

TV & RADIO LOGS — MAR. 1-7

TV-RADIO LIFE

10
cents

**Jules
StrongBow**

New Wrestling
Editor

Story
Page 35



**Has SINATRA
Lost His Voice?**
AN EXCLUSIVE
INTERVIEW WITH 'THE
VOICE' . . . Page 4

LEO
Garibaldi



NEWSPAPER HEADLINES AND SHOW-BUSINESS personalities were the topic of conversation when Ruth Ashton, left, interviewed TV-Radio Life's writer Mildred Ross on Ruth's 2:30 p.m. Monday-through-Friday air show on KNX. (CBS-Braslaff photo.)



BEFORE FLYING OUT ON A PERSONAL-APPEARANCE jaunt, Johnny Desmond of the "Breakfast Club" (KECA, 8:00 a.m. Monday through Friday), hit a high note for Barbara Stratton, United Air Lines stewardess at Chicago's Midway Airport.

SEEN ON THE RADIO SCENE

*The Activity
makes a difference*



Beautiful over-sized swimming pool... all-grass golf course... thrilling bridal trails... dancing under the stars.

* ... But really, it's just APPLE VALLEY that makes the difference—it's California's most exciting resort.

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Singles from \$8
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ART MORTON, FEATURED VOCALIST ON THE CBS Paul Weston Show, was once a diaper salesman in a New York department store. Today he is hailed as the CBS singing discovery of 1951.

ELSIE BAKER AS SHE LOOKS in real life (center) surrounded by actress Elsie Baker as she appears in some of her many roles. She recently did a film role at Universal.

ELSIE BAKER claims "The only reason I was not born in the proverbial theatrical trunk is because my actress mother made it to our apartment over the theater in time for me to be born there." Elsie's father had a stock company for a number of years in this theater on the south side of Chicago. They could keep Baby Elsie off the stage only until she was ten months old. "Then," she recalls with a glint, "I insisted on joining the cast of 'Streets of New York.' I wrote my own dialogue—'da da'—as mother pushed me in my baby buggy across the stage."

With a start like this, is it any wonder Elsie Baker feels perfectly at home in front of an audience? She



Grease Paint In Her Blood

By Evelyn Bigsby

has done movies, legitimate, vaudeville, and now TV—her most recent assignments being "Deborah" on "The Living Book" and the cook on the Stu Erwin-June Collier TV film, "Brown Eyes."

Elsie has actually gone through life under three names. First was as Elsie Grobecker, daughter of beloved "Daddy" Grobecker. When little Miss Grobecker was only four she pranced across the stage with her sister dancing the cake walk and singing "Hot Time in the Old Town Tonight." Little Elsie was such a ham that her father, from then on, had to write her into his skits.

There followed a fascinating period in vaudeville, when the family shortened its name to Baker and became

February 29, 1952

If You're Born With It, Can You Ever Get It Out? Elsie Baker Says "I Don't Want To"

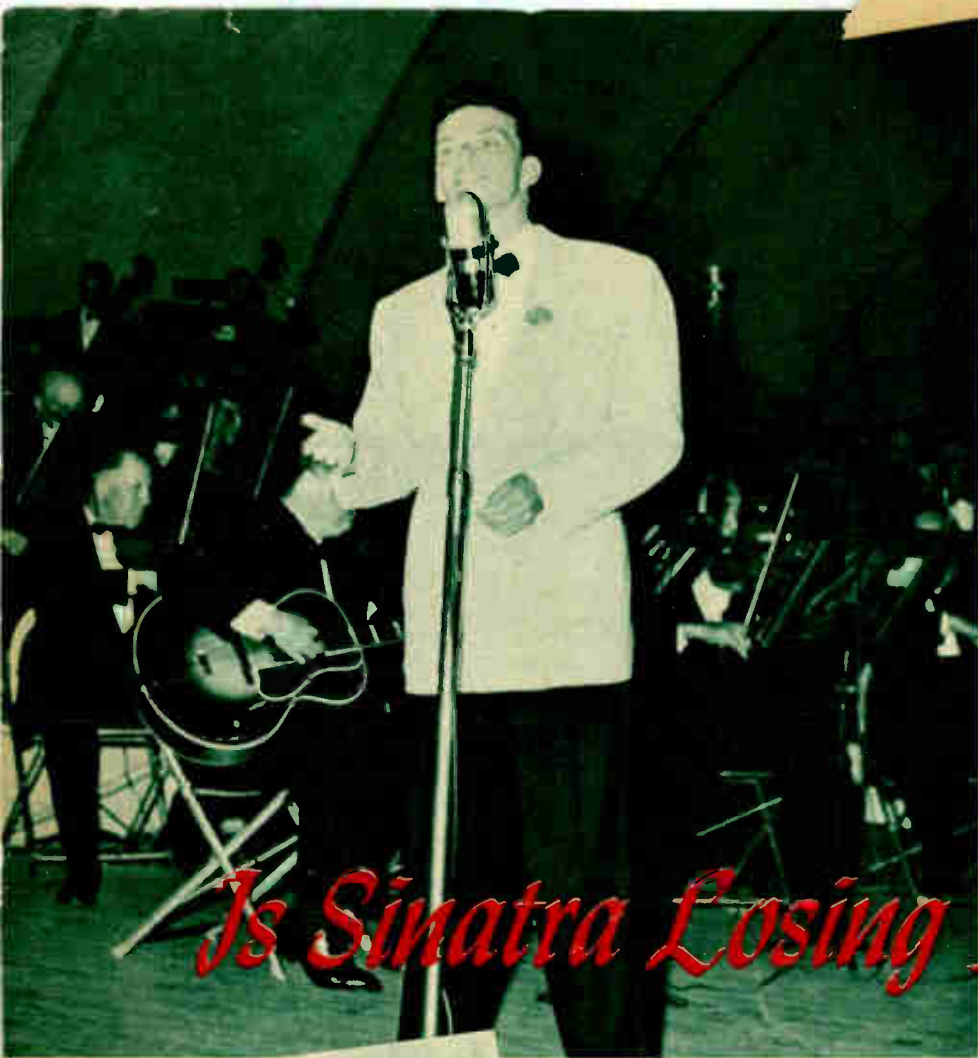
noted as Swiss yodelers (both Elsie's parents, though born in the United States, were reared in Switzerland). Then came the Chautauqua circuits, the Bakers trouping with the best of them. Elsie recalls that when the family played for Paul Pearson, they became acquainted with a tent boy, Mr. Pearson's son, Drew.

Meets Fred

While playing in Texas, Daddy Grobecker signed the hotel register for his entire group of eight, penning "The Swiss Yodelers" across the book with large flourishes. A young Swiss happened to be staying at the same hotel, scanned the register, and immediately wanted to meet his "countrymen." He soon persuaded Elsie that Brennwald would be a nice name to change to. After they were married, Fred and Elsie Brennwald moved to California. The Brennwald children found it natural to work in pictures,

which delighted Elsie, but meant she could not work herself. However, she "kept in trim" with roles at Pasadena Playhouse, parts at Las Palmas, and summer stock at Laguna.

Today, with children married and her husband gone, Elsie has renewed interest in her career. She gets as big a lift doing a German hausfrau as an Irish washwoman. She delights an audience with her delicate interpretation of a sympathetic Italian mother or a domineering, peppery Mexican duenna. But though born of Swiss-reared parents and married happily for many years to a Swiss, Elsie Baker has yet to visit that beautiful country. "Next to proving a success on TV," says Elsie, "I want more than anything to go to Switzerland. If my dream comes true, there'll be only one way of expressing my happiness. I'll stand under the highest Alpine mountain I can find and yodel at the top of my lungs!"



Is Sinatra Losing His Voice?

quite serious, "you are the first one who ever asked me that. And I'm glad you did because it's a good question.

"First of all, let me say that my voice is the same as it has always been. I believe it is a little more mature, but otherwise there's been no change.

"Television itself is wonderful. It's alive and imaginative. However, as far as my singing is concerned, TV presents an entirely different problem.

"It's no secret that I don't have a booming type voice, like Mario Lanza for example. Everywhere I've ever sung—on the stage, for the radio, movies and recordings—the microphone has always been close by to pick up every note.

"But on TV, when you're doing a production number, they don't like to have the microphone showing on the screen. Consequently, the mike is way above my head somewhere.

EVER SINCE Frank Sinatra made his first appearance on television, one thing was obvious: his voice was not the same.

Whether for better or for worse is a matter of individual opinion, but many people have commented that the TV tones of "The Voice" seem to have lost some of the swooning and captivating effect which made him the idol of millions of bobby-soxers.

Naturally there was only one way to find out the truth about the matter—to ask the man himself.

The occasion for the sixty-four-dollar question arose one afternoon at the photographic studio at Columbia Square, while he was taking pictures for his CBS-TV Frank Sinatra Show.

"Has your voice changed any during the past few years, especially since you started on television?" we asked.

"You know," Frank began, taking his pipe out of his mouth and looking

"The control room cannot build up the mike volume too much, either, because that magnifies all the other sounds on the stage.

"So you see, the whole set-up is very tough to do, and it's a definite problem to me, which I'm still working on."

Along with his TV singing problems, Sinatra has had his share of other troubles, including the drawn-out Ava Gardner affair and some unfavorable reviews at a benefit performance in England.

Concerning the European stint, Frank had this to say: "London was wonderful and, contrary to rumors, so were the London critics. It was only a small portion of the American press who panned the show.

"Besides," Frank continued, "who ever heard of reviewing a benefit performance? And we did raise over \$40,000 for the underprivileged kids in England."

What about Ava and his present life?

The biggest smile of the afternoon flashed across Frankie's face: "I'm happier and more settled now than I've been in a long, long time."

If you could have seen Frank that afternoon—smiling, talkative, and jovial—you would have known immediately that he was telling the truth.

◀ **"THE VOICE"** (top photo) can be seen and heard every Tuesday afternoon from 5 p.m. to 6 p.m. over KNXT, Channel 2. (Below) Although they have just stepped off the plane, Frank and his wife, Ava Gardner, still seem to be riding high—with happiness. (CBS photos.)



THESE MEN make Mutual's Thursday evening (KHJ, 9:30 p.m.) "Rod and Gun Club of the Air" an informative and amusing program. Top (left to right) are Milo Boulton, moderator, and Van Campen Heilner, and bottom (left to right), Guy Kibbee and Larry Koller.

ROD AND GUN Club of the Air" has played a major role in turning the sports of hunting and fishing from a "rich man's paradise" into an interesting hobby of some 35,000,000 nimrods and anglers—ranging from ribbon clerks and messenger boys to company presidents and top socialites.

The coast-to-coast Mutual show brings to hunters and anglers the latest news bulletins and official information from local and national sources. It is the only network hunting and fishing program on radio or television, and serves as an entertaining clearing house of information, news, advice and tall stories.

The Experts

A permanent panel of four rod and gun experts appears on the program and a special guest joins them occasionally. Guy Kibbee, time-honored comedian and character actor, actually does hold a record for



35 Million Men Ignore Glamour

MILO BOULTON (left) holds the microphones as **Larry Koller** readies his gun in a duck blind for on-the-spot broadcast features for Mutual's "Rod and Gun Club of the Air."



fresh-water fishing. Larry Koller, a veteran sportsman and author, is a prominent hunting and fishing writer.

Van Campen Heilner serves as a field investigator for the American Museum of Natural History, and has written six outdoors best sellers. Milo Boulton keeps order when the three experts enthusiastically interrupt each other in answering questions or trying to top each others' tall stories.

Glamour—for the Birds

Although guests are featured on the program, big names mean little to Rod and Gun Club listeners. An author of a good fishing and hunting book will draw ten times more mail than a nationally known movie star.

In other words, this audience is impressed by true nature and sports people—and glamour holds no lure for the sports-minded.

Just a few of the far-flung events the program has attended—and broadcast from the scene—include the International Tuna Tournament in Nova Scotia, the Light-tackle Sailfish Tournament in Palm Beach, deep-sea fishing off Bermuda, pheasant shooting in Connecticut, walleye fishing at the Thousand Islands, and hunting in the upper reaches of Canada.

The real importance of Rod and Gun Club of the Air, as Guy Kibbee puts it, is that the program advocates "fishing and hunting, and not just catching."

This conservation and sportsman's concept, plus the entertaining way the information is presented, has made the Mutual show a weekly "must" for millions of faithful listeners.

This concept has won the program a recent award as "the most outstanding outdoors program on the air."

CLOSE-UPS ON KNBH



▲ **BILL STULLA**, OF KNBH's popular "Parlor Party," looks happy with good reason. The mail stack around him was received from viewers over a single week end. (NBC-Bailey photo.)



▲ **MUSICIANS-SINGERS** Terrea Lea and Art Morton recently guested on the afternoon "Parlor Party" to entertain the children and grown-ups alike who comprise fans. (NBC-Smith photo.)



▲ **BOB MITCHELL**, ORGANIST on the "Party" show, is also the Bob Mitchell who organized and leads the famed "Boychoir." He, the pretty folk singer and Art tried out new songs. (NBC-Smith photo.)

You'll See More On Channel 4

▼ **"MR. HORNBLOWER" HIMSELF**, Harry James, thrills musical audiences all over Southern California each Sunday with his KNBH telecast and famous arrangements. (NBC-Holloway photos.)

▼ **HERE IS A FAMILY PORTRAIT** of the James group. In addition to his TV programs, Harry James is active in the sports world. Everyone recognizes Mrs. James, certainly.

PATTI O'CONNOR and Bobby Mack look through the lens of the monster that is always staring at them while they vocalize on specialties during the James Show. ▼



This Week in TV

ON OUR COVER
 On the cover this week are the popular Leo Garibaldi and Jules StrongBow, wrestling editor for TV-Radio Life.
 For the latest information on Leo, read Jules's column on page 34. Cover photo by Raebø Agency.

In & Out of Focus (General Comment)

Al Pearce Not Local

We just want to set the record straight.

Many of you have called saying that in such and such an issue you saw our announcement of the early-morning Al Pearce Show, with a viewing time established as 10:45 a.m., Channel 2. Right.

But during the time we were getting our information, it was set in type,



Al Pearce

the magazine printed and obtained by you, CBS-TV decided they could not, in the best interest of TV economy, show the kinescope of the Pearce show to West Coast viewers at \$1,000 per week for overtime and attendant cost!

The East gets Al's 7:45 a.m. show three hours later. CBS-TV possibly feels that a local 7:45 a.m. screening is just a bit early, and a three-hour-later showing on kinnie just a bit expensive. The show is currently on a sustaining basis. Possibly a sponsor taking the show will bring Coastal viewers Pearce et al.

Fights Strictly for Video

Promoters of licensed clubs where amateur boxing bouts are held should be blowing their tops about now.

Last week CBS asked the California Athletic Commission for a license to hold an amateur boxing show, weekly, on a CBS stage. No audience would be allowed. The fights are strictly for TV fare, and the application for this novel arrangement was filed by one Dave Koffman, former wrestling promoter at El Monte, who told the California Athletic Commission board that he had made arrangements with CBS for the use of a studio for the event.

The boxers would receive the usual

expense money permitted amateurs, but would promoters get anything? With no admissions charged, what's for them to get?

Bout arranger from the Hollywood Legion (a spot which has already felt the bite of Eastern TV competition), Cal Working, is quoted as announcing that the new and unusual arrangement would run all the fight promoters hereabouts out of business.

Shades of Radio Raids

Remember two or three years ago when the radio artists were flying up and down Sunset Boulevard between CBS and NBC, and no one actually knew who was on first till the contracts came to light and some old-time performers from one studio were roosted lucratively on the payrolls of the other?

If you care—the same turn is going on in TV. Right now the hassle is over the services of Phil Harris and Red Skelton. Seems like only yesterday we read these fellows had signed long-running contracts. How time flies.

Stop, Listen, Look (Shows You May Like)

"Studio One"

Monday, 7:00 p.m.
 CBS-TV, KXNT, Channel 2

Two weeks ago this hour-long CBS-TV offering unwound for viewers one of the finest productions of its history in "Burden of Guilt." Story line found an honest police chief in the midst of boomtown acrimony and crime effecting a compromise with his own conscience and the top hoodlum, a pact prompted by an effort to bring order and decency to the town he worked for. Years later this principal was to discover that the lever he employed could pry both ways.

"Studio One" is considered pretty generally as one of the top dramatic shows, if not the top.

And so it should be. Any show employing six elaborate sets in the first fifteen minutes of its hour is bound to have an edge on a presentation hampered by budget problems.

And any show production crew sharp enough to employ the talents of actors who look like people deserves a top-drawer reputation for their efforts. Not one pretty face showed up during "Burden of Guilt." The policemen looked like policemen, not like stereotyped caricatures of "coppers." The hoodlums were equally well cast. Not one of them fell into the ratlike conception apparently so popular among whodunits.

A good writer had probably been paid equally good money to turn out dialogue that couldn't be anticipated five seconds before it was spoken. Just like baking a cake. Good, expensive ingredients, carefully blended, result in a treat!—J. P.

"CBS Television Workshop"

KXNT Sunday, 9 p.m.

The "CBS Television Workshop" is the video version of the longtime favorite, the "CBS Radio Workshop," and is similarly concerned with the experimental aspects of the drama. Although the "Workshop's" recent production of a play entitled "Careless Love" was not a great stride forward in dramatic experimentation, either in content or production, it was nevertheless an indication that good things can be expected of this new series.

"Careless Love," a fable of early New Orleans jazz music by John L. Gerstad and Norman Brooks, told the apocryphal story of Bill Bailey, a great jazz trombonist, who played so gone that he blew himself literally right out of this world . . . disappeared, in fact, right in front of his jazz band. This prompted the band to play all manner of jazz classics in an effort to make Bill Bailey reappear, and they finally

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MECA



Staats Cotsworth

LONE JOURNEY

Daily at 10:15 a.m.

presented by
Lever Bros.

RADIO
790 ON YOUR DIAL

American Broadcasting Company

This Week in TV—Continued

succeeded with the old "Bill Bailey, Won't You Please Come Home."

This intriguing little tale, which succeeded nicely in integrating music and plot, was concocted primarily, it seemed, to serve as a showcase for Conrad Janis and his jazz band, an organization which in our opinion showed a great deal of spirit but little finesse. Inasmuch as the band played for fully half the show, the showcase purpose was amply fulfilled. The acting by Janis, Lenka Peterson and Edgar Stehli was sometimes as frenetic as the music and was never less than energetic.

The production, supervised by Donald Davis and Doris Mathews, was good, although it might be said again that nothing helps a program dedicated to experiment more than experiment. Dick Linkroum's direction was competent and the sets by Ed Mitchell generated just the right atmosphere.—A. D.

Second Glances (Critical Comment)

We Point With Pride

... To KECA-TV's coverage of the Annual "Emmy" Award dinner at which the names of rival networks filled the air and rang out every time a speaker opened his or her mouth. Factual news coverage, good taste and generosity were the keynotes of the telecast, and to anyone within the

trade it was a blessed relief from the utterly stupid practice of refusing to allow rival personalities and stations to even be mentioned on their sacred channel! ABC-TV and its station KECA-TV should be commended for real public service!

... To the vast improvement in Frank DeVol's Saturday night KTTV telecast from The Lido, at Long Beach. Getting over a terrible cold and a temperature of 102 allowed Frank to think up something a little wittier than the "kick me" sign which marred his opener, and the whole show has picked up pace accordingly. Frank's own efforts at cooperating with civic organizations at the beach (in their efforts to keep youths off the highways and in Long Beach over week ends) now have DeVol out visiting Long Beach high schools, junior colleges and colleges to entertain with his "Music of the Century" and acquaint students with his Lido appearances. Pretty nice.

We View With Alarm

... The ballyhoo attendant upon a new television sport, roller hockey. A man on roller skates will never even approximate the speed of a man on ice skates, and calling him a "demon of speed," referring to roller hockey as "death on wheels" and generally describing the game as the most dangerous, death-defying practice ever brought before the TV camera tends merely to render it tamer, as far as we are concerned. "Roller Hockey" is fun to watch, and you can see it Sundays on Channel 11 at 9:00 p.m. But

GOLDEN STATE'S

MOVIE OF THE WEEK

ROBERT CUMMINGS
CLAUDETTE COLBERT
DON AMECHE

The week's top movie

SLEEP MY LOVE



LUCKY
CHANNEL **13**
7:30 Sunday Night

don't tune in expecting to see killers locked in combat until one goes to his death!

On Lens (About Studio Happenings)

Maypole Relives Battle

When Roy Maypole got the word from KTTV that he was to man the mike for the station's coverage of the battle exercise of the Third Marine Division at Oceanside, his heart must have nearly stopped.

Narrating a landing made by the Devil Dog outfit was once before handled by the KTTV man — for real!

It was about ten years ago, at a war hotspot known as Bougainville, in the Solomon Islands, that Third Marine Division Combat Correspondent Roy Maypole handled the microphone while an official sound record of the fighting was made for the Marine World War II files.

Off Lens (Personalities)

Even Leave TV Behind

When Tex Williams bowed his new Saturday night KNBH show onto Channel 4, a good many members of the press visited the Riverside Rancho to watch the clambake kick off.

Thereby we discovered an almost lost race of fun lovers. Everyone at the Riverside Rancho (and from a look around, nearly "everyone" was there!) had walked out on home and television to come to the rambling big dance hall with its upstairs and downstairs dining rooms, bars, and big patio where quickie stands provide coffee, soft drinks or hot dogs 'n' such.

No wonder. Williams and his really fine jump-Western aggregation are immensely popular, and you can't possibly know what fun the Rancho is until you've turned out to it. But choose a night when your favorite TV fare isn't on—because a week-end visit down to hear Tex Williams would be a very easy habit to get with. Tex's show, from 9:30 until 10:30 each Saturday night, features his band, his regulars, and a guest artist or two in the best rollicking week-end fun you can find.

Coveted "Emmies" Out

NBC made a clean sweep with five out of six possible Awards when the Academy of Television Arts and Sciences held its Fourth Annual Dinner at the Ambassador's famous Coconut Grove.

Sid Caesar was accoladed as the Best Television Actor; his comical

(Please Turn to Page 12)

Corrol Yourself One Solid Hour of Fine Western Variety

"TEX WILLIAMS SHOW"
Starring Tex Williams

Direct from Riverside Rancho, 9:30 p.m.
KNBH Channel 4

MARCH 1

CHANNEL	
2-KNXT	8-KFMB-TV
4-KNBH	9-KHJ-TV
5-KTLA	11-KTTV
7-KFCA-TV	13-KLAC-TV

Information Received From Stations
Subject to Last Minute Change
✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 10:00 5 News; Music—30m.
- 10:30 5 Tricks and Treats—Home—30m.
- 11:00 5 Western Movie—60m.
- 11:15 8 Film Short—15m.
- 11:30 8 Date With Judy—30m.
- 12:00 5 Giant Movie Matinee—5 hrs.
- 8 Smilin' Ed McConnell—30m.
- 12:30 8 School Craft—Time—30m.
- 1:00 8 Mr. Wizard—30m.
- 1:30 5 Giant Movie Matinee—60m.
- 8 Bill Goodwin Show—30m.
- 2:00 8 Western Caravan—2 hrs.
- 2:30 5 Giant Movie Matinee—75m.
- 3:30 7 Stu Erwin Show—30m.
- 3:45 5 Giant Movie Matinee—75m.
- 4:00 4 Here's To Your Health—30m.
- 7 Adventure Time—30m.
- 8 Roy Rogers Show—30m.
- 9 Spanish Theater Hour—90m.
- 4:20 2 Simmell Etiquette—Film—10m.
- 4:25 11 KTTV News—5m.
- 4:30 2 Know Your Child—30m.
Parent Discussion of Children's problems.
- 4 Star Salon—15m.
- 7 Betty Crocker Matinee—30m.
- 8 Claudia—30m.

