The Listener Talks Back

If the Shoes Fit, You Can Have 'Em

By WILLIAM L. DOUDNA (State Journal Radio Editor) sounding off about disc Jockeys a couple Sago, this department has been of weeks ago, this department has received, directly and indirectly, many comments, favorable and otherwise. The big objection raised here was to the boys' habit of trying to dress up weather fore-

casts with nonsensical non-essentials.

Well, the phone started ringing the next day.

And some of the lads took to the air to tell what they thought. The strange part of the whole thing was that among listeners there was only one dissenting vote. dissenting vote.

But even stranger was that some of the plattertwirlers agreed, too. Indeed, one of them even took time and postage to write a note saying so. The comment was directed at early-morning disc jockeys, and one of the afternoon boys commented on the air that he was waiting to see what would be said about the p. m. spinners.

Answer: Nothing more, but if the shoes fit, gentlemen, you can have 'em.

At this writing, the latest comedy act announcing a shift to Columbia is "The Adventures of Ozzie and Harriet." Bob Hope, on the other hand, says he's sticking with NBC and the gossip in the trade says that Fred Aller will do ditto. Both are expected to get a television build-

up. NBC also is reported to be grooming Henry Mor-

gan, the bad boy of a few seasons ago, for his own

Inside dope is that NBC really didn't fight hard to keep Benny, Bergen, etc., believing that it was capable of building up new shows to compete with them. The Morgan move, if true, appears to substantiat this mineral substantiat substantiate subst

stantiate this view.

NBC could do worse. In fact, a lot of people think that what radio needs is new ideas, new names. If the CBS raids on NBC talent will lead to innovations, so much the better.

Let's look back to the early days of radio. What happened? Radio tried using big names in its shows—names already glamorized by stage and screen. It wasn't too good an idea, except in rare instances. Many of the stars who had made good in musical comedy revues drama and concept in musical comedy, revues, drama, and concert just weren't cut out for radio work, so radio cut them out. Some changed their techniques and stayed.

stayed.

And radio took some unknowns and made its own names. Rudy Vallee is a case in point.

Until NBC gave him a buildup, nobody around here had heard of Vallee. The experiment worked here had heard of Valuee. The experiment worked, largely because NBC was fortunate in choosing a man with a sense of showmanship and one who wasn't afraid to let others share the radio limelight in his own shows. Some day the will be fun to check the content of the state of the content of the state of t check up on how many future stars made their radio debuts on Vallee's shows.

On the Records

A Standout: Doris Day -- 'Just for You'

Coop

Aunt Fanny, the gauche, sharp-

-"Juvenile Jury"

desired.

By WILLIAM L. DOUDNA

This week, let's have another session with popular tunes—recorded by bands and singers.

Here are some standouts: "My Dream Is Yours" and "Someone Like You," recorded by Doris Day. . . This gal gets better and better. These

gai gets better and better. These tunes are just right for her style—which sounds like she's singing just for you.
"Pappy's Little Jug" and "Minnle the Mermaid," recorded by Phil Harris.

If you like Har-

Phil Harris.... If you like Harris' talkie-singy manner, you'll like these clever sides. "Congratulations" and "An Old Magnolia Tree," recorded by Frankie Carle, with Gregg Lawrence singing. . . . Highly dance-

"I've Been Waitin' for Your Phone Call for 18

Years" and "How Come the Mortgage Got Paid?" . . . The former is a lot of fun, with Beatrice Kay's versatility giving it a lift. Skip the latter.

"It Happens Only Once" and "The Little Old Lady of Threadneedle St.," recorded by Kay Kyser's orchestra with Harry Babbitt singing. The first side is a new ballad with a pleasant setting; the flipover gets better performance than it deserves

"Tara Ta Lara Tala" and "The Streets of Laredo," recorded by Dennis Day . . . The lullaby fits Dennis' voice and style, and you'll probably like it. But he's below par on the second side.

"You, You, You" and "Moonlight Romance," recorded by the Three Suns and the Sun Maids . . . One of the best yet of "You, You, You," and a pleasant pairing.

