Do You Cry In the Movies?
Check Your Actions And Reactions With Art Baker

The More Commercial The Better
It's Fun and Laughs for All 'on 'Pot Luck Party'

At Point Sublime
8 Pictures for Your Radio Album
Miss Renee Zigman, 431 North Sierra
Bonita, Los Angeles, Calif.

Sirs: I have been reading your magazine for quite some time and thoroughly enjoy it. Radio Life has plenty of variety and gives the public an opportunity to express their opinion of the various programs on radio. I especially enjoy the write-ups every week on different radio entertainers and am wondering if I could make a request for a story on Kitty Kallen.

I've been hearing quite a bit about her lately and believe she will be one of the most popular vocalists in the near future. I would like to know more about her and I think many other people would too. Could you possibly use a spread on her?

Yes, Kitty Kallen is winning many fans. We'll keep your request in mind.

Mrs. Grace W. Collett, 747 Twenty-first
Street, San Bernardino, Calif.

Sirs: I am an old-time radio fan, having been a listener since "away back when." Through many years of failing eyesight, radio has proved priceless to me.

I have never voiced criticism before, but now I do have a few complaints. First, these "soap operas" that go on year after year and, just as you hope for the end of the story, are jerked off the air without explanation. It seems to me some sort of an ending could be worked out so as not to leave us dangling in the air.

I do not feel that the "Amos 'n Andy" program is up to its old standard. I feel that old sincerity which was one of the highest assets of the program is gone and that they are too conscious of their listening studio audience. Personally, I feel that we have lost our old friends, "Amos 'n Andy".

Lastly, I feel that Frank Sinatra is greatly over-rated and that he cannot be compared with our own Bing Crosby.

I certainly enjoy Radio Life and think it is our most useful radio magazine.

Mrs. H. S. Sanderson, 1921 West Third
Street, Los Angeles, Calif.

Sirs: I am constrained to send you this letter, first, to express my appreciation of your valuable and interesting magazine. I am always on hand to get the first numbers distributed. Also, I want to express my aversion to the great applause that accompanies some of the most enjoyable programs—the clatter, guffaws and what-have-you that drown out some of the best lines of the comedians and make the programs next to impossible to hear. If radio is intended for listeners-in by their own firesides, why must we be subjected to the clatter of this applause?

In the matter of commercials, I quite agree with many of your writers to the Ear Inspires the Pen department. Just enough advertising to create interest and curiosity, making people eager to find out for themselves what is responsible for a fine program, will do far more to sell the product than the tiresome repetition that is dished up for us by some emcees.

Thank you for your very fine magazine and the great pleasure and satisfaction it affords us.

Mrs. W. L. Perkins, 227 Bogart Avenue,
Baldwin Park, Calif.

Sirs: I have been a faithful Radio Life reader for a long time now and enjoy your little magazine very much.

Some time ago one of your fans mentioned something about the program "Lone Journey." I also would like this program returned to the air. It is so true to life. I also like the program "Adventures of Nero Wolfe." I'd like to see pictures of "Nero" and Archie Goodwin in Radio Life some time. What has become of "Hobby Lobby" which used to be on Saturday evenings about 8:30? "Inner Sanctum Mystery" replaces "Hobby Lobby" at present.

Also, is there something that can be done about the programs "Dr. Kate" and "My True Story"? Both programs start at 4 p.m. and if I listen to "Dr. Kate," I miss the first part of "My True Story," and if I listen to "My True Story," I miss "Dr. Kate."

Well, here's to your magazine. May it continue to please us in years to come.

It's nice to know that Radio Life gives you so much pleasure. We've made some of your requests for pictures and will keep them in mind in planning future issues. "Hobby Lobby" is no longer on the air, for what reason, we do not know. Why sponsors discontinue programs is something which is always difficult to find out. About the conflict in programs, that is something which can hardly be avoided, as the various networks and independent stations are in competition with one another. However, enough letters to the network which presents one or the other program might effect a change in time.

Mrs. Jerome Harris, 1801 Elizabeth Street,
Pasadena, Calif.

Sirs: The following may seem critical but is really intended to provide awakening to alert sponsors. Perhaps a few remember the comments made by Mr. De Witt, co-inventor of the radio vacuum tube. "Isn't it terrible," he said, giving his opinion on radio programs.

Of course, they aren't as terrible as all that, but when one thinks of the wonderful invention radio really is and the use it is put to, especially during the daytime hours, one wonders if there isn't more than a grain of truth in his remark. The silly prattle about this brand of this and the "super-duper" brand of that is...
exasperating. And the emotional throes we are put through when the endless serials get under way (and I'm referring to serials principally) give one a case of jitters.

I'm wondering if radio couldn't be used for a higher, more inspirational and cultural purpose. Readers' Digest magazine (no reflections on your incomparable and entertaining Radio Life) has the highest subscription rate of all magazines, which proves that the taste of thousands parallels that intelligence level. "The Light of the World" is the only one I care for and it has historical and religious interest.

Here's hoping the sponsors do get wise to our preferences and give us more educational fun when we tune in! We'll tune in often, for this type of program can be featured with greater enjoyment and benefit to all.

Mr. Jerry Binkerd, 357 North Chapel, Alhambra, Calif.

Sirs: Here is a radio "gripe" I've been wanting to express for a good many years and since you have invited criticism in your very fine Radio Life, I am going to relieve myself.

I think western football is radio-sabotaged! Unconsciously, perhaps, but I think western radio has hurt itself and had better become conscious. Have you ever noticed how dull and uninteresting western broadcasts are, especially when compared with the exciting broadcasts of eastern games? A properly-reported game, to me, is sometimes more exciting than the actual game.

Why do western games sound so dull? Well, we notice very little crowd noise is allowed to come over the mike. The western announcer acts as if he might have his salary cut if he should get slightly exuberant about an especially good play. He sounds like tomorrow's newspaper play-by-play account and uses only slow, stiff, formal, proper words with the most precise and stiff-necked calm. He usually tells us what just did happen, not as it happened.

Why do eastern games sound so exciting? We notice the crowd roars into the mike constantly. The announcer's words tumble over each other in an effort to tell us all that is going on as it goes on, with very descriptive, explosive, expressive language. The announcer's voice is tense, shouting, staccato—and we are sure he is reporting the most thrilling game he ever witnessed. And do we eat it up! LIVELY is the word.

Of course, I don't mean to say all western announcers are bums and all eastern announcers are perfect but I have spread it on a little thick to get my point over. Why do we have this condition?

Mrs. Jack Stowe, 120 South Chester, Pasadena, Calif.

Sirs: This is hardly meant to be one of your prize letters, but I do wish you would read this and see if you could cooperate in what I'm about to suggest.

I've read your Radio Life quite a while and I hardly know how I could do without it, as my radio is just about the only entertainment I have. You see, I'm alone, my two babies and I, as my husband is in the Army in Texas. I spend about every free minute I have listening to my favorite programs and reading Radio Life. I have my pet programs and the one that tops them all is "Point Sublime." All my friends like it best, too. But whenever we talk of the program, we always end up saying, "I wish I knew what 'Ben' or 'Moony' or 'Evile' or 'Hattie' or Howie, or, yes, 'Mike' and 'Laura' look like.

Could you, and would you publish some pictures of each of the players and a story telling about them?

By the time this appears in the magazine, Radio Life already will have published a story about "Point Sublime," with pictures, in the January 16 issue. We hope you and your friends like it.

---

THE BROADWAY
WHERE LOS ANGELES SHOPWS WITH CONFIDENCE

When the School Bell Rings
It's Time to Listen to

Broadway's
SEWING SCHOOL OF THE AIR

EVERY THURSDAY
9:15 A.M.  KHJ

INSTANT COOKING CEREAL

Whole Wheat
1. Boil Water—add salt
2. Stir in ZOOM
3. Serve!

It's that Easy!

Listen to: "JAMES ABBE OBSERVES"
Mon. thru Fri., 7:30 a.m., KECA

THIS WEEK
January 16, 1944

ARTICLES
Do You Cry in the Movies
By Evelyn Bigsby
When 500 Watts Was a Super Station
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25
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Do You Cry in the Movies?

By EVELYN BIGSBY

PEOPLE, ventured snowy-maned Art Baker, "are always talking about 'the average man' and 'the average woman.' On the new program, 'Meet Joe Public,' which I am emceeing, we're trying to find out what the oft-quoted 'average American' is really like.

"How many cry in the movies when the picture is sad?"

"How many pairs of shoes does she have?"

"How many men got to use their own shoe ration stamp?"

"How many days do the men wear the same shirt?"

"How many read the funnies?"

These are just a few of the homey, searching questions for which Baker is soliciting answers and stirring up a mess of fun in the process. With the help of Ollie O'Toole, clever impersonator-comic, and a cooperative audience, there is scarcely anything participants will not admit.

Finding the Average

Prior to broadcast time, questionnaires on pertinent subjects are submitted to the studio audience and tabulated. Later, on the program, reactions of quizees are gauged normal or non-average according to the manner in which they stack up with the studio audience average. Mr. or Mrs. Average is rewarded with a card entitling its bearer to six quarts of Creemet. Monetary awards await those sending in questions or answering news posers.

