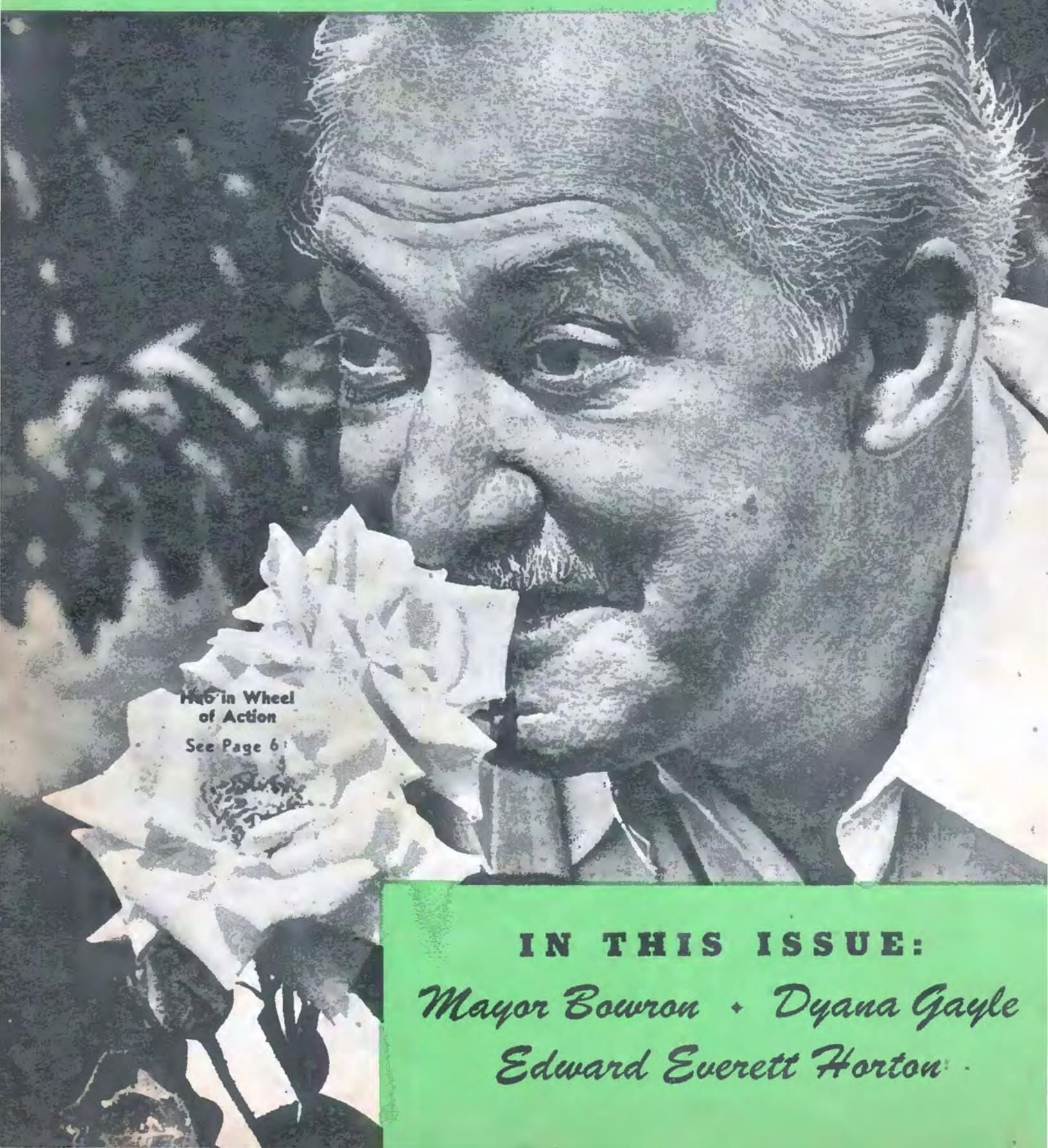


PROGRAMS for WEEK BEGINNING JULY 22

# RADIO *Life*

5¢



## IN THIS ISSUE:

Mayor Bowron • Dyana Gayle  
Edward Everett Horton



**HERE'S THE PECTIN THAT  
SAVES YOU SUGAR!**



- M.C.P.