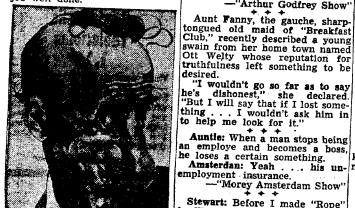
"No Orchids for My Lady" and We're Not Getting Any Younger Baby," a topnotch Tony Martin offering.

From the Funwaves

Alan Young: Jimmy, money is overrated. The only thing that matters in this world is honest toil. Work is the backbone of American industry. In honest labor, man finds the one and only happiness and satisfaction of a job well done.

Incidentally, have you heard of a new ailment called "Television-tits?" It comes from watching a television screen too long. After a while, no matter WHAT you're looking at on the screen, it comes out "Hopalong Cassidy."

—"Arthur Godfrey Show"



Stewart: Before I made "Rope" for Warners, I made one for MGM, one for RKO, one for 20th Century, and one for Paramount.

Jimmy Durante: That's wonderful, Alan. Where did you read it?
Young: On the wall of the unemployment offlice when I went to pick up my cheek.

Jimmy Durante Show

Lois: I always dream I'm playing a picture at the Paramount the paramount the possed by emcee Jack Bailey of Mutual's "Queen For A Day" week-day fun shows provoke ribtickling answers. Witness the following.

Bailey: "And what is your name?"

Stewart: Before I made "Rope" for MGM, one for RKO, one for 20th Century, and one for Paramount.

Before I made "Rope" for MGM, one for RKO, one for 20th Century, and one for Paramount.

Benny: What's the matter, can't what Dagwood thought he was doling.

"He's trying to raise mashed what Dagwood thought he was doling.

"He's trying to raise mashed what Dagwood thought he was doling.

"He's trying to raise mashed what Dagwood thought he was doling.

"He's trying to raise mashed potatoes," said Blondle.

Harold: I once got a gal mad at me and she ain't talked to me since. But Lancaster makes love to me, while Alan Ladd tenderly kisses my hand.

Amsterdam: Don't you ever tream about me?

Lola: You're selling popcorn in the lobby.

Bailey: "And what is your "Morey Amsterdam Show" he will be asset I told her we'd elope and then I changed my mind.

Beulah: I don't blame her for gettin' mad about theth.

Harold: Me neither . because it so happened that when I changed my mind.

Buy New Phonograph The only difference is you gotta hour another new phonograph to work and the ladder away!

"Water Starrows" here's trying to raise mashed but the stary of the ladder what Dagwood thought he was doling.

"He's trying to raise mashed but the stary of the ladder on the picts of the ladder on the picts of the picts of the ladder on th

-"Morey Amsterdam Show"

Contestant (a greyhaired lady):

"Mrs. Lillian Mahlum. Oh
parden me . . I'm on my honeymoon and forgot my name. It's
Mrs. Leslie E. Brown."

King: Whut time is it, Honey?
Sapphire: It's 3 p.m., George.
Kling: Three? Why didn't you wake me up at noon like I tole
yo'? Heah I is gone an' slept through my afternoon nap.

-"Amos 'n' Andy"

George: My parents were sure I was going to be a musician.

Harry: Really? What made them think so?

George: They discovered I had

-"Morey Amsterdam Show"

-"Morey Amsterdam Show"

-"Morey Amsterdam Show"

-"Hook the ladder away!

-"Beulah"

Rochester: Mr. Benny's been nervous all week, Miss Livingstone.
Last night he didn't sleep a wink whimpering like a baby.

Mary: Wasn't there anything you could do for him?.

Rochester: I tried everything.

A mother complained that her two daughters liked to giggle rather and burped him twice.

-"Jack Benny Program"

Luigl: I have to go to Jimmy's school this afternoon.

"Have to go to Jimmy's school this afternoon.

"Show 'em the check."

-"Juvenile Jury"

Lewis: Howard, before you be a medical took the ladder away!

Rochester: Mr. Benny's been nervous all week, Miss Livingstone.
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Lewis thoward, before you be a method in two daughters liked to giggle rather and burped him twice.

-"Jack Benny Program"

Luigl: I have to go to Jimmy's school this afternoon.