During the show, livest spot in Columbia Square's Studio C is Guinea Pig Alley—the first eleven seats across. Persons occupying this space consent to being game for any stunt that Emcee Baker prescribes. For example, all those sitting in Guinea Pig row the other

GUINEA PIG ALLEY—WITH ITS SHOES OFF! First eleven rows of "Joe Public" studio are reserved for audience members willing to act as Art Baker's guinea pigs. Asked to remove shoes, majority of these persons took off the left one first, which is just what Joe Public does.

LOCAL QUIZ KIDS WITH BAKER. "Joe Public" sponsor, Creemet, also bank-rolled L.A. appearance of famous Quiz Kids and contest for local brain truster. Here are five local mental mites who emerged in finals: left to right, W'llard Horwich, 14; Stuart Peeler, 14; Mary Kilbourne, 13; Donald Van Eman, 13, and Grand Finalist, Donald Criley, 13, who made appearance with Harve, Richard, Ruthie, Gerard, and Joel.
night were ordered to take off their shoes. Baker then asked the stock-footed participants which shoe they had removed first: left or right? More took off the left first, making the majority of Guinea Piggers average.

As one may readily see, there is constant interest on the part of both studio audience and at-home listeners to gauge reactions and test themselves for normalcy. If a lady admits to possessing 12 pairs of shoes, she feels very smug when Baker announces results of the audience poll: Mrs. Average owns 7.55 pairs and Mr. A. owns 3.9 pairs. If, as happened one night, all five contestants admitted attending a movie at least once a week and one young lady totaled four or five. It was interesting to note the average attendance as given by the studio audience: 58 times a year for men and 51 1/4 times for women.

How You Rate
If you are intrigued to see how you stack up, here are answers to additional questions offered on “Meet Joe Public.”

The average man wears his shirts a little over two days.
Sixty-two per cent of the men said they had one evening “out” to do what they pleased.
Ninety-nine per cent of the ladies said they cried in the movies when pictures were sad. Sixty-four per cent of the men confessed they did.
Fifty-seven per cent of the men said they had not been privileged to use their own shoe coupon.
Eighty-nine per cent of the women read the funnies; 79 per cent of the men do.
Sixty-two per cent of the women said the man of the house was sole boss of the radio during the evening. In 37 per cent of the homes, Joe Public can tune in any program he wants just so it happens to be the one his wife wishes to hear.
Fifty-seven per cent of the men said they wanted steak once a week in preference to substitute or cheap meat dishes several times weekly.
To the ticklish question of finances, answers were:

Ten per cent of the homes had husband-handled finances.
In 26 per cent, the lady of the house was banker.
In the remainder, the budget was listed as a joint responsibility.
Joe Public admitted that he kissed his wife on the average of five times a day, counting pecks and near misses.

Joe Junior
The more Baker probes, the better questions become, for one poser provokes another and now listeners up and down the coast are hurrying to submit queries for “Meet Joe Public.” Even the younger fry write in.

(Please turn to Page 31)

FEATURE OF EACH BROADCAST is a news quiz conducted in push button manner. Ollie O’Toole, smart impersonator, reads the quiz item like Kaltenborn, March of Time, or similar radio programs but is snapped off just before crucial end of sentence. Here, a fair contestant tries to complete the “newscast” by supplying missing name.
KFI has made history during its 21 years of broadcasting. In 1924, this “new and improved” control equipment was heralded as a great advance. KFI now has three “bays.” Man at panel is Co-chief Engineer, H. L. Blatterman.

Many “firsts” are credited to KFI. Station started coast football broadcasts, in 1926 aired Rose Bowl game, the first west-east transcontinental hook-up. Here Graham McNamee arrives for the game. Note Packard, left, Ford tri-motored plane.

KFI’s original real transmitter at Tenth and Hope Streets. Twelve years ago, when station went to 50,000 watts, new transmitter was erected at Buena Park. But Tenth and Hope one is still used in emergency, did pinch-hit duty on a recent Saturday.

How KFI, which started on Earle C. Anthony’s kitchen table, lived up to its big slogan

Remember this? “This is KFI, Los Angeles, the radio central super station of Earle C. Anthony, Inc.”

If you ever sat over a crystal set, with the headphones clamped over your cranium, you remember those call letters. They identified what was then a tremendous institution, a mammoth 500 watt radio station, and a broadcasting studio that cost all of $30,000.

That was KFI in December, 1922. In the 21 years since then, KFI has been busy living up to that imposing identification. There have been startling changes in radio, but through

Home of KFI-KECA, at 141 North Vermont Avenue. Present studio quarters were purchased five years ago. Present employees number 140.
them all the station that started out as Southern California's greatest has kept up its early pace. Now it is a 50,000 watt giant; the outlet for NBC's great lineup of programs; the Pacific Coast's only clear channel station.

That 500 watt station with the mouth-filling identification was not the first KFI.

The original KFI was a five-watt transmitter, assembled on a second-hand kitchen table. Earle C. Anthony established that little five-watttransmitter April 16, 1922, primarily to link his automobile establishments in Los Angeles, Oakland and San Francisco. In October, 1922, power was increased to 100 watts, and KFI started on its way to become a real "radio central super-station."

Public Served
When the big jump from 100 to 500 watts was made, and the new $30,000 equipment was installed, Earle C. Anthony set the theme for KFI's 21 years of broadcasting, when he said "It is our conviction that the proper sort of radio broadcasting is a great public service. We have come to that conclusion as a result of the thousands of letters we have received during the months we have been operating KFI with its present equipment. With only 100 watts; KFI has been heard in more than half of the

(KFI-KECA PERSONALITIES)

KFI-KECA EXECUTIVES—Seated is general manager, W. B. Ryan. Standing, left to right, are John I. "Bud" Edwards, program director; Curtis Mason, co-chief engineer; Don McElmara, production manager; Clyde Scott, commercial manager; H. L. Blatterman, co-chief engineer; J. G. Paltridge, director of public service and promotion. Inset shows Earle C. Anthony, pioneer radio man, owner of KFI-KECA. Latter station's call letters are his initials.

www.americanradiohistory.com
NBC’s Marvin Mueller

Capt. Amhurst in “Backstage Wife”
Tom Brando in “Road of Life”
Voice of Doubt in “Lonely Women”

Many other network shows
Quiet About It

Although the holidays are far in the past, Radio Row still talks about the Christmas air shows and what this or that star did to make the season brighter for others. So far, no one has mentioned that the boy actor, Conrad Binyon, gave up assignments on four big programs to entertain men at one of the camps. That was the reason you didn't hear him on "I Was There," "One Man's Family," "Great Gildersleeve," and "Fashions in Rations."

Harry Von Wilcox

"Flu bugs showed no discrimination when they lighted on Radio Row last week and barrage the Fibber McGee and Molly last. Writer Don Quinn had to dig in at 3:30 a.m. Tuesday to re-write parts of the script thrown out of balance by the illness of Harlow Von Zell and Ransom Sherman. Perry Botkin, well-known guitarist and arranger, took over the baton of Billy Mills, also confined to bed.

It was a swell show, anyway, and the commercials, in which von Zell tried to pitch for Johnson's Wax but Fibber and Molly actually delivered the plugs, were some of the best ever.

After wading through the advertisements with every assistance, von Zell ended up so confused he thought he was Harry Von Wilcox or Harlow Zell.

Doc Gambie (Arthur Q. Bryan) was most distressed over the three sick absentees. "That's bad, with me being a doctor," he remarked disgustedly.

Marine Program

Radio Life's Editor-in-Service, Staff Sergeant Johnny Whitehead, U.S.M.C. is writing and narrating a special series titled "These Are the Marines." Program is heard Thursdays at 5:15 p.m. over KMRU.

Waltz Published

News of special interest to fans of Paul Carson, "The Musc Organist," heard on the Blue Network, is that the beautiful waltz, "Patricia," which he composed, soon will be available at local music stores.

The waltz has been heard as theme music for the NBC program, "One Man's Family" for the last two or three years.

Incidentally, Mr. Carson's program of organ music, "The Bridge to Dreamland," comes to Pacific Coast listeners between 11:15 and 12:00 O'clock each Sunday night. In a recent issue of Radio Life, the time was erroneously given.

His Operation

New hook for Bob Burns to pin a gag on is his recent operation. "The nurse at the hospital," said the NBC star, "pulled all the shades in my room down and when I came out of the ether, I asked her why."

"Well, she told me 'while you were being' carved, a big fire broke out next door and I didn't want you to come to and think that your operation wasn't a success!"

Rear End Tragedy

Dinah Shore, who weekly receives fat bundles of mail from men in overseas service and at camps in this country, picked one letter from her mail bag last week and labeled it as the funniest.

It came from a lad who wrote: "I sat on the one and only recording we have of your voice. My buddies have been picking up the pieces and trying to tape it together, but they aren't speaking to me because they know it won't work again. Will you please replace it for us?"

Next Week

Next week Radio Life readers may sit in on a Skelton rehearsal via an article by our Culbreth Sudler, who writes both informatively and amusingly of this NBC Comic... "What's the Name of That Song?" - the show distinguished by its commercials - is explained in story and art... Wally Brown occupies the Album Page... "Blind Date" gives the low-down on this boy-meets-girl program... We miniature that great announcer, Ken Carpenter... "Our Neighbors" comes in for pictures and story... "Wanted: A Successor to Ben Bernie" is title of an article which we hope all subscribers will read and act upon.
SUNDAY, JAN 16

The WORLD
Tomorrow!