See Page 17 for Movie Titles

- 11 Bar Eleven Ranch—60m.
Don Barry in "Ghost Valley Raiders."
- 4:45 13 Your Own Home—15m.
- 4 The Wrestlers—15m.
Featuring Capt. Leslie Holmes.
- 13 Hitching Post—60m.
- 5:00 2 Ed. McConnell—K—30m.
- 4, 8 All Star Revue—M—60m.
- 5 Man's Best Friend—Pets—30m.
With Herb Wegner and Talented dogs.
- 7 Paul Whitman TV Club—M—30m.
- 5:25 13 Commercial Film—30m.
- 5:30 2 Saddle Tales—Movie—60m.
- 5 Cowboy Thrills—Movie—60m.
- 7 A Date With Judy—30m.
- 9 Home Garden Magazine—30m.
- 11 Range Rider Roundup—60m.
- 5:55 13 Late News—5m.
- 6:00 4 Your Show of Shows—M—90m.
Starring Sid Caesar and Imogene Coca.
- 7 Song Time—30m.
- 9 All Star Wrestling—30m.
- 13 Auction City—60m.
- 6:10 7 Whispering Shadow—20m.
- 6:30 2 Whistling Wizard—K—30m.
Fantasy featuring puppets.
- 7 Income Tax Round-Table—30m
- 5 Fantastick Studios Inc.—30m.
- 8 Trouble With Father—30m.
- 9 Film Featurette—30m.
- 11 In Our Times—30m.
Roy Maypole With People and Places in the News.

- 7:00 2 Sammy Kaye Show—K—30m.
- 5 Tim McCoy Show—30m.
- 7 Al Jarvis Show—60m.
- 8 Ken Murray Show—K—60m.
- 9 Action Theater—60m.
- 11 Red Ryder Feature—60m.
- 13 Candid Camera—30m.
- 7:30 2 Beat the Clock—Quiz—K—30m.
- 4 Your Hit Parade—M—30m.
With Snooky Lanson, Eileen Wilson and Dorothy Collins.
- 5 Tim McCoy Movie—60m.
- 13 Hometown Jamboree—60m.
- 8:00 2 Ken Murray—Revue—K—60m.
Guests: Jackie Gleason, James Melton, Peggy Ann Garner and Jackie Cooper.
- 4 One Man's Family—Drama—K
- 7 J. Arthur Rank Time—90m.
- 8 Groucho Marx—Quiz—30m.
- 9 Inside Basketball—15m.
- 11 First Run Theatre—60m.
- 8:15 9 Basketball Game—2hrs.
USC vs. UCLA.
- 8:30 4 Mr. Wizard—30m.
- 5 Spade Cooley—Variety—60m.
- 8 I Love Lucy—30m.
- 13 Commercial Film—30m.
- 9:00 2 Faye Emerson's Wonderful Town—30m.
Theme: Behind the Scenes of A TV Performance
- 4 Halls of Science—30m.
- 8 Playhouse of Stars—K—60m.
"World So Wide."
- 11 Startime Theater—30m.
'Pretty Boy,' Robert Clark, Lynn Roberts.
- 9:30 2 Show Goes On—Revue—K
Robt. Q. Lewis with guests

4 Tex Williams Show—60m.
Western music, comedy and stunts are on TV Parade each Saturday from Riverside Rancho.

- 5 Saturday Night Movie—75m.
- 7 Feature Film—75m.
- 11 Frank De Vol Show—60m.
From the Lido ballroom, Long Beach.
- 13 Betty White Show—60m.
- 10:00 2 Hawthorne Here Tonight.
- 8 Paul Whitman Revue—30m.
- 10:15 9 KHJ-TV News—5m.
- 10:20 9 Feature Film—75m.
- 10:30 2 Feature Film—60m.
- 4 "Dry Your Tears"—10m.
- 11 Eloise Salutes the Stars—K—15m.
Guest: Hal Block.
- 13 Owl Movie—60m.
- 10:40 4 Feature Film—60m.
- 10:45 5 Movie—60m.
- 7 Feature Film—75m.
- 11 Murder Before Midnight—60m.
- 11:30 13 Parade of Miracles—15m.
- 11:45 4 Wrestling Matches—30m.
- 13 Late News—5m.
- 12:00 5 Final Edition—15m.

KATE'S TVER PRESENTS VISITS WITH GIS

Camera crews have been assigned by producer Ted Collins to visit front-line hospitals in Korea and Japan to film special messages from wounded men to their families. These films will be scheduled regularly on the daytime "Kate Smith Hour" (NBC-TV Monday through Friday).

SUNDAY TV LOGS

MARCH 2

Information Received From Stations
Subject to Last Minute Change
✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 9:15 13 Film Short-15m.
- 9:30 13 Inspirational Hour-Part 2-
- 10:00 4 ✓ Frontiers of Faith-30m.
- 9 Church in the Home-60m.
- 13 Hitching Post-Movie-60m.
- 10:30 4 Outdoors With Waggy-30m.
- 10:55 11 KTTV News-5m.
- 11:00 4 Gene Norman Show-60m.
- 5 In God We Trust-60m.
- KTLA pays homage to different faiths by telecasting their services.
- 8 Frontiers of Faith-30m.
- 11 Great Churches of the Golden West-60m.
- Today it's the H'wood Beverly Christian Church.
- 11:30 7 Western Movie-45m.
- 8 Western Theater-60m.
- 9 Feature Film-75m.
- 13 Hitching Post-60m.
- 12:00 2 What in the World-30m.
- 4 Home Building Clinic-30m.
- 5 Movie Theater-60m.
- 11 Homes for Sale-15m.
- 12:15 7 Tootsie Hippodrome-15m.
- Teen-Age Telephone Quiz Featuring Performers from famed Carnival Midways.
- 11 Film Featurette-15m.
- 12:30 2 8 See It Now-M-30m.
- Edward R. Murrow with People Who Make the News.
- 4 Reserve-30m.
- 7 Faith for Today-Rel.-30m.
- 11 Garden Chats-30m.

See Page 17 for
Movie Titles

- 12:45 13 A Home to Live In-30m.
- 9 Feature Film-75m.
- 1:00 2 Lamp Unto My Feet-30m.
- 4 Meet the Press-K-30m.
- 5 Western Feature-60m.
- 7 Mirandy's Garden Shop-15m.
- Timely garden advice and Flower-of-the-Week.
- 8 Meet the Masters-30m.
- 11 770 on the Air-30m.
- 13 Wrestling Workouts-2 hrs.
- From the Ocean Park Arena.
- 1:15 7 Auction Park-45m.
- 1:30 2 Feature Film-75m.
- 4 Juvenile Jury-K-30m.
- 8 Reserve-30m.
- 11 Children's Church-30m.
- 2:00 4 Zoo Parade-K-30m.
- 5 Twin Movies-60m.
- 7 8 Super Circus-M-60m.
- 9 Feature Film-75m.
- 11 The Green Cathedral-15m.
- Strollin' Tom with inspirational music and friendly talk.
- 2:15 11 Polyzoides-15m.
- 2:30 4 Sky King-30m.
- 11 The Flying Tigers-30m.
- Major Dell Conway in "The Gold Smugglers."
- 2:45 2 Washington Spotlight-15m.
- 3:00 2 Mr. Imagination-30m.
- 4 Roy Rogers Show-30m.
- 5 Twin Movie-90m.
- 7 Space Patrol-30m.
- 8 TV Teen Club-30m.
- 11 Fibber & Molly Basketball
- 13 Sunday Matinee-75m.

- 3:15 9 Feature Film-75m.
- 3:30 2 The Quiz Kids-30m.
- 4 Claudia-Drama-30m.
- 7 Jalopy Derby-30m.
- 8 Break the Bank-30m.
- 4:00 2 John Kieran's Kaleidoscope.
- 4 Fair Meadows, U.S.A.-30m.
- 7 The Greatest Story-30m.
- 8 Blanchard Hitt Show-30m.
- 4:15 2 Stranger Than Fiction-15m.
- 13 Sunday Matinee-90m.
- 4:30 2 8 This Is Show Business-30m.
- Guests: Lou Wills, Jr., Gary Morton and Peggy Lee.
- 4 Young Mr. Bobbin-K-30m.
- 5 Eastside Kids-Movie-60m.
- 7 Jalopy Derby-30m.
- 9 Feature Film-60m.
- 11 Dept. of Int. Revenue-30m.
- 5:00 2 ✓ Jimmy Wakely Show-30m.
- 4 U.S. Royal Showcase-30m.
- Starring Bessie Little in comedy sketch and newcomer George Hopkins in comedy monologue.
- 7 Western Feature-60m.
- 8 Comedy Hour-60m.
- 11 Cactus Theater-60m.
- 5:30 2 Meet Corliss Archer-30m.
- 4 Jon and Sonda-30m.
- 5 Flash Gordon-Juvenile-30m.
- 9 Club 50-30m.
- 6:00 2 8 Fred Waring Show-K-30m.
- Guest: Marie Jeanne Laurent.
- 4 Goodyear Playhouse-M-60m.
- 5 Wild Bill Hickok-30m.
- Starring Guy Madison & Andy Devine.
- 7 Korla Pandit Show-30m.
- 9 Movietime-75m.
- 11 Cavalcade of Stars-K-60m.
- Guests: Lois Hunt and Donald Richards.
- 13 Leo Carrillo Show-60m.
- 6:30 2 Break The Bank-30m.
- Popular giveaway show with Quizmaster Bert Parks and guest.
- 5 The Comics-60m.
- 7 America's Town Meeting-M-8 Invitation Theatre-30m.
- 7:00 2 Celebrity Time-M-30m.
- Guests: Pat O'Brien and Rosemary Clooney.
- 4 8 Red Skelton-M-30m.
- 7 Unted-Or Not?-30m.
- 11 Johns Hopkins Science Review
- "The Youthfulness of Useless Knowledge."
- 13 Who Knows This?-30m.
- High School Panel Quiz.
- 7:30 2 What's My Line?-M-30m.
- 4 Hallmark TV Theatre-30m.
- Presenting Hostess Sarah Churchill with June Lockhart in portrayal of Dolly Madison in "Mistress of the White House."
- 5 "The Movies"-90m.
- Barbara Ann Bread and Star-Kist Tuna bring you another exciting Movie.
- 7 Ellery Queen-Drama-30m.
- "Left-Cross," the story of an attempted fight fix.
- 8 The Ruggles-30m.
- 11 The Young Sprouts-30m.
- 13 Golden State Theater-90m.
- 8:00 2 Alan Young Show-K-30m.
- Guests: Ray Noble and Martha Scott.
- 4 Comedy Hour-60m.
- Starring Donald O'Connor and Guests: Broderick Crawford, Cecil Kellaway, and Patricia Morrison.

- 7 Feature Film-90m.
- 8 Canine Corner-30m.
- 11 Ada Leonard Show-60m.
- 8:30 2 Sam Levenson Show-30m.
- Guest: Paul Tripp.
- 8 Dragnet-30m.
- 9:00 2 CBS TV Workshop-30m.
- "The Sound Machine," Richard Purdy.
- 4 Boston Blackie-30m.
- Starring Kent Taylor, Lois Collier, and Frank Orth in "The Delmark Diamond Case."
- 5 Bandstand Revue-60m.
- 8 Television Playhouse-60m.
- 11 Roller Hockey-2 Hrs.
- 13 Freedom Forum-Panel-60m.
- 9:30 2 Thrifty Thriller-30m.
- "Adventure of the Speckled Band," Alan Napier, Evelyn Ankers, Melville Cooper.
- 4 Foreign Intrigue-30m.
- Lucky Lager's "Foreign Intrigue" takes the viewer to a different and actual setting overseas where intrigue abounds.
- 7 Straight From Shoulder-30m.
- Forum Panel Discussion Moderated by Dr. James W. Filfield, Jr.
- 10:00 2 KNXT 10 O'Clock News-30m.
- 4 Harry James Show-30m.
- 5 Movietown-Charades-30m.
- Guest Line-up of FilmDome's Personalities.
- 7 Hour of Decision-30m.
- 8 What's My Line?-30m.
- 13 Late News-5m.
- 10:05 13 Owl Movie-60m.
- 10:30 2 Telesports Digest-30m.
- 4 World Digest-30m.
- 5 Magazine of the Week-45m.
- Viewers Taken Page by Page Through Visual, Informative Magazine.
- 7 Youth on the March-25m.
- 8 KFMB-TV News-30m.
- 11:00 2 Eleven O'Clock Theater-75m.
- 8 Racket Squad-30m.
- 11:15 5 Final Edition-15m.
- 11:30 5 Televespers-30m.
- 8 Youth on the March-30m.

CANTOR PROTEGE

Sharon Baird, child dancer who has appeared with Eddie Cantor on several "Colgate Comedy Hour" shows, recently had a seven-year contract with the comedian approved by the court.

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'THE MOVIES' EVERY SUN.

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Unique agreement, parts warranty plus prompt service

Any Set \$15 A Year on Only 2-Yr. Basis

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Los Angeles 5, Calif.

TONIGHT!
DON'T MISS

Break The Bank



BERT PARKS,
TV's Favorite
Quizmaster

TV's Biggest Money Quiz Show

BREAK THE BANK

Starring Bert Parks & Bud Collyer

Presented by

BRISTOL-MYERS

TONIGHT 6:30

KNXT—CHANNEL 2

LUCKY LAGER

Presents TV's Newest Thriller

FOREIGN INTRIGUE

Sundays

9:30-10:00 p.m.

KNBH

Channel 4

MONDAY-FRIDAY TV 9 A.M. TO 5 P.M.

- | | | | |
|-------|-----------------------------|------|--|
| 7:45 | 2 Al Pearce Show—45m. | 1:40 | 9 Suspects Wanted—5m. |
| 8:30 | 2 Music—3 Hrs. | 1:45 | 9 Movie Matinee—75m. |
| 10:25 | 13 Film Short—5m. | 2:00 | 4 Dave & Charles—15m. |
| 10:30 | 8 Strike It Rich—M,W,F. | | 7 Korla Pandit—Music. |
| | 13 Women Are Wonderful— | | 8 Smokey Rogers—3 Hrs. |
| 11:00 | 7 Adventure Time—20m. | 2:15 | 4 Foods for Thought—15m. |
| | 8 What's Cookin'—30m. | 2:30 | 2 First 100 Years—K. |
| | 13 Mike Roy—Home—90m. | | TV serial with Jimmy Lydon and Anne Sargent. |
| 11:20 | 7 U.P.—Movietone News— | | 4 Monty Margetts—30m. |
| 11:30 | 2 Strike It Rich—K—30m. | | 7 Mary McAdoo—Home— |
| | With Warren Hull and guest. | | 30m. M, W, F. |
| | 4 Star Salon—15m. | | TV Notebook—Tu.—K. |
| | 7 Larry Cotton Show. | | Accent On You—Th.— |
| | 8 Search For Tomorrow. | | 30m. |
| 11:45 | 4 Foods for Thought—15m. | | "How To" information on |
| | 8 The Egg and I—15m. | | topics of interest to women. |
| 12:00 | 2 Armchair Traveler—15m. | 2:45 | 2 The Egg and I—15m. |
| | 4 The Big Payoff—M—30m. | | 11 Come Into Kitchen—60m. |
| | 7 Langford-Ameche Show | | 13 Movie Matinee—90m. |
| | 8 The Big Payoff—30m. | 3:00 | 2 Search for Tomorrow—K |
| 12:15 | 2 Noontime News—15m. | | Daily drama of an American |
| 12:30 | 2 Bert Parks—M—M, W, F | | family. |
| | Mel Torme—30m. Tu, Th. | | 4 Parlor Party—60m. |
| | 4 Ralph Edwards—30m, M, | | 7 Al Jarvis Show—2 Hrs. |
| | W, F. | | 9 Queen for a Day—30m. |
| | Bill Goodwin—Tu, Th | | Jack Bailey emcees popular |
| | 8 Treasure Hunt—15m. | | quiz show. |
| | 13 The Eddie Albert Show. | 3:15 | 2 Armchair Traveler—15m. |
| 12:45 | 8 First 100 Years—15m. | 3:30 | 2 Film—15m. |
| 1:00 | 2 Steve Allen—K—Variety. | | 5 News and Music—25m. |
| | Steve and guests with | | 9 Mama Weiss—30m. |
| | comedy and music. | 3:45 | 2 Bride and Groom—15m. |
| | 4 Kate Smith—M—60m. | | 11 Nancy Dixon—15m.— |
| | 7 Grace Lawson—60m. | | M, W, F. |
| | Gaylord Hauser—W. | 3:55 | 5 Police Calls—5m. |
| | 8 In a Lighter Vein—30m. | 4:00 | 2 California Living—30m. |
| 1:25 | 11 KTTV News—5m. | | 4 Chef Milani—30m. |
| 1:30 | 2 Garry Moore Show. | | 5 Feature Film—60m. |
| | With Denise Lor, Durward | | 9 Zeke Manners Show— |
| | Kirby and guests. | | 2 Hrs. |
| | 8 Reserve—Tu,Th. | | 11 Billie Burke at Home. |
| | | 4:30 | 2 Backstage With N.T.G. |
| | | | 4 Paul Pierce—15m. |
| | | | 7 Leonetti Fashion Show— |
| | | | W. |
| | | | 11 Ladies Matinee—30m. |
| | | | 13 Eddie Albert—Cont'd. |
| | | 4:45 | 4 Gabby Hayes—K—15m. |
| | | 4:55 | 8 Cliff Norton—5m. |

See Page 17 for
Movie Titles

BRAINS OVER BRAWN



RELAXED DEVIL—Ralph (Aren't We Devils?) Edwards (center) seems to be letting the regular performers on the NBC-TV "Ralph Edwards Show" do all the work. The muscles belong to Steve Reeves, former "Mr. America" title holder now in Edwards's troupe. Perplexed charm belongs to vocalist Carole Richards.

MONDAY TV LOGS

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

- ✓ Indicates New Program
- M Indicates Microwave
- K Indicates Kinescoped

- 5:00 2 Saddle Tales—50m.
 4 Kukla, Fran & Ollie—K—15m.
 5 Playcrafter's Club—30m.
 7 Candy and Nancy—30m.
 8 Kate Smith—15m.
 9 Zeke Manners—60m.
 11 Range Riders—30m.

4 The Goldbergs—15m.

The warm humor of family situations involving "Molly Goldberg" and her family return to delight TV viewers.

- 8 Did Ja Know?—15m.
 5:30 4 Howdy Doody—Juvenile—30m.
 5 Cowboy Thrills—Movie—60m.
 7 Roscoe Ates Show—30m.
 8 Space Cadet—K—15m.
 11 Captain Video—K—30m.
 13 Phantom Ranger—Serial—30m.
 5:45 8 Channel 8 Corral—45m.
 5:50 2 News and Sports—10m.
 6:00 2 Big Town—Drama—K—30m.
 With racket-busting Steve Wilson of the Illustrated Press. "Midnight Story."
 4 Adventures of Patches—15m.
 7 KECA-TV News—30m.
 9 Action Theatre—60m.
 11 Jump Jump—15m.
 13 Timmy O'Toole Time—30m.
 6:15 4 Kamedy Klub—40m.
 11 Reserve—30m.

See Page 17 for Movie Titles

- 6:30 2 Washington Spotlight—15m.
 A current events panel featuring columnist Marquis Childs.
 5 8 Time for Beany—15m.
 7 Space Cadet—K—15m.
 13 KLAC Telepaper—15m.
 6:45 2 This Week in Sports—15m.
 5 Handy Hints—Tips—15m.
 Dorothy and Dick present helpful suggestions for the home.
 7 Space Patrol—Juvenile—15m.
 8 Newsreel—15m.
 11 George Putnam—News—10m.
 13 Clete Roberts Report—15m.
 6:55 4 Elmer Peterson—News—5m.
 11 Weather—Gene Bollay—5m.
 7:00 2 Studio One—Drama—M—60m.
 4 Anna May Show—30m.
 5 Newsreel—15m.
 7 Cisco Kid—30m.
 With Duncan Renaldo and Leo Carrillo.
 8 Roving Camera—15m.
 9 Ted Meyers—News—15m.
 11 Three Mesquiteers—60m.
 Raymond Hatton, Bob Steele and Ruth Davis in "Lone Star Raiders."
 13 Million Dollar Movie—60m.
 7:15 5 Short Subject—15m.
 8 Ideas on Parade—15m.
 9 Bert Dunne—Sports—15m.
 7:30 4 "These Two"—15m.
 Starring Vivian Blaine and Pinky Lee.

MARCH 3

- 5 Roller Derby—30m.
 7 Kit Carson—30m.
 8 People in the News—15m.
 9 What's Name of Song?—30m.
 7:45 4 Newspaper of Air—15m.
 8 Arden Varieties—10m.
 8:00 2 Doug Edwards—News—M.
 Coast to coast newscast from N. Y.
 4 Paul Winchell, Jerry Mahoney Show—K—30m.
 5 Dixie Showboat Revue—60m.
 7 You Asked for It—30m.
 Featuring filmed premiere of "The Las Vegas Story," tug-o-war between man and horses; tenor who breaks glass by voice vibrations; a bearded lady.
 8 Faye Emerson—30m.
 9 Movie Express—90m.
 11 Famous Jury Trials—30m.
 13 Million Dollar Movie—90m.
 8:15 2 Perry Como Show—K—15m.
 Perry, the Fontaine Sisters and guest.
 8:30 2 8 Lux Theater—K—30m.
 4 Voice of Firestone—K—30m.
 7 Royal Playhouse—30m.
 11 Wrestling—2½ hrs.
 Bill Welsh from the Hollywood Legion.
 9:00 2 Lucille Ball—Desi Arnaz Show.
 4 Lee Hogan Presents—30m.
 5 Thrill Feature—60m.
 7 The Big Picture—30m.
 Korea War Films.
 8 Masterpiece Playhouse—90m.
 9:30 2 It's News to Me—K—30m.
 Current Events Quiz with John Daley.
 4 R. Montgomery Presents—60m.
 Geraldine Fitzgerald in Somerset Maugham's "Sheppy," story of an English barber who won the Irish Sweepstakes.
 7 Feature Film—75m.
 9 Truth About Dixie—30m.
 With Marvin Ash, Harry Hickox & Dottie O'Brien.
 13 Million Dollar Movie—90m.
 10:00 2 KNXT 10 O'Clock News—30m.
 Lee Woods, Tom Harmon and Dan Lundberg.
 5 Teleforum—Panel—60m.
 9 Ted Meyers—News—15m.
 10:30 2 H'wood Opening Night—30m.
 4 Gene Norman Show—30m.
 8 Studio One—Drama—K—60m.
 10:45 7 Western Ghost Towns—15m.
 11 Locker Room—15m.
 11:00 2 "Chronoscope"—15m.
 Guest, Cyrus S. Ching.
 4 Paul Pierce—News—5m.
 5 Final Edition—15m.
 7 Hank Weaver—News—10m.
 11 George Putnam—News—15m.
 13 Ed Lyon—News—15m.
 11:10 7 The Weather Word—5m.
 11:15 2 Peter Potter—30m.
 7 KECA-TV News—5m.
 11 Public Life of Cliff Norton—5m.
 11:20 7 U.P.—Movietone News—10m.
 11 Jackson's Theater—75m.
 11:30 8 Newsreel—10m.