Saves Time and Work Too!  
Assures Finest Results



SAVE FOOD-BUY WAR BONDS

that real  
**french  
flavor**



**exciting on salads**

DINA-  
MITE  
CEREAL

The Extra  
Energy  
Breakfast  
Food!

California Raisins



PVT. "HANK" McCUNE, Pasadena soldier-comedian, just back from an entertainment tour of three theaters of war, "laughing it up" with Comedian Bob Burns, left, and Comedy Writer Victor McLeod, Burns' writer who created gags for McCune overseas. McCune is holding the "Alaskan Oscar" awarded him for entertaining GI's in Alaska.

## Laughing It Up!

By Johnny Whitehead

**G**HE ABILITY of American wounded to "laugh it up" in the face of tragedy and serious battle wounds is the most indelible impression an entertainer brings home with him.

This was the observation of big-eared, smiling Private Henry ("Hank the Yank") McCune, youthful soldier-comedian from Hollywood, upon his recent arrival here after almost twenty-three continuous months of touring American bases overseas with his own GI shows.

In Hollywood for a brief furlough as the guest of Gag-man Victor McLeod, writer of the Bob Burns radio series and responsible for the comedy material that Pvt. McCune used overseas, the UCLA graduate couldn't throw enough bouquets at the GI's he entertained.

"We put on shows for wounded men fresh from the battlefield," he said, "and it's an experience I won't ever forget. Many of the boys we did our shows for were lying on stretchers waiting for air transports to carry them back to the states, and

to see their faces light up with smiles and hear them laugh will make me eternally grateful for the opportunity I had to entertain them."

### Alaskan "Oscar"

Pvt. McCune's battered makeup kit bulges with citations from commanders in three theaters of war and the "Alaskan Oscar" presented to him by Brig. Gen. Dale S. Gaffney on behalf of GI's in the Alaskan division, who dubbed him "best comedian in the Alaskan theater." The "Alaskan Oscar" is a miniature seal which was fashioned from seal tusks by native Eskimos at Point Barrow where "Hank" appeared with actress Helen Parrish.

During the past twenty-three months, Pvt. McCune has flown 126,000 miles by military aircraft to stage more than 223 shows in three theaters of war.

The Hollywood private, who has been referred to by GI's as the "Perennial Private" because he has refused promotions in order to remain "just one of the guys," was first to present returned war heroes on the air in Hollywood as master of ceremonies on NBC's "It Happened In the Service" in 1942.



**KECA MANAGER CLYDE SCOTT** starts the Radio Life visitors on their tour of the station's beautiful new quarters at Highland and Sunset. Left to right, Shirley Gordon, Betty Mills, Clyde Scott, Evelyn Bigsby, and Culbreth Sudler, Radio Life's advertising manager.

### *Magazine Scribes Take Dollar Tour of America's Beautiful Newly-Remodelled Station KECA*

**ALL OFFICES ARE** tastefully decorated and planned for the utmost in efficiency. Conference here between John I. Edwards, program manager, Scott, Sudler, and Editor Evelyn is in Scott's office.



# Radio Life Visits **KECA**

By Virginia West

**O**NE AFTERNOON, shortly after KECA, the American Broadcasting Company's Hollywood outlet, moved to its new offices and studios on Highland Avenue at Sunset in that city of the cinema, the gang from Radio Life dropped in to pay a call and to have a look-see at all this new "layout" they'd heard so much about. The callers included Evelyn Bigsby, editor of Radio Life, and star of her own Sunday night show on KECA and the American Broadcasting Company's coast network, Betty Mills and Shirley Gordon of Radio Life's writing staff, and Cully Sudler, advertising manager for the magazine.

