

PROGRAMS FOR WEEK BEGINNING APRIL 13

RADIO

Life

8¢

FORTY PAGES



Jane Webb
One of "Those Websters"
Page 2

"Family Theater": Cinema Celebs on Prayer-Prompted Program

... PAGE 4

The Ear Inspires the Pen

Doris Crawford, Riverside, Calif.

Sirs: Could you tell me what program it was that Perry Como guested on recently? Probably the 15th or 16th of February. Perry also did a good job of emceeing on NBC's March of Dimes program, but why didn't NBC publicize it more? The other networks were much the same. Why didn't more stations use the well transcribed programs that Como and Dinah Shore made for the purpose? It seems the stations just didn't want to give the time. With the exception of KFWB. They deserve recognition as one of the most public-spirited stations in Southern California.

You said in a footnote to a letter that Como was "wonderful then, too." "Then" meant at the time he was with Ted Weems. I have since heard some of those recordings, and agree.

He must have much the same feeling as does Al Jolson, who has just been re-discovered.

Please let us have an article on Perry Como soon.

We tried, but couldn't discover on what program Perry guested around the date you mentioned, as it must have been a New York show and therefore is difficult to check here. Perhaps some of our readers heard it too, and will let you know.

We haven't done a feature story on Mr. Como in quite some time, but are waiting till he makes another trip to the coast so that we may talk to him personally—and secure a story all the more to your liking.

Dr. Cheer-up, 5125 Rockland Avenue, Los Angeles 41, Calif.

Sirs: It seems to me as though the advertisers do not read letters from radio listeners. Of course we know we have to have them, to pay for

the programs, but the firms who want their products before the public may also learn by listening to the programs which put that objectionable part on in such a way that it adds to the program, rather than detracts.

For instance, "One Man's Family," Dr. Beauchamp's dental ads, and "Strolling Tom" are enjoyable. There are ways, and ways, of advertising, as in anything else. People are looking for different ways in every line.

And the right kind of advertising should follow a suitable program. For instance, Dr. Beauchamp's program follows the "Church of Hollywood" on Sunday mornings, and its poems and songs seem just right to follow a religious service.

Mrs. Hannah R. Rice, 757 South Berendo Street, Los Angeles 5, Calif.

Sirs: I quite agree with the party from Long Beach who said she has submitted many letters to contests and never received any reply. I also have done likewise with different song contests and also asked where I could purchase certain products which they advertise. I think every letter is worth an answer.

It really looks as though they send prizes to people they know. And one certain song program always submits songs from out-of-town people.

You can't fool the public all the time.

Fred Litsinger, 223 West Palm Avenue, Burbank, Calif.

Sirs: The people who object to radio commercials fulfill my idea of stupidity. Without sponsors there would be no radio stations or programs at all. Yet some continue to gripe about everything that doesn't just suit them.

Have you had a story in your excellent magazine on Jim Hawthorne and Carl Bailey of KXLA? Both are good shows, but I get the biggest kick out of Hawthorne's airing from KXLA from 11:30 p. m. till 12:30 a. m. It is so clever, and so different.

Want COLOR?

PLANT

AGGELER & MUSSER
FRESH — RELIABLE
PACKET SEEDS

It's easy to have brilliant, multicolored florist-like flowers in your garden. Plant easy to grow A & M Fresh reliable Packet Seeds. They're chuck full of quality.

AT YOUR GARDEN SUPPLY DEALER
AGGELER & MUSSER
SEED COMPANY
 652 MATEO STREET, LOS ANGELES, 21, CALIF.

THESE A & M
DOUBLE TREATED
LAWN BLENDS
ARE TOPS

A & M
DOUBLE
TREATED
VELVET-GREEN

for a permanent all fine bloded turf of golf green perfection in sun or shade. DOUBLE TREATED to check disease and promote heavy root production.

A & M
DOUBLE
TREATED
BLU-GREEN

for a quickly established, hardy, fast, strong growing turf of striking beauty. Also DOUBLE TREATED for better results.

ON OUR COVER

Charming lass on this week's cover is Mutual's Jane Webb, heard regularly (Sunday, 3 p.m.) as "Liz" on "Those Websters." Jane spent her first sixteen years in Chicago, where she broke into radio through a local western show. Her first big-time on the air was with "That Brewster Boy," forerunner of "Those Websters," which she later joined. When "Those Websters" moved west last year, along came Jane, and she can now also be heard on Mutual's "Casebook of Gregory Hood," "Cisco Kid," "Red Ryder" and as "Belinda" on "Those Websters." Jane is an ardent enthusiast of sailing, riding and flying.

Dick Dunlop, 9044 Grossmont Boulevard, La Mesa, Calif.

Sirs: Just wondering when you will start printing schedules for KSDJ and KYOR, the two new San Diego stations. There will also be three more before June. KSDB, KLIK, and KSON.

This letter concerns a new type of show scheduled for KYOR, a 250-watt station, at 2:45, March 1st. The show will last fifteen minutes, and features modernized fairytales. I don't know how clearly



MOTHER KNOWS BEST

MOTHER KNOWS
Dina-Mite gives youngsters needed energy for school and play.

MOTHER KNOWS
Dina-Mite contains Nature's whole grains, so essential to "Daily Musts." She knows she is helping to solve this health problem.

YES, AND MOTHER KNOWS
that Dina-Mite's rich, nutty Savor makes it the Number One breakfast for the whole family.

THE REAL "GOOD MORNING" CEREAL

DINA-MITE CEREAL

HEAD OF THE PARADE!



ACME
..the beer with the high I.Q. (It Queenches!)

Brewed in Los Angeles by ACME BREWING CO.
Bohemian Distributing Company
LOS ANGELES 11

ARE YOU LONELY?



Thousands of lonely folk everywhere are finding true happiness through introductions by mail. Why not you? I'll show you PROOF. Send for FREE particulars in a plain sealed envelope.

NANCY JORDAN
P. O. Box 466RL
San Francisco, Calif.

California Romance Co.

KYOR is received in Los Angeles, but if you do get a chance to listen to us, we hope you will, as we think you will enjoy these "Foothill Follies", as we call them. The "Follies" are presented by the students of the Grossmont High School, which is known as the "Foothill" school.

We have been delayed in receiving KSDJ logs, but hope that they are included by the time this is in print. Will investigate the others.



Mr. Thomas R. Kilne, 1457 East Fifth Street, Pomona, Calif.

Sirs: As a Radio Life reader, may I put in my grumble?

I think the "Gold Medal" program one of the most inspiring, but when you have to listen to that hideous organ for such a long time you almost lose interest in the program. Sometimes it is longer than the longest commercial.

Please, Mr. Sponsor, shorten the organ music periods. The sketches you have are interesting and educational.



M. I. Eggen, 1101 Rodger Young Village, Los Angeles 27, Calif.

Sirs: Radio Life is fine. We never miss it.

May we have a picture and story of the "Sons of the Pioneers"? I think they are wonderful. Especially Karl Farr. He has time to talk to his fans.

Our September 1, 1946, issue carried a story and picture of the "Sons of the Pioneers."



Lillian Gray, 129 East Morningside Street, Long Beach 5, Calif.

Sirs: One of the most pleasing programs we have heard or seen is "Ladies' Day" from KFI week-day mornings. It has everything. The four "B's" of the show are Bill Stulla, announcer and arranger of the program; Buddy Jobe, who plays guitar as it should be played; Buzz Owens, who sings so beautifully; and Bob Mitchell, who needs no introduction. Charming gentlemen, all!

You're telling us! We're crazy about the show, too (that's what makes us late to the office one day out of every two). And you forgot to mention Sylvester!

★ ★ RADIO LIFE ★ ★

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HERE ARE TWO GENTLEMEN WHOSE VOICES YOU'VE HEARD ON KFI FOR A GOOD MANY YEARS, DOING INDIVIDUAL ANNOUNCING AND NEWSCASTING AND TOGETHER ON "MADISON 2345" EACH SATURDAY AFTERNOON AT 5:30 AND TUESDAYS AT 9:45 P. M.

Russ Stewart



RUSS STEWART is half of the "Cabbages and Kings" team (7:45 p. m. Fri.), does "Tom Owens" (Mon. thru Fri. at 6:15 a.m.) and when "Grandpa Owens Reads the Funnies" (Sunday mornings at 8:30) that's Russ again; versatile, isn't he?

Jack Latham



JACK LATHAM has one of the clearest voices, with almost faultless diction, in radio. You'll enjoy his morning Newscasts over KFI as well as the recorded "Platter Party" which he handles Tuesday through Saturday at 7:30 p. m.

That's KFI — Dial 640

Advertisement.

Page Three



↑ **OPENING BROADCAST** of "Family Theater" had Richard Sanville (standing) as director and True Boardman's script "Flight from Home".

Thursday, 7:00 p.m.
MBS-KHJ-KGB-KVOE

MORE THINGS are wrought by prayer than this world dreams of . . ." That's the opening line of radio's inspirational new program, "Family Theater", which hopes to bring its spiritual message to radio listeners of all creeds from coast to coast.

At first glance, it may seem to you that Hollywood is a strange choice



↑ **A DREAM COMES TRUE. PATRICK PEYTON BEAMS** at the artists, James Stewart, Don Ameche, Loretta Young and Meredith Willson, who made the first broadcast such a star-studded success. Stewart was the narrator of the program, Loretta and Don played the leading roles in the drama and Meredith supplied the music which is a weekly feature of the show.

The Show We Needed

Is the Star-Studded "Family Theater," and the Story Behind Its Inception Is as Human and Thrilling as Any of Those Presented on This Mutual Series

By Joan Buchanan

for the establishment of this philosophical series. But it's long been the worldly side that's received more than its share of publicity. Now Hollywood presents the other side of the story.

Aided by some of the greatest names in movies and radio, this series has as its purpose to remind ourselves that there is a kind and merciful God who is always ready to help us; that we should declare

↓ **NONCHALANT BING CROSBY** was responsible for the initial step which brought this fine show to the air. Bing also appeared with Irene Dunne in a recent drama.

↓ **COINCIDENTAL WITH** her return to the screen, lovely Maureen O'Sullivan is one of the stars to sign with "Family Theater".

↓ **NO GALAXY OF STARS** would be complete without a Barrymore. Lionel's screen and radio characterizations are perfect for the type of family drama offered on "Family Theater".





▲ **ROMANTIC STAR** Charles Boyer is another great movie name added to the line-up of stars who have signified their desire to be identified with this high type of program.



▲ **INSTRUMENTAL IN HELPING** Father Peyton's project to fulfillment was Ruth Hussey, who will also be heard as the star of one of the programs.



▲ **TO HIS MANY OTHER** radio appearances, veteran air actor and movie hero Joe Cotten adds "Family Theater".

our faith in Him; acknowledge our obligations to Him, to our neighbors, and ourselves; tell Him our need, and ask His aid, through prayer.

Father Patrick Peyton, C.S.C., is the guiding light behind this series. Determining some years ago to devote his life to spreading the doctrine of daily family prayer, Father Peyton decided that the best spokesman for his philosophy would be a well-known public figure whose popularity would insure an audience. From Albany, New York, Father Peyton put in a long distance telephone call to Mr. Bing Crosby in Hollywood. And Bing answered the phone! Would Bing appear on a Mother's Day program and speak informally about his convictions on the subject of prayer? Bing would—and did. The response to Bing's short, in-

formal talk on his family's way of prayer and his belief in religious training, was overwhelming from people of all denominations.

Others Interested

Radio and the public realized that there was a definite need in our cultural life for a nation-wide expression of this simple religious philosophy and of man's more thoughtful nature. The job of organization and presentation was a gigantic one, however, and Father Peyton lacked the money and prestige to launch a network show of such proportions. Film and stage actress Ruth Hussey met Father Peyton and he told her of his desire to present his project to the largest audience in America, the radio listener. Impressed, Miss Hussey urged her husband, radio pro-

ducer Robert Longnecker, to aid the Father in his plans.

Longnecker's production know-how gave the subject the last push it needed to arrive on the air, and his enthusiasm and dedication to the series matches Father Peyton's own. Mutual Broadcasting System offered the program fifty-two weeks of free air time to use as seen fit.

Big name stars from the movie and radio worlds offered their services, as did the directors and writers whose material would provide the message in the simple human stories presented. The first program in the series starred Don Ameche and Loretta Young in a script by True Boardman. Jimmy Stewart emceed the program and Richard Sanville, director of the "Assignment

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▼ **COMEDIAN JOE E. BROWN** has aided many a group interested in juvenile problems and is one of the many stars to volunteer his talent to this worthy series.



▼ **GLAMOUR GAL** on the screen, wife and mother in private life, Maureen O'Hara brings her charm to this inspirational series.



▼ **DYNAMIC CHARLES BICKFORD** contributes the rugged sincerity he has displayed in such parts as that of the priest in "Song of Bernadette", to the radio counterpart of that film, "Family Theater".





vision doesn't bother me, but Bergen's been sweating about the audience catching him moving his lips.

10. What is the worst insult hurled at you and by whom?

The insult that rankled most was the time my fine old enemy, Bill Fields, called me a "motel for termites."

11. What's the worst insult you've hurled and at whom?

The biggest insult I ever hurled was the time I asked Bergen to go to work.

12. Have you noticed that a baby-sitters' union has been organized and are you getting scale wages?

I don't mind the baby-sitting so much, but I wish I could get a little more portal-to-portal pay between the bedroom and the bathroom.

13. Is there any truth to the rumor of a feud between you and Mortimer over Effie Klinker's affections?

Me fighting over Effie Klinker is like General Eisenhower getting into a battle with a woman driver. I

▲ **PONDERING HIS CANDID** answers to Radio Life's twenty posers is Master McCarthy, who claims his favorite maxim is "Never give a sucker an even break will make you healthy, wealthy and wise."

Sunday, 5 p.m.
NBC-KFI-KFSD

1. Have you ever considered doing a single and getting rid of the overhead?

If you listen to our shows, you'd realize I've practically been doing a single for years anyway.