"Think to storage space it will give to a home," beams a Capitol vice-president, Floyd Bittacker.

JENKINS. Ky. (UP)—Mrs. E. J.

JENKINS. Ky. (UP)—Mrs. E. J.

George: They discovered I had George: They discovered I had drums in my ears.

—"It Pays to Be Ignorant" Crossword puzzle. Here's another

Herb Shriner: Jack, when you first broke into radio in 1923, they didn't have any giveaway shows in those days, did they?

Little Jack Little: No they didn't Herb. In those days, when someone yelled "Stop The Music," it's because it was had.

—"Herb Shriner Show"

Luigi: Miss Spalding, is true that is all mothers at Parent Teachers assn.?

Miss Spalding: Well, the odds are that you'll be the only man among 30 or 40 ladies. mong 30 or 40 laules.

Luigi: That's a wonderful odds!

—"Life with Luigi"

Mary: For heaven's sake, Jack, why should you be worried? You must have millions of dollars down

in your valut.

Jack: I know, but I don't want to break up the serial numbers.

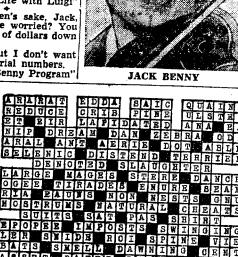
—"Jack Benny Program"

Solution

of Today's

Crossword

Puzzle



JACK'S FOR QUEENS



JACK BAILEY

Tiny Records Pose Problem

oice wheezing out of a gramahone.

What to Do?

The record companies have been burning the midnight oil over what to do about this. Their answer to long-playing tape and wire: long-playing records.

Columbia was out first with these almost a year ago. You can take home tiny 7-inchers that play the usual 3 minutes, 10-inchers that whirl for 15 minutes, and the 12-inch size that goes on for 20 minutes. They last longer because they spin slower—at only 33½ revolutions per minute (regular speed is 78). You also have to buy an attachment to hook on your old phonograph, of course, or else a new phonograph.

Now two more companies are out with a new variety, and this is where the disc hounds start to see DELAYS triple. RCA Victor and Capitol ex-



-"Morey Amsterdam Show

n trouble?
Luigi: No, I must make a speech.
Pasquale: Then whole school is n trouble.

—"Life with Luigi"

JENKINS. Ky. (UP)—Mrs. E. J.
Berlin has 30,000 buttons, no two alike. Collecting them has been her hobby for several years. She hopes to have 100,000 before many more years.

for Collector

HOLLYWOOD-(U.R)-A record HOLLYWOOD—(U.F)—A record collector these days starts flipping his lower lip when he tries to figure which of four varieties of recordings to shell out cash for. Now

toroings to snell out cash for. Now he has another to worry over—new tiny, long-playing discs.

First there was the old-fashioned record the platter companies have been grinding out since that fox terrier first heard the old man's voice wheezing out of a grame.

Then came tape and wire recorders. On a roll of skinny tape or wire, you can record an hour's worth of music off the radio. That doesn't take up much space in the record cabinet, either.

playing records.
Columbia was out first with

111 King or 115 S. Pinckne Badger 2121 Western Electric Hearing Aids

WEAR THE

smallest

ELECTRIC

ALL-IN-ONE

MODEL

So tiny it fits

in the palm of your hand!

Yes, that's Western Electric's

It's a mighty midget that vorks for you to bring you

finer hearing than you ever thought possible. Extremely convenient to wear! Unusually

Thousands already enjoy this marvelous hearing aid.

Why not you? Drop in and try Model 65 at your con-

AUDIPHONE UTILITIES

venience. No obli-

mical to operate!

Model 65 Hearing Aid.

Highlights of Today's Radio Broadcasts, Classified

Religion

Religion

9 a. m.—National Radio Pulpit (WMAQ): Dr. R. J. McCracken, New York, on "Self-Pity — Its Cause and Cure" . . . Church of the Air (WBBM): Rev. E. V. Cardinal, Chicago, on "The Leprosy of Hatred" . . . Message of Israel (WISC): Rabbi Irving Müller, Woodmere, N. Y., on "Is Brotherhood Week an Illusion?"