This notable aggregation of scribes was greeted by Clyde Scott, General Manager of KECA, who took great pride in showing them the fruits of his labor of the last several months—the completely rebuilt building which houses the station, the light, airy and ultra modern office suites, and the studios which incorporate many of the very latest engineering designs.

First the guests were ushered into the executive suite, where they "oh'd" and "ah'd" in unison over the lovely new desks of modern velvetan finish, the brightly colored upholstered pieces, and the gay and colorful drapes.

#### Four Studios

Next came a tour of the three first floor studios—studios which involve the very latest in technical and acoustical design. For instance, through the device of having no parallel walls, reverberation of sound has been greatly reduced, according



AUDITORIUM IS MAGNET for Radio Lifers, here being accompanied by Matt Barr (right) sales executive. Blue velvet-upholstered seats make for comfortable seating, contribute rich color note to room.

to Chief Engineer, Ralph Denechaud, who heads the technical staff for the American Broadcasting Company in Hollywood, as well as KECA. Walls and ceilings slope, curve in, run in zig-zag lines, and do everything except present two parallel surfaces. More than this, walls and ceilings are constructed of the latest acoustical material, "Transite", behind which are two inches of rock wool for insulation.

The largest of the three first floor studios, though only 20 x 23 feet in dimension, is so constructed that it will accommodate a large dramatic cast, or a small or medium sized orchestra, with no echoes or reverberation. The two small studios, or speaker's booths, are also treated with the same "Transite" and sloped wall design.

In the studios, Mrs. Bigsby and her

FRANCES SCULLY and Rollo Hunter, who produce Miss S's "Star Gazing" program, explain script to Shirley Gordon and Betty Mills. This studio and all of KECA's others have ceilings and walls of new acoustical material called transite.



CLYDE SCOTT christened the sponsor's booth the "Crown Room." Here Sudler and Barr, looking at crown insignia on entry door, are wondering how Scott happened to dream up unique name.

staff were greeted by KECA's announcers, Ted Bentley, Johnny Forrest, Phil McHugh, Chuck Werner, Doug McKellar, Dal Williams and Bob Cummings.

Next on the itinerary was the production department's headquarters—a suite which backs the studio block. Here Production Chief Bill Davidson and his staff proudly dis-

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IN THE NEWSROOM, Radio Life editorial members follow lead of General Junius Pierce, news commentator, left, in consulting the reams of teletyped sheets which are slowly unwinding from the news machine.





## He Was Always Too Old To Be Young

By Tod Fredricks

**O**N JULY 31, Earl Ross celebrates his forty-second year in show business. Twenty-five of those years have been on radio. He made his debut in 1920 with his own show called "Earl Ross Theater of the Air" (undoubtedly originating the title which was to become a favorite in radio circles). Since then he has had many programs of his own but his best-liked, and one he soon hopes to revive, is the "Ramblings of Jeremiah Quid."

During his long and happy stay in Radio, he has gained the reputation of being one of the industry's finest character actors. He has supported the biggest names in radio and is at present endearing himself to listeners as the good-natured foil for "Gildersleeve," "Judge Hooker."

Cornering Mr. Ross in the Artists' Lobby of NBC, Radio Life asked him to explain his formula for becoming a successful character actor.