2. Whom would you name as the prettiest girl in Hollywood?

The one that happens to be with me at the time, naturally.

3. As the leading exponent of formal dress in this country, what do you think of Hollywood styles for men?

Don't ask me that after I've eaten a heavy, expensive lunch.

4. What do you think would be a fair allowance for Mr. Bergen to give you?

Theoretically, there isn't enough money in the world to compensate me weekly for what Bergen owes me. Actually, I'd settle for two bits more, and no questions asked.

5. Does Mortimer get the same allowance as you do and if so, how does he spend it?

Sssh! Mortimer doesn't know about money yet. Bergen's going to tell him the same time he does about the birds and bees.

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Charlie McCarthy Answers 20 QUESTIONS

6. What do you honestly think of Bergen? Of the Bergen baby?

After getting gypped out of my share of the gravy for years, I can't think of Bergen honestly at all. The word just doesn't belong in the same sentence with him. Frankly, I wasn't too keen on the Bergen baby in the beginning, for reasons that are pretty obvious. But it's so pretty, with blue eyes, and dimples, and blonde hair, that I finally caved in. Noblesse oblige, you know.

7. What maxim has helped you most in your daily life?

The maxim that has helped me most is "Never give a sucker an even break, will make you healthy, wealthy and wise."

8. Have you ever had mike fright?

The only time I have "mike fright" is when Bergen starts telling Irish dialect stories. Get it?

9. Do you look forward to television or does it frighten you?

Personally the thought of tele-

think Effie and Mortimer deserve one another.

14. What is your ultimate ambition?

After all these years I've spent with Bergen, I obviously don't have any ambition.

15. Do you answer your own fan mail or is it intercepted by Bergen?

Would you believe it when I told you that Bergen opens all letters addressed to "Charlie McCarthy." He's got himself believing they're addressed to him.

16. What was the happiest day, to date, in your life? The saddest?

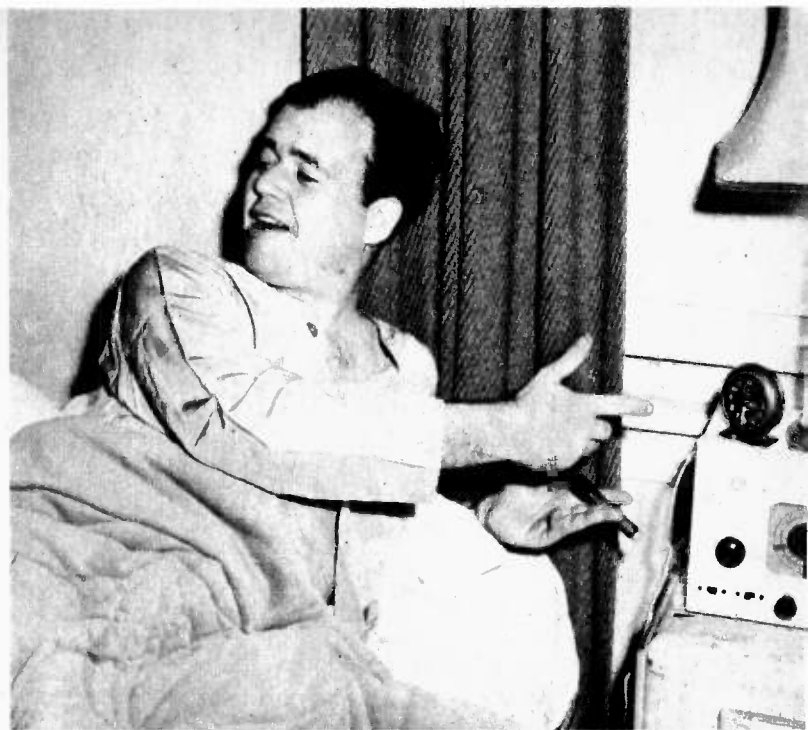
The day before I met Bergen, although I didn't know it at the time. The saddest was the following day.

17. If you fell heir to \$100 how would you spend it?

Skip this question. Bergen is very sensitive about any mention of falling heir.

18. What is your favorite pastime

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↑ **ZEKE JUST HAPPENS TO BE FINGERING** an accordion in this photo. It could just as easily be anything from a saxophone to a bass fiddle, as he plays practically every instrument there is. Wife Beatrice Einstein and son Charlie, however, limit themselves to the keyboard.

↑ **HONESTLY, FOLKS, ACCORDING TO ZEKE,** getting up at 3:30 a. m. doesn't bother him any more than this photo indicates. The hardest part, says he, is getting to sleep by six the night before. At that, he usually goes to bed with a microphone in hand to record any pertinent ideas that pop into his head after it hits the pillow.

Early to Bed, Early to Rise, Makes Music

Four Live Shows by Dawn Is Zeke Manners' Radio Schedule, Which Means Up at 3:30 A. M. and to Bed by Six—With a Mike in His Hand

By Delle Hunter

Monday through Friday, 7:45 a.m.
ABC-KECA-KFMB

ZEKE MANNERS is the first disc jockey to have a platter show aired transcontinentally—but reading over this statement, Zeke would make one objection to it. He doesn't call himself a "disc jockey." He likes the title "Impresario of the Corn" better. As for his show, heard via the ABC network at an early-morning hour of each time zone across the country, Zeke maintains that it has appeal for all, "from the bobby-soxers to the corset crowd" and "from farmhouse to penthouse."

From a studio in Hollywood's Sunset and Vine broadcasting center, which he labels "The Corn Room" while his broadcasts are in progress, Manners mans a microphone and pours into it hearty quarter-hour helpings of cheerful chuckle-peppered banter and instrumental im-

provisations that are melted smoothly into the program's recorded musical offerings. The former (Zeke's verbal patter and own instrumentalizations) consist chiefly of some fast easy dialogue about an assortment of mythical characters ("Arturo," "Deems," "Shosta" and "Kovich," for instance) and assorted tidbits of topical humor, with skillfully inserted passages of live melody, deftly delivered by Zeke at the keyboard of the studio piano, or on an accordion, a guitar, a violin, "or whatever happens to be handy." (Zeke can play practically every instrument in existence.)

The above enjoyable bits of tomfoolery, we want to make it clear, do not go on while the records are playing (such would be an unforgivable practice), but are unobtrusively spotted between the spinnings and integrated with the recorded portions of the program in such a smooth fash-

ion that the listener can scarcely discern where the live instrumentation stops and the waxings start.

Picks Favorites

As for the latter, Zeke calls the tunes which he selects to play on his show "the country's Main Street songs—the numbers which the people are currently dropping nickels into the juke boxes to hear." "A cross-section of Americana," he likes to term them. In preparing his program's musical content, he conducts "a one-man hit parade research," checking and rechecking the latest charts and surveys which indicate the country's current listening tastes.

As a result, his daily show usually contains music of such widely varied content as "You Are My Sunshine," "Open the Door, Richard" and "Faust Ballet Music."

Zeke Manners' career, prior to his present west coast radio assignment, has followed paths almost as diverse as the melodies he now brings dialers, but it has never ventured far from pursuits in a musical vein. He has his own musical aggregation, with which he records for Victor ("Zeke Manners and His Gang" is the group's title; "Fat Man Blues," backed by "Inflation," their latest release), and he's a pretty prolific songsmith ("I may go along for months without writing anything, then I'll compose six or seven at once," he explained). The two aforementioned tunes are his own, as is the familiar hit, "Pennsylvania Polka," which has become the banner song of Pennsylvania State College and practically the official song of the state itself.

Zeke told us he has written many
(Please Turn to Page 32)

It's always a
BRIGHT
idea to

**Scour
with
Suds**

Use **Scotch
Triple-Action
Cleanser**

—the scouring powder
that contains soap



CLEANS
as it **SCOURS**
as it **SHINES**



▲ **MAJOR GENERAL** George P. Hayes, commander of the Sixth Army, presents KMPC's Clete Roberts with War Department's Certificate of Appreciation for his work as foreign correspondent.

**SEEN ON
THE RADIO
SCENE**



▲ **LIONEL BARRYMORE** and **KECA** singing star Norwood Smith discuss song, "So Waits My Heart", for which Barrymore wrote music and Dailey Paskman the lyrics. Smith premiered number.

▼ **WHEN KFVB STAGED** its giant "March of Dimes" show, Margaret Whiting and Skitch Henderson were among galaxy of stars appearing.



RADIO IN REVIEW

NEWS and COMMENT

For Love o' Mike (General Comment)

Take Heart

Unhappy radio listeners who have been chafing under a slough of major and minor kilocycle annoyances perked up their ears last week when Niles Trammell, president of NBC, came to town with some interesting remarks.

Admitting that most criticism of radio came under three classifications: (a) too much advertising, (b) too many mystery programs too early in the evening and (c) too many daytime serials, Mr. Trammell said NBC is now conducting exhaustive surveys to find out how the listening public feels about air advertising and what the network can do to improve it.

The problem of mystery thrillers was more or less laid in the laps of local stations, as NBC has only three such programs in the later evening ("Mystery Is My Hobby", 9 p.m., "Mr. D.A.", 9:30 p.m., and "Mystery Theater", 9:30 p.m.)

As to serials, the network headman commented that they had a definite place in radio and were the most popular daytime programs, but added, "However, I will not defend the number of these programs now heard, and NBC, notably through such programs as the Fred Waring show, is trying to achieve a better balance in its daytime listening.

"Despite the fact that surveys show more people listening to their radios than at any time since Pearl Harbor, we admit that we are not perfect. Criticism of radio is coming from numerous special groups, and we are attempting to analyze this criticism, to find out how much of it is justified and to correct the faults which are responsible for it."

Well said. And certainly a challenge to those who had claimed radio, ostrich-like, was hiding its head in the sands of smugness and lethargy, unconcerned with what its listeners wanted.

KGFJ's Honor

About to bust its buttons last week was radio station KGFJ, and rightly so. For the gang at "Hollywood House" had just been informed that it had received one of five plaque awards bestowed by New York's City College, an award made in conjunction with the Third Annual Radio and Business Conference of the City College School of Business.

In all the whole big U.S.A., KGFJ was singled out in the 100-250 watt classification for independent stations and cited for outstanding achieve-

NEXT WEEK

DON'T BE A
MissDit*



Moore talks about Durante and Durante talks about Moore as "The Nose" and "The Haircut" team up to answer our twenty questions! "Schnozz" and "Junior" are our cover boys, too!

Well—look who's here! It's "Lena", without "Jake", but with Gene Carroll, who is an old radio favorite of yours. He tells what he and ex-partner Glenn have been doing

No idle philosopher is "Mirandy". She puts her homespun whimsy to work, is successful homemaker and business woman.

We probe the feminine brain behind Phil Baker's "Take It or Leave It." It's Edith Oliver who dreams up those sixty-four-dollar questions, aided by her kid brother when it comes to sports!

One of your favorite mikenemen, Ken Carpenter, halts long enough from his round of announcing assignments to pose for a handsome Radio Life album portrait for your radio scrapbook!

Dialers to "Meet the Press" hear headlines in the making as newsmen's queries provoke quick retorts from newsworthy personages!

A variety of interests led maestro Billy Mills to the batonering stand on the "Fibber and Molly" show and he speaks authoritatively on music's place on a comedy program!

"Beck's Bad Boy" gets an expert profiling in our forthcoming R.L., as we tell all about Aunt Ernestine's pet nephew, Tip Corning!

Three "supporting players" who know when they're well off tell why in a story labeled "Three Wise Men" that will point out some of the unhappier aspects about being a star in radio!

*She wanted to read it but she missed it.

ment in public service programs and promotion.

KGFJ was also one of twenty-two stations receiving merit awards for specific programs — in the local station's instance, for "If I Had Lived", broadcast in collaboration with the L. A. County Medical Association, and "The Law Is Your Servant", put on in conjunction with the Los Angeles Bar.

"I am very proud, for this is a distinct honor," KGFJ station manager Miss Thelma Kirchner told Radio Life. "I'm looking forward to receiving the plaque at the award dinner in New York City, April 23. I understand that CCNY alumni, Edward G. Robinson and Cornel Wilde, have been invited to present the award to us."

Congratulations, KGFJ. And may your fresh honors spur you to still more ambitious achievements.

Your Cue (Shows You
May Like)

"Did Justice Triumph?"

If crime remains your meat in the way of an evening's radio entertainment, "Did Justice Triumph?" (MBS-KHJ, Saturday, 8:30 p.m.) should intrigue. Based on an Eastern syndicated newspaper feature of that title, it presents in dramatized form the thought-provoking accounts of actual criminal cases (with fictional names to disguise identities).

In our estimation, of more interest than wholly fictional fare are these radio-adapted real-life records which offer a considerably more accurate picture of the workings of both cops and robbers. Although perhaps some of these stories leave one to face the regrettable possibility that justice's well-oiled wheels do not always grind out infallibly, at the same time one is made sternly aware of the heavy odds against every criminal, of the eventual futility of challenging the forces of law and order, and of the persevering efforts intelligently applied by officers of the law in following through on a case until it can rightfully be termed "closed".

At the conclusion of this half-hour sketch, complete credits are always listed. Jock MacGregor is producer-director, Emerson Buckley handles the music, George Carson Putnam narrates.

"Doctors—Then and Now"

According to statistics, the word "doctor" in a title practically ensures the success of a book. In fact, someone once figured out that the three words occurring the most often in American

(Continued on Next Page)

Radio in Review

(Continued from Preceding Page)

best-sellers were "Lincoln", "doctor" and "dog". So someone wrote a book entitled "Lincoln's Doctor's Dog" and it flopped abysmally.

Be that as it may, if it worked the same way with radio programs, perhaps you already listen to and like NBC's "Doctors—Then and Now". Because the layman is invariably intrigued with the medical profession and its history, this program should be of absorbing interest to everyone. Each week the story of some great American doctor of the past is dramatized and though the stories naturally follow the same uphill struggle against ignorance, poverty, sickness and bigotry, each one has its own inspirational message.

