

TV & RADIO LOGS—MAR. 28—APR. 3

TV-RADIO LIFE

10
cents

Our 13th Birthday Issue

Presenting

88 Pages of

TV and Radio
Stars



Featuring

TV-Radio Life's

10th Annual

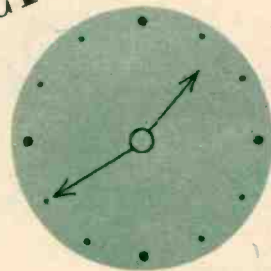
Distinguished Achievement
Awards in TV and Radio



Continuous
Musical Entertainment
featuring melodies
you love to hear

MUSIC YOU LIKE

CORRECT TIME



ALL DAY LONG

SPOT NEWS FLASHES

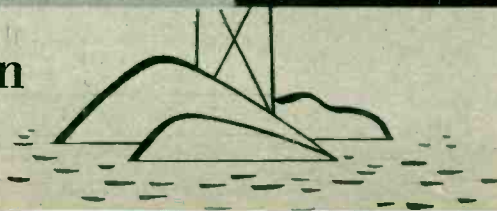


Five minutes
of latest news hourly
at 25 minutes past the hour
plus frequent news bulletins.

KBIG

Dial **740**

The Catalina Station





If you're one to whom
Music Brings Memories
Hear Memorable Music
Every Day on KFVD

*The Melody Isle
in the Center
of your Dial*

KFVD • 1020 KILOCYCLES



1. "There's a cute novelty for your show," says Clyde Cadwell helping Violet Schram select music for her daily "Shopping Hilites" program.
2. Mary Ford may have heard the story before, but KFVD staff members Earl McDaniel, Carl Brewster and George Sanders find Les Paul highly entertaining even without a guitar!
3. "Something wonderful happens . . ." To judge from the expressions on the faces of George Sanders and the movies' Marie Windsor, the interview taped very well!
4. Obviously pleased with their scoop on the Los Angeles arrival of Mambo King Perez Prado are Pete and Eddie Rodriguez who made with the fiesta at 6 a.m. "Buenos Dias"!

Jack Benny



Star Theatre
Western Feature
Swingshift Theatre
Western Varieties
Newsreel
Sports Parade
Wild Bill Hickok
Time for Beany
Broadway Playhouse
Your Saturday Night Movies
TeleVespers
Tricks and Treats
It's Magic
Lawrence Welk's Champagne Music
Magazine of the Week
Frosty Frolics
Wrestling
Dixie Showboat
The Gypsy
Handy Hints
Twin Movies
Cowboy Thrills
Your Town
In God We Trust
Fly Boy
Eastside Kids
City at Night
Ina Ray Hutton All Girl Show
Giant Movie Matinee
Man's Best Friend
Spade Cooley Show
Roller Derby
Playcrafter's Club
Police Calls
Smilin' Eds Gang
Charlie Chase Comedy
Teleforum
Bandstand Revue
The Movies
At Ease
Hollywood Opportunity
Fighting West
Final Edition

Congratulations

TV-RADIO LIFE

ON YOUR
13TH ANNIVERSARY

from

KTLA



ROBERTA LINN



"The Gypsy"

KTLA

Tuesday Nights 7:30

CONGRATULATIONS

from



LAWRENCE WELK

and all the

CHAMPAGNE MUSIC MAKERS

Thanks to **KTLA** for making
all this possible

**ARAGON
BALLROOM**

● **LICK PIER
OCEAN PARK** ●
Wednesdays thru Sundays

KTLA
Fridays
8 to 9 P.M.



**DICK
LANE**



Congratulations

to

TV-RADIO LIFE

**DOROTHY
GARDINER**



**KEN
GRAUE**

**HANDY HINTS
KTLA**

Monday thru Friday 6:45 P.M.



DOYE O'DELL

Howdy, folks:

*Congratulations to you and
all our TV-Radio Life
friends.*

KTLA

"COWBOY THRILLS"

Mon. thru Fri. 5:30 P.M.

"WESTERN VARIETIES," Fridays 9 P.M.

GOOD LUCK!

TO EVELYN AND ALL HER READERS
AND WRITERS

from your

OLD 'EMMY' WINNING PALS



Sincerely,

Bob Clampett

AND HIS

"TIME FOR BEANY"
GANG

"SEE US BEST — SEE US LIVE — ON **KTLA** — CHANNEL 5"



*On my fifth
TV birthday
I wish you happy
returns on your
thirteenth!*

Herb Wegner

"Man's Best Friend"—KTLA

Saturdays 5 P.M.

*Sponsored by Walter Kendall
Dog Food*



*Like TV-Radio Life
"IT'S MAGIC"*

Delt O'Dell

7:30 P.M. WEDNESDAY

KTLA Channel 5



To TV-RADIO LIFE

*Best Western Wishes for continued
success in the future.*

Many thanks from

Eddie Cletro

and all the Roundup Boys

Western Singing Star and

Band Leader featured on

KTLA's WESTERN VARIETIES

Every Friday night at 9:00

NOTHING UNLUCKY "13" ABOUT THIS!

CONGRATULATIONS On Your 13th BIRTHDAY

**ENTERTAINMENT
ALL EVENING**



**DANCING
TILL 2 A.M.**

SPADE COOLEY

And All the Gang

EVERY SATURDAY NIGHT

TV-KTLA (5) 8-9 P.M. ● RADIO-CBS-KNX 7:30-7:55 P.M.

**SANTA MONICA BALLROOM
ON THE PIER**

**Cecil Stewart's
"Rougettes"**



*Thanks to Klaus Landsberg for an
outstanding engagement — now in
3rd year on Ina Ray Hutton Show.*

KTLA (5) Tuesdays 9 P.M.

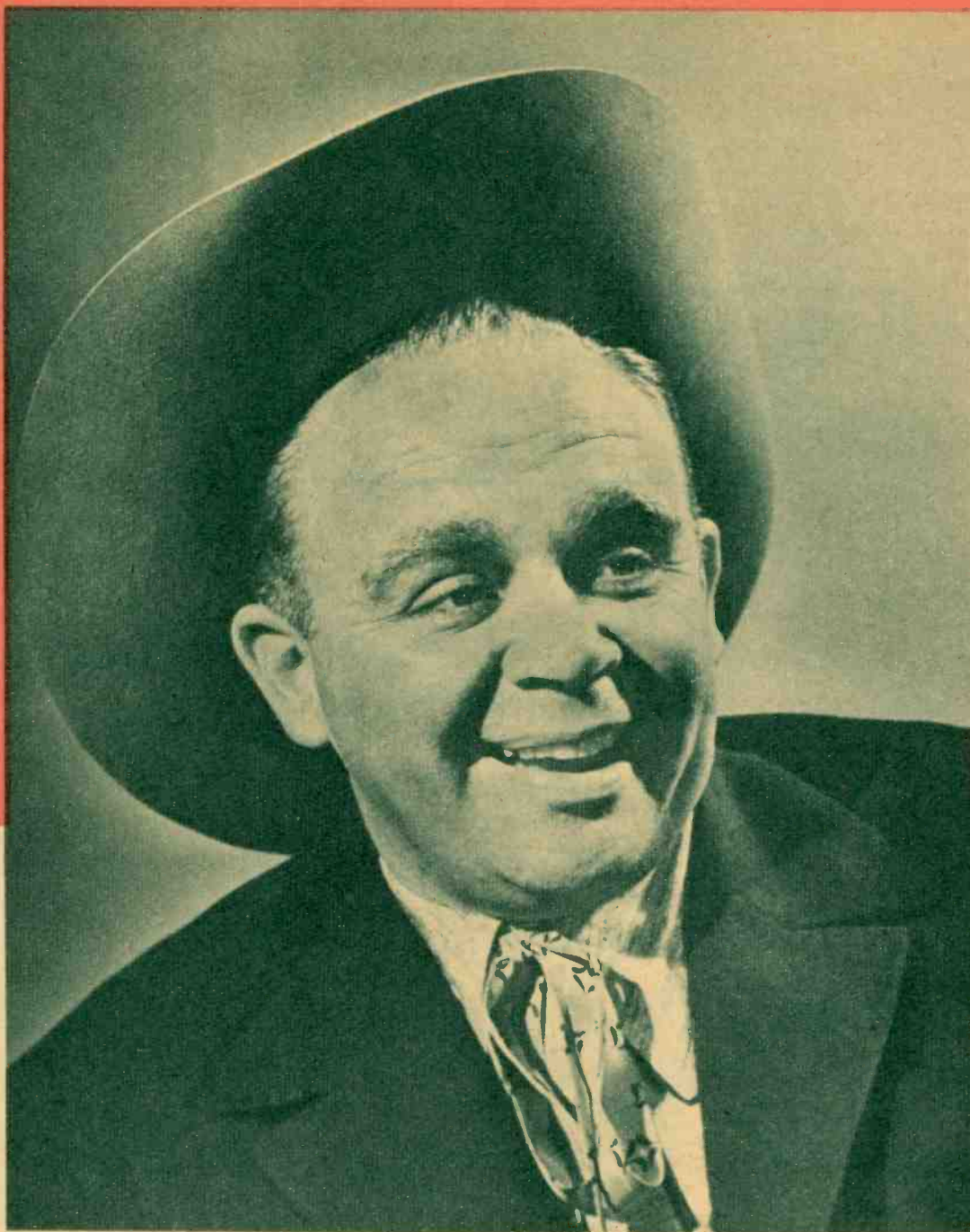
ODE TO THE AUDIENCE

If you like News
Or Sports or Clues
Or Stars or Comedy,
The best in those
You'll find in shows
That come from NBC!

SEE NBC ON KNBH



HEAR NBC ON KFI



CLIFFIE STONE

HOME TOWN JAMBOREE

**KLAC-TV, SATURDAY, 7:30 P.M.
KXLA, MONDAY THRU FRIDAY, 11:30 A.M.**

**CAPITOL
RECORDS**



TENNESSEE ERNIE
HOME TOWN JAMBOREE

KLAC-TV, SATURDAY, 7:30 P.M.

TENNESSEE ERNIE SHOW
ABC RADIO NETWORK—MONDAY THRU FRIDAY
(90 MINUTES)

**CAPITOL
RECORDS**

BEST WISHES
to
GRAND PEOPLE!



ART BAKER

YOU ASKED FOR IT (Wayne Steffner Production)
MONDAY • 8:00 P. M. • Channel 7



Happy 13th

○

MEL BLANC

Betty White



"LIFE WITH ELIZABETH"

KLAC-TV • THURSDAY, 7:30 P.M.

"HOLLYWOOD ON TELEVISION"

KLAC-TV

12:30 TO 2 P.M. AND 3 TO 4 P.M. MONDAY THRU FRIDAY



Congratulations to TV-RADIO LIFE

from the

Staff

of

KWKW

Lucky 1300 on Your Dial



TV-RADIO LIFE

Announces and Presents
Its 10th Annual

DISTINGUISHED ACHIEVEMENT AWARDS

"THE CELANESE THEATRE"



Page Fourteen

In January of this year, when TV-Radio Life Magazine's Tenth Annual Distinguished Achievement Awards were presented at a gala Hollywood Ad Club luncheon, the affair marked more than passing out of beautiful scrolls to a group of actors, actresses, show producers and station managers.

It marked the end of a period of sorting, deciding, discarding, dissuading and occasional dispute among the members of our staff. Webster has "award" as "to give by sentence or judicial determination."

March 27, 1953



JACK WEBB



EVE ARDEN



DINAH SHORE

TELEVISION AWARDS

NATIONAL

| | |
|----------------------------------|----------------------|
| MUSICAL | Dinah Shore Show |
| COMEDY | Ozzie and Harriet |
| DRAMATICS | "Celanese Theater" |
| MYSTERY-DETECTIVE | "Dragnet" |
| DOCUMENTARY | "Victory at Sea" |
| NEWS | "Camel News Caravan" |
| CONVERSION, RADIO TO TV | "Our Miss Brooks" |
| NEW SHOW | "Omnibus" |
| NEW CHARACTERIZATION | "Mr. Peepers" |
| NEW PERSONALITY (Feminine) | Martha Raye |
| (Masculine) | Donald O'Connor |

LOCAL

| | |
|----------------------------------|----------------------------|
| SPORTS | KHJ-TV |
| EDUCATIONAL | "Halls of Science" |
| PANEL | "Juke Box Jury" |
| SPECIAL EVENT | KNBH (First Chadwick Swim) |
| NEW PERSONALITY (Feminine) | Roberta Linn |
| (Masculine) | Liberace |
| SPECIAL AWARD | Klaus Landsberg |
| | ("A" Bomb Telecast) |

RADIO AWARDS

NATIONAL

| | |
|------------------------------------|------------------|
| SUPPORTING PLAYER (Feminine) | Irene Tedrow |
| (Masculine) | Howard McNear |
| WRITER-ADAPTER | Frank Galen |
| PRODUCER-DIRECTOR | Elliott Lewis |
| DOCUMENTARY | "The People Act" |
| DRAMATIC | "Best Plays" |
| NEW SHOW | Bob and Ray |
| NEW PERSONALITY | Spring Byington |

LOCAL

| | |
|---------------------|---------------|
| NEWS COVERAGE | KECA |
| NEWS PROGRAM | "KFI Calling" |

That entails a good bit of listening and watching, especially since the magazine's policy is to stimulate achievement by not allowing one show or personality to win the same award twice in the same category. It meant recognition of "outstanding achievement" in the year just passed.

Television Awards

The Dinah Shore Show emerged as our award winner in the musical category; not for the music alone nor for Missy Shore's effervescent personality, but for general excellence of presentation and production and great originality. Production-writing-directing reins lie in the hands of one of Hollywood's most capable, Alan Handley, to whom Dinah herself was first to give credit for her "distinguished achievement."

Comedy, Drama, and "Dragnet"

ABC-TV's "Adventures of Ozzie and Harriet" received our award as the comedy show whose achievement was outstanding. Freshness of script and character were enhanced immeasurably by the show's refusal to present married folks as bickering enemies motivated by suspicion. The Nelsons are supported in this weekly half hour by their sons, Ricky and David Nelson, both good juvenile actors with the same grasp of timing that marks their parents' comedic work.

ABC-TV's "Celanese Theater" was the fine dramatic show you used to see "live" out of New York on alternate Wednesdays. Maxwell Anderson, Philip Barry and other famous playwrights superintended the production of their own works for "Celanese," and at least once an actress was flown in from England when Pamela Brown starred in "Sky-lark" at the author's insistence and Celanese Corporation's expense. This series was indeed distinguished.

Production heads used to be distressed about Jack Webb's expensive insistence on authenticity, especially when certain metals and woods were matched for "Dragnet." But Jack's insistence, complete directorial supervision, and starring of himself in this series based on actual case records from the files of the Los



CHET HUNTLEY, HANK WEAVER,
BOB GARRED



SPRING BYINGTON



BOB ELLIOTT AND RAY GOULDING

Angeles Police resulted in NBC-TV's excellent "Dragnet" dragging down our 1952 mystery-detective award.

The Documentary

Probably no documentary of our TV time can touch NBC-TV's "Victory at Sea." No other has been made in conjunction with the United States Navy, from resources that spread over the writing of Henry Solomon, famed naval historian; musical scoring by Richard Rodgers for the episodes; and some 60,000,000 feet of film from all countries, much of it captured. Our 1952 documentary winner for distinguished achievement could scarcely be anything but "Victory at Sea."

"Camel" and Comedy

Probably more than any other category, the news on TV has improved its coverage to the point where today a newspaper often carries old news. Best example, we feel, lies in NBC-TV's "Camel News Caravan." Acclaimed as Best News Program, it nightly takes the viewer, via microphone, for a first-hand look across the nation.

CBS-TV's "Our Miss Brooks" is a rollicking, well-done comedy with solid characterization and story. TV-Radio Life considered the Eve Arden starrer a most successful conversion from radio to TV, with no violations en route of miscasting or writing.

"Omnibus," "Peepers" and Our Personalities

CBS-TV, with some \$2,000,000 of Ford Foundation's money, debuted "Omnibus," with something for everyone, in 1952. Culture with a capital C, but also with a divergence of fare that literally results in a pleasing string of milestones presented in unsurpassed fashion. Even with the realization that it takes money like Mr. Ford's to gather unto TV such fare, it is impossible to consider any arrival in 1952 a better new TV show than "Omnibus."