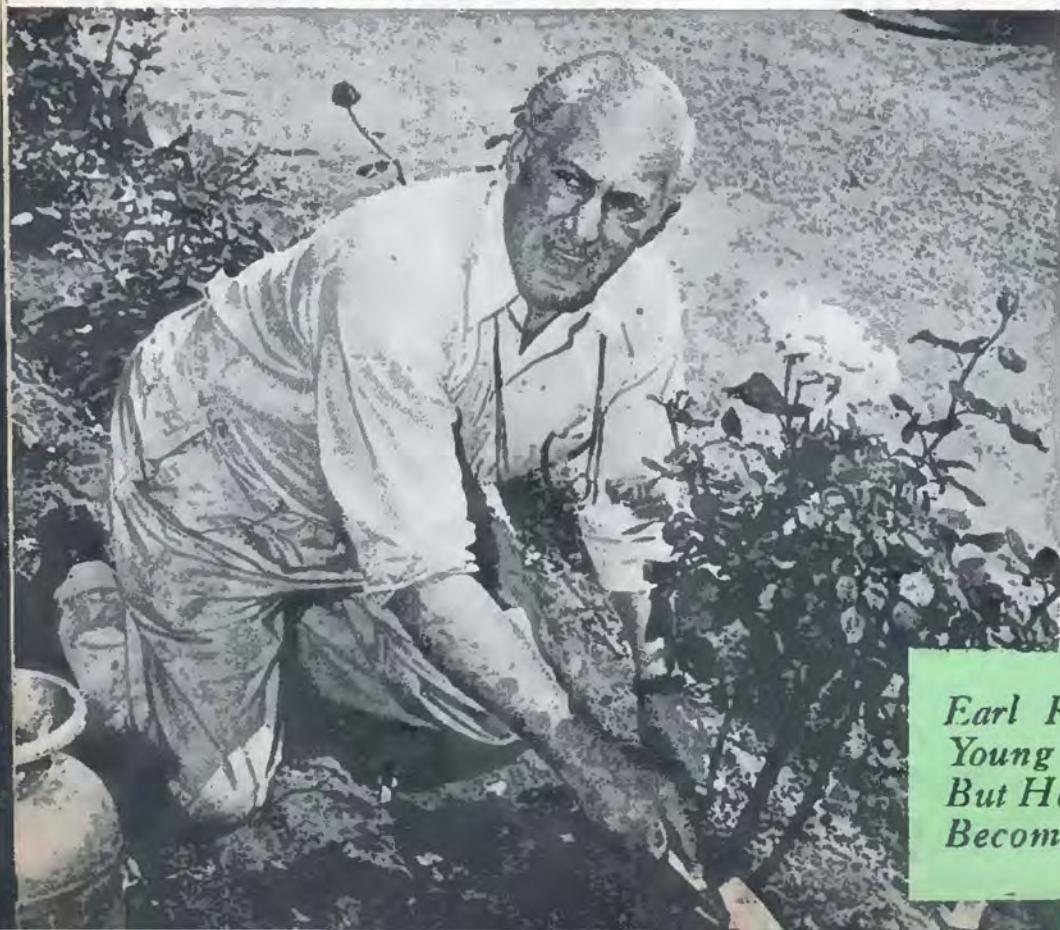
"First of all," he replied, "you must realize you are a hub in the entire wheel of action. Often the mechanics of the show revolve around you and you must be alert."

**Student of People**

"A character actor also must be a student of psychology and philosophy. Many times I have studied different people for weeks trying to perfect within my mind their characterizations."

How, we wanted to know, had Mr. Ross gone about becoming a character actor? With a smile lighting his dark, flashing eyes he laughingly recalled the unhappy day his

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*Earl Ross Discovered That as a Young Man He Had an Old Voice; But He Overcame the Handicap by Becoming a Well-Known Character*









































# Radio-Minded Mayor

By Helen Dietz

*Fletcher Bowron Broadcasts Twice Weekly, Has Aired from Every Radio Station in City*

Thursday, 10:15 p.m.  
KFI  
Sunday, 6:45 p.m.  
KMPC

**W**HEN Fletcher Bowron was re-elected to his second full four-year term as Mayor of Los Angeles last April, professional politicians were dumbfounded. "We knew he would lead the ticket," they said, "but how did he manage to get elected at the primaries—and with fourteen candidates in the field?"

Yes, how DID Bowron obtain nearly fifty-four per cent of the votes cast, outdistancing his nearest opponent by a margin of two and a half to one, and capture a mayoralty election at the primaries for the first time in twenty years? The City of Los Angeles, like the State of California, had been in the habit of changing its chief executive every four years.