HERBERT W. ARMSTRONG

a analysis today's news with the pro-

pects for the World Tomorrow.

9:30 A.M.   KMT

 Spicer-IPhyne of the Rockies
KFX, KFAS, KGER-News.
KMX, KFSD-What's Your
KJL, KGK-WSU Radio
Magazine.

KMPC-News, Maurice John.

KJL-Uncle Ge and Aunt

KMH-News, Voice of Prop-

KFC-County Church.

KFC-Home of the Prophet.

KFW-What America Back to God

KXV-Blue Jacket Chair.

KRM-Imaginational Baptist
Church.

KRMX-Invitation to Learning.

KRW-Imaginational Baptist
Church.

KRMF-What America Back to God

KXV-Blue Jacket Chair.

KRMX-Imaginational Baptist
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JANUARY 16, 1944

RADIO LIFE

SUNDAYLOGS


DANCE TONITE

NOW 4:30 SUN.
COLUMBIA NETWORK

KNX MYSTERY AT ITS BEST


FLOYD B. JOHNSON

And King’s Ambassador Quartet

KMT—8:00—9:00 P. M.

Also 10:30—10:45 A. M. Monday through Friday.

Sunday—8:30 P. M.

United Air Lines Presents IN TIME TO COME with Carlson Ka Dell, Master of Ceremonies. Cari Moff and his new Music Sportmen’s Quartet—KNX—1070 On Your Dial


11:00—KFXM—Kilroyries. KFG—Kilroyries.

11:30—KFXM—Kilroyries. KFF—Voice of the Army.


12:30—KFXM—Kilroyries.

12:45—KFXM—Kilroyries.

1:00—KFXM—Kilroyries.

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10:30—KFXM—Kilroyries.

10:45—KFXM—Kilroyries.

11:00—KFXM—Kilroyries.

11:15—KFXM—Kilroyries.

11:30—KFXM—Kilroyries.

11:45—KFXM—Kilroyries.

12:00—KFXM—Kilroyries. What Next? Dept. A listener to the popular "Bright Horizon" serial was a bit confused by the name, and in writing in to compliment the show called it "Bridal Rising."
**MONDAY, JAN. 17**

**Indicates News Broadcasts.**

At hours where no listing is shown, local station-recorded music has been scheduled.

8-9: KFI-Johnny Murray.
KRX-The Gallop.
KKG-News, Glenn Harbin.
KSL-The Stangel Lecture.
9:30-10: KFI, KFXM, KFCX, KVOE—News.
KCRK-A.G.V.
KRM-Jerome Custom.
KROI-NNB.
10:30-11: KFI-Ann Haag.
KDI, KKB, KFDX, KFCX—News, World War.
KFXM—News.
KROI—News.
11:30-12: KFI, KFXM, KFCX, KVOE—News.
KCRK-A.G.V.
KRM-NNB.
KROI—News.

**Radio Network Programs**

11:00: KFI, KFXM, KFCX, KVOE—News.
11:00-11:15: KCI, KFXM, KFCX—News.
11:45: KFI, KFXM, KFCX—News.
12:00: KFI, KFXM, KFCX—News.
12:30: KFI, KFXM, KFCX—News.
12:45: KFI, KFXM, KFCX—News.
1:00: KFI, KFXM, KFCX—News.
1:10: KFI, KFXM, KFCX—News.

**MONDAY Program Highlights**

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

**Variety**

8:00-8:05: Johnny Murray, KFI.
8:05-8:10: Kate Smith, KFI.
8:10-8:15: R.J. Miller, KFI.
8:15-8:20: R.C. O'Brien, KFI.
8:20-8:25: Don Lee Newsreel, KFI.
8:25-8:30: Four Corners, KFI.
8:30-8:35: The Nancy Sinatra Show, KFI.
8:35-8:40: Don Lee Newsreel, KFI.
8:40-8:45: Mrs. Alonzo Hart, KFI.
8:45-8:50: Don Lee Newsreel, KFI.
8:50-8:55: The Nancy Sinatra Show, KFI.
8:55-9:00: Don Lee Newsreel, KFI.
9:00-9:05: Mrs. Alonzo Hart, KFI.
9:05-9:10: Don Lee Newsreel, KFI.
9:10-9:15: Mrs. Alonzo Hart, KFI.
9:15-9:20: Don Lee Newsreel, KFI.
9:20-9:25: Mrs. Alonzo Hart, KFI.
9:25-9:30: Don Lee Newsreel, KFI.
9:30-9:35: Mrs. Alonzo Hart, KFI.
9:35-9:40: Don Lee Newsreel, KFI.
9:40-9:45: Mrs. Alonzo Hart, KFI.
9:45-9:50: Don Lee Newsreel, KFI.
9:50-9:55: Mrs. Alonzo Hart, KFI.
9:55-10:00: Don Lee Newsreel, KFI.

**Outstanding Music**

5:30-6:00: Symphony Orchestra, KFI.
6:00-6:30: Symphony Orchestra, KFI.
7:00-7:30: Symphony Orchestra, KFI.
8:00-8:30: Symphony Orchestra, KFI.
9:00-9:30: Symphony Orchestra, KFI.
10:00-10:30: Symphony Orchestra, KFI.
11:00-11:30: Symphony Orchestra, KFI.

**Drama**

5:30-6:00: The Andy Williams Show, KFI.
6:00-6:30: The Andy Williams Show, KFI.
7:00-7:30: The Andy Williams Show, KFI.
8:00-8:30: The Andy Williams Show, KFI.
9:00-9:30: The Andy Williams Show, KFI.
10:00-10:30: The Andy Williams Show, KFI.
11:00-11:30: The Andy Williams Show, KFI.

**Sports**

6:00-6:10: Jack Lively, KFI.
6:10-6:20: Sports, KFI.
6:20-6:30: Sports, KFI.
6:30-6:40: Sports, KFI.
6:40-6:50: Sports, KFI.
6:50-7:00: Sports, KFI.
7:00-7:10: Sports, KFI.
7:10-7:20: Sports, KFI.
7:20-7:30: Sports, KFI.
7:30-7:40: Sports, KFI.
7:40-7:50: Sports, KFI.
7:50-8:00: Sports, KFI.
8:00-8:10: Sports, KFI.
8:10-8:20: Sports, KFI.
8:20-8:30: Sports, KFI.
8:30-8:40: Sports, KFI.
8:40-8:50: Sports, KFI.
8:50-9:00: Sports, KFI.
9:00-9:10: Sports, KFI.
9:10-9:20: Sports, KFI.
9:20-9:30: Sports, KFI.
9:30-9:40: Sports, KFI.
9:40-9:50: Sports, KFI.
9:50-10:00: Sports, KFI.
10:00-10:10: Sports, KFI.
10:10-10:20: Sports, KFI.
10:20-10:30: Sports, KFI.
10:30-10:40: Sports, KFI.
10:40-10:50: Sports, KFI.
10:50-11:00: Sports, KFI.
11:00-11:10: Sports, KFI.
11:10-11:20: Sports, KFI.
11:20-11:30: Sports, KFI.
11:30-11:40: Sports, KFI.
11:40-11:50: Sports, KFI.
11:50-12:00: Sports, KFI.
12:00-12:10: Sports, KFI.
JANUARY 16, 1944  RADIO LIFE

Reuter's News Dispatches

8 P.M. Mon. thru Fri., Also AP, UP, and INS

4:30: KFI - Inside the News (Thriftly Drug Stores)
5:30: KFI - "Mineral Enclave"

FLOYD B. JOHNSON

King's Ambassador Quartet

KMTF - 8:05-9:00 P.M.

also 10:30-10:45 A.M. Monday through Friday

10:30: KFI - Inside the News (Thriftly Drug Stores)
11:30: KFI - "Mineral Enclave"
12:00: KFI - Paul Page
12:30: KFI - "Mineral Enclave"
1:00: KFI - "Mineral Enclave"
1:30: KFI - "Mineral Enclave"
2:00: KFI - "Mineral Enclave"
2:30: KFI - "Mineral Enclave"
3:00: KFI - "Mineral Enclave"
3:30: KFI - "Mineral Enclave"
4:00: KFI - "Mineral Enclave"
4:30: KFI - "Mineral Enclave"
5:00: KFI - "Mineral Enclave"

resolved

During 1944: Jay Jostyn plans to write a book based on his hits "Dusty Diamond" and "Rainy Day Blues." Beatrix Kay wants to get away from "Gay Nineties" characterizations and delve into more versatile comedy. Sammy Kaye wants to put his "So You Want to Lead a Band" feature back on the air. Jim Lavalle would like to discover and develop another singer like Dinah Shore. Kate Smith is going to devote all her energies to helping the war effort.

Colorful Conried

Hand "Rainbow" Conried, featured actor on "Suspense," appeared at CBS rehearsal the other day wearing red slacks, Indian slippers, red - and - white - checked shirt, blue and green scarf, multicolored plaid tie, grey trousers and a brown jacket.

