School.
- 1-KFI, KFSD-Backstage Wife.  
KNX-G. E. House Party.  
KECA, KPRO, KFMB-Jack  
Berch Show.  
KHJ-This Is Music.  
KFWB-Music.
- ★KMPC-News, Bolero Time.  
KFAC-Melody Matinee.  
KGFJ-Intermission.
- ★KLAC, KFVD, KGER-News.  
KRKD-Music.  
KWKW-Varieties.  
KXLA-Community Broad-  
casters.  
KVOE-Radio Tour.  
KFXM-Sagebrush Serenade.  
★KFOX-Graeme Fletcher.  
★KGB-Cedric Foster.
- 1:05-KGER-Helene Smith.
- 1:10-KLAC-Something New.
- 1:15-KFI, KFSD-Stella Dallas.  
KECA, KPRO, KFMB-Try 'n  
Find Me.  
KHJ-Bill Hay Reads Bible.  
KXLA-Tick Tock Tunes.  
KFVD-Moods in Music.  
KGB, KFXM, KVOE-John-  
son Family.
- 1:25★KNX-News.
- 1:30-KFI, KFSD-Lorenzo Jones.  
KNX-Evelyn Winter.  
KECA-Reserve.
- ★KHJ-This Chanting World.  
KMPC-Jerry Sears.  
KGFJ-Among My Souvenirs.  
KFVD-Hawaiian Music.  
★KXLA-Laters' Dicast.  
★KRKD-News.  
★KWKW-News, J. Paul Orch.  
KPRO-Revelers.  
KGB, KFXM-Melody Hour.  
KFMB-Modern Mood.  
KGER-Music.  
KVOE-Thought for Today.
- 1:45-KFI, KFSD-Widder Brown.  
KNX-Background for Living.  
KHJ, KVOE-Melody Hour.  
KECA, KPRO, KFMB-  
Hymns of all Churches.  
KMPC-Bing Crosby.  
KRKD-Singing Writers.  
KFVD-Music City.  
KXLA, KFOX-Varieties.
- 2-KFI, KFSD-When a Girl  
Marries  
KNX-School of the Air.  
KHJ, KGB, KFXM, KVOE-  
Zeke Manners.  
KECA, KPRO, KFMB-  
What's Doin', Ladies?  
KFWB-Music.
- ★KMPC-News, Record Room.  
KFAC-Memory Musicals.
- ★KLAC-News, Something New.  
KRKD-Internal Revenue.  
KXLA-D'Artega Presents.  
KGFJ-Town Crier.  
KFVD-Timely Tunes.  
KWKW-Club 1330.
- ★KGER-News, Music.
- 2:15-KFI, KFSD-Portia Faces  
Life.  
KHJ, KGB, KVOE-Smile  
Time.  
KFOX-Public Bulletin.  
KFXM-Guardians of Victory.
- 2:25★KECA, KPRO, KFMB-Nor-  
man Nesbitt.
- 2:30-KFI, KFSD-Just Plain Bill.  
KNX-Meet the Misses.  
KHJ, KGF, KVOE-Bill  
Givins Show.
- ★KECA-John B. Kennedy.  
KFWB-Three Men on a Mke.









KWKW—Club 1430.  
KFOX—Organ Treasures.  
EGER—Long Beach Band.  
2:15—KFI, KFSD—Portia Faces Life.  
KHJ, KGB, KVOE—Smile Time.  
KRKD—Concert Melodies.  
KFOX—Public Bulletin.  
KFXM—Safety First.  
2:25★KECA, KFMB, KPRO—Norman Nesbitt.  
2:30—KFI, KFSD—Just Plain Bill.  
KNX—Meet the Missus.  
KHJ, KGB, KVOE—Bill Gwynn Show.  
★KECA—John B. Kennedy.  
KFWB—Three Men on a Mike.  
KLAC—Music.  
KXLA—Vocal Varieties.  
★KRKD—News, Music.  
★KWKW—News, Club 1430.  
KFOX—Songs of the West.  
KFXM—Devotions, Music.  
KPRO—Jewell Wynne Sings.  
EGER—Between the Lines.  
KFMB—Feminine Fancies.  
2:40—KGER—Long Beach Band.  
KFMB—Monte News.  
2:45—KFI, KFSD—Front Page Farrell.  
KECA—Hollywood Spotlight.  
★KFVJ—News.  
KRKD—Pnn-Americana.  
KPRO—Veterans' Administration.  
2:50—KFMB—Devotional Time.  
3—KFI—Road of Life.  
KNX—Burritt Wheeler.  
KECA, KPRO, KFMB—Bride and Groom.  
★KHJ, KGER, KFSD—News.  
★KMPC—News, Record Room.  
★KFWB, KXLA, KFXM—News.  
KFAC—Musical Favorites.  
★KLAC—News, Something New.  
KGFJ—Jackpot.  
KRKD—Matinee Melodies.  
KFVJ—Popular Favorites.  
KWKW—Swing Session.  
KFOX—Varieties.  
KGB, KVOE—True Confessions.  
3:05—KFVJ—Melody Matinee.  
KGER—Under Blue Skies.  
3:15—KFI—Joyce Jordan, M.D.  
KHJ—Happy Homes.  
KXLA—Juke Box Matinee.  
KFOX—Hawaii Calls.  
KFXM—Dr. Lovell.  
KFSD—Road of Life.  
KGER—Take It Easy Time.  
3:30—KFI, KFSD—Aunt Mary.  
KNX—Skylite Roof.  
KECA, KFMB—Cliff Edwards.  
KFVJ—Plano Reflections.  
★KRKD—News, Music.  
KWKW—Record Shop.  
KPRO—Al Pearce & Gang.  
KFXM—Business Brevities.  
KFOX—Hollywood Salon.  
KGB—Man About Town.  
KVOE—Lyrics for the Ladies.  
3:45—KFI—Woman of America.  
★KNX—World Today, News.  
KHJ, KGB, KFXM, KVOE—Elsa Maxwell.  
KFCA—Frances Scully.  
KMPC—Paramount Parade.  
★KFWB—News.  
KFAC—Casa Cugat.  
KFVJ—Rhumba.  
KFSD—Dr. Paul.  
KFMB—Matinee Melody.  
4—KFI, KFSD—This Woman's Secret.  
KNX—Easy Aces.  
★KHJ, KGB, KFXM, KVOE—Fulton J. Lewis, Jr.  
★KECA—Headline Edition.  
★KMPC—News, Ted Steele.  
KFVJ—Woman's Page.  
KXLA—Juke Box Matinee.  
KFAC—Musical Masterpieces.  
★KLAC—News, Preview.  
KGFJ—Swing Serenade.  
KRKD, KFVJ—Plano.  
KWKW—Music for Dreaming.  
★KGER, KFOX, KPRO—News.  
★KFMB—Melody, News.  
4:05—KGER—Take It Easy Time.  
4:15★KFI, KFSD, KFVJ—News.

**KNX Mon. thru Fri. 4:15**

*"A Thought for Today"*

*with Jim Garthwaite*

for

**BANK of AMERICA**

KNX—Thought for Today.  
★KECA—R. G. Swing.  
★KHJ, KGB, KFXM, KVOE—Rex Miller.

KFWB—Gospel and Song.  
KLAC—Betty Phillips.  
KRKD—Movieland Quiz.  
KPRO—Thought for Today.  
KFMB—Juke Box Serenade.  
4:20—KPRO—Merry-Go-Round.  
4:25★KNX—News.  
4:30—KFI—Art Baker's Notebook.  
KNX—One for the Book.  
KHJ, KGB, KFXM, KVOE—Erskine Johnson.  
★KECA—Aivin Wilder, News.  
★KMPC—Your Home.  
★KGFJ, KWKW, KFMB—News.  
KRKD—Tunes of the Day.  
KFVJ—90-90 Club.  
KFOX—Old Age Pension.  
KFSD—Tunes for Today.  
4:35—KWKW—Vocal Varieties.  
4:40★KFWB—News.  
KGFJ—Orchestre de Jour.  
4:45—KNX—The Pickards.  
KECA, KPRO, KFMB—Hop Harrigan.  
KHJ, KGB—Calendar of Tomorrow.  
KMPC—Modern Romances.  
KFWB—Western Stars.  
★KRKD—News.  
KWKW—Today at the Races.  
KFVJ—Evening Serenade.  
KFXM—Musical Cocktail.  
★KFSD—H. V. Kaltenborn.  
KVOE—Music That's Live.

5★KFI—H. V. Kaltenborn.  
★KNX—Knox Manning, News.  
★KHJ, KFXM, KVOE—News.  
KECA, KPRO, KFMB—Terry and the Pirates.  
★KMPC—News, Teen & Twenty.  
KFAC—Moments in Music.  
★KLAC—News, Preview.  
KRKD—Songs of the Saddle.  
KXLA—Juke Box Matinee.  
KGFJ—Jive at 5.  
KWKW—Italian Melodies.  
KFVJ—Sundown Roundup.  
KGB—Casa Cugat.  
KFOX—Sunshine Mission.  
KFSD—Anniversary Date.  
★KGER—News.

5:15★KFI, KFSD, KFAC—News.  
KNX—Barbara Tate.  
KHJ, KGB, KFXM, KVOE—Superman.  
KECA, KFMB—Dick Tracy.  
★KLAC—Averill Berman.  
KPRO—Novelesque.

5:30—KFI—Casa Cugat.  
★KNX—Harry Flannery.  
KECA, KPRO, KFMB—Jack Armstrong.  
KHJ, KGB, KFXM, KVOE—Captain Midnight.  
KLAC—Irwin Allen.  
KGFJ—Race Recap.  
KFAC—Whoa Bill Club.  
KWKW—American Jewish Hr.  
KFVJ—Evening Serenade.  
KRKD—South Sea Serenade.  
KXLA—Rhumba Time.  
★KVOE—Navy News.  
KFSD—Tropical Moods.

5:45★KFI, KFSD—Elmer Peterson.  
★KNX, KFMB, KPRO—News.  
KECA—Tennessee Jed.  
★KHJ, KGB, KFXM, KVOE—Adventures of Tom Mix.  
KMPC—Top Tunes.  
KXLA—Miniature Concert.  
KGFJ—Show Time.  
★KLAC—Sam Balter.  
KRKD—Race Results.  
EGER—Mandrake, Magician.  
5:55★KNX—Bill Henry.