We were among first fans of NBC-TV's "Mr. Peepers." When he departed from TV briefly, our staff listed early among the protagonists who fought a network to bring him back. Wally Cox, who not only *does* "Mr. Peepers" for TV, but is "Mr.

Peepers," is outstanding, inimitable, completely lovable, and registers achievement in his portrayal of TV's best and newest.

Martha Raye has been around for a long time. The girl whose rubber face, pathos, great voice and fabulous legs made her a picture and stage favorite actually bowed on TV in 1951. But 1952 was the year that saw Martha bend her talents toward becoming an outstanding feminine personality on television, and for her TV coming of age, TV-Radio Life saluted her.

Donald O'Connor is another whose legs contributed materially to his becoming an outstanding personality on TV. The dancing O'Connor feet, in addition to his thespic, production and musical abilities, helped this young performer ascend a real peak of performance.

Local Awards

On the sports scene, KHJ-TV, by virtue of clever planning and one lucky break, triumphed in doing an outstanding job. All the home games of both the Stars and the Angels

PETER POTTER AND HIS "JUKE-BOX JURY"

"VICTORY AT SEA," NBC DOCUMENTARY





GEORGE BARCLAY



DONALD O'CONNOR



MARTHA RAYE



HELEN HAYES

were on Channel 9. With the NCAA games going to a network, KHJ-TV promptly snapped up the lively Junior College games as Friday night fare. The SC-UCLA home basketball games were seen again on KHJ-TV. As part of an old Gillette contract, KHJ-TV was able to latch onto the World Series when NBC-TV got it for coast-to-coast coverage. When a union jurisdictional dispute kept ABC's local outlet from carrying a Rams away-from-home game, KHJ-TV reaped the spoils via DuMont technicians. In addition, the busy sports-minded station kept its own boxing show on the air.

Science, Stars and Something Special

An educational achievement of proportion lay in putting on TV academics—and making it watchable. KNBH did this, in conjunction with USC, in "Halls of Science." Everything from fats to rats to the action of our hearts, brain waves, aviation, communication and a microscopic fossil world—to list but a few of the fascinating subjects—was prepared by USC scientists and professors, showcased by director Carroll O'Meara of the station, and presented by KNBH as a "public service."

Panels come and go, but there's scarcely one that touches Peter Potter's "Juke-Box Jury," seen on KNXT. Star-studded, fast-moving, controversial, and all under the hand of the amiable Pete, who presents records on TV in just as novel a fashion as he devised for radio. After people said you couldn't play records on TV! Potter's panel we consider a distinguished achievement in local entertainment.

When station manager Don Norman accepted the award for a "Special Event" he said he was "probably the poorest guy on earth to be accepting this."

An explanation followed that first of all, staging a televised channel swim took a program manager, a crew of experts who lined up ocean-to-shore telecasting (a "first" telecasting from the high seas), and finally Florence Chadwick herself to swim it. On July 4, 1952, the station knew of these difficulties, balanced them against the public's interest in seeing Florence's gallant try.

Two Naturals

Making an award for the projection of a pleasant, acceptable personality is a bit of lily gilding. But

who can ignore the rise in popularity of KTLA's Roberta Linn and KLAC-TV's Liberace, with, of course, the latter's brother George and mother. They brought something special to TV's local scene during 1952 just by being themselves. That's distinguished achievement in our book.

TV-Radio Life, after carefully reviewing the atomic explosion telecast from Nevada, second in a series of televised blasts, set up a special award to present to Klaus Landsberg, general manager of station KTLA. All the seven TV stations in this area pooled money and resources to bring viewers all over the nation the picture of the bomb as it went off. But someone with tremendous skill and determination had to accomplish "the impossible. Klaus Landsberg answered this need, most successfully.

FEMININE SUPPORTING PLAYER

Irene Tedrow is an actress whose every performance is a treat. Recognition of her acting abilities began in college, and it's still prevalent. She created the role of "Mrs. Archer" on the "Corliss Archer" series. In addition to situation comedy ("My

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ALISTAIR COOKE



THE NELSON FAMILY





↑ **LIBERACE THANKS EVERYONE**, including his mother and his brother George, for his TV-Radio Life Distinguished Achievement Award. (NBC-Bailey, photo.)



↑ **DON NORMAN, GENERAL MANAGER** of KNBH, accepts the award for the telecasting of the first Catalina Channel swim by Florence Chadwick.

TO THE *Winners!*

*Belong the Scrolls Which TV-Radio Life
Presented at a Hollywood Ad Club Meet*

O

N JANUARY 19, 1952, TV-Radio Life accepted the invitation of Hollywood Advertising Club to make formal presentation of the magazine's Tenth Annual Distinguished Achievement Awards. Gala meeting took place in Hollywood Athletic Club's Starlight Room. Many of the networks, stations and agencies made up special tables; at

the head table there were thirty-two winners, alongside Club president Jim Morgan, Club program chairman Harlan Palmer Jr., and Ralph Edwards, NBC's famous "Truth or Consequences" and "This Is Your Life" emcee, who served as master of ceremonies for the presentation.

Bestowal of the parchments, beautifully hand-lettered citations with colorful borders accented by real gold, went off like clockwork. Acceptance speeches were unstilted ex-

pressions of happiness, and the emcee's quips kept ripples and on-rushes of laughter piling up throughout the entire ninety minutes.

Besides the excitement attendant upon the Award presentation there was that generated by Lucy's baby, which arrived only a few hours before the luncheon. Eve Arden, in accepting her Award, said, "I'm happy for this, but there's another Award over which I'm green-eyed with envy . . . Lucy got it today!"

↓ **EVE ARDEN SEEMS** pleasantly surprised before CBS's Harry Ackerman as she looks over her beautiful award.



↓ **JACK WEBB OF "DRAGNET"** was not nearly as serious in his acceptance speech of his award as he is on the famed NBC detective show.





UPPER LEFT, Spring Byington thanks one and all for her award. **Upper right**, Charles Hamilton of KFI accepts the award for "KFI Calling" from Ralph Edwards. **Right**, Irene Tedrow literally and figuratively walks away with her award. **Lower left**, KLAC's Liberace (right) and Jack Webb (left) help Dinah Shore admire her beautiful scroll. **And lower right**, Ralph Edwards rejoices with another winner, Elliott Lewis, for "Best Director." (Photos by CBS-Holmes and NBC-Bailey.)

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Radio

LOOKS BACK

By Mildred Ross

↑ **TENANT JOHN J. POOLE** shook "hands" with the world's most unique landlord, Charlie McCarthy, in the Hollywood studios of KBIG. On the right, of course, is Edgar Bergen, legitimate owner of the Sunset Boulevard studios and offices.

↓ **"AMOS 'N' ANDY"** (Freeman Gosden and Charles Correll) celebrated their twenty-sixth season of laughs on radio in 1952. Their impersonations of "Amos," "Andy," "de Kingfish," "Lightnin'," "Henry Van Porter" et al. are world famous.



↓ **SEAMAN ANDREWS MAILED** out advance promotional material on the Navy and Marine Corps radio and TV programs produced by the Armed Forces Public Information Office assisted by Audrey J. Verble, who obviously is not in their service.



RADIO IN 1952 put up an energetic fight. Promotion departments in all the major networks bravely chanted their battle cry with such slogans as: "America Is Sold on ABC," "KNX Is the Most Listened-To Station in Southern California" or "CBS Is the Stars' Address."

It was a year full of contradictions. Admittedly, nighttime ratings nose-dived, yet daytime listening reached a new high. (Obviously more people listen to radio than look at TV during working hours.)

Some shows and "name" personalities shuttled back and forth between radio and TV like a cross-town subway.

Amidst all the uncertainty, radio's panicky feeling toward TV subsided in the year 1952. Radio's coffers were overflowing; there was an abundance of sponsors; there were 105 million radio sets in America; there was an average of two and a half radios in every home; radio still reached the largest audience at the lowest cost. Statistics claimed that "radio reached

one per cent less than everybody."

A kaleidoscopic picture of radio in the past year would read something like this:

Anniversaries of note were "Amos 'n' Andy," who celebrated twenty-five years of broadcasting, and "One Man's Family," which chalked up twenty years of family growth.

Hattie McDaniel, who brought "Beulah" to the airlines, departed from us mortals, as did Barton Yarborough of "Dragnet" fame.

Fatigue caught up with Walter Winchell and he was absent from the airlines for many months. However, before the year was over, Winchell was back on the ether editorializing in his own inimitable manner.

Marilyn Monroe made her dramatic radio debut on "Hollywood Star Playhouse." But critics of the audio medium were unable to appreciate her thespian abilities.

The trend of motion-picture personalities to star in radio stanzas reached a new peak in 1952. Dana

↓ **WALTER WINCHELL, ONE OF THE NATION'S TOP NEWSMEN**, resumed his place in the Sunday night radio picture after illness forced him to take an extended leave of absence. Winchell's dynamic personality and "unique" reporting have been listening musts for the radio audience for two decades.



ON '52



Andrews, Marlene Dietrich, Charles Farrell, Doris Day, Spring Byington, Humphrey Bogart, Lauren Bacall and Douglas Fairbanks, Jr., were but a few of the names found on tape.

Wedding bells rang for vocalist Jo Stafford and musicologist Paul Weston. Janet Waldo (Mrs. Bob Lee) had a first addition to the family, a boy.

Mario Lanza's motion-picture bosses virtually closed up shop on his radio show when the singing find and the studio became involved in an argument over his picture.

"The Big Show," a ninety-minute extravaganza, starring Tallulah Bankhead, was axed in '52.

Interviewed by TV-Radio Life last May, Drew Pearson predicted Eisenhower as the next president.

TV-Radio Life designated May 26 as Al Jolson Day in commemoration of Jolson's anniversary. Every radio station, through its disc jockeys, paid a musical tribute to one of the foremost performers of our time.

Gene Autry, noted for his business acumen as well as his showmanship, became owner of station KMPC along with Robert O. Reynolds and Loyd Sigmon.

The new KBIG was the success story of the year. Six months after the station's debut, its bookkeeping

was done in black ink, making owner John H. Poole's ingenuity pay off handsomely. (To obtain a stronger signal, he had the station's transmitter built atop famed Catalina Island.)

One program did great service for the morale of the mothers-in-law in our country. "December Bride" proved that the "dears" could be amiable, fun-loving individuals. Parke Levy created the series, basing it on experiences with his own mother-in-law, and bubbling Spring Byington starred in the title role.

Radio was consistently high in its news reporting, public-service and documentary programs. CBS, in cooperation with the Ford Foundation, presented "The People Act," a documentary of outstanding calibre.

Some people were of the opinion that radio's coverage of the National Political Conventions was more adequate than that of television. Microphones penetrated wherever the politicians gathered. Some of these areas were not accessible to the TV cameras. Also, because of the preponderance of radio sets, there were more campaign speeches over the kilocycles than on the channels.

Radio's accomplishments in 1952 proved without question that radio held its own.



JACK MCCOY, AN OLD FRIEND of radio, revived the famous "Breakfast in Hollywood" program, which had been absent from the airwaves for several years. Jack seems to have caught the spirit of the late Tom Breneman's show and his success on "Breakfast" seems inevitable.

"DECEMBER BRIDE" did more for the morale of mothers-in-law than any other dramatic incident. Spring Byington (standing) plays the title role while Doris Singleton and Hal March, respectively, play her daughter and son-in-law.



ONE OF THE MANY SCREEN luminaries to be intrigued by the tape recorder was glamorous Marlene Dietrich, whose transcribed radio adventures are heard via the CBS air-
lanes.

"THE PEOPLE ACT" PRESENTED BY CBS IN COOPERATION with the Ford Foundation was one of the most outstanding contributions to the radio scene in 1952. The series demonstrated how the citizenry of various communities throughout the United States solved their local problems through self help in the democratic way. Here the CBS reporters invade the timber country to documentize a stanza on the timber situation.





↑ **STEWART'S ROQUETTES BLEND** their voices in song every Tuesday on KTLA's "Ina Ray Hutton's All-Girl Show." Ricky Richesin is in the center, and clockwise, starting in the upper right, are Olive Ricé, Doris Kroman, Betty Bennee and Nancy Cameron.



↑ **"DIXIE DAVE" MANNING** conducts the "Dixieland Show" daily over KGFJ. Dave is also the man largely responsible for this extra-special Anniversary issue of TV-Radio Life.

Seen on the Video - Radio Scene

↓ **POPULAR STU WILSON** and boss-man John Poole here interview Gisele MacKenzie for KBIG, the Catalina station specializing in news and music.



↓ **TWO OF THE** all-time favorites of show business are NBC's Jimmy Durante (right) and his long-time partner in song and dance, Eddie Jackson.



↓ **JIM McCULLA** is the director of news for KMPC and was recently named as the newscaster who had given "The Best Consistent News Presentation in 1952."



RADIO'S

GREATEST DRAMATIC PROGRAM

NOW IN ITS 8TH SEASON

Performances by distinguished stars of stage and screen in adaptations of Broadway's outstanding hits have helped to make *Theatre Guild on the Air* radio's most awarded dramatic program.

Each weekly program has enlivened the Sunday evening entertainment of millions of listeners. Many of the broadcasts have prompted Hollywood producers to turn the radio adaptations into successful motion picture scripts.

A look back at a few of the past productions of the U. S. Steel Hour—each one a memorable broadcast—aptly demonstrates the standards to be attained and surpassed in the weeks to come.

HAMLET

The WINSLOW BOY

BRIGADOON

THE LOST WEEKEND

REBECCA

PYGMALION

Father of the Bride

The Philadelphia Story

O Mistress Mine

Cyrano de Bergerac

ALLEGRO

BURLESQUE

**COME BACK,
LITTLE SHEBA**

MACBETH

Dr. Jekyll and Mr. Hyde

Theatre Guild on the Air



U. S. STEEL HOUR



*Congratulations
TV-Radio Life*



Rosemary LaPlanche (Koplan)

seen weekly in

"Frank Wisbar Productions"

"Strangler of the Swamps"

"The Devil Bat's Daughter"

HARRY KOPLAN

Meet the Missus Varieties—CBS
(Radio)

You're Never Too Old—TV

Children Should Be Heard—TV

What's the Question—TV

John Christ-Harry Koplan Productions
HI. 7332

WAGNET

PICUPACUPLABUCS



... on your way home
4 to 6 p.m.

.... from Midnight
to Exhaustion
12 to 6 a.m.

BOTH OVER KLAC

KLAC-TV for Oldsmobile
9 P.M. TUESDAYS

Alex Cooper

*Best Wishes
from*

SAM HAYES



6000 Sunset
HEMPSTEAD 1515

*Congratulations
on another
GREAT YEAR*

★
GENE BAKER

"QUEEN FOR A DAY"

AM-TV

OLD GOLDS

QUAKER OATS

PFAFF SEWING MACHINE

1. ONE
MAN'S
FAMILY
(Radio)

2. ONE
MAN'S
FAMILY
(TV)

3. I
LOVE
A
MYSTERY
(Radio)

4. THE
WOMAN
IN
MY
HOUSE
(Radio)

Four Great

CARLTON E.
MORSE

Production
Features

Western's First Lady



CAROLINA
COTTON

STAGE ———

————— SCREEN

RADIO ———

————— TELEVISION

RODEO ———

*Calls on 90 MILLION
people 3 times weekly
through Armed
Forces Radio Service.*



BIRTHDAY GREETINGS

TO

TV-RADIO LIFE

from

TWO CONSTANT READERS



JACK & MARYANN

OWENS

AND THE WHOLE GANG
FROM OUR TWO SHOWS

The JACK OWENS Show
ON TELEVISION

ON KECA-TV

Mon. thru Fri.,
6:15 to 6:45 P.M.

— AND —

The JACK OWENS Show
ON RADIO

KECA AND THE ENTIRE
ABC NETWORK
MON. thru FRI.,
12:30 to 1 P.M.

WE HOPE YOU'LL
CONTINUE TO

STOP — LOOK
and LISTEN!