Producer Bill Spier rubbed his eyes and exclaimed, "What — no purple?"

BOUQUET FOR BILLY

The buttons on Billy Mills' vest are under a strain these days in the city of Flint, Michigan. Billy's home town, recently presented the Fibber and Molly connoisseur with a plaque inscribed: "To a native son who has contributed much to the music - consciousness of our city."
Haven of Rest
8:00 A.M. — KJH
TUES., THURS., SAT.
Also at this time over Muton Don Lee System

At hours where no listing is given for a local station, recorded music has been scheduled.

Indicates News Broadcasts

Tues., Jan 18

8—KFJ—Johnny Murray.  KNX—Collins Calling.  KFBW—Introducing the Lines.  KJH, KFAX, KGB, KVOE—Haven of Rest.

KFMX—Take It Easy.  KFRC—Margarita.  KGN—Baltimore Tabernacle.


KFMX—Kitty Foyle.  KGM—KVOE—Strictly Personal.

8:55—KGB, KVOE—Strictly Personal.

8:55—KTRM—Time Signal.


10:00—KFJ—Gallant Heart.  KNX—Kate Smith.  KFRC, KFXD, KGB, KVOE—Boom Carter, News.  KFMX—Art Baker.  KFRC—Dr. Reynolds.


11:15—KFJ—The Open Door.  KNX—Dr. Louis Talbot.  KNX—Al Jarrels.  KFMX—Studio Quiz.

11:30—KFJ—Goldberg’s.  KNX—The Towner.  KFMX—News.


**January 16, 1944**

**Radio Life**

**9:45**—KECA—Franklin Roosevelt.

**9:55**—KECA—Richford Dickison.

**10**—KFJ—Assembly News.

**10:30**—KFH—I'm Calling Your Name.

**11**—KFJ—Five O'Clock News.

**12**—KFWB—Lancaster.

**3:15**—KFWB—Bill Rabe.

**3:30**—KFWB—The Assembly.

**4**—KFWB—Lancaster.

**4:15**—KFWB—National News.

**4:30**—KFWB—Community News.

**4:45**—KFWB—State News.

**5**—KFWB—National News.

**5:15**—KFWB—Sports.

**5:30**—KFWB—National News.

**5:45**—KFWB—Domestic News.

**5:55**—KFWB—National News.

**6:00**—KFWB—National News.

**6:15**—KFWB—National News.

**6:30**—KFWB—National News.

**6:45**—KFWB—National News.

**7**—KFWB—National News.

**7:15**—KFWB—National News.

**7:30**—KFWB—National News.

**8**—KFWB—National News.

**8:15**—KFWB—National News.

**8:30**—KFWB—National News.

**8:45**—KFWB—National News.

**9**—KFWB—National News.

**9:15**—KFWB—National News.

**9:30**—KFWB—National News.

**9:45**—KFWB—National News.

**10**—KFWB—National News.

**10:15**—KFWB—National News.

**11**—KFWB—National News.

**11:15**—KFWB—National News.

**11:30**—KFWB—National News.

**12**—KFWB—National News.
WEDNESDAY, JAN. 19

Polly and Pat Patterson

“Household Hints”

KPSA—9:00 a.m.

Monday Thru Friday

9:00—KFU—Gallant Heart.
KX—Kate Smith.
KFXK — Women’s Make News.
KFI—Ralph Winkler.
KFW—Biene Carter.
KFI—News.
KFX—Music.
KFU—Music.
KFW—Music.
KFX—Music.
9:15—KFU—Worship of America.
KX—Big Sister.
KFX—Music.
KFU—Music.
KFW—Music.
KFX—Time Out.
KFI—Voice of Health.
KFXK—Easy Listening.
KRDR—Dr. James McInney.
KFW—Music.
KFX—Mediat.
KFI—Jerry A. Lovell.
KFX—Old Family Almanac.
KFX—Good Church.
KFW—Dixieland.
9:30—KFI—Romances of Heien Trend.
KFI—Music.
KFX—Breakfast on 3.
KFXK—Music.
KFU—Breakfast on 3.
KFW—Breakfast on 3.
KFX—Breakfast on 3.
KFI—Breakfast on 3.
KFX—Breakfast on 3.
KFXK—Breakfast on 3.
9:45—KFU—Bettie and Bob.
KX—Our Gal Sunday.
KMPC—Two for the Show.
KFBV—Varieties.
KFI—Carte’s Spring.
KRKD—News.
KFW—Clifton.
KFX—Bing Crosby.
KFU—Bing Crosby.
KFW—Bing Crosby.
KFX—Bing Crosby.
KFXK—Bing Crosby.
KFI—Bing Crosby.
KFX—Bing Crosby.
KFXK—Bing Crosby.
9:45—KFI—Bing Crosby.
KX—Our Gal Sunday.
KMPC—Two for the Show.
KFBV—Varieties.
KFI—Carte’s Spring.
KRKD—News.
KFW—Clifton.
KFX—Bing Crosby.
KFU—Bing Crosby.
KFW—Bing Crosby.
KFX—Bing Crosby.
KFXK—Bing Crosby.
KFI—Bing Crosby.
KFX—Bing Crosby.
KFXK—Bing Crosby.
10:00—KFI—Mirth and Madness.
KFI—Music.
KFX—Music.
KFXK—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
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KFXK—Music.
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KFX—Music.
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10:00—KFI—Mirth and Madness.
KFX—Music.
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KFXK—Music.
KFX—Music.
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KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
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KFXK—Music.
KFX—Music.
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KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
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KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
10:00—KFI—Mirth and Madness.
KFX—Music.
KFX—Music.
KFXK—Music.
KFX—Music.
KFX—Music.
KFX—Music.
**SEEN ON THE RADIO SCENE**

**SHE WAS THERE!** Lillian Gish is congratulated by D. W. Griffith, left, on her appearance on CBS' "I Was There," which dramatized the story of "Birth of a Nation" filming. Actor Pat McGeehan, who played Griffith's role, and Producer Robert Haft are in background.

**ON NEW PROGRAM, "Lighted Windows."** Andrea Wallace, 17-year-old brunette beauty, plays Jane on NBC-KFI show, Saturday, 8:30 a.m.

**FATHER CROSBY GUEST** on "Duffy's Tavern," talks to Finnegan (Charlie Cantor). After Dad Crosby's hit appearance on the Blue comedy show, Bing is purported to have kidded him, "You're taking the limelight away from Bob and me!"

**SHE FIRES QUESTIONS.** Alice Yourman poses news sticklers to Fulton Oursler, "The People's Reporter," on unique series heard Mon.-Fri., Mutual-KMJ, 7:15 p.m.
When 500 Watts Was a Super Station

(Continued from Page 7)

(Continued from Page 7)

states of the Union. With the new 500 watt outfit we expect to make California heard in almost every state."

KFI has done more than that. Not only has it been heard in every state, but it has listeners (and fan mail) from the northernmost parts of Alaska to New Zealand, and across the Pacific and Indian oceans from South Africa.

DX fans used to pick up KFI in the small hours of the morning when that 500 watt transmitter was broadcasting from the Anthony building at 10th and Hope in Los Angeles. When, in 1924, KFI's power was increased to 5,000 watts, the listening audience increased immeasurably.

Mony "Firsts"

In those days, living up to Mr. Anthony's pledge of giving great public service through broadcasting, KFI started its long list of "firsts" that helped to make radio history. The first remote control broadcasts on the Pacific Coast were made in 1922, and the first coast network was a KFI-KPO hookup made in 1924. Foremost of the station's outstanding musical programming was the scheduling, in 1924, of the first symphony concert broadcast in the west. The first grand opera broadcast from an opera house stage was made in 1925, and the broadcast of "Die Walkure" was considered so important that General Electric made it the subject of a special booklet.

Football fans were given a big break when KFI started coast-to-coast football broadcasts, and when, in the fall of 1926, the Alabama-Stanford Rose Bowl game was aired, the first west-east transcontinental broadcast. (Remember Graham McNamee's fervid description of the mountains beyond Pasadena?)

Then came Hollywood Bowl broadcasts, pioneer special events and news shows, and many other "firsts" that are radio commonplaces today.

KFI's public service programming, which today brings outstanding programs like the Los Angeles Philharmonic Young Artists Competition, the anti-venerable disease series of "The Hidden Enemy," the Frost Warnings, and many educational programs, was in progress back when the downtown transmitter was just giving way to the first super-hets. There were broadcasts for and about the Philharmonic orchestra, Hollywood Bowl, Pilgrimage Play, Mission Play, Public Library — sustaining shows that supplemented the big entertainment schedule that the new medium was making popular with its millions of early-day fans.

Earle C. Anthony brought Robert Hurd from New York in 1924 to build up a program department to live up to that "Radio Central Super Station" title. He gathered the best musicians radio had discovered new artists, and evolved a co-operation with public schools, music clubs and dramatic groups that made KFI programs outstanding in the country.

Station KECA was established in November 1915, as a sister station to KFI, at the Tenth and Hope studios, but with its own transmitter on the Beaux Arts building.

Up to 50,000 Watts

Nine years after its founding, KFI became a 50,000 watt station, the most powerful west of Chicago, with a new transmitter at Buena Park. The old transmitter at Tenth and Hope was retained, and still is available for emergency use.