6—KFI, KFSD—Time to Smille (Eddie Cantor).  
KNX—Frank Sinatra.  
KECA, KPRO, KFMB—Lone Ranger.  
★KHJ, KGB, KFXM, KVOE—Gabriel Heatter.  
★KMPC, KFWB, KLAC, KGER, KFOX—News.  
KGFJ—Musical Digest.  
KFAC, KRKD—Music.  
KFVJ—Evening Serenade.  
KXLA—Pasadena Playhouse.  
KFMB—Juke Box.

6:05—KGER—Victorious Life.  
6:15—KHJ, KGB—Real Life Stories.  
KMPC—Barbershop Quartet.  
★KFWB—John B. Huches.  
★KLAC—Barbershop Harmonies.  
KFOX—Miracles of Science.  
KGER—Today in Sports.  
★KFXM—Names and Places.  
KVOE—Candlelight & Silver.  
6:30—KFI, KFSD—Mr. District Attorney.  
KNX—Bob Crosby Show.  
KECA, KPRO, KFMB—Want to Lead a Band?  
KHJ, KGB, KFXM, KVOE—Spotlight Bands.  
KMPC—Bay Meadows Races.

KFWB—America Dances.  
KLAC—Races.  
KFAC—Academy of Music.  
KXLA—Help Wanted.  
KRKD—Show Tunes.  
KFOX—Hal's Memory Room.  
KGER—Prophecy Speaks.  
6:45—KRKD—Tunesmiths.  
★KLAC—K. L. Flatau.  
KXLA—Inside Facts.  
6:55—KECA, KPRO, KFMB—Chester Morrison.  
7—KFI, KFSD—Kay Kyser's Musical Kollege.  
KNX—Great Moments in Music.  
KHJ, KGB—Nick Carter.  
KECA—Anderson Family.  
★KMPC—News, Song for You.

**FINE MUSIC . . .  
TONIGHT AT 7  
CONCERT IN MINIATURE  
KFAC  
1330 ON YOUR DIAL**

KFAC—Concert in Miniature.  
KGFJ—Musical Digest.  
★KLAC—News, Al Jarvis.  
★KRKD, KGER—News.  
KPC—Pasadena Musicians/  
KXLA—Twilight Melodies.  
KPRO—Ralph Norman Music.  
KFXM—Income Tax.  
KFOX—Gospel Songs.  
KFMB—Sweet and Swing.  
KVOE—Dinner Dance.  
7:05—KGER—Egan.  
7:15—KRKD—Three-Quarter Time.  
KPC—Organ Recital.  
KFXM—Music.  
KFOX—George Fisher.  
KVOE—Peace Officers.  
7:30—KNX—Holiday for Music.  
KHJ, KGB, KFXM, KVOE—Cisco Kid.



KECA—Boston Blackie.  
KMPC—Les Brown Orch.  
★KFWB—Peter de Lima.  
KFAC—Floretta's Jewel Box.  
KRKD—Do You Know?  
KPC—Music.  
KXLA—Canine Corral.  
KFOX—Longshoremen's Dispatch.  
KGER—Rev. Douma.  
KPRO—Fantasy in Melody.  
KFMB—Murder Will Out.  
7:45★KFAC—News.  
KFWB—Warner Bros. Orch.  
KPC—Your Living Scriptures.  
KPRO—S. B. Jr. College.  
8—KFI, KFSD—Supper Club.  
KNX—Lanny Ross.  
KECA, KFMB—Lum & Abner.  
KHJ—The Main Line.  
★KMPC, KLAC, KGER—News.  
★KFWB—Tomorrow's News.  
★KFAC—Evening Concert.  
★KXLA—Averill Berman.  
KGFJ—Concert Encore.  
KPC—Dr. Arthur G. Coons.  
KPRO—Easy Rhythm.  
KGB—The Sealed Book.  
KFXM—Serenade.  
KVOE—Junior College.  
8:15★KFI, KFSD—Fleetwood Lawton, Comment.  
KNX—Jack Smith Show.  
★KECA, KPRO—Don Hollenbeck.  
KMPC, KFWB—Kenny Baker.  
★KLAC—Radio Newsreel.  
★KXLA—Sam Balter.  
KGER—G. I. Insurance.  
KVOE—Music with an Appeal.  
8:30—KFI, KFSD—Hildegard.  
KNX—Dr. Christian.  
KECA, KFMB—Fishing and Hunting Club.  
KHJ, KGB, KFXM, KVOE—Fresh Up Time.

KMPC—Music Supreme.  
★KFWB—News.  
★KGFJ—Dancing Rhythm.  
KXLA—97th Street Corral.  
KFOX—Chapel Singers.  
KGER—Take Your Choice.  
KPRO—Starlight Riders.  
8:45—KFWB—Van Damme Quintet.  
KGER—Garden School.  
8:55★KNX—News, Carroll Alcott.

9—KFI, KFSD—Mr. and Mrs. North.  
KNX—Jack Carson Show.  
KECA—Men's Magazine.  
★KHJ, KGB, KFXM, KVOE—News, Glenn Hardy.  
★KMPC—News, Baseball.  
★KFWB—Peter de Lima.  
★KLAC—News, Concert Hall.  
KGFJ—Saludos Amigos.  
KPC—Pasadena Schools.  
KFOX—Church of Christ.  
★KGER, KPRO—News, Music.  
KFMB—Show Tunes.  
9:15★KHJ, KGB, KFXM, KVOE—Rex Miller.  
KECA—Fool's Money.  
KFWB—Strollin' Tom.  
KPC—Courtenay Monsen.  
9:30—KFI—Hollywood Theater.  
KNX—Ellery Queen.  
KECA—The Weir Circle.  
KHJ, KFXM, KGB, KVOE—Inside of Sports.  
★KFWB—News.  
KXLA—Western Music.  
KPC—Helpers for Relief.  
KPRO—Casino Garden.  
KFSD—Hi-Teen Quiz.  
★KFMB—Raymond G. Swing.  
9:45—KHJ, KGB, KFXM, KVOE—Spike Jones Orch.  
KFWB—Music.  
KPC—Listen, Mr. Citizen.

10—KFI, KFSD—The Reporter.  
★KNX—Chet Huntley, News.  
★KHJ, KGB, KVOE—Fulton Lewis.  
KECA—Relax with Cal Tinney.  
KMPC—Baseball.

**EASTSIDE SHOW  
10 TO 12 P. M.  
Every Night Except Sunday  
KFWB**

KFWB—Eastside Show.  
KFAC—Lucky Lager Dance.  
★KLAC—News, Ice Hockey.  
KXLA—Olympic Fights.  
★KFVJ—Newsical, 3 Hours.  
KGFJ—Western Music.  
KFMB—Time to Play.  
10:15—KFI—Casa Cugat.  
★KNX—Dr. Harold Fisher.  
★KECA, KHJ, KGB, KFXM, KVOE—News.  
KFSD—Symphonette.  
KFMB—Continental Room.  
10:25★KMPC—Inside the News.  
10:30★KFI—  
KNX—Symphonette.  
★KECA—Raymond G. Swing.  
KHJ—Sing, America, Sing.  
★KMPC—Benny Goodman Orch.  
KGFJ—Swing It.  
KPRO—Freddy Martin Orch.  
KFMB—Jam Session.  
KVOE—1490 Club.  
10:45—KFI—Show Time.  
KECA—Freddie Martin Orch.  
KHJ—So the Story Goes.  
★KFSD—News.

11★KFI, KHJ, KMPC—News.  
★KNX—Jim Wyatt.  
KECA—Fiesta Grande.  
KFWB—Eastside Show.  
KFAC—Lucky Dance Time.  
★KLAC—News, Dance Music.  
KXLA—Painted Post.  
KGFJ—Blue of Evening.  
★KGER—News, Club Moderne.  
KPRO—KFMB—Bal Tabarin.  
11:05—KPC—Aragon Ballroom.  
11:15★KFI—Taylor-Made Melodies, Post Parade.  
KNX—Buddy Rich Orch.  
KHJ, KGB—Spike Jones.  
KFMB—Chentin' on Sandman.  
11:30—KFI—Music With an Appeal.  
KNX—Benny Carter Orch.  
KECA—Claremont Orch.  
KHJ, KGB—Gulon Orch.  
KMPC—Four Tones.  
KXLA—Bandstand Revue.  
11:45—KECA, KPRO—Club Morocco  
KFI—Musical Interlude.  
★KHJ, KGB, KVOE—News.  
KMPC—C. P. Johnson Orch.  
11:55★KFI, KECA, KNX, KFSD—News.



















# Precasts & Previews

## TIME CHANGES

- Monday, April 15**—"Bulldog Drummond," KHJ, 7:00 p. m. (30 min.) Formerly KHJ, 10:00 p. m. Monday.
- Monday, April 15**—Henry J. Taylor, KHJ, 9:45 p.m. (15 min.) Monday and Friday. Formerly KHJ, 7:00 p.m. Monday and Friday.
- Thursday, April 18**—"Feeling Is Mutual," KHJ, 11:15 p. m. (15 min.) Formerly KHJ, 10:15 p. m. Tuesday.
- Saturday, April 20**—"Powder Box Theater," KNX, 4:30 p.m. (30 min.) Formerly KNX, 7:30 p. m. Thursday.
- Saturday, April 20**—"Chicago Theater of the Air," KHJ, 10:30 p. m. (1 hr.) Formerly KHJ, 8:00 p. m. Saturday.

## WHAT'S NEW

### Variety

- Sunday, April 14**—"Open House," KHJ, 4:30 p. m. (30 min.) Dave Scott is host and emcee, with singers Elaine Beverly and Al Nobel and Buddy Murphy and his orchestra featured.

### Music

- Tuesday, April 16**—Eugenie Baird, KECA, 6:15 p. m. (15 min.) Lovely Eugenie Baird, Paul Whiteman's vocalist, in her own quarter hour of song.



Eugeniz Baird

- Saturday, April 20**—"Listen to a Love Song," KNX, 7:30 p. m. (30 min.) Tony Martin returns as the star of new show. Al Sack's Orchestra featured.

### Women's Programs

- Monday, April 15**—"Lady, Be Beautiful," KHJ, 10:15 a.m. (15 min.) Monday through Friday. Featuring Renie, famous fashion designer from RKO-Radio, with experts in make-up, hair-dressing, etc.

### Audience Show

- Sunday, April 14**—"What's the Name of That Song?" KHJ, 7:30 p. m. (15 min.) Popular show, heretofore transcribed, will be live. Public invited to attend by tickets requested by mail from KHJ in Hollywood.

- Thursday, April 18**—"Detect and Collect," KECA, 6:30 p. m. (30 min.) Lew Lehr replaces Fred Uttal as emcee on show.