Dedicated men make the best heroes in any story, and in these true dramatizations the heroes are those men who established the medical schools in our universities, who worked themselves to death for their fellow man—truly dedicated men. We heard a medical student recently voice the opinion that being a doctor was just like being any other business man—that doctors are responsible only to themselves and not to humanity. We sentence him and his fellows to listen to "Doctors—Then and Now".

Dr. W. W. Bauer, director of health education for the American Medical Association, is the master of ceremonies and Bob McKee narrates. (KFI, 1:00 p.m. Saturday.)

"Feature Wire"

"King George of Greece Dies of Heart Attack. Prince Paul Ascends Throne."

That was a headline of last week, and the reader's curiosity naturally turned toward the new young monarch. What was he like? What did he think about being a king? How did he feel toward America? "Feature Wire", (KFI, Monday through Friday, 5:00 p.m.), compiled and edited from press services by Kerwin Hoover and narrated by Pat Bishop, supplied the answers. King Paul, the news program's dialers learned, was a young man who would be happiest as a grease monkey in an American garage. America and machinery are the Greek ruler's greatest loves.

"Feature Wire" presents the human side of the news, its content encompassing the widely diverse topics of the hour from the critical status of the food situation and rent control to discourses in a lighter vein on the nomination of the "April Fool of the Year" and the historic background of the humble Easter egg.

For an enlightening look at the day's top news, from a human interest point of view, "Feature Wire's" daily quarter-hour report expertly fills the bill.

"Chicago Theater"

There's a precious bit of glamorous theater on the radio Sunday

Please Turn to Page 12)



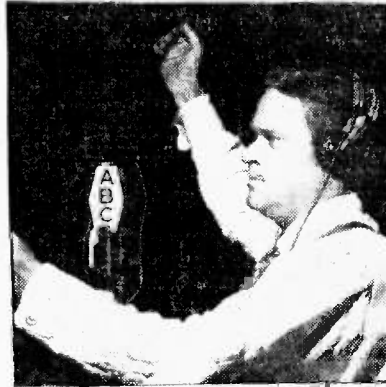
KECA mike memos

By VIRGINIA WEST

With the astounding rise in major crimes in these United States during the recent months, ABC's Friday night "This Is Your FBI" plays an important role in acquainting the public with the danger it faces. Well aware of this fact is Jerry Devine, writer-producer-director of the show, who probably bears one of the heaviest public responsibilities in radio.

A recent statement by J. Edgar Hoover makes this responsibility clear. Hoover said, "This Is Your FBI" is the only network radio program depicting the activities of the Federal Bureau of Investigation which is based on the official records of the FBI and which is produced with its cooperation and approval."

Beginning April 11, the 8:30 Friday night "This Is Your FBI" moves to Hollywood for an indefinite stay... Another move in day and time is Dashiell Hammett's "Fat Man", formerly heard at 6 p.m. Fridays... now 8:30 Saturday nights, over KECA.



Jerry Devine

...Always A Best Bet... KECA...

They'll probably be giving permanent waves on the "Ladies Be Seated" show... Reason: The Toni Company has taken over sponsorship of three quarter-hour portions a week of Johnny Olsen's amusing audience participation show... Four more singers, one of them a woman, have been added to the Monday thru Friday "Hymns of All Churches," ABC-KECA at 10:55 to 11:15 a.m... Don't forget, you now hear Ted Malone and his entertaining stories five days a week on KECA at 10:15 a.m... Of importance to music lovers is the fact that Dr. Serge Koussevitzky, conductor of the Boston Symphony Orchestra, will announce winners of the ten John Hancock scholarships for music study at Tanglewood next summer on the Tuesday, April 22 broadcast (KECA at 9 p.m.). A young man, Leonard Bernstein, who won such a scholarship a few years ago, was guest conductor of the famous orchestra during February.

...Always A Best Bet... KECA...

AROUND RADIO: Versatile is the word for Lyman Gandee, pianist on "Hollywood Music Hall", ABC-KECA, Sunday afternoons at 4:30... Before his solo on a recent broadcast, he had to turn repairman. During dress rehearsal the pedals broke, and Gandee did some fast but effective repair work!... Craig Rice, writer of ABC's "Murder and Mr. Malone", and numerous murder mystery novels and motion pictures, was recipient of a very unusual gift... Some time ago, complying with the request of a fan in Barranquilla, Colombia, Miss Rice autographed copies of her books for the South American admirer. Not too long thereafter, she received a carefully boxed "gift" from the fan... a boa constrictor, which promptly gave birth to 71 foot-long baby boas!... Toastmaster Don McNeill and the cast of ABC's "Breakfast Club" entrain next week for their annual two-week invasion of New York and several other eastern cities. McNeill will be accompanied by songstress Patsy Lee, Aunt Fanny (Fran Allison), Jack Owens, Sam Cowling, Maestro Ed Ballantine, and Producer Cliff Petersen... It's hard to believe the lovely lady pictured



Fran Allison

here is the gossip "Aunt Fanny" heard on the morning air!... Claiming the distinction of being the only radio singer who hasn't sung "Open the Door, Richard", Kenny Baker, the musical host of ABC's slap-happy hotel, "Glamour Manor," divulges the reason... He prefers revolving doors... On a recent Sunday night "Bridge to Dreamland" broadcast, organist Paul Carson wondered out loud how many of his listeners had heard his first show some sixteen years ago... Before the week was up, he had received 437 letters from fans who said they not only had heard his first show but they'd been listening ever since.

...Always A Best Bet... KECA...

Autographs



FANNY BRICE has two signatures. One is used in signing autographs. The other is written with a few minor differences in letter formation and is used in signing checks and business papers. The double signature tends to make life a little more difficult for possible forgers. She's the star of the "Baby Snooks Show" heard over KNX at 9:00 each Friday night.



MAUREEN O'CONNOR was singing on "Sunrise Salute" when she was only twelve. Fletcher Wiley, the program's emcee at that time, heard the sultry-voiced Miss O'Connor over the air one day. He rushed to the studio where she was broadcasting and discovered a twelve-year-old girl singing torch songs. Maureen is the featured vocalist on "Sunrise Salute" Monday through Saturday at 6:15 AM over KNX.



COTTONSEED CLARK got his first break in radio because he was "benched" so many times playing baseball. Every time the team withdrew Clark he'd try every way he could think of to talk himself into the game. In desperation the team finally suggested him to Texas station WACO as sportscaster for their game. Cottonseed directs, writes and emcees the "All Star Western Theatre," Sunday afternoons at 4:30 over KNX.

Tommy Bernard

TOMMY BERNARD is probably the only actor in radio who sells newspapers on a corner! Although he has appeared in scores of leading radio shows, he still finds time to sell newspapers at a busy Hollywood intersection. Tommy plays the part of "David" on KNX's "Adventures of Ozzie and Harriet" Sunday afternoons at 3:00.



KNX 1070 ON YOUR DIAL

Radio in Review

(Continued from Page 10)

nights, "Chicago Theater of the Air". The program has been merrily rolling along for years and this is in the nature of a reminder that it's still tunefully in business. If you long for the days of "The Prince of Pilsen", "The Pink Lady" and "Erminie", tune in KHJ on Sunday nights at ten and you'll be bound to find one of your favorite operettas.

Wisely, we think, the producer makes very few concessions to modernity in the book and lyrics, and, of course, none at all in the music. We've heard more faithful renditions of these fine old standbys on this program than we have at the occasional re-stagings that play locally.

Two casts take care of the performance—the singers sing and the actors act, and both capture the illusion beautifully. The actors read their lines in typical musical comedy fashion. Those who take the comic roles seem to stick closely to the original interpretations, and while the jokes no longer arouse hilarious laughter they do lend a quaint charm that's long been missing from the musical stage. The "Barons" bluster with Middle European humor straight from Weber and Fields, the ingenues simper with kittenish charm, the leading ladies act with that haughty archness that seems to mark the musical comedy heroine the world over and the dashing "Counts" dash like mad.

Henry Weber leads the orchestra on the show and opens each with a rousing overture that makes you see the house lights dimming, the footlights glowing and the big red velvet curtains swinging grandly to the wings. Jack LaFrander is the producer and he also re-writes the original book with a careful hand. Robert Trendler handles the fine chorus which gives the show its feeling of big staging. Though the cast changes from week to week, depending on the presentation, the singers who are most frequently heard are Marion Claire, Bruce Foote, Ruth Slater, Virginia Parker, Richard Tucker and Thomas Hayward.

The show is on for a full hour minus the time taken at the beginning for Colonel Robert McCormick's weekly "speech", so the condensation is not one of those flattened-out jobs necessary on a half-hour spot. There are no other commercials.

The program is at its best (which is wonderful) when it sticks to the revivals of things like "Princess Pat", "Dollar Princess" and "The Waltz Dream", and something less than that when it attempts tabloid versions of "Carmen", "Il Trovatore", etc. The Metropolitan Opera probably couldn't stage "The Merry Widow" with the dash that the "Chicago Theater of the Air" can, and conversely the "C.T.A." couldn't wrestle with the monumental "Ring" cycle with much effectiveness.

Page Twelve

"If They Had Lived"

As we have already indicated, any program touching on the subject of medicine has appeal for a large listening audience. KGFF's "If They Had Lived" (Monday, Wednesday, Friday, 5:45 p.m.) we think, deals with the subject in a highly diverting yet most effective manner.

As the title suggests (Ah, at last—a show that does what its title suggests!), this program offers glimpses into the lives of great men who died before their great work was finished. It is an accepted theory that "geniuses die young", a theory born of the fact that the lives of so many exceptionally gifted men have been snuffed out during their prime years.

Sponsored by the Los Angeles County Medical Association and narrated by its executive secretary Stanley Cochems (with the assistance of David Ballard), "If They Had Lived" illustrates how present-day knowledge of medicine—symptoms, diagnoses, cures—would have saved these men and brought to the world the further fulfillment of their immortal endeavors. Schubert's Symphony is the "Unfinished" because the famed composer was suddenly stricken by what was then called "an aggravated typhus". Chopin died of tuberculosis, Mendelssohn and Mozart of typhoid.

"If They Had Lived" is a show (written by Les Ecklund, produced by Paul Forrest) that well demonstrates how a public service program can be made entertaining as well as enlightening to its listeners.

Playbacks (Critical Comment)

Dealing in Crime

In preference to the pseudo-slick shenanigans of most of etherdom's sleuths, we'll take the escapades of some quiet, plodding bricklayer!

All right, so we've become allergic to "private eyes"—but it wasn't always so! We've followed Dashiell Hammett and Raymond Chandler heroes on their perilous trails of adventure with as much sporting interest as the next fellow, and when they took to celluloid we obligingly invested in a pair of loges for a curious look-see. Then, when radio followed suit, we still remained willing to be whippeded along into a maze of murder and mayhem at the heels of a simile-spouting sleuth and his sharp-cracking secretary. But fellas, how far do you think we're going to go?

Just the fact that its hero is engaged in the pulse-pounding profession of private detecting doesn't mean that the show can't miss. The dialogue and the actor portraying the title role have to sound inspired enough to hold a dialer's attention. "Pat Novak for Hire" accomplished this so successfully that the show's rating zoomed on word-of-mouth recommendation alone and its creators—writer Dick Breen and actor Jack Webb—zoomed to new paths of success in Hollywood.

What we're leading up to is that

we wish "I Deal in Crime" (ABC-KECA, Saturday, 7:30 p.m.) exuded more inspiration.

On Mike (About Studio Happenings)

Meet Dolores

Radio actress by way of the CBS press department—that's the route undertaken by pretty Dolores Crane. While working in the department, Dolores snagged occasional parts on "Stars Over Hollywood", "Red Ryder", and most recently "The City". In between times she worked and studied with the Columbia Radio Players, an organization for the young people who work at CBS and who are ambitious as actors, writers, technicians, etc.

Recently she auditioned for the coming "Corliss Archer" show—and got the part! She'll be "Corliss's" friend, "Betty Cameron", a running part. We called Dolores to see how she felt about her big break. She averred that she was thrilled to death. "Still got butterflies", she laughed. And yes, she'll keep her job in publicity.

No Kidding

Phil Harris meant it only in fun when, while guesting on Al Jarvis' "Make-Believe Ballroom" over KLAC, he made the statement that "wives should support their husbands." But the station's switchboard operator was at wit's end for the next hour, answering calls from irate women listeners!

More Diapers!

The recent controversial Skelton crack about "diaper delinquents" which the NBC censor "faded" on the air had an amusing follow-up on "People Are Funny".

It seems that "People Are Funny" was scheduled to give away a year's free supply of (sh-h-h) *diapers*, courtesy of the Crib Diaper Service. Someone on the show pointed out that if the word "diaper" was faded on one show, it most certainly would have to be on another. Should "People Are Funny" deprive some poor infant of a year's supply of the necessities of early life—or should they risk all and get censored? Compromise was arrived at by using the word "laundry".

Frankly, consultation with us or with Haven MacQuarrie on "Noah Webster Says" would have resolved the problem for everyone concerned. Preferred definition of the word "diaper" in *our* dictionary has *this* to say: "To decorate with the same figure or similar figures often repeated. A form of surface decoration used in art and architecture, consisting of a system of reticulations, each of which contains a flower pattern. . . ." And what's censorable about *that*?

Cute Trick

Summer replacement show for NBC's "Great Gildersleeve" sounds delightful, and is a clever idea for keeping the regular winter occupant of the airtime alive in listeners' minds. Called "Summerfield Band Concert", it will be primarily a musical pro-

gram but one or more of "Gildy's" familiar neighbors will be on hand each week during the series, making coy, characteristic references to their friend, "Throckmorton".

This hot-weather series will run for thirteen weeks, starting June 11th.

Castles on the Air

Are there houses to rent in Los Angeles? Offhand we'd say (and sadly enough, from experience) no, not a one. The folks over at ABC's "Glamour Manor" proved differently last Tuesday. In the course of interviewing a married couple on the audience participation broadcast, Kenny Baker found out that the couple had come to Los Angeles last July and had lived in a truck most of the ensuing time. Determining that the top price the couple could pay for rent was sixty dollars a month, a plea was made for those who had such a place for rent to call the program.