The public service policy set by Mr. Anthony was continued and expanded. KFI's management were early adherents of the belief that radio which were begun by Mr. Anthony and the KFI pioneers. Expanding its interest in local cultural and civic activities, Mr. Ryan developed at KFI a public service department which has programmed the Los Angeles Philharmonic Young Artists Competition, has broadcast many outstanding civic affairs, and has cooperated with health officials, educational groups and civic bodies to increase the time and effort devoted to discussions of local problems and broadcasting of local programs.

While the Bob Hopes, Jack Bennys, Kay Kysers, Fibber McGee and Molly's, and the network favorites heard over KFI are familiar to every radio listener, many a local name, a "KFI baby" has a following that would make some of the national stars green with envy.

KFI "Babies"

"Art Baker's Notebook" made Baker one of radio's greatest names in Southern California. Newscasters like Pat Bishop and Ted Meyers are famous with the KFI fans, and the 50,000 watts can reach—and that's almost from pole to pole.

Claude Sweeten, KFI's music director, batons the Young Artists Competition and many a brilliant local musical show, as well as the NBC "Great Gildersleeve" stanzas.

Many commentators discovered a KFI following when KFI sold radio news fans—commentators like Pete de Lima and John Cohee, Fleetwood Lawton, Jose Rodriguez and Sidney Sutherland. Many others are now professional commentators, including Ben Turpin, who is the "Dreamer" on the "Bob and Ray" radio show. "Bob" and "Ray" used to be "Don" and "Jimmie".

The Who's Who of KFI goes on interminably—Don Wilson, Ken Carpenter, Mirandy, are a few KFI graduates. Of an earlier generation were such outstanding personalities as Fibber McGee and Molly's. Legendary stars of that time include many of the great names of radio—"Great Gildersleeve" stanzas, "Meet Joe Public"—and the "Tenth and Hope" programs.

Do You Cry in the Movies?

(Continued from Page 5)

The other day, Baker's mail contained about 50 suggested questions, of which this plaint was typical:

"I'm 12 years of age and I'm a big boy and I'm so sick and tired of hearing 'Eight o'clock bedtime. Scat!' I'm 12 years old and I don't go to bed that early. Please ask Joe Public Jr. what is the dope on this matter."

By unanimous vote, members of "Meet Joe Public" audience decreed 9 o'clock the proper bedtime for Joe Public Junior.

The men who keep the shows running smoothly at KFI are all radio veterans.

Manager W. B. Ryan is assisted by Clyde Scott, sales manager, John J. "Bud" Edwards, program manager, H. L. Blatterman and Curtis Mason, radio engineers, J. G. Paltridge, promotion and public service director, Matt Barr, publicity director, Don McNamara, production manager.

KFI Mobilized

When the attack on Pearl Harbor sent the United States into war, all KFI's programming was quickly mobilized, and KFI was one of the leaders in organizing to further the war effort. For the duration, KFI is on the air 24 hours a day, excepting Tuesday mornings.

Like every great American station, KFI has presented uncounted programs devoted to the war effort. The public service series, "It Can Be Done," "This Is My Country" and "The Starting Point" have been devoted to the Treasury Department bond drives, the War Chest, and to O.W.I. and local public service and war messages. In addition, of course, to the hours of time devoted regularly to war programming.

KFI calls itself "The station most people listen to most," an understandable claim when the survey ratings of Bob Hope, Fibber McGee and Molly, Edgar Bergen and Charlie McCarthy, Jack Benny, Fanny Brice and Frank Morgan, Bing Crosby and all the other NBC leaders are added to the local ratings of KFI's news programs. Art Baker's shows and such old-time favorites as Johnny Rodriguez, the Fast Fingers, Ernestine Johnson and Manchette Blake.

KFI started out with the long-drawn-out title of "Radio Central Super Station of Earle C. Anthony, Inc."

Now nobody needs any better identification than "KFI, Los Angeles."
What About Germany Now?

By Louis P. Lochner

NBC News Analyst and Commentator

1. Civilian morale is slipping.
2. The German general staff no longer believes in "victory.
3. The army is still intact and a formidable force.
4. The Luftwaffe is crippled and unequal to the tasks confronting it. But it is still powerful.
5. The navy has almost disappeared except for U-boats—and these have not performed the miracles expected of them. U-boats continue, however, to be irritants.
6. The United Nations "war of nerves" is beginning to tell on the German High Command and especially its head, Adolf Hitler.
7. Adolf Hitler has lost his buoyancy and optimism.
8. Heinrich Himmler is the real power behind the throne.
10. The Nazi "New Order for Europe" is a pipe dream. It is acceptable to no Europeans, not even the quislings in satellite states.
11. Nazi inefficiency and incompetence in the handling of catastrophes brought about by air raids are hastening the disintegration of Adolf Hitler's "Thousand Year Reich."
12. The millions of conscripted foreign laborers in Germany are a potential danger of first magnitude.
13. Sabotage in conquered countries is increasing by leaps and bounds.
14. Germany's satellites are no longer dependable.
15. The German fortifications are among the world's best. It will be no walk-away to storm them.
16. A long and costly and difficult struggle lies ahead for the United Nations if Adolf Hitler can keep his military organization together until the end.
17. Our only short-cut to Hitler's defeat would seem to be a blowup within Germany itself.
18. How to assist in bringing about such a blow-up should engage the best minds in our Military Intelligence, Office of Strategic Services, and Department of Psychological Warfare.
19. That, in brief, terse sentences, is the situation as I see it today. Then what do I make of this composite picture?

Hitler On Defensive

First and foremost, aggressive, offensive-loving blitzing Adolf Hitler is so clearly on the defensive that even his paranoiac mind must be aware of it. That is a tremendous factor. I have watched Hitler since about 1930. He needs success and acclaim as a flower needs water. Reverses provoke fits of abject depression in him. During such fits he acts as though he were paralyzed, as though he had no will to decide anything. As active commander-in-chief of the entire forces of the Reich he should be on the alert all the time. Almost every moment a decision must be taken. Chaotic conditions result from failure to act.

Second, even though Adolf Hitler is disintegrating (the news reel captured from the Germans which depicts Mussolini's rescue and his meeting with Der Fuehrer confirms this impression), the war machine will probably run on for a good, long time as a defensive weapon, unless its morale is undermined. I have been reading the statements carefully of German prisoners of war as revealed in press dispatches. They bear out what I experienced at the German front as neutral reporter: the army simply doesn't know what is going on in the rest of the world, except as Joseph Goebbels' propaganda ministry sees fit to give a fill-in.

No Truth

That fill-in is strictly "Made in Germany," for it represents Philadelphia as in ruins, Chicago a shambles, thankless American war efforts, American war morale, at a cracking point, and German arms as ever victorious. In a country in which even the semblance of freedom of the press and radio has been banned, it is next to impossible for the civilian, let alone the soldier in the field, to learn the truth.

Moreover, the Nazi regime is forever finding excuses to deny furloughs from the front to men whose home towns have been razed to the ground. Its exponents know very well that even an approximate knowledge on the part of the soldiers of what a terrific strafing Berlin, Hamburg, Cologne, Bremen, Lelzig and other important centers have undergone, would weaken greatly the fighting spirit of the men.

Third, I don't worry about the civilian population of Germany and its will to war. That population, underfed, nerve-racked, often shelterless, has lost enthusiasm for the war to the point of apathy. But I don't see it revolting. The instrumentalities of power are completely in the hands of Interior Minister Himmler and his dreaded Gestapo.

Himmler and his Gestapo are also holding the conscript foreign labor in check; that's why I have characterized them as a potential danger to Germany later.

Himmler is less successful, it appears, at preventing sabotage in conquered areas. I trust our authorities know that, and are acting accordingly.

Depends On Nerves

Fourth and last, it comes down to this: the hour of Nazi capitulation will in part be determined by the efficiency of those branches of the services of the United Nations which are charged with conducting what may be termed the "war of nerves" on Nazi land.

Our combat forces are magnificent. They are bound to do the job of bringing about Hitler's "unconditional surrender."

But their task can be made lighter, the number of casualties reduced appreciably, if through the right kind of psychological approaches the democratic elements of Germany can be made to split off from, and fight against the Nazis, the fighting front become conscious of the real condition obtaining at home, and morale, both civilian and military, be undermined to the point of rebellion.

Page Thirty
him, is how: "Before we start the show, I'd like to thank all you people who called after the last show. We're going to stay on the air, anyway. I was doing my Christmas shopping early this morning. Christmas shopping—that's a commando raid, civilian style. I saw some pretty nice things up on the boulevard... but I decided to do my shopping instead. I was hoping to get a gift for an uncle that doesn't drink or smoke or have any hobbies at all. What can you get for a guy like that? I thought of a load of hay, but what would he ever do with it? I finally picked out a brand new record for him. Here, let me play it for ya!"

The transcribed commercial announcement follows,

Another Example

To lead into a vitamin ad, Bailey told about his babyhood.