IRMA'S FRIEND

Hal March, who plays Al, Irma's boy friend in CBS Television Network's "My Friend Irma" series, will be remembered as half of the Sweeney-March comedy team on CBS Radio several seasons ago.

This Week in TV—Continued

partner Imogene Coca as Best Television Actress; and "Your Show of Shows" as Best Variety Show. Red Skelton pulled down an "Emmy" as Best Comedian, and one for having the Best Comedy Show.

In addition a special award was made to Jack Burrell of KNBH, for his development of the "walkie pushie," a portable television camera which operates without wire or cable connections.

In the best spirit of "we told you so!" may TV-Radio Life remind its readers that just after the "walkie pushie" was brought into use on the Rose Bowl Game, the magazine brought you the new marvel's history, description and uses. This is the self-contained mobile telecasting unit which will serve as one of the most potent weapons television has devised to fight inadequate space and the confines of police lines in video coverage.

A Saying? An Old Saying?

NBC-TV's "Pantomime Quiz" recently completed its 2,700th telecast. That means that Mike Stokely, originator, has probably taught more people how to play the popular parlor game than any man alive. From his vast experience, Mike offers the following suggestions that you can either employ in watching the show or in playing "the game" yourself:

Saying: Yak, yak sign with right hand.

Gag Saying: Same as above with left hand gagging throat.

Quotation: Quote marks with fingers of both hands.

Song Title: Open mouth as though singing and spread arms.

Line From Song: Same as above, then draw line with finger of right hand.

Gag Song Title or Line: Same as above, then gag throat.

Book Title: Open book with both hands.

Poem Title: Draw line with finger of right hand.

Line From Poem: Same as above, then draw several short lines.

Child's Poem or Nursery Rhyme: Same as above, then right hand near floor.

Proverb, or Anything Old: Stroke beard.

Play Title: Raise curtain with both hands.

Shakespeare: Throw spear.

Tongue Twister: Twist tongue with fingers.

Movie Title: Crank camera.

YOO HOO!

Mrs. Bloom I'm Back!

"THE GOLDBERGS"

and the warm, human story of a family everyone knows—today, 5.15 p.m.

KNBH

Channel 4

Biblical quote: Open book, then palms together in prayer.

(On all the above, if it's old, or way back, stroke beard or point over either shoulder with either hand. Same for past tense.)

"Quiz" to Go Chautauqua

Mike Stokay, emcee of NBC-TV's "Pantomime Quiz," seen Wednesday nights on KNBH, is planning to take his show on the road. Present negoti-



Mike Stokay

ations call for the team of regulars Vincent Price, Hans Conried, Adele Jergens and Jackie Coogan to travel the route of towns playing night clubs, with local folks representing the opposing team.

Mike's harking back to the practice of personal appearances such as used to endear whole troupes of players to an entire nation is one of the quickest ways to make the show most popular among the greatest number. We've always felt that traveling some of the big shows (e.g., "Colgate Comedy Hour" and "All-Star Revue") would be a practice NBC-TV could well look into.

Facts and Findings

One Curtis B. Plummer, chief of the FCC, which handles licensing of TV and radio stations, indicated last year that by the middle of '52 eighty new TV stations may be authorized, principally in the populations of 100,000 or less. . . . Current set production is running about 5,000,000 per year, and in 1952 the TV industry will be able to sell all the sets it can make.

On the consumer side, it was discovered by a Good Housekeeping panel survey that movies, radio, sports and concerts were being given less and less attention among TV set owners. Scarcely surprising, but what is both surprising and comical is the figure of non-owners who see TV. And regularly. At least fifty-two per cent of the panel members who do not own TV sets indicated they do see TV programs. Five per cent of them watch for more than six hours a week! "Good-neighbor policy" can't possibly mean what it used to!

Tonight Is the Night
For
"PEEKIN' AT THE SQUEAKIN' DEACON"
and Thirty Fun-Filled Minutes of
Homespun Merriment
7:00 p.m.

KNBH

Channel 4

MARCH 4

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations
Subject to Last Minute Change

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 Frank Sinatra Show-M-60m.
Guests: Cass Daley and Liberace.
- 4 Kukla, Fran & Ollie-K-15m.
- 5 Playcrafter's Club-30m.
- 7 Candy and Nancy-30m.
- 8 Kate Smith-K-15m.
- 9 Zeke Manners-60m.
- 11 Range Riders-30m.
- 5:15 4 Bob and Ray-15m.
- 8 Did Ja Know-15m.
- 5:30 4 Howdy Doody-Juvenile-30m.
- 5 Cowboy Thrills-Movie-60m.
- 7 Roscoe Ates Show-30m.
- 8 Yesterday's Newsreel-15m.
- 11 Captain Video-K-30m.
- 13 Phantom Ranger-30m.
- 5:45 8 Channel 8 Corral-45m.
- 6:00 2 News and Sports-10m.
- 4 Adventures of Patches-15m.
- 7 KECA-TV News-30m.
With Chet Huntley.
- 9 Action Theatre-60m.
- 11 Jump Jump-15m.
- 13 Timmy O'Toole Time-30m.
- 6:10 2 Feature Film-50m.
- 6:15 4 Comedy Club-40m.
- 11 Reserve-30m.
- 6:30 5 8 Time for Beany-15m.
- 7 This Is the Story-15m.
- 13 KLAC Telepaper-15m.
- 6:45 5 Handy Hints-Tips-15m.
- 7 Space Patrol-Juvenile-15m.
- 8 Newsreel-15m.

See Page 17 for
Movie Titles

- 11 George Putnam-News-10m.
- 13 Cleo Roberts' Report-15m.
- 6:55 4 Elmer Peterson-News-5m.
- 11 Weather-Gene Bollay-5m.
- 7:00 2 "Danger"-M-30m.

4 Squeakin' Deacon-30m.
A host of western favorites join in song and comedy.

- 5 Newsreel-15m.
- 7 Personal Appearance Theatre-30m.
- 8 Cisco Kid-30m.
- 9 Ted Meyers-News-15m.
- 11 Sunset Carson Movie-60m.
- 13 Big Tuesday Movie-90m.
- 7:15 5 Roving Camera-Info-15m.
- 9 Bert Dunne-Sports-15m.
- 7:30 2 My Friend Irma-30m.
Starring Marie Wilson and Cathy Lewis.
- 4 Dinah Shore Show-15m.
- 5 Movie Theater-80m.
- 7 Beulah-Comedy-30m.
- 8 People in the News-15m.
- 9 Reserve-30m.
- 7:45 4 Newspaper of Air-15m.
Glenn Hardy with the Latest News.
- 8 Arden Varieties-10m.
- 8:00 2 Doug Edwards-News-M-15m.
- 4 8 Texaco Star Theater-K-60m.

Milton Berle with guests Johnny Johnston, Olga San Juan and The D'Andrea Dancers.

- 7 Feature Film-60m.
- 9 Feature Film-10m.
- 11 Tuesday Night Movie-2 Hrs.
- 8:15 2 Stork Club-K-15m.
Sherman Billingsley and guests.
- 8:30 2 Editor's Round Table-30m.
Virgil Pinkley moderates the group discussions.
- 13 Big Tuesday Movie-90m.
- 8:50 5 Ten Minute Theater-10m.
- 9:00 2 Crime Syndicated-K-30m.
Expose of organized crime functions in the U.S.
- 4 Fireside Theatre-30m.
Marguerite Churchill in "The Broken Chord."
- 5 Ina Ray Hutton-Revue-60m.
Ina's All-Girl Band combined with feminine guest acts in hour long variety show.
- 7 America Votes-60m.
Audience participation show giving viewer the chance to "vote" on controversial political questions.
- 8 Front Page Detective-30m.
- 9:20 9 Ted Meyers-News-10m.
- 9:30 2 Suspense-Drama-30m.
- 4 Armstrong Circle Theater-30m.
"Ten Yards of Poetry," Wolfe Barzell, Michael Gorrin and Paul Stevens.
- 8 Chevron Theater-30m.
- 9 Feature Film-60m.
- 10:00 2 KNXT 10 O'Clock News-30m.
- 4 Original Amateur Hour-K-45m.
Honor City of the week is Stamford, Conn.
- 5 Gruen Playhouse-30m.
Bruce Cabot in "Perfect Gentleman."
- 7 The Name's the Same-30m.
- 8 Greatest Fights-15m.
- 11 View the Clue-15m.
- 13 Ed Lyon-News-5m.
- 10:05 13 Owl Movie-60m.
- 10:15 8 Vest Pocket Dramas-15m.
- 11 Championship Bowling-45m.
From Wilshire La Brea Lanes.
- 10:20 9 KHJ-TV News-10m.
- 10:30 2 Fur Fun-15m.
- 5 Special Event-90m.
- 7 Strength For Free World-30m.
- 8 Stop the Music-30m.
- 10:45 2 Film-15m.
- 4 Film-15m.
"Hospital Afloat."
- 11:00 2 The Continental-15m.
- 4 Paul Pierce-News-5m.
- 7 Hank Weaver-10m.
- 8 Mr. Dist. Attorney-K-30m.
- 11 George Putnam-News-15m.
- 11:10 7 The Weather Word-5m.
- 11:15 2 Feature Film-75m.
- 7 KECA-TV News-5m.
- 11 Public Life of Cliff Norton-5m.
- 11:20 7 U.P.-Movietone News-10m.
- 11 Jackson's Theater-75m.
- 11:30 8 Newsreel-10m.
- 12:00 5 Final Edition-15m.

BERLE INJURES BACK

Milton Berle injured his back while rehearsing a "magic act" recently. However, the rehearsal continued without "Mr. Television" and the performance went on according to schedule. But Berle's usual gymnastics were considerably slowed up.

WEDNESDAY *tv* LOGS

See This Page for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

- ✓ Indicates New Program
- M Indicates Microwave
- K Indicates Kinescoped

- 5:00 2 Saddle Tales—Movie—50m.
 4 Kukla, Fran & Ollie—K—15m.
 5 Playcrafter's Club—30m.
 7 Candy and Nancy—30m.
 8 Kate Smith—15m.
 9 Zeke Manners—60m.
 11 Range Riders Roundup—30m.
- 4 The Goldbergs—15m.
 Numerous family situations grow up when the "Goldbergs" meet happenings headon 3 times a week.
- 8 Did Ja Know—15m.
- 5:30 4 Howdy Doody—Juvenile—30m.
 5 Cowboy Thrills—Movie—60m.
 7 Roscoe Ates Show—30m.
 8 Space Cadet—K—15m.
 11 Captain Video—K—30m.
 13 Phantom Ranger—30m.
- 5:45 8 Channel 8 Corral—45m.
- 5:50 2 News and Sports—10m.
- 6:00 2 Strike It Rich—Quiz—30m.
 4 Adventures of Patches—15m.
 7 KECA-TV News—30m.
 9 Action Theatre—60m.
 11 Jump Jump—15m.

See Page 17 for Movie Titles

- 6:15 13 Timmy O'Toole Time—30m.
 4 Komedya Klub—40m.
 11 Reserve—30m.
- 6:30 2 The Web—Drama—M—30m.
 5 8 Time for Beany—15m.
 7 Space Cadet—K—15m.
 13 KLAC Telepaper—15m.
- 6:45 5 Handy Hints—Tips—15m.
 7 Space Patrol—Juvenile—15m.
 8 Newsreel—15m.
 11 George Putnam—News—10m.
 13 Cleo Roberts' Report—15m.
- 6:50 4 TWA Travelog—5 m.
- 6:55 4 Elmer Peterson—News—5m.
 11 Weather—Gene Bollay—5m.
- 7:00 2 Blue Ribbon Bouts—M—45m.
 Johnny Bratton vs. Vic Cardell, 10 round welterweight from Chicago.
 4 Dick Tracy—30m.
 Starring Ralph Byrd and Joe Devlin
 5 Newsreel—15m.
 7 Celanese Theater—60m.
 Philip Barry's "The Animal Kingdom"
 8 Range Rider—30m.
 9 Ted Meyers—News—15m.
 11 Major Feature Theater—2 hrs.
 13 Invitation Playhouse—30m.
- 7:15 5 Hollywood Reel—15m.
 Candid glimpses of Hollywood.
 9 Bert Dunne—Sports—15m.
- 7:30 4 "Those Two"—15m.
 Starring Vivian Blaine and Pinky Lee.
 5 Jungle Adventure—30m.
 With Osa and Martin Johnson.

MARCH 5

- 8 People in the News—15m.
 9 Reserve—30m.
 13 Liberace—30m.
- 7:45 2 Here's How With Harmon—15m.
 4 Newspaper of Air—15m.
 8 Arden Varieties—10m.
- 8:00 2 Doug Edwards—News—M—15m.
 4 Kate Smith Evening Hour—K—60m.
 Guests: Broderick Crawford in dramatic skit; the De Marco Sisters; Ethel & Albert, comedy skit team; Dunninger.
 5 Frosty Frolics—60m.
 Artistry on ice from the Pasadena Winter Garden.
 7 "Rendezvous"—30m.
 Dramatizations of international intrigue, starring Ilona Massey.
 8 Arthur Godfrey—K—60m.
 9 Feature Film—80m.
 13 Theater Intrigue—75m.
- 8:15 2 Perry Como—K—15m.
 Perry, the Fontaine Sisters and guests: Hank Snow.
 8:30 2 Bachelor's Haven—30m.
 Witty panel debates male supremacy.
 7 Life Begins at 80—30m.
- 9:00 2 Arthur Godfrey's Friends—K—60m.
 4 Kraft TV Theater—60m.
 William Hartnell in "Murder in Reverse."
 5 Movie Theater—45m.
 7 Hall of History—20m.
 An educational series with dramatizations of famous names in American history.
 8 Wrestling—90m.
- 11 Dude Martin's Show—60m.
 A tuneful, laugh-loaded TV-variety show, slanted to each member of the family.
- 9:15 13 Theater Intrigue—60m.
- 9:20 7 U.P.—Movietone News—10m.
 9 Ted Meyers—News—10m.
- 9:30 7 Inst. of Family Relations—30m
 9 Film Featurette—30m.
- 10:00 2 KNXT 10 O'Clock News—30m.
 4 Pantomime Quiz—30m.
 5 City at Night—Info—60m.
 Camera Tour of Interesting Spots in Los Angeles.
 7 Charlie Wild—Drama—K—30m.
 9 KHJ-TV News—15m.
 11 Amateur Boxing—60m.
 Bill Welsh from the South Gate Arena.
 13 Ed Lyon—News—5m.
- 10:05 13 Owl Movie—75m.
- 10:30 2 Man of the Week—30m.
 Guest: Robert Taft.
 4 Gene Norman Show—30m.
 7 Janie David's Show—30m.
 8 Meet the Champ—30m.
- 11:00 2 "Chronoscope"—K—15m.
 Arthur S. Flemming.
 4 Paul Pierce—News—5m.
 5 Final Edition—10m.
 7 Hank Weaver—News—10m.
 8 Reserve—30m.
 11 George Putnam—News—15m.
- 11:10 7 The Weather Word—5m.
- 11:15 2 Peter Potter—Records—30m.
 7 KECA-TV News—5m.
 11 Public Life of Cliff Norton—5m.
- 11:20 7 U.P.—Movietone News—10m.
- 11:30 11 Jackson's Theater—75m.
 8 Kate Smith Revue—K—30m.

Handy Hints

By Dorothy Gardiner and Dick Garton, stars of KTLA's "Handy Hints," Monday through Friday, 6:45 p.m.



Each week we pick the best Handy Hint sent directly to TV-Radio Life, 6361 Selma Avenue, Hollywood 28, and use it, with your name and address, in this column as well as on the air over KTLA, Friday evening at 6:45. A lovely gift will be sent to everyone whose hint is used here as KTLA-TV-Radio Life Hint of the week.

Here is this week's winner: Arnold Baker, 11482 Cumpston, North Hollywood, Calif.

The hint is:

Stakes made from wire coat hangers come in handy for discouraging traffic across worn sections of the lawn or where you have planted seeds. Just space them around and remove for mowing. They don't harm the lawn and are more effective than stakes and strings. To make, just straighten the wire coat hanger out and make a hook at one end of the top. That is so you don't have a sharp point, which might be dangerous.

★

IF YOUR CHILD HAS OUTGROWN HIS HIGH CHAIR, WHY NOT MAKE IT INTO A SWING? Just cut the legs off, then drill two holes in each arm. Put the rope in the front hole, tie it and then loop it over a tree limb, and tie it in the back hole. Do that on both sides and add a strap across the front where the tray was and you have a nice comfortable swing. For an extra safety precaution, you can bring the rope under the seat of the swing, in case the arms aren't strong enough to hold the weight of the child.

YOO HOO!

Mrs. Bloom I'm Back!

"THE GOLDBERGS"

and the warm, human story of a family everyone knows—today, 5:15 p.m.

KNBH

Channel 4

WED. NITE'S BEST TV BET!

Sears Roebuck and Co.'s

DUDE MARTIN SHOW

with Dude, HANK PENNY, Sue Thompson, Dick Stewart, Lois Ray, and other top variety acts.

KTTV Channel 11

9-10 P.M.

THURSDAY *tv* LOGS

SPORTS SKED

TELEVISION

Saturday, March 1

8:15 KHJ (9) Basketball—UCLA vs. USC.

Sunday, March 2

1:00 KLAC-TV (13) Wrestling workouts from Ocean Park.

3:00 KTTV (11) Fibber McGees vs. San Francisco Stewart Chevvies.

3:30 KECA-TV (7) Jalopy Derby.

9:00 KTTV (11) Roller Hockey from Redondo Beach Skateland Arena.

Monday, March 3

7:30 KTLA (5) Roller Derby.

8:30 KTTV (11) Wrestling—Bill Welsh from Hollywood Legion.

Thursday, March 4

10:00 KTTV (11) Championship Bowling.

7:00 KNXT (2) Boxing.

Wednesday, March 5

10:00 KTTV (11) Boxing from South Gate.

Thursday, March 6

8:30 KTLA (5) Wrestling from Long Beach Auditorium with Jules StrongBow.

9:30 KECA-TV (7) Meet the Champ—Boxing.

11:05 KNBH (4) Wrestling Matches.

RADIO

Saturday, March 1

4:30 KNX Horse Races.

8:30 KLAC Basketball—UCLA vs. USC.

Wednesday, March 5

7:00 KNX Fights.

Friday, March 7

7:00 KECA Boxing Bout.

Note to WRESTLETTERS Fans: Since Jules StrongBow is now writing a regular column for TV-Radio Life, we suggest you write all your wrestling letters to Jules StrongBow, TV-Radio Life, 6361 Selma Avenue, Hollywood 28. Or, if you wish the letter published in our magazine, send it to "Ear and Eye Inspire," TV-Radio Life, at the same address.

REGAL PALE—Tops in Beer

presents

TOPS IN WRESTLING

WITH DICK LANE

The Main Event

Thurs., 10 P.M.

CHANNEL 5, KTLA

New Time - New Series

GENE
AUTRY

8-8:30 THURS.
CHANNEL 7



GENE AUTRY SAYS—

"My Brand Is ARDEN Dairy Products"

MARCH 6

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

✓ Indicates New Program

M Indicates Microwave

K Indicates Kinescoped

- 5:00 2 Saddle Tales—Movie—50m.
- 5 Kukla, Fran & Ollie—15m.
- 5 Playercrafter's Club—30m.
- 7 Stop the Music—M—60m.
- 8 Kate Smith Show—K—15m.
- 9 Zeke Mannari—60m.
- 11 Range Riders Roundup—30m.
- 5:15 4 Bob and Ray—15m.
- 8 Did Ya Know?—15m.
- 5:30 4 Howdy Doody—Juvenile—30m.
- 5 Cowboy Thrills—Movie—60m.
- 8 Industry on Parade—15m.
- 11 Captain Video—K—30m.
- 13 Phantom Ranger—30m.
- 5:45 8 Channel 8 Corral—45m.
- 5:50 2 News and Sports—10m.
- 6:00 2 Feature Film—60m.
- 4 Adventures of Patches—15m.
- 7 KECA-TV News—30m.
- 9 Action Theater—60m.
- 11 Jump Jump—15m.
- 13 Timmy O'Toole Time—30m.
- 6:15 4 Comedy Klub—40m.
- 11 Reserve—30m.
- 6:30 5 8 Time for Beany—15m.
- 7 This Is the Story—15m.
- 13 KLAC Telepaper—15m.
- 6:45 5 Handy Hints—Tips—15m.
- 7 Space Patrol—Juvenile—15m.
- 8 Newsreel—15m.
- 11 George Putnam—News—10m.
- 13 Clete Roberts' Report—15m.

See Page 17 for Movie Titles

- 6:55 4 Elmer Peterson—News—5m.
- 11 Weather—Gene Bollay—5m.
- 7:00 2 Watch and Win—Quiz—30m.
- 4 Range Rider—Movie—30m.
- "Moccasin stalwart of early days metes out daring justice!"
- 5 Newsreel—15m.
- 7 The Ruggles—Comedy—30m.
- 8 Lone Ranger—30m.
- 9 Ted Meyers—News—15m.
- 11 Your Town's Talent—30m.
- Featuring amateurs from various So. Calif. communities.
- 13 You're Never Too Old—60m.
- Features Talented Grandma and Grandpa. With Marilyn Hare and Harry Koplan.
- 7:15 5 Flicker Snickers—15m.
- Old Time, Silent Movies with comments by Bud Stefan.
- 9 Bert Dunne—Sports—15m.
- 7:30 2 Crime Photog.—Drama—M—30m.
- 4 Dinah Shore Show—15m.
- 5 Hollywood Opportunity—60m.
- Hopeful young performers trying for the "Big Break."
- 7 Lone Ranger—Juvenile—30m.
- 8 People in the News—15m.
- 9 Teen Age Trials—30m.
- 11 Open Road—Travel—30m.
- 7:45 4 Newspaper of the Air—15m.
- 8 Arden Varieties—10m.

- 8:00 2 Doug Edwards—News—M—15m.
- 4 You Bet Your Life—30m.

7 Gene Autry Show—30m.

Arden Farms presents Gene and Champion with family entertainment.

- 8 Amos and Andy—30m.
 - 9 Eight O'Clock Theater—75m.
 - 11 World in Your Hands—30m.
 - 13 V.I.P.—30m.
 - 8:15 2 Stork Club—15m.
 - 8:30 2 Star of the Family—30m.
 - Guests: Frank Sinatra, Connie Haines and Hal Peary.
 - 4 Person to Person—15m.
 - 5 Wrestling—2 1/4 hrs.
 - 7 Pacific Crusade—30m.
 - 8 Gruen Theater—30m.
 - 11 Film Featurette—30m.
 - 13 District Attorney—15m.
 - 8:45 4 Industry on Parade—15m.
 - 13 Excursions in Science—45m.
 - 9:00 2 Amos 'n' Andy—Comedy—30m.
 - 4 Mystery Drama—30m.
 - 7 Herb Shriner Time—K—30m.
 - 8 Foreign Intrigue—30m.
 - 11 Hands of Destiny—K—30m.
 - 9:20 9 Ted Meyers—News—10m.
 - 9:30 2 Racket Squad—K—30m.
 - True stories from police files. "C.O.D. Honeymoon"
 - 4 Ford Festival—K—30m.
 - 7 Meet the Champ—30m.
 - 8 What Do You Think?—30m.
 - 9 Big-4 Movies—90m.
 - 11 The Plainclothes Man—30m.
 - "Imperfect Crime," Ken Lynch and Jack Orrison.
 - 13 Mike Roy's Banquet—30m.
 - 10:00 2 KNXT 10 O'Clock News—30m.
 - 4 8 Martin Kane—K—30m.
 - Lloyd Nolan stars.
- 5 Wrestling—45m.