Congratulations

*Evelyn Bigsby and the
entire TV-RADIO LIFE
STAFF.*

THANK YOU FOR
THE AWARD

Howard McNear

K G E R

5000 WATTS

1 3 9 0

on your dial

The Station of the
American Home

Building better
broadcasting for
Southern California

Owned by the
John Brown Schools



LEE ERICKSON

*Best wishes
to you on your 13th
BIRTHDAY*

—CBS—
—NBC—
—TV and RADIO—
—STAGE—

Management
RAY COOPER
CR. 6-9769



Best Wishes From
LURENE TUTTLE

RADIO

HALLMARK PLAYHOUSE
STARS OVER HOLLYWOOD
RED SKELTON SHOW

DENNIS DAY SHOW
REVERE PRODUCTIONS
FAVORITE STORY

TV

NIAGARA—20th Fox
NEVER WAVE AT A WAC
Ind. Artists

PICTURES

GIVE A GIRL A BREAK
MGM
AFFAIRS OF DOBIE GILLIS
MGM

Recordially Yours,

**GENE NORMAN
SHOW**

KHJ-TV

KLAC

BILL (13) LEYDEN



*Congrats on your big 13th
— same number as my
IQ and shoe size . . .*

NBC-TV— "The Sky's the Limit"
KFWB— "Bill Leyden's Show"
KTTV— "Bill Leyden's Theater"

*Our best wishes
on your anniversary*



*Cathy and
Elliott Lewis*

**GREETINGS FROM
JACK BAILEY**

Crowner of more than 2,000 "Queens for a Day"
and one recipe which somehow was left out of

"WHAT'S COOKIN'?"

by j. b.

(\$1.00—World Publishing Co.)

RECIPE FOR A SUCCESSFUL TV-RADIO MAGAZINE: Lightly beat six writers into a batch of interviews with television and radio stars. Mix thoroughly with a liberal portion of human interest, a dash of humor and the spice of criticism. Fold in two dozen savory pictures, an equal number of fresh-cut captions, top with Evelyn Bigsby and serve to thousands under the cover of TV-Radio Life Magazine.

CONGRATULATIONS

YOU TEENAGERS

ON YOUR 13th BIRTHDAY

from

(YOUR 31-YEAR-OLD)

• KFI •

NBC LOS ANGELES

The Pacific Coast's Only

50,000 Watt

1-A Clear Channel Station

WITH THE VERY BEST

IN

RADIO

Queen for a Day

MUTUAL BROADCASTING SYSTEM

KHJ-TV 3 TO 3:30 P. M. DAILY

APRIL HIGHLIGHTS

APRIL

I4 CHICAGO

Queen of Chicago parks visits Hollywood, and invites our Queen of this day to annual blossomtime festival in Chicago.

APRIL

I6 FLORIDA

Four centuries and forty years ago today, Ponce de Leon landed and founded St. Augustine. Queen visits America's oldest town.

APRIL

I5 LONDON

When Elizabeth is crowned in Westminster Abbey, the Queen we elect this day (and her chosen companion) fly to attend the festivities.

APRIL

I7 AUSTRALIA

Commonwealth Government and B.C.P.A. host Queen and Consort for 2 week tour including Sydney, Melbourne, Tasmania.

APRIL

22 SOUTH AMERICA

Queen and Consort tour all Pan-American capitals, from Mexico City to Rio, to honor the anniversary this day of the founding of the Pan-American Union.

APRIL

20 SUN VALLEY

Today's Queen and Consort have week's holiday in America's great year round resort in Idaho.

APRIL

21 MARDI GRAS

Special train takes Royal Party to New Orleans for week, ending on Mardi Gras Tuesday.

BENTON & BOWLES, INC.

Equitable Building
Hollywood 28, California

444 Madison Avenue
New York 22, New York

FROM HOLLYWOOD:

ON RADIO:

"THE RAILROAD HOUR".....Association of American Railroads
"FATHER KNOWS BEST".....40 % Bran Flakes and Instant Postum
"THE ROY ROGERS SHOW".....General Foods Corp. (Post Cereals)

ON TELEVISION:

"THE RED SKELTON SHOW".....Procter & Gamble Co. (Tide)
"THE ROY ROGERS SHOW".....General Foods Corp. (Post Cereals)
"THOSE TWO"Procter & Gamble Co. (Tide)

FROM NEW YORK:

ON RADIO:

"PERRY MASON".....Procter & Gamble Co. (Tide)
"ROSEMARY".....Procter & Gamble Co. (Ivory Snow)
"LIFE CAN BE BEAUTIFUL".....Procter & Gamble Co. (Tide)
"PEPPER YOUNG'S FAMILY".....Procter & Gamble Co. (Camay & Duz)
"NEWS ANALYSIS".....Benson & Hedges (Virginia Rounds)
"TO FRANCE WITH MUSIC".....French Govt. Tourist Office
"ROBERT TROUT & THE NEWS".....General Foods Corp. (Log Cabin Syrup)
"FIVE MINUTE NEWSCAST"
(Ken Banghart).....General Foods Corp. (Log Cabin Syrup)

ON TELEVISION:

"CAPTAIN VIDEO".....General Foods Corp. (Post Cereals)
"GARROWAY TODAY".....General Foods Corp. (Post Cereals)
"MAMA".....General Foods Corp. (Instant Maxwell House Coffee)
"WHO'S THERE".....General Foods Corp. (Instant Maxwell House Coffee and Gaines Dog Food)
"THE DOCTOR".....Procter & Gamble Co. (Camay & Cheer)
"SUNDAY NEWS SPECIAL".....Norwich Pharmacal Co. (Pepto Bismol)
"RED BUTTONS".....General Foods Corp. (Instant Maxwell House Coffee)



Dick Aurandt

| | |
|------------|------------------|
| Hoping | ... <i>Music</i> |
| Another | for |
| Pleasant | WILD BILL HICKOK |
| Prosperous | for Kellogg's |
| Year | |
| Begins | HAWTHORNE |
| In | |
| Radio and | |
| TV | |
| Happiest | ROCKY JORDAN |
| Days | |
| All | |
| Yours | CBS STAFF |

Wilbur Hatch



Musical Director
CBS-KNX

"I LOVE LUCY"
"OUR MISS BROOKS"

TV Previews

TIME CHANGES

Monday, March 30—THE BIG PAYOFF, (2), 12 Noon. The Randy Merriman-Bess Myerson show shifts to KNXT from KNBH (Monday-Friday.)

Monday, March 30—BURNS AND ALLEN, (2), 8:30 p.m. Burns and Allen switch with LUX VIDEO THEATER, which moves to their old spot, Thursday, April 2, at 8:30 p.m.

Monday, March 30—WINDOW ON WASHINGTON, (11), 7:30 p.m. Bill Henry's news analysis moves from Channel 4 where he appeared at 11:00 p.m. Sunday.

WHAT'S NEW

Monday, March 30—STAR SHOPPERS, (11), 2:00 p.m. Bill Welsh visits city markets. Weekdays women shoppers will participate in contests to receive merchandise. (Bowed March 23.)

Thursday, April 2—WE'RE HAVING A PARTY, (13), 9:00 p.m. Kathryn Steel will appear as hostess on this new musical program. Her imitations of well-known singers are familiar to listeners.

Thursday, April 2—ACTION FISHING, (7), 8:00 p.m. Mac McClintock, host, presents fish experts as guests, conducts a fishing clinic and shows a short action film. (Debuted March 26.)

WHAT'S SPECIAL

Saturday, March 28—SATURDAY NIGHT FIGHTS, (7), 6:00 p.m. Ike Williams trades blows with Vic Cardell. Bill Stern provides ringside description.

Sunday, March 29—AMERICAN FORUM, (4), 11:30 a.m. Senators Robert S. Kerr

(D., Okla.) and Ralph E. Flanders (R., Vermont) and Representatives Richard Simpson (R., Pa.) and Herman P. Eberharter (D., Pa.) discuss "Tax Reduction: How and When?"

Sunday, March 29—WHAT'S YOUR BID? (7), 7:30 p.m. John Reed King, emcee, welcomes thirty Congressional Medal of Honor winners. Singer Jane Pickens also appears.

Sunday, March 29—THE PASSOVER OF REMBRANDT VAN RIJN, (4), 9:30 p.m. In observance of the Passover NBC presents this special drama based on an incident in the life of the great Dutch painter. Berry Kroeger stars.

WHAT'S BACK

Sunday, March 29—FRED WARING SHOW, (2), 6:00 p.m. Fred Waring and His Pennsylvanians return to TV scene after an eight-week absence during which time they toured fifty-eight cities.

WHO'S GUESTING

Saturday, March 28—JACKIE GLEASON SHOW, (2), 8:00 p.m. Mel Torme, one of the nation's leading pop singers, will appear as Jackie Gleason's guest.

Saturday, March 28—JUKE-BOX JURY, (2), 10:30 p.m. Peter Potter welcomes Art Baker who will air his opinions on modern tunes.

Saturday, March 29—AMERICAN INVENTORY, (4), 3:30 p.m. Famous artists Milton Caniff, Ellis Wilson, George Shellhas and Budwin Conn explain the value of art in rehabilitating neurotics.

Sunday, March 29—COMEDY HOUR, (4), 8:00 p.m. Bob Hope, star, welcomes Rose-

Mary Clooney and Les Brown and His Band of Renown.

Wednesday, April 1—TOP TUNE TIME, (13), 8:30 p.m. Bob McLaughlin will present Champ Butler as his guest along with a local high school.

Thursday, April 2—CHANCE OF A LIFE-TIME, (7), 8:30 p.m. Eddie Fisher, popular recording artist, will appear as Dennis James' guest.

WHAT'S PLAYING

Saturday, March 28—ALL-STAR REVUE, (4), 7:00 p.m. Sonja Henie presents her Ice Revue from the Shrine Auditorium. Harpo Marx also appears.

Sunday, March 29—THIS IS CHARLES LAUGHTON, (13), 10:00 p.m. The well-known actor tells the story of "The Divided Horsecloth" as it was told by professional bards 700 years ago.

Sunday, March 29—HOLLYWOOD OPENING NIGHT, (4), 10:30 p.m. Richard Carlson and Marguerite Chapman co-star in "My Boss and I," comedy of a fashion photographer and his lady-boss.

Monday, March 30—STUDIO ONE, (2), 7:00 p.m. "At Midnight on the 31st of March," tells the story of the last town on earth and its townspeople.

Monday, March 30—VICTORY AT SEA, (4), 7:00 p.m. "The Battle for Leyte Gulf," shows the greatest battle of the Pacific campaign. Richard Rodgers musical score backgrounds picture.

Monday, March 30—ROBERT MONTGOMERY, (4), 9:30 p.m. Robert Alda is presented in "Tomorrow Will Sing," with Theresa Celli. Alda portrays a young American flyer in Italy who helps to overcome the resentment of the native populace to American soldiers.

Tuesday, March 31—ARMSTRONG CIRCLE THEATER, (4), 9:30 p.m. Ruth Ford stars in "House of Tears," supported by an outstanding cast.

Wednesday, April 1—FAMOUS PLAYHOUSE, (7), 7:00 p.m. Bonita Granville
(Please Turn to Page 66)

CASTLE OF DREAMS! BULLETIN!

HOLLYWOOD, MARCH 17—
EVELYN BIGSBY, PUBLISHER
OF TV-RADIO LIFE MAG IS
THIRTEEN YEARS OLD TODAY.
OR IS IT THE MAGAZINE?
ANYWAY, AMONG THOSE
WISHING TV-RADIO LIFE (OR
IS IT EVELYN?) A HAPPY
BIRTHDAY TODAY ARE THE
MEMBERS OF BILL STULLA'S
PARLOR PARTY GANG. OH,
HAPPY DAY!

IN GRATEFUL APPRECIATION

for the

DISTINGUISHED
ACHIEVEMENT
Award

as

WRITER-ADAPTER

Frank Galen

Best Wishes
from



Mary McAdoo

2 p.m. Mon.-Wed.-Fri.

KNBH

Channel 4

SECURITY-FIRST
NATIONAL BANK

This Week in TV

In & Out of Focus (General Comment)

Around TV Row

Arthur Godfrey is undergoing surgery next May which will keep him off the air for four months. Robert Q. Lewis and Garry Moore will again substitute for Godfrey. . . . Red Butts, rising young TV comedian, entertains at the National Press Club's Congressional Dinner on March 31. . . . Spring



Garry Moore

is just around the corner and to prove it "Action Fishing" bows on Channel 7 with Mac McClintock, manager of Pierpoint Landing, holding the spotlight on the show. . . . Frank Sinatra has been inked to a Capitol record contract. . . . Paul Hartman, famed dance satirist, is set for film series entitled "Pride of the Family." . . . Rumor has it that Al Jarvis bows off KECA-TV shortly. . . . Adell and Paul Masterson get a baby sitter at 4:30 a.m. so that they can get their KECA airer on at 5:30 a.m. . . . Gene Autry attributes fifty per cent of his TV success to his horse Champion. . . . Jimmy Wakely bows off his KNXT airer and confines his activities to KNX radio. . . . Easter Sunday marks Fred Waring's fifth year on CBS-TV. . . . Gale Storm becomes Mayor of Sherman Oaks on April 11. Her co-star, Charles Farrell, of "My Little Margie," is serving his third term as Mayor of Palm Springs.—M.R.



AL JARVIS

The Human Guinea Pig

Klaus Landsberg, as general manager and vice president of KTLA, receives many letters during a week's time. One of the most unusual he or any other station chief will ever receive arrived at his desk last week. At the time Klaus was making preparations for the now historic "Operation Doorstep."

The letter (which TV-RADIO LIFE has obtained exclusively) read as follows:

"Mr. Klaus Landsberg:
Mgr., KTLA

In a recent Mirror article, I read that you are going to use life-size mannequins in the next A-bomb test at Las Vegas.

I think your telecast would be more interesting — also the Army might learn more — if a live person were used.

If you would care to arrange it with the gov't., I'd like to volunteer to sit in that house where the bomb is detonated."

The letter was signed by Joe Holloway, 1720 N. San Fernando Rd., Burbank, Calif. Landsberg did the only thing he could do. He turned the matter over immediately to the Atomic Energy Commission.

On Sunday, two days before the blast, Joe Holloway, the human guinea pig, appeared with Ken Graue on Channel 5's "Magazine of the Week" and repeated his offer.

He said that he felt he was not doing any more than the thousands of GI's who are over in Korea risking their lives every day. A 4-F during World War II, he also stated that his recent separation from his wife had nothing to do with his dramatic decision.

"I simply believe it is my patriotic duty," the slim, slightly nervous Holloway explained.

Final result: Holloway was not used in the test. If he had been, he wouldn't be around today.

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After inspecting the house where the atomic bomb was detonated last week, civilian defense officials stated that any human being in that house would have been killed instantly.—T.H.

Walter Cronkite

(Before returning to New York, Mr. Cronkite paused long enough to give the Hollywood press some of his personal observations of the March 17 atomic blast.)

The crack newsmen, who gave the introduction to "Operation Doorstep" and a running commentary of other on-the-spot coverage of the momentous event, based his belief that "something unusual" happened in the St. Patrick's Day test.

1. The explosion had a greater intensity of radiation than normal for this type of "shot."

2. The radiation heat of the "shot" was much greater than anticipated. It was impossible for troops or observers to enter the target area throughout the day. This was not all due to a "change in wind direction" as was reported, Cronkite said.

3. The force of ground vibration was greater than experienced observers expected and the sound of the explosion was far more intense than anticipated.

4. TV coverage of the target area was disbanded for two reasons. Because of radioactivity the target area was "unsafe" for close observations and then since the AEC was preparing another A-bomb test to take place within a few days after "Operation Doorstep" it was decided, for security reasons, to conclude all further "public" observations of the March 17 test.

Mr. Cronkite concluded that if he's ever to see another atomic detonation he hopes it's under similar circumstances.—M.R.

"Luigi" Resumes

The video version of "Luigi" is slated to return in April. Romo Vincent is being tested by Cy Howard for the role of Pasquale and Wally Cassell has tested for the title role.

Cooks Mixup

Copy under Ira Cook's picture was inadvertently captioned as "Mort" Cook. Sorry, Ira we had our Cooks mixed.