"One day I was standing out in my play pen, playing, when a group of odd looking people wandered up to stare at me. I took one look at their faces and I could tell that they might be in the market for some genuine vitamin B complex with iron with full potency guaranteed, so I dropped my rattle, rushed to the side and assuming an air of nonchalance, I lit a cheroot and gazing at them with half-lidded eyes, said: "(and the announcement follows):

It would be no fun at all, however, if Jack Bailey were not a debonair emcee, quick as a wink on the uptake, and supported by others who are free and easy at the mike. That the cast has a huge time putting on the show is not to be disputed once one has tuned in to the revelry. The effervescent girl, Mayme, may say: "Oh, Jack, did you see the card we got from Mrs. D. A.?

Jack: "No, what'd say, I'm afraid?"

Mayme: "She likes the show, that's all."

Jack: Really! Harry, how about a small fanfare for Mrs. D. A.?"

(Horn makes fanfare)

Jack: "That takes care of our large flood of fan mail for the month!"

On another day, the orchestra leader interviewed Jack for a job as usher in a theater.

O. L: Tell me, what would you do if the picture has already gone on and someone asks you how long will it be before the main feature begins?

Jack: "Oh, I'd say that the main attraction would be going on in ten minutes and they had plenty of time to get their tickets."

O. L: Good. Now your next question. Where would you put somebody who said they couldn't see very far back?

Jack: In the last row of the balcony, of course.

O. I: Splendid, splendid, my boy. You're practically hired, but just one more question. Where would you seat someone who was hard of hearing?

Jack: Over near the conditioning fan.

O. L: (delighted) You're hired. Report tomorrow, night at eight.

---

Another Funster is Announcer, Jack Slattery. Comes Monday and he heralds the program by saying: "Potluck Party takes the ice bag off its head and greets you!"

Jack: Pardon me, but what's showing now sir?

O. L: Why... uh... let me think. Oh, yes. Gertrude Moonch in Rebecca of Sunnybrook School.

Jack: Oh, I guess I don't want the job. I've already seen that picture!

Come Prepared

If you should chance to wander in to Columbia Square's Studio 2 some afternoon, go prepared for almost any eventuality. The performers often toss away their scripts to engage in spontaneous by-play. Bailey has been known to leave the mike while the orchestra is playing and start a dance with an eligible lady-member of the audience. Even the orchestra leader, fictitiously called Howard Humbold but in reality any one of KNX's available top maestros for the day, has been known to do a little rug cutting. And if the day should be one on which Bailey feels unusually gay, don't be abashed if he produces, as he recently did, three stuffed ducks right in the middle of a song and commercial.

Who could fail to like a commercial if it is accompanied, as the duck-heckling one was, by three solid minutes of laughter!

---

Singing Star of Hilarious Stint is Richard Wallace, who also lends a hand with the various funny lines promulgated by "the jerk of all trades and master of none," J. B.
At hours where no listing is shown for a local station, music has been scheduled.

**Friday, January 21**

- **KJHJ**—How Do You Say It?, KGB, KFXM, KYP—I'm a singer, KFOX—Los White, Orson Welles.
- **KFXM**—Guiding Light, KJN—Young Dr. Malone, KMRK—Husband-Talking, KJHJ—This Changing World.
- **KFBK**—News, William Parker.
- **KNX**—Dr. Louis.
- **KFWB**—Al Jarre.
- **KFBK**—News, Bob Williams and Playboys.
- **KRAM**—Farmer's Coop, KFAC—Luncheon Concert.

**Variety**

- 8:00—Johnny Murray, KFI.
- 9:00—Kern Smith, KNX.
- 6:00—Breakfast at Sadie's, KRCA-KFSP.
- 10:00—Milani, KGK.
- 10:15—Lunchroom with Lopez, KGFJ-KYOE.
- 4:00—Art Hinker's Notebook, KFAC.
- 6:00—Hollywood Showcase, KNX.
- 6:30—People Are Funny, KFXM.
- 6:30—Spotlight Bands, KFCA-KFSP.
- 7:00—Moore-Durante Show, KNX.
- 7:00—Keep It And.
- 7:30—Stage Door Curtain, KFXM.
- 8:30—All-Time Hit Parade, KFJ.
- 8:30—What's the Name of That Time, KJHJ.
- 9:00—Kate Smith Hour, KNX.
- 9:10—Evan Fulton, KFAC.
- 9:30—Jean Davis Show, KFJ.
- 10:00—Hollywood Spotlight, KGJ.

**Qisc Programs**

- 6:30—Double or Nothing, KJHJ.
- 8:00—Quiz of Two Cities, KHJ.

**Outstanding Music**

- 3:30—Keep Singing, America.
- 8:00—Fred Waring, KFI.
- 10:00—Lucky Lancer Dance Time, KFJ.
- 10:00—New-sical, KFVD.
- 11:00—Tide Time Dance Tangle, KFWB.
- 11:00—Classic Hour, KUCA.

**Public Affairs**

- 2:35—Day in Washington, KJHJ.
- 11:00—Things are Kidding, KJH.
- 11:00—Cheaters Row, OA President, KJHJ.

**Sports—Comment**

- 10:00—Basketballs, KJMM.
- 5:30—Race Results, KMRM.
- 6:00—Sports Roundup, KMRM.
- 10:00—Lugion Fights, KJHJ.

**Drama**

- 3:00—Star Playhouse, KFI.
- 4:00—Curt, KJH.
- 8:00—The Brewer Box, KJN.
- 7:00—News Ranger, KFPM-KGK-KYOE.
- 8:00—That's a Maltix, KJH.
- 11:00—The Parker Family.

**FRIDAY Program Highlights**

Morning Programs appear in 16cface type; Afternoon and Evening Programs in Bulldare.

**FRIDAY, JANUARY 21**

- **KGFJ**—Save the Children, KNX—Joyce Jordan, M. D., KECA—KFPS—Mystery Chief, KMRM—Sam Adams.
- **KFOX**—Quaker Saturday Night, KJHH—Pol Pot Prooi.
- **KJHJ**—Life Light, KHJ.
- **KJHJ**—Morning Round-up, KJH.
- **KJHJ**—The Open Door, KJH.
- **KJHJ**—KGB, KYOE—Dallas Morning.
- **KJHJ**—KFBK—Tony Joe, KJH.
- **KJHJ**—Heartstrings.
- **KJHJ**—Louisville Headlines.
- **KJHJ**—March Time.
- **KJHJ**—Headlines, KJH.
- **KJHJ**—Just Plain Bill, KJH.
- **KJHJ**—Midnight Melodies.
- **KJHJ**—Beach Band.
- **KJHJ**—Knoxville Press.
- **KJHJ**—The Niece and Sisters.
- **KJHJ**—Victory Parade.
- **KJHJ**—Huddy's Restaurant.
- **KJHJ**—Sister Louise.
- **KJHJ**—Children's Hour.
- **KJHJ**—Family Church.
- **KJHJ**—Springfield.
- **KJHJ**—KBOE—Yankee House Party.
- **KJHJ**—San Diego.
- **KJHJ**—Life Light.
- **KJHJ**—KFBK—Full Speed Ahead.
- **KJHJ**—KFSP—Time Views the News.
- **KJHJ**—KDRE—Family Bible.
- **KJHJ**—KPFK—News.
- **KJHJ**—Concert.
- **KJHJ**—KPSB—Saddle Club.
- **KJHJ**—KFOX—Christian Science.
- **KJHJ**—KJMM—KPIX—KTVU—News.
- **KJHJ**—George T. Jones.
- **KJHJ**—When a Girl Marries.
- **KJHJ**—Mary Martin.
- **KJHJ**—What's Up, Ladies.
- **KJHJ**—KGB, KYOE—Ray McCoy.
- **KJHJ**—Music.
- **KJHJ**—KWWK—Cook Club.
- **KJHJ**—KDKD—KTVU—Concert.
- **KJHJ**—KPSB—Saddle Song Mattine.
- **KJHJ**—KFOX—Victory Parade.
- **KJHJ**—KJMM—KTVU—Concert.
- **KJHJ**—KGB, KFOX—Don Lee Meadfield Cathedral.
- **KJHJ**—Indians.
- **KJHJ**—KFOX—Oneida Iroquois.
- **KJHJ**—Women's Work.
- **KJHJ**—KFOX—Pepsi-Cola.
- **KJHJ**—KFAC.
- **KJHJ**—Pacific News.
JANUARY 16, 1944

RADIO LIFE

FRIDAY LOGS

10:00 P.M.—KCA

“Hollywood Spotlight” With ERSKINE JOHNSON 10:30 P.M.—KFI

Inside the News with JOHN COHEE and DANA del LIMA Presented by THREATY DRUG STORES

FLOYD JOHNSON and King’s Ambassador Quartet

KMTR—8:05-9:00 P.M.

Also 10:30-10:40 A.M. Monday through Friday

Music! Laughs! Cash!

LISTEN TO

“What’s the Name of That Song?”

FRIDAY 3:00 A.M. KJH

and DON LEE, KFRM

“42” HAIR OIL and “42” SHAMPOO

Favourite Photo

Kate Smith has posed for hundreds of publicity pictures, but one of her favorites was made just recently. Photo shows the CBSong band rehearsing “Silent Night” with four youngsters from the famed Paulist choir.
Haven of Rest
8:00 A.M. — KHJ
TUES., THURS., SAT.
ALSO AT THIS TIME OVER
MUTUAL DON LEE SYSTEM

9:45—KFI—Book 'n' Ladder Follies. KHJ, KFXM, KGFJ, KOYE—
News.
9:50—KFI—Retire the Lines. KHJ, KFXM, KGFJ, KOYE—
Morning of Heaven.