Though the phone number was given but once, within half an hour twelve offers were received! The husband, a serviceman discharged because of wounds, and wife are now happily situated in a home of their own.

The program is now approaching the same problem in other cities. A recent appeal for a home was made for a veteran and his wife in Cincinnati, and four definite offers were received by mid-day.

We'd say if "Glamour Manor" could find a house in Los Angeles, they could find one anywhere!

NOW IN PERSON ON THE STAGE OF THE MUSART THEATRE

Figueroa Near Pico
PR. 6-9444

'KURKAH'

With His
GREAT HYPNOTICAL AND
MENTALIST SHOW

Sees All—Tells All

See your friends hypnotized
—one question to each person

LAUGH!

LAUGH!

LAUGH!!

PLUS

'Fiesta Review'

With the magnificent Charles and his Magic acts. Mexican Star Composer and Singer Jose Gallego. Gene Bayes, star of the Picadille, and other acts.

NIGHTLY—8:30

Matinee on Sunday at 3 P.M.

ALL SEATS \$1.00

Plus 20c Tax

Off Mike (Personalities)

A Better Mousetrap

According to page By Colvig at NBC, one of the great sights of the season was at a recent Bob Hope show ticket lineup. An adventurous mouse got mixed up in the waiting line and ladies torn between two basic emotions, desire to keep their place in line and anxiety to get away from the mouse, tried to keep one foot in place and lean as far away from the danger as possible.

"Straighten up that line", barked the head page to the pages in charge. There was a small stampede as a couple of boys chased the mouse out of line and down to the sidewalk.

Poor little guy! He probably just wanted to see the show—next time he oughta try the "no ticket" line.

Encore "Heartaches"

Interesting sidelight to the revival of Ted Weems' old record of "Heartaches" by a nostalgic disc jockey was revealed by Buzz Adlam, ABC maestro. It seems that one of Adlam's arrangers is Joe Hooven, who wrote the Weems "Heartaches" arrangement over ten years ago. According to Hooven, the arrangement was only partly done, and needing another record side at a recording date, the boys slapped out "Heartaches" as far as it went and improvised the rest.

Several romantic disc jockeys are marveling that after all this time the record got popular. As a pre-1937 record collector we'd like to note that it was tremendously popular when it first came out and that if a local jockey wants to dig up a similar Weems disc to plug, try his old one of "Moonlight".

Adlam also related that young popular music enthusiasts were asking about this sensational new band, Ted Weems'!

Songstress Sought

This sounds like a press agent's pipe-dream, but we're told that it's the whole truth and nothing but. The day after Evelyn Knight debuted on CBS' Tony Martin air show, she received film offers from three different studios. No, she hasn't made up her mind yet.

Radio-Active

Kirk Douglas, charming young hero whom you'll remember as the husband in "The Strange Love of Martha Ivers", portrays the same role for radio on CBS' "This Is Hollywood" airing of the story April 12, and on the Thursday preceding, makes his debut at Columbia's "Suspense" microphone, too.

March by Meredith

That sparkling man of music, Meredith Willson, has been given a new assignment. The officers of the Marine Corps base at Camp Pendleton have commissioned him to pen a march for the Marine Corps Reserve.

Contests and Offers

"America's Town Meeting", KECA, 6:45 p. m. Thursday. Write a 750-word essay on "How We Can Strengthen the Family". One man and one woman will be selected as grand prize winners and each will receive \$500 in cash and an all-expense trip to New York to read their essays during the twelfth anniversary broadcast of the show on May 29. Two experts in the field of family relations will participate with the two grand prize winners in the radio forum on the subject of the essay. Ten runners-up in the contest will be awarded sets of the Encyclopedia Americana and the writers of the next fifty best letters will receive Town Hall Certificates of Merit.

Address: Family Contest, c/o Town Hall, New York 13, N. Y.

"Breakfast Club", KECA, 8:00 a. m. Monday through Friday. Jingle contest for women only. Supply the fourth line to this jingle:

Yes, I'd like a special name to call
This finer shortening by
Swift's Eland lard out-performs them
all

(Fill in the last line to rhyme with "by").

First prize is a trip around the world by Pan American Clipper. The trip is for two, although the winner may accept the trip alone plus \$5,000 in cash or she may take the full cash equivalent which is \$10,000.

Two de luxe Ford sedans are second prizes. Twenty-five prizes of \$100 each and 1000 prizes of ten dollars each will also be awarded. Entry blanks may be obtained from Swift's Eland lard dealers, or any sheet of paper may be used. Each entry must be accompanied by the top from a one or three-pound container of the product. Contestant's name and address, plus dealer's name and address, must be printed on each entry.

Address: Swift and Company, P.O. Box 1200-N, Chicago 90, Ill. The contest is open to women sixteen years of age or over living in the continental United States or its territories. All entries must be postmarked before midnight of the closing date, May 4.

"Tennessee Jed," KECA, 4:45 p. m. Monday through Friday. Send a label from a jar of Beverly Peanut Butter and ten cents with your name and address for a "look-back" ring. Address: Tennessee Jed, Hollywood, Calif. Closing date not given.

M...B...

IS COMING TO
WARNER BROS.

KFWB



Precasts & Previews

TIME CHANGES

- Sunday, April 13**—"Taylor Made Melodies", KECA, 10:00 a.m. (30 min.) Formerly Sunday, KECA, 9:30 a.m.
- Sunday, April 13**—Raymond Swing, KECA, 9:45 a.m. (15 min.) Formerly Sunday, KECA, 12:30 p.m.
- Sunday, April 13**—"Willie Piper", KECA, 4:00 p.m. (30 min.) Formerly Wednesday, KECA, 8:30 p.m.
- Wednesday, April 16**—"Board of Missing Heirs", KECA, 6:30 p.m. (30 min.) Formerly Sunday, KECA, 4:00 p.m.
- Wednesday, April 16**—"Beulah", KECA, 8:30 p.m. (30 min.) Formerly Wednesday, KECA, 6:30 p.m.
- Friday, April 18**—"Famous Jury Trials", KECA, 9:30 p.m. (30 min.) Formerly Saturday, KECA, 7:00 p.m.
- Saturday, April 19**—"The Avenger", KECA, 7:00 p.m. (30 min.) Formerly Saturday, KECA, 8:30 p.m.

WHAT'S NEW

Variety

- Monday, April 14**—"Money on the Line", KNX, 4:00 p.m. (15 min.) Clever little show which literally wins money for the participant who completes the last line of a jingle ... hence the title. Monday through Friday.
- Monday, April 14**—"On the Century", KFVB, 6:15 p.m. (15 min.) Bob Elson, sportscaster, boards the "Century" and from this train nightly interviews the celebrities aboard.
- Thursday, April 17**—"Lawyer Q", KHJ, 8:00 p.m. (30 min.) A novel audience participation show featuring Malcolm Easterling, noted Washington, D.C., attorney, as quizmaster. From the audience a whole trial cast is picked, who get their chance singly and in a group to cash in on the accumulating jackpot.
- Friday, April 18**—"My Friend Irma", KNX, 7:30 p.m. (30 min.) Comedy show featuring Marie Wilson and Cathy Lewis.

Mystery

- Monday, April 14**—"Treasury Agent", KECA, 6:00 p.m. (30 min.) Adventure stories of the "T Men", based on actual fact.

Music

- Monday, April 14**—"Howdy Neighbors", KFVB, 5:30 p.m. (30 min.) Novelty Western music that replaces the last half-hour of Stuart Hamblen's time.
- Wednesday, April 16**—"World Dances", Page Fourteen

KNX, 7:00 p.m. (30 min.) Featuring Olga San Juan. Show plays dance music representative of the world.

Saturday, April 19—Diana Gayle, KNX, 3:00 p.m. (15 min.) Replaces "Song Shop".

Saturday, April 19—"Melodies in the Afternoon", KNX, 3:30 p.m. (15 min.) Replaces "Once Upon a Tune."

Saturday, April 19—"Hollywood Makes Music", KNX, 6:00 p.m. (30 min.) This should be highly satisfying to those who would like to hear the music for motion pictures replayed.

Public Interest

Saturday, April 19—"L.A. Story", KNX, 3:15 p.m. (15 min.) Replaces "Once Upon a Tune".

Sunday, April 13—Joseph Harsch, KNX, 2:45 p.m. (15 min.) News commentator Harsh replaces Mr. William Shirer, formerly heard at this time.

WHO'S GUESTING

Music

Sunday, April 13—"Andy Mansfield's Musical Cavalcade", KLAC, 10:00 a.m. (1 hr. 55 min.) Frank De Vol visits Andy today.

Variety

Sunday, April 13—"Charlie McCarthy", KFI, 5:00 p.m. (30 min.) Clyde Beaty, famed animal trainer, visits the Chase and Sanborn hour.

Sunday, April 13—Tony Martin Show, KNX, 6:30 p.m. (30 min.) Burns and Allen supply the comedy for Tony tonight.

Sunday, April 13—"Take It or Leave It", KNX, 7:00 p.m. (30 min.) Jimmy Durante guests with funnyman Phil Baker.

Wednesday, April 16—Bing Crosby, KECA, 9:00 p.m. (30 min.) Jimmy Durante joins his old friend, Bing, tonight.

Thursday, April 17—"Radio Readers Digest", KNX, 7:00 p.m. (30 min.) Screen actor Paul Lukas brings his dramatic talents to this week's digest.

Friday, April 18—"Sound Off", KNX, 8:30 p.m. (30 min.) Margaret Whiting joins the cast as guest tonight.

WHAT'S PLAYING

Drama

Sunday, April 13—"Theater Guild", KECA, 7:00 p.m. (1 hr.) Presenting Oscar Wilde's "The Importance of Being Earnest", starring John Geilgud.

Monday, April 14—"Screen Guild",

KNX, 7:00 p.m. (30 min.). Frank Sinatra and Bob Hope team up for "Too Many Husbands".

Monday, April 14—"Lux Radio Theater", KNX, 6:00 p.m. (1 hr.) Bob Hope and Joan Caulfield in "Monsieur Beaucaire".

Wednesday, April 16—"Hollywood Theater", KFI, 6:30 p.m. (30 min.) Lurene Tuttle stars in "Goodbye, My Love".

Saturday, April 19—"This Is Hollywood", KNX, 7:15 p.m. (30 min.) Ernest Hemingway's "The Killers", starring Edmund O'Brien and Burt Lancaster.



Mystery

Thursday, April 17—"Suspense", KNX, 9:00 p.m. (30 min.) "The Green Eyed Monster", and it should be good, for it features Lloyd Nolan and was written by Elliott Lewis.



WHAT'S SPECIAL

Music

Monday, April 14—"Musical Digest", KGfJ, 6:00 p.m. (2 hrs.) The best of Tschaiakowsky, Beethoven, Rossini, Grieg, Verdi and the other classicists conducted by such notables as Dimitri Mitropoulos, Leopold Stokowski, Leonard Bernstein, Serge Koussevitzky, to name a few, presented for the family dinner hour concert six days each week, Monday through Saturday.

Monday, April 14—"The Telephone Hour", KFI, 9:00 p.m. (30 min.) Fritz Kreisler, violinist, is guest soloist.

Saturday, April 19—"Your Hit Parade", KNX, 9:00 p.m. (1 hr.) Last of three programs featuring hit tunes of the past ten years.



Religious

Sunday, April 13—"Hour of Faith", KECA, 8:00 a.m. (30 min.) Father Edmond D. Benard, associate editor of "The American Ecclesiastical Review" and a director of the graduate seminar at Catholic University, will deliver "The Man Born Blind".

Sunday, April 13—"National Vespers", KECA, 11:30 a.m. (30 min.) Dr. John Sutherland Bonnell of the Fifth Avenue Presbyterian Church of New York presents "A Faith for Troublesome Times".



Public Interest

Saturday, April 12—President Harry S. Truman, Henry Morgenthau, Jr., and Mrs. Eleanor Roosevelt on the Special Memorial Address from Hyde Park, commemorating the second anniversary of the death of Franklin Delano Roosevelt, KECA, 1:30 p.m. (15 min.)



PENNY ON KXLA

Hank Penny, well-known Western recording artist, is heard at 7:45 p.m. Monday through Friday over KXLA.

KWKW—Swing Session.
 KIEV—A Matter of Records.
 ★KFOJ—News, Stardust.
 KGB—Say It With Music.
 3:05—KFWB—Announcer's Choice.
 3:15—KFI—Life Can Be Beautiful.
 KNN—Burrill Wheeler.
 KHJ—Johnson Family.
 KLAC—Music Room.
 KNLA—Juke Box Matinee.
 KFVB—Stringtime.
 KGEJ—Joyce Jordan.
 3:25—KGEJ—Sports Flash.
 3:30—KFI, KFSD—Aunt Mary.
 KECA—Norwood Smith Sings.
 KHJ—Adventure Parade.

MILD & MELLOW
 3:30 to 4 P.M.
 Monday Through Friday
KMPC

KMPC—Mild and Mellow.
 KFVB—Melody Matinee.
 KLAC—Barclay Allen Orch.
 KWKW—Sam Rowland and His Wax Works.
 KGEJ—Among My Souvenirs.
 ★KRKD—News, Music.
 KFVB—Back of the Back.
 KFOJ—Your Girl Friend.
 KGER—Take It Easy Time.
 3:45—KFI, KFSD—Dr. Paul.
 ★KNN—Bob Trout, News.
 KECA—Frances Scully.
 KHJ—Music by Revall.
 KFVB—Rumba Rhapsody.
 KRKD—Bowling News.
 3:50—KWKW—Wax Works.
 3:55—KGEJ—Sports Flash.
 4—KFI, KFSD—This Woman's Secret.
 KNN—Pedigree Presents Money on the Line.
 ★KECA—Headline Edition.
 ★KHJ, KGB, KFNM, KVQE—Fulton Lewis, Jr.
 ★KMPC, KLAC, KIEV—News.
 KFAC—Musical Masterpieces.
 KFVB—Gospel and Song.
 KNLA—Juke Box Matinee.
 KGEJ—What's Up?
 KWKW—Wax Works.

