

RADIO, TELEVISION AND F. M. PROGRAMS

Table listing radio stations: KLAC 570, KFI 640, KMPC 710, KECA 790, KHJ 930, KFVB 980, KNX 1070, KFOX 1280, KFAC 1330, KGER 1390, KTED 1520.

The following programs are compiled from reports provided by the broadcasters. No responsibility assumed for last-minute changes which sometimes are made.

DIAL LITES—TONIGHT

5:30—KFI—The magnificent voice of Lauritz Melchior, noted Metropolitan Opera tenor, will be heard on the "Voice of Firestone" tonight. His solos will be "Some Enchanted Evening" and "For You Alone."

TELE-TIPS

6:00—KNBH—If you have been looking for Uncle Tony O'Dare, star of the Tele-Scout Club, here he is at a new time on a new channel...

MONDAY, FEB. 6

7:15 P. M. KFOX—Studio and Flightcast. 9:45 P. M. KFI—Senators Report. 10:15 P. M. KFI—Johnny Murray.

TELEVISION

MONDAY, FEB. 6. 5:30—KTLS (2)—News, Music. 7:15—KTLS (2)—Lee's Lair. 9:30—KTLS (2)—Cavalcade of Stars.

FREQUENCY MODULATION

MONDAY, FEB. 6. Following same as KFI-105.9 Megs. daily schedule. 6:00—Today in L. A. 6:15—Beyond Song.

On the Air Waves

Fan Mail Is Life Blood to Radio Shows, Sponsors

By CYNTHIA LOWBY

NEW YORK (A.P.) If the pens of fans who write to their favorite radio shows were suddenly dried up or taken away, the U. S. Post Office Department undoubtedly would breathe a sigh of relief.

But radio performers and sponsors would be mighty sad. This is because radio mail is more than a small industry. It's an index to popularity, a sure-critic comment on success or failure and a pretty good indication of how many people are listening to their radios.

Arthur Godfrey has 14 people working just sorting and answering his daily mail. Crooner Vic Damone figures it a poor week if he doesn't corral four or five written invitations to wed. Commentator Mary Margaret McBride scribbles her signature on 1000 notes weekly. Quiz Master of Ceremonies Bert Parks considers it a week lost when the language purists don't harrumph him by mail for kicking the English language around.

It's Bernard O'Donnell, however, who has turned radio fan mail into bread and butter. He handles, for a half-dozen big shows, some five million pieces of fan mail yearly, ranging from requests for free booklets to crank letters. He has a "basic staff" of 40 full time employees to make sure every letter gets a nice reply.

O'Donnell does the job on a per-piece fee basis. He signs each letter with his own name and thanks the writers on behalf of the performer to whom the original letter was addressed.

Some of O'Donnell's clients are "Twenty Questions," "Stop The Music," "Juvenile Jury," and "Life Begins At 80." He says only about 25 per cent of his mail has to be answered by letter—lots of the stuff that comes in are requests and contest entries—but that only a small percentage of that 25 per cent can be handled by a form letter.

Most of the mail O'Donnell answers must be taken care of with specific answer to a specific question.

A great deal of mail comes from shunns, who have time to their hands and are apt to be glued to the radio. Housewives are prolific writers, too, because they are alone at home a good part of the day and come to feel a personal friendship for performers.

"Almost all radio mail is written by women," O'Donnell commented, "although about half of what we get is signed with men's initials."

11 A. M. KLAC—Al Jarvis. KFI—Double or Nothing. KMPC—Bill Ewing.

11:15 A. M. KECA—Vic Lindlar. KLAC—Racing News. KGER—Pop Concert.

11:30 A. M. KFI—Today's Children. KECA—Pick-A-Date. KHJ-KVOE—Queen for a Day.

11:45 A. M. KFI—Light of World. KFOX—Hit Tunes. KNX—Brighter Day.