Regal Pale and Dick Lane bring you the evening's main event in this "Tops in Wrestling" show.
- 7 This Week in Sports—15m.
 - Coverage of Weekly Sports Events all over the U.S.
 - 11 Rocky King, Detective—K—30m.
 - "Murder Is A Misprint," with Roscoe Karns.
 - 13 Ski Tips—30m.
 - 10:15 7 Reserve—15m.
 - 10:30 2 Reserve—30m.
 - 4 Gene Norman Show—30m.
 - 7 Ghost Towns of West—15m.
 - 8 Beat the Clock—Quiz—K—30m.
 - 11 Jeanne's Studio—30m.
 - Talent show for artists featuring Jeanne Gayle, singer.
 - 13 Ed Lyon—News—5m.
 - 10:35 13 Owl Movie—75m.
 - 10:40 9 Ted Meyers—News—15m.
 - 10:45 5 Beat the Champ—45m.
 - Giant Jackpot offered to anyone who can beat the Champ.
 - 7 Strange Adventure—15m.
 - 11:00 2 The Continental—15m.
 - 4 Paul Pierce—News—5m.
 - 7 Hank Weaver—News—10m.
 - 8 Your Hit Parade—K—30m.
 - 11 George Putnam—News—15m.
 - 11:10 7 The Weather Word—5m.
 - 11:15 2 Feature Film—75m.
 - 7 KECA-TV News—5m.
 - 11 Public Life of Cliff Norton—5m.
 - 11:20 7 U.P.—Movietone News—10m.
 - 11 Jackson's Theater—75m.

FRIDAY TV LOGS

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

- ✓ Indicates New Program
- M Indicates Microwave
- K Indicates Kinescoped

- 5:00 2 Saddle Tales—Movie—50m.
4 Kukla, Fran & Ollie—15m.
5 Playcrafter's Club—25m.
7 Candy and Nancy—30m.
8 Kate Smith Show—K—15m.
9 Zeke Manners—60m.
11 Range Riders Roundup—30m.

- 5:50 4 The Goldbergs—15m.
Popular "Molly Goldberg" and her family are back on TV in a thrice-weekly situation comedy on TV.

- 5:30 8 Did Ja Know—15m.
4 Cowdy Doody—Juv'n'l.—30m.
5 Cowboy Thrills—Movie—60m.
7 Roscoe Ates Show—30m.
8 Space Cadet—K—15m.
11 Captain Video—K—30m.
13 Phantom Ranger—30m.
5:50 2 News and Sports—10m.
6:00 2 Playhouse of Stars—M—60m.
4 Adventures of Patches—15m.
7 KECA-TV News—30m.
9 Action Theatre—30m.
11 Jump Jump—15m.
13 Timmy O'Toole Time—30m.
6:15 4 Peanut Circus—15m.
11 Reserve—30m.

See Page 17 for Movie Titles

- 6:30 4 Laurel & Hardy Comedy—25m.
5 8 Time for Beany—15m.
7 Space Cadet—Juv'n'l.—K—15m.
9 Treasure Travels—30m.
Telephone Panel Quiz with M.C. Bob Shannon.
- 6:45 13 KLAC Telepaper—15m.
5 Handy Hints—Tips—15m.
7 Space Patrol—Juvenile—15m.
11 George Putnam—News—10m.
13 Cleve Roberts' Report—15m.
- 6:55 4 Elmer Peterson—News—5m.
11 Weather—Gene Ballay—5m.
- 7:00 2 It's Up To You—30m.
Red Cross training series with lessons in first aid for defense.
- 4 Gillette Fights—M—45m.
5 Newsreel—15m.
7 The Bill Gwinn Show—30m.
Coups enact how songs changed their lives.
- 8 Stranger Than Fiction—15m.
9 Ted Meyers—News—15m.
11 Zorro's Fighting Legion—30m.
Chapter 5: "Flaming Death."
13 Bob McLaughlin's Pict. Album—30m.
- 7:15 5 Mayor Bowron—Info—15m.
Insight into the running of a big city.
- 7:30 9 Bert Dunne—Sports—15m.
2 H'wood Road to Fame—30m.
N.T.G. with weekly winners and school salute.
5 Charlie Chase—Film—30m.
7 Say It With Acting—15m.
8 People in the News—15m.

MARCH 7

- 11 Pet Exchange—30m.
Frank Wright presents trick animals and offers free pets on tonight's "Calo Pet Exchange."
- 13 Horace Heidt—60m.
Live from the Trianon Ballroom.
- 7:45 4 Greatest Fights—15m.
8:00 2 Doug Edwards—News—M—15m.
4 Newspaper of the Air—15m.
5 Harry Owens Royal Hawaiians—60m.
7 Mystery Theater—30m.
"Case of the Missing Heads."
9 Feature Film—75m.
11 Twenty Questions—30m.
Guest: James A. Farley.
- 8:15 2 Perry Como—Music—K—15m.
4 "Those Two"—15m.
- 8:30 2 Mama—Family Comedy—30m.
4 Tex Williams Show—30m.
7 Stu Erwin Show—30m.
11, 8 Without Fear—Drama—30m.
13 Wrestling, Ocean Park—2½ hrs.
- 9:00 2 Man Against Crime—30m.
Starring Ralph Bellamy.
4 Big Story—Drama—30m.
Richmond, Va. reporter risks death to bring killer to justice.
5 Chevron Theater—30m.
"Come into the Bank," June Lockhart, Marc Daniels.
7 "Rebound"—Drama—30m.
Dramatic offerings with novel-twist endings.
8 Herb Shriner—30m.
11 Success Story—30m.
- 9:15 9 Ted Meyers—News—15m.
- 9:30 2 Live Like a Millionaire—30m.
4 The Aldrich Family—30m.
5 Lawrence Welk—60m.
From the Aragon Ballroom.
7 Tales of Tomorrow—30m.
Boris Karloff in spine-tingling story of man's first trip to Mars.
- 10:00 11 4-Star Theater—60m.
2 KNXT 10 O'Clock News—30m.
4 Dennis Day Show—30m.
7 Mr. Dist. Attorney—K—30m.
The unhappy lives of a grocer's wife and a paroled convict strike a common chord in "Case of the Rain-check."
8 Pacific Crusade—30m.
10:30 2 The Big Question—30m.
4 TWA Travelog—5m.
5 Swingshift Theater—90m.
7 Solo Drama—K—15m.
Starring Walter Covell in one-man repertory company.
11 What's the Verdict—30m.
High school students supply final verdicts in actual law cases. Knox Manning moderates.
- 10:35 4 Let Poppa Do It—30m.
10:45 7 Adventure Time—15m.
- 11:00 2 Chronoscope—K—15m.
Rep. Emanuel Celler.
4 Paul Pierce—News—5m.
7 Hank Weaver—News—10m.
8 Crime Photog.—Drama—30m.
11 George Putnam—News—15m.
13 Gaines Little Theater—15m.
11:05 4 Wrestling Matches—30m.
11:10 7 The Weather Word—5m.
11:15 2 Peter Potter's Party—60m.
7 KECA-TV—News—5m.
11 Public Life of Cliff Norton
13 Ed Lyon—News—5m.
- 11:20 7 U.P.—Movieline News—10m.
11 Jackson's Theater—75m.
- 11:30 8 Dennis Day Show—30m.
12:00 5 Final Edition—15m.

Food Facts

By BETTY HOYT

Now that you have descended once more from the frantic rush of the holidays, you have only to get the new year rolling foot wise with what is left of the greatly depleted budget . . . and here I am to help. I was told by a prominent market authority that you can save at least fifteen per cent of your food budget for next year simply by wise buying. That means fifteen per cent more toward the home payments, the kiddies' education and some pretty things for you. Figure out, if you haven't already, how much you spend on food during the year . . . you may be surprised what that fifteen per cent will mean to you.



Since an important slice of your budget goes for meats, let's consider what happened and what is expected to happen in this direction. Last year found: beef prices taking wings, price control first freezing prices as they were, then in May stabilizing prices slightly higher . . . which OPS insists put the brakes on those prices. Last year also found: the wholesaler, packer, and retailer in mortal combat with those from the livestock level on whom the government had not extended controls. Then remember the howls from our Eastern cousins because of the scarcity of beef on the plate but hot beef on the hoof.

What to expect in the coming year? I asked this important question of an OPS official only to receive a slight groan with "Prices are expected to remain about the same." Upon further inquiry, it seems the corn crop is considerably smaller than usual, which has its direct effect on the number of animals brought to market, especially pork. Optimistically he ventured the fact that competition in the Los Angeles area may be an influence on keeping prices down for the coming year. All of which is fine for us, but I'm glad I'm not a market man, aren't you?

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YOO HOO!

Mrs. Bloom I'm Back!

"THE GOLDBERGS"

and the warm, human story of a family everyone knows—today, 5:15 p.m.

KNBH

Channel 4

FREE DOGS—FREE CATS

See the most wonderful pets in the world!

CALO PET EXCHANGE

With FRANK WRIGHT

Every Friday, 7:30 p.m.

KTTV—Channel 11

TV PROGRAM FINDER

Table listing TV programs and their schedules across various channels like KLAC-TV, KTTV, KNBH, and KETA-TV. Includes program titles such as 'A Home to Live In', 'The Dick Tracy Show', and 'The Ed Sullivan Show'.

TV Previews

WHAT'S NEW

Saturday, Mar. 1—"HERE'S TO YOUR HEALTH," (4), 4:00 p.m. Outstanding authorities discuss various health problems.
 Sunday, Mar. 2—JIMMY WAKELY, (2), 5:00 p.m. Western variety.
 Sunday, Mar. 2—"WHO KNOWS THIS?," (13), 7:00 p.m. Bob Moon emcees educational quiz program; students representing various high schools participating.
 Thursday, Mar. 6—"ACCENT ON YOU," (7), 2:30 p.m. "Bingo" Piver with guest experts offering "how to" information for milady.
 Thursday, Mar. 6—"THIS WEEK IN SPORTS," (7), 10:00 p.m. Sports roundup.

WHAT'S SPECIAL

Friday, Feb. 29—"GREATEST FIGHTS," (4), 7:45 p.m. Tony Zale-Marcel Cerdan bout.
 Wednesday, Mar. 5—"FIGHTS," (2), 7:00 p.m. Johnny Bratton vs. Vic Cardell in ten-round welterweight from Chicago.

WHO'S GUESTING

Friday, Feb. 29—"PLAYHOUSE OF STARS," (2), 6:00 p.m. June Lockhart and Ward Bond "Apple of His Eye."
 Saturday, March 1—KEN MURRAY, (2), 8:00 p.m. While Ken vacations Jackie Gleason, James Melton, Peggy Ann Garner and Jackie Cooper entertain.

Sunday, Mar. 2—"ROYAL SHOWCASE," (4), 5:00 p.m. Beatrice Lillie, George Hopkins and Gordon Jenkins.
 Sunday, Mar. 2—"HALLMARK HALL OF FAME," (2), 7:30 p.m. June Lockhart as Dolly Madison in "Mistress of the White House."
 Sunday, Mar. 2—ALAN YOUNG, (2), 8:00 p.m. Martha Stewart.
 Sunday, Mar. 2—"COLGATE COMEDY HOUR," (4), 8:00 p.m. Donald O'Connor with Broderick Crawford, Patricia Morrison and Cecil Kellaway.
 Sunday, Mar. 2—"CBS-TV WORKSHOP," (2), 9:00 p.m. "Sound Machine," with Richard Purdy.
 Monday, Mar. 3—ROBERT MONTGOMERY PRESENTS, (4), 9:30 p.m. Geraldine Fitzgerald in "Sheppey."
 Tuesday, Mar. 4—MILTON BERLE, (4), 8:00 p.m. Johnny Johnston, Olga San Juan and D'Andrea Dancers.
 Tuesday, Mar. 4—"FIRESIDE THEATRE," (4), 9:00 p.m. Marguerite Churchill, "The Broken Cord."
 Wednesday, Mar. 5—"CELANESE THEATRE," (7), 7:00 p.m. Philip Barry's "The Animal Kingdom" with an outstanding cast.
 Wednesday, Mar. 5—KATE SMITH EVENING HOUR, (4), 8:00 p.m. Broderick Crawford, Dunninger, mental wizard, and the DeMarco sisters.
 Thursday, Mar. 6—"STAR OF THE FAMILY," (2), Hal Peary, Connie Haines and Frank Sinatra join Peter Lind Hayes and Mary Healy.

"You're Never Too Old" Awards

The monthly award of a beautiful plaque on the TV-RADIO LIFE "You're Never Too Old" awards goes to the Rev. W. G. Muhleman, pastor of the Normandie Avenue Methodist Church, Los Angeles, and active Boy Scoutmaster at the age of 78.

Mr. Muhleman was chosen by a panel of judges as the outstanding nominee for the month of February. He will be presented with the plaque on the "You're Never Too Old" show of Thursday, February 28, at 7 p.m., KLAC-TV, Channel 13.

OFFICIAL ENTRY BLANK

I would like to nominate the following person (or persons) for the TV-RADIO LIFE "You're Never Too Old" Award. The name and address of my nominee is:

My reason for nominating the above person or persons is explained in the accompanying letter.

My name and address is: _____

SUBSCRIPTION ORDER FORM

TV-Radio Life, 6361 Selma Ave.
 Hollywood 28, Calif.

Please enter my subscription to TV-Radio Life for

1 Year \$4.50

6 Months \$2.50

All Subscriptions Payable in Advance

Name _____

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Zone _____ State _____

this
 sword
 means
Cancer
RESEARCH



For millions cancer research is a race for life.

The American Cancer Society supports research in 100 institutions in 35 states . . . grants aid to 900 investigators . . . trains as fellows 78 young men and women.

However, some vital research has been retarded because of lack of funds . . . twice as many dollars could be used in 1952 under the sign of the cancer sword. Cancer Strikes One in Five. Your Dollars Strike Back.

Mail Your Gift to "Cancer" Care of Your Local Postoffice

**AMERICAN
 CANCER SOCIETY**

COLOR TV

Since we first started advertising in this magazine, thousands of people have purchased Great Western's TV-Color Filter. Many of those people have re-ordered and sent this filter to friends and relatives. To those of you who have not purchased a filter, this is what it is: Made on Eastman Kodapak film, this 3-color filter is easily attached to your TV set by means of scotch tape, and can be just as easily removed. This TV color filter gives the ILLUSION of color (green, yellow and blue) and is a temporary answer to the Government's ban on the manufacture of TV color sets. Great Western's TV color filter will do this for you: reduce "snow" and "ghosts"; make the picture clearer, improve "fringe area" reception; eliminate glare and eyestrain. Send check or money order for \$2.00 in an envelope addressed to: Great Western, Dept. 1300, c/o TV-Radio Life, 6361 Selma Ave., Hollywood 28, Calif. We'll put your filter in the mail within 48 hours. Specify screen size with order. Send your order today. Sold on money-back guarantee.

—Advertisement

RADIO Precasts

WHAT'S NEW

Saturday, Mar. 1 — "TURN BACK THE CLOCK," KFI, 8:00 a.m. Andy and Virginia Mansfield spin platters of the same song as recorded today and yesteryear (bowed Feb. 23).

Monday, Mar. 3 — "WHISPERING STREETS," KECA, 10:55 a.m. Monday-through-Friday soap opera.

WHAT'S SPECIAL

Thursday, Feb. 28 — "RED CROSS DRIVE," KFI, KNX, 7:30 p.m. President Truman, Hume Cronyn, Jessica Tandy, Dane Clark, Charlton Heston and Meredith Willson. (Most major nets will carry).

WHO'S GUESTING

Friday, Feb. 29 — DEAN MARTIN & JERRY LEWIS, KFI, 9:00 p.m. Tony Curtis.

Saturday, Mar. 1 — "STARS OVER HOLLYWOOD," KNX, 9:30 a.m. Joanne Crawford in "When the Police Arrive."

Saturday, Mar. 1 — PAUL WESTON SHOW, KNX, 6:30 p.m. Debbie Reynolds.

Saturday, Mar. 1 — "MGM THEATER OF THE AIR," KHJ, 8:00 p.m. Donna Reed in "My Dear Miss Aldrich."

Sunday, Mar. 2 — BERGEN-McCARTHY, KNX, 5:00 p.m. Dorothy Kirsten.

Sunday, Mar. 2 — "THEATRE GUILD ON THE AIR," KFI, 5:30 p.m. Barbara Stanwyck, Richard Widmark in "Portrait in Black."

Sunday, Mar. 2 — "CHICAGO THEATER OF THE AIR," KHJ, 9:30 p.m. "One Touch of Venus" with Nancy Carr and Bruce Foote.

Monday, Mar. 3 — "LUX RADIO THEATRE," KNX, 6:00 p.m. Kirk Douglas, Jo Stafford, Patrice Wymore, "Young Man With a Horn."

Monday, Mar. 3 — "TELEPHONE HOUR," KFI, 9:00 p.m. Jascha Heifetz with Walter Hampden.

Monday, Mar. 3 — "SUSPENSE," KNX, 9:30 p.m. Herbert Marshall in "39 Steps."

Wednesday, Mar. 5 — BING CROSBY, KNX, 6:30 p.m. Bob and Cathy Crosby.

Thursday, Mar. 6 — "STARS IN THE AIR," KNX, 6:30 p.m. Jane Russell, Bob Hope in "Paleface."

Thursday, Mar. 6 — "HOLLYWOOD SOUND STAGE," KNX, 7:00 p.m. Barbara Stanwyck, David Brian in "Dark Victory."

'OPRY' STAR



"OPRY" STAR—Red Foley strums and sings old familiar tunes on NBC's "Grand Ole Opry." He is the star and emcee of the Saturday night radio show.

TV- RADIO

Lifelines

BY EVELYN BIGSBY

A THANK-YOU TO KNBH's PAUL PIERCE for asking me to guest on his show last week and tell how TV-Radio Life is put to press. Rotogravure is an engrossing and complex subject. With the help of Al Schmidt from the plant, I was able to show some of the negatives, positives and copper shells used in the printing process. It was news to me, too, to learn that a TV-Radio Life cover etching has more than 2,000,000 infinitesimal holes into which the ink sinks, shallow dots for light areas and more deeply etched holes for contrast. Some time I hope a "City at Night" or "Success Story" telecast can be made from our plant. It would prove most interesting.

SATURDAY NIGHT A GROUP OF TV editors attended Tex Williams's KNBH telecast from the Riverside Rancho. How that chap and his outfit pull in the customers! This was a revelation, indeed.

MONDAY EVENING THE PRESS OCCUPIED choice tables for the Academy of TV Arts and Sciences Emmy dinner and awards. So much griping has been done about the occasion and award selections that I think I'll be different and say nothing except that it was all an improvement over last year and that I think TV-Radio Life did one of the smartest things it has ever done when it set up its own awards nine years ago and decided that a person winning an Award in one category should never receive another in the identical category. And I will stick to my guns in holding that the Academy would do better if:

1. It forgot about a cocktail-dinner-type gathering and hired itself a hall adaptable for telecasting the awards;
2. It set up a sensible group of award-winning categories taking cognizance of such TV fare as documentaries, news, juvenile programs, musical shows;
3. It took upon itself some screening to be certain nominations did not fall in the wrong category;
4. It set up a local award or two. It's all right to pull this national stuff, but how national can you get?

AM LOOKING FORWARD TO SEEING the preview of Ozzie and Harriet's new movie with their sons—"Here Come the Nelsons." It will probably give a good idea of how the family will look on TV. . . . Am cornering Paul Coates this week to find out what he really thinks of Zsa Zsa! After last week's glib talk on "Bachelor's Haven," I have decided they don't care WHAT they say on that show. Big-name stars have been cut off the radio air for less than some of the Haven's cracks!

LAST THURSDAY NOON THE TV EDS HAZARDED downtown L. A. to attend the Junior Chamber of Commerce salute to TV. Horace Heidt pranced around in front of his band and paraded some of his best talent. . . . Ralph Edwards relieved an otherwise rather platitudinous bunch of speechmaking. A million and a half

TV sets for the L. A. viewing area were predicted by the end of this year. Edwards said he was planning on inventing a new gimmick for radio. Color radio.

★ ★

MAYPOLE'S 'UP IN THE AIR'

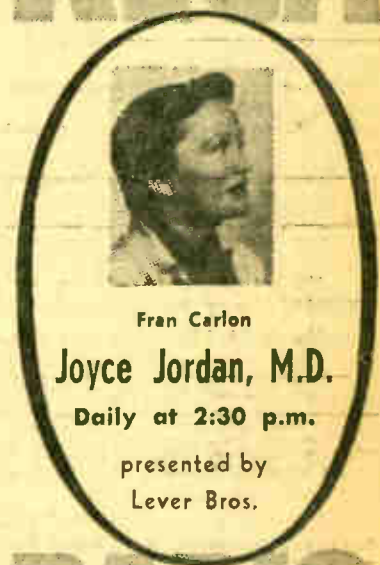
Roy Maypole has been flying over Los Angeles and adjacent towns in the Post Office Department's helicopter in order to make film shots for his "In Our Times" show, viewed on KTTV.

★ ★

ACTRESS HOMEMAKER

Linda Johnson, wife of advertising executive Joe Leighton, plays the lead in "Flashback" on KLAC-TV's "Invitation Playhouse" series.

KECA



Fran Carlon

Joyce Jordan, M.D.

Daily at 2:30 p.m.

presented by
Lever Bros.

RADIO

790 ON YOUR DIAL

American Broadcasting Company

Radio in Review

For Love o' Mike (General Comment)

Top Ten Air Shows

When it came to the first ten in the January Los Angeles "Radio Hooperatings" as reported by the monthly listing, the comics outnumbered other type performers. Hooperatings reported listeners most often lending an ear to the following in order from one to ten: Jack Benny, Charlie McCarthy, Walter Winchell, "Lux," Bing Crosby Show, Bob Hawk Show, Red Skelton, Harris and Faye, Bob Hope Show and Groucho Marx.

But ratings were in a slightly different order in the December report of the Nielson ratings for the total Pacific area. Nielson listed them like this from one to ten, with the top show coming first: "Lux," Charlie McCarthy, Jack Benny, Bing Crosby, Fibber and Molly, "You Bet Your Life," "People Are Funny," Horace Heidt, Walter Winchell, and "Our Miss Brooks." You can see that the rating services' reports differ, so don't be surprised when your top ten air shows include even a dissimilar listing. It's a free listening country!



Norma Jean

"Father Knows Best" Daughter in Movie

If you want to see what the youngest daughter of the radio cast of NBC's "Father Knows Best" looks like on film you'll have to go to the movies. Norma Jean Nilsson, who enacts the air role, was set to act in the film "Miracle of Our Lady of Fatima," now in production.

California Boy Wins Competition

Robert Culp, twenty-one-year-old senior at the University of Washington, Seattle, and son of Mr. and Mrs. Crozier Cordell Culp, of CBS Radio's Philip Morris intercollegiate acting contest heard over "Philip Morris Playhouse on Broadway," KNX, 8:30 p.m.