### Public Interest

- Tuesday, April 16**—"Prevention Preferred," KECA, 7:45 p. m. (15 min.) Program prepared in connection with PTA concerning disease prevention. Written by Bill Holmes.

## WHO'S GUESTING

### Comedy

- Sunday, April 14**—"Fred Allen Show," KFI, 5:30 p. m. (30 min.) Fred's guest will be Leq "The Lip" Durocher, manager of the Brooklyn Dodgers.

### Drama

- Thursday, April 18**—"Suspense," KNX, 9:00 p. m. (30 min.) Keenan Wynn stars in another "suspense"-ful drama. Bill Spier produces.

### Music

- Sunday, April 14**—"General Motors Symphony of the Air," KFI, 2:00 p.m. (1 hr.) Franco Aurori is guest conductor of NBC Symphony.

- Monday, April 15**—"Telephone Hour," 9:00 p. m. (30 min.) Distinguished violinist, Fritz Kreisler, will be the guest soloist.



Fritz Kreisler

### Discussion

- Sunday, April 14**—"Meet the Press," KHJ, 10:30 p.m. (30 min.) Major General Lewis B. Hershey, director of selective service, will answer questions put to him by prominent journalists in connection with current discussion on the Draft Act extension.

## WHAT'S PLAYING

### Drama

- Sunday, April 14**—"Theater Guild on the Air," KECA, 7:00 p. m. (1 hr.) Walter Pidgeon stars in "Seven Keys to Baldpate."



Walter Pidgeon



Robert Young

- Tuesday, April 16**—"This Is My Best," KNX, 6:30 p. m. (30 min.) Louise Allbritton and Robert Young star in "Outside Eden," sequel to their December appearance in a previous "Mr. and Mrs. Cugat" story by Isabelle Scott Rorick.

## WHAT'S PLAYING

### Religious

- Sunday, April 14**—Catholic Hour, KFI, 3:00 p. m. (30 min.) "Barabbas and the Thieves" delivered by the Rt. Rev. Mnsr. Fulton J. Sheen.

### Forum

- Sunday, April 14**—Chicago Round Table, KFI, 9:00 a. m. (30 min.) Topic under discussion will be: "What is Management's Responsibility for the Medical Care of its Employees?"
- Sunday, April 14**—"Open Forum," KMPC, 9:05 p.m. (55 min.) Topic under discussion will be: "Should Persons Who Advocate the Communist Philosophy of Government be Permitted to Hold Elective Office?"

## WHAT'S SPECIAL

### Music

- Sunday, April 14**—"Electric Hour," KNX, 1:30 p. m. (30 min.) Nelson Eddy will sing "The Palms" in honor of Palm Sunday.

### Religious

- Thursday, April 18**—Holy Thursday Services, KHJ, 2:30 p. m. (30 min.) Don Lee network, 1:30 p. m. (30 min.) Dr. Harold C. Case, minister of the First Methodist Church at Pasadena, will deliver the ninth annual Holy Thursday message. Soprano Marilyne Hansen and a 40-voice high school choir will be featured.

### Public Service

- Monday, April 15**—President Truman, KECA, 9:15 a. m. (15 min.) Address to the governing board of the Pan-American Union, on the anniversary of the union's founding.

### Sports

- Sunday, April 14**—Baseball, KMPC, 2:00 p. m. (2 hrs.) Re-creation of Los Angeles Angels at San Diego, Pat Flanagan is commentator.
- Tuesday through Friday, April 16 through 19**—Baseball, KMPC, 9:05 p. m. (1 hr. 20 min.) and **Saturday, April 20**, KMPC, 3:00 p. m. (2 hrs.) Hollywood Stars at Portland (re-creation). Pat Flanagan is commentator.





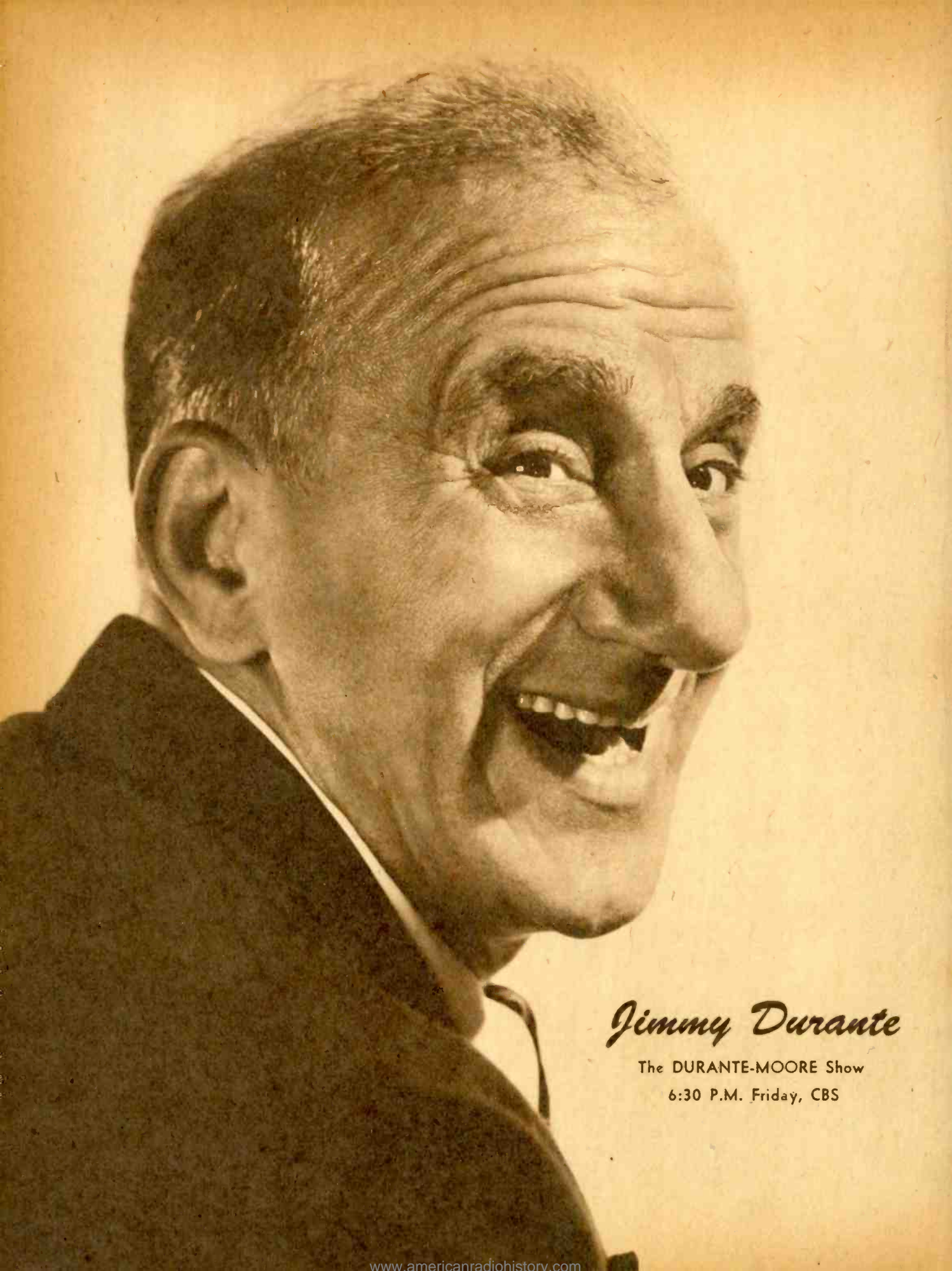
Michael Shayne, 8 p. m.

Every Monday

Don Lee-Mutual

Cathy Lewis  
"Phyllis Knight" ★

Harry Mark  
"Mike Shayne"



*Jimmy Durante*

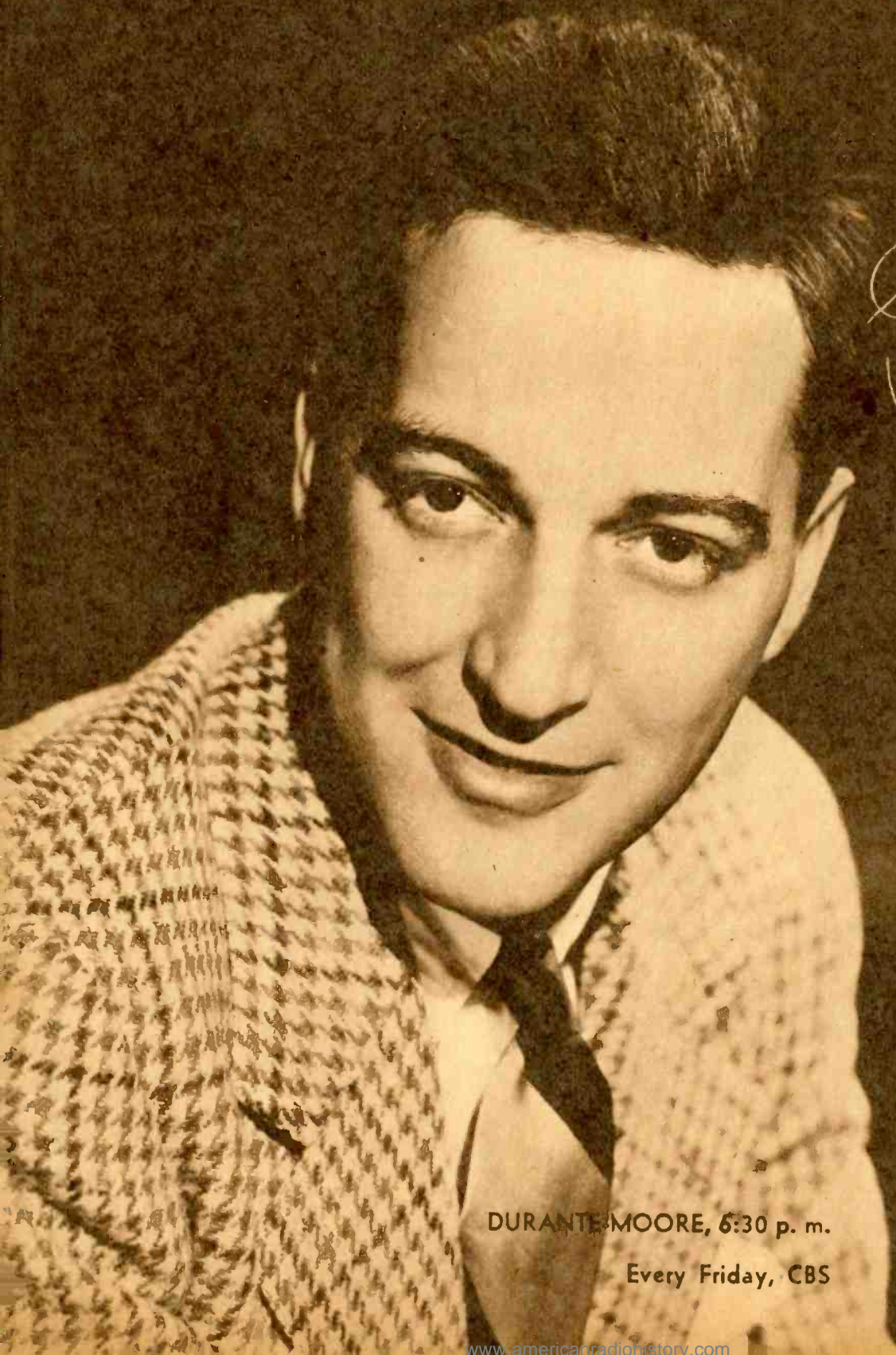
The DURANTE-MOORE Show

6:30 P.M. Friday, CBS

Hi, kids!