THE FINEST MUSIC IN
 AL DONAHUE
 MUSIC SHOP
 Daily at 4:00 p.m.
 1070 KC.
 5000 WATS
 Check **KEYD**
 LOS ANGELES

KFVB—Donahue Record Shop.
 KRKD—Piano Paintings.
 ★KGER—KFOJ—News.
 4:05—KGER—Take It Easy Time.
 4:15★KFI—News of the World.
 KNN, KSDJ—One for the Book.
 ★KECA—Alvin Wilder.
 ★KHJ, KGB, KFNM, KVQE—Rex Miller.
 KMPC—Pleasure Time.
 KLAC—Belle Martel.
 KRKD—Movieland Quiz.
 KIEV—Modern Concert Hall.
 ★KFSD—KFBM—News.
 4:25—KGEJ—Sports Flash.
 4:30—KFI—Art Baker's Notebook.
 KNN—American Melody Hour.
 KECA, KFMB—Dick Tracy.
 KHJ, KVQE—Diskline Johnson.
 KMPC—Russ Morgan Orch.
 KFVB—Musical Roundup.
 KLAC—Kiddie Klub.
 KGEJ—Record Jackpot.
 KRKD—Tunes of the Day.
 ★KWKW—News, Music.
 KIEV—Big Crosby Sings.
 4:40—KEWB—Thought for Today.
 4:45—KECA, KFMB, KPRO—Tennessee Jed.
 KHJ, KGB, KFNM, KVQE—Reserve.
 KMPC—Twilight Tales.
 KFVB—Stuart Hamblen.
 ★KLAC—Dr. Harry S. May.
 KWKW—Races and Sports.
 ★KFVB, KRKD—News.
 KIEV—Trade Winds Tempos.
 4:55—KGEJ—Sports Flash.
 5★KFI—Feature Wire.
 ★KNN—Knox Manning, News.
 KHJ, KGB, KVQE—Hop Harrigan.
 KECA, KPRO, KFMB—Terry and the Pirates.
 ★KMPC—News, Teen & Twenty.
 KFVB—Stuart Hamblen.
 ★KLAC—Fred Henry Reports.
 KFAC—Sunset Symphonette.
 KGEJ—Jive at Five.

KRKD—Songs of the Saddle.
 KNLA—Juke Box Matinee.
 KWKW—Today at the Races.
 KFVB—Sweet and Low.
 KIEV—Record Ride.
 KFSD—Anniversary Date.
 KFOJ—Sunshine Mission.
 ★KGER—News, Wishing Ring.
 5:15★KFI, KFAC, KFSD—News.
 KNN—Tom Hanlon.
 KECA, KFMB—Sky King.
 KHJ, KGB, KFNM, KVQE—Superman.
 KLAC—Irwin Allen.
 KGEJ—Race Reapp.
 KWKW—Ken Barton, Sports.
 5:30—KFI, KFSD—A Date With Judy.
 ★KNN, KSDJ—Harry Flannery.
 KECA, KPRO, KFMB—Jack Armstrong.
 KHJ, KGB, KFNM, KVQE—Captain Midnight.
 KFVB—Howdy, Neighbors.
 KFAC—Whoa Bill Club.
 KLAC—Al Jarvis Ballroom.
 KGEJ—Songs for You.
 KRKD—Hit Tunes.
 KFVB—Sundown Serenade.
 KWKW—Songs in the Sunset.
 KNLA—Entire Pianists.
 KIEV—Melodies Mardi Gras.
 KGER—Music With Appeal.
 ★KFOJ—News.
 5:45★KNN, KSDJ—News, Garred.
 ★KECA—Frank Hemingway.
 KHJ, KGB, KFNM, KVQE—Adventures of Tom Mix.
 KMPC—H. Allen.
 KNLA—Miniature Concert.
 KGEJ—The Law Is Your Servant.
 KWKW—Races and Sports.
 KRKD—Race Results.
 KGER—Stamp's Quartet.
 5:55★KNN—Bill Henry.
 KGEJ—Sports Flash.
 6—KFI, KFSD—Amos 'n' Andy.
 KNN—Vox Pop.
 KECA—Music Preferred.
 ★KHJ, KGB—Gabriel Heatter.
 ★KMPC—News, Neshit.
 ★KFVB, KLAC, KFVB, KIEV, KFOJ—News.
 KFAC—Music for Everyone.
 KGEJ—Musical Digest.
 KNLA—Alhambra H. S.
 KWKW—Classic Hour.
 KRKD—Early Danette.
 ★KGER—News, Race Results.
 6:05—KLAC—Al Jarvis.
 KIEV—Twilight Tempos.
 6:15—KHJ, KGB—Real Stories.
 KMPC—Bob Kelley, Sports.
 KFVB—On the Century.
 KNLA—Mary Burke King.
 KFVB—Music.
 KGER—Here to Vets.
 6:30—KFI, KFSD—Fibber McGee and Molly.
 KNN—One World Flight.
 KECA, KFMB—Rex Maupin Show.
 KHJ, KGB, KFNM, KVQE—Mysterious Traveler.
 KMPC—Tanforan Races.
 KFVB—America Dances.
 KLAC—Dose O'Dell.
 KFAC—Hour of Music.
 KNLA—Hill Wanted.
 KRKD—Show Times.
 KFOJ—Hal's Memory Room.
 KGER—Helene Smith.
 6:45—KLAC—Sam Balter Sportshook.
 KNLA—Jimmie Dolan.
 7—KFI, KFSD—Bob Hope.
 KNN—Women's Forum.
 KHJ, KGB, KFNM, KVQE—Warden's Crime Cases.
 KECA, KFMB—Museum of Modern Music.
 KMPC—Security Symphonica.
 KFVB—America Dances.
 KFAC—Hour of Music.
 ★KNLA—Averill Bernann.
 KGEJ—Musical Digest.
 ★KLAC, KRKD—News.
 ★KGER—News, Dr. Fagan.
 7:05—KLAC—Harness Races.
 7:15—KHJ, KGB—Special Investigator.
 KNLA—Top Rail.
 KRKD—Three-Quarter Time.
 7:30—KFI, KFSD—Red Skelton.

Melodies America Loves
MARGARETE RIES
 Contralto
IRVING STERNOFF
 Bass-Baritone
KNX—Tuesday—7:30 P.M.
 WINGLEWOOD PARK CEMETERY, ASS'N.
 KNX—Melodies America Loves.

KECA—Skip Farrell Show.
 KHJ, KGB, KFNM, KVQE—Red Ryder.
 KMPC—Flintstone Favorites.
 KFVB—Sports Final.
 KLAC—Music.
 KFAC—Musical Jewel Box.
 KNLA—Dance Time.
 KRKD—Do You Know?
 KFOJ—Dr. Clem Davies.
 7:45★KICA—Alvin Wilder.
 KFVB—Moods in Music.
 ★KFAC, KFOJ—News.
 KNLA—Hank Penny.
 8—KFI, KFSD—Supper Club.
 ★KNN—Lowell Thomas.
 KECA, KFMB—Lum & Abner.
 KHJ, KGB, KVQE—Count of Monte Cristo.
 ★KMPC—News, Hemingway.
 ★KLAC, KNLA, KGER—News.
 KFVB—Christian Science Lecture.
 KFAC—Evening Concert.
 KGEJ—Caucasian Memories.
 8:05—KLAC—Baseball.
 8:15★KFI, KFSD—Fleetwood Lawton.
 KNN—Jack Smith.
 ★KECA—News Feature Edition.
 KMPC—Red Rowe Ridge Riders.
 KGEJ—Starlit Moods.
 KNLA—Organ Dream Time.
 8:30—KFI, KFSD—Milton Berle Show.
 KNN—Mal Blanc Show.
 KECA, KPRO, KFMB—Reserve.
 KHJ, KGB, KFNM, KVQE—The Falcon.
 KMPC—Music Supreme.
 KGEJ—Serenade Seville.
 KNLA—97th Street Corral.
 KGER—What Do You Think?
 KFOJ—Minute Men.
 8:45—KGEJ—Hollywood House Party.
 8:55★KNN—News.

The BULLOCK'S SHOW
 Favorite Story THIS WEEK
MOONSTONE
KFI
 9:00 P.M. TUESDAYS

9—KFI—Favorite Story.
 KNN—Big Town.
 ★KHJ, KGB, KFNM, KVQE—News, Glenn Hardy.
 KECA, KPRO, KFMB—Boston Symphony Orchestra.
 KMPC—Spotlight Stars.
 KFVB—Starmakers Radio Theater.
 KLAC—Baseball.
 KFAC—Evening Concert.
 KNLA—Seaboard Home Hour.
 ★KGER—News.
 KGEJ—Hollywood House Party.
 9:05—KGER—Music in the Night.
 9:15★KHJ, KGB, KFNM, KVQE—James Crowley.
 ★KMPC—Clete Roberts.
 ★KFOJ—News.
 9:30—KFI—Pleasure Parade.

Tapestries Of Life
 narrated by **Theo. Von Eltz**
 written by **David Hanna**
KNX
 TUESDAY
 9:30 P.M.
 Presented by **FOREST LAWN**
 KNX—Tapestries of Life.
 KHJ, KGB, KVQE—Inside of Sports.
 KMPC—Date With Melody.
 KFVB—Maurice Hart.
 KGER—Dr. Clem Davies.
 KFSD—Murder at Midnight.
 9:45—KFI—Madison 2345.
 KHJ—Arthur Hale.
 KMPC—Bridge Club.
 KGEJ—Moon Dreams, Poetry & Music With Marvin Miller.
 KGB—Denny Reckner Orch.
 10★KFI, KFSD—The Reporter.
 ★KNN—Chet Huntley, News.
 ★KHJ, KFNM, KGB, KVQE—Fulton Lewis, Jr.
 KECA—Sid Ziff, Sports.

★KMPC, KLAC, KGER—News.
EASTSIDE SHOW
 10 TO 12 P.M.
 Every Night Except Sunday
KFWB
 KFWB—Eastside Show.
 KFAC—Lucky Lager Dance.
 KGEJ—Concert Moderne.
 KNLA—Tuesday at Ten.
 KFVB—Spade Cooley Time.

Olympic Auditorium
FIGHTS
 Tuesday, 10:05 p.m.
KLAC

10:05—KLAC—Olympic Boxing.
 KGER—Riverside Rancho.
 10:15—KFI—Remember That Music.
 KNN—Bob Elson.
 ★KECA, KHJ, KGB, KVQE—News.
 KMPC—Music.
 KFSD—Concert Hall.
 10:30★KFI—Inside the News.
 KNN—Open Hearing.
 ★KECA—Elmer Davis.
 KHJ, KGB—Record Party.
 KGER—Reporter.
 KMPC—Rancho Grande.
 KNLA—Music.
 10:45—KFI—Melody Time.
 KECA—Freddy Martin.
 ★KFSD—News.
 11★KFI, KECA, KLAC, KGER—News.
 ★KNN—Nelson Pringle.
 KHJ, KGB—H. King Orch.
 KMPC—Dance Time.
 KFVB—Eastside Show.
 KFAC—Lucky Dance Time.
 KFVB—Spade Cooley Time.
 KGEJ—Concert Moderne.
 KNLA—Eagle Club.
 11:05—KGER—Musical Roundup.
 11:15—KFI—Milestones in Melody.
 KNN—Frontiers in Science.
 KECA—Philharmonic Reporter.
 KHJ, KGB—D. Beckner Orch.
 KLAC—Music.
 11:20—KECA—Jack Fina Orch.
 11:30—KFI—Guest Star.
 KNN—Les Brown Orch.
 KNLA—Music.
 11:45—KFI—Hal Pruden Orch.
 ★KHJ, KGB, KVQE—News.
 KECA—Pinky Tomlin Orch.
 11:55★KFI, KNN, KECA, KFSD—News.

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 For increasing opportunities in this fascinating field.
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 Bradshaw 2-1490
 "Approved for Veterans"

- ★KHJ, KLAC, KXLA—News, KMPC—Record Room. KGFJ—Armchair Concert. KFAC—Musical Favorites. KFVD—L. A. Daily Reporter. KRKD—Matinee Melodies. KWKW—Swing Session. KIEV—A Matter of Records.
- ★KFOX—News, Stardust.
- 3:05—KFWB—Announcer's Choice. KGER—Under Blue Skies.
- 3:15—KFI—Life Can Be Beautiful. KNX—Burrill Wheeler. KHJ—Johnson Family. KLAC—Music Room. KFVD—Stringtime. KXLA—Juke Box Matinee. KESD—Joyce Jordan.
- 3:25—KGFJ—Sports Flash.
- 3:30—KFI, KFSD—Aunt Mary. KECA—Norwood Smith Songs. KHJ—Adventure Parade.

MILD & MELLOW

3:30 to 4 P.M.
Monday Through Friday
KMPC

KMPC—Mild and Mellow. KFWB—Melody Matinee. KLAC—Barclay Allen Orch. KGFJ—Among My Souvenirs.

Everybody's
DIALING 1430
KWKW

SAM ROWLAND
and His
WAX WORKS
3:30-4:30 P.M. Mon.-Sat.

- KWKW—Sam Rowland's Wax Works. KFVD—AFRA Workshop. KFOX—Your Girl Friend. KGER—Take It Easy Time.
- 3:45—KFI, KFSD—Dr. Paul. ★KXN—Bob Trout, News. KECA—Evances Scully. KHJ—Music by Rexall. KRKD—Bowling News.
- 3:55—KGFJ—Sports Flash.
- 4—KFI, KFSD—This Woman's Secret. KNX—Pedigree Presents Money on the Line. ★KHJ, KGB, KFXM, KVOE—Fulton Lewis. ★KECA—Headline Edition. ★KMPC, KLAC, KIEV, KGER, KFCX—News. KFWB—Gospel and Song. KXLA—Juke Box Matinee. KFAC—Musical Masterpieces. KGFJ—What's Up? KWKW—Wax Works. KFVD—Donahue Music Shop. KRKD—Piano Paintings.
- 4:05—KGER—Take It Easy Time.
- 4:15★KFI—News of the World. KNX—Melody House. ★KECA—Alvin Wilder. ★KHJ, KGB, KFXM, KVOE—Rex Miller.