The answer from all sides is RADIO in capital letters. Fletcher

Bowron has sold himself to the people through the radio. As chief executive of the nation's fourth largest city with a population of 1,825,000 Bowron has been on the air continuously at least once or twice a week for the past seven years. His voice has been heard coast-to-coast on several occasions. He has spoken over every radio station in the city at one time or another at public events and ceremonies by the score. Currently he is broadcasting over KFI every Thursday evening at 10:15, following the Richfield Reporter, and over KMPC every Sunday night at 6:45.

Advertising experts say the sustained character of Bowron's broadcasting gives it a high cumulative value which pays dividends.

## Was It Worthwhile?

"About a year ago, I asked Bill Ryan, KFI manager, if he knew how many people were listening to my program," the Mayor said. "The



**OPENING THE BASEBALL SEASON**—Mayor Bowron is pictured just after officially opening the Pacific Coast Baseball League season this Spring at Wrigley Field. Dave Malloy (right) introduced him to KMPC's baseball audience.

preparation of the script was taking a great deal of my time, and I was wondering if it was worthwhile."

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**SIZING EACH OTHER UP**—Taken at the annual meeting of the sixteenth district of the National Association of Broadcasters at the Biltmore last January, the photo shows Mayor Bowron greeting J. Harold Ryan, president of NAB, while William B. Ryan (center), KFI manager, pensively looks on.

**A WORKING MAYOR**—Fletcher Bowron of Los Angeles is shown operating the bulldozer used to break ground at the site of KFI's new television and FM transmitter atop Mt. Wilson last November. The gentleman assisting is Eugene Overton, KFI's legal representative, who is also "president of the city's board of harbor commissioners.





# "Edward, Dear, Save Your Money"

By Betty Mills

*"It Just Can't Last," Admonished Mrs. Horton Upon Seeing Her Young Son in His First Play; But Horton's Luck Did Last, Paying off in Fun, Endless Excitement—and Good Money*

Thursday, 6 p.m.  
NBC-KFI

*With a wave of his hands, Edward Everett Horton pushed back the years and explained why he thought he was a pretty rugged individual. In the first place, his family didn't approve of his thespian ambitions. Upon entering the theater, he proudly took his mother to view him in his first role.*

"How'd you like it, Mother?" he eagerly asked.

"Edward, dear," she answered with a sigh, "it just can't last. Be sure to save your money."

His dampened spirits began to revive after a while because in spite of his mother's admonitions, business was picking up. Young Edward felt quite proud of himself—that is until he overheard a conversation on a bus one afternoon. Two women were discussing him.

HORTON WAS ONE OF THE FIRST citizens to settle in the Valley. His home, which his friends dubbed "Horton's Folly," was built in 1925 and now encompasses twenty-two acres.

"That Horton fellow's awful familiar," said the first.

"He is to me, too," exclaimed the second.

"Hmmm, same cocky air about him. Do you suppose he's the kid who used to live back in Ohio. You know the one I mean—lived in the next block. Name was something like Horton. In fact, I think it was Horton."

"Oh, yes," agreed the other, "he was sort of an extrovert. Imagine seeing him here. Knew he'd come to no good end."

"So you see," pointed out Mr. Horton (back in 1945), "I had to be rugged to keep from coming to that no good end with which I was always being threatened. Besides, I'd never been to Ohio."

#### Thrives On It

While lunching with him, we decided he must be pretty rugged, too, if he could blithely consume the hottest of tamales and top it with a rich, creamy slice of chocolate cake. "Thrive on it," smiled Mr. Horton taking another bite. "Don't let the fellow you've seen on the screen with the delicate stomach fool you."

"Never know from one minute to the next where I'm going to be or what I'll be doing. In a few weeks I'll be leaving for New York and my thirteen weeks on the Kraft summer show. Now radio," with a smile, "that's something I like."