10:00—KFI—News-Kurt Flatan. KGFJ, Dave Ormson.
KFXM—Bruce Link. KHJ, KGM—Country Church.
KRRD—Renaissance. KRRD—Morning Melodies.
KPH—Palm Church. KPH—Saints and Scholars.
KFXM—Lunch With.

10:15—KFI—KECA, KFPS—News. KECA—Sonic News. KFPS—
News.
KRX—Trademark. KRX—Morning Melodies.

10:20—KFI—On the Scintillating Kahn. KHJ, KGM—Medical.
KRRD—Western Serenade.

KFXM—Lamp-Lighter.

11:00—KGM—Mary Shields Co. KHJ, Mary Lee Taylor, KHJ—
Metropolitan Opera. KFXM—News. KHJ, KGM—Symphony of
KHJ, KHJ—Al Jardini. KHJ—Lamp-Lighter.
KFXM—Passadena News. KRX—Studio Quiz. KRX—KECA.

KIFM, KGM, KOYE—Radio Television.

KGM—You Shall Have Music.

KGM—Varied. KHJ—Music.

KGM—News.

KGM—Headlines. KHJ, KHJ—Jubilee. KHJ—Family Circle.
KPM—Morning Service. KHJ—Combination Service.

KGM—Junior Army.

KGM—Music. KHJ—Flute. KHJ—Piano.
KGM—International Sunday School.

KHJ—Tied Tack Tunes. KPPA—King's Men.

KHJ—Art Baker.
KHJ, KHJ, KGM, KGFJ, KOYE—

KGM—News.

KHJ—Colony Church.

KHJ—Children’s Bible Hour.

KHJ, KHJ—Concert. KHJ—KPM.
KGM—Firebrands for Jesus. KMR—Sermon Serenade.
KGM—Walts Theatricals.

KHJ—Ado S. Temple.

KHJ—Consumer Time.

KHJ—Federated Churches. KGM—Space for Song.
KGM—Health Talk. KGM—Bill of Rights.
KPH—Health Talk. KPH—Health Talk.
KPPA—Good Cheer.

KFI—Pet Parade.

KFI—Stars of Hollywood. KFXM, KFPS—Breakfast at
The Colony.

KHJ, KGM, KFXM, KOYE—
KHJ—Studio Party.

KPH—Better Speech.

KRG—Radio Revival.


SATURDAY, JAN. 22

NEWS BROADCASTS
dominated by star *
in listed positions.

Radio Life Logs are checked
carefully and intelligently, item
by item each week, with program
information furnished by the
various stations. They are, therefore,
as accurate as is possible under
present shifting wartime
conditions.

*Indicates News Broadcasts.
BUNDLES FOR BLONDE

If Penny "Blonde" Singleton is cold this winter it won't be her friends' fault. Penny, a victim of the housing shortage, is living in an unheated beach cottage so her friends and roommates, to give him a "practical" Christmas gifts. As a result she was deluged with hotwater bottles, bed warmers, heating pads and snuggies. Arthur "Dagwood" Lake presented her with a suit of red woolen underwear and his favorite recipe for hot toddies:

★★★★

WAS COACH

During his student days, Kay Kyser, the "Ole Professor" of NBC's College of Musical Knowledge," coached a junior high school football team through two victorious years.

PERMANENT

Don Ameche, emcee of the Blue Network's Saturday show, "What's New?" saw the first autobiographies he has ever seen were used as a memorial at Grauman's Chinese Theater. The skeletons of the laid cement sidewalks around Keno, Wisconsin, and his last act was to scribble his own "John Henry" on the blocks in one of the principal spots.

★★★★

FORMER AUCTIONEER

Freeman F. Godsen, the "Amos 'n' Andy" was familiar with the tobacco auctioneer's chant long before a cigarette company made it famous. At one time, before his radio career began, Godsen was a tobacco salesman in Durham, N. C.

NEEDS INTERPRETER

Basil Rathbone, who plays the title role in the Mutual-Don Lee network's "Sherlock Holmes" series, hires an interpreter to decipher part of his mail. The actor's father has written to him in seven different languages—French, German, Dutch, Turkish, Russian and Portuguese. A British mining engineer, whose profession has taken him to the four corners of the globe, he speaks all seven languages.

NEW HAIR-DO

Dinah Shore, star of her own Columbia Network variety show, is wearing her hair a new way. The new hair-do eliminates the well-known bangs and substitutes a soft pompadour, topped with a pert velvet bow.
 commentaire program by this noted authority on modern Russia.  
Saturday, January 22—Quincy Howe and the News, KNX, 3:00 p.m. (15 min.) Listeners will welcome back this popular news commentator.

Who's Quenting?

Variety  
Saturday, January 15—“Blue Ribbon Town,” KNX, 7:15 p.m. (30 min.) The Groucho Marx show will have Betty Hutton as its guest star.

Music  
Saturday, January 15—“Million Dollar Band,” KFI, 7 p.m. (30 min.) Xavier Cugat will be guest star.

What's Playing?

Drama  
Monday, January 17—“Lux Radio Theater,” KNX, 6:00 p.m. (One hour) Play to be presented is “Casablanca,” starring Hedy Lemarr and John Loder.

Monday, January 17—“Screen Guild Theater,” KNX, 7:00 p.m. (30 min.) “I Love You Again” will star William Powell.

Monday, January 17—“Suspense,” KNX, 9:00 p.m. (30 min.) “Dime a Dance” will present Lucille Ball.

What's Special?

Music  
Tuesday, January 18—“The Victory Parade of Spotlight Bands,” KECA, 6:30 p.m. (30 min.) In the spotlight will be an all-American jazz band at Metropolitan Opera House.

Sunday, January 16—“Chamber Music Society of Lower Basin Street,” KECA, 6:15 p.m. (30 min.) With Maestro Paul Lavalle will appear the winners of “Esquire’s” all-star band poll.

Sports  
Saturday, January 22—Hialeah Races, KJH-DLBS, 1:30 p.m. (15 min.) A special treat for sports fans.

Precasts & Previews  

Time Changes  
Monday, January 17—“The Gallant Heart,” KFI, 9:00 a.m. (15 min.) Monday through Friday. Formerly KFI, Monday through Friday, 9:30 a.m.

Saturday, January 22—“Calling Pan America,” KNX, 11:30 a.m. (30 min.) Formerly KNX, Saturday, 1:30 p.m.

What's New?  

Drama  
Tuesday, January 18—“Everything for the Boys,” KFI, 9:00 p.m. (30 min.) Tentatively scheduled, this program will star Ronald Colman and Arch Oboer.

Dramatic Serials  
Sunday, January 16—“The Life of Riley,” KECA, 12:00 noon (30 min.) As tentatively scheduled, William Bendix will star in this new series presenting amusing sidelights on the domestic foibles of a typical American family.

Sunday, January 16—“The Woman from Nowhere,” KNX, 2:45 p.m. (15 min.) The popular star of “Dear John,” lovely Irene Rich, begins a new series.

Tuesday, January 18—“A Date With Judy,” KFI, 5:30 p.m. (30 min.) Radio listeners will welcome this return of the delightful Foster family.

Variety  
Monday, January 17—“Believe It Or Not,” KJH-Mutual-DLBS, 6:15 p.m. (15 min.) Mondays through Fridays. Highlighting the program will be the amazing new wonders culled from a world at war.

Tuesday, January 18—“San Quentin on the Air,” KJH-DLBS, 8:30 p.m. This popular program begins its fifth series on the air.

Thursday, January 20—“Pick and Pat,” KJH, 8:00 p.m. (30 min.) A new variety program to delight local radio listeners.

Commentation  
Sunday, January 16—Walter Duranty, KECA, 5:30 p.m. (15 min) A news

Diggin’ Discs  
With JACK LAWSON  

BY DRIBBLES, new records are seeping out on the market. Most noteworthy of the latest Columbia releases is a pair by BENNY GOODMAN—"The "A" side a quartet version of "THE WORLD IS WAITING FOR THE SUNRISE," with the incomparable Goodman quartet; its plattermate a merry mad "SOLO FLIGHT." The whole band takes off on this one with CHARLIE CHRISTIAN and his famous guitar piloting a high riding arrangement.

Sgt. Gene Autry is still in the army air corps, but OKXH has dug up another duo of discs by the Cowboy King—to wit, “I'M THINKING TONIGHT OF MY BLUE EYES” and “I'LL BE TRUE WHILE YOU'RE GONE.” These are a couple of new ‘uns released for regular Autry fans.

Broadway’s great show success, "OKLAHOMA," comes to wax via Decca’s new album of twelve of the top tunes of the musical hit. Principals of the original cast are featured along with the Oklahoma Orchestra and chorus. ALFRED DRAKE solos “Oh, What a Beautiful Morning,” and with JOAN ROBERTS, duets “People Will Say We’re In Love.”