KMPC
Hear Palladium's
"PLEASURE TIME"
with Bill Ewing
Daily at 4:15 p.m.
DIAL 710

- KMPC—Pleasure Time. KLAC—Betty Phillips. KRKD—Movieland Quiz. KIEV—Modern Concert Hall. ★KFSD—News.
- 4:25—KGFJ—Sports Flash.
- 4:30—KFI—Art Baker's Notebook. KNX—L. A. Story. KECA, KFMB—Dick Tracy. KHJ, KVOE—Erskine Johnson. KMPC—Russ Morgan Orch. KFWB—Music. KLAC—Kiddie Klub. ★KWKW—News, Music. KGFJ—Record Jackpot. KRKD—Tunes of the Day. KIEV—Bing Crosby Sings.

- 4:45—KFOX—Old Age Pension. ★KXN—George Fisher. KECA, KFMB—Tennessee Jed. ★KHJ, KFVD, KRKD, KGB, KFXM, KVOE—News. KMPC—Headline Celebrities. KFWB—Stuart Hamblen.
- ★KLAC—Dr. Harry S. May. ★KWKW—Races and Sports. KIEV—Trade Winds Tempos. ★KFSD—H. V. Kallenborn.
- 4:55—KGFJ—Sports Flash.
- 5★KFI—Feature Wire. ★KNX—Knox Manning, News. KHJ, KGB, KVOE—Hop Harrigan Anniversary Date. KECA, KPRO, KFMB—Terry and the Pirates. ★KMPC—News, Teen & Twenty. KFWB—Stuart Hamblen. ★KLAC—News, Fred Henry. KFAC—Sunset Symphonette. KXLA—Juke Box Matinee. KGFJ—Live at 5. KWKW—Today at the Races. KFVD—Sweet and Low. KRKD—Songs of the Saddle. KIEV—Record Ride. KFSD—Anniversary Date. KFOX—Sunshine Mission. ★KGER—News, Wishing Ring.
- 5:15★KFI, KFSD, KFAC—News. KNX—Tom Hanlon. KHJ, KGB, KFXM, KVOE—Superman. KECA, KFMB—Sky King. KLAC—Irwin Allen. KGFJ—Race Recap. KWKW—Ken Barton, Sports. KGER—Sons o' Guns.
- 5:30—KFI—Cass Cugat. ★KNX, KSDJ—Harry Plannery. KECA, KPRO, KFMB—Jack Armstrong. KHJ, KGB, KFXM, KVOE—Captain Midnight. KFWB—Howdy, Neighbors. KLAC—Al Jarvis. KGFJ—Songs for You. KFAC—Whoa Bill Club. KXLA—Future Pianists. KFVD—Sundown Serenade. KWKW—Songs in the Sunset. KIEV—Melodies Mardi Gras. KRKD—Hit Tunes.
- ★KFOX—News. KGER—Music With Appeal. KFSD—So the Story Goes.
- 5:45★KFI, KFSD—Elmer Peterson. ★KNX, KSDJ—News, Garred. ★KECA—Frank Hemingway. KHJ, KGB, KFXM, KVOE—Tom Mix. KMPC—H. Allen. KXLA—Miniature Concert. KGFJ—If They Had Lived. KWKW—Races and Sports. KRKD—Race Results. KGER—Stamp's Quartet.
- 5:55★KNX—Bill Henry, News. KGFJ—Sports Flash.

- 6—KFI, KFSD—Duffy's Tavern. KNX, KSDJ—Songs by Sinatra. KECA, KPRO, KFMB—Paul Whiteman Assembly. ★KHJ, KGB, KFXM, KVOE—Gabriel Heatter. ★KMPC—News, Nesbitt. ★KFWB, KLAC, KFVD, KIEV, KGER, KFOX—News. KGFJ—Musical Digest. KFAC—Music for Everyone. KRKD—Music. KXLA—Pasadena Community Playhouse. KWKW—Classie Hour.
- 6:05—KLAC—Al Jarvis. KIEV—Twilight Tempos. KGER—Race Results.
- 6:15—KHJ, KGB—Real Stories. KMPC—Bob Kelley, Sports. KFWB—On the Century. KFVD—Music. KGER—Twilight Time.
- 6:30—KFI—Hollywood Theater. KNX, KSDJ—Dinah Shore. KECA, KFMB—Board of Missing Heirs. KHJ, KGB, KFXM, KVOE—American Forum. KMPC—Tanforan Races. KFWB—America Dances. KFAC—Hour of Music. KLAC—Doye O'Dell. KXLA—Help Wanted. KFOX—Hal's Memory Room. KGER—Helene Smith. KFSD—Barry Wood Show.
- 6:45—KLAC—Sam Balter Sportsbook. KXLA—Jimmie Dolan.

- 7★KFI, KFSD—The Big Story. KNX—The World Dances. KECA, KFMB—Lone Ranger. KHJ, KGB, KFXM, KVOE—American Forum. KMPC—Security Symphonias. KFWB—America Dances. ★KXLA—Averill Berman. KFAC—Hour of Music. KGFJ—Musical Digest. ★KLAC, KRKD—News. KPCC—Pasadena Musicians.

- ★KGER—News; Dr. Fagan. 7:05—KLAC—Harness Races. 7:15—KHJ, KGB, KFXM, KVOE—Vio Damone. KXLA—Top Rail. KRKD—Three-Quarter Time. KPCC—Organ Recital. 7:30—KFI, KFSJ—Ray Kyser's Musical College. KNX, KSDJ—Information, Please. KHJ, KGB, KFXM, KVOE—Cisco Kid. KECA, KFMB—Music Preferred. KMPC—Firestone Favorites. KFWB—Sports Final. KLAC—Music. KFAC—Musical Jewel Box. KXLA—Dance Time. KRKD—Do You Know? KPCC—Orients. KFAC—Congregational Church. KGER—Prophecy Speaks. KFOX—Dr. Clem Davies. 7:45—KECA—Betty Russell. KFWB—Moods in Music. ★KFAC, KFOX—News. KXLA—Hank Penny.
- 8★KFI, KFSD—Supper Club. ★KNX—Lovell Thomas. KECA, KFMB—Lum & Abner. KHJ, KGB, KFXM, KVOE—What's the Name of That Song? ★KMPC—News, Hemingway. KFWB—Atomic Age. ★KLAC, KXLA, KGER—News. KFAC—Evening Concert. KGFJ—Caucasian Memories. KFOX—Presbyterian Church.

BASEBALL
KLAC
8:05 Nightly
1:30 P.M. Sunday

- 8:05—KLAC—Baseball. KGER—Veterans' Program.
- 8:15★KFI, KFSD—Fleetwood Lawton. KNX—Jack Smith. ★KECA—News Feature Edition. KMPC—Ridee Ridgers. KFWB—Twilight on the Trill. KGFJ—Starlit Moods. KXLA—Organ Dream Time. KPCC—Teen Tunes and Topics. KGER—Navy Show.
- 8:30—KFI, KFSD—The Great Gildersleeve. KNX—Dr. Christian. KECA—Beulah Show. KHJ, KGB—Reserve. KMPC—Music Supreme. ★KFWB—News. KGFJ—Seville Serenade. KPCC—Your Theatre and Mine. KXLA—97th Street Corral. KGER—Man With a Band. KFOX—Varieties.
- 8:45—KFWB—Guy Lombardo. KGFJ—Hollywood House Party.
- 8:55★KNX—News, Alcott.
- 9—KFI, KFSD—A Day in the Life of Dennis Day. KNX—Jack Carson. KPCC, KFMB, KPRO—Bing Crosby. ★KHJ, KGB, KFXM, KVOE—News, Glenn Hardy. KMPC—Spotlight Stars. KFWB—Warner Bros. Orch. KLAC—Baseball. KFAC—Evening Concert.

Listen Tonight, 9:00 P.M.
The New
BING CROSBY- PHILCO SHOW
KGER
1390 kc.

- KGER—Bing Crosby Show. KXLA—Seaboard Home House Party. KPCC—Siesta Fiesta. 9:15—KHJ, KGB, KFXM, KVOE—Mel Venter's Pictorial. ★KMPC—Clete Roberts. KFWB—Musical Comedy Gems KPCC—Western Stars. ★KFOX—News.
- 9:30—KFI, KFSD—Mr. District Attorney. KNX—Elery Queen.

- KECA, KFMB, KPRO—Henry Morgan Show. KHJ, KGB, KVOE—Inside of Sports. KMPC—Date With Melody. KFWB—Mauro Hart. KGER—Dr. Clem Davies. 9:45—KHJ—Land of the Free. KMPC—Bridle Club. KGFJ—Moonreams, Poetry & Music with Marvin Miller. KPCC—Listen, Mr. Citizen.
- 10★KFI, KFSD—The Reporter. ★KNX—Chet Huntley, News. KECA—Sid Ziff, Sports. KHJ, KGB, KFXM, KVOE—Fulton Lewis, Jr. ★KMPC, KLAC, KGER—News.

EASTSIDE SHOW

10 TO 12 P.M.
Every Night Except Sunday
KFWB

- KFWB—Eastside Show. KLAC—Baseball. KFVD—Spade Cooley Time. KGFJ—Concert Nocturne. KECA—Lucky Lager Dance. KXLA—Olympic Fights. KFOX—Amateur Fights.
- 10:05—KGER—Riverside Rancho.
- 10:15—KFI—Barry Wood Show. KNX—Bob Elson. ★KECA, KHJ, KGB—News. KMPC—Music. KFSD—Honored Music.
- 10:30★KFI—Inside the News. KNX—Symphonette. ★KECA—Elmer Davis. KHJ, KGB—Record Party. Peter Potter. KMPC—Rancho Grande. KECA—Baseball Roundup. KGER—Western Music.
- 10:45—KFI—Melody Time. KECA—Freddy Martin Orch. KLAC—A Boy, a Girl and a Song. ★KFSD—News. KFMB—Here's to Vets.
- 11★KFI, KECA, KLAC, KGER—News. ★KNX—Nelson Pringle. KHJ—Henry King Orch. KMPC—Dance Time. KFWB—Eastside Show. KFAC—Lucky Dance Time. KXLA—Eagle Club. KGFJ—Concert Nocturne. KFVD—Spade Cooley Time. KFOX—Music of Masters. KFSD—Biltmore Orch.
- 11:05—KGER—Musical Roundup.
- 11:15—KFI—Milestones in Melody. KNX—Word from the Country. KECA—Jack Pina Orch. KHJ—Henry King Orch. KLAC—Music.
- 11:30—KFI—Hal Pruden Orch. KNX—Les Brown Orch. KHJ, KGB—Jack Barrow Orch. KFSD—St. Francis Orch. KXLA—Music.
- 11:45★KHJ, KGB, KVOE—News. KECA—Pinky Tomlin Orch.
- 11:55★KFI, KECA, KNX, KFSD—News.

Alex Cooper
"THE MAD MONK"
KXLA 12:00-5:00 a.m.
TUESDAY THRU SUNDAY

JUDY'S DAD
Hailed as a "typical American father" in his role of Melvin Foster in "A Date with Judy," John Brown was really born in England and spent his boyhood in Australia.

Page Twenty-three

SATURDAY, APRIL 19

Table with station call letters and frequencies: KLAC KFI KEGA KHJ KFVD KXLA KESG KGFJ KFXM KFAC KGER KWKW KMPD.

- 8-KFI-Jump-Jump of Holiday House.
*KNX-News, Let's Pretend.
KECA-Songs of the Sagebrush.

HAVEN OF REST KRKD and KFOX 8:00 A. M. Tues. thru Sat. KXLA 8:30 A.M. Mon., Wed., Fri.

- KRKD, KFOX-Haven of Rest
KFVD-Wakeup Ranch.
*EGE-Korn's a-Krackin'.
KFSD-Eight o'Clock Special.

- *EHJ, KGB, KFXM, KVOE-News, Glenn Hardy.
*KLAC-News, Al Jarvis.
EGFJ-Racing News.

- KECA-Radio, the American Way.
KHJ-Sports in Motion.
EGFJ-Reminiscent Rhythm.

- KLAC-Can You Tie That?
*KFWD-News.
KGFJ-Intermission.

CAN YOU TIE THAT? with Al Jarvis KLAC - 570 Saturday 12:30 P. M.

SATURDAY Program Highlights

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

- Comedy-Variety
7:00-Judy Canova, KFI.
8:30-Life of Riley, KFI.
Quiz, Participation
8:30-Smiling Ed McConnell, KFI.

RECORD NOTES TO YOU

By ANDY MANSFIELD

- 1 note—no
2 notes—maybe
3 notes—yes
Chord in G—tops



ALFRED NEWMAN

This new six-sided album, "Hit Melodies from Hit Musicals", is another masterpiece of beauty. With the finesse which is only his, Newman conducts his musicians in modern pop-concert arrangements of production numbers by Gershwin, Kern and Warren... and this fourth of the Newman album series rates only the best—a Big Chord in G!

(Majestic Album MZ-3).

ABBOTT and COSTELLO

Maybe they're new names on records, but when you hear both sides of "Who's on First?" you'll recognize one of the most famous routines of show business done to a turn by the popular air comics. Not only is it Bud and Lou at their best, but all proceeds from the sale of discs go to the Lou Costello, Jr., Youth Foundation to combat juvenile delinquency. Do your part and get a copy of this 3-note collector's item. (Enterprise 501).

ART LUND

First appearance on this label introduces "Mam'selle" and re-introduces an old favorite, "Sleepy Time Gal". . . contrasting sides are very listenable and backed by Johnny Thompson's orchestra. Lund fans will eagerly go for this 2-noter.

(MGM 10011).

DUKE ELLINGTON ORCH.