"It's fun because it's exciting and I like excitement. It's a lot like the stage. Did you ever think of that? Each week you have a role to play and a tremendous audience to play it to."

Since his first appearance on radio in the thirties, Horton thinks he must have guested on every show in existence. This summer will mark the third time as an airlane "regular." He has emceed "Shell Chateau" and was more recently heard as the storekeeper of the Sealtest show. "I sold cotton and sundry things. Think it was a pretty good try," he modestly concluded.

To digress from talk of the entertainment world, his favorite topic is his large rambling home in Encino. He boasts of being the first to settle there. When he built in 1925 there was no one around him. Today his four acres have expanded to twenty-two.

#### For His "Rubbish"

He describes his home as being indescribable. "I had to build it to have some place in which to store my rubbish." His rubbish isn't rubbish at all but is comprised of a priceless lot of antiques and oddities. "I'm a collector at heart and I think I

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# Slick Chick First Class

By Shirley Gordon

*And Queen Bee of the Seabees Is Dyana Gayle, Servicemen's Singing Favorite; She Is a Busy Homemaker, Doting Mother, and Wife of a Marine*

Thursday, 10:45 p.m.  
CBS-KNX

**I**'M GONNA be dull copy," laughed Dyana Gayle. "The things that are interesting about me I don't want printed."

This breezy statement notwithstanding we found our luncheon date with the charming CBS songstress a very delightful affair during which Miss Gayle imparted much of interest and nothing we could truthfully term as "dull." On the contrary, the saucy sparkle in her blue eyes, the instant friendliness of her wide smile and the enchanting informality of her manner (all apart from the melodic magic of her songs) showed us immediately how it is that Dyana has endeared herself with ease to the hearts of servicemen throughout the world.

A group of Navy boys in the Aleutians have given her the rating of SC 1/C, meaning Slick Chick, First Class. Some Seabees have tagged their "Queen Bee." Dyana's mail averages some one hundred and fifty letters daily from men in uniform. One lonely soldier sent her a greeting card of "good wishes to my best girl on Mother's Day."

## Gone 33 Months

Dyana Gayle has her own special

interest in the South Pacific—her husband, Frank Seville. He is a sergeant in the Marine Corps and has been serving overseas for the past thirty-three months.

For twenty-eight of those thirty-three months, Dyana hopped out of bed in the middle of the night to trek down to the broadcasting studio for her singing and femceeing stint on an airshow beamed to servicemen called "Songs for Overseas."

Currently, the lovely lyricist is teamed with Milton Charles' organ on KNX's "What Makes a Song?," heard each Thursday evening, and taking advantage of her hiatus from the nightly mike grind to catch up on her camp appearances and head for service hospitals.

Her ultimate ambition in radio is to be singing star and femcee of a big coast-to-coast airshow.

But however her schedule of professional activities may line up, Dyana emulates the spirit of her perpetual motion in the fulfillment of her off-mike role as homemaker and mother. She and her daughter, Barbara, live in Hollywood, in a Spanish-type bungalow which the singing star owns.

"It has a huge living room with a fireplace," related Dyana happily, "and is built on a corner lot where

**DYANA GOES FOR** philosophical writings, music by Brahms and Rachmaninoff, "Acy-Ducey" and gin rummy. She likes thirty-five dollar hats, so seldom buys one. Around the house, she wears blue dungarees—"because I'm always rushing out in the garden to plant something."

I've planted the Victory garden of the neighborhood. You should see my corn—it's that high, and just darling!"

The first thing she does when she gets up in the morning, Dyana smilingly insisted, is go out and see what has come up in the garden. What is more, once the produce appears, she knows what to do with it.

"I'd rather cook than breathe," she declared merrily. Salads are her specialty. "In fact," she went on, "whenever I'm invited out for dinner, somebody says, 'You bring the salad.' So I end up whipping one together and toting it around in the back of the car."