Decca has another likely hit in "SHOO SHOO BABY" with the Andrews Sisters and Vic Schoen’s orchestra, backed by "DOWN IN THE VALLEY." Patty Andrews takes the lead with "Shoo Shoo," and the gals get in the groove. Its companion is a hillbilly of Ozark flavor. For our money, the sisters remain "America’s Favorite Singing Trio."

OUT AND OUT hill-billy is ERNEST TUBB’S newest coupling for Decca. Ernest gives new treatment to the popular standard. "TRY ME ONE MORE TIME," the plea of a forlorn lover who’s been given the air by his girl friend. In reverse mood, "THAT'S WHEN IT'S COMIN' HOME TO YOU" is a rhythmic tune in which Tubb sings of a gal who has done him wrong. Both have bass and guitar background.

We ran into a gentlemen the other day we were glad to see. L.T. (jg) Ted Weems, of the U. S. Maritime Service. Ted was a great recording favorite before he went into service. One of his boys, whistling ELMO TANNER, recently left the service and is touring now as a solo attraction. We asked Ted how he liked the service. “Great,” he said. “First time I’ve kept regular hours in twelve years!” While in town, Ted made a guest appearance with FRANK BULL on the popular recorded program, America Dances, over KFWB.
John Conte Is a Rising Radio Personality Able To Hold His Own With "Maxwell House" Stars

JOHN CONTE, RIGHT, KEEPS UP WITH gib Frank Morgan, one of "Maxwell House's" scintillants. Here he takes exception to one of Morgan's fancy tales. Inset shows Conte in a smiling mood, just before breaking into song.

Thursdays, 8:30 p.m.

JOHN CONTE is a personable, be-moustached young man whose job as emcee on "Maxwell House" propels him in the center of fast company—Fannie Brice and Frank Morgan, experienced show people from the word "go." The other day we were musing on this situation, wondering how Conte was constituted to stay apace of such smart entertainers as Mr. Morgan and Miss Brice.

Every Thursday, as you know, Conte stands on the other side of the mike from volatile Morgan. He plays straight man to one of the fastest speaking comics in the business who is a notorious ad-libber besides. Holding up under the Morgan verbal barrage, parrying the satirical thrusts, and making the quick retort require talent and training of the first water. Conte has both, we discovered.

Went to Lincoln

Much of his training he obtained right here in Los Angeles. The inquisitively hazel-eyed John, whose dark, crisp hair and olive skin are clue to an Italian mother and French-Italian father, was born September 15, 1915, in Palmer, Massachusetts, but migrated with his family to Los Angeles when he was five. By the time he was in Lincoln High school, John had made up his mind to a theatrical career. He devoted all his time to the drama courses and for three years was his school's winner in the city-wide Shakespearian contests.

Fate, who loves an ambitious calculator, placed young Conte high on her list. Around these contests, old Shakespearian actors used to congregate, lamenting their lost opportunities, pinning for the old days. It all impressed John with the necessity for making the most of his talents immediately. After school, he entered the Pasadena Community Playhouse and took every role offered to him—juvenile, leading man, character.

It was 1934 by then and the most lucrative job for a young man who read well—so he was told—was radio announcing. He started on Station KFAC. Two years later he went to a network and became head announcer in nine months.

George and Gracie

Soon John walked into a break to which he attributes much of his success as a straight man. He was given a part on the Burns and Allen show, and with it, a chance to watch a veteran straight man at work. Every minute John was in rehearsal he observed Burns in action,—how he timed his lines, how he built up suspense.

"I think it was one of the most important jobs in my life," he says now. "At the time I had no particular intention of doing that sort of thing, but it was fascinating watching Burns."

It was 1939 that John first went on "Maxwell House Coffee Time." He was in New York for a musical comedy role that didn't materialize, when he was invited to audition for the emcee role on the show.

He had no fear of such an audition and learned only when he arrived at the studio that the job also entailed acting straight for Morgan. The audition script was an old one Robert Young and Morgan had done a few weeks before. John studied it briefly, tried out, and won the audition. In a few days he was on his way back to Hollywood for the broadcast.

"I was scared at first," he admits, "but everyone, especially Frank, was very kind. As time rolled on, I found that I was no longer afraid and gained more and more assurance. In losing my self-consciousness I gained a better feeling for the part."

Through the years, John has learned other important things from his associates. One of them is restraint. His calculating mind saw that most of the successful actors were of the school of acting that never permitted them for a second to be conscious of the audience. They never went far in a role that they lost themselves. However, always they were conscious of the mood of the audience.

"My main tutor is Uncle Frank," Conte stated appreciatively. "He has taught me rhythm, timing, and delivery. My records tell the difference between my work four years ago and now."

John's talents are by no means limited to acting as straight to Morgan. He launches the show with a song; splices it mid-way with another, and often gives Harlow Wilcox a hand with the commercials.

But he would rather sing than anything. His never-relying drive to become an actor has been eclipsed only by his desire to be a singer. He has had voice lessons and was featured as a vocalist for a year and a half on his own program.

"My big ambition," he confided, "is to have a program like Bing Crosby's."
1. BEN WILLET HARD AT WORK. A telephone order that Moony must deliver before noon takes Ben's attention early in the day and here the photographer catches him as he makes the final count of ration points.

2. WHILE THE BOSS WORKS, August Moon takes a quick, forbidden feel in the rice bin. Reason: It makes him feel so won-won-won-won—simply ecstatically!

We Televise a 'Point Sublime' Script

5. LIKEWISE, HATTIE HIRSCH is concerned—she didn't get invited. A look out the window toward Willet's store substantiates the rumor that Ben's getting ready for some big affair—he's on his way to the barber shop!

6. TROUBLE REARS ITS UGLY HEAD at the barber shop. Howie, in the chair, takes exception to Ben's statement that "an old man needs all the tonsorial attention he can get, while a younger man can depend on his youth to keep his looks at par."

By ROBERT REDD
(Author of the Show)
3. BETWEEN CUSTOMERS, Ben takes Moony out to his prize station wagon, which must be in perfect condition because Howie MacBrayer is having Evelyn and Ben to tea. Here, Moony can't distinguish between a car's carburetor and his boss's finger.

Monday, 8:30 p.m.
Mutual—KHJ

The Don Lee cameraman made a trip to Point Sublime the other day to make a Radio Life record of what goes on during a typical day in that little town where Ben Willet (played by Cliff Arquette) is mayor, merchant, fire-chief, chairman of the Red Cross and War Bond rallies, or as Ben refers to himself, "I'm the hubbub of the town."

As you'll see by the pictures, the photographer stopped in first at Ben's store, where he found Ben and Moony (played by Mel Blanc) following out the line of duty. Then, as the day went by, he met up with the rest of Point Sublime's citizenry in typical pursuits. You'll see Hattie Hirsch (played by Verna Felton), Evelyn Hanover (played by Jane Morgan), and Howie MacBrayer (played by Earle Ross) in these pictures as true to life as you hear them on the radio each Monday night.

7. TREADING ON THIN ICE, Howie almost overdoes his host-role. Just as Evelyn was about to pour Ben a cup of tea; Howie finds a flower worthy of her immediate and undivided attention. Restraint on Ben's part saved the day.

8. AND THE PARTY ENDS with nobody mad at no one. The look in Ben's eye shows even he falls for Howie's charm when it's so all-inclusive. So as they say in "Point Sublime," "Ain't they the ones!"
THE BIG SQUIRT who makes the whole thing fizz, Jack Bailey. His uninhibited humor dominates the revelry of CBS' "Potluck Party."

THE MORE COMMERCIALS THE BETTER

For KNX's Topsy-Turvy Funfest, "Potluck Party"

Monday-Friday, 2:15 p.m. CBS-KNX

ONE but an utterly commercial-minded soul would guess that there was a Purpose behind "Potluck Party," that refreshing dose of radio bicarbonate best described by its theme song, "Anything Goes." The average fan of this kilowatt seltzer enjoys every active ingredient of the "party" from Singer Richard Wallace, the effervescent gal, Mayme, bubbling announcer Jack Slattery, the West Hollywood Seventeen Orchestra, and the self-styled "big squirt" who makes the whole concoction fizz, Emcee Jack Bailey.

That Purpose, as Radio Life heard it, was to make a flock of spot announcements palatable. One day, so 'tis said, KNX awoke with more one-minute commercials than it could tastefully handle throughout the day. So instead of interrupting programs right and left to reel off a quickie, the Brains figured out a way to incorporate these "spots" into a lively, listenable program of transcribed commercials. They rounded up seventeen crack musicians, asked Bailey to oblige with banter, engaged a small group of supporting kidders, and Writer Bob Carroll to whip up a crazy script which gave continuity to the horse-play and the plugs.

The result? Mirth and madness in twenty-five topsy-turvy minutes which hold the listener to his dial rather than drive him away mumbling about insane commercials.

GATHERS AUDIENCE

Even hard-bitten habitues of Radio Row can't stay away from the show. Although "Potluck Party" does not broadcast from a studio designed for an audience, it always has one because the people who work at CBS sneak in to see what unpredictable prank will occur. Up in the control room, big-time executives sit to snatch a glimpse of the high jinks and linger to see how Bailey will maneuver into a commercial.

Here, in case you haven't heard...