10:30 a. m.— Hour of Fottle

10:30 a. m. — Hour of Faith (WISC): the Rev. Vincent Holden, New York on "Old, Yet Ever New."

11:30 a. m. — Ave Maria Hour (WISC): "St. Ladislas." 2:30 p. m. — National Vespers (WENR): Dr. J. S. Bonnell, New York, on "Can a Man Really Know

Discussion

10:15 a.m. — Newsmakers (WBBM): , sketch of Gen. D. D. Eisenhower.

WIBA

News; Organist
Guest Star
Guest Star
For Veterans
News Roundu
News Roundu
News Roundu
Story to Order
Capital Cathedral
Sacred Heart
Devotions
Fet Corner
Bethel Lutheran
Church
Unitarian Society
Gurtain Call
Curtain
Curtain
Curtain
Conseresational
Church
Joey Tantillo
News
First
Conseresational
Church
U. W. Band
U. W. Band
U. W. Band
University
Theater
University
Theater
One Man's
Family
Stide
News; Living
—1949
Jane
Pickens
Robert
Robert
Robert
Robert
Robert
Relice Star
Robert
Robert
Relice Star
Relice News; Living
—1949
Jane
Pickens
Robert
Robert
Robert
Merrill

Merrili
News
Memory Lane
Ozzie and
Harriet
Horace
Heidt
Phil Harris an
Alice Faye

Theater

Manhattan
Merry-Go-Round
Album of
Familiar Music
Take It or
Leave It
Who Said
That?
News

WISC

lews Organ Tones Offee

Concerte

Sunday Morning Music Fime: News

esaage Israel outhern-

aires
Fine Arts
Quartet
Hour of
Faith
Geo. Putnam
For'n Reporter
Ave Maria
Hour

Am. Almanac Editor at Home Serenade Serenade

This Week Around World Mister President

Plano
Playhouse
Bride of Week
Mercy Errand
In Focus
Dick Todd
Memory
Book

Drew Pearson News Navy Band Voice of Arm

Army

Sunday with You Quiet Please

Pat Novak for Hire Curt Massey Stop the Music Stop the

Music
W. Winchell
Journal
Theater
Guild

Guild .
Theater Guild .
Musical Motto News .
George Reedy .
Thoughts .
Dance .
Orchestra .
News: Barclay .
Allen .
Dance .
Music .
Dance .
Dance .



MOORE FIELDS

(D-La.), representatives of builders, labor, tenants.

12 m.—America U n i t e d (WMAQ): "Should Farm Price (WBBM): Bette Davis, Ray Milland in "Three Hours," tale of a thickness of industry, agriculture.

12:30 p. m.—Chicago Round Table (WMAQ): "What Do We Know About Economic Stability?": Profs. Roy Blough, Milton Friedman.

2 p. mi, — Encore (WHA): "Are There (WBBM): "The Plot to (Kill Savonarola."

5 p. m. — Family Hour (WENR): innocently convicted, man prevents reprisal execution, 6:30 p. m.—Mayor of the Town (WKOW): "The Horse With the Beautiful Hair."

7:30 p. m. — NBC Theater (WIBA): Ronald Colman, Benforeign Policy," Rep. Walter Judd (R-Minn.).



WKOW

1070 kc. Concert ews; Coffee Concert

Christ Presby-terian Church

House of Mystery Detective Etory Ray Bloch Show Quick as a Flash

Roy Rogers Nick Carter

The Falcon Mayor of the Town

Sylvan Levin Opera Con Don Wright Chorus

News Musicale Madison Musicale: News

The Shadow

Wm. L. Shire: David Rose

a Fashion**ed**

lews Jarmony Hl'ways



10 a. m.—Destination Freedom (WMAQ): story of Dr. R. J. Bun-che's selection as Palestine me-

Eisenhower.

10:30 a. m.—Reviewing Stand (WKOW): "Our Housing Problem —Building;" Sen. A. J. Ellender (WIBA): "Pride and Prejudice," (WISC): "Quartet in D Major," (WIBA): "Hora (WIBA): "Fride and Prejudice," (WISC): "Quartet in D Major," Staccato," "Mile. Modiste" selections, tenants.