It's Fridays, y'know — on CBS, yuh know —  
for Rex all,  
yuh know.

Gene Moore



DURANTE MOORE, 6:30 p. m.

Every Friday, CBS



Ish Kalibbelle



10 years of  
doing dialects,  
it's a "Radio Life"  
George Sorel

Regards -  
Jane Tracy



Jimmy Denton  
All 22 of us wish  
our listeners the best  
of everything

JOHNSON FAMILY,  
12:15 p. m.  
Monday thru Friday  
Don Lee-Mutual



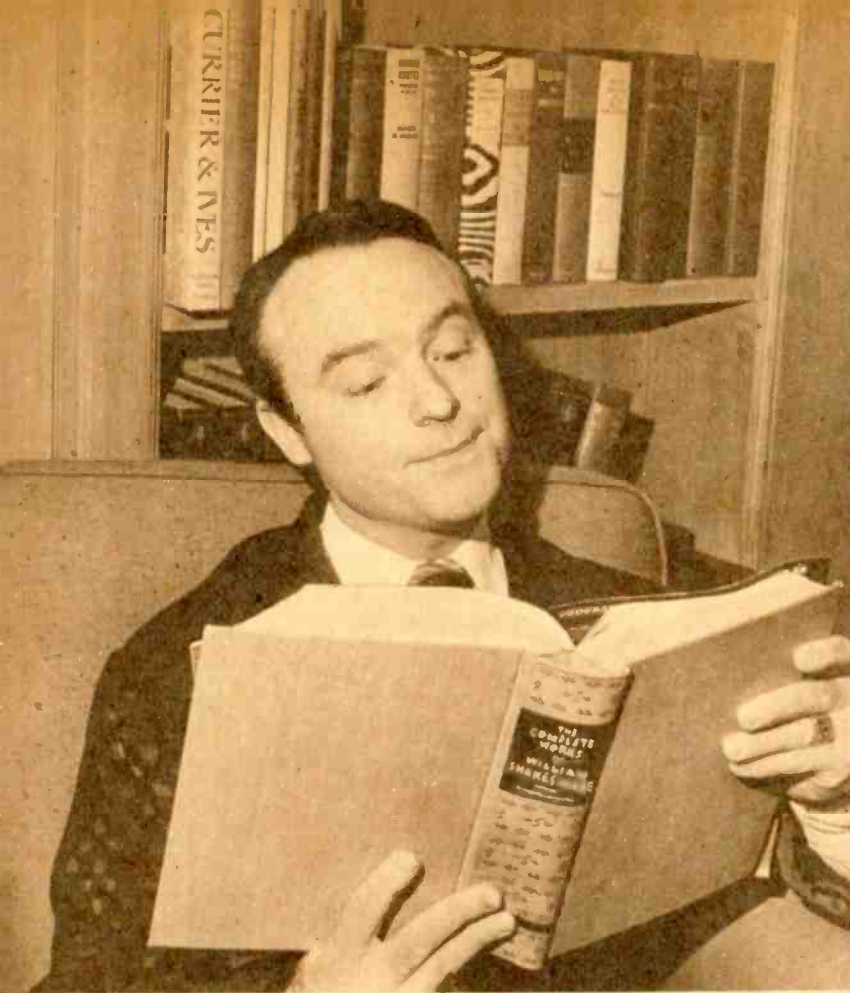
*Kay Kyser*

COLLEGE OF MUSICAL KNOWLEDGE,  
7 p. m.  
Wednesday, NBC



Thanks for dialing  
and Happy Listening!

Evelyn Bigsby



The TRUTH Is

Shakespeare

has nothing

on

RADIO LIFE



My best love to  
Editor Evelyn and  
the RADIO LIFE audience

*Norma Nilsson*



*Best wishes  
to  
Radio Life -  
Tommy Cook*



*Anne Whitfield*

- "Penny"  
ONE MAN'S FAMILY
- "Corny"  
HIS HONOR, THE BARBER



# The CONSEQUENCES

Please renew  
My Subscription

*Ralph Edwards*

TRUTH OR CONSEQUENCES, 8 p. m.

Saturday, NBC



Happy Birthdays  
to  
Radio Life  
from  
Aunt Agatha of the  
Judy Canova Show  
Sincerely,  
Ruth Bennett



*Bill Pennell*

Paramount News of the Air  
Dispatch from Reuter's



Wello —  
Lurene Tuttle

Happy Birthday







Congratulations and Many Thanks  
for a Wonderful Magazine!

☆ Louise Erickson ☆

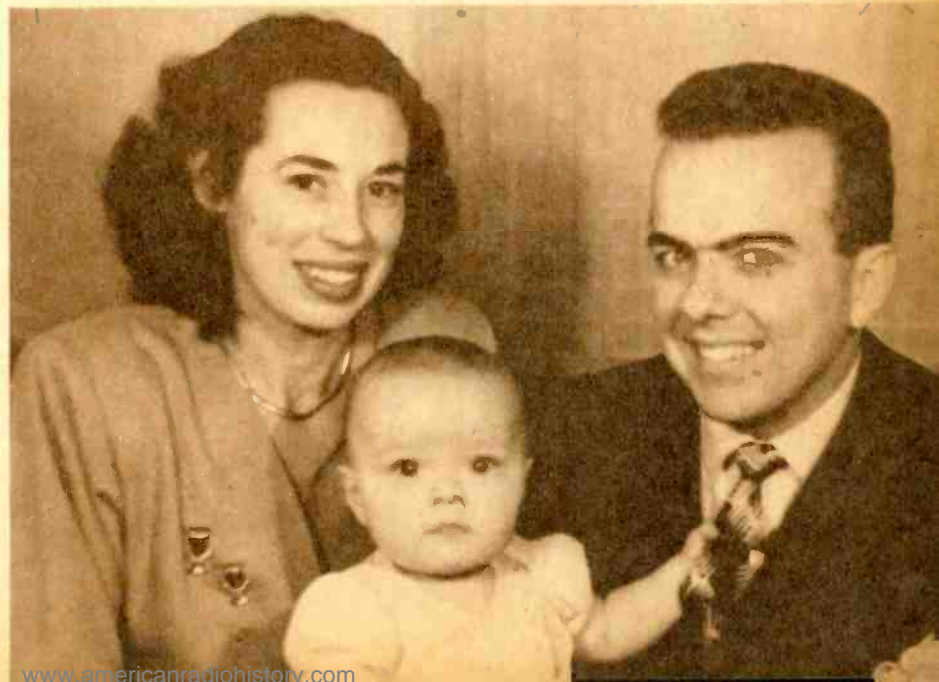
- "Judy" — Date with Judy
- "Marjorie" — Great Gildersleeve

*Carlton Morse*  
*One Morse Family*  
*It is Honor The Barber*  
*(starring Boy Fitch)*  
*I Love H. Mystery*  
 \* *Adventures By MORSE*

From my family  
To Radio Life's Family  
HAPPY ANNIVERSARY

☆ Beverly, Jamie  
and  
Jay Stewart ☆

Announcing Truth or Consequences and Meet the Missus and You're In the Act  
Emceeding Answer Auction.



☆ For information about  
"ADVENTURES BY  
MORSE"

write or wire  
Carlton E. Morse  
Productions,  
1500 Vine Street,  
Hollywood 28



# SOMETHING'S COOKIN'

WITH  
WENDELL NILES  
and DON PRINDLE



In these critical times, radio  
broadcasters have a solemn re-  
sponsibility to report and ana-  
lyze accurately and fairly the  
events of the world today.



*Harold Starnes*



5:30 p. m. Mon. thru Sat., CBS



*Helma  
Carpenter*

TIME TO SMILE  
6 P. M., Wednesday, NBC

*Gordan*

*Jenkins*



The DICK HAYMES Show, 8 p.m.  
Saturday, CBS



*Creator of Three  
Coast to Coast Favorites*

- "Do You Want to Be An Actor?"
  - "Marriage Club"
  - "Noah Webster Says"
- Professionally yours,

*Haven Mac Quarrie*



*Hi*

*Verna Felton*

- "Granny" with Red Skelton
- "Rosella Hipperton" with Joan Davis



*Greetings*

*Jim Doyle*





HAPPY  
BIRTHDAY  
RADIO  
LIFE

*Mel Blanc*

MEL BLANC — Currently with

- Jack Benny
- Judy Canova
- Burns & Allen
- Abbott & Costello
- Warner Bros. Cartoons  
and
- The Venice Hardware Co.



Thanks to you wonderful people who dial NBC

at 4 p. m. Monday  
through Friday

THIS WOMAN'S SECRET

is starting its second  
year on the air for Sperry.

My staff and I  
are delighted to take  
this opportunity to say  
"Thanks, listeners!  
Thanks a million!"



*Helen Morgan*



*Arthur Q. Bryan*



• Dr. Gamble  
with

Fibber McGee and Molly

Greetings To all  
Radio Listeners  
Erskine Johnson



Erskine Johnson in Hollywood, 4:30 p. m.

Monday thru Friday

Mutual



Greetings

to all our

Armchair Detectives

*Lew X. Lansworth*

WRITER - DIRECTOR

"MURDER WILL OUT"

*Sponsored by Rainier*

KECA Tuesdays 9:30-10 p. m.