Although his family opposed his theatrical aspirations, they were quick to send congratulatory messages to him. His radio performance was adjudged the winning one by a jury comprising Helen Hayes, Christian Westphalen and Clarence Derwent. Culp and his wife will remain in New York, with his newly won award money, where he will try to hit the big time on Broadway.

FBI Chief Applauds "True Detective"

J. Edgar Hoover, FBI Chief, cited "True Detective Mysteries," KHJ, 2:30 p.m. Sunday, for being directly responsible for the capture of one of the nation's "most wanted" criminals. In this instance a description aired on the "line-up" feature of the January 6 broadcast led to the arrest of Harry H. Burton. Burton was sought by the FBI after an armed robbery in Los Angeles in which one of the victims was killed.

In his letter to the "line-up" editor, Mr. Hoover said, "One of your listeners recognized Burton from this description as being possibly identical with an individual in Cody, Wyoming, known to him as Winston L. Jetter. Subsequent investigation established this to be a fact and Burton's apprehension was thereafter effected."

"Littleman" Collects Stamps

"Littleman," Hawthorne's side-kick on his KNX afternoon air show, is busy collecting stamps. Neither Hawthorne nor "Littleman" are going to turn into philatelists, but they will turn over whatever stamps they collect to

★Indicates News Broadcast
†Indicates Highlight

- 8—KECA—Ira Cook.
- KFI—Turn Back the Clock.
- ★KHJ—Bruce McFarlane.
- ★KNX, KCBQ, KFVB, KIEV, KLAC, KMPC, KALA—News.
- KFOX—Ellen Moore Foundation.
- KFYD—Tuttle Time.
- KGJF—World Bible Society.
- KOWL—Spanish Hour.
- KRKD—Messianic Testimonies.
- 8:05—KNX, KCBQ—Let's Pretend.
- KIEV—Larm Klock Klub.
- KLAC—Stock Report.
- 8:15—KHJ, KGB, KOWL—News.
- ★KALI—News.
- KFOX—Bible Class.
- KFWB—Bill Leyden.
- KGJF—Time Was.
- KLAC—Haynes at the Reins.
- KMPC—Market Report, Sports.
- KXLA—Sacred Records.
- 8:25—KHJ—Leslie Nichols.
- KMPC—Western Sports.
- 8:30—KFI—Saturday Symphony.
- KHJ, KFXM, KGB, KVOE—Haven of Rest.
- ★KNX, KCBQ—Give and Take.
- KALI—Spanish Hour.
- ★KFAC, KGIL, KMPC—News.
- KFOX—Bible Class.
- KFYD—Rumpus Room.
- KGER—Voice of China.
- KGJF—Bing Sings.
- KOWL—German Hour.
- 9:30—KECA, KFMB—Space Patrol.
- KHJ, KGB—Your Income Tax.
- ★KNX, KCBQ—Stars Over Hollywood.
- KAC—Keyboard Stringing.
- KFOX—Gospel Friends.
- KFYD—Life Lines.
- KFWB—Strange Facts.
- KGER—John Brown.
- KGJF—Spotlight Parade.
- KIEV—Disclng With Dick.
- KLAC—Al Jarvis Ballroom.
- KMPC—Music You Ordered.
- 9:45—KHJ—Calif. Civil Defense.
- KFWB—Bill Anson.
- ★KRKD—News.
- 9:55—KFAC, KMPC—News.
- 10—KECA—Ira Cook.
- ★KFI, KFOX—News.
- ★KHJ, KFXM, KGB, KVOE—Henry Travis, News.
- KNX, KCBQ—Grand Central Station.
- KALI—Hunter Hancock.
- KFYD—Housecleaning Time.
- KFWB—Bill Anson.
- KGER—Prayer Revival Center.
- KIEV—Disclng With Dick.
- KLAC—Al Jarvis Ballroom.
- KMPC—Blue Ribbon Melodies.
- KOWL—Continental Music.
- KRKD—Music.
- KWKW—Bill Stewart.
- KGJF—Yesterday's Hits.
- 10:05—KFOX—Assembly of God.
- 10:15—KFI—Pursuit of Happiness.
- KHJ, KGB—Land of the Free.
- ★KOWL—News Roundup.
- KRKD—Dr. Richardson.
- KNX, KCBQ—City Hospital.
- 10:30—KFI—Young America Speaks.
- KHJ, KGB—Symphonies for Youth.
- KFAC—Song Recital.
- KFYD—Jamboree Jubilee.
- ★KFVB—News; Bill Anson.
- KGER—Rev. D. Calderwood.
- KGJF—Easy Rhythm.
- KRKD—Potpourri.
- KWKW—Tony Sein.
- 10:45—KGER—Rev. Kopp.
- 11—KECA—Metropolitan Opera.
- KFI, KFSD—Mary Lee Taylor.
- KHJ, KGB—Symphonies for Youth.
- KNX—Music With the Girls.
- KALI—Sid Fuller.
- KFAC—Motor City Melodies.
- KFYD—Jamboree Jubilee.
- KFWB—Bill Anson.
- KGER—Rev. Le Roy Kopp.
- KGIL—Midmornng Melodies.
- KIEV—Disclng With Dick.
- KLAC—Al Jarvis Ballroom.
- KMPC—Music for Today.
- KOWL—Spanish Hour.
- KRKD—Songs of Yesteryear.
- KWKW—Tony Sein.
- 11:15—KHJ—Sid Fuller.
- KFAC—Folk Songs.
- KGER—Children's Bible Hour.
- 11:25—KHJ—Sam Hayes.
- 11:30—KFI, KFSD—National Farm and Home Hour.
- KHJ, KGB—Songs for America.
- ★KNX, KCBQ—News.
- KFYD—Shopping Highlights.
- ★KFVB—News; Bill Anson.
- KOWL—Serbian Program.
- ★KRKD—News; Sweet Pops.
- KWKW—Hora de Los Angeles.
- 11:35—KNX—Meet the Misses.
- 11:45—KGER—Dr. Dan Gilbert.
- ★KGIL—News.
- KMPC—Music.
- 12—KECA—Metropolitan Opera.
- KFI—Farm Reporter.
- ★KHJ, KGB—Sid Fuller, News.
- ★KNX—News.
- KFAC—Luncheon Concert.
- KFYD—Clyde's Corner.
- KFWB—Bill Anson.
- KGER—Songs for Luncheon.
- ★KIEV—News.

Dr. Joseph Murphy
Church and College of
Divine Science
8:30 to 8:45 A.M.
8:30 to 8:45 P.M.
7 DAYS A WEEK
KGJF 1230 Kc.

- KGJF—Dr. Murphy.
- KOWL—Precious Memories.
- KRKD—Top Tunes.
- 8:40—KMPC—Clock Watcher.
- 8:45—KFAC—Unity.
- ★KFVB, KGJF—News.
- KGER—Go Ye Fellowship.
- KLAC—Racing News.
- KWKW—Nazarene Church.
- 9—KECA—No School Today.
- KFI—Saturday Symphony.
- KHJ, KFXM, KGB—Dr. Hiss.
- ★KNX, KCBQ—Theater of Today.
- KFAC—Rose Room.
- KFOX—Pentecostal Church.

Review the latest releases
With EARL McDANIEL
ON
"RUMPUS ROOM"
12:00 to 2:00 P.M.
SATURDAY

1020 & L
5000 WILTS
Check KEVD
LOS ANGELES

- KFYD—Rumpus Room.
- KFWB—Bill Anson.
- KGJF—What's New?
- KGER—Radio Kids' Bible Club.
- KIEV—Larm Klock Klub.
- ★KLAC—News; Haynes at the Reins.
- KMPC—Clock Watcher.
- KOWL—Songs in Harmony.
- KRKD—Sagebrush Serenade.
- KWKW—Bill Stewart.
- KXLA—Sacred Records.
- 9:15—KFAC—Federation of Churches.
- KFOX—Gospel Joy Bringer.

Saturday Radio Program Highlights

A.M. Programs in Lightface Type; P.M. Programs in Boldface

Drama

- 9:00—Theater of Today, KNX.
- 9:30—Stars Over Hollyw'd, KNX.
- 10:00—Grand Central Sta., KNX.
- 12:30—My Secret Story, KFI.
- 8:00—MGM Theater, KHJ.
- 9:30—B'dwy., My Beat, KNX.

Juvenile

- 8:00—Let's Pretend, KNX.
- 9:30—Space Patrol, KECA.
- 6:00—Hopalong Cassidy, KNX.

Mystery-Detective

- 9:00—Gangbusters, KNX.

Comedy-Variety

- 7:00—Vaughn Monroe, KFI.
- 8:00—Meet Mille, KNX.
- 8:30—Gene Autry, KNX.

Public Interest

- 11:30—Nat'l. Farm Hour, KFI.
- 12:30—Man on the Farm, KHJ.
- 6:00—NBC Symphony, KFI.

Radio in Review—Continued

the Army's Special Services offices for distribution to the wounded vets at the San Fernando Veterans Hospital. So far "Littleman" has reported more than 2000 stamps are already in their stamp box, from all over the world. The little fellow's reaction to the stamps is that they're no larger than his morning newspaper, but a lot more interesting reading.



Walter Winchell

Winchell Returns

At the advice of his physician, Walter Winchell took it easy for a few weeks while such entertainers as Jo Stafford, Frank Sinatra, Jimmy Durante and noted newsmen aired his show. Winchell will be back at his mike March 2, with his usual news flashes.

Your Cue (Shows You May Like)

Sunday, 6:30 p.m.
KNX-KCBQ

Take some old recordings from the files of the Smithsonian Institution and weave a story around them so that each one seems to belong in the script and you have the format of a new radio series entitled "Remember the Time."

The story concerns "John" and "Peggy Young" and their two children, "Jimmy" and "Mary Ann." Usually "Mary" and "Jimmy" start things off by asking their parents if they can do something that necessarily requires the permission of mother and dad. If dad objects, mother reminds him of the time long ago in their courtin' days when he perhaps was involved in the sort of escapade which he is attempting to disapprove of for his son, "Jimmy."

As the oldsters relate the events and adventures which occurred when they were young, the recordings of Bing Crosby or Rudy Vallee vocalizing an oldie like "Get Out and Get Under the Moon" or "Walking My Baby Back Home" might easily be heard. One episode concerned the time mother reminded father of their courtship days in a series of nostalgic flashbacks highlighting a skating party, a sleigh ride and a blizzard.

Listeners to this one will like it for the old tunes and long-forgotten musical arrangements that are collector's items today more than they do for the scripting. If you have a craving for hearing once again the songs you heard when you were young, or when your parents were teen-agers, you'll like "Remember the Time" without expecting it to be great or enthralling drama.

Gordon T. Hughes, who produces and is co-writer with Gomer Cool, also portrays the role of John Young. Lucian Davis directs and Roy Rowan announces.—A.G.

Playbacks (Critical Comment)

We Point With Pride

To Howard McNear's interpretation of his role in a recent airing of "Broadway Is My Beat," KNX, Saturday night. McNear, an AFRA actor, did an excellent job as the murderer, who turned out to be an outwardly timid soul who seemed to be always under the care of his aggressive wife. McNear's timing gave a strong realism to his radio role.

We View With Alarm

Jack Carson's rendering of the lead in a recent airing of "The Duke Steps Out," on "MGM Theater of the Air." Carson, who we admit is a comedian of some stature, stepped out of character in this dramatic role and played himself... Carson the comedian. It is hard to

Please Turn to Page 28

SUNDAY, MARCH 2

*Indicates Newscast
†Indicates Highlight

- 8-KECA—Clem Davies.
KFI—Funny Paper Man.
KHJ, KFAM, KGB, KVOE—Hour of Triumph.
KNX—Salt Lake Tabernacle.
KFAC—Breakfast Symphony.
KFM—Old Fashioned Revival.
KFOA—Challenge of Church.
KFVD—Science of Mind.
KFVB—Examiner Funnies.
KGER—Rev. Markham.
KGFJ—Church of Christ.
KGIL—Voice of Prophecy.
★KLAC, KMPC, KWKW, KXLA—News.
KOWI—Amer.-Japanese Hr.
KPPC—Sunrise Symphony.
KRKD—Record Shop.
8:05—KLAC—Catholic Hour.
8:15—KHJ—Music.
KCBQ—Guest Star.
KFVD, KLAC—Church of Christ.
KGFJ—Salvation Army.
KMPC—Start to Live.
KWKW—Christadelphia Ch.
8:30—KECA—Light & Life Hour.
KFI—Boy Scout Jamboree.
KHJ, KFAM, KGB—Buck to God.
KNX—Invitation to Learning.
KALI—Parson & Her Pals.
KFAC—Organ Recital.
KFOA—Radio Bible Study.
KFSD—Land of the Free.
KFVB—Union Rescue Mission.
KGER—Bible Treasury.
KGFJ—Divine Science.
KGIL—Alexander St. Church.
KMPC—Challenge to Youth.
KWKW—Romano Smeraldo.
8:45—KGER—Tract Club.
KGFJ—Goodwill Visitor.
9-KECA—Old Fashioned Sunday School.
KFI—Carnival of Books.
KHJ, KFAM, KGB, KVOE—Radio Bible Class.
KNX—People's Platform.
KALI—Maureen Johnson.
KFAC—Bishop Mathews.
KFVB—Union Rescue Mission.
KGER—Rev. C. C. Helvey.
KGFJ—Goodwill Visitor.
★KLAC—News.
KMPC—Bolero Time.
KPPC—Morning Meditation.
KRKD—Sunday Serenade.
KWKW—Italian Hour.
9:05—KLAC—Christ Church Unlty.
9:15—KFI—Christian Science.
KFAC—Crest Choristers.
★KFVD—News, Music.
KGFJ—Spotlight Parade.
KOWI—Armenian Hour.
9:30—KECA—Flying Feet.
KFI—Eternal Light.
KHJ, KFAM, KGB, KVOE—Voice of Prophecy.
★KNX, KCBQ—Howard K. Smith.
KALI—Reconciliation Church.
KFAC—Morning Concert.
KFVB—Unitarian Church.
KFSD—Devotional Hour.
KFVB—Bill Leyden.
KGER—John Brown.
★KGIL—News.
KLAC—Peter Potter.
KPPC—Prelude to Worship.
9:45★KNX, KCBQ—Bill Costello.
KFM—Sylvia Lee.
KFVD—Piano Parade.
10-KECA—Sunday With Bill.
KFI—Herbert J. Mann.
★KHJ, KFAM, KGB, KVOE—News.

- KNX—Gumbo to Good Living.
KALI—Bishop Smith.
KCBQ—Nation's Hits.
KFAC—Morning Concert.
★KFOA—L. A. Sentinel.
KFSD—Critic at Large.
KFVD—Sunday Roundup.
KFVB—Bill Leyden.
KGER—Radio Revival.
KGFJ—Hits of the Week.
KGIL—Melody Hour.
KLAC—Peter Potter.
KMPC—Music Hour.
KOWI—Am. Hellenic Hr.
KPPC—Prelude to Worship.
KRKD—Sunday Serenade.
KWKW—Italian Novelties.
- 10:15—KFI—Crime Is Your Problem.
KHJ—Mark Rogers.
KNX—University Explorer.
KALI—Vesper Hour.
KFOA—Angelus Hour.
10:25—KPPC—Church News.
10:30—KFI, KFSD—Chicago Round Table.
KHJ, KGB, KVOE—Lutheran Hour.
KNX—Proton Quiz.
KFSG—Morning Worship.
KGER—Soul Parade.
KOWI—American-Jewish Program.
KWKW—Italian Melodies.
10:40—KPPC—Tower Chimes.
10:45—KNX—Garden Gate.
KALI—Eagle Rock Baptist.
KFOA—Tabernacle Benedictions.
KGER—Dr. Dan Gilbert.
10:50—KPPC—Church Service.
- 11-KECA—Sunday With Bill.
KFI—Catholic Hour.
KHJ, KGB—Frank & Ernest.
KNX, KCBQ—Symphonettes.
KALI—Baptist Church.
KFAC—First Methodist Ch.
KFVB—Milton Cross.
KFSD—Ratner Recommendations.
KFSG—Morning Worship.
KFVD—Hollywood First Baptist Church.
KFVB—Bill Leyden.
KGER—Open Door Church.
KGFJ—Sunday Showcase.
KGIL—Christian Church.
KLAC—Peter Potter.
KMPC—Music City Show.
KPPC—Church Service.
KWKW—Italian Melodies.
KXLA—Sunset 'n' Dances.
- 11:15—KHJ—Science Reporter.
11:30—KECA—National Vespers.
KFI—Hometown Happenings.
KHJ—Romance of the Highways.
KNX—N. Y. Philharmonic.
KFVB—Piano Playhouse.
KFOA—Christian Church.
KGFJ—Time Was.
KWKW—All Saints Church.
- 11:45—KFI—The World of Books.
KHJ, KGB—Master Radio Annals.
- 12-KECA—Christian in Action.
KFI—Critic at Large.
★KHJ, KFAC, KGB, KGIL—News.
KNX—N. Y. Philharmonic.
KALI—Evangelistic Temple.
KFSD—Music, 1951.
KFSG—Gospel Melody Time.
KFVB—Bill Leyden.
KGER—Open Door Church.
KGIL—Anybody's Hit Parade.
KLAC—Peter Potter.
KMPC—Music City Show.
KOWI—Hungarian Melodies.
KPPC—Church Service.
KWKW—Italian Novelties.

Sunday Radio Program Highlights

A.M. Programs in Lightface Type; P.M. Programs in Boldface

- Comedy-Variety
- 3:00—My Friend Irma, KNX.
- 3:30—The Big Show, KFI.
- 4:00, 9:30—Jack Benny, KNX.
- 4:30—Amos 'n' Andy, KNX.
- 5:00—Phil Harris, Alice Faye, KFI.
- 5:00, 9:30—Edgar Bergen, KNX.
- 6:00—Corliss Archer, KNX.
- 8:00—Our Miss Brooks, KNX.
- Public Interest
- 8:30—Invitation to Learn, KNX.
- 9:00—People's Platform, KNX.
- 9:30—Eternal Light, KFI.
- 10:15—Crime Is Your Problem, KFI.
- 10:15—University Explorer, KNX.
- 8:30—Information Please, KHJ.
- Drama
- 1:30—Command Theater, KNX.
- 2:00—Hollywood Star Playhouse, KFI.
- 2:30—Whitehall 121, KFI.
- 5:30—Theater Guild, KFI.
- 6:00—MGM Theater, KHJ.
- 7:30—Texas Rangers, KFI.
- 7:30—Great Adventure, KECA.
- 8:30—Philip Morris Playhouse, KNX.
- Classical, Semi-Classical Music
- 8:00—Salt Lake Tabernacle, KNX.
- 11:30—N. Y. Philharmonic, KNX.
- 9:30—Standard Hour, KFI.
- 9:30—Chicago Theater, KHJ.
- Mystery-Detective
- 1:00—The Falcon, KFI.
- 1:00—Mysterious Traveler, KHJ.
- 1:30—Under Arrest, KHJ.
- 2:30—True Detective, KHJ.
- 7:30—The Whistler, KNX.
- Quiz, Participation
- 5:00—Stop the Music, KECA.
- 6:30—264 Question, KFI.
- 8:00—Twenty Questions, KHJ.
- Popular-Western Music
- 4:30—Sammy Kaye, KECA.

12:05—KXLA—Squeakin' Deacon.
 12:15—KFAC—Piano Parade.
 12:15—KFI—Stranger From the Sea.
 KHJ—Bill Cunningham.
 KCBQ—Say It With Music.
 KFVD—Music for Listening.
 KPCC—Classical Gems.
 12:30—KECA—Message of Israel.
 *KFI, KFSB—Elmo Roper.
 KHJ—Air Force Hour.
 KCBQ—First Presbyterian.
 KFAC—Met Encores.
 KGER—Semi-Classics.
 KGIL—Listening With Kappy.
 KOWL—Yiddish Theater.
 KPCC—Word of Life.
 KRKD—Sunday on Ranch.
 KWKW—Portuguese Hour.
 12:45—KFI, KFSB—John Cameron Swazey.
 KFVD—Piano Parade.
 KGER—Rev. E. E. Josephson.
 KPCC—Church Mallbag.
 1—KECA—Dr. Charles E. Fuller.
 KFI—The Falcon.
 *KHJ, KGB—Mysterious Traveler.
 *KXN—News.
 KALI—Momentos Musicales.
 KCBQ—Izetta Jewell.
 KFAC—Heritage in Music.
 KFMB—Sunday Serenade.
 KFVD—Squeakin' Deacon.
 KFWB—Bill Leyden.
 KGER—Healing Waters.
 KGFJ—Music for America.
 KGIL—Easy Listening.
 KLAC—Peter Potter.
 *KMPC—News; Hits & Airs.
 KOWL—Scandinavian Hour.
 KPCC—Afternoon Concert.
 KRKD—Sandy Stanton Band.
 KWKW—Latin American Rhythms.
 1:10—KXN, KCBQ—Fan Mail.
 1:15—KXN, KCBQ—Black Book Adventure.
 KGIL—Pentecostal Tabernacle.
 *KLAC—News; Parade of Music.
 KMPC—For You.
 1:30—KFI—Martin Kane.
 KHJ, KGB—Under Arrest.
 *KXN—Command Theater.
 KFAC—Catholic Topics.
 KFOX—Pent. Youth Jour.
 KFSB—Sunday Hour.
 KGER—Sunday Concert.
 KGFJ—Sunday Serenade.
 KRKD—Sunday on Ranch.
 KXLA—Church in the Barn.
 1:45—KFAC—Serenade.
 1:55—KHJ—Bobby Benson.
 2—KECA—Voice of Prophecy.
 *KFI, KFSB—H'wood Star Playhouse.
 KHJ, KFAM, KGB, KVOE—The Shadow.
 KXN, KCBQ—King Arthur Godfrey's Roundtable.
 KALI—Hungarian Hour.
 KFAC—Music in Scandinavia.
 KFOX—Good News.
 KFVD—Jive Jamboree.
 KFWB—Maurice Hart.
 KGER—Long Beach Band.
 KGFJ—H'wood House Party.
 *KLAC—News; Parade of Music.
 KMPC—For You.
 KOWL—Catholic Holy Hour.
 KPCC—Afternoon Concert.
 KRKD—Sunday on Ranch.
 KWKW—Long Play Records.
 KXLA—Challenge to Youth.
 2:15—KFMB—News.
 KFOX—Healing Waters.
 KMPC—Music You Ordered.
 2:30—KECA, KFMB—Greatest Story Ever Told.
 KFI, KFSB—American Forum.
 KHJ, KFAM, KGB, KVOE—True Detective Mysteries.
 *KXN, KCBQ—Robert Trout.
 KFOX—Gospel Harbor Light.
 KFVD—Harlem Matinee.
 KGER—Colonial Tabernacle.
 KGFJ—Say It With Music.
 KGIL—Freedom Hour.
 KOWL—Spanish Home Hour.
 KRKD—Youth for Christ.
 KXLA—Ole Rasmussen.
 2:55—KXN—Sunday News.
 3—KECA, KFMB—Billy Graham.
 KFI—Green Cross Festival.
 KHJ, KFAM, KGB, KVOE—Gabby Hayes.
 *KXN, KCBQ—My Friend Irma.
 KFAC—Museum Concert.
 KFOX—Gospel Youth Program.
 KFSB—Dr. Kelson R. Glover.
 *KFVD—News; Music.
 KFWR—Maurice Hart.
 KGER—Southland Singing.
 KGIL—Helen Copel.
 *KLAC—News; Parade of Music.
 KMPC—Penny Serenade.