12 NOON. KLAC—Al Jarvis. KFI—Farm Reporter. KMPC—Music.

12:15 P. M. KFI—Road of Life. KFOX-KMPC—News. KHJ—Stu Wilson.

12:30 P. M. KFI—Pepper Young. KMPC—For Farmers. KECA—Ira Cook.

12:45 P. M. KFI—Happiness Right. KMPC—Song Stars. KHJ—Melody Mat.

1 P. M. KFI—News, Sport. KFI—Back Stage Wife.

1:15 P. M. KFI—Lorenzo Jones. KMPC—Hal Berger. KECA—Easy Aces.

1:30 P. M. KFI—Widder Brown. KMPC—Baukhage Talks. KVOE—Civic.

1:45 P. M. KFI—Widder Brown. KMPC—Baukhage Talks. KVOE—Civic.

2 P. M. KLAC—News, Sports. KFI—Girl Marries. KMPC—Music in Air.

2:15 P. M. KLAC—570 Club. KFI—Fortia Faces Life. KNX—Steven Allen.

2:30 P. M. KFI—Plain Bill. KGER—Garden School, Band. KECA—Hannibal Cobb.

2:45 P. M. KFI—Frt Eg Farrell. KFI—Art Godfrey. KGER—L. B. Band.

3 P. M. KLAC—Race Roundup. KECA—Happy Theater. KHJ-KVOE—News.

3:15 P. M. KFOX—You and Your Security. KFA—Classroom Radio. KVOE—Cedric Foster.

3:30 P. M. KLAC—News, Sports. KFI—Twilight Tales. KFOX—News, Dr. Harrod. KTED—Teen Time.

Health Official on Air Tomorrow

Dr. Montie Magree, psychiatrist of the Long Beach Health Dept., will be interviewed by Mrs. Rebecca Loy, health chairman of the League of Women Voters, tomorrow over KFOX at 3:30 p. m., the league announces.

Durante Convinces Own Cast Members

Some of Hollywood's cleverest "straight men" hate to appear opposite Jimmy Durante on his Friday night NBC show. They complain that they can't keep from laughing. Constantly "breaking up" is one of radio's gravest sins.

Monroe Observation

Vaughn Monroe, star of his own CBS, Saturday series, offers this week's sage observation. Says Vaughn: "Crime's story would be shorter if the sentences were longer."

What Films Need

After observing some of the films being shown on television, Ed "Archie" Gardner of NBC's "Duffy's Tavern" has come to the conclusion that they need more snovie and less talkie.

STARS AGAIN—Robert Montgomery, Hollywood's man of all work, star, director and producer of movies, wartime Navy veteran of note, has done it again. Now he's starring as a radio commentator and soon will direct television shows.

Good Bidding Tells Partner Your Hand's Strong Points

I received a very interesting hand from Victor Mitchell of New York, which gives a good lesson on bidding. Over his partner's two-spade bid Mitchell (North) bid two no trump, as he was using the ace-showing convention. (Without any aces and less than a trick and a half, the proper response is two no trump.)

When his partner showed the second suit with a three-club bid, Mitchell decided he would attempt to show the king of hearts with a three-heart bid. Over his partner's three-spade bid, he bid four clubs on this theory: He knew his partner had more spades than clubs. Therefore, on the long spade suit, either the losing hearts or diamonds in his hand could be discarded.

The play of the hand also proved quite interesting. The opening lead of the jack of diamonds was won by East with the ace. A small heart was returned which declarer won in dummy with the king. The ten of clubs was led from dummy. East covered with the king and declarer won the trick with the ace. Now he cashed the queen and jack of clubs. The ace of spades was cashed.

Declarer entered the dummy by playing his last trump. The jack of spades was then led. East correctly refused to cover, and declarer let it ride. When it held the trick he played another spade and claimed the balance of the tricks.