Jerry Lawrence



The Mister Who  
MEETS  
THE MISSUS

every day at  
Earl Carroll's

*Jerry Lawrence*

CBS to the West  
handled by William Morris Agency



*With deep appreciation  
to my Radio Friends  
and Radio wife  
Floretta McDonald*



*Congratulations!  
For a six-year old -  
you pack a wallop!  
Jack Edwards*

Bill Meade in  
"Aunt Mary"  
Ira Stephens in  
"His Honor, the Barber"  
(Barry Fitzgerald)



*Happy Birthday,  
Radio Life.  
It's good to be home!  
Sam Edwards*

TRACY BAKER in  
One Man's Family  
Lux  
Cavalcade  
Dr. Christian



To a grand gal,  
Evelyn,  
and all my  
favorite people,  
Congratulations,  
on another year  
of deserved success  
Sincerely,

*Owen James*



Thanks to My  
Favorite Magazine

*Virginia Keith*

- Theatre of Romance
- Lux
- Stars Over Hollywood
- Michael Shayne
- Count of Monte Cristo
- Great Gildersleeve
- Romance of the Ranchos
- Doctor Paul
- Aunt Mary



SINCERELY

DAVE  
WILLOCK



Jack Carson Show, 9:00 p. m.  
Wednesday, CBS

*Jack Carson*



The JACK CARSON Show

9:00 p. m.

Wednesday, CBS



*Petruck J.  
McQueen*

Announcer      Narrator  
Actor  
Bill Lance  
Joan Davis Show  
Red Skelton Show



*Best o' luck  
Ginny Simms*



"Be good to each other"

HAPPY  
SIXTH BIRTHDAY  
RADIO LIFE ...  
I'll be nine years old  
myself in May  
on the Maxwell House  
Coffee Program



The  
Ginny Simms Show, 8:30 p.m.  
Friday, CBS

*Jack Sherman*



*Meredith Nelson*





Hi!  
J. Anthony Terry the  
("Father Barber")  
and  
"Hank".



PINKY LEE . . . whose air antics, via Rudy Vallee's NBC program Thursdays, are winning coast-to-coast kudos. He hopes you'll tune in . . . or see him in Republic Pictures . . . or catch him at Earl Carroll's Theatre if you happen to hit Hollywood.

XAVIER CUGAT captured the above likeness in one of Pinky's more glamorous moments.



Congratulations on your sixth year of  
"Radio Life"  
and many  
thanks for  
your kindnesses  
during my  
first year of  
"Hollywood Life"  
Dorothy Fuller





HAPPY BIRTHDAY FROM

*Judy  
Canova*



Judy Canova Show  
7 P.M. Saturday, NBC



HAPPY BIRTHDAY  
TO A SWELL  
MAGAZINE

*Opie Cates*

Musical Director NBC's  
"The Judy Canova Show"  
"Meet Me at Parky's"  
"His Honor the Barber"

Page Seventy-eight



BIRTHDAY  
GREETINGS  
RADIO LIFE

*Lou Place*  
★  
*Speaking*



*Eddie Marr*  
M. C.

"WIN - PLACE - SHOW"

ABC  
Saturday, 8:30-9:00 p. m.



My Sincere

THANKS

to

Evelyn, Shirley

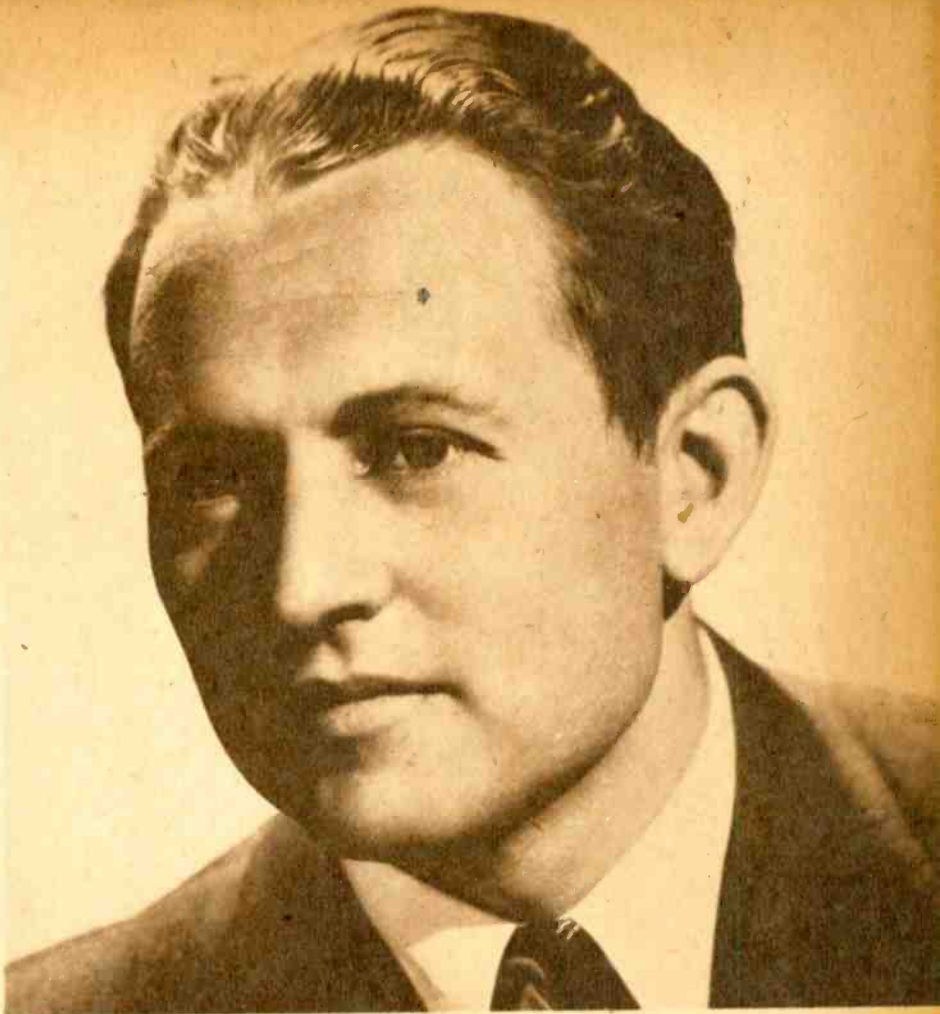
Betty and

Joan

Appreciatively

Yours,

*Betty Russell*



*Art Linkletter*

"PEOPLE ARE FUNNY"

6:00 P.M., P.S.T., Friday, NBC.

for

Raleigh Cigarettes



"G. E. HOUSE PARTY"

1:00 P.M., P.S.T., Mon. thru Fri., CBS

for

General Electric Company



JOHN GUEDEL RADIO PRODUCTIONS  
HOLLYWOOD



BIRTHDAY GREETINGS FROM

*Parkyakarkus*

Star of

"Meet Me at Parky's"

NBC—7:30 P.M. Sundays

THIS COUPON  
ENTITLES YOU  
TO A FREE MEAL  
AT  
PARKY'S RESTAURANT



"Canova Show"

"Suspense"

"Lux"

"Jack Haley"

"Hollywood

Star Time"



*Joseph P. Pearson*



*Jeanne McKeon*



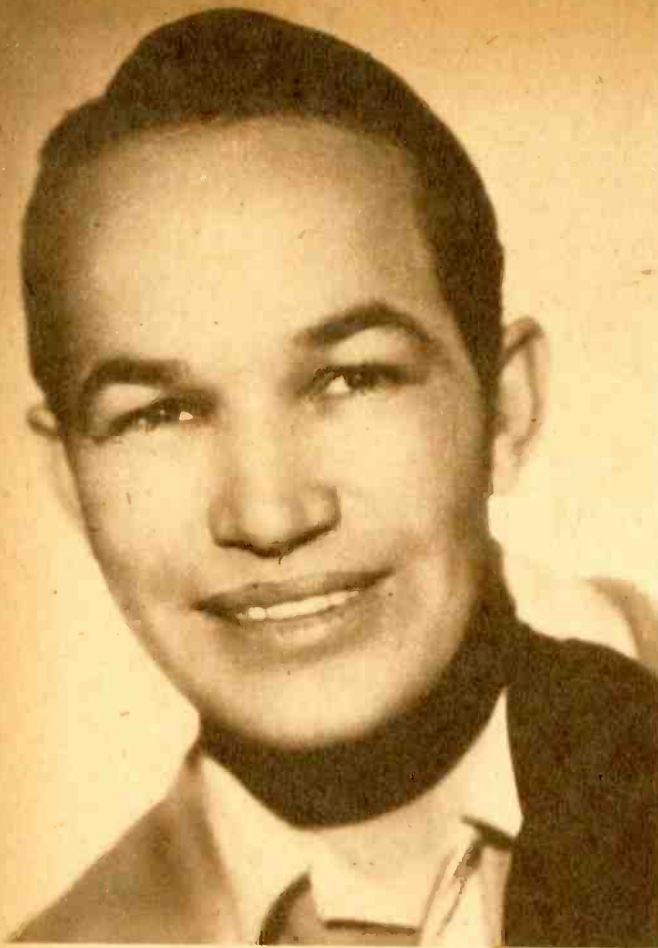
The Jack Kirkwood Show  
8:00 to 8:15 P.M.,  
Mon. thru Fri., CBS

# Joan Davis



JOAN DAVIS SHOW  
for Swan Soap

Every Monday Night, CBS  
Coast to Coast



*Best Wishes to*  
**Radio Life**  
**and All Our Friends**

*The King of Western Swing*

**SPADE COOLEY**  
**Tex Williams, Smokey Rogers**  
*and the Gang*

Now at the Western Palisades  
Saturdays with Cottonseed  
Clark's Hollywood Barn Dance

Exclusive Columbia Recording Artists



*Uncle Wahoo Bill*

★ **BULLOCK'S**

5:30 P.M.  
Mon. thru Fri., KFAC



*Celebrated - another  
anniversary?  
Well good for you!!  
Ethna Allman*



Good Morning!  
May I come in?

*Ronny Mansfield* ★

9:45 a. m., Mon., thru Fri.

KFI



★  
OZZIE and HARRIET

on the Air for

INTERNATIONAL SILVER

SUNDAYS - CBS, 3 to 3:30 P. M. - PST

With love to all my buddies from  
two to a hundred.