Second Glances (Critical Comment)

We Point With Pride

To Gil Martyn's adept handling of interviews with A-bomb observers. True, TV's coverage was a pooled effort. Chet Huntley, Walter Cronkite and others are to be commended for their contribution, but Gil can take the bows as far as we're concerned "Operation Doorstep" was Martyn's fifth atomic detonation coverage and, if it can be said that one acquires

(Continued on Next Page)

This Week in TV—Continued

experience in such matters, he has been well "conditioned."

Klaus Landsberg, too, is worthy of every accolade the public and industry has extended. It was a great disappointment to Landsberg when the AEC forbade any camera closeups of the targets. Because the target area was too radioactive a forty-eight-hour restriction was put on any further TV coverage. It was with great reluctance that Klaus ordered his engineering crew to dismantle the relay installations.

We View With Alarm

In case you haven't noticed it, **afternoon shows on local TV** have fallen into a real rut. It seems that the good writers get inspirations only for the evening programs and the clichés are allowed to run rampant on the early p.m. offerings. How many household hints can be tossed at viewers? How many recipes can they digest? How many cloying and gushing social tea affairs can be crammed down their throats? It does seem that there is room for a good, punchy, and original show for afternoon TV that will talk up to the ladies and not treat them as women who weren't even able to take care of their homes and family until TV's advisors came along. We may be wrong, but we have a hunch the ordinary housewife is a lot smarter than she's given credit for—and we'd like to see someone on TV come right out and admit that. Now watch someone tell us that the mentality of the average television viewers is fourteen! This is one we won't swallow. And there won't be any significant program changes made until somebody is forced to believe that TV viewers can be smart enough to stop watching the old-hat stuff.

*Off Lens (Personalities)**Alistair Cooke*

Alistair Cooke, the urbane guide to the varied elements that compose the ninety-minute program, CBS-TV's "Omnibus," invests the role of master of ceremonies with a quality as rare and hard to define as it is desirable: "class."

Mr. Cooke, who has been described as "easily one of the most literate emcees on TV," has a deep respect for the intuitive discrimination of U.S. audiences and believes that no subject is in itself dull. Only its method of presentation can sometimes be so described.

The British-born commentator, who has lived in America since 1917 and who became a U.S. citizen in 1941, is a well-qualified interpreter of the American scene. His careful and penetrating studies of America began in 1932 when—as a Cambridge graduate—he came to Yale University to further his interest in the theater.

Page Thirty-two



NBC's shapely Connie Russell doesn't seem to be bothered very much with the problem of April's showers.

However, Cooke soon gave up his desire to become an actor and devoted all his efforts to studying the United States ("I discovered that the U.S. was as exciting as a nine-ring circus. And you can't be bored in a nine-ring circus. I knew that I would never be bored here. And I knew that I had discovered my career, interpreting America to the British people").

His weekly radio talks to Britain ("Letters From America") won him the coveted Peabody Award. Since 1945, he has been the chief U.S. correspondent for one of Britain's leading newspapers, The Manchester Guardian, for which paper he writes five dispatches each week on whatever subject attracts his interest. His trenchant observations are drawn from every phase of American life that catches his perceptive eye—from geography to bathtubs—and are put down in characteristic Cooke style.

*On Lens (About Studio Happenings)**TV Make-up*

(Cora Galenti, one of Hollywood's leading beauty consultants, gives TV-Radio Life readers some tips on the proper make-up for television.)

It seems that everyone's going on television these days. The public is having a gay time guesting on panel shows, musicals, cooking shows and public-service programs. Naturally, we're all concerned with our appear-

ance and want to look our best on TV, so here goes:

DON'T: Wear rhinestones—they reflect light, and through one of the oddities of TV this is seen at home on the screen as dark spots wherever the reflected light hits. . . . Insist on your make-up being done the way you think best. Trust the professional make-up artist. . . . Wear white—it throws a dark shadow. . . . Wear your latest "Paris original" with the idea of looking like another Duchess of Windsor. . . . Feel slighted if no make-up is applied to your youngster. Remember that children are "natural subjects" and very seldom need any make-up to look their best.

DO: Wear any color except black, which tends to sharpen your features and makes you look older. Also avoid loud patterns in materials—plaids, prints—they are too distracting.

Please, men, do let the make-up artist cover your beard with pancake even if you've just shaved five minutes ago. Sans pancake, you'll look like you have a three-day growth of beard.

Happy guestings!

He'll Ask for It

On Art Baker's ABC-KECA-TV show filmed here this week (and released elsewhere in the country in three weeks—what a pleasant switch!) a ten-year-old boy is appearing to ask for something. That something is very important—really a **Someone**, his mother, who has been missing from home since March 21, 1952.

Flying here from New York to be on the telecast is Eddie Price of New York, accompanied by his father. Eddie wanted to appear on "You Asked for It" because he and his mother always used to look at Art Baker's program and because Eddie still thinks that there's a chance his mother might still be a fan and thus receive his plea.

Arrangements for the unique appeal resulted from a letter sent to the program by Harry H. Rosenthal of Philadelphia's Jewish Community Relations Council. It read:

"Dear Mr. Baker:

"Will you help a ten-year-old boy whose heart is literally breaking because his mother, to whom he was so closely attached, has been missing since March of last year? Little Eddie Price is asking that you make an appeal on your program in the hope that his mother, Mrs. Sylvia Price, may hear him or that someone who has seen his mother may be able to help him find her.

"Little Eddie pines for his mother. He roams the streets looking for her. He feels that if she would only see him and hear his plea, she might return. This is the hope that keeps the little fellow going.

"So—he asks that you show his mother's picture to the public, thereby keeping alive the hope in him that some day soon he will be reunited with her. He knows that she wouldn't turn him down if she knew how much he needed her. Won't you help him?

"The reason I'm asking you is that Eddie and his mother never missed

AEC Official Gives TV-RL Background on A-Bomb

Charter Heslep of the Atomic Energy Commission Explains How the Telecast of the Atomic Bomb Was Started, Its Purpose, Some of the Restrictions and Other Information on Future Telecasts and Atomic Warfare

(The following is an exclusive interview which TV-RADIO LIFE reporter Ted Hilgenstuhler conducted with Charter Heslep of the Atomic Energy Commission from the Desert Inn, Las Vegas.)

Q.—Since arriving here in Las Vegas I have heard this atomic bomb operation called a lot of different names. What is the official name?

A.—There is no official name. If the papers want to call it "OPERATION DOORSTEP," that's all right with us.

Q.—This is a self-evident question, but just for the record, what is the purpose of this test?

A.—The Federal Civil Defense Commission came to us for help. They said they were handicapped. They were having a difficult time actually convincing the American people of how important civilian defense really was in this atomic age. They asked us if another atomic bomb could be shown on TV and heard on the radio, emphasizing the importance of Civilian Defense. We told them it could. The

results of this you are now witnessing here in Las Vegas.

Q.—How soon will the cameras be able to move into the forward area after the blast?

A.—We hope it will be from five to seven hours, depending on the conditions. (Actually, the cameras never did move into the forward area because changing wind conditions prevented the AEC from giving clearance to the TV crews.)

Q.—Was the pre-dawn time for the actual blast chosen for technical reasons or because they wanted to let the large East Coast audience have a better time for seeing it?

A.—No, that's not true. The time for the blast was set for purely scientific reasons.

Q.—Will any live animals be used in the operation?

A.—We always use some animals in these atomic tests.

Q.—Will the AEC sanction any sponsors for the telecast?

A.—The networks wanted sponsors. The AEC could not grant this request. The "live," on-the-spot telecast cannot be sponsored. Anything after that—meaning kinescopes, films, etc.—is strictly up to the individual stations. The AEC does not object to sponsorship for kinescopes or films of the operation.

Q.—Do you think any security to our national defense will be threatened by televising this event?

A.—If we had thought that, we would never have permitted any television. We are not permitting any telescopic lenses to be used.

Q.—Do you know, or have you heard, of any sabotage?

A.—I have not heard of any, and do not expect any.

Q.—Could you explain why Klaus Landsberg was selected to do the job instead of the telephone company?

A.—Please, don't get me involved in that.

Q.—Will future atomic tests be televised?

A.—We know of no other plans at this moment.

Q.—Do you think the Russians are as advanced in atomic knowledge as we are?

A.—I can only tell you what the Chairman of the Atomic Energy Commission has already made public. We have a substantial lead over the Russians in the military application of the atom. We hope to stay that way.

Fan Fax

(FAN FAX is an exclusive TV-Radio Life column for the many TV and radio fan clubs. It will appear periodically on our pages. If you are a Fan Club official or member and wish to have information printed in this column, send it to FAN FAX, TV-RADIO LIFE, 6361 SELMA AVE., HOLLYWOOD 28, CALIF. We will try to print as much material as possible.)

Here are three more wrestling fan clubs: Sandor Szabo Fan Club (adult division), c/o Mrs. Gertrude Irwin, 2615 Santa Monica Blvd., Santa Monica, Calif.; Sandor Szabo Teen Ager Club, c/o Miss Janet Bailey, 2955 Mayfield Ave., La Crescenta, Calif.; and Jerry Christy Fan Club, c/o Betty Guerrero, 849 E. 78th St., Los Angeles 1, Calif.

"I would like to take this opportunity to thank you on behalf of 'The Octavettes' for the swell story on George Liberace," writes Theresa Marie Plant, vice president of "The Octavettes."

Mary Lee Schaefer, 1295 S. Cochran Ave., Los Angeles 19, Calif., the president of Roberta Linn's fan club, reports that she had over 150 replies in response to a few lines included in our FanFax column recently. The first anniversary of the Roberta Linn fan club will be celebrated May 23. During the past year the club has had a remarkable growth, due mainly to the hard work of its officers.

This letter is a long one. However, because it contains some pretty solid advice for fan clubs, we are deviating from our policy and printing it in its entirety. It comes from Mary E. Halde-man, 1311 Palm, San Gabriel, Calif.: "It has been interesting to read the comments pro and con about fan clubs. I say it all depends on the group. I am the adult advisor of 93 teen-agers who have banded together to encourage Leighton Noble, band-leader on "Bandstand Revue," and Roland Ross, rising vocalist. These are not silly, screaming youngsters but very intelligent young people who have selected these two personalities not only because of their music but because of their presentation and popularity. We have entertained Leighton and Roland several times and they have been a wonderful example to the young people of manners and courtesy. They have answered intelligently the youngsters' questions and given sound advice about musical careers. Our entire group has really gained by our association through the club and it has been a revelation to the parents to know that these TV artists can be even nicer than they appear on TV. A word of advice to other fan clubs who would strive toward the success we have attained: (1) Have a real or-

(Continued on Next Page)

THANKS, MRS. KENSUR

"We received our 'COLORVISION' yesterday and will say we are very happy with it. Our neighbors are excited and want one too. And we are so thrilled with the effects of the picture. I want to order four more. I just can't say in words how much pleasure 'COLORVISION' brings. Thanks very much. I remain, MRS. ALMA KENSUR, 1170 HARDY ST., SAN BERNARDINO, CALIF. (Only one of many letters on file, unsolicited.) SEE 'COLORVISION' AD ON PAGE 30."

This Week in TV—Continued

your program on ABC and liked you immensely. Perhaps your show might bring her to him."

ABC believes this is the first time such a plea has been telecast. If it is successful, there will be a jubilant time. There seems to be but one little possibility for slip-up. Suppose the missing mother is in Los Angeles, sees the program and becomes reunited with her family. "You Asked for It" will have to do some tall hustling to insert a new spot in the program before the rest of the United States sees it.

Signs of the Times

The effects of "Lucy's" top rating is making the department stores think twice about keeping open on Monday nights.

The nation-wide freeze that sets in Monday nights as America settles down to enjoy "I Love Lucy" has had a chilling effect on the business of stores open at that time. As a result, there is a trend throughout the country to move "Open Monday Night" to another day in the week. Store owners have found it not only pleases employees and customers but has proved profitable.

TV-
RADIO

Lifelines

BY EVELYN BIGSBY

OUTSIDE HOLLYWOOD PANTAGES THEATER it was raining while film-dom's "greats" assembled for the Academy Awards presentation. Inside it was warm and comfortable. The stage, with its impressive columns, its pretty pink flowers, and its giant blue-tinted cake with pensive Oscar on top and gleaming statuettes circling the bottom, was a Hollywood "production." Ladies (even the cameramen) comprised a brilliant audience.

BUT IN THE NERVE CENTER OF the huge theater it was hot. Hot and hectic. The entire two-hour telecast, as you probably know, was run from a small room which was converted from an organ loft into a control booth. In these cramped quarters reposed all the TV equipment and nine men: two video engineers, a field supervisor, technical director, audio director, a stand-by maintenance man, William Bennington (director of the program) and two associate directors, John Rich and Dick Weinberg.

NEVER ONCE DURING THE ENTIRE telecast did these men see the stage. In the booth they saw nine pictures from the nine cameras stationed in the theater and from what they saw on these screens, the director and his aides chose their shots and wrapped up their telecast. NBC

vice-president John West brought out the importance of this feat the day after the Awards event when he said it proved beyond a doubt that a big telecast could be run from a different place than that of program origination. In other words, NBC Hollywood could mastermind a program emanating from NBC Burbank studios and think nothing of it. (Commercials have been done from Burbank and integrated with live originations in Hollywood, but so far, not a whole show.)

APPROXIMATELY FIFTY NBC PERSONS worked on the big Awards presentation, which went out both radio and TV. Bennington himself spent three weeks exclusively on preparations, stayed up all night several times, got to bed at 3:00 a.m. the day of the show and reported back to the theater at 6:00 a.m. to work through until 9:30 p.m. Several engineers started placing equipment even earlier than 6:00 a.m.

ALL THIS WORK PAID OFF. Telecasting of the Awards was unanimously considered a huge success. Only criticism was on the commercials, an opinion with which this reporter is in accord. I realize the presentation cost lots of money, but it seems to me that the sponsor is, shall we say, well enough established to have used some restraint both in number and length of plugs. Just as much could have been accomplished by prestige copy and short, pleasant reference to products.

MOST OF THE STARS WHO WENT on camera seemed to feel well satisfied with the results. I heard that Mary Pickford was sufficiently pleased to remark that she wouldn't mind going on TV again. Director Bennington told me that NBC tried to do everything it could to favor the stars being TV'ed and it's evident the efforts were rewarded. Only color TV could have added the plus—the luscious pink of Janet Gaynor's lovely gown, the attractive blue of Mary Pickford's dress, the coral of Greer Garson's formal against her red hair.

BENNINGTON TOLD ME AFTER the telecast that the first thirty minutes of the program were the hardest. Somewhere they lost five minutes, and at one time he was so disturbed he accidentally knocked his stop watch off the table. This might have been serious if a co-worker hadn't had another timepiece keeping tab. I asked Bennington how nearly the telecast had come to his ideal. He modestly said he had aimed at perfection and guessed he had missed by 10 per cent.

INCIDENTALLY, BOB HOPE

Fan Fax

(Continued from Preceding Page)

ganization with an adult advisor so that you have consent and co-operation of parents. (2) Really try to help your honoree by mail and encouragement but do not hinder him or her by mobbing them in public or telephoning them. (3) Take advantage of such columns as are found in **TV-RADIO LIFE** for gaining members and passing news." Pretty sound advice, we think.

Margaret Tierney, 2536 E. 96th St., Chicago, Illinois, writes us: "I would like to know if there is any address of the **Hopalong (Bill Boyd) Cassidy fan club**?" We have none listed here, but perhaps some one of our readers might know and drop Margaret a line.

"Since **Tony Lovello** is now in the army, we really need to get behind him," says **Barbara Bestland, president of the Lovello-ettes, 2200 N. Orchard Dr., Burbank, Calif.**

"We, the entire membership of the **'Meet Millie TV Fan Club,'** urge you to use your good influence to keep this show running on and on and on."

"The **Jerry Christy fan club** is having a membership drive," writes **Tillie Macias, Route 2, Box 1693, Oxnard, Calif.**

Richard Knapp, 2223 N. Fair Oaks Ave., Altadena, Calif., would like to join a club for **Nina Bara** or **Ed Kemmer**.

(Editor's note: Because we want to be fair to both the clubs, the stars, and the prospective members, and in order not to show partiality, **FAN FAX** never favors one club over another. Consequently, we merely publish various requests, and then let the respective fan clubs take the necessary action. This is especially so when a star has two or more clubs—as is true in many cases.)

