

Modest Maidens By Jay Alan



RADIO PROGRAMS

As listings here are supplied by radio stations, responsibility for inaccuracies rests solely on them.

TODAY AND TONIGHT

Table of radio programs for today and tonight, including station call letters, times, and program titles.

PROGRAMS TOMORROW

Table of radio programs for tomorrow, including station call letters, times, and program titles.

Questions, Answers

U. S. Flag Ensign if on Ship's Mast

By HASKINS

A reader can get the answer to any question of fact by writing The Long Beach Press-Telegram, Information Bureau, 215 E. 1st St., N. E., Washington 2, D. C. Please enclose three (3) cents for return postage.

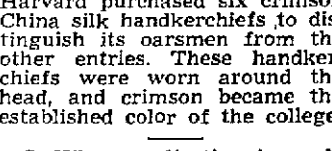
HE WINS, TOO

Radio Giveaway Show Idea Pays Big Profit

By HAL BOYLE

NEW YORK. (AP) The crown prince of the radio giveaway shows passed out more than \$1,000,000 a year.

WILLIE WILLIS



I don't see how comics can hurt me. They're just fairy tales. You have to read the news to get awful crime stories that are real.

Today's Smile



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By Dick Turner



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WHAT OTHERS ARE SAYING

IT WILL BE a bad day for the colleges and worse for the future of our democracy if college graduates turn the blunt edge of their disdain upon the kind of activity which led to the founding of our country and which has made it great.

IF SOVIET RUSSIA persists in her deliberately hostile course, we are sooner or later going to have a fight on our hands — perhaps the toughest fight we have ever faced. We cannot afford to lose it.

WE ARE A REPUBLIC trying to do the job of an empire. Many other republics have tried to do that—but those that succeeded ceased to be republics.

NO MORE sweet weeks, pickle weeks or any other weeks. I will proclaim important weeks, and only 15 of those a year.

So long as Berlin remains a tinder box, some spark may light the conflagration. . . . An equal menace is the growing conviction of many American citizens that war is bound to come.

I suppose I am the most hated man in Washington. I think I have made an enemy for every thousand dollars I've tried to save the government.

He has six network quiz programs and is probably the most successful young radio producer in the business.

He denies that "audience participation" shows—he dislikes the term "giveaways"—are only nuisance programs that attract morons.

"Audience participation shows are about the oldest thing in radio," he said, "but only about 12 per cent of the network programs can be classed as this type."

"They all aren't bad, and they all aren't successful. As many so-called giveaway shows have failed as have succeeded.

"It's my honest belief that quiz show audiences are considerably above the national average in intelligence and educational background.

"The shows are competitive and appeal to eager, competitive people. Most people realize they have perhaps only one chance in 20,000,000 to win a prize. They tune in for the excitement and entertainment—and I don't think entertainment has to be 'justified.'"

Goodson believes he will win what he calls his fight against "the Goliaths of the radio industry."

"The right to tune in is as free as the American ballot," he said. "We'll have quiz shows over the radio just as long as we have baseball or any other game."

Let's Explore Your Mind

By DR. A. E. WIGGAM



Answer to Question No. 8 No. Emotionally upset people can't be reasonable. If the quarrel is serious the couple should consult a marriage counselor.

Answer to Question No. 3 Far more, because idiots are not allowed to vote while morons, persons with IQs from around 50 to 60, are very dangerous politically since they can be manipulated by politicians.

Answer to Question No. 2 No. After surveying six large stores Sociologist D. G. Morrison culled the following confessions from 30 cases: "I just wanted nice clothes."

From the research of Dr. David Mitchell, consulting psychologist, you now have a new and improved self-analysis test.

FLY NEW YORK 99.00

Advertisement for Fly New York, featuring a map of the United States and flight routes to various cities.

MOPSY

By Gladys Parker



MOPSY

By Gladys Parker



Advertisement for KGER for Western Music, featuring a picture of a man and the text 'TUNE IN "Squeakin' Deacon' Moore" 12:30 P. M. to 1:30 P. M. MONDAY THRU FRIDAY 1390 on Your DIAL'

Advertisement for Wasson's, featuring the text 'FOR RECORDS It's Wasson's... of course 3750 Atlantic Ocean Blvd. Sausalito, Calif. 4-9246 Except Tuesdays'

Large advertisement for TIC-TOC STORES, featuring various food products like Golden Swan Pumpkin, Del Monte Peaches, Bisquick, Ocean Spray Cranberry Sauce, Campbell's Tomato Soup, and Texsun Grapefruit Juice, with prices and store locations.