Smilin' Ed McConnell

Smilin' Ed McConnell  
7:30 A.M. Saturday, NBC





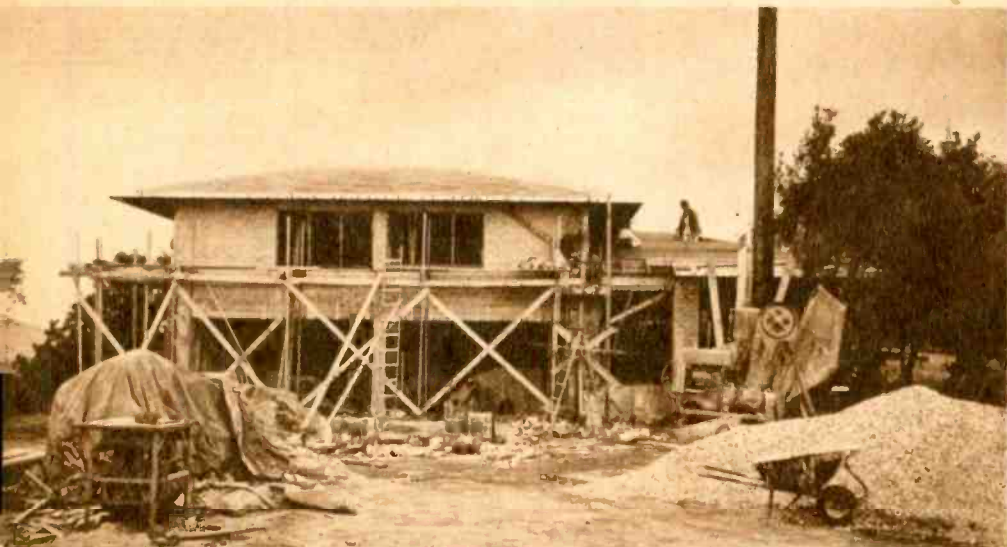
# SEEN ON THE RADIO SCENE



▲ **CONDUCTING A PRIVATE TOUR** into a world of unusual projects and personalities are Bill Stulla, the "Professor", and Russ Stewart, the "Doctor", who are heard each Friday at 7:45 p. m. on KFI's "Cabbages and Kings".



▲ **BOB PHILLIPS** handles the KFI "graveyard shift" from 1:00 to 5:30 a. m., plus the mike chores on "Western Serenade" (Tuesday through Saturday, 5:30 a. m.).



▲ **PICTURED HERE** is one of the three units under construction to house the FM transmitter and living quarters for the new Earle C. Anthony (KFI) FM Station on Mt. Wilson.

▲ **"THESE MAKE HISTORY"** (KFI, Sundays, 1:45 p. m.) dramatizes the most interesting events in the week's news. Left to right: dialectician George Barclay; soundman Jack Hays; Lyle Bond; and writer Jim Dooley.



▲ **SMILING RONNY MANSFIELD** comes to the KFI microphone every morning (9:45 a. m.) with a listenable selection of smooth songs.

▲ **JIMMIE MCKIBBEN WRITES** "Hollywood Fan Magazine" (KFI, Monday through Friday, 10:30 a. m.), a program that brings to dialers the latest news from Hollywood, and once a week, an in-person interview with a cinema celebrity.



# Great Stars Make Great Shows



John Charles Thomas  
**THE WESTINGHOUSE PROGRAM**  
Sunday 11:30 am



Edgar Bergen  
**THE CHASE AND SANBORN SHOW**  
Sunday 5:00 pm



Jack Haley  
**JACK HALEY WITH EVE ARDEN SHOW**  
Saturday 11:00 pm



Alvin Wilder  
**LAYMAN'S VIEWS OF THE NEWS**  
Sunday 10:00 am



Kay Kyser  
**COLLEGE OF MUSICAL KNOWLEDGE**  
Wednesday 7:00 pm



Parkyakarkus  
**MEET ME AT PARKY'S**  
Sunday 7:30 pm



Harold Peary  
**THE GREAT GILDERSLEEVE**  
Sunday 8:00 pm



Cass Daley  
**FITCH BANDWAGON**  
Sunday 4:30 pm



Jack Benny  
**JACK BENNY SHOW**  
Sunday 4:00 pm 9:30 pm



Dix Davis  
**ONE MAN'S FAMILY**  
Sunday 12:30 pm



Bob Hope  
**THE BOB HOPE SHOW**  
Tuesday 7:00 pm



Fibber McGee and Molly  
**THE JOHNSON WAX SHOW**  
Tuesday 6:30 am



Louise Erickson  
**DATE WITH JUDY**  
Tuesday 5:30 pm



Hoagy Carmichael  
**HOAGY CARMICHAEL SHOW**  
Monday 6:00 pm



Frank Baxton  
**STANDARD HOUR**  
Sunday 8:30 pm



Gayne Whitman  
**CAVALCADE OF AMERICA**  
Monday 8:30 pm



Bing Crosby  
**KRAFT MUSIC HALL**  
Thursday 6:00 pm



Bob Burns  
**THE BOB BURNS SHOW**  
Thursday 6:30 pm



Ed Gorfier  
**DUFFY'S TAVERN**  
Friday 8:30 pm



Art Linkletter  
**PEOPLE ARE FUNNY SHOW**  
Friday 6:00 pm



Haven McQuarrie  
**NOAH WEBSTER SAYS**  
Thursday 9:30 pm



Grace Allen  
**MAXWELL HOUSE COFFEE TIME**  
Thursday 8:30 pm



Wilson Foster  
**PICTSWEET NEWS**  
Saturday 10:30 pm



Rudy Vallée  
**THE DRENE SHOW**  
Thursday 7:30 pm



Roy Maypole  
**CITED FOR VALOR**  
Saturday 10:15 pm

# NBC

## WESTERN DIVISION

**NATIONAL  
BROADCASTING  
COMPANY, INC.**

**A SERVICE OF THE RADIO  
CORPORATION OF AMERICA**

The great stars of radio are heard over NBC. Impartial surveys tell the story... 15 of the nation's 20 top radio shows are NBC—and 13 of these originate in Hollywood... at the most famous radio address in the world... *Sunset and Vine!*



Sam Hayes  
**WHEATIES NEWS**  
Mon. thru' Sat. 7:45 am



Bud Abbott, Lou Costello  
**ABBOTT AND COSTELLO SHOW**  
Thursday 7:00 pm



Art Baker  
**SIERRA PINE NEWS**  
Mon. thru' Fri. 10:45 am



John Wald  
**RICHFIELD REPORTER**  
Sun. thru' Fri. 10:00 pm



Dinah Shore  
**DINAH SHORE'S OPEN HOUSE**  
Thursday 9:00 pm



Helen Morgan  
**THIS WOMAN'S SECRET**  
Mon. thru' Fri. 4:00 pm



Fleetwood Lawton  
**ANACIN COMMENTATOR**  
Mon. thru' Fri. 8:15 pm



Eddie Cantor  
**THE EDDIE CANTOR SHOW**  
Wednesday 6:00 pm



Red Skelton  
**THE RED SKELTON SHOW**  
Tuesday 7:30 pm



Gosden & Correll  
**AMOS 'N' ANDY**  
Tuesday 6:00 pm



Graeme Fletcher  
**PETER PAUL COMMENTARY**  
Tues. and Thurs. 7:00 am



Barry Fitzgerald  
**HIS HONOR THE BARBER**  
Tuesday 11:30 pm



Pat McGeehan  
**ADVENTURES OF BILL LANCE**  
Saturday 9:00 pm



Judy Canova  
**THE JUDY CANOVA SHOW**  
Saturday 7:00 pm



Ralph Edwards  
**TRUTH OR CONSEQUENCES**  
Saturday 8:00 pm



Bill Bendix  
**THE LIFE OF RILEY**  
Saturday 8:30 pm



Hal Burdick  
**NIGHT EDITOR**  
Friday 9:00 pm



Smilin' Ed McConnell  
**BUSTER BROWN GANG**  
Saturday 8:30 am



▲ **SHIRLEY TEMPLE STEPPED** into Columbia's "Theater of Romance" spotlight to make one of her infrequent radio appearances in the appealing drama, "Cradle Song".

▲ **ERROL FLYNN AND JOAN LORING TAKE ROMANCE** lightly during "Theater of Romance" dramatization of Flynn's screen success, "Gentleman Jim."

CBS Photos

# Isn't It Romantic?

By B. J. Hammer

It's Rankly "Boy Gets Girl" on CBS' "Theater of Romance," With the Love Interest on Stars With Swoon Appeal

Tuesday, 8:30 p.m.  
CBS-KNA

**F**OR WHOM do you swoon? Van Johnson, Cary Grant, James Stewart? No matter what ton star happens to be your particular delight, sooner or later you're bound to hear him on CBS' "Theater of Romance." Every week a star of proven romantic appeal is headlined in an adaptation of a popular screenplay.


The idea for the show was that of Mr. William Paley of CBS. For a year "Theater of Romance" came from New York as a sustaining show, dependent on visiting stars. Since September, you've heard it from Hollywood. According to Charles Vanda, its present producer, the last Hooper rating in New York was 4.5, thirty days in Hollywood and it jumped to over 10.

"You can't beat the drawing power of a Hollywood star on his own ground," said Mr. Vanda, who should know. "Incidentally, we've presented

▲ **PRODUCER CHARLES VANDA EXPLAINS** a point to serious-looking Humphrey Bogart. Bogart appeared in the adaptation of his own starring thriller, "Conflict."







**HEART-THROB VAN JOHNSON** WAITS for a cue during his "Theater of Romance" appearance in "Love Affair". Van, one of few actors with two appearances on the show to his credit, also did "Seventh Heaven".


about every star who is just out of uniform, James Stewart, Robert Taylor, Douglas Fairbanks, Jr., Wayne Morris, among others. In fact, when we put on Melvyn Douglas in "To Mary, with Love," he had just served three years in the army and was still in uniform."

In the first seventeen weeks of its existence the show used only one feminine star, Loretta Young, whom Vanda calls the "best radio actress." Susan Peters made her first radio appearance in "Seventh Heaven" on "Theater of Romance." The only actors with two appearances to their credit so far are Alan Ladd, Robert Walker, Humphrey Bogart and Van Johnson. Vanda refused to state whether or not that was a barometer of romantic appeal. "The only qual-

*(Please Turn to Page 97)*



**HANDSOME ROBERT TAYLOR** MADE HIS FIRST radio guest appearance since leaving the service in "Magnificent Obsession". Bob did the role that brought him to prominence on the screen.




**PRODUCER VANDA SEEMS APPREHENSIVE** of the ghostly sounds produced by the theramin. This instrument produced the eerie effects that aided Cary Grant in his interpretation of the ghost in "The Ghost Goes West". Pictured with Vanda and Grant is Samuel Hoffman, the only man in Hollywood who operates the mechanism.