## Picked Watercress

Once, when Dyana was visiting a friend out in the valley, she was elated to find watercress growing thickly in a creek beside the house. "So I jumped in some rubber boots, waded out and picked it by the armfuls!"

Dyana claims that she "can't sew worth a hoot" now, but she has bought herself a sewing machine, is working earnestly on clothes for herself and Barbara.

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INHERITING A CONTRACT from her husband, Alan Linnhart, Mozeile Britton Dinchard took over management of welterweight Spider Jensen, left. Jensen appeared on Woody Hattic's broadcast on KMPC.



FIFTEENTH ANNIVERSARY of stewardess service started by United Airlines was celebrated when Tom Breneman played host to a group of ex- and present stewardesses on his ABC program. Showing Tom how NOT to feed passengers are Amanda Guthrie and Chief Stewardess Margaret Tolosano.

## SEEN ON THE RADIO SCENE

THE JIMMY FIDLER AWARD for meritorious war service, a custom-built Gruen watch, recently went to Florence Bates, character actress. Miss Bates, a 58-year-old veteran of the screen, has made a total of 16 blood donations to the American Red Cross, leading all other film players.



COFFEE AND DOUGHNUTS for Billie Burke's early Saturday morning audience at CBS liven things up for both the comedienne and her suave announcer Tommy Dixon. It's top o' the morning, they agree.



# Radio-Minded Mayor

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It wasn't long before Ryan and Bowron both knew the answer. A Crossley survey revealed the Mayor commanded a 4.3 rating on Thursday evenings—the second most popular program at the time—with 64,500 regular listeners. That was a year ago. Estimates now indicate the Mayor's audience at not less than 75,000 people, and first place among programs at 10:15.

Perhaps Bowron's chief broadcast rival is Mayor Fiorella LaGuardia of New York, who goes on the air Sunday afternoons over WNYC. His microphone technique, although effective, is radically different from that used by his Los Angeles colleague.

The pudgy "Little Flower" berates, caresses and pleads with his listeners in a high-pitched voice. He uses no script, but ad libs from notes for as long as he sees fit. There's a reason.

Municipally-owned WNYC has no commercial programs backed up against LaGuardia's show. In fact, WNYC is the only city-owned radio outlet in the country which does not sell time commercially. The others, WCAM, Camden, New Jersey; WRR, Dallas, Texas; WJAX, Jacksonville, Florida, and WSUN, St. Petersburg, Florida, all do, and earn substantial profits for their city treasury.

## Uses Script

Bowron, on the other hand, speaks from prepared script. His remarks, designed primarily as a report to the people on their city government, are delivered in a calm, even voice. "Citizens of Los Angeles," he opens dispassionately and continues to the end with no dramatic flings. On a recent broadcast telling of plans to welcome Generals Patton and Doolittle, he indulged himself with the phrase, "Oh, brother." "I was certainly startled to hear him use that expression," Ed Starr, KFI engineer who monitors the Mayor, declared. "It was a radical departure from Bowron's usual air decorum."

Bowron dictates his KFI scripts every Thursday morning, while his KMPC talks, sponsored by the City War Council, are prepared on Friday afternoons.

Pacing up and down the full length of his big office in the City Hall, Bowron is a restless personality while dictating. A doctor friend, apprehensive over the energy he was expending, asked in all seriousness if he would consider lying down while dictating. "When engaged in mental work, it is easier for the heart to pump blood to the head while in a prone position," he prescribed.

Mrs. A. P. Norton, the Mayor's kindly and efficient executive secre-

tary, revealed her boss obtains his inspirations while gazing reflectively out of his office window.

"The Mayor thinks out his sentences very carefully," related Alice Murphy, Bowron's stenographer. "Little correction is necessary. His first draft is generally his final draft."

## Took To Air 1938

Los Angeles' chief executive took to the microphone regularly immediately after the famous recall election of September, 1938. Evidencing wide interest in the talks, many listeners telephone Mrs. Norton the day following the Mayor's broadcasts, supplicating "I missed hearing the Mayor last night. I wonder if I can obtain a copy of his script."