KPPC—Afternoon Concert.
 KOWL—Yiddish Hour.

"HARLEM JUKEBOX"

BLUES-BOOGIE-BOP

3:00 P.M.

KGFJ 1230 Kc.

KGFJ—Harlem Jukebox.
 KWKW—Salute to Beserivists.
 KXLA—Ole Rasmussen.
 3:15—KFI—News.
 3:30—KECA, KFMB—Herald of Truth.
 *KFI, KFSB—The Big Show.
 *KHJ, KFAM, KGB, KVOE—Nick Carter.
 KXN, KCBQ—Radio Player Theater.
 KALI—Proudly We Hall.
 KFOX—Pentecostal Church.
 KFVD—H'wood Talent Revue.
 KGER—Healing Echoes.
 KGIL—Christian Echoes.
 KWKW—Pascaio Hour.
 KXLA—Western Novelties.

\$100.00 Prize

LISTENER'S DIGEST

WITH CLYDE CADWELL
 AND DAVE SHAW

3:45 P.M. Sunday

1020 & 5000 WATS

Check KEVD

3:45—KFVD—Listener's Digest.
 3:55—KHJ—Cecil Brown.
 4—KECA—Dr. Ernest Holmes.
 *KFI, KFSB—Big Show.
 *KHJ, KGB—Van DeVenter & the News.
 *KXN, KCBQ—Jack Benny.
 KALI—Rosa de Saron Church.
 KFAC—Musical Masterpieces.
 KFOX—Sunshine Mission.
 KFVD—Old-Fashioned Revival.
 KGER—Gospel Joy Bringers.
 *KGFJ—News.
 *KGIL—Dance Matinee.
 *KLAC—News; Music to Remember.
 KMPC—Sunday Matinee.
 KOWL—Italian Hour.
 KPCC—Afternoon Concert.
 KWKW—Pascaio Hour.
 4:15—KHJ—Mark Rogers.
 KGFJ—Dinah Shore.
 KRKD—When Hawaii Calls.
 4:30—KECA, KFMB—Sammy Kaye's Sunday Serenade.
 KHJ, KGB—Little Symphony.
 *KXN, KCBQ—Amos 'n' Andy.
 KALI—Bro. C. Welch.
 KFOX—Wings of Healing.
 KFVD—Proudly We Hall.
 KGER—Word of Truth.
 KGFJ—Dixieland.
 KGIL—Songs of Yesterday.
 KOWL—Oriental Moods.
 KPCC—Sunday Matinee.
 KRKD—King's Ambassador.
 KWKW—United Baptist.
 4:45—KOWL—Guest Star.
 KPCC—Ballad Theater.
 5—KECA, KFMB—Stop the Music!
 KFI, KFSB—Phil Harris, Alice Faye.
 KHJ, KGB—Reviewing Stand.
 *KXN, KCBQ—Edgar Bergen.
 KFAC—Gny Bates Post.
 KFOX—Evangelist Program.
 KFVD—Civil Defense.
 KGER—Bible Treasury Hour.
 KGFJ—Dance Band Revue.
 *KLAC—News; Music to Remember.
 KMPC—Tusher in Hollywood.
 KOWL—Carroll Righter.
 KPCC—Sigma Alpha Iota.
 KRKD—Nat'l Safety Council.
 KVOE—Pentecostal Hour.
 KWKW—Fun Fest.
 5:15—KFVD—Calif. Nat'l. Guard.
 KMPC—Parade of Hits.
 *KOWL—News.
 KRKD—Government Speaks.
 5:30—KFI, KFSB—Theater Guild.
 KHJ, KFAM, KGB—Enchanted Hour.
 *KXN, KCBQ—CBS Sunday Desk.
 KFOX—Old-Time Religion.
 KFWB—Music.

KGER—Immanuel Christian Assembly.
 KGFJ—Keyboard Magic.
 KGIL—Tahitian Memories.
 KMPC—Songs of the Century.
 KPPC—20th Century Poetry.
 KRKD—Soul Clinic.
 KWKW—Don Pancho Hour.
 KXLA—Lincoln Ave. Church.
 5:45—KFOX—Broadcast of Truth.
 KGFJ—Favorite Stories.
 KPCC—Wings of Music.
 6—KECA, KFMB—News.
 KFI, KFSB—Theater Guild.
 KHJ, KFAM, KGB, KVOE—MGM Comedy Theater.
 *KXN, KCBQ—Corliss Archer.
 *KFOX, KFWB, KMPC, KXLA—News.
 KFAC—Masters of Music.
 KGER—Lutheran Gospel.
 KGFJ—Request Performance.
 KGIL—Dinner Concert.
 *KLAC—News; Best in Variety.
 KPCC—Sacred Song Recital.
 KRKD—Sign Posts to Health.
 KWKW—Don Pancho Hour.
 6:15—KECA, KFMB—Cafe Istanbul.
 KFOX—Ministerial Union.
 KMPC—Open Forum.
 KPCC—Organ Recital.
 KRKD—Philharmonic Reporter.
 KXLA—Red Cross.
 6:30—KFI, KFSB—\$64 Question.
 KXN, KCBQ—Remember the Time.
 KFOX—Hal's Memory Room.
 KGER—Peter Slack, Organ.
 KGIL—Village Church.
 KPCC—Musical.
 KRKD—Full Gospel Evangelist.
 KWKW—Proudly We Hall.
 KXLA—Lutheran Gospel Hour.
 6:45—KECA—The Three Suns.
 7—KECA, KFMB—Paul Harvey.
 KFI—Meet Your Congress.
 KHJ, KGB—John J. Anthony.
 *KXN—Bob Trout.
 KFAC—Musical Varieties.
 KFOX—Pentecostal Church of Bell.
 KFSB—Angelus Hour.
 KFVD—Vespers.
 KFWB—Union Rescue Mission.
 KGFJ—Musical Digest.
 *KLAC—News; Best in Variety.
 KMPC—Masters in Review.
 KPPC—Evening Symphony.
 KVOE—Comedy of Errors.
 KWKW—Nazarene Church.
 KXLA—National Voice.
 7:05—KXN—The People Act.
 7:15—KECA—Main Street to Malibu.
 KFI—Melody Time.
 KGIL—Vaughn Monroe.
 *KXLA—News.
 7:30—KECA—Great Adventurer.
 *KFI—Texas Rangers.
 KHJ, KGB—Down You Go.
 KCBQ—The Whistler.
 KFSB—Evangelistic Service.
 KFMB—Ted Mack.
 KFOX—King's Service.
 KFWB—Lundy Roark.
 KGER—Peter Slack, Organ.
 KGIL—Assembly of God.
 KXLA—Church of Open Door.
 7:45—KFWB—Catholic Answers.
 7:55—KHJ—News.
 KPCC—Evening Symphony.
 8—KECA, KFMB—Drew Pearson.
 KFI—Eileen Christy.
 KHJ, KFAM, KGB, KVOE—Twenty Questions.
 *KXN, KCBQ—Our Miss Brooks.
 KFAC—Evening Concert.
 KFOX—Christian Science.
 KFWB—First Presbyterian Church.
 KGER—First Baptist Church.
 *KGFJ—News.
 KGIL—Songs of Our Time.
 KXLA—Dept. of Employment.
 KMPC—Masters in Review.
 KPCC—Evening Symphony.
 KWKW—Maple Chapel.
 KXLA—Open Door Church.
 8:15—KECA, KFMB—Monday Morning Headlines.
 KGFJ—If They Had Lived.
 KLAC—Voice of the Army.
 8:25—KGFJ—Philharmonic Reporter.
 8:30—KECA, KFMB—News.
 KFI, KFSB—Standard Hour.
 *KHJ, KFAM, KGB, KVOE—Information Please.
 *KXN, KCBQ—Philip Morris Playhouse.
 KGFJ—College of Divine Science.
 *KGIL—News; Gems of Melody.
 KPCC—Tower of St. John's.
 KWKW—Voice of Prophecy.
 KLAC—Irwin Allen.
 8:45—KECA—Chet Huntley.
 KFMB—Report From Congress.
 KGER—Message to Israel.
 KGFJ—Dept. of Employment.
 KLAC—Marines.
 KWKW—Sacred Heart.

*KXLA—News.
 9—KECA—Reserve.
 KFI, KFSB—Standard Hour.
 *KHJ, KFAM, KGB, KVOE—News. Glenn Hardy.
 *KXN, KCBQ—Edgar Bergen.
 KFAC—Evening Concert.
 KFOX—Victory Baptist Ch.
 *KFWB, KWKW—News.
 KGER—Bethel Church.
 KGFJ—Ave Maria Hour.
 KGIL—Traveling with Kappy.
 *KLAC—News; Wanted Persons; Music.
 KMPC—Freedom Story.
 KPCC—U.N. Report.
 KXLA—Dr. Charles E. Fuller.
 9:05—KECA—Musical Interlude.
 9:10—KLAC—Your Social Security.
 9:15—KECA—Canaan Caravan.
 KHJ, KFAM, KVOE—Henry Brandon Orch.
 KFSB—Voice of People.
 KFWB—Babbi Magnin.
 KLAC—Guest Star.
 KMPC—Mother's Album.
 KWKW—Heritage of Israel.
 9:30—KFI—Your Income Tax.
 KHJ, KFAM, KGB—Chicago Theater of the Air.
 *KXN, KCBQ—Jack Benny Show.
 KFOX—Ray Robinson.
 KFSB—The Falcon.
 KFWB—Let's Live a Little.
 KGER—John Brown.
 KGFJ—Proudly We Hall.
 KGIL—Musical Scrapbook.
 KLAC—Your Income Tax.
 KMPC—Lucky Dance Time.
 KPCC—Music Around World.
 KWKW—Union Church.
 9:45—KFI—Senator's Report.
 KFMB—Bing Crosby.
 KLAC—Vets Administration.
 10—KECA—ABC Late News.
 *KFI, KFSB—The Reporter.
 KHJ, KFAM, KGB—Chicago Theater.
 *KXN, KCBQ—10 O'clock Wire.
 KFAC—Gateway to Music.
 KFWB—Dope Traffic.
 KGFJ—Heart Fund.
 *KLAC—News.
 KMPC—Lucky Dance Time.
 KXLA—Voice of Calvary.
 10:05—KLAC—Philharmonic Reporter.
 10:10—KLAC—Civil Defense.
 10:15—KECA—George Sokolsky.
 KFI—Mayor Bowron.
 *KXN, KCBQ—George Fisher.
 KFSB—Lucky Dance Time.
 KFWB—Stephen Fritchman.
 10:25—KLAC—Red Cross.

Hear Our Students on

"CAREER THEATRE"

KECA Sundays 10:30-11 P.M.

FREDERICK H. SPEARE

Radio and Television School
 HO. 9-2325
 6249-51 Santa Monica Blvd.

10:30—KECA—Career Theatre.
 KFI—Sinclair's Record Session

How to find peace in

This Changing World

Dr. Frederick Bailes

KHJ 930 kc. and Mutual
 Network Stations
 10:30 P.M. Every Sunday

KHJ—Science of Mind.
 KXN—Dance Band.
 KFAC—Nocturne.
 KFWB—Echoes of Eden.
 10:40—KLAC—Medal of Honor.
 10:45—KHJ—Music.
 KXN—Charles Antell.
 11—KECA—This Week Around the World.
 *KXN—News.
 KFI—Sinclair's Record Session.
 KFSB, KMPC—Lucky Lager Time.
 KHJ—Arthur Van Orch.
 KGFJ—Platter Party.
 KLAC—Across the Footlights.
 11:15—KXN—Book Associates.
 11:30—KECA—Danny Stewart Orch.
 KFI—Palladium Orch.
 KHJ—Opera Concert.
 KXN—Treasury Bandstand.
 KGFJ—Five-Four Ballroom.
 11:45—KECA—Lawrence Well' Orch.
 KXN—Thinking Out Loud.
 12—KECA—Dr. Billy Graham.

Monday-Friday Daytime Radio Logs

Midnite to Dawn

"Nite Owl Special"
12 mid.-6 A.M.
"Morning Almanac"
6-6:50 A.M.
"News" 6:50-7 A.M.
The Original Twenty-four
Hour Station

KGFJ 1230 Kc.

★Indicates News Broadcast
∇Indicates Highlight

- 8** ✓KECA, KFMB—Don McNeill.
KFI—Johnny Murray.
★KHJ, KFXM, KGB, KVQE—
Cecil Brown.
KXX—Ralph Story Show.
KALI—Dr. F. Bailes.
KFOX—Morning Devotion.
KFVD—Tuttle Time.
★KFWB, KIEV, KLAC, KMPC,
KNLA—News.
KGFJ—World Bible Society.
KGIJ—Rescue Army.
KRKD—Ernest C. Wilson.
KWKW—John & Gertrude.
- 8:05** KIEV—Larn Klock Klub.
KLAC—Stock Market Report.
- 8:15** KFI—Spotlight Serenade.
★KHJ, KXX, KALI, KOWL,
KWKW—News.
KFWB—Bill Leyden—M.Tu.
Th.F.
L.A. Breakfast Club—W.
KGFJ—Delinquency
Prevention—M.
The Judge Speaks—Tu.
Voice of the Blind—W.
Your County at Work—Th.
L.A. Fire Dept.—F.
KLAC—Sports Parade.
KMPC—Bus, News; Sports.
KWKW—Friends of Israel.
KNLA—Music.
- 8:20** KLAC—Haynes at the Reins.
- 8:30** ★KFI—Southland News.
★KHJ, KFXM, KGB, KVQE—
Bible Institute Hour.
✓KXX, KCBQ—Grand Slam.
KALI—Spanish Hour.

Friendliest Show on Radio
Wes Tuttle's
"TUTTLETIME"
7 A.M. Daily



KFVD—Morning Call.

KNOW WHICH PROGRAM IS ON AT WHAT TIME!

Consult the LOG SEC-
TIONS and the ALPHA-
BETICAL PROGRAM
FINDERS for both TV and
RADIO every week in
TV-RADIO LIFE. It's a
"MUST BUY" on the
marketing list of more
than 6,000 families.

REAL GEORGE!

"Sanders Meanders"
thru the whirl of music
8:30 A.M. Mon.-Fri.



- KFVD—Sanders Meanders.
KFOX—Words of Life.
KGFJ—Dr. Murphy.
★KGIJ, KEAC, KFVD, KMPC,
KRKD—News.
KWKW—Nazarene Church.
KNLA—Haven of Rest.
- 8:40** KMPC—Clock Watcher.
- 8:45** KFI, KFSD—Profam Quiz.
KXX—Rosemary.
KEAC—Unity.
★KFWB, KGFJ—News.
KGER—Bible Treasury.
KLAC—Sports Book.

- 9** KECA—Victor H. Lindlahr.
KFI—Coffee Time.
KHJ—Garden Guide.
KXX—Wendy Warren.
KEAC—Morning Concert.
KFOX—L.A. Pentecostal Ch.
KFSD, KLAC—News.
KFVD—Sanders Meanders.
KFWB—Bill Anson, M.Tu,Th.
F. Breakfast Club, W.
KGER—Lutheran Hour.
KGFJ—Housewives Hit Parade
KIEV—Larn Klock Klub.
KMPC—Clock Watcher.
KWKW—Bill Stewart Show.
KNLA—Bar Nottin' Ranch.
- 9:05** KLAC—Haynes at the Reins.
- 9:15** ★KECA, KFMB—Chet Huntley.
KFI—Victor J. Lindlahr.
KHJ—Capital Commentary.
KXX, KCBQ—Aunt Jenny.
KFOX—Home Missionary.
★KFVD, KGFJ—News.
- 9:25** KHJ, Ken Carson Show.
★KMPC—News.
- 9:30** KECA, KFMB—Break the
Bank.
KFI—Ladies' Day.
KHJ—Norma Young.
KXX, KCBQ—Helen Trend.
KALI—Beautiful Mexico.
KEAC—Plano Parade.
KFOX—Gospel Friends.
KFVD—Sanders Meanders.
KFWB—Bill Leyden.
KGER—John Brown.
KGFJ—Spotlight Parade.
KIEV—Discing With Dick.
KLAC—Peter Potter.
KMPC—Chef Milani.

- 9:45** KXX, KCBQ—Our Gal Sunday

- 10** KECA—Jack Berch.
KFI—News.
★KHJ, KFXM, KGB, KVQE—
News, John Holbrook.
KXX—Big Sister.
KALI—Hunter Hancock.
KEAC—Composers Corner.
★KFOX, KGER—News.
KFVD—Sanders Meanders.
KFWB—Bill Anson.

Memory Tunes

"Yesterday's Hits"
10-10:30 A.M.
"Remember When"
2-2:30 P.M.

Monday thru Saturday
KGFJ 1230 Kc.

- KGFJ—Yesterday's Hits.
KIEV—Discing With Dick.
★KLAC—News; Peter Potter.
★KMPC—News; Music.
KRKD—Music.
KNLA—Eddie Kirk.
- 10:05** KFOX—Social Security.
- 10:15** KECA—Lone Journey.
KFI—Bob and Ray.
KHJ, KFXM, KGB, KVQE—
Tello-Test.
KXX—Ma Perkins.
KFOX—Adv. in Heritage—M.
★KFVD—News.
KMPC—Paula Stone Show.
KRKD—Dr. Richardson.

- 10:30** KECA, KFMB—My True Story
KFI, KFSD—Strike It Rich.
KHJ—Answer Man.
KXX—Young Dr. Malone.
KEAC—Song Recital.
KFVD—Sanders Meanders.
★KFWB—News; Bill Anson.
KGFJ—Easy Rhythm.
★KMPC—Cal Tinney.
KRKD—Marvin Ash.
KWKW—Tony Sein.
- 10:45** KHJ—Bell Ringer.
KXX—Guiding Light.
KMPC—Mid-Morning Serenade.
- 10:55** KECA—Whispering Streets.

- 11** KECA, KFMB—Whispering
Streets.
✓KFI, KFSD—Double or
Nothing.
KHJ, KFXM, KGB, KVQE—
Ladies Fair.
KXX—Second Mrs. Burton.
KALI—Pledge for Defense.
KFOX—Masters in Miniature.
KIEV—Social Security—M.
KFVD—Bible Institute.
KFWB—Bill Anson.
KGFJ—Musical Portraits.
KIEV—Discing With Dick.
★KLAC—News; Peter Potter.
★Standard School of the
Air—F.
KOWL—Spanish Hour.
- 11:15** KECA—When a Girl Marries.
KEAC—Folk Songs.
KXX—Perry Mason.
★KNLA—Pasadena News.
- 11:25** ★KHJ, KVQE—Sam Hayes.
- 11:30** KECA, KFMB—Against the
Storm.
KFI, KFSD—Reserve.
✓KHJ, KFXM, KGB, KVQE—
Queen for a Day.
KXX, KCBQ—Nora Drake.
KALI—Klub Kali.
KEAC—Music Hall.
KFVD—Rescue Mission.
★KFWB—News; Bill Anson.
KGER—Rev. Carl Pike.
KGFJ—Variety on Piano.
KOWL—Festival Mexicano;
Let's Compare—Tu.
Bob Barker Show—W.
Income Tax—Th.
Yiddish Theater—F.

- ★KRKD—News.
KWKW—La Hora de Los
Angeles.
KNLA—Hometown Jamboree.
- 11:35** KGER—Boys Ranch.
- 11:40** KOWL—New Arrivals—Th.
- 11:45** KECA—Paul Harvey.
KXX—The Brighter Day.

- 12** ★KECA—Hank Weaver, News.
KFI—Farm Reporter.
★KHJ, KGB, KIEV, KLAC,
KVQE—ews.
★KXX—News, Bill Kenneally.
KFVD—Editor of the Air.
KFWB—Bill Anson.
KGER—Songs for Luncheon.
KGFJ—Continental Gems.
KMPC—Prayer, Music, Farm
Prices.

- KOWL—Joe Adams Show.
KRKD—Tailormade Round-up.
KNLA—Hometown Jamboree.
- 12:05** KLAC—Peter Potter.
- 12:15** KECA—Tom Owen.
KFI, KFSD—Road of Life.
★KHJ, KGB—Cedric Foster.
KXX—Wendell Noble.
★KFOX, KFVD, KGER, KMPC
—News.
KIEV—Discing With Dick.
- 12:30** KECA—Sons of the Pioneers.
KFI, KFSD—Pepper Young.
★KHJ, Behind the Story.
KXX, KCBQ—Art Linkletter.
KALI—Bro. C. Welch.
KFVD—Midday Memories.
★KFWB—News; Music.
KGER—Luncheon Serenade.
KGFJ—Music Festival.
KLAC—570 Club.
KMPC—Religious Science Inst.
KRKD—Western Wayside.
KWKW—Imperial Hour.
KNLA—Ole Rasmussen.

- 12:45** KFI, KFSD—Right to
Happiness.
KFOX—Riders of Purple Sage.
KMPC—Farm Adviser.
- 12:55** ★KHJ—News.
★KXX—Cedric Adams.
- 1** KECA—Al Jarvis Show.
KFI, KFSD—Backstage Wife.
✓KHJ, KFXM, KGB, KVQE—
Jack Kirkwood Show.
KXX, KCBQ—Hilltop House.
KEAC—L.A. Heart Assoc.—

- Tu.; Serenade W.
KFOX—Shopping Highlights.
KFMB—Melody Man.
★KGER—News; Norman Clout-
ier—M; Wayne King—Tu;
Hour of Charm—W; Concert
Hall—Th; Men Behind Melo-
dy—F.
KGFJ—From Sunset and Vine.
KIEV—Strictly Instrumental.
★KLAC—News; 570 Club.
★KMPC—News; Music You
Ordered.
KNLA—Community
Broadcaster—M,Tu,W,F;
California—Cavalero—Th.
KWKW—Bill Garr Show
1:45 KFI, KFSD—Stella Dallas.
KXX—Carl Smith Show.
KEAC—Books Bring
Adventure—M.
Making Friends With
Music—Tu.
Folklore Makes History—W.
Once Upon a Time—Th.
KNLA—Garden Chats.
1:20 KXX—Mr. Information.
1:30 KFI, KFSD—Young Widder
Brown.
KHJ, KGB—Take a Number.
KXX—Philip Norman.
KALI—Senior Don Eduardo.
KEAC—Accent on Strings.
★KFWB—News; Melody Man.
KGER—Cavalero—M.
Folklore—Tu, Adventure in
Music—W, Calif. Civil De-
fense—Th, Books Bring
Adventure—F.
KGFJ—Open Album.
KIEV—Date with Allin Slate.

WHAT'S YOUR PROBLEM?
LISTEN TO
CRISWELL PREDICTS
1:30 Mon thru Fri.



- KFVD—Criswell Predicts.
KMPC—L. A. in Review—F.
KNLA—Frank Simon.
1:45 KFI, KFSD—Woman in
My House.
KGER—Social Security—M;
Waltzes—Tu; Manhattan
Music—W; June Christy—
Th; Fran Warren—F.
- 2** KECA, KFMB—Marriage for
Two.
KFI, KFSD—Just Plain Bill.
★KHJ, KXX, KFXM, KGB,
KLAC—News.
KEAC—Matinee.
KFVD—Harlematinee.
KFWB—Maurice Hart.
KGER—March Music—M.
Long Bench Band—Tu-F.
KGFJ—Remember When.
★KMPC—News; Johnny Grant.