Playing his own tunes, "Magenta Haze" and "Tulip or Turnip" (with a Ray Nance vocal on the latter) the Duke has two etchings in wax that Ellingtonians will want for their record files . . . Mansfield's bid? . . . 3 notes . . . definitely. (Musicraft 483).

DINAH SHORE

You can't help but like Dinah's interpretation of the lilting "When Am I Gonna Kiss You Good Morning?" . . . but you'll sorta wonder about the reverse, "Mama, Do I Gotta?" . . . both with Sonny Burke's excellent background . . . Hmmm . . . 2 notes? (Columbia 37291).

SMILIN' ED McCONNELL

To mark his debut on Capitol, Smilin' Ed picks two radio favorites of his juvenile audience, "The Doctor Song" and "Funny Things" for a children's song-and-story recording with Ed's Buster Brown Gang. Better let your own hopefuls rate it.

(Capitol 385).



Early to Bed, Early to Rise, Makes Music

(Continued from Page 7)

polkas ("I write a polka for everything," he grinned)—including a "Brooklyn Polka," which his publisher is holding for the day that the Dodgers win the pennant.

Factual Song

Even while he was in the Army Air Corps, Zeke Manners' musical activities didn't cease. "When the Army doctor told me that I was getting too heavy and put me on a diet," Manners related cheerfully, "I wrote a song about it." The song (the "Fat Man Blues" number mentioned previously) contains all of the correct diet instructions which Zeke was given by the Army doctor, whom he refers to as his collaborator on the tune.

"What's more," he beamed, "the diet worked! I lost twelve pounds."

While in the Air Corps Zeke did a lot of entertaining and was a member of the "Winged Victory" troupe. While with that company for the Twentieth-Century-Fox picturization of the show, Manners met Beatrice Einstein, who was then a secretary at that studio and is now Zeke's wife, and mother of one and one-half-year-old Charlie. "Yep, he's musical," asserted Charlie's father. "He blows a harmonica already."

Zeke does most of the work on his songs and programs at his Hollywood home, in a room which he has fixed up like an office. "I have so many records in my house," he put in, "that it's like living in a juke-box." These include transcriptions of his program, which his wife takes off the air each day, and symphonic waxings which are Zeke's favorite listening fare.

When he has time for extracurricular activities, Zeke turns to fishing and photography, but with his current air show schedule, his time is limited and his days topsy-turvy. "I have to get up at 3:30 in the morning," he specified, "so I go to bed about six or seven with a transcription machine and a microphone at my side to take down any pertinent mental memos which may come to my mind after I've retired for the night. I don't have any trouble getting up in the morning—getting to sleep the night before is the hard part." Doing a live night-time show is now Zeke Manners' chief aspiration.

Some time ago he managed to satisfy one long-time seemingly impossible aspiration—"to write a book on something I knew nothing about." The book, "The Art of Square Dancing," was written by Zeke as he himself was being taught the art of square dancing—or do you follow us? Anyway, according to its author, the book will be an easy one for everyone to follow, as everything had to be made clear to him, as he wrote it, and it is well provided with pictures to further illustrate a square-dancer's technique.

Another of Zeke Manners' past en-

terprises offers unimpeachable proof of one of his main musical theories—that "Western" music is even more enthusiastically received in the East than in its home territory, "because," explains Zeke, "Eastern city dwellers want to go back to the country. Everything they do points to that desire."

To verify this he has only to cite his successful years of entrepreneuring a barn dance right in the middle of swank Manhattan!

The Show We Needed

(Continued from Page 5)

Home" and the Laurence Olivier "Old Vic" presentation on Columbia Workshop, held the production reins.

In addition to those stars already mentioned, the "Family Theatre" in weeks to come has lined up some of the biggest talent to be heard on the air—Sarah Allgood, Fay Bainter, Lionel Barrymore, Charles Bickford, William Bendix, Charles Boyer, Walter Brennan, Joe E. Brown, Joan Caulfield, Lou Costello, Joseph Cotten, Bing Crosby, Jeanne Crain, Irene Dunne, Dennis Day, Pedro de Cordoba, William Eythe, Barry Fitzgerald, William Gargan, Edward Gargan, James Gleason, Dick Haymes, Ruth Hussey, June Haver, Jack Haley, Alma Kruger, Joan Leslie, John Loder, Roddy MacDowell, Frank McHugh, Marion Martin, George Murphy, Lon McAllister, Fibber McGee and Molly, Lloyd Nolan, John Nesbitt, Pat O'Brien, Una O'Connor, Maureen O'Sullivan, Maureen O'Hara, Gregory Peck, Susan Peters, Cesar Romero, Ann Todd.

More names are being added every day. Each star seems anxious to do his part to bring this message to the radio audience. Stars who have gained unfortunate reputations will not be used. "Family Theatre" brings to the air those whose friendly influence will be welcome in your home.

★ ★

THEY, TOO?

For some time a promising CBS musician-dramatist team has been apartment-hunting. Writer Ray Darby and composer Morris Surdin, creators of "Once Upon a Tune", found the housing situation so desperate they promised to write a complete musical production for anyone finding them living quarters. They were saved from the big production, however, by finding their own apartment.

★ ★

1034TH BROADCAST

Celebrating their one thousand and thirty-fourth weekly radio concert, Inglewood Park Cemetery Association presents Margarete Ries, contralto, and Irving Sternoff, bass-baritone, on "Melodies America Loves", KNX, 7:30 p.m., Tuesday, April 15. Earl Towner will conduct the orchestra.



Best wishes
to Radio City
and its readers.
Alan Young

One for the Album

Canada's contribution to comedy is young Young, whose special brand of humor brightens NBC's airwaves every Friday night. Since moving his show to Hollywood, Alan has also scored in pictures, noteworthily, 'Margie'. (NBC-Elmer Holloway portrait).



◀ **THE HANDSOME BANDEADER** has made friends from coast to coast. He and the members of his band welcome requests from their audiences—it's another way of cementing those friendships.

▶ **BEAUTY AND THE BOSS**—Vaughn Monroe surrounded by his vocal assistants, the Moonmaids. Vaughn surrounds his music with a galaxy of entertainers. "If the folks don't like me, they might like someone else in the outfit", is his modest theory.

He Found Friendship

Vaughn Monroe Didn't Want to Be a Bandleader. Now He Says It's Fun — and Best of All Is Making Friends from Maine to California

By Betty Hammer

Saturday, 6:00 p.m.
CBS-KNX-KSDJ

TWO THINGS, his shyness and the prairies of Colorado, nearly prevented handsome Vaughn Monroe from becoming one of America's best-loved bandleaders!

Most of us, at one time or another, have suffered the tortures of being shy, and being asked to get up and lead a band and to attend to all the social duties of the professional entertainer would be enough to make a shy guy draw back into his shell for good. That's how Vaughn felt, too, early in his career.

"I never wanted to be a bandleader,"

exclaimed the tall, personable singing maestro when we approached him on the subject. "I studied voice and my ambition was to be a concert singer and even, believe it or not, to sing at the Met, perhaps." Here a little of Vaughn's natural diffidence reappeared in his wistful smile and quiet voice, as if he thought he was being too presumptuous in recalling his classical ambitions.

Forced to leave college for financial reasons, Vaughn turned to music — but not the kind he had planned. He got jobs playing trumpet in various bands—"for two, three, never over five dollars a night," he laughed. For three years Vaughn re-

fused to sing with any of the bands with which he worked. "I thought it was beneath me," he said with mock loftiness. Throughout this time Vaughn studied at the New England Conservatory of Music and with private voice teachers.

Gained Confidence

When he was approached by his present manager to front a band, the job frightened him. "Yes, my big trouble was being shy," he admitted. "I couldn't make friends easily or push myself." When Vaughn's band became a favorite eastern society orchestra and Vaughn began to meet the stars and big names of show business, he admits that it was an

MONROE EXPLAINS TO GUEST Garry Moore that you can't go wrong if you just play "Stardust" for the folks who are dancing. "It's everybody's song," is Vaughn's explanation.

education to him. Gradually he loosened up and started being more sure of himself. Today, he's a sincerely friendly person with a handshake so hearty it's almost overpowering. He's made personal friends from coast to coast on his tours and welcomes each stop that the band makes, for he knows he'll find friends wherever he goes. He no longer hankers to give up his band and go on alone with his singing career.

"The band is too much fun," he exclaimed. "A singer, alone, is at the mercy of his accompaniment—I've got my boys on my side."

We talked to Vaughn during his brief stay on the West Coast. In addition to his Saturday variety show over CBS, Vaughn was busy with a band appearance at the Hollywood Palladium and with interested studio scouts. He was typically reticent about his movie appeal. He and his band have appeared in two films, "Meet the People" and the soon-to-be-released "Carnegie Hall". He thought it was fine experience and welcomed the chance to make more friends with audiences through the medium of film.

The Palladium and broadcast routine left the Monroe clan very little time for West Coast touring, but Vaughn owns his own plane and had recently taken an afternoon jaunt to Las Vegas and back with his family.

Wife Marian and daughters Candy, five, and Christy, two-and-one-half, accompanied Vaughn to the coast. According to their father, the girls sing very well for such little girls and take an active interest in his Saturday night air show. They both request their favorite songs and Candy assumes that when she hears a tune she knows, it's being played for her. Both girls laugh when they hear the audience laugh, and, adds Vaughn, "They haven't the slightest idea what they're laughing at!" Bed time for the two little Monroes is the minute Daddy's show goes off the air. Pretty, blonde little Candy is afflicted, Vaughn fears, with the same shyness that hindered his career at the outset. She's known Ziggy Talent, comic with the Monroe band, all of her five years and admires him greatly, "but," adds Vaughn, "she has yet to say 'hello' when he speaks to her."

Cold Experience

And, oh yes, about those desolate prairies that nearly cost Vaughn his career—and his life! It was back in 1937 and two other members of the band were driving the band truck with Vaughn from one engagement in Memphis, Tennessee, to a New Year's Eve dance job in Denver, Colorado. The truck ate up gas, like



crazy and as Vaughn told us, "I know it sounds dumb, but we ran out of gas in the middle of nowhere!"

It was freezing cold, and as darkness drew near and no cars passed by, the musicians began to worry. The icy wind cut through their coats and they realized that freezing to death was more than just a possibility. "We ran up and down the road and shouted to keep ourselves from giving in. We tore the wooden frames off the band display posters and built a fire with them. As it died down, we gathered tumbleweeds and tried to keep the fire going, but

they flared up and burned out in a second."

Finally the boys sighted a car coming down the road. Good Samaritan that he was, the driver, when he saw his fellow men in trouble, stepped on the gas and sped away at ninety miles an hour. "We really felt that we might as well stop hoping that another car would pass by, but twenty minutes later a farmer in an old truck came slowly down the road. He tried to step on the gas, too, but he couldn't go more than ten miles an hour, so we ran alongside shouting and asking for gas."

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BETWEEN SETS AT THE HOLLYWOOD PALLADIUM, Monroe goes out and meets the customers. Here Jerry Lawrence, with the help of a hand mike, introduces the bandleader to flower-turbaned Martha O'Driscoll. At each engagement on the road, Monroe tries to feel like a member of the community he's visiting. Otherwise, take it from him, it can be a lonely life.



Mikemen

No. 2 of a Series

Bill Goodwin




AS ACTOR, COMEDIAN OR ANNOUNCER, Bill Goodwin in this behind-the-mike pose is familiar.

As Able in the Air as on the Air Is Mikeman Bill Goodwin, Who Uses a Plane to Lead His Double Life

By Jane Pelgram

Thursday, 9 p.m.
NBC-KFI-KFSD

AC-6690, calling Van Nuys Airport."

That was Pilot Bill Goodwin speaking. The same Bill Goodwin who has become one of radio's favorite personalities through his versatility, which as yet has hardly been tapped.

Radio Life heard these words, "NC-6690, calling Van Nuys Airport," from our seat in the rear cockpit of an AT6 as Bill taxied the plane, his own, down the runway while waiting for clearance to take to the air.

It all came about by Radio Life's

inquiring of actor Bill about his interest in airplanes. "Come along . . . we'll take a ride in the plane and I'll tell you all about it." So before we could think twice, we were on our way to the airport, listening to Bill explain that the "Rancho Notoro," as he has named the plane, wasn't just a hobby . . . it enabled a busy announcer - comedian to sandwich ranching into a busy schedule of radio and motion picture commitments.

Radio dialers who have heard the curly-haired Bill lend his carefree delivery to the Bob Hope show, the Burns and Allen show, or the Chase and Sanborn hour may find it hard

to imagine the finished thespian in dirty dungarees and oil-stained leather jacket, crowding his more than six feet into the front cockpit of a Navy two-seater to go ranching. But he's very serious about both his flying and his ranching.

On our way to the airport Bill had rattled happily along. "Flying is a lot of fun. When I was going to Alameda Military Academy I used to hang around the airport nearby begging for rides. Got 'em, too." Those introductions to the air were cut short by Bill's attendance at schools without the added attraction of a nearby airport. At these successive schools an interest in dramatics negated his family's hope that this descendant of a long line of lawyers would follow their footsteps. A series of hard knocks in dramatics, to

(Please Turn to Page 39)

JUST A STEP AWAY from the interview in the air are Pilot Goodwin and Radio Life reporter. Both look quite pleased at the prospect of the ride in Bill's plane, NC 6690.



ASSISTED BY GENE AUTRY, Bill makes a final check of the parachutes before the Rancho Notoro takes to the air.



Junior's Mother Takes on "Snooks"

By
Lynn Roberts

Mothering Radio's Incurrigible "Baby Snooks" and Calming "Daddy's" Ragged Disposition Is No Simple Undertaking, but Arlene Harris Has Had Plenty of Practice With Junior and Harry

Friday, 9:00 p.m.
CBS-KNX-RSDD

ARLENE HARRIS wasn't purposefully being funny at the moment, but we couldn't help laughing during our Brown Derby luncheon date with her when she remarked during the course of our conversation, "It's like I was telling my husband the other day, 'Harry', I said..."