"We want to thank you for your writeup on our star, **Korla Pandit**. All interested in helping get **Korla** back on TV write to **Daisy Ciocca, 13540 Muscatine St., Pacoima, Calif.,** or **Gwyn C. Beck, 1406 1/2 S. Ramona Blvd., San Gabriel, Calif.**"

Want to join a club for **Sam Nichols**, western vocalist? Write to **Pat Garner, 21843 Salmon Ave., Long Beach, Calif.**

Edna Jelinek, 4708 W. 168th St., Lawndale, Calif., wants to start a club for **Nina Bara**.

PULLED the show out of the five-minute time lapse and back onto schedule. But until he did, the boys in the booth sweated it out, both literally and figuratively. They must have been terribly uncomfortable trying to work in tuxedos. Two electric fans didn't do much of a job to ease the room's closeness.

WHEN I ASKED BENNINGTON about his tuxedo, he only laughed and said, "I didn't wear one. Neither did John Rich. You see, we both got so busy we couldn't even get across the street to the Plaza Hotel where our tuxes were hanging, waiting for us. So we did the show in our shirt-sleeves."



LIFE with ELIZABETH

starring
BETTY WHITE

featuring
DEL MOORE

KLAC-TV

CHANNEL •



March 28

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 10:00 5 News; Music—30m.
7 Thrill Theatre—30m.
"Rex and Blinty."
- 10:15 7 Test Pattern—30m.
- 10:30 5 Giant Movie—One—60m.
- 10:45 8 Televespers—15m.
- 11:00 7 Rootie Kazootie—30m.
Songs audience participation, movie
and a 3-minute playlet.
- 8 Smilin' Ed McConnell—30m.
- 11:30 4 Cinema Carnival
5 Smilin' Ed McConnell—30m.
7, 8 Sky King—30m.
"One for the Money."
- 12:00 5 Giant Movie—Two—60m.
7 Sagebrush Theatre—2½ hrs.
8 Rootie Kazootie—Kids—30m.
- 11 Test Pattern.
- 12:30 8 This Is Your Life—30m.
With Ralph Edwards.
- 12:55 11 KTTV News—5m.
- 12:45 4 State Income Tax—15m.
11 Afternoon Serenade—10m.
- 1:00 4 Farms and Gardens—30m.
Agricultural tips and news.
- 5 Giant Movie—3—75m.
- 8 Armed Forces Talent Patrol
Steve Allen with Armed Forces
Talent.
- 1:15 11 Afternoon Serenade
- 1:25 11 KTTV News.
- 1:30 4 Big Picture—Documentary—
"The Famous Third Army."
- 8 Wrestling Films—60m.
- 11 Saturday Afternoon Movie—
- 2:00 4 Cinema Carnival—90m.
- 2:15 5 Giant Movie—4—90m.
- 2:20 7 Set of Seven—10m.
- 2:30 7 Campus Farmers—30m.
Horticulture Demonstrations.
- 8 I Married Joan—Comedy—30m
Starring Joan Davis in comedy
series.
- 2:45 11 Saturday Afternoon Movie—
- 3:00 7 Stu Erwin Show—30m.
With Stu Erwin and June Collyer.
The Erwins air a battle on women's
rights in "Great Debate."
- 8 Date With Judy—30m.
- 3:30 4 American Inventory—30m.
Artists, Milton Caniff, Ellis Wilson,
George Shellhas and Budwin Conn
show the value of art as therapy in
relieving nervous tension.
- 7 Beulah—30m.
Starring Louise Beavers.
- 8 Fireside Theatre—30m.
- 3:45 5 Giant Movie—5—75m.
- 4:00 4 Outdoors with Wangerheim
7 Western Theatre—60m.
8 Super Circus—K—30m.
9 This Is Your Navy—30m.
A report on our navy's activities.
- 11 How Does It Work?—30m.
With Arnold Pike. Compton High
School demonstrates "Carbon."
- 4:15 2 Program Previews—15m.
- 13 Public Service Film—15m.
- 4:30 2 Learning, '53—30m.
4 Dick Tracy—30m.
8 Trouble With Father—30m.

- 9 Fearless Fosdick—30m.
- 11 Comedy Cameos—15m.
Classic movie comedies.
- 13 Film Short—15m.
- 4:45 11 Auction City—15m.
With Sam Mannis.
- 5:00 2 Saddle Tales—75m.
- 4 Teleteen Reporter—30m.
Featuring teen-age revue with emcee,
Al Burton.
- 5 Man's Best Friend—Pets—30m.
With Herb Wegner.
- 7 Paul Whiteman's TV Club—K—
Featuring teen-age musical.
- 8 All Star Revue—K—60m.
- 9 Timmy O'Toole—30m.
Jay Irving with Timmy and Sally.
- 13 Saturday Matinee—85m.
- 5:30 4 Animal Panel—30m.
With Jack McCoy.
- 5 The Fighting West—60m.
- 7 Space Patrol—K
- 9 Action Theatre—60m.
- 6:00 4 Your Show of Shows—M—90m.
Sid Caesar and Imogene Coca
- 7 Sat. Night Fights—M—60m.
Ike Williams vs. Vic Cardell with
blow by blow descriptions by Bill
Stern.
- 8 Beulah—30m.
Louise Beavers stars.
- 11 Red Ryder Feature—60m.
- 6:15 2 Income Tax Survey—15m.
- 6:25 13 Late News—5m.
- 6:30 2 Meet Millie—M—Comedy—30m.
With Elena Verdugo.

Movie Titles - - Page 43

- 5 Movie Theatre—90m.
- 8 Jackie Gleason—Variety—K—
June Taylor dancers and weekly
guests.
- 9 Momentos Alegres—30m.
Top entertainment from Latin
American world.
- 13 Who Knows This?—30m.
High school students speak on edu-
cational subjects with guests.
- 7:00 2 Quiz Kids—30m.
- 7 Texas Wrestling—60m.
From the Dallas Sportatorium.
- 9 Feature Theater—90m.
- 11 Film Featurette—30m.
- 13 Dinner Theater—30m.
Film series.
- 7:30 2 Hollywood Road to Fame—
NTG with group of hopeful talent.
- 4 Hit Parade—Music—M—30m.
America's top tunes, featuring
Snooky Lanson, Dorothy Collins
and June Valli.
- 8 Red Buttons Show—30m.
- 11 First Run Movies—90m.
- 13 Hometown Jamboree—60m.
With Cliffie Stone, Tennessee Ernie,
Molly Bee, Bucky Tibbs, Joan
O'Brien and the McQuade twins.
- 8:00 2 Jackie Gleason—Variety—K—
Guest: Mel Tormé.
- 4 A Question of Truth—30m.
Melvyn Douglas stars.
- 5 Spade Cooley—Variety—60m.
- 7 Boxing Interviews—15m.
- 8 Groucho Marx—Quiz—30m.
With the "You Bet Your Life" quiz.
- 8:15 7 Hank Weaver—Under the
Pepper Trees—15m.
- 8:30 4 My Hero—Comedy—30m.
Robert Cummings.
- 7 H'wood Legion Bouts—2½ hrs.
- 8 I Love Lucy—Comedy—30m.
Lucille Ball and Desi Arnaz.
- 9 TV Juke Box—30m.
Frank Carroll and music.
- 13 Film Playhouse—90m.
- 9:00 2 Our Miss Brooks—Comedy—
Starring Eve Arden.
- 4 The Sky's the Limit—30m.
Bill Leyden, Quizmaster and Sandy
White.
- 5 Big Sat. Nite Movie—90m.
- 8 Burns and Allen—Comedy—
- 9 Gift for Gab—30m.
Vern Viblene introduces contestants
undergoing specialized speech
training who compete for prizes.
- 11 Life Begins at 80—Panel—K—
Jack Barry, Georgiana Carhart and
Fred Stein and guests revive ancient
songs.
- 9:30 2 International Wrestling—
From the Valley Gardens Arena,
North Hollywood.
- 4 All-Star Revue—K—60m.
Sonja Henie's ice revue from Shrine
Auditorium and Harpo Marx.
- 8 Chevron Theatre—30m.
- 11 Mystery Theater—60m.
- 9 Mystery Theater—30m.
- 13 Staurday Whoop-De-Do—60m.
With Cliffie Stone.
- 10:30 2 Juke Box Jury.
Peter Potter and guests rate latest
records. Appearing are John Evans,
Phyllis Kirk, Johnny Johnston, Jack
Bailey, Cass Daly.
- 4 Cinema Carnival—75m.
- 5 Sat. Night Movie—75m.
- 9 Mystery Theatre—75m.
- 11 Saturday Startime—30m.
- 9 Charles Antell—30m.
- 11:00 7 Major Movie Theater—75m.
- 8 Danger—30m.
- 11 Murder Before Midnight—60m.
- 13 Late News—5m.
- 11:05 13 Owl Movie
- 11:30 8 Hit Parade—30m.
Dorothy Collins, Snooky Lanson
and June Valli.
- 11:45 5 Final Edition—10m.
Tom Hatten reports.

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SUNDAY *tv* LOGS

TV-RADIO LIFE

March 29

Information Received From Stations
Subject to Last Minute Change.

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 8:00 7 Test Pattern-15m.
8:30 4 ✓ Passover of Rembrandt Van Rijn-30m.
Starring Barry Kroeger.
8:15 7 Inspirational Guest Hour-
9:00 4 ✓ Palm Sunday Service
From Philadelphia's Tabernacle
Lutheran Church.
9:15 7 God's Story Book-15m.
9:30 7 Inspirational Guest Hour-
9:40 11 KTTV News-5m.
9:45 8 Film Short-15m.
11 Sunday Theatre
10:00 4 Youth Wants to Know-30m.
8 Let There Be Light-30m.
11 Test Pattern-45m.
4 Frontiers of Faith-30m.
7 Cactus Playhouse
8 Frontiers of Faith-K-30m.
10:45 2 Program Previews-15m.
9 In the Public Interest-15m.
13 ✓ Visit to Corinth-30m.
11:00 2 Sunday Morning Show-60m.
5 In God We Trust-60m.
7 Church in the Home-60m.
4, 8 Mr. Wizard-Science-K-
9 Church of the Open Door-
11 Great Churches of the Golden West-60m.
With Rev. Clifton Moore from the
First Baptist Church of Los Angeles.
13 Public Serv. Film-15m.
11:15 13 Sunday Morning Movie-75m.
11:30 4 American Forum of the Air.
8 Western Theatre-60m.
11:45 13 Sunday Morning Movie-
12:00 2 U.N. This Week-30m.
4 Cinema Carnival
5 Movie Theatre-60m.
7 Lundberg Show
With Dan Lundberg.
9 Let's Go to the Movies-75m.
11 ✓ Voluntarily Speaking-15m.
Jr. League
12:15 11 Polyzoides, Foreign Editor-
Weekly political analyses.
12:30 2 Light of Faith-30m.
7 Faith for Today-30m.
11 Garden Chats-30m.
13 Film Short-30m.
1:00 2 State of the Union-M-30m.
5 Western Theatre-60m.
7 Western Film-45m.
8 Captain Midnight
11 Auction Park-30m.
13 Sunday Matinee-75m.
1:15 9 Feature Film-75m.
1:30 2, 8, Omnibus-M-90m.
Ethel Barrymore in "Lord Byron's
Letter," by Tennessee Williams.
Also: Gershwin's "135th Street,"
and discussion of "Mr. Lincoln."
4 Sunday Service-K-30m.
11 Big Picture
1:45 7 Mirandy's Garden Shop-15m.
Garden tips and flower-of-the-week.
2:00 4 Get the Facts-30m.
5 Twin Movies-75m.
7 Super Circus-Variety-M-60m
11 770 on TV-30m.
With Bill Crago and guests.

- 2:15 13 Sunday Matinee-75m.
2:30 4 This Is the Life-30m.
"Prayer."
9 Feature Film-75m.
11 Jalopy Derby-2½ hrs.
3:00 2 You Are There-30m.
4 I'd Like to Know-60m.
Candidates for Mayor of Los An-
geles answer voters' questions.
7 Travelcade of Youth-30m.
Music, inspirational messages and
guest speakers.
8 Canine Corner-30m.
11 Jalopy Derby-2 hrs.
3:15 5 Twin Movie-90m.
3:30 2, 8 See It Now-M-30m.
Editor-Narrator Ed Murrow with
people and places that make the
headlines.
7 Sunday Serial-30m.
13 Sunday Matinee-2 hrs.
3:45 9 Feature Film-90m.
4:00 2 Cavalcade of Books-30m.
Georgiana Hardy and Everett Noon-
an.
4 Kukla, Fran and Ollie-K-
7 Your Sunday Matinee-60m.
8 Roy Rogers-30m.
4:30 2, 8 Private Secretary
With Ann Southern.
4 Zoo Parade-K-30m.
Martin Perkins explains "Animals
Usefulness to Man."

Movie Titles - - Page 43

- 4:45 5 Movie Theatre-75m.
5:00 2 Blue Flame Theatre-30m.
4 Hallmark Hall of Fame-K-
7 Comedy Curtain Call-K-30m.
The Chimps: "Africa Squawks" and
"Aping in Hollywood."
8 Comedy Hour-K-60m.
11 Captain Midnight-30m.
"Mysterious Island" - Chapter 2
"Flaming Death."
5:10 13 Late News-5m.
5:15 9 ✓ Church of Churches
13 American Legion Program
5:30 2 Palladium Party-30m.
With Jan Garber and his orchestra.
4 Tex Williams Show-60m.
5 Film Featurette-30m.
7 Tootsie Hippodrome Kids-K
11 Comedy Cameos-15m.
Classic movie comedies.
13 Freedom Forum-60m.
With Freeman Lusk.
5:45 11 Film Featurette-45m.
6:00 2, 8 The Fred Waring Show-
With Fred Waring and His Penn-
sylvanians.
5 Wild Bill Hickok-30m.
7 Earl Scheib Theatre-60m.
11 Twenty Questions-Quiz-K-
Florence Rhinar, Herb Polesje,
Johnny McPhee and guest Benjamin
Fine.
6:30 2, 8 Time to Smile-Variety-
Alan Young.
4 Roy Rogers Show-30m.
"Flying Bullets."
5 Eastside Kids-60m.
11 Youth on the March-30m.
13 Movie of the Week-75m.
7:00 2 Stork Club-30m.
Sherman Billingsley with guests.
4 8 Red Skelton-Comedy-30m.

- 7 Seminar-30m.
"What Social Classes Owe To Each
Other," by William Graham Sumner.
11 Bishop Fulton J. Sheen-K-
"Life Is Worth Living."
13 Short Story-30m.
7:30 2, 8 What's My Line?-M-30m.
Moderator Jonn Daly with panelists
Arlene Francis, Dorothy Kilgallen,
Hal Block and Bennett Cerf.
4 Mr. Peepers-K-30m.
Starring Wally Cox.
5 "The Movies"-90m.
Barbara Ann Bread and Star Kist
Tuna bring you "Man Bait" with
George Brent and Marguerite Chap-
man.
7 What's Your Bid-30m.
John Reed King, emcee and guest
Jane Pickens honor 30 congressional
medal of honor winners.
11 Sunday Feature Theatre-60m.
13 Movie of the Week-90m.
7:45 13 Surprise Theater-75m.
8:00 2 Jimmy Wakely Show-30m.
4 The Comedy Hour-K-60m.
Bob Hope stars with Rosemary
Clooney, Les Brown.
7 770 Forum-30m.
Retail clerk's union.
8 Mr. Peepers-K-30m.
8:15 7 Income Tax Round Table-
8:30 2 This Is Show Business-30m.
Clifton Fadiman, host, with guests,
Joan Bennett, Kathryn Lee and
Mary Platt, Jay Lawrence and Nor-
man Brooks.
7 Both Sides-30m.
Quincy Howe, moderator. "Tide-
lands' Oil Issue."
8 Wisdom of the Ages-30m.
11 Film Feature-30m.
9:00 2 Toast of the Town-Variety-
K-60m.
Ed Sullivan guests, Roberta Peters,
Rex Harrison, Lilli Palmer and
Burl Ives, Debbie Reynolds, the
Vleena Choir Boys and Dave Burns.
4 Goodyear TV Theater-K-
"Wish On the Moon" with Phyllis
Kirk and Eva Marie Saint.
5 Bandstand Revue-60m.
Emcee Harry Babbitt and Leighton
Noble's orch.
7, 8 Walter Winchell-News-K
11 Front Page Detective-30m.
Edmund Lowe in "Murder Rides
the Night Train."
9:15 13 Freddy Martin Time-60m.
7 Mayor Bowron-15m.
8 TV Playhouse-60m.
9:30 7 Straight From Shoulder-30m.
Dr. James F. Field, Jr., moderates.
11 Rocky King, Detective-K-
Starring Roscoe Karns in "The
Abandoned House."
10:00 2 Bachelor's Haven-30m.
4 The Doctor-Drama-30m.
"Luncheon at Casey's."
5 Magazine of the Week-45m.
(Continued on Next Page)

TV'S TOP PICTURES
"THE MOVIES" EVERY
KTLA CHANNEL 5 **SUN.**
7:30 PM
PRESENTED BY
Barbara Ann BREAD and Star-Kist Tuna

MONDAY-FRIDAY TV 9:30 A.M. TO 5 P.M.