1306 MARKETS

in the Southern California
area now sell

TV-RADIO LIFE

Ask for it at
your market.

10¢

Monday-Friday Logs

(Continued)

KRKD—Waltz & a Song; Income Tax Info.—M. KWKW—Bill Barry.
 2:05—KXN—This I Believe.
 2:10—KXN—Rudie Harris. KLAC—570 Club.
 2:15—KECA—Mary Marlin. KFI, KFSD—Front Page Farrell.
 KIJ—Roy Block Orch. KXN—Johnny Dugan. KGER—Here's to Vets.—M. Serenade in Blue—W. KRKD—Salvation Army—W. KXLA—Continental Serenade.
 2:25—KXN—Mr. Information.
 2:30—KECA—Joyce Jordan. KFI, KFSD—Lorenzo Jones. KHJ—Dick Haymes. KXN—Woman's News Desk. KALI—Beautiful Mexico. *KFWB—News; Maurice Hart. KGER—Garden School. KGFJ—Piano Moments. KWKW—Long Play Records.
 2:40—KXN—1880 Music Shop. KGER—Peter Slack, Organ. KRKD—Tops in Pops. KGFJ—Piano Moments.
 2:45—KECA—Evelyn Winters. KFI—The Doctor's Wife. KHJ—Lynn Murray. KXN—George Fisher. KXLA—Ole Rasmussen.
 3—KECA—Betty Crocker. *KFI, KFSD—Welcome Travelers. KHJ—Club 930. *KXN, KCBQ—Godfrey Time. KPAC—World of Opera.

KFI—Life Can Be Beautiful.
 *KHJ, KFNM, KGB, KVOE—Lewis, Jr.
 KXN, KCBQ—Curt Massey.
 *KFOX, KLAC, KMPC—News. KPAC—Musical Masterpieces. KFWB—Red Rowe Rancho. *KGER—News; Mostly Music.

Teen Timers Matinee
 ART LABOE
 4:00 P.M.
 Monday thru Friday
 KGFJ 1230 Kc.


KGFJ—Art Laboe Show. KOWL—Chico's Swingtime. KRKD—Star Time.
 *KWKW—News; Rodeo Bill. KXLA—Joe Allison Jamboree.
 4:05—KLAC—Sports; Jukebox Jamboree. KMPC—Bing Crosby.
 4:15—KFI—News. *KHJ, KFNM, KGB, KVOE—Frank Hemingway. KXN, KCBQ—Jack Owens. KFOX—Freddie Martin. *KFVD—News; Piano Parade. KMPC—Dinah Shore—M,W,F; Twilight Tales—Tu,Th. KRKD—Band.
 4:20—KFI—Burritt Wheeler—Tu,Th,F.
 4:30—KECA—Big Jon & Sparkle. *KFI—Burritt Wheeler—M,W. KHJ, KGB—Curt Massey. *KFWB—News; Red Rowe.

"DIXIELAND"
 4:30 P.M. Daily
 KGFJ 1230 Kc.

KGFJ—Dixieland. KMPC—Ira Cook, M,W,F; Marcia Willis—Tu; Romance and Rhythm—Th. KRKD—Bing Crosby. KWKW—Bill Sampson Show. KXLA—Melody Valley.
 4:45—KECA—Mark Trail. *KHJ, KFNM, KGB, KVOE—Sam Hayes. KXN—Hawthorne's Mail Bag. KFVD—Study Hour. KLAC—Sports Book.
 4:55—KMPC—Help Wanted.

ONLY 10c
 FORTY JAM-PACKED PAGES OF LOGS, NEWS, PICTURES AND FEATURES, BOTH RADIO AND TV, EVERY WEEK IN TV-RADIO LIFE AT YOUR MARKET.

For the Liveliest Rhythm
"HARLEMATINEE"
 2:00 - 3:00 P.M. Daily



KFYD—Harlematinee. KFWB—Maurice Hart. *KGER—News; Music. KGFJ—Music in the Air. *KLAC, KMPC, KXLA—News. KWKW—Long Play Records.
 3:05—KLAC—Sports; 570 Club. KMPC—Johnny Grant.
 3:15—KECA—Ted Malone. KXLA—Joe Allison Jamboree.
 3:30—KECA—Ira Cook. KFI—Dr. Paul. KALI—Voice of So. America. KPAC—Lyrics in Chorus. *KFWB—News; Maurice Hart. KGER—Music by Roth. KGFJ—Moods in Music. KFI—Dancing With Dick. KOWL—New Arrivals. *KRKD—News; Tops in Pops. KWKW—Fire Facts—M; Red Cross—Tu; Treas. Salute—W; Serenade in Blue—Th; Traffic Quiz—F.
 3:45—KFI, KFSD—Duke Garroway. KHJ—Lynn Looks at H'wood. *KFAO, KLAC, KWKW—News. KFOX, KFYD—Pensions.
 4—KECA—Mary Margaret McBride.


Monday Radio Program Highlights

A.M. Programs in Lightface Type; P.M. Programs in Boldface

<i>Drama</i>	<i>Comment-Narration</i>
6:00—Lux Theater, KXN.	4:30—Burritt Wheeler, KFI.
7:00—Night Beat, KFI.	<i>Quiz, Participation</i>
9:00—Suspense, KXN.	
<i>Mystery-Detective</i>	8:00—McNeill Bkfst. Club, KECA
7:35—Dangerous Assignment, KFI.	8:30—Grand Slam, KXN.
8:00—Let George Do It, KHJ.	11:00—Double or Nothing, KFI.
10:00—1 Love a Mystery, KHJ.	11:30—Queen for a Day, KHJ.
<i>Comedy-Variety</i>	12:30—Art Linkletter, KXN.
3:00—Arthur Godfrey, KXN.	3:00—Welcome Travelers, KFI.
<i>Sports</i>	8:30—Talent Scouts, KXN.
5:15—Tom Harmon, KXN.	<i>Classical, Semi-Classical Music</i>
5:45—Sam Balter, KLAC.	5:30—Voice of Firestone, KFI.
6:30—Joe Hernandez, KMPC.	8:30—Railroad Hour, KFI.
	9:00—CBC Symphony Orch., KECA.
	9:00—Telephone Hour, KFI.

5—KECA—Fun Factory. KFI—Feature Wire. KHJ, KFNM, KGB, KVOE—Bobby Benson.
 *KXN, KCBQ—Ed. R. Murrow. KPAC—Sunset Serenade. KFOX—Sunshine Mission. KFVD—Air Mail Special. KFWB—Red Rowe.
 *KGER—News; Music Box. KGFJ—Jive at Five. KIEV—Easy Goes It (to 8). *KLAC, KWKW—News. *KMPC—News; Business News. KOWJ—Proudly We Hall. KRKD—Wagon Wheels.
 5:10—KLAC—Los Angeles Today. KMPC—Today in Sports.
 5:15—KFI—News; Ted Meyers. *KXN—Tom Harmon. KFOJ—Melody Time. KGFJ—Pianists of the Future. KLAC—Stars of the Week. KMPC—Lonesome Gal. KWKW—Sports.
 5:25—KECA—World Flight Reporter.
 5:30—*KECA, KFMB—Chet Huntley. *KFI, KFSD—Voice of Firestone. KHJ, KFNM, KGB, KVOE—Wild Bill Hickok.
 *KXN, KCBQ—World Today, Carroll Alcott. KPAC—Viennese Varieties. *KFOX—News. KRKD—Tiano Parade. KGER—Tabernacle Benedictions. KGFJ—Record Jackpot. KMPC—Stars of Song. KRKD—Sports Dial. KXLA—Squeakin' Deacon.
 5:45—*KECA, KFMB—Bob Garred. *KXN, KCBQ—News, Goss. KFOX—Your Fishcaster. *KLAC—Sam Balter, Sports. KMPC—Top Tunes. KRKD—Race Results.
 5:50—KGFJ—News.
 5:55—*KHJ, KGB—Cecil Brown. *KXN, KCBQ—Local News.
 6—*KECA—Hank Weaver. KFI—At Home With Lionel Barrymore. *KHJ, KFNM, KGB—Gabriel Heatter. *KXN, KCBQ—Lux Theater; "Young Man With a Horn," Kirk Douglas, Jo Stafford and Patrice Wymore. KECA—Etchings in Silver. *KFOX, KFWB, KLAC, KMPC—News. KGER—American Soul Clinic. KGFJ—Request Performance. KWKW—Italian Melodies. KXLA—Toastmaster Club.
 6:05—KLAC—Bob McLaughlin.
 6:10—*KMPC—Calif. News.
 6:15—*KECA, KFMB—Elmer Davis. KFI—Passing Parade. *KHJ, KGB—Radio Sewsrael. KFWB—Sports Roundup. KMPC—Parade of Sports.
 6:30—*KECA—Headline Edition. KFI—The American Way. KHJ, KGB—The Answer Man. KPAC—Musical Milestones. KFOX—Hal's Memory Room. KFWB—America Dances. KGER—Back to the Bible. *KMPC—Joe Hernandez. KXLA—Smiley Burnett.
 6:45—*KECA—Dinner Music. *KHJ, KFNM, KGB, KVOE—News, Sam Hayes. KRKD—Jack Putton.
 6:55—*KHJ, KGB, KVOE—Bill Henry.
 7—KECA, KFMB—Lone Ranger. *KFI, KFSD—Night Beat. KHJ, KGB—Woman of the Year. *KXN, KCBQ—Bob Hawk. KPAC—Music at Seven. KFOX—Accordionettes. KFWB—America Dances. KGER—Family Bible Hour. KGFJ—Musical Digest. *KGIJ, KLAC, KRKD, KXLA—News. *KMPC—John W. Undercook. 7:05—KLAC—Bob McLaughlin. 7:15—KMPC—John T. Flynn. KRKD—34 Time Waltzes. KXLA—Joe Allison. 7:30—KECA, KFMB—Henry J. Taylor. KFI—Robert Montgomery. KHJ, KFNM, KGB, KVOE—Cisco Kid. KXN, KCBQ—The Chorallers. KPAC—Echoes and Encores. KFWB—Community News. KMPC—Penny Serenade. KRKD—Dr. Richardson. KWKW—Botz Spanish Hour. 7:35—*KFI, KFSD—Dangerous Assignment. 7:45—*KECA, KFMB—World Wide Flashes. *KFOX—News. KFSG—The Rev. and the Mrs.

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

KFWB—Rosary Hour. KMPC—Col. of Int. Revenue. KWKW—U.N. Story.
 7:55—KLAC—Weather News.
 8—KECA—Big Hand. KFI, KFSD—One Man's Family. *KHJ, KFNM, KGB, KVOE—Let George Do It. *KXN, KCBQ—Lowell Thomas. KPAC—Evening Concert. KFSG—Founders' Hour. KGER—Bible Treasury. KGFJ—Blue of Evening. KGIJ—Platter Party. *KLAC—News; Gene Norman. *KMPC—News; Sports. KWKW—Church in Action.
 8:15—*KFI, KFSD—World News. KXN, KCBQ—Jack Smith, Dinah Shore. KGER—Hebrew Christian Hr. KGFJ—Civil Defense. KMPC—Band of Today. KXLA—Income Tax.
 8:30—KECA, KFMB—Time for Defense. *KFI, KFSD—Railroad Hour. KHJ, KFNM, KGB—H'wood Playhouse. *KXN, KCBQ—Talent Scouts. KFOX—Stories to Remember. *KFWB—News. KGER—Music Hall. KGFJ—College of Div. Science. KMPC—Opening Night. KWKW—Christian Science. KXLA—Ole Rasmussen.
 8:45—*KFOX—Dr. Hewitt. KFWB—U.N. Today. KGER—Health Talk. *KECA—C.B.C. Symphony. *KFI, KFSD—Telephone Hour. *KHJ, KFNM, KGB, KVOE—News, Glenn Hard. *KXN, KCBQ—Suspense. KPAC—Evening Concert. KFOX—Ray Robinson Show. KFSG—Crusader Time. KFWB—Let's Live a Little. KGER—Dr. Harry Rimmer. KGFJ—Hunter Hancock. *KLAC—News; Gene Norman. KMPC—Songs You Remember. KWKW—Knights of Columbus. KXLA—Squeakin' Deacon.
 9:15—*KHJ, KGB, KVOE—Fulton Lewis, Jr. KWKW—Gordon B. Lloyd.
 9:30—KFI—KFI Calling. KHJ, KGB, KVOE—War Front—Home Front. KXN, KCBQ—Beulah. KFSG—Friendly Half Hour. KFWB—Let's Talk Politics. KGER—John Brown. KGFJ—Platter Party.
LUCKY LAGER DANCE TIME

 EVERY NIGHT—9:30 to 12 P.M.
 KMPC—Lucky Lager Dance. KWKW—Civil Defense.
 9:45—KXN, KCBQ—Club 15. KFWB—Your Income Tax.
 9:55—*KHJ, KGB, KLAC, KVOE—News.
 10—*KECA, KFMB—Hank Weaver. *KFI, KFSD—The Reporter. *KHJ, KFNM, KGB—1 Love a Mystery. *KXN, KCBQ—10 O'clock Wire. KPAC—Musical Crossroads. KFWB—Larry Finley. KGER—Peter Slack, Organ. *KLAC—News; Gene Norman. KMPC—Lucky Lager Dance.
 10:15—KECA—Dr. Balles. KFI—A Joy Forever. *KHJ, KGB—Frank Edwards. *KXN—William Kenneally. KFSD—Lucky Lager Dance.
 10:25—KXN—Tom Harmon.
 10:30—KECA—Al Jarvis Show. KFI—Repeat Performance. KHJ—Lonesome Gal. KXN—Starlight Salute.
 10:55—KXN—This I Believe. *KECA—Al Jarvis.
 11—*KFI, KHJ, KXN—News. KFSD, KMPC—Lucky Lager. KFWB—Larry Finley. KLAC—Gene Norman. KECA—Meet the Band. 11:10—KXN—T. Hanlon Scoreboard. 11:15—KECA—New Yorkers.

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

- 5**—KECA—Space Cadet.
 ★KFI—Feature Wire.
 KHJ, KGB—Sgt. Preston of the Yukon.
 ★KNX, KCBQ—Edward R. Murrow.
 KFAC—Sunset Serenade.
 KFOX—Sunshine Mission.
 KFVD—Air Mail Special.
 KFWB—Red Rowe.
 ★KGER—News; Music Box.
 KGFJ—Live at Five.
 KLEV—Easy Does It (to 8).
 ★KLAC—News; Sports.
 ★KMPC, RWKW—News.
 KOWL—Mostly Instrumental.
 KRKD—Wagon Wheels.
 8:10—KLAC—Los Angeles Today.
 KMPC—Today in Sports.
 8:15★KFI—News, Ted Meyers.
 ★KNX—Tom Harmon.
 KFOX—Dept. of Internal Revenue.
 KGFJ—Keyboard Magic.
 KLAC—Stars of the Week.
 KMPC—Lonesome Gal.
 KWKW—Sports.
 8:25★KECA—World Flight Reporter.
 8:30★KECA, KFMB—Chet Huntley.
 KFI—Casa Cugat.
 KHJ, KFXM, KGB, KVOE—Sky King.
 ★KNX, KCBQ—World Today, Carroll Alcott.
 KFAC—Viennese Varieties.
 ★KFOX—News.
 KFVD—Piano Parade.
 KGER—Tabernacle Benedictions.
 KGFJ—Record Jackpot.
 KMPC—Stars of Song.
 KRKD—Sports Dial.
 KWKW—Romano Spanish Hr.
 KXLA—Squeakin' Deacon.
 8:45★KECA, KFMB—Bob Garred.
 ★KFI, KFSD—News.
 ★KNX, KCBQ—News, Goss.
 KFOX—Your Fishcaster.
 KLAC—Sam Balter, Sports.
 KMPC—Top Tunes.
 KRKD—Race Results.
 8:55★KHJ, KGB—Cecil Brown.
 ★KNX, KCBQ—Local News.
6★KECA—Hank Weaver.
 KFI—At Home With Lionel Barrymore.
 ★KHJ, KFXM, KGB, KVOE—Gabriel Heatter.
 ★KNX, KCBQ—Life With Luigi.
 KFAC—Etchings in Silver.
 ★KFOX, KFWB, KLAC—News.
 KGER—American Soul Clinic.
 KGFJ—Request Performance.
 ★KMPC—Norman Nesbitt, News.
 KRKD—Evening Varieties.
 KWKW—Italian Melodies.
 KXLA—Pasadena City College.
 6:05—KLAC—Bob McLaughlin.
 6:10★KMPC—Calif. News.
 6:15★KECA, KFMB—Elmer Davis.
 KFI—Passing Parade.
 ★KHJ, KGB—Radio Newsreel.
 KFWB—Round-up.
 ★KMPC—Bob Kelley, Sports.
 KXLA—Mary Burke King.
 8:30★KECA—Headline Edition.
 ★KFI, KFSD—Fibber McGee & Molly.
 KHJ, KGB—Answer Man.
 ★KNX, KCBQ—Pursuit.
 KFAC—Musical Milestones.
 KFOX—Hal's Memory Room.
 KFWB—America Dances.
 KGER—Back to the Bible.
 ★KMPC—Santa Anita Races.
 KWKW—Hoyos Hour.
 KXLA—Smiley Burnett.
 6:45—KECA—Dinner Music.
 ★KHJ, KFXM, KGB, KVOE—News, Sam Hayes.
 ★KLAC—News.
 KRKD—Jack Patton.
 6:55★KHJ, KGB—Bill Henry.
7—KECA, KFMB—Silver Eagle.
 ★KFI, KFSD—Eddie Cantor.
 KHJ, KFXM, KGB—Black Museum.
 ★KNX, KCBQ—People Are Funny.
 KFOX—Carter Wright.
 KFWB—America Dances.
 KGER—Family Bible Hour.
 KGFJ—Musical Digest.
 ★KMPC—John W. Vandercook.
 ★KRKD, KGLL, KLAC, KMPC, KXLA—News.
 7:05—KLAC—Bob McLaughlin.
 7:15—KMPC—John T. Flynn.
 KRKD—½ Time Waitzes.
 KXLA—Joe Allison.
 7:30★KECA—Mr. President.

- KFI, KFSD—Robert Montgomery.
 ★KHJ, KFXM, KGB, KVOE—Peter Salem.
 ★KNX—Hollywood Music Hall.
 KFAC—Echoes and Ecores.
 ★KFWB—Community News.
 KGER—Oriental Missionary.
 KMPC—Penny Serenade.
 KRKD—Dr. Richardson.
 KWKW—Betz Spanish Prog.
 7:35★KFI—Man Called X.
 7:45★KFOX—News.
 KFSG—Hour of Power.
 KFWB—Rosary Hour.
 KMPC—Col. of Int. Revenue.
 KWKW—Olga Andre.
 7:55—KLAC—Weather Report.
8★KECA—Newsstand Theater.
 KFI, KFSD—One Man's Family.
 KHJ, KFXM, KGB, KVOE—Count of Monte Cristo.
 ★KNX, KCBQ—Lovell Thomas.
 KFOX—Adv. in Heritage.
 KFWB—Animal, Vegetable, Mineral.
 KGER—Bible Treasury.
 KGFJ—New Social Security.
 ★KLAC—News; Gene Norman.
 ★KMPC—News; Sports.
 KWKW—Church in Action.
 8:15★KFI, KFSD—World News.
 KHJ, KCBQ—Jack Smith.
 KGER—Hebrew Christian.
 KGFJ—Business Reporter.
 KMPC—Band of Today.
 KXLA—Your Report Card.
 8:30★KECA—Metropolitan Opera Auditions.
 ★KFI, KFSD—Cavalcade of America.
 KHJ, KGB, KVOE—Dr. Kildare.
 ★KNX, KCBQ—Mr. and Mrs. North.
 ★KFWB—News.
 KGER—Music Hall.
 KGFJ—College of Divine Science.
 KMPC—Opening Night.
 KXLA—Ole Rasmussen.
 8:45—KFOX—Adv. in Research.
 KFSG—Sunday School Time.
 KFWB—U. N. Today.
 ★KGFJ—News.
9★KECA, KFMB—America's Town Meeting.
 ★KFI, KFSD—Bob Hope.
 ★KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
 KNX—Visitin' Time.
 KFAC—Evening Concert.
 KFOX—Ray Robinson Show.
 KFSG—Divine Healing.
 KFWB—Public Service.
 KGER—Income Tax Talk.
 KGFJ—Hunter Hancock.
 ★KLAC—News; Gene Norman.
 KMPC—Songs You Remember.
 KWKW—Internal Revenue.
 KXLA—Squeakin' Deacon.
 9:15★KHJ, KGB, KVOE—Fulton Lewis, Jr.
 KFWB—Let's Live a Little.
 KGER—Melody Four Quartet.
 KWKW—Psychology Speaks.
 9:30—KFI, KFSD—H'wood. Theater.
 KHJ, KGB, KVOE—Official Detective.
 KNX, KCBQ—Beulah.
 KFSG—Eventide Melodies.
 KGER—John Brown.
 KGFJ—Platter Party.
 KMPC—Lucky Lager Dance.
 9:45—KECA—Monitor News.
 ★KNX, KCBQ—Peggy Lee.
 KFWB—Civilian Defense.
 8:55★KHJ, KFXM, KGB, KVOE—News.
10★KECA—Hank Weaver. News.
 ★KFI, KFSD—The Reporter.
 ★KHJ, KFXM, KGB—I Love n Mystery.
 ★KNX, KCBQ—10 O'clock Wire.
 KFAC—Musical Crossroads.
 KFWB—Larry Finley.
 KGER—Peter Slack.
 ★KLAC—News; Gene Norman.
 KMPC—Lucky Dance Time.
 10:15—KECA—Dr. Frederick Balles.
 KFI—A Joy Forever.
 ★KHJ, KGB—Frank Edwards.
 ★KNX—Bill Kenneally.
 ★KLAC—News; Make Mine Music.
 KFSD—Lucky Dance Time.
 10:25—KNX—Tom Harmon.
 10:30—KECA, KFMB—Al Jarvis.
 KFI—Repeat Performance.
 KHJ, KGB—Lonesome Gal.
 KNX—Philip Norman.
 10:55—KNX—This I Believe.
 —KECA—Al Jarvis.
11★KFI, KHJ, KXLA—News.
 KFSD, KMPC—Lucky Dance Time.
 KFWB—Larry Finley.
 KLAC—Gene Norman.
 11:10—KNX—T. Hanlon Scoreboard.
 11:15—KFI—Biltmore Orchestra.

Radio in Review—Continued

understand how the writers of this script could expect listeners to accept the fact that a heavyweight boxing champ of the world could attend a small college and yet go unrecognized. And in the same script they even had the grandmother say, "Oh, I've seen his (the unrecognizable champ's) picture in the newspaper hundreds, thousands of times."

On Mike (About Studio Happenings)

Artists Paint Philharmonic

Radio's CBS New York Philharmonic-Symphony performers will soon be captured with paint and canvas. The famous symphony joined in a venture with their Fifty-Seventh Street neighbors in New York City, the Art Students League, to translate the Philharmonic's music-making in oil, water color and pen and ink. For the next couple of weeks art students and many noted artists will be allowed to set up their easels anywhere in the hall and work from boxes, from seats in various parts of the orchestra, from the wings of the stage and even from CBS Radio broadcasting booth.

The results of this intra-art experiment will be exhibited at the Carnegie Hall gallery, later in a Fifty-Seventh Street gallery, and may be sent to other interested cities.