12 m.—America U n i t ed 5 p. m.—Voices Down the Wind (WIBA): "Malaguena," "O Dry



(WMAQ): "Gandhi," with Leon Music

SUNDAY

WIBU

1240 kc. News: Marcha Farm Service Farm Frolic

ews Ev. Lutheran Church

Bible Fellowship Music

Toby and Chore Boys
Music
Jewel Box

Sunday sor Waltz Time Oid Timers Songsters Watertown Parade Bing Sings New Rhythm

Dance Music Radio Parade

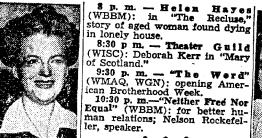
Band of Wetk Music Friendly Music Latest Music

News
Old
Jambore
Old
Timers
Jambore
Dr. Michaelsom
Here's to Vets
Proudly
We Hall
Old Time

* Starred programs are also carried on corresponding FM stations . . . FM channels: WIBA-FM . . 101.5 M. WWCF (WIBU) . . 94.9 M. WISC-FM 98.9 M.

Teen Stage Dance 1

Center



Documentary

11:30 a. m. — "Mind in the Shadow" (WBBM): rebroadcast of drama about mental health



LANSBURY KAPELL

ress News hariot Wheels

News of W. Balt Lake City Choir Trinity Chot

Ohurch
Of the Air
Invitation
to Learning

News Newsmakers WBBM Highlights Serenade

Serenade
Serenade
Mind in the
Shadow
Mind in the
Shadow
Shadow
Show Times

Music
Festival
You Are
There
New York
Philh.-Symph.
New York
Philh.-Symph,
New York
Fhilh.-Symph,
New York
Le Stars
Festival

Festival of Song Strike It

Family House of Stars Spike Jones Sho

Jack Benny Amos 'n' Andy

News
Paul Gibson
Neither Free
Nor Equal
U. N. in Acti

WENR-WLS

Uent

Hour

News Land Use Fine Arts Quar

Beading
the Funnise
Turnabouts
News
Am. Almanac
Edward Weeks
Amateur
Hour

Amateur Hour Mister President

Harrison Wood
Honeydreamers
National
Vespers
Puture of U. S.
J. Thompsom
Metropolitan
Auditions

Sunday With You

t Novak for Hire

Theater Guild Jimmie Fidler Here's to Vets Paul Harvey Handyman Guide Plano

Plano
Playhouse
Playhouse
Frankle Masters
Fine Arts
Quartet



COLMAN DAVIS needs
3:35 p. m. — Living — 1949 ed Baby," "Chloe" . . . Opera
(WIBA): progress report to Concert (WGN): Marilyn Cotlow,
George Washington,
Leslie Chabay; music from "Lu-Those Tears," "Ma Curly Headcia," "Jewels of the Madonna" (on WKOW at 9 p m.) . . . Festi-

2 p. m.—N. Y. PhilharmonicSymphony (WBBM): William
Kapell, planist; Leopold Stokowski, conductor; "Piano Concerto
No. 3," Prokofieff; prelude from
"Partita in E Major," Bach; "Romanian Rhapsody No. 1," Enesco;
"Imperial" symphony, Haydn ...
Plano Playhouse (WISC): Grace
Castagnetta, Evelyn Tyner,
guests.

ic auditorium . . . Opera Audi- new s tions (WENR): Rose der Derian, news.

670 kc.

News Roundup Story to Order Reading the Comics National Radio

National Badio
Pulpit
Radio Parade
Religion in News
Destination
Freedom
Income Tax
Bob Houston

News Canary Pet Show Eternal Light

Theater One Man's Family

Quiz Kids News: Living

Jane Pickens Robert Merrin Catholic Hour Ozzie and Harriet

Horace
Heidt
Phil Harris an
Alice Paye
Fred Allen
Show

Fred Allen
Show
NBC
Theater
Manhattan
Merry-Go-End
Album of
Familiar
Take It
or Leave B
The

720 kc.