- 7:30 4 Assembly Session-M-F
 9:00 4 Star Salon-M-F
 13 Motion Picture-60m.
 9:30 2 There's One in Every Family-M-F-30m.
 Dean Miller, emcee with talent quiz.
 4 Ding Dong School-M-F
 Fun for little tots.
 9:45 2 Air Force Theatre-15m.-Th.
 10:00 2 Morning Show-60m.
 4 Cinema Carnival-90m.
 10:15 8 Film Short-15m.
 13 Dept. Store of the Air
 10:30 8 Strike It Rich-M,W,F.
 Film-Tu,Th.
 10:45 2 Star Hostess Party-W.
 With Johnny Carson and Marian Richman.
 11:00 2 Freedom Rings-Tu,Th.
 John Beal, star.
 8 What's Cooking?-30m.
 13 Mike Roy-Home-90m.
 11:15 2 Coffee With Coates-M,W,F.
 11 Morning Serenade-10m.
 11:25 11 KTTV News-5m.
 Party-M-30m.
 11:30 2 Art Linkletter's House Party-M-F-30m.
 4 Foods for Thought-30m.
 Featuring Lenore Kingston.
 8 Search For Tomorrow.
 11 Wrestling Films-30m.
 11:45 8 Did ia Know?-15m.
 12:00 2 The Big Payoff-M-F-30m.
 4 Break the Bank-M-F.
 7 What's Your Trouble? M-W-F
 Dr. Norman Vincent Peale.
 Video News-T-Th.
 11 Norma Gilchrist Show
 Hints on beauty, make-up, fashions, grooming and cooking
 7 News and Farm Reports-
 12:25 9 Music Moods-5m.
 12:30 2 California Living-30m.
 Mercedes Bates with guests.

- 4 Welcome Trav'lers-30m.
 7 Noontime Movie-75m.
 9 Sam Hayes-News-10m.
 11 Sheriff John-60m.
 John Rovick with cartoons and safety hints.
 13 Betty White-H'wood on TV-90m.
 12:45 8 Guiding Light-15m.
 12:50 9 Suspects Wanted-10m.
 9 Movie Matinee-75m.
 12:55 11 KTTV News-5m.
 1:00 2 Strike It Rich-30m.
 With Warren Hull.
 4 Kate Smith Hour-M-
 8 TV Classroom-M, W, F.;
 Your Schools Today-Tu, Th.
 11 Chef Milani-60m.

Movie Titles - - Page 43

- 1:30 2 Bride and Groom-15m.
 8 Double or Nothing-M, W,F.
 1:45 2 Search for Tomorrow-M-F-30m.
 7 News-15m.
 8 Meet Betty Furness-F.
 2 Love of Life-15m.
 4 Mary McAdoo-M,W,F.
 Star Salon-Th-30m.
 Audience participation.
 7 Gaffney's Kitchen-45m.
 8 Midday Matinee-60m.
 9 Mama Weiss-55m.
 11 Star Shoppers-M-F-
 With Bill Welsh.
 13 Time for Music-60m.
 2:15 2 Guiding Light-15m.
 2:30 2 Arthur Godfrey-M-Th.
 Ladies Always Win-F.
 4 Parlor Party-60m.
 Bill Stulla, Patricia Lynn,
 Buddy Jobe and Bob Mitchell
 5 News and Music-25m. F.
 11 Bill Leyden's Theatre-
 2:45 7 Feature Film-75m.
 2:55 9 Headline Report-5m.

- 3:00 2 Bill Cullen Show-15m.
 noon Show-Tu.
 Meet Betty Furness-F.
 5 Big Picture-F.
 Documentary on our armed forces.
 8 Smokey Rogers-2 hrs.
 9 Queen for a Day-30m.
 13 Betty White-Hollywood on TV-60m.
 3:15 2 Double or Nothing-M,W,F.; Just Around the Corner-Tu,Th.
 With Eddie Albert.
 3:30 4 Donald Novis Cooks-M-F-30m.
 5 News and Music-25m.
 Tricks & Treats-30m.-F.
 9 Lucky U-30m.
 Starring Kenny Curtis and Shug Fisher.
 3:45 2 Garry Moore Show-15m.-M,Tu,W,F.
 3:50 11 Gwen and Lorraine-M,W,F.
 3:55 5 Police Calls-5m.-M-Th.
 4:00 2 Afternoon Show-60m.-M,Tu.
 4 Jack McElroy-45m.
 Les Anderson, Marilyn Mills and Eddie Baxter.
 5 Movie Theatre-60m.
 7 Al Jarvis Show-60m.
 9 Star Time-30m.
 With Gene Norman.
 11 Nancy Dixon-15m.
 M, W, F
 Rita LaRoy-Tu, Th.
 13 Bob McLaughlin-Time for Music-50m.
 4:15 2 Afternoon Show-45m.-W,Th,F.
 6 Spanish Film-W.
 11 MovieLand Matinee
 4:30 6 Spanish Film-M,Th,F.
 9 Gene Norman-90m.
 4:45 4 Gabby Hayes-15m.
 Guest star, Bob Steele in "Six Gun Man."
 6 Spanish Film-Tu.
 4:50 13 Dr. Ernest C. Wilson-

Sunday TV Logs

(Continued from Preceding Page)

- 7 Hour of Decision-15m.
 With Billy Graham.
 11 The Plainclothes Man-K-30m.
 Ken Lynch and Jack Orrison star.
 in "Dishonor Among Thieves."
 13 Charles Laughton Reads-15m.
 "The Divided Horsecloth."
 10:15 7 The World Church-90m.
 8 City Hospital-30m.
 13 Owl Movie-90m.
 10:30 2 The Late Show.
 4 Hollywood Opening Night-K
 Richard Carlson and Marguerite Chapman in "My Boss and I."
 11 Sunday Cinema-30m.
 10:45 5 Your Income Tax
 8 My Little Margie-30m.
 11:00 4 Bill Henry Show-15m.
 And his "Window on Washington."
 5 Final Edition-15m.
 11:15 4 Cinema Carnival-90m.
 5 Tele-Vespers-30m.
 8 Rocky King, Detective-30m.
 11:45 8 Club Embassy-15m.
 13 Late News-10m.

watch the ladies

talk their way into

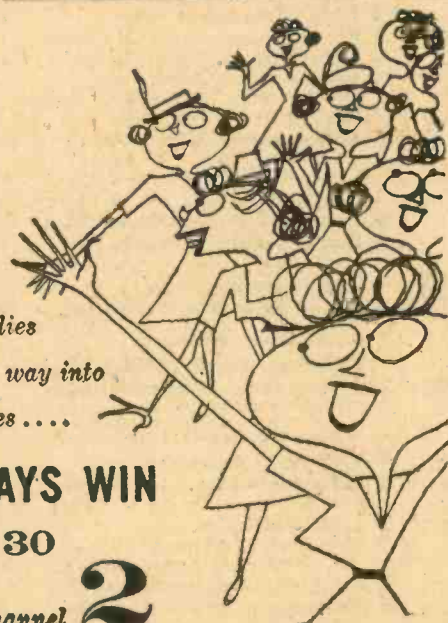
valuable prizes

LADIES ALWAYS WIN

friday 2:30

KNXT channel

2



MONDAY *tv* LOGS

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 T. McCoy Wild West-30m.
4 Junior Crossroads-75m.
A juvenile film series.
5 Playeraffer's Club-25m.
7 Al Jarvis Amateur Show-30m.
8 Kate Smith-15m.
9 Gene Norman Cont'd-60m.
11 Movieland Matinee, Cont'd-
13 Webster Webfoot-30m.
5:15 4 Jump Jump-15m.
With Mary and Harry Hickox.
5:25 5 Program Preview-5m.
5:30 2 Space Funnies-30m.
4 Howdy Doody-Juvenile-30m.
Bob Smith's Puppets.
5 Cowboy Thrills-Movie-60m.
Doye O'Dell.
6 Western Movie
7 Ladies' Matinee-30m.
With Jack Rourke.
8 Jack's Magic Shop-15m.
11 Cartoon Time-45m.
Film cartoons and fables told by
John Rovick.
13 Televenture-60m.
5:45 8 Channel 8 Corral-45m.
6:00 2 Laurel and Hardy-30m.
4 Peanut Circus-15m.
7 KECA-TV News-15m.
9 Action Theatre-60m.
6:15 4 Comedy Klub-30m.
7 Jack Owens Show-30m.
With Mary Ann and models.
11 Welsh at the Airport-15m.
Interviews with international trav-
elers.
6:30 2 Doug Edwards-News-15m.
5 Fly Boy-15m.
6 Movie-75m.
8 Time for Beany-Kids-15m.
11 Sheriff John's Clubhouse-
13 KLAC Telepaper-15m.
6:45 2 Perry Como-Music-K-15m.
4 Hawthorne-Weather-5m.
5 Handy Hints-Tips-15m.
Dorothy and Ken present helpful
suggestions for the home.
7 Space Patrol-15m.
Adventures in outer space with
Carol, Robbie, Happy and Tonga.
8 Newsreel-15m.
11 George Putnam-News-10m.
13 Cleve Roberts Report-15m.
International news slants.
6:50 4 Sports News-5m.
6:55 4 Elmer Peterson-News-5m.
Newscaster Peterson with the late
world happenings.
7:00 11 Weather-Gene Bollay-5m.
2 Studio One-Drama-M-60m.
The story of the last village left on
earth and its people unfolds in "At
Midnight On the 31st of March."
4 Victory at Sea-30m.
5 Newsreel-15m.
With Gil Martyn.
7 Cisco Kid-30m.
Cisco and Pancho land in jail try-
ing to help a runaway child.
8 Kieran's Kaleidoscope-15m.
9 Newspaper of the Air-15m.
Jack Gardner, reporting.

TV-RADIO LIFE

March 30

- 11 Film Featurette-15m.
13 Million Dollar Movie-90m.
7:15 5 Time for Beany-15m.
Puppet adventures for children
with Beany, Cecil and friends.
8 Yesterday's Newsreel-15m.
9 Little Theater-15m.
"A Thousand Years" with Onslow
Stevens and "Getaway" with Lynne
Roberts.
11 Window on Washington
With Bill Henry.
7:30 4 Those Two-Comedy-K-15m.
Starring Pinky Lee and Martha
Stewart.

Movie Titles - Page 43

- 5 At Ease-30m.
All-Marine show with the Camp
Pendleton Post Band.
7 Advs. of Kit Carson-30m.
"Powder Snake Trail."
8 People in the News-15m.
Harold Keen and people of renown.
9 What's Name of Song?-30m.
Bill Gwinn with song identification
contest.
11 March of Time-30m.
Van Vorhees with news of current
interest on film.
7:45 4 Camel News Caravan-15m.
John Cameron Swazee.
6 Movie
8 Arden Varieties-10m.
7:55 8 News-5m.
8:00 2 Harry Owens Show-30m.
With the Royal Hawaiians and Hilo
Hattie. Brought to you by United
Airlines.
4 Paul Winchell-Jerry Mahoney
5 Dixie Showboat-Revue-60m.
Dick Lane, star.
7 You Asked For It-30m.
Art Baker presents unusual acts and
people.
8 Four Star Playhouse-30m.
9 Pontiac News-15m.
Ted Meyers reports.
11 Meet Your Congress-30m.
Blair Moody, moderator.
8:15 9 TV University-15m.
8:30 2 Burns and Allen-Comedy-
4 Voice of Firestone-30m.
7 Superman-30m.
George Reeves in "The Monkey
Mystery."
8 Lux Video Theatre-30m.
9 Photography Is Fun-30m.
Amos Carr and Ted Myers.
11 Champion Wrestling-2 1/4 hrs.
13 Million Dollar Movie-90m.
9:00 2 I Love Lucy-Comedy-30m.
Starring Lucille Ball and
Desi Arnaz.
4 Meet the Press-Panel-K-30m.
5 Roller Derby-30m.
7 Prestige Playhouse-90m.
8 Masterpiece Playhouse-90m.
9 King of the Ring
From the Wilmington Bowl.
9:30 2 Red Buttons-Comedy-30m.
4 Robert Montgomery Presents
Robert Alda in "Tomorrow We
Sing."
5 Your Town-30m.
Mayor Bowron gives an insight into
the running of a big city.
9 King of the Ring-60m.

- 10:00 2 KNXT 10 O'Clock News-30m.
5 Teleforum-60m.
13 Million Dollar Movie-1 1/4 hrs.
10:30 2 Chronoscope-News Panel-
15m.
Discussion of current news. Guest
Edward J. Titty.
4 Star Salon-30m.
7 Hank Weaver-News-15m.
8 Studio One-60m.
9 Newspaper of the Air-15m.
Jack Gardner, reporting.
10:45 2 Table in Hollywood-15m.
Paul Coates with celebrity inter-
view show.
7 Moonlight Movietime-60m.
9 Mystery Theater-75m.
11 Locker Room-15m.
Wrestling interviews by Bill Welsh
11:00 2 The Late Show-60m.
Bob Longenecker, host.
4 Eleventh Hour News-15m.
Frank Barton reports.
5 Final Edition-15m.
11 George Putnam-News-15m.
11:15 4 Cinema Carnival-60m.
11 Jackson's Theatre-90m.
11:30 8 Biff Baker, U.S.A.-30m.
11:45 13 Ed Lyons' Headlines-5m.
11:50 13 Owl Movie-75m.
12:00 8 Newsreel-10m.
1:00 11 News, Sports-10m.
With Jackson Wheeler.
1:10 11 Late Late Jackson Theatre-
2:30 11 Wrestling Films-30m.