Feathered Creature

HORIZONTAL. 1 Depleted feathered creature. 7 It is an — bird. 13 Rented. 14 Reveler. 15 Consume. 16 Heron. 18 Make a mistake. 19 Beverage made with malt. 20 Vegetables. 21 Ocean. 22 Victory in Europe (ab.). 23 Pronoun. 24 Revise. 27 Final musical passage. 29 Artificial language. 30 Any. 31 A top. 32 Mountain (ab.). 33 Mentally sound. 35 Cooking vessels. 38 Transpose (ab.). 39 Biblical pronoun. 40 Tear. 42 Sadness. 47 Footed vase. 48 Full (suffix). 49 Worship. 50 Dance step. 51 Scuffle. 53 Depart. 55 Slopes.

VERTICAL. 1 Ravel silk. 2 Cured. 3 Grade. 4 Exists. 5 Retain. 6 Rim. 7 Mineral rocks. 8 Location. 9 Company (ab.). 10 Followers. 11 Sea nymph. 12 Printing mistakes. 17 Egyptian sun god. 25 Press. 26 Musical sound. 27 Military reservation. 28 Preposition. 33 It has a — bill. 34 Ascended. 36 Despot. 37 Feels. 41 Mexican coin. 42 Valley. 43 Poems. 44 Behold. 45 Spheres. 46 Stagger. 47 Above. 52 Thulin (symbol). 54 Georgia (ab.).

Answer to Previous Puzzle. 1. BIRD. 2. WING. 3. FEATHER. 4. TAIL. 5. LEG. 6. CLAW. 7. BEAK. 8. EYE. 9. EAR. 10. NECK. 11. HEAD. 12. BODY. 13. FEATHER. 14. BIRD. 15. CONSUME. 16. HERON. 17. MISTAKE. 18. BEVERAGE. 19. MALT. 20. VEGETABLES. 21. OCEAN. 22. VICTORY. 23. PRONOUN. 24. REVISE. 25. MUSICAL. 26. SOUND. 27. MILITARY. 28. RESERVATION. 29. PREPOSITION. 30. IT HAS A — BILL. 31. ASCENDED. 32. DESPOT. 33. FEELS. 34. MEXICAN. 35. COIN. 36. VALLEY. 37. POEMS. 38. BEHOLD. 39. SPHERES. 40. STAGGER. 41. ABOVE. 42. THULIN. 43. SYMBOL. 44. GEORGIA.

Food Facts & Fancy

A Grapefruit is a Lemon That Had a Chance and Took Advantage of It. If you think that grapefruit is a combination of lemon and orange... it ain't so. Actually it is a special variety of citrus fruit all by itself and claims its native home to be Southeastern Asia. If you are over 40 years of age you can easily remember when there wasn't any grapefruit to remember for it was only brought to this country about the turn of the century. And then it wasn't much good for eating... being bitter and mostly a sugar absorber.

Whaddayeno? Urwinner! Send in your favorite "Food Fact or Fancy" for this column and win yourself a complete dinner at Welch's, Southern California's Most Beautiful Restaurant. For every item we print here in this Monday column we'll award one of those wonderful Welch's dinners or luncheons if you prefer, just address anything interesting, additional, strange or curious to Welch's Notebook, Welch's Restaurant, Atlantic Blvd. at San Antonio Drive, Long Beach, Calif. Thanks, and good luck!

More and Better for Less. Welch's caters to large luncheon and dinner groups... how about your club enjoying a wonderful meal at budget prices. Open seven days a week... lunch till 4... dinner, 1 to 10 p. m. ... Sunday dinner, 1 to 10 p. m. ... cocktails, noon to midnight.

Not for Mashed Potato Eater Readers. They say that almost 50% of the food value of a potato is in the skin so the baked potato eater (who eats the skin) is going to get more for his dinner. And when you order a baked potato at Welch's Restaurant (Bixby Knolls in uptown Long Beach) you'll be glad to know that it is a hand-picked Idaho giant and less than one per cent of the average crop can qualify to be a Welch baked potato. "All the butter you can eat!"... that's part of the potato order. Egging You On. When washing glasses that had

FROM Rex Welch's NOTEBOOK