News Inter'ting Fact Reviewing Stand

ews en Sweetland utheran

Radio Warblers
News
Mutual Opera
Concert
Holland Engle
Career Girl

Nick Carter

The Falcon
Mayor of the Town

Under Arrest Jimmy Pidler Twin Views

Tomorrow
The
Word
Answer Man
Chicago at Night
Nows: Songs
News of Week
Handyman Guide
Lawrence Welk
Eddy
Howard: Mews

Tomorrow
The
Word
Cirton Utley
Report to Peopl
Dave
Garrowsy
Conrasts
Supprise
Berenada

Detroit soprano; Denis Harbour, Canadian bass-baritone. 4 P. m. — Festival of Song (WBBM): "One Alone," "Holiday for Strings," "Winter Song." 4:30 p. m. — Robert Merrill (WIBA): and Boston "Pops"; "Stouthearted Men," "Torna a Soriento," "Wanting You," "Norwegian Dance No. 2," Grieg.

wegan Dance No. 2," Grieg.

8 p. m. — Merry-Ge-Round
(WIBA): "Say It Isn't So," "Lavender Elue," "Sunflower," "Here
I'll Stay". Claire Richards
(WHA-FM): plano recital in Music hall . . Classical Hour
(WKOW): including "interview
with Abram Leon Sachar, suthor.

8:30 p. m. — Familiar Music (WIBA): "I Dream Too Much," "Smoke Gets in Your Eyes," "Goin' Home."

Variety 5:30 p. m. — Spike Jenes (WBBM): with Monica Lewis, Alec Templeton. 3 p. m. — Fred Allen (WIBA): and Gracie Fields.

Miscellaneous oncert at Mason-12:30 p. m.—Serensde (WISC): new series with music, West side

WHA and WHA-FM

9:00 Devotional Musice
9:30 Symphony Hall
10:55 News
11:00 Masterworks of Musice
11:55 News and Weather
12:00 Sunday Musicale
1:30 News and Weather
1:30 News and Weather
1:35 Veteran Wants to Ensure
2:00 Encore
3:00 Encore
3:00 Colonton Forum Orally
5:45 Review of Today
5:40 Colonton Forum Orally
5:45 Review of Today
5:45 Review of Today
5:45 Review of Today
5:40 Colonton Forum Orally
5:40 Colonton Forum Orally
5:40 Review of Today

10:30 News 10:45 Night Music (to 30)

WFOW

104.9 Megacycles SUNDAY A? M. 8:00 Sunday Morning Yocal
8:30 Sunday Morning Musical
9:00 Polks Time
9:30 Sing Cowboy Sing
10:00 Show Tunes
10:30 Navy Band
10:34 Perry Come Sings
11:00 Bashford Methodist Church
P. M. 10:43 Perry Come Sings
11:00 Package of New Records
12:15 Memory Time
12:15 Songe to Remember
1:30 Variety Show
1:45 Musical Memu
1:30 Variety Show
1:45 Musical Memu
1:30 Trio
1:15 Songe to Remember
1:30 Variety Show
1:30 Trio
1:30 Ken Songe Time
1:30 Ken Grand You Think
1:30 Ken Grand You Think
1:35 Ken Grand Menu
1:30 Musical Menu
1:30 Musical Menu
1:30 Tunes to Remember
1:31 Here's to Veterans
1:30 Paradise Isle Trio
1:30 Tone Band Parade
1:30 Nowellight Moods (to 10:30)

COMIPANY SALAD

COMPANY SALAD A delicious salad for a com-pany dinner is made from sliced avocado, orange sections, and ro-maine, watercress or some other green. Serve with a French dress-ing seasoned with a good deal of paprika, and garnish with ripe black olives if desired.



So...1,000's of RECORDS





POPULAR HITS BY:

• Dinah Shore

 Doris Day Gene Autry

Tommy Dorsey

Benny Goodman

Gene Krupa

• Glenn Miller

Many Others

This Sale will be conducted in the PERSSION BUILDING, at the East Entrance ONLY.

(Not by the Victor Music Co.)

448 STATE STREET

We Have Sold Our Business

to The VICTOR MUSIC CO.



GO ON SALE



formerly 79c apiece



Harry James

Woody Herman

Les Brown