**TWO DISTINGUISHED HOLLYWOOD GENTLEMEN**, Herbert Marshall and Robert Young re-enacted their movie roles in "The Enchanted Cottage" on "Theater of Romance".


**ROBERT WALKER AND ACE AIR ACTRESS LURENE TUTTLE**, teamed in the delightful comedy "Vivacious Lady". Bob played a serious young professor, but the glasses are the McCoy.





# HOLLYWOOD

## Confesses

*To Erskine Johnson, Who Learns About Their Gum Chewing, Their Boredom with Glamour, Their Pet Desires and Their Secret Fears*

◀ **DANISH ACTRESS OSA MASSEN**, when interviewed by Erskine Johnson, broke down and confessed that she hates Danish pastry and prefers hot dogs. She was SO happy when she visited a military hospital in her native land and was served hot dogs. "Now I KNOW I'm an American", she told herself.

Monday-Friday, 4:30 p.m.  
MBS-KHJ-KGB

**SCENE THREE.** Hollywood Confessions — intimate revelations from famous Hollywood personalities!"

When Erskine Johnson's KHJ-Mutual Don Lee fans hear Announcer Mel Vickland deliver these words, ears prick up all over the dial lanes. For Erskine Johnson's "Hollywood Confession" department, although it has been aired less than four months,

is already the favorite chapter of an outstanding program.

Johnson had been doing interviews with famous stars of screen and radio, people behind the Hollywood scene, and others for months on his program before he started "Hollywood Confessions."

Each interviewee, at the close of his chat with Johnson, must tell the radio audience something about his private life, hopes and fears which has never before been voiced. So far,

the stars have confessed like staff writers at "True Story." They hold nothing back.

### Press Agents' Fault?

"Maybe it's because they're so used to Hollywood's press agents twisting the truth on them that it's a relief to get the real story off their minds," is the solution Johnson offers. "Roy Rogers, for instance. He was our first Hollywood confessor. A press agent interviewed him one day, found out he met his wife through a lemon pie

▶ **JANE WITHERS CONFESSED** to Erskine that she loves to play cops and robbers. Here she illustrates how she "mows 'em down".



▶ **SCREENLAND'S BIG BAD** villain is just a gentle guy at heart, admits Dan Duryea, famous heavy, pursuing his hobby of raising flowers, not Cain.





▲ **HERMAN HOYER, OWNER** of Hollywood's famed nightery, *Ciro's*, confided he hated night clubs, never eats at *Ciro's*, but instead, at Schwab's drug store (blue plate special).



▲ **AMBITION OF SINGER DAVE STREET** is to have room of his house devoted to electric trains set up on tables. "This room's no good", he said. "The rug sticks up between the ties and the trains catch on it."

she baked for him as a fan, and rushed off to the presses without waiting for the rest of the story. As a result, Roy has been forced to eat, for publicity reasons, some sixty lemon pies which Mrs. Rogers has been asked to bake.

"It wasn't until Roy got on my show that he was ever allowed to tell the rest of the tale—that he hates lemon pies and hopes he never sees another as long as he lives."

Then there was Jack Benny. There's been plenty of publicity about Mary Livingstone's heckling of

the famous comedian, but it took Erskine to draw out of Jack that the heckling started long before their courtship. It seems when Jack was in Seattle once, Mary's parents invited him to hear their daughter play the violin. Jack listened and didn't like it, and Mary got wind of the verdict. So at Jack's next vaudeville performance in the Seattle theater, Mary and her friends sat in the front row and gave him the heckling of his life.

#### Mary's Confession

Years later, Mary and Jack drove to

Seattle on their honeymoon, and as they approached the city limits, Jack fell to reminiscing about his other visit. "Did I ever tell you about the time the girl heckled me when I played here?"

"You don't have to," said Mary. "I was the girl."

Nevertheless, Johnson's theory about stars getting the real story off their chests doesn't account for all the confessions he has wrung out of his radio guests. Jane Russell, for instance, simply let down her hair

(Please Turn to Page 98)

▼ **IGNORANT ARCHIE (ED GARDNER)** of "Duffy's Tavern", murderer of the king's English, told Erskine that all through grammar and high school he got straight A marks in English.

▼ **THREE CONFESS: ROY ROGERS** told Johnson about having to eat sixty lemon pies; Annje Kreisler, chief switchboard operator at Republic Studios, wishes they'd dispense with gum-chewing operators in movies and let real operators play parts; Dale Evans, Western star, said she was scared stiff first time she was in "wild west" production.



# MICKEY GILLETTE SCHOOL OF MUSIC

Beginners or advanced  
instruction on all  
instruments

Every Teacher a  
Radio Professional

HO. 7268

## SEEN ON THE RADIO SCENE

↓ **NORMAN ROGERS**, program director of KXLA, Pasadena, is also author and narrator of a KFI Sunday morning feature, "Home Town Parade."



↑ **HEARD REGULARLY** on Station KGFJ is announcer Marx Hartmann, shown doing some disc-spinning in the control booth of the station's new Hollywood headquarters.

↓ **KENNY BAKER** sings Monday thru Friday, 8:15 p. m., KFVB.



# Smith, Bull & McCreery ADVERTISING AGENCY

Best Wishes to **RADIO LIFE** for another year of distinguished service to Southland listeners.

Dick Smith  
Frank Bull  
Walter McCreery  
and Staff



**NATIONAL REPRESENTATION!**



**KFWB**

the Warner Bros. Station in

Hollywood, for Music ...

...News...Entertainment...

and Public Service.

**DIAL 980** for Southern California's  
Number One Independent Station!

**KFWB**

Hollywood, A subsidiary of  
Warner Bros. Pictures. . . .



▲ KGFJ's PRODUCTION and personnel director, Eddie Albright, confers here with musical director Clark Hayden and announcer David Ballard of "Musical Digest", "Family Dinner Hour Concert".



▲ KFWB's PLATTER-CHATTER Gene Norman (Monday through Saturday, 10:00 p. m.) entertains an Eastside show guest, pretty Peggy Lee. Norman's show offers two solid hours of solid music.

*John Nelson*



"Bride and Groom"  
Breakfast in Hollywood

## SEEN ON THE RADIO SCENE

▼ SPORTS STATION KWKW's STAFF herewith demonstrates varied interests in things athletic. That's manager Bill Beaton squaring off with traffic manager Claire Hughes, while left to right are Rowland Gibbs, Jack Volheye, Allan Gilman, Jewel Crandall and Ted Baughn.



▼ AT THE KFMB MICROPHONE (Monday through Friday, 11:00 a. m.) is this happy musical aggregation. It's the Art Van Damme Quintet and songstress Louise Carlyle.



**INGLEWOOD PARK  
CEMETERY ASS'N.  
CONCERT**

**TUESDAY  
EVENINGS**

7:30 to 8:00

"Melodies  
America Loves"

Concert favorites featuring Los Angeles' leading soloists, Inglewood Park Male Quartet and the Columbia Orchestra, Earl Towner, director.

BROADCAST WEEKLY SINCE 1928

Sponsored by

**INGLEWOOD PARK  
CEMETERY ASSOCIATION**

# SEEN ON THE RADIO SCENE



▲ **FORMER FILM AND STAGE** actress Violet Schram twice daily conducts her "Shopping Hi-Lites" program over KFVD.



▲ **ATTRACTIVE YENNA TAYLOR** is program director of Station KRKD.



▲ **CHARLES RASHALL** handles announcing chores on KGFJ.

▼ **ANOTHER KRKD** radio voice is that of smiling Gordon Browning.



▼ **KFWB's "THREE MEN ON A MIKE"** are Joe Yocam, Dave Ormont and Alan Mann. Their zany airshow is heard Monday through Friday, 2:30 p. m.



**FOR RACE RESULTS  
AND ALL  
SPORTS**

# **KWKW**

**1430 ON YOUR DIAL**



# SEEN ON THE RADIO SCENE



↑ **KWKW's TED BAUGHN**, who announces the race results, makes like a disc jockey.



↑ **LOU PLACE** is one of KRKD's busy young mikemen.

↓ **HAPPILY ENSCONCED IN THEIR NEW "Hollywood House"** is KGfJ's personnel—shown below: account executive Marvin Briggs; manager Thelma Kirchner; production and personnel director Eddie Albright; ad traffic manager Claire Baker.



↓ **KXLA TAKES ITS MICROPHONE** to Pasadena's "World of Tomorrow" exhibition. Our cameraman catches special events mikemen Carl Saunders and Carl Bailey interviewing Mr. Orrin W. Fox, Chairman of the Executive and Advisory Committees of the Pasadena Chamber of Commerce.



## FRED ALLEN

Standard Brands Incorporated

## EDGAR BERGEN & CHARLIE McCARTHY

Standard Brands Incorporated

### BREAKFAST CLUB

Swift & Company

### BARRY FITZGERALD

P. Ballantine & Sons

### BOB CROSBY

Ford, Mercury and Lincoln Dealers

### FRESH-UP SHOW

7-UP Bottlers of America

### HELEN HAYES

Teatron Inc.

### KRAFT MUSIC HALL

Kraft Foods Company

### LUX RADIO THEATRE

Lever Brothers Co.

### MY TRUE STORY

Libby, McNeill and Libby

### NEWS WITH NED CALMER

The Parker Pen Co.

### NEWS WITH BILL HENRY

Johns-Manville Corp.

### ONE MAN'S FAMILY

Standard Brands Incorporated

### RCA VICTOR SHOW

Radio Corporation of America

### WILLIAM L. SHIRER

J. B. Williams Company

### TENNESSEE JED

Ward Baking Company

**J. WALTER THOMPSON COMPANY**

... and successful program and announcement campaigns for 29 advertisers over 450 stations from coast to coast.

## No Sale for Elmer

(Continued from Page 19)

directly from the bodies of dead Japs. They aren't very appetizing looking are they?"

Mrs. Pearce grimaced and led us into the warm, dubonnet, mirror-lined living room. "Our place is deceptive," she confided, "and to give the rooms a larger appearance, we've used mirrors freely."

Al soon joined us with his "favorite cowboy" in hand. The homely old fellow was a Williams carving, of which Pearce has a collection. But Audrey prefers dainty elephants and copies of old songs. "I derive more pleasure from them."