HARRY OWENS and his Royal Hawaiians

featuring Hilo Hattie with Larry Ramos,
youthful Hawaiian guest star

**TONIGHT MARCH 30
KNXT 8-8:30 P.M.**



NEW SHOW TIME

STARTS THURSDAY, APRIL 2

The Harry Owens show will come
to you from now on

10-10:30, KNXT, every THURSDAY

brought to you by

UNITED AIR LINES

March 31

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

J Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 Tim McCoy—60m.
4 Junior Crossroads—15m.
5 Playcrafter's Club—30m.
7 Al Jarvis Amateur—30m.
8 Industry on Parade—15m.
9 Gene Norman Cont'd
11 Movieland Matinee, Cont'd—
13 Webster Webfoot—30m.
- 5:15 4 Jump Jump—15m.
With Mary and Harry Hickox.
8 Welcome Traveler—15m.
- 5:30 2 Space Funnies—30m.
4 Howdy Doody—Juvenile—30m.
5 Cowboy Thrills—Movie—60m.
7 Ladies' Matinee—30m.
8 Jack's Magic Shop—15m.
11 Cartoon Time—45m.
13 Televenture—60m.
- 5:45 6 Movie—60m.
8 Channel 8 Corral—45m.
- 6:00 2 Laurel and Hardy—30m.
4 Peanut Circus—15m.
7 KECA-TV News—15m.
9 Action Theatre—60m.
- 6:15 4 Comedy Klub—30m.
7 Jack Owens Show—30m.
11 Welsh at the Airport—15m.
Interviews from International Air-
port.
- 6:30 2 Doug Edwards—News—15m.
5 Flyboy—15m.
8 Time for Beany—Kids—15m.
11 Sheriff John's Clubhouse—
With John Rovick.
13 KLAC Telepaper—15m.
- 6:45 2 USA Canteen—15m.
Starring Jane Froman.
4 Hawthorne—Weather—5m.
5 Handy Hints—Tips—15m.
Dorothy Gardiner and Ken Graue.
6 Movie—75m.
7 Space Patrol—15m.
Adventures in outer space with
Carol, Robbie, Buzz, Happy and
Tonga.
- 11 George Putnam—News—10m.
13 Cleve Roberts' Report—15m.
International news slants.
- 6:50 4 Sports News—5m.
Cleve Hermann Reports.
- 6:55 4 Elmer Peterson—News—5m.
11 The Weather—Gene Bollay
- 7:00 2 Range Rider—Western—30m.
With Jack Mahoney and Dick Jones.
4 It's a Good Idea—15m.
Helen Parrish with Mr. and Mrs.
Edward Arnold.
5 Newsreel—15m.
Gil Martin with the news.
7 Beulah—Comedy—30m.
Louise Beavers stars in "Temporary
Genius."
8 Cisco Kid—30m.
9 Newspaper of the Air—15m.
Jack Gardner, reporting.
11 Ramar of the Jungle—30m.
"Road of No Return," with Jon Hall
13 Film Playhouse—90m.
7:15 4 Short, Short Dramas—15m.
"The Will."

- 5 Time for Beany—15m.
Puppet adventures with Beany,
Cecil and friends.
- 9 Little Theater—15m.
"Pitchman," with Helen Parrish
and "Dark Night," with Jorja
Courtright and James Kirkwood.
- 7:30 2 Danger—Mystery—30m.
"Car Pool."
4 Dinah Shore—Music—15m.
5 The Gypsy Show—30m.
With Roberta Linn.
7 Name's the Same—Panel—
8 People in the News—15m.
Harold Keen and people of renown.
9 Your Town's Talent—30m.
Bob Moon, emcee.
11 Chevron Theatre—30m.
"Goodbye To the Clown," with Gigi
Perreau.
- 7:45 4 Camel News Caravan—15m.
With John Cameron Swayze.
- 8 Arden Varieties—10m.
- 7:55 8 News—5m.
9 Film Featurette—15m.
- 8:00 2 The Web—Mystery—K—30m.
"The Curve," Steve Elliott, Michael
Higgins, Rosemary Petit.
4, 8 Buick Circus Time—60m.
Starring Joe E. Brown.
5 Movie Theatre—60m.
7 Wrestling—60m.
From South Gate.
9 Pontiac News—15m.
Ted Myers
11 Abbott and Costello—comedy
- 8:10 9 Baseball—15m.
Los Angeles vs. Portland Beavers.
- 8:30 2 It's News to Me—K—30m.
11 Terry and the Pirates—30m.
13 Olympic Boxing—2½ hrs.
- 9:00 2 City Hospital—30m.
"Bitter Laughter."
4 Fireside Theatre—Drama—K—
"Unexpected Wife," with William
Bishop and Maria Palmer.
5 Ina Ray Hutton—Revue—60m.
All girl entertainment.
7 This Is My Melody—30m.
Audience participation with Bill
Gwinn.
8 Teleports Digest—30m.
11 Feature Film—90m.

- 9:30 2 Suspense—Drama—30m.
"Portrait of Constance," with Ann
Rutherford and Anthony Ross.
- 4 Armstrong Circle Theatre—
A young orphan helps a tormented
mother regain her happiness in a
foreign country in "House of Tears."
Ruth Ford, Carlos DeLeon and
Bobby Gunther star.
- 6 Movie—90m.
7 Movietime—60m.
8 Man Against Crime—30m.
- 10:00 2 KNXT 10 O'Clock News—30m.
Lee Wood, Tom Harmon and John
Galbraith, Grant Holcomb.
- 4 Two for the Money—Quiz—K—
Herb Shriner emcees comedy quiz.
- 5 Movie Theatre—90m.
8 Star Playhouse—30m.
- 10:30 2 Fur Fun—15m.
4 Embassy Club—15m.
Mindy Carson and cast salute spring
by singing "It's A Most Unusual
Day," "How Are Things In Gluc-
camorra?" "The Red Carnary,"
"Strolling Through the Park One
Day," "The Boy Next Door," "Take
Me Out To the Ball Game," and
"Singing In the Rain."
- 7 Hank Weaver—News—15m.
11 Tito Guizar—30m.
- 10:45 2 Table in Hollywood—15m.
Celebrity interviews with Paul
Coates.
4 Bob Considine—15m.
9 Newspaper of the Air—15m.
Jack Gardner reporting.
- 10:55 7 Moonlight Movietime—60m.
- 11:00 2 The Late Show—60m.
4 Eleventh Hour News—15m.
5 Final Edition
8 The Doctor—30m.
9 Mystery Theater—60m.
11 George Putnam—News—15m.
13 Sam Balter—Sports—10m.
11:10 13 Ed Lyons' Headlines—5m.
11:15 4 Cinema Carnival—60m.
11 Sports Shots—5m.
With Jackson Wheeler.
13 Owl Movie—60m.
- 11:20 11 Jackson's Theatre—90m.
11:30 5 Final Edition—15m.
8 Martin Kane—30m.
- 1:00 11 Late Late News—10m.
1:10 11 Jackson's Theatre—90m.
2:30 11 Wrestling Films—30m.

Now they're on **TV!**

TERRY

AND THE PIRATES

Exciting, new adventure show brought
to you by CANADA DRY Ginger Ale, Inc.

KTTV — Channel 11
Tuesday, 8.30 P.M.



WEDNESDAY *tv* LOGS

TV-RADIO LIFE

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 Tim McCoy-30m.
4 Junior Crossroads-15m.
Filmed series for the kiddies.
5 Playcrafter's Club-25m.
7 Al Jarvis Amateur Show-30m.
8 Kate Smith-15m.
9 Gene Norman Cont'd
11 Movieland Matinee, Cont'd-
13 Webster Webfoot-30m.
5:15 4 Jump Jump-15m.
With Mary and Harry Hickcox.
6 Western Movie-60m.
8 Welcome Traveler-15m.
5:25 5 Program Preview-5m.
5:30 2 Space Funnies-30m.
4 Howdy Doody-Juvenile-30m.
5 Cowboy Thrills-Movie-60m.
7 Ladies' Matinee-30m.
Jack Bourke emcees.
8 Jack's Magic Shop-15m.
11 Cartoon Time-45m.
Film cartoons and fables told by
John Rovick.
13 Televenture-60m.
5:45 8 Channel 8 Corral-45m.
6:00 2 Laurel and Hardy-30m.
4 Peanut Circus-15m.
7 KECA-TV News-15m.
9 Action Theatre-60m.
6:15 4 Comedy Klub-30m.
With Uncle Archie.
6 Movie-75m.
7 Jack Owens Show-30m.
11 Welsh at the Airport-15m.
Interviews with international trav-
elers.
6:30 2 Doug Edwards-News-15m.
5 Flyboy-15m.
Puppet show for the youngsters.
8 Time for Beany-Kids-15m.
11 Sheriff John's Clubhouse-15m.
13 KLAC Telepaper-15m.
6:45 2 Perry Como-15m.
Guest, Duke University Glee Club.
4 Hawthorne-Weather-5m.
5 Handy Hints-Tips-15m.
7 Space Patrol-15m.
Adventures in outer space with
Carol, Robbie, Buzz, Happy and
Tonga.
8 Newsreel-15m.
11 George Putnam-News-10m.
13 Cleo Roberts' Report-15m.
International news slants.
6:50 4 Sports News-5m.
6:55 4 Elmer Peterson-News-5m.
11 Weather-Gene Bollow-5m.
7:00 2 Blue Ribbon Bouts-M-45m.
Ezzard Charles vs. Rex Layne.
4 Boston Blackie-30m.
Kent Taylor, Lois Collier and Frank
Orth.
5 Newsreel-15m.
Gil Martyn reports.
7 Famous Playhouse-30m.
Bonita Granville stars in "I Saw
It Happen."
8 Range Rider-30m.
9 Newspaper of the Air-15m.

11 Hopalong Cassidy-30m.

William Boyd stars with Edgar
Buchanan in "The Knife of Carlos
Valero."

- 7:15 13 Invitation Playhouse-30m.
5 Time for Beany-15m.
Puppet adventures for children.
9 Little Theater-15m.
Brief dramas. "The Attorney" with
James Kirkwood and "Who's
Crazy" with Peter Brocco and On-
slow Stevens.
7:30 4 Those Two-Comedy-K-15m.
With Pinky Lee and Martha Stewart.
5 It's Magic-30m.
Dell O'Dell, woman magician.
6 Liberate-30m.
7 A Date With Judy-
Starring Mary Linn Bellier in
"Father-and-Son-Get Together."
8 People in the News-15m.
Harold Keen and people of renown.
9 From Hollywood-30m.
Burt Freed in "Grady Everett for
the People."
11 Heart of the City-30m.
Starring Patrick McVey and Jane
Nigh.
13 Liberate-30m.
Piano stylings.

Movie Titles - Page 43

- 7:45 2 Mel Allen-M-Sports-15m.
4 Camel News Caravan-15m.
With John Cameron Swayze.
8 Arden Varieties-10m.
7:55 8 News-5m.
8:00 2 Strike It Rich-30m.
4 I Married Joan-Comedy-30m.
Starring Joan Davis.
5 Frosty Frolics-60m.
Artistry on ice from the Pasadena
Winter Garden, with Manny Strand's
orch., and vocals by Roberta Linn.
6 Douglas Fairbanks Presents-
30m.
7 The Unexpected-30m.
"Legal Tender."
8 Arthur Godfrey-K-60m.
9 Pontiac News-15m.
With Ted Myers.

11 Life of Riley-30m.

William Bendix in "Riley and the
Soap Box Derby." H. J. Caruso
sponsors.

- 13 I Am the Law-30m.
George Raft stars.
8:10 9 Baseball
Los Angeles Angels vs. Portland
Beavers.
8:30 2 Man Against Crime-30m.
4 Cavalcade of America-30m.
"The Indomitable Blacksmith," the
story of Thomas Davenport, in-
ventor of the first electric motor.
6 Movie
7 Olympic Wrestling-3 hrs.
11 Adolphe Menjou-Drama-
Adolphe Menjou narrates "Work of
Art," with Howard Warrender.
13 Top Tune Time-30m.
With Bob McLaughlin.
9:00 2 Arthur Godfrey's Friends-K-
60m.
4 Kraft TV Theater-Drama-K-
60m.
Allan Bunce and Perry Wilson star
in "Autumn Story," the tale of a
spinster who discovers new found
youth in helping an orphan girl's
romance.

April 1

5 Broadway Playhouse-30m.

"Looking Through."

8 Wrestling-2 1/4 hrs.

11 Dude Martin's Show-60m.

A (un)fun, laugh-loaded TV-vari-
ety show, slanted to each member
of the family. Sears' sponsors.

13 Man in the Black Hat-60m.

Jay Cooke presents mystery dramas.

9:30 5 Star Theater-30m.

"Crew Cut."

10:00 2 KNXT 10 O'Clock News-30m.

Lee Wood, Grant Holcomb and Tom
Harmon John Galbraith.

4 This Is Your Life-30m.

Ralph Edwards with dramatic re-
creations of the lives of various
people.

5 City at Night-Info-60m.

Camera Tour of Interesting Spots
in Los Angeles.

11 Boxing-45m.

Bill Welsh from the South Gate
Arena.

13 Successful Homes-30m.

10:25 13 Ed Lyons' Headlines-5m.

10:30 2 Chronoscope-News Panel-K- 15m.

Discussion of current news. Guest,
Ex-Congressman Fred A. Hartley.

4 Stairway to Stardom-30m.

Wally Sherwin with Guests.

13 Ed Lyon's Headlines-5m.

10:35 13 Owl Movie

10:45 2 Table in Hollywood-15m.

Behind the scene interview with
Paul Coates.

9 Newspaper of the Air-15m.

Jack Gardner reporting.

11 Sports Parade-15m.

With Jackson Wheeler.

11:00 2 The Late Show-60m.

4 Eleventh Hour News-15m.

Frank Barton reports.

5 Final Edition-10m.

9 Mystery Theater-60m.

11 George Putnam-News-15m.

4 Cinema Carnival-60m.

8 The Web-Mystery-30m.

11 Jackson's Theatre-90m.

7 Moonlight Movietime-60m.

11:45 8 Hollywood Opening Night-

12:15 8 Newsreel-10m.

1:00 11 News and Sports-10m.

With Jackson Wheeler.

1:10 11 Jackson's Theatre-90m.

2:30 11 Wrestling Films-30m.

H. J. CARUSO

DODGE - PLYMOUTH DEALER

PRESENTS

BILL BENDIX

in

THE LIFE OF RILEY

KTTV-CHANNEL 11-WED. 8 P.M.



SEARS'

DUDE MARTIN SHOW

with Dude, Hank Penny,
Sue Thompson, Dick Stewart
and other top variety acts.

Wed. 9-10 P.M. • KTTV Channel 11

IT'S OUR BIRTHDAY

and

WE'RE HAPPY!

We're happy because the year which we have just concluded has been the biggest and best in TV-RADIO LIFE'S history!

We owe much of our success to you, our readers, and thank you for making this success possible.

Last year at this time, there were approximately 75,000 families buying TV-RADIO LIFE. Since then, you have told your friends and neighbors about it, you've added to the value of YOUR magazine by way of letters containing valuable suggestions and constructive criticism.

This year, we expect more than 130,000 families will buy this issue of TV-RADIO LIFE to keep abreast of happenings in both TV and Radio.

This Anniversary Issue is our birthday bonus to you. May we both have many happy returns.

THURSDAY *tv* LOGS

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

✓ Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 Tim McCoy—30m.
4 Junior Crossroads—15m.
5 Playcrafter's Club—25m.
7 Al Jarvis Amateur Show—30m.
8 The Christophers—15m.
9 Gene Norman Cont'd
11 Movieland Matinee, Cont'd—
13 Webster Webfoot—30m.
- 5:15 4 Jump Jump—K—15m.
8 Welcome Traveler—K—15m.
- 5:30 2 Space Funnies—30m.
4 Howdy Dood—Juvenile—30m.
5 Cowboy Thrills—Movie—60m.
6 Western Movie—60m.
7 Ladies' Matinee—30m.
8 Jack's Magic Shop—30m.
11 Cartoon Time—45m.
13 Televenture—60m.
- 5:45 8 Channel 8 Corral—45m.
- 6:00 2 Laurel and Hardy—30m.
4 Peanut Circus—15m.
7 KECA-TV News—15m.
9 Action Theatre—60m.
- 6:15 4 Comedy Klub—30m.
11 Welsh at the Airport—15m.
7 Jack Owens Show—30m.
- 6:30 2 Doug Edwards—News—K—15m.
5 Flyboy—15m.
6 Movie—75m.
8 Time for Beany—Kids—15m.
11 Sheriff John's Clubhouse—15m.
13 KLAC Telepaper—15m.
- 6:45 2 USA Canteen—15m.
Jane Froman with guest, Richard Eastham.
4 Hawthorne—Weather—5m.
5 Handy Hints—Tips—15m.
7 Space Patrol—15m.
8 Newsreel—15m.
11 George Putnam—News—10m.
13 Cleo Roberts' Report—15m.
- 6:50 4 Sports News—5m.
- 6:55 4 Elmer Peterson—News—5m.
11 Weather—Gene Bollay—5m.
- 7:00 4 Luer Theater—Drama—30m.
"The Wreck," with Raymond Burr, David Wolfe, Frances Charles, Frank Kreig.
5 Newsreel—15m.
7 The Ruggles—Comedy—K—30m.
Charlie's old flame leaves Ruggles' household burning.
8 Lone Ranger—30m.
9 Newspaper of the Air—15m.
Jack Gardner, reporting.
11 Stars on Stage—60m.
Musical with Art Baker and Frank DeVol's Orchestra.
13 Hank McCoy—30m.
- 7:15 5 Time for Beany—15m.
9 Little Theater—15m.
- 7:30 2 I've Got A Secret—30m.
Gary Moore, emcee.
4 Dinah Shore—Music—15m.
5 Hollywood Opportunity—60m.
7 Lone Ranger—Juvenile—30m.
"Trouble in Town."