It sounded just like one of her famous radio monologues.

Al Pearce addicts will fondly recall these hilarious single-voiced conversations which Arlene Harris wrote and performed with inimitable skill on his variety programs. Figuring prominently in most of these were three mythical characters of her invention—a husband, "Harry"; a son, "Junior"; and a friend, "Maisie".

Actually, these three highly amusing people aren't wholly mythical. Their real-life counterparts are to be found everywhere. (Arlene is constantly drawing material for her routines from people she daily observes and conversations she overhears.) In addition, she really does have a husband named Harry, accounting for the incident in our opening paragraph. He is a doctor, and makes no claims (nor denials) about the extent to which Arlene's monologue hero resembles him.

Now, however, Arlene has a radio family whose identity is definite—"Baby Snooks" and "Daddy," no less! Dialers who have long been missing the voice of Arlene Harris rejoiced in her recent return to the microphone via the role of Snooks' "Mummy" on CBS' Fanny Brice

show. Those able to attend the Brice broadcasts personally have still another treat in store too, for during the program's pre-airtime "warm-up" period, Arlene entertains the studio audience with her chatty "Harry-Junior-Maisie" monologues.

Script Routine

She estimated that she has written and performed over 700 of these monologues, and her rapid delivery of them has been timed at 250 words a minute. She typed them out in capital letters, using no punctuation marks except periods. ("I used to try to use other marks like commas and exclamation points and things," Arlene explained, "but I would always hit the dollar sign or some strange little doohickey that didn't make sense.") Arlene's finished script, ripped off her typewriter without so much as a second reading, was then sent to the censor for approval, and Arlene was able to deliver the routine from memory at the microphone, varying the material as she desired during its delivery.

This off-hand method of performing had become such a habit with her, after so many years of doing it, that her assignment to the meticulously scripted, strenuously rehearsed Brice show came as an extreme departure and one that has required considerable acclimatization.

"I sometimes feel like I'm back in school or something," she commented, "but at the same time, I am enjoying the Snooks show very much."

Listeners who may not be wholly



AL PEARCE ADDICTS delighted in the return of his chatty chum, Arlene Harris, via CBS' Fanny Brice show. What's more, Arlene told us that when Al comes back on the air, she'll be with him.

satisfied with Miss Harris' limited scope of activity as the script mother of "Baby Snooks" will be pleased to hear some of Arlene's other plans.

When Al Pearce returns to the air (and Arlene is sure that he will), she will again join his company. In addition, she is fostering an idea for a quarter-hour skit of her own that would be based on the same happy people and humor that are found in her monologues, and she also intends to make a commercial record album of several of her funniest solo-voice routines.

Veteran Traveler

In recognition of her good delivery and precise diction, Arlene Harris was awarded in 1937 an honorary membership in the Zeta Phi Eta, national speech fraternity. She is rightfully proud of this, and equally so of the 31,000 miles she flew during the war on an entertainment tour of Armed Forces bases in the Pacific.

"Not so bad for an old gal like me," she beamed at us, "and I certainly had fun. You know, when I walked out on the stage dolled up in false eyelashes, long gloves and glamour clothes, the boys must have taken one look at me and smirked, 'Who does that old lady think she is, anyway!'"

"But they were with me as I said, (Please Turn to Page 39)



↑ **OFTEN HEARD, SELDOM SEEN** is musician Lou Silvers, who has created the more than twelve thousand musical bridges that tie together the Lux performances.

CBS-KNX-KSDJ
Monday, 6 p.m.

NO TIME for temperament." That's the attitude that enabled talented Louis Silvers, musical director for the famous "Lux Radio Theatre", to turn a thirteen-week commitment into a ten-year stint covering 477 performances.

When Radio Life talked to Mr. Silvers, he made the whole matter of creating the music that ties a Lux dramatic presentation together sound like a very practical bit of business. "It's like composing a melody or a song lyric. But I'm guided by a stop-watch and often have to tell my story in two, six or eight bars. Sometimes I have time for only two bars of music, and that means I can't always do what I want to with these few seconds of music I call statements. Later I take these fragments of music and develop them as the theme of the story dictates. If the character introduced appears later on in the story in the South, or a foreign country, the music should then be suited to all three . . . locale, character, and tempo of story action."

He neglected to state that a natural musical skill, a thorough education in music and dramatics, and a good deal of experience in pictures equipped him well for his job of making these fragments of music indicate story trend, as well as end a scene or set the mood for a new scene.

It all began in New York City where "Lou" was born and educated. The musical training he received at New York's City College was in the company of such notables as Lou Bring and Walter Winchell. While attending Harvard, he interested himself in handling amateur talent, and later the famed Harvard "Hasty Pudding" shows flourished under the hand of producer Silvers

Page Thirty-eight

Men of Music

No. 31 of a Series

Lou Silvers

By
M. J. Barge

Ten Per Cent Inspiration and Ninety Per Cent Hard Work Go Toward Setting the Mood—Through Music—for Some of Etherdom's Top Dramatic Performances

for almost ten years. This stood him in good stead when the lure of California and studio work called the maestro. Here he immediately went to work under the guidance of such talented men as D. W. Griffith and George M. Cohan.

Oscar Owner

Mr. Silvers did the music for the screen's first talking picture, "The Jazz Singer," and later promoted an Oscar for his musical scoring of Columbia's "One Night of Love," with the late Grace Moore. While he was at 20th Century-Fox he got his opportunity to do the Lux show.

Lux's summer absence from the air gave the tall artist time each year in the late 30's to journey to Paris, France, where he had an interest, with his brothers, in the silk industry. Mr. Silvers still speaks fondly of France as "the craziest and most artistic country in the world." His recall in 1939, by Lever Brothers, sponsors of the Lux hour, was a very fortunate coincidence for Lou. His passage home in September was on the last boatload to leave for these shores from the unhappy Europe whose destruction began that year. This fondness with which he speaks of France is not idle talk. During the hungry war years, and now when the need is even greater, the friends and family of Mr. Silvers, still in France, receive their weekly package of food. He sends a few luxuries . . . and rice. "I discovered a pound of rice was as nutritious, and much less perishable, than a sack of potatoes. So now every time I see a box of rice on the grocer's shelf . . . I grab it!"

In 1943 Lou was selected by Bud-

dy de Sylva, Paramount Studios production chief, to serve as producer of the Royal Canadians' prototype of our "This Is the Army." Both men volunteered their services for the big show which utilized the talents of some two hundred and fifty servicemen and women of the Royal Canadian Navy. They toured the principal cities of Canada and the United States, and all proceeds went to Canadian relief. The title, "the Irving Berlin of Canada" was not unearned.

The Silvers home is in Beverly Hills, California, where Lou lives with his lovely wife and their beloved cocker spaniel, born on the Fourth of July and appropriately named "Yankee." Mrs. Silvers has a truly valid claim to being a "native Californian." Her family came from Spain in the eighteenth century to settle land grants given it at the time by the Spanish ruler. Here in California she was raised and educated

in a convent at Santa Barbara.

A Fisherman

The outdoor garb Lou favors is probably a reflection of one of his enthusiasms . . . fishing. Whenever time allows he hurries the eight hundred miles down to Guaymas, Mexico, whose blue waters are filled with those big sea bass that provide a real fisherman with sport. He also states flatly that he's an excellent golfer. "I learned golf playing with those boys I was coaching in the 'Hasty Pudding' productions, and you've got to be good to play with that bunch from Harvard!"

This nervous, busy man, who works hot on the heels of time, does his composing and arranging at his office desk and in the adjoining studio room, bare except for a piano, a large table and some chairs. And his ash trays. Mr. Silvers is never without his lighted cigarette.

Though he has been known many times to march around for days without a word to anyone, when the script comes in and the work of scoring is done, he relaxes. "And if you don't get a script until two days before the show . . . you work hard, fast and immediately, and you don't rely on inspiration. You have to be practical. There's no time for temperament."

But Lou Silvers is never cross with his musicians, and he tries to make the work of his eighteen-piece orchestra easy. He believes that unless an orchestra is happy it can't play well. His musicians should fare nicely, for Lou has a sense of humor, and it is his belief that "if a musician makes a mistake . . . well, it's

(Please Turn to Page 39)

Mikemen— Bill Goodwin

(Continued from Page 36)

which this now successful actor cheerfully admits, finally landed Bill in his right niche, radio, and increasing popularity and prestige on the air enabled him to acquire first, a plane, then more planes, for the air.

Not Scared

"First I got a Stinson 105, then I had a couple of Fairchilds. This is my fourth. Powerful plane." "This" was an advanced single-engine trainer, dubbed "Rancho Notoro" after the Goodwin Ranch at Douglas, Arizona. Powerful plane or not, we kept an eye on the proceedings while Bill checked the oil and controls, and inspected the parachutes before we scrambled into the plane to take off. Any trace of hesitancy we might have had would have been dispelled by his next words. "The kids, Jill and Bill, love flying with me. They sit on Philippa's lap all the way to the ranch." Philippa is Bill's pretty wife, formerly an actress, who gave up her career when she and the good-looking actor were married in 1938. None of the family group is the stay-at-home type which "oh" and "ah" every time the plane drops a wing in the landing pattern.

By this time all two-hundred-and-fifty horsepower of the plane was pulling us down the runway. Even then things didn't look too bad. The very able pilot, Goodwin, took his plane off the ground with never a tilt. Up we went. Our study over the side of the plane for familiar landmarks in the pattern of contrast below was interrupted by our pilot, speaking over the inter-communication system in his plane. "Like it?"

Forgetting completely to turn on our end of the inter-com we assured him we did. He went on to point out Beverly Hills and Santa Monica. Then Malibu Beach. When he asked if there were any particular place we'd like to fly over, we suggested he take his usual route. "Oh, that would be a little far. I've been taking the family and flying down to Douglas nearly every weekend. We've had quite a time with the ranch. It was grown over with mesquite and grass, and before we could get the alfalfa in we had to level all that off. It's taken almost three years, but we are on our way to being regular ranchers now. You couldn't do that without a plane. Down and back would take all weekend in a car. I intend to use the plane later, too. Then I won't have to wear out a horse a day, or give a truck battle fatigue superintending the ranch."

Ride Over

We were wondering if Bill's wife, with seven-year-old Jill and five-

year-old Bill, Jr. would soon be hopping into the plane with everybody taking a hand in the flying, when we heard our pilot again signalling the control tower for clearance to "come in." We could hardly realize that the over-all-too-soon ride had carried us to the ocean and back. This speed would be a help, indeed, in turning this actor, dubbed radio's gift to the flickers, into a weekend farmer.

Back on the ground, Mr. Goodwin anticipated our appreciation of that panoramic ride by thanking us for going up with him. "I like it better than my passengers. I go up as often as I can." We thought surely more for fun than any practice this licensed flyer of some years' standing might need, but Bill's words that day added insight into two of his abilities.

"I think a flyer's real joy in flying is continually trying to perfect his technique and his judgment. I guess it's like acting. An actor who reads his lines carelessly and just as he pleases reflects sloppy technique and his careless attitude. There's no place on the air for a sloppy actor, and no place in the air for a sloppy pilot."

Men of Music— Lou Silvers

(Continued from Page 38)

just a mistake. If he just won't work that's the time to be cross. But never in front of the producer or sponsor. If anything goes wrong, I'm the guy who should have foreseen and prevented it, so I'm the one who should be blamed."

Recently the Hollywood Friars Club held its first meeting. This organization is patterned after the exclusive and worthwhile Broadwayites' association. While there are many well-known artists among the members of both branches, there are only two of the coveted life memberships, which are awarded on the basis of service rendered in the arts. One of these life memberships was held by our World War I President, Woodrow Wilson. The other life membership belongs to Louis Silvers.

Though planning his first Paris junket since the war for this coming summer, Lou will be back behind the baton for the Lux fall resumption. He would like to continue working on "Lux Radio Theatre" for at least eight more years, and while he laughingly referred to his music for the shows as "those little unfinished symphonies," can you imagine the fine Lux dramas without them?

Incidentally, Mr. Silvers has a letter from 20th Century-Fox Studios releasing him for thirteen weeks' work as "Lux Radio Theatre" musical director. The letter is dated 1936.

He Found Friendship

(Continued from Page 35)

No, this friendly fellow didn't stop either, but he did volunteer the information that about nine miles from that spot there was a lone self-service gas tank, and that the next stop was Pueblo, Colorado, a distance of forty-five miles.

Vaughn and the boys coaxed and pushed their car to the one-pump gas station. "It was the kind you have to put a dime, quarter, half or silver dollar into to get the gas . . . and, believe it or not, we looked through our pockets and not one of us had any silver money!"

Finally one of the boys, PeeWee Monte (now Harry James' manager) reached in an inside pocket and pulled out a silver dollar. It was his lucky piece, and he'd saved it for nearly fifteen years. "He said that he guessed if he spent it to save his life he couldn't find a luckier moment!" related Vaughn. The boys made it to Pueblo and staggered into a hot dog stand where they gradually got warm enough to return to the land of the living.

See how close you Vaughn Monroe fans came to missing your idol?

Junior's Mother Takes on "Snooks"

(Continued from Page 37)

"You wouldn't look so hot yourself, brother—if you'd been through two wars like I have . . .! And give with those laughs—your fathers used to stage the riot act when I came out on a stage!"

Arlene proved herself "a regular fellow" off-stage, too. She souvenir-hunted with the Marines, and sports a watch that she took off the arm of a dead Nip soldier. "I'm not squeamish about it," she insisted.

What's the one thing Arlene Harris is squeamish about? Hmmm—wouldn't you know! She can't stand gabby women!

Charlie McCarthy

(Continued from Page 6)

or hobby when you're not appearing with Bergen?

Slugging rats at the city dump or going about my duties on the Junior Wolf Patrol.

19. When do you think you'll start shaving?

Did you say shaving or shavings?

20. If your charitable heart would allow your getting rid of Mr. Bergen, with what comedian would you like to team?

I couldn't tell. After getting rid of Bergen, I'm afraid anyone would look good.

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