High praise for the Mayor's ability on the air comes from Bob Swan, KFI announcer who introduces his honor, and from technician Starr.

Swan declared Bowron's timing is perfect, despite his lack of opportunity to rehearse the entire script before going on the air. When he gets the one-minute warning signal, Swan relates, Bowron cuts to the right place, seemingly omits nothing, and finishes on the nose.

Only on one occasion has he run over, Swan said. This was shortly after the Mayor came to KFI. "On this program, we allowed him to finish his remarks," Swan recalled, and I made my closing in the studio as if we were still on the air. Not until the broadcast was completed did we tell him we had been cut off. Ever since, he has always finished on time."

Starr declared that although the Mayor appears to be tense, he is actually completely relaxed, but it is not uncommon for him to fluff a word. "At first, Bowron had a sibilance in his voice," Starr remarked. "He would hiss a bit, but this has been corrected through microphone adjustment."

## “Edward, Dear, Save Your Money!”

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started with my first pay check. I call it a hobby because I grew tired of confessing I didn't have one. It makes me happy because people think of it as fine and worthwhile—but, I still think of it as rubbish. If an antique dealer has something he can't sell, he gives me a ring—I usually buy it."

In addition to housing a lot of "rubbish," the Valley home rings with the happy sound of pigs, cows, chickens, dogs and — the Hortons. The actor's mother, sister and her family occupy the home with him. It is always thrown open to service men and thousands have visited it.

Motion pictures have made Horton's face and clipped manner of speaking internationally famous. It

was through this medium that he found himself established as a comedian. Yet he yearns to do a dramatic role and confesses that he likes to look upon himself as a serious actor. In appearance, he presents a far more reserved figure than usually can be found on the screen.

He likes good books, particularly those pertaining to world problems, and good music. He likes to travel, can't cook, plays tennis daily and is fond of the outdoors.

Perhaps one of the most pleasing attributes about Horton is his manner of kidding himself. He professes to be a complete extrovert who loves to perform and who likes to talk about himself. He laughingly says he doesn't like to see himself upon the screen because he's always surprised to see that he no longer looks thirty-five.

And if he does venture into one of his pictures, he becomes distraught when he sees that his coat collar was turned up or his suit looked droopy. No, he thinks it's better to stay at home and bask in the compliments of his friends who tell him how wonderful he was . . . even if he suspects they're lying.

"But my mother," he smiled, "sees my pictures and listens to me on the radio and still says, 'Edward, dear, it can't last, I hope you've saved your money!'"

## Slick Chick, First Class

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Dyana reads a lot, particularly philosophical writings, and keeps a Ralph Waldo Emerson volume beside her bed. "I also love the work of Stuart Chase," she specified, "and I've a mania for reading old, old standard things that children always read, and which I didn't get to read,—works of Dickens and Mark Twain and the like."

She loves serious music—Brahms, Rachmaninoff, Grieg, Richard Strauss. "I'd go without shoes for an album of records!"

She pays little attention to clothes, likes only the thirty-five dollar hats, so seldom buys one. Around the house, she wears shorts or more often, blue dungarees—"because I'm always rushing out into the garden to plant something."

## Rummy Fiend

She likes to play "Acey-Ducey" (Navy backgammon) and is a gin-rummy fiend. "We played thirty games the other night! Yes, I won."

As our interview came to a close, Dyana gathered up her purse and gloves, made ready to dash again, explaining, "Jeepers — company's coming, so I've washed the kitchen curtains. Now I've got to get home and iron 'em!"



... all for You

**LUCKY LAGER**

# DANCE TIME

*August first starts the fifth consecutive year  
of Lucky Lager Dance Time Broadcasts*

**KFAC**

**10 TO 12 NIGHTLY**

**1330 KC . . . The Music Station . . .**

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