### Tour of Home

Leaving Al to answer the front door, the Duke led us to the upper floor, which contains a master bedroom, a guest room, two baths, a small den and an outdoor bedroom, which Audrey explained was a catch-all. "It's wonderful sleeping in the summer, but we don't use it during the winter."

Al's den is lined with books, ranging from Zane Grey to Tolstoy. Perched on top of the window ledge is his "Oscar" lovingly presented to him by Mrs. P. "It's a tired old eagle," she laughed. "Look at his bandages." Al, who has made three movies, feels his best was his latest. "I like pictures," he said, "but they're darned difficult when you're used to radio."

From the beige satin master bedroom a perfect view of the back yard is afforded. Al's one-year-old police dog, Mel, and tomcat, Tuffy, pair off against Audrey's chow, Ching. "It's a madhouse at times," Al laughed, "Mel grabs Tuffy by the head and drags him all over the yard."

Most of the cages are empty at present. But there's one which isn't and its occupant lets you know he's there. He's a big Canadian Honker named Hank, which Al brought back from a recent hunting trip. Hank, who is a better watchdog than Mel or Ching, recognizes the sound of Al's voice and always talks to him at any hour of day or night.

A few ducks, chickens and turkeys inhabit the rest of the cages. "One Thanksgiving Al's enthusiasm got the best of him and he promised more turkeys than we had. He ended up by buying six to give away."

### Is Good Husband

Audrey met Al when he was doing the "Happy Go Lucky Hour." "We've been married sixteen years and I must admit he's a most thoughtful husband." The gorgeous diamond ring, dainty gold earrings and watch she was wearing were all gifts from her husband. "He loves to surprise me."

Mrs. Pearce rarely accompanies her husband to his daily broadcast, but

listens at home. Nearly every room is accommodated with a loudspeaker. She sometimes contributes ideas for his Elmer Blurt routine, but in most instances he thinks of them himself. "Whenever he gets an idea for a gag, a certain look comes over his face. (I know it well.) He has a marvelous memory and rarely needs to jot down his inspirations."

The Pearces confess to being homebodies and prefer to entertain there, though many weekends are spent on their 480 acre ranch in Marysville. They rarely nightclub but like good plays and movies.

"We don't have to go out," laughed Audrey. "Our entertainment comes to us. Al is always bringing new acts home to audition. Just listen and you can hear the trio singing for him in the living room. See what I mean about our home having 'everything'?"

## Isn't It Romantic?

(Continued from Page 89)

ity is good performance," he smiled, "if it's a good show—it's romantic!"

### Much Decorated

Incidentally, this Vanda fellow is the only radio producer we've ever met who was also a lieutenant-colonel during the war. It's a far cry from producer of "Suspense," "Stars Over Hollywood" and "I Was There"

to officer with the Office of Strategic Service overseas, but that's the experience of Charles Vanda. He was awarded the Legion of Merit for work in eighteen countries and eight languages, and also the Order of the British Empire, the Order of the Nile, and was decorated by the Greeks and Hungarians. He worked with the Greek guerillas, was attached to the Second Ukrainian Army and the South African Army under General Jan Smuts. An autographed picture of the General is one of Vanda's most cherished possessions and hangs in his office at CBS.

"I'll admit, though," he laughed, "that sometimes I looked up at the sky in some out of the way spot and said to myself, 'What in the world are you doing here? You belong back in the Brown Derby!'" While Vanda was with the Russian army, his son, Bruce Peter, was born in Hollywood. Under the impression that he was to be father to a girl, he sent all the girls' dresses he could to his wife. "A happy mistake," he concluded, indicating the picture of eighteen-month-old Bruce Peter on his desk.

We asked if it was difficult coming back to radio to produce "Theater of Romance" after such excitement. "When they take me out of radio," he laughed, "it'll be feet first. As for the war, I wouldn't take a million dollars for the experience, and I wouldn't do it again for a million dollars!"

# CONGRATULATIONS

~ to ~

# RADIO Life

## On Its Sixth Anniversary

10,000  
WATTS

# KXLA

1110 ON  
THE DIAL

# Hollywood Confesses

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and said "I'm tired of being glamorous. I'm tired of having photos taken in a silky, seductive dress. I just want to be myself!" And Tom Breneman flatly announced, "I HATE to get up in the morning, and I NEVER eat breakfast!"

No, it must be Johnson's own amiable, semi-fatherly, salt-of-the-earth personality that makes people confide in him as they never did in their own mothers. Eddie Albert, actor in a sea picture and owner of a fifty-two-foot boat, told him that unless he keeps his eyes on the horizon and his feet on deck he's horribly seasick. Jerry Colonna confessed that he has a specially-designed little snood to keep the hairs in his moustache in place while he sleeps at night. Hoagy Carmichael confided that deep down inside, he's always wanted to be a barber; has a barber chair at home in which he cuts the hair of his two children. In fact, everybody who talks to Erskine seems to want to open up.

## List Admissions

So for the benefit of Radio Life's readers, here's a half a baker's dozen of Hollywood Confessions, Johnson

style:

Ida Lupino—"I chew gum all the time. I'm so nervous that I have to have something to calm me down. If you ever see me when my mouth isn't moving, either talking or chewing gum, something's wrong."

Lawrence Tierney—"During my career as a model, I posed for those dramatic pictures used to illustrate the stories in confession magazines. I don't know why, but I always seemed to be walking out on beautiful young women—never walking in on them. In fact, I think I hold the record for it."

Jim Moran—"Before I called on 'Charlie Pots'to-lick,' the Eskimo I sold that ice-box to, I filled the thing with whale blubber—an Eskimo delicacy!"

Billie Burke—"Although I portray a nervous, flustered type of woman, I'm really a very orderly and routine person and keep everything in its proper place."

Marjorie Main—"I love old clothes. That probably makes me the most unusual woman in Hollywood—but I don't think clothes have character to them until you've worn them a long time."

Barry Sullivan—"I'm terrified to watch myself on the screen. If you see me walking in to the premiere,

I'll be in the lobby smoking cigarettes when the picture starts."

Lois January—"Although I receive letters with household hints day after day for my radio show, and talk about tricks for housekeeping, cooking, and interior decorating on the program, I hate to do housework and whenever I think about it I shudder."

## The Truth

"Everybody wants to get into the act," says Johnson, "everybody, that is, but one. When I told Ralph Edwards, of 'Truth or Consequences' about it, he said:

"That's wonderful, Skinny; and I know what I'll confess. You know, every time I do a show I wish I could be out there with the contestants—running up and down fire escapes, riding elephants, kissing strange women . . . you know. For once, I'd like to do what they do—get some fun out of it!

"Ralph," I said, "that gives me a great idea. Why don't you illustrate your Hollywood Confession right on the program? I'll get a lemon pie and you stand still."

"You know that so-and-so wouldn't do it? It just goes to show . . . the guys who can dish it out . . ."



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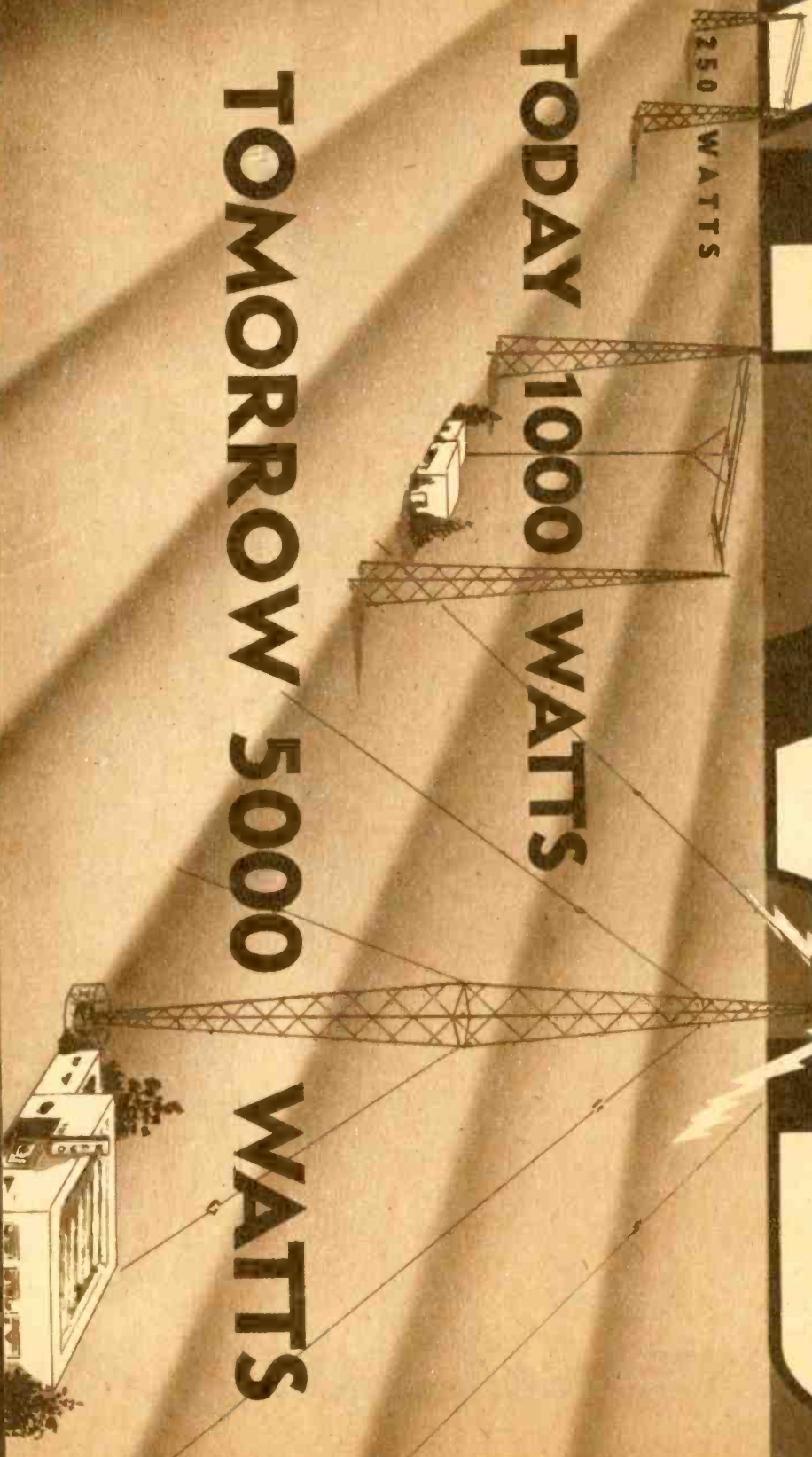
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