Off Mike (Personalities)

Radio's "Beulah"

Ever since Lillian Randolph, star on CBS-Radio's "Beulah," sang "Star of the East" in her father's Methodist church at the age of four, she has been on stage either as a singer or as an actress.

As a singer of ballads, she started her radio career in Cleveland and Detroit. George Trendle, owner of a Detroit station and originator of "The Lone Ranger," gave Lillian her first acting break in a fifteen-minute comedy, "Lulu and Leander." She played all the female parts and actor Billy Mitchell played all the male roles. For this sketch she was taught Negro dialect as neither she nor her family spoke in the true Negro dialect. After going on the road with a musical show, she landed in Los Angeles broke and without any friends. With her talent as a singer she auditioned for Larry Potter and was signed for a two-week engagement in his "Jade" club on Hollywood Boulevard. She remained for three and a half years and then got into radio doing regular roles with Al Jolson, Edward G. Robinson and as "Madame Queen" on "Amos 'n' Andy," plus many other radio and movie roles.



Lillian Randolph

Tuesday Radio Program Highlights

A.M. Programs in Lightface Type: P.M. Programs in Boldface

- Comedy-Variety**
 3:00—Arthur Godfrey, KNX.
 6:00—Life With Luigi, KNX.
 6:30—Fibber McGee & Molly, KFI.
 7:00—Eddie Cantor, KFI.
 7:00—People Are Funny, KNX.
 9:00—Bob Hope, KFI.
- Quiz, Participation**
 8:00—McNeill Brkfst. Club, KECA.
 8:30—Grand Slam, KNX.
 11:00—Double or Nothing, KFI.
 11:30—Queen for a Day, KHJ.
 12:30—Art Linkletter, KNX.
 3:00—Welcome Travelers, KFI.
- Sports**
 5:15—Tom Harmon, KNX.
 5:45—Sam Balter, KLAC.
 6:15—Bob Kelley, KMPC.
- Public Interest-Information**
 9:00—Town Meeting, KECA.
- Mystery-Detective**
 7:35—Man Called X, KFI.
 8:30—Mr. & Mrs. North, KNX.
 10:00—I Love a Mystery, KHJ.
- Comment-Narration**
 4:30—Burritt Wheeler, KFI.
- Classical, Semi-Classical Music**
 7:30—Hollywood Music Hall, KNX.
- Drama**
 6:30—Pursuit, KNX.
 7:30—Mr. President, KECA.
 7:00—Black Museum, KHJ.
 7:30—Peter Salem, KHJ.
 8:00—Newsstand Theater, KECA
 8:30—Cavalcade of America, KFI.



WRESTLING Is My Business

by Jules StrongBow

The land south of the Border has produced many good wrestlers and once in a while one comes along who is really great. Earmarked for the Mexican Hall of Fame is Rito Romero. Although he has only been here a few days, he is demonstrating an amazing amount of ability and skill.



Rito Romero

Romero is known as the Guadalajara Flash—and he is well named. He combines a wealth of wrestling holds with speed and showmanship. The thing which impressed me most was his aerial attacks, which were breathtaking. Despite his 195 pounds, Rito takes on the biggest of them and holds the Texas heavyweight belt to prove that he does all right by himself.

His limited English makes him appear a bit shy—but he is learning our language fast and soon we should know more of him.

The picture on the cover is the last taken of Leo Garibaldi, the wrestler. Leo announced last week that a change of hours, increasing duties and studies in the United States Air Force make it necessary that he cancel any more bookings he has for wrestling professionally. In short, Leo has retired for the duration.

Thanks to the San Jacinto people who sent the clipping of Leo donating money he received from wrestling on television to the March of Dimes. Since Leo was a polio victim himself, he spent a lot of his wrestling money on worthy causes.

Over my KTLA dressing-room interviews Thursday night, Gorgeous George threw a bombshell into national politics by tossing his hat in the ring for President. The blond "Toast of the Coast" announced that he is seeking nomination for President of the United States and has a platform Page Thirty-four

which may bring him a number of votes. Gorgeous's campaign will be based on the "Deodorize Politics" platform.

Gorgeous says that George Washington was actually the first Gorgeous George and that he plans to carry on the tradition. He admitted that the only reason he hadn't run before was that he was waiting until he was old enough.

The Howard Cantonwine whom you see at local arenas is the same Cantonwine who had his back broken in five places in a match with Joe Pazandak, "The Champ." He was laid up for several years but is now able to get into the ring again.

Kripler Karl "Stinky" Davis is leaving in April for Australia and an extensive tour of the land "down under."

Ali Pasha, Turkish heavyweight, is making his home in California—San Diego, to be exact. Ali's wife is living there and had friends nearby to help her learn the American language and customs.

Oddly enough, nearly all of the letters which I received in the first batch of mail from TV-Radio Life readers



Jim Mitchell

were concerned with Jimmy Mitchell and his disputed cranium cracker.

I am happy to report that the State Athletic Commission has relented somewhat on the use of Mitchell's famed head-butt and it is now allowed. Some referees still frown upon it but in a short time the Black Panther will be knocking his opposition silly in the same manner which gained him fame and fans.

On the Ball With Ted Hilgenstuhler

Feel real lazy this week. Think I'll run off some letters.

Lois V. Stensland, 841 W. 81st St., L.A.: I read in "On the Ball" column where you wanted people to write in and give you ideas. . . . And so I decided that the only reason you asked people to write to you was on account of you are jealous because Korla Pandit gets more mail than you do.

Who's this Pandit punk?

Charles F. Schoener, 1001 S. Hawthorne Blvd., Hawthorne: "I'm a dyed-in-the-wool contest fan. Ted, I'm getting frustrated. Every year I try the football contests in the local papers; burn midnight oil and use every system I know to pick the winners—but no luck. Have you a system you can give me to win football contests?"

Wish I did. I'd quit working.

Miss Eleanora Perotti, 1853 W. 41st Drive, Los Angeles: I never miss your "On the Ball" column.

Your check is in the mail.

Anonymous: Why don't you go back to high school and learn how to write?

High school? Wat's dat?

Lyle Bond, KHJ-TV, 141 S. Vermont Ave.: We here on the West Coast are always hearing about the superior work done in TV by those on the other side of the continent and it sure did all our hearts good to have you give our basketball telecasts the nod over those you saw from Madison Square Garden. That's the finest compliment you could have handed us and believe me, we are all deeply appreciative. Again, thanks Ted.



'Twas a pleasure, Lyle. How about a couple dozen tickets to the games? I got some friends I want to impress—and some bill collectors to repress.

H.A.M., address withheld by request: I am writing this to say how shocked we were at the treatment given you by Wild Red Berry on a recent telecast.

Is this the same Wild Red Berry who sells candy for a living?

Mrs. Katherine May, 1211 N. Chester Ave., Compton: I just read your article "A Play on Wrestling." It pleased me very much, for I am one person who believes in wrestling as I've been a fan since way back: 1922 to be exact. Hope you will boost wrestling in your next article. I'm sure it will help a great deal with the "unbelievable" such as you were.

I became "converted" way back in 1952—after looking at what wrestling did for our circulation figures.

BESIDES RUNNING THEIR HOME and taking care of their two boys, Jules StrongBow and his charming wife, Ramona, spend several hours a week answering the voluminous amount of mail Jules receives. Although he has gotten as many as 10,000 letters and cards a month, "Mr. Wrestling" answers personally all the letters which require a reply.

Jules StrongBow:

"Mr. Wrestling"



WHEN YOU meet people for the first time, one of three reactions usually takes place: One, you like them. Two, you don't. Or three, you can take 'em or leave 'em.

In the case of jovial Jules StrongBow—and whether it be in person or on your TV screen—you can't help liking the guy immediately.

Standing six feet six inches tall and weighing 330 pounds, this giant from DeQueen, Arkansas, is a quiet, soft-spoken man with a warm, million-dollar smile.

His life, like that of most athletes, has been filled with setbacks and triumphs, defeats and victories. But he has never lost that certain "drive" or sense of determination which all topnotch competitors need.

With a mixed parental background of French, Scotch, Irish and Cherokee Indian (thus the name StrongBow), the oversized ten-year-old Jules earned his first money wrestling in a circus in Shawnee, Oklahoma. It was the only way he could get enough money for the price of admission.

At the age of twenty-one, this KTLA sports personality turned professional in earnest. Along with his studies at the University of Oklahoma, where he majored in accounting and athletics, Jules's activities, particularly in the sporting world, read like an ideal movie script for "The All-American Boy":

1. Played professional football.
2. Managed professional basketball, football and baseball teams.
3. Was foreman of a lumber camp.
4. Worked in the oil fields during the Oklahoma-Texas boom.
5. Played in more than twenty motion pictures.
6. Boxed professionally.
7. Appeared on several coast-to-coast radio shows.

8. And managed an amusement park.

Despite these varied jobs, wrestling was StrongBow's big love. Rising steadily in the ranks of the heavy-weight division, his match in 1947 against Primo Carnera, the former boxing champion from Italy, received nationwide acclaim.

One year later, Jules retired from the ring to devote full time to matchmaking, promoting and TV. As he puts it: "I love wrestling and hated to retire. But I figured it was time for me to start planning my future. I certainly haven't regretted it, but every so often, when I see the boys climb in the ring, I still have the urge to get in there and rough it up with them."

For recreation, "Mr. Wrestling" is one of the finest amateur golfers in the country (he was won more than fifty trophies) and is an excellent amateur photographer. Also, his TV viewers will not be surprised to learn that he is ranked as one of the top ten best-dressed men in the sports world.

To complete the picture of "StrongBow's Success Story," he is a devoted family man. He and his charming wife, Ramona, have two children, Steve, nine, and Garry, eleven. At present they are living in Long Beach and have plans to build their own home in the near future.

In short, everybody's happy these days. Jules is pleased with his work and family life; TV fans enjoy his work over KTLA; TV-Radio Life is proud to print his weekly column, "Wrestling Is My Business"; and the happiest guys of all are the wrestlers themselves.

They have found that mammoth Jules StrongBow is much easier to get along with on the opposite end of a conference table, rather than in the opposite corner of the wrestling ring.

By Ted Hilgenstuhler



JULES STRONGBOW interviews Baron Michele Leone (upper photo) and Wild Red Berry (lower photo) during his regular telecasts every Thursday night over KTLA from Long Beach Municipal Auditorium. (KTLA photos.)

"See It



▲ **IN THE THROES** of concentration is Edward R. Murrow, on-camera editor for "See It Now." Murrow's foresight is uncanny. Two weeks after a feature on a West Virginia coal town, a mine disaster occurred in West Frankfort, Illinois.

▼ **GOLF IS MURROW'S** chief diversion. His house near Pawling, New York, is situated in the middle of a golf course, which is handy for ambidextrous southpaw golfer Murrow.



EDWARD R. MURROW and Fred W. Friendly have done it again. They have converted their successfully co-produced news-documentary, "Hear It Now," to television. "See It Now" is a logical sight-and-sound extension of the Murrow-Friendly radio technique.

The operation is very much like that of "Hear It Now," with the important exception of reporters working with cameras and sound instead of recorders. Geographical boundaries are nonexistent; and the world is brought into your living room by "See It Now" cameras which are at work in Korea, Europe and the United States.

On-camera Edward R. Murrow nonchalantly sits at his desk, smoking a cigarette, while he coordinates the program of remote TV pickups as effortlessly as if he were placing a local phone call. The news is presented through live pickups of events and with motion pictures specially filmed for the series. It includes personal interviews, overseas reports, biographical features, human-interest stories and doc-

umentary features. The news-gathering facilities of CBS Television News; correspondents abroad (all of whom are equipped with movie cameras); newsreel companies and free-lance camera crews all contribute to the vivid telecast. A ten-man home staff of reporter-editors are in and out on assignments. For better film quality, theater-type thirty-five-millimeter film is being used instead of sixteen-millimeter. By the same token, for better sound quality, sound is recorded on tape and subsequently synchronized with the film.

Behind Camera

Approximately 20,000 feet of film are shot and viewed by the editors each week. However, only 3000 feet are used on each telecast. The editors, working close to air time, have established a one-hour deadline before televising their cross-country news report. The staff hews to the original format and changes are made only in cases of emergency. Yet an important last-minute remote pickup may preempt a segment of the show providing arrangements are made at least twenty-four hours prior to air time, while late significant

Now

By Mildred Ross

A Striking Demonstration of the Power Of Television as a Journalistic Tool

news items are usually read by Murrow.

Reportage is transmitted live, if coverage is in an area accessible to the microwave relay. Otherwise special footage is filmed for the telecast. The percentage of live and filmed reports on each telecast varies, depending on the subject matter covered. Visual two-way telephone conversations are live pickups in the United States, if the locals are linked with the coaxial cable. All other phone calls are filmed including, of course, transoceanic conversations. On the Coast, CBS newsman Jack Beck works closely with Murrow as legman and tipster for "See It Now."

Often "See It Now's" roving reporters encounter more than routine experiences on some of their assignments. From being held in custody by the Russians for shooting film just this side of the Iron Curtain, to the unique experience of descending into the eternal darkness of a coal mine and living three days with a section crew—it's considered all in a day's work by the competent, realistic reportorial units.

Editors

Using every facility of sight and

sound, "See It Now" stages the most appealing news review being televised today. Its editors, Murrow and Friendly, are men of intellect, imagination and conscience. Their previous successful collaborations are reflected on this video series.

Murrow, who is tall, scholarly and self-effacing, candidly remarks, "The mechanics of TV and radio, which make it possible for an individual to be seen and heard throughout the entire land, do not confer great wisdom or infallibility on that individual. I try to be a reporter. A commentator is a kind of oracle, and I am never so sure I'm right."

Murrow has been one of radio's outstanding reporters on the international scene since the Nazis marched into Austria in 1938. His program "Edward R. Murrow and the News" is heard over CBS radio network. He has been the recipient of many awards for outstanding reportorial work. Murrow takes a shirt-sleeve attitude toward his work; rolling up his sleeves, unbuttoning his shirt collar and loosening his tie, he digs into his chores. His office is always the hub of activity. Murrow keeps that office at a temperature

just right for the fresh-vegetable compartment of a refrigerator. If one can take such frigid environs, Ed will tell tall tales of unlikely happenings to famous people, or relax by playing a really competitive hand of poker.

Friendly

Fred W. Friendly, collaborating producer with Murrow on the Columbia Record Albums of "I Can Hear It Now" and the CBS radio program, is a veteran radio producer and writer who, among other notable achievements, wrote and produced the famous documentary on atomic energy, "The Quick and the Dead." Fred is a new kind of journalist who uses the air waves as his medium instead of type and ink. He says: "Television will run itself as dry as an eroded, wasted wheat field in a Kansas dust bowl if it does not turn to material which regularly refertilizes itself. . . . The industry will have to turn to what is new each morning, which, like our good newspapers, remakes itself each night . . . the news, public affairs, the documentary. What TV does best is to see. Let us then see for the world."

Tall, broad and hearty, Friendly is never in better spirits than when working at top speed. He spends a great deal of time at Eastern Sound Studios to see the news rushes sent in by correspondents all over the world. The more hectic the atmosphere, the better Friendly likes it.

The Murrow-Friendly team were humbled in their approach to visual documentation of the news. In a pre-broadcast statement they said: "As we begin televising in this new medium, we want you to know that we are aware of the electronic wonder entrusted to our fingers. As human beings, we only hope that we are up to it; as reporters, we only hope that we never abuse it."

➔ **MURROW AND CO-PRODUCER FRED W. FRIENDLY** relax after completing a half-hour telecast of remote pickups which took viewers to troops in Korea, General Eisenhower's SHAPE headquarters in Paris, to Washington, D. C., and to the mechanical calculator at Massachusetts Institute of Technology.

➔ **SHIRT SLEEVES ROLLED UP**, Friendly and Murrow put the finishing touches to their working script. Their combined efforts present a forceful, effective, visual "staging" of the news. "See It Now" literally sees the world, and its editors have lifted television to a new high in maturity. (All photos CBS.)



February 29



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WITH SMILES LIKE THAT, Eddie Albert and his KLAC gang are sure to win a loyal following. Behind the desk (left to right) Jimmy Boyd, Betty White, Dr. Wilson, Mary Sampley and host Eddie Albert.

IT'S ONLY NATURAL that Eddie Albert and guitar-playing Jimmy Boyd became friends. Albert also strums a guitar and sings a ballad on his KLAC-Eddie Albert Show, 12:30 p.m. Monday through Friday.



WHEN EDDIE ALBERT approached us from the back door of one of KLAC's television studios, he was as casual as he no doubt appears to you on his daily TV session. He was quick to invite the writer to sit down and get on with the interview, even if the only convenient place to sit was a broken-down sofa, a sofa which could boast of but one complete, although bedraggled, cushion; one obviously torn cushion with what was once adequate stuffings, missing, and one set of fully exposed springs, springs which would undoubtedly obliterate any thought one might have about being comfortable. We conversed across the exposed sofa springs about Eddie Albert's recent entrance into television.

There is no secret about it now. When Al Jarvis left KLAC Eddie Albert was said to be his replacement. Did this humorist newly turned to TV mean to follow in the footsteps of Al Jarvis? "No, not at all. Al Jarvis is and always will be an Al Jarvis. I have my own way of entertaining people and as long as they like it, that's the way I'll do it. Viewers will get to know me for what I am and not as Al Jarvis's replacement."

For Money?

Was it just for money that the film comedian-actor had set his foot firmly on a video set? "Money? Yes, for money . . . but, no, not just for money."

Why then?

"Television is really 1952. You must stay abreast of the world at the risk of stagnating and dying. And I love

EDDIE ALBERT:

"I'm Not a Replacement For Al Jarvis"

who hold their positions because of politics. In the future men who can really contribute to motion pictures will find themselves in fantastic demand. To keep the record clean let me name a few of these men: Elia Kazan, Laurence Olivier, Anatole Litvak, Lewis Milestone, Gene Kelly, Stanley Kramer . . . and there are dozens more . . . such as executive producers Dore Scharly, Don Hartman, Darryl Zanuck and William Wyler."

TV Belongs to the People

What does Albert plan to do on his five hours of daily telecasting on KLAC-TV in the spot that was formerly occupied by Al Jarvis?

"Whatever the viewers . . . all the viewers . . . want to see. You know, TV really belongs to the people. But we'll all work together . . . all of us on the show here at KLAC . . . and that includes the audience, too. The people who see it, they are the ones who will build this show."

Which does he prefer doing, TV or motion pictures?

Albert has no preference, apparently, as he said, "It's like trying to decide which you like best . . . apple pie or going fishing. I love the people who do TV . . . but it's just different, that's all. I love music, too, and I hear more of it here than on a movie set."

We asked this newcomer to TV what it takes to make an entertaining video show. "A good crew like I've got here, and a lot of people around me who know more about the business than I do. And an Al Jarvis who built such a following and reputation."

Did Eddie Albert ever do much ad-libbing before coming to this nearly all-day telecast? "Sure, I've been ad-libbing all my life. At home." He claimed that he didn't do anything off stage that he didn't do on his telecast. "I play the guitar and sing with my wife at home. I eat at home. I eat on the show. At home I shoot the breeze back and forth with my wife. I do the same with the gang and guests here. Actually I see very little difference between the show and my home life . . . except that check I pick up every Saturday night.

"And long live that difference."

Vital Statistics

Born—Rock Island, Illinois, April 22, 1908

Married—Margo

Children—Edward, one year old

Height—Five feet eleven inches

Weight—160 pounds

Eyes—Blue

Hair—Brown

Likes—Literature, music, philosophy and world affairs

Accomplishments — Broadway and movie star; sings and plays piano and guitar; independent producer of 16-mm educational films.

"Also, television money and the competitive spirit in the industry will force the movie makers to clean house of the dead wood, the frightened men and the incompetent men

By Arlene Garber

LISTENERS AND viewers who have seen much of Mel Baldwin rave about him. Even the seasoned radio-row people hail his personality and humor as great. Those who haven't experienced Baldwin ask, "Who is this Mel Baldwin?" Therein lies a great endorsement to a guy who showed up on the local scene with only the most speculative of jobs.

The blond young man, one-quarter inch less than six-foot-four, is heard regularly on KNX and CBS radio, and has been seen regularly on Jim Hawthorne's TV show. This was Mel's biggest break. His straight-faced dropping of specialized humor much like that of Herb Shriner brought a flood of letters to the station and to Baldwin himself, wanting to know more about Mel.

The Facts

Mel was born in Portland, Oregon, in 1924. The resonance in his voice today, sounding as though it came from someone much heavier, emanates from Mel's true weight of one hundred and fifty pounds. He went to school in Oregon, winding up at Oregon State for a college career of four days. The reason for this brief term was his acceptance of a radio job at KWJJ, where he gained first experiences as an announcer and engineer.

After the Army Air Corps had utilized his radio training, Mel spent eight years in work at writing, producing, acting and announcing. One of the stations he managed was at Tillamook, Oregon, a place that always amused Steve Allen.

When Allen was holding forth at the KNX midnight hour with his



existence Hollywood had to offer. She encouraged to the point of one New Year's Day packing his bag and banging it down in front of him, with the explanation that he'd never be satisfied until he explored the opportunities here—and that she'd never be satisfied until he was!

Valley-Happy

Mel's own show, featuring choice selections in modern music and guests, is a sort of hobby with him. He worked his way through high school as part of a band, playing drums and bass, and he loves music. His other hobbies, those of flying and outboard-boat racing, he doesn't find much time to pursue.

Mel and Lillian live in North Hollywood and love the Valley they said they'd never live in!

Just down the street a few blocks lives another Baldwin, Bill by name, also heard on CBS (Bergen-McCarthy show). He has two children. His address is on the same street. He has a boxer dog. The dog's name is the same as the name of Mel Baldwin's boxer dog. But the postman has never once made the mistake a good many radio listeners and writers do. To him, Mel Baldwin is Mel Baldwin, and Bill is Bill.

*The People Who Haven't Heard Mel Baldwin
Have Still Heard Enough About Him to Ask . . .*

Who Is Mel Baldwin?

wacky humor, Mel became a great admirer. He sent Steve Tillamook cheese at various times—with appropriate remarks—and later, in August, 1950, looked him up during a visit to Los Angeles. Their admiration was mutual.

The Better Half

Approximately one year later, Mel sent an audition record to KNX. It won him a contract immediately. The record was Mel Baldwin, in Oregon, doing a Steve Allen-type show, complete with visits to the "snake pit" and guest interviews.

Mel says most of the letters he receives ask about his family. His wife is a perfectly beautiful brunette, as attested by every picture in the Baldwin wallet. Lillian was music librarian at the Tillamook station, and an actress. When she appeared on any of the shows on which Mel was to appear, he became so nervous that performance was impossible. In addition to being beautiful and a good mother to daughter Carol (now six) and son Curt (who is four), Lillian Baldwin is the sort of wife who encouraged her husband to leave home and a job for the tenuous

exciting new TV dramatic series for Southern California viewers



KTLA

presents

“Gruen Playhouse” “Perfect Gentleman”

1. Star of “Perfect Gentleman”—popular leading man, Bruce Cabot.
2. Lovely Lynne Roberts adds the feminine touch to this “Gruen Playhouse” drama.
3. Handsome Ross Ford plays a featured role in the March 4 production.
4. Fred Sherman completes the roster of stars in “Perfect Gentleman.”

Tuesday, March 4, 10:00 p.m.

Adv—