- 8 People in the News—15m.
9 Craig Kennedy, Criminologist—30m.

- 13 Life With Elizabeth—30m.
Wholesome situation comedy for the entire family presented by Sears.

- 7:45 8 Arden Varieties—10m.
4 Camel News Caravan—15m.
John Cameron Swayze reports.
- 7:55 6 Movie
8 News—5m.
- 8:00 2 Big Town—30m.
Starring Patrick McVey and Jane Nigh.
4 You Bet Your Life—Quiz—30m.
Groucho Marx and contestants.
7 Action Fishing—30m.
8 Superman—30m.
9 Pontiac News—10m.
11 Open Road—Travel—30m.
A trip through Lake Havasu and Parker Dam area.
13 Mystery Theater—30m.
- 8:10 9 Baseball—2½ hrs.
Los Angeles Angels vs. Portland Beavers.
- 8:30 2 Lux Video Theater—30m.
"One For the Road," Pat O'Brien.
4 T-Men in Action—K—30m.
"The Case of the Silent Partner."
5 Wrestling—2½ hrs.
7 Chance of a Lifetime—K—30m.
Dennis James, emcee with guest Eddie Fisher.
8 Life Begins at 80—30m.

Movie Titles - - Page 43

- 11 Before Your Eyes—30m.
Semi-dramatic documentary series: Easter sermon and music film, "He Is Risen."
- 9:00 13 Film Playhouse—90m.
4 Ames N' Andy—30m.
4 Dragnet—30m.
Jack Webb as Joe Friday.
7 Premiere Movie—90m.
"Roses Are Red," Jeff Chandler and Peggy Knudson.
8 March of Time—30m.
11 Jackson's Major Theater—90m.
- 9:30 2 My Little Margie—Comedy—
4 Ford Theatre—Drama—K—30m.
8 Dragnet—30m.
- 10:00 2 Harry Owens Show—30m.
With the Royal Hawaiians and Hilo Hattie. Brought to you by United Airlines.
4 Martin Kane—K—30m.
Lee Tracy stars.
5 "The Main Event"—45m.
8 Ozzie and Harriet—30m.
13 We're Having A Party—30m.
Starring Kathryn Steel.
- 10:30 2 Sports Car News—15m.
Interviews and discussions of the sports car world brought to you by Wells Motors.

- 4 Foreign Intrigue—Drama—

April 2

- 7 Hank Weaver—News—15m.
8 Beat the Clock—30m.
11 Scoop the Writers—30m.
News identification program.
- 10:45 13 Western Opportunity—30m.
2 Table in Hollywood—15m.
Paul Coates interviews celebrities at Hollywood's glamour spot.
5 Sports Parade—15m.
7 Moonlight Movietime—60m.
9 Newspaper of the Air—15m.
Jack Gardner reporting.
- 11:00 2 The Late Show—60m.
4 Eleventh Hour News—15m.
With Reporter Frank Barton.
5 Final Edition—15m.
8 R. Montgomery Presents—K—60m.
9 Mystery Theater—60m.
11 George Putnam—News—15m.
13 Ed Lyons' Headlines—5m.
- 11:05 13 Owl Movie—75m.
- 11:15 4 Cinema Carnival—60m.
11 Jackson's Theatre—90m.
- 12:00 8 Newsreel—10m.
- 1:00 11 News and Sports—10m.
- 1:10 11 Late Jackson Theatre—75m.
- 2:30 11 Wrestling Films—30m.

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Saturday, March 28

"OUTLAW FURY," (5), 10:30 a.m.
"MYSTERY OF THE 13TH GUEST," Helen Parrish, D. Purcell, (4), 11:30 a.m.
"ISLE OF FORGOTTEN SINS," John Caradine, Gale Sondergard, (5), 12:00 p.m.
"RANGE FOOL," Ken Maynard, "RIDING POOL," Bob Steele, (7), 12:00 p.m.
"WEST OF THE ALAMO," (5), 1:00 p.m.
"BANDITS OF THE BADLANDS," Sunset Carson, (11), 1:30 p.m.
"MYSTERY OF THE 13TH GUEST," Helen Parrish and Dick Purcell, (4), 2:00 p.m.
"THUNDER IN THE PINES," (5), 2:15 p.m.
"LARAMIE TRAIL," Sunset Carson, (11), 2:45 p.m.
"STRANGE ILLUSION," Warren William, James Lydon, (5), 3:45 p.m.
"TEXAS WILDCATS," Tim McCoy, (7), 4:00 p.m.
"KNIGHT DUTY," Harry Langdon, (11), 4:30 p.m.
"ARIZONA STAGE COACH," Range Busters, (2), 5:00 p.m.
"PHANTOM OF 42ND STREET," Dave O'Brien, Kay Aldrich, (13), 5:00 p.m.
"DRIFTING ALONG," Johnny Mack Brown, (5), 5:30 p.m.
"NO MAN'S RANGE," Bob Steele, (9), 5:30 p.m.
"NOW BARABAS," Richard Greene, Richard Burton, Sir Cedric Hardwicke, (5), 6:30 p.m.
"MEET JOHN DOE," Gary Cooper, Barbara Stanwyck, (9), 7:00 p.m.
"MERCY ISLAND," Ray Middleton, Gloria Dickson, (11), 7:30 p.m.
"A WAVE, A WAG, AND A MARINE," Elyse Knox, Henry Youngman, (13), 8:30 p.m.
"AND THEN THERE WERE NONE," Walter Houston, Barry Fitzgerald, Judith Anderson, (5), 9:00 p.m.
"SUSPENSE," Belita, Barry Sullivan, (9), 9:30 p.m.
"SWAMP LADY," Ann Corio, Jack Larue, (11), 9:30 p.m.
"STORY OF G.I. JOE," Robert Mitchum, Burgess Meredith, (4), 10:30 p.m.
"CITADEL OF CRIME," Robert Armstrong, (5), 10:30 p.m.
"THE CAVORTING STATUE," Cesar Romero, Ann Rutherford, (11), 10:30 p.m.
"ACCOMPLICE," Richard Arlen, Veda Ann Borg, (7), 11:00 p.m.
"ISLE OF DESTINY," William Gargan, June Lang, (11), 11:00 p.m.
"CONVICTS CODE," Anne Nagel, Robert Kent, (13), 11:05 p.m.

Sunday, March 29

"FUGITIVE VALLEY," Range Busters, (2), 10:45 a.m.
"GAS HOUSE KIDS IN HOLLYWOOD," Carl Switzer, Benny Bartlett, (13), 11:30 a.m.
"STORY OF G.I. JOE," Robert Mitchum, Burgess Meredith, (4), 12:00 p.m.
"ROMANCE ON THE RUN," Donald Woods, Patricia Ellis, (5), 12:00 p.m.
"RHYTHM PARADE," Robert Lowery, Gale Storm, (9), 12:00 p.m.
"RIDING THE DUSTY TRAIL," (5), 1:00 p.m.
"FATAL HOUR," Boris Karloff, Marjorie Reynolds, (13), 1:00 p.m.
"STEPCHILD," Brenda Joyce, Donald Woods, (9), 1:45 p.m.
"DRAGNET," Henry Witcox, (5), 2:00 p.m.
"HE COULDN'T TAKE IT," Ray Walker, (13), 2:15 p.m.
"BECKY SHARP," Miriam Hopkins, Alan Mowbray, (9), 2:30 p.m.
"RIMFIRE," Henry Hull, (5), 3:15 p.m.
"STRANGE IMPERSONATION," Brenda Marshall, William Gargan, Hillary Brooke, (13), 3:30 p.m.
"MUTINY IN THE HOUSE," Charles Bickford, Dennis Moore, (9), 3:45 p.m.
"WINDJAMMER," George O'Brien, (7), 4:00 p.m.
"SCANDAL IN PARIS," George Sanders, (5), 4:00 p.m.
"ASSASSIN FOR HIRE," (7), 6:00 p.m.
"THE CURE," Charlie Chaplin, (11), 5:30 p.m.
"STORM OVER LISBON," Vera Ralston, Richard Arlen, Erich Von Stroheim, (13), 6:30 p.m.

"MAN BAIT," George Brent, Marguerite Chapman, (5), 7:30 p.m.
"GANGS OF NEW YORK," Charles Bickford, Ann Dvorak, (11), 7:30 p.m.
"AS YOU LIKE IT," Laurence Olivier, Elisabeth Bergner, (2), 10:30 p.m.
"WOMAN IN BROWN," Conrad Nagel, (13), 10:15 p.m.
"A BOY, A GIRL AND A DOG," Jerry Hunter, Sharyn Moffet, (11), 10:30 p.m.
"THREE BROADWAY GIRLS," Joan Blondell, Ina Claire, (4), 11:15 p.m.

Monday, March 30

"HONOR OF THE PRESS," Eddie Nugent, Rita LaRoy, (2), 10:00 a.m.
"THREE BROADWAY GIRLS," Joan Blondell, Ina Claire, (4), 10:00 a.m.
"HARD STEEL," Wilfred Lawson, (7), 12:30 p.m.
"KIDNAPPED," Roddy McDowall, (9), 12:50 p.m.
"GOD'S COUNTRY," Robert Lowery, Helen Gilbert, (11), 2:30 p.m.
"ELLIS ISLAND," Donald Cook, (7), 2:45 p.m.
"TANGLED DESTINIES," Gene Morgan, Doris Hill, (2), 4:00 p.m.
"THE OUTSIDER," Richard Attleborough, (5), 4:00 p.m.
"HERE COMES KELLY," Eddie Quillan, Joan Woodbury, (11), 4:15 p.m.
"TRAIL OF TERROR," Bob Steele, (9), 6:00 p.m.
"SONS OF ADVENTURE," Lynn Roberts, Russell Hayden, (13), 7:00 p.m.
"SARUMBA," Doris Dowling, Tommy Wonder, Miles Wayland, (13), 8:30 p.m.
"THE GREAT MR. HANDEL," Wilfred Lawson, (7), 9:00 p.m.
"BONNIE PRINCE CHARLIE," David Niven, (13), 10:00 p.m.
"IN THE MONEY," Lois Wilson, (7), 10:45 p.m.
"THAT'S MY BABY," Richard Arlen, Ellen Drew, (9), 10:45 p.m.
"HEART, ACES," Sheila Ryan, Kenneth Farrell, (2), 11:00 p.m.
"WHITE ZOMBIE," Bela Lugosi, (4), 11:15 p.m.
"SHE MARRIED A COP," Phil Regan, Jean Parker, (11), 11:15 p.m.
"FACE IN THE FOG," Lloyd Hughes, June Collyer, (11), 11:10 a.m.

Tuesday, March 31

"THE HAIRY APE," William Bendix, Susan Hayward, (2), 10:00 a.m.
"WHITE ZOMBIE," Bela Lugosi, (5), 10:00 a.m.
"WOMAN IN BROWN," Conrad Nagel, Rita Gould, (9), 12:50 p.m.
"IN THE MONEY," Lois Wilson, (7), 12:30 p.m.
"SHE SHALL HAVE MURDER," Derik Marigny, (11), 2:30 p.m.
"SHOT IN THE DARK," Charles Starrett, (7), 2:45 p.m.
"YOUNG DYNAMITE," Frankie Darro, Charlotte Henry, (2), 4:00 p.m.
"DESIRABLE LADY," (5), 4:00 p.m.
"RED HEAD," Johnny Downs, (11), 4:15 p.m.
"SUNDOWN SAUNDERS," Bob Steele, (9), 6:00 p.m.
"BUCKSKIN FRONTIER," Richard Dix, Jane Wyatt, Albert Dekker, (13), 7:00 p.m.
"CALL OF THE FOREST," Robert Lowery, (5), 8:00 p.m.
"RED HOUSE," Edward G. Robinson, (11), 9:00 p.m.
"THE BLACKOUT," Maxwell Reed, Dinah Sheridan, (5), 10:00 p.m.
"KING ARTHUR WAS A GENTLEMAN," Arthur Askey, (7), 10:55 p.m.
"GLASS ALIBI," Paul Kelly, Anne Gwynne, (2), 11:00 p.m.
"DANGEROUS MONEY," Sidney Toler, (9), 11:00 p.m.
"TOO MANY WINNERS," Hugh Beaumont, Trudy Marshall, (4), 11:15 p.m.
"DIXIE JAMBOREE," Frances Langford, Guy Kibbee, Charles Butterworth, (13), 11:15 p.m.
"SMUGGLED CARGO," Barry McKay, Rochelle Hudson, (11), 11:20 p.m.

(Please Turn to Page 43)

FRIDAY *tv* LOGS

TV-RADIO LIFE

April 3

Information Received From Stations
Subject to Last Minute Change

See Page 37 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

N Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

- 5:00 2 Tim McCoy—30m.
4 Junior Crossroads—Kids—15m.
Children's film series.
5 Playcrafter's Club—25m.
7 Al Jarvis, Cont'd.—30m.
8 Ramar of Jungle—K—15m.
With Jon Hall.
9 Gene Norman Cont'd.
11 Movieland Matinee, Cont'd—
13 Webster Webfoot—30m.
5:15 4 Jump Jump—K—15m.
Mary and Harry Hickox.
7 Golf Film—15m.
8 Film—15m.
5:25 5 Program Preview—5m.
5:30 2 Space Funnies—30m.
4 Howdy Doody—Juv'n'l.—30m.
5 Cowboy Thrills—Movie—60m.
6 Western Movie—60m.
7 Ladies Matinee—30m.
Jack Rourke emcees.
8 Jack's Magic Shop—15m.
11 Cartoon Time—30m.
With John Rovick.
13 Televenture—60m.
5:45 8 Channel 8 Corral—45m.
6:00 2 Laurel and Hardy—30m.
4 Peanut Circus—15m.
With "Nutsy," the clown.
7 KECA-TV News—15m.
9 Action Theatre—60m.
11 Speed and Sport—30m.
With Roy Maypole.
6:15 4 Comedy Klub—30m.
With Uncle Archie.
7 Jack Owens Show—30m.
11 Welsh at the Airport—30m.
Bill Welsh from International Air-
port.
6:30 2 Doug Edwards—News—15m.
5 Flyboy—15m.
Kiddies' puppet show.
6 Movie—75m.
7 Time for Beany—Kids—15m.
11 Sheriff John's Clubhouse—15m.
13 KLAC Telepaper—15m.
6:45 2 Perry Como—Songs—15m.
4 Hawthorne—Weather—5m.
5 Handy Hints—Tips—15m.
With Dorothy Gardiner and Ken
Graue.
7 Space Patrol—15m.
8 Newsreel—15m.
11 George Putnam—News—10m.
13 Cleo Roberts' Report—15m.
6:50 4 Sports News—5m.
Cleo Hermann reports.
6:55 4 Elmer Peterson—News—5m.
7:00 11 Weather—Gene Bollay—5m.
2 Gene Autry—Series—30m.
4 Gillette Fights—M—45m.
5 Newsreel—15m.
7 Crusade in the Pacific—30m.
"The United States and the Philip-
pines."
8 Stranger Than Fiction—15m.
9 Newspaper of the Air—15m.
Jack Gardner, reporting.

- 11 Success Story—30m.
13 Film Playhouse—75m.
7:15 5 Time For Beany—15m.
Puppet adventures for children.
8 Greatest Fights—15m.
9 Little Theater—15m.
"Calendar Girl," Cay Forester and
"The Return," Ross Ford.
7:30 2 Beat the Clock—Quiz—K—30m.
Bud Collyer and Roxanne with
time-racing contestants.
5 Charlie Chase—Film—30m.
7 Stu Erwin Show—Series—30m.
"Youth, It's Wonderful."
8 People in the News—15m.
9 Buster Crabbe Show—30m.

11 Pet Exchange—30m.
Frank Wright presents trick
animals and offers free pets on
tonight's "Calo Pet Exchange."

- 7:45 4 Camel News Caravan—K—15m
John Cameron Swayze reports.
6 Movie
8 Top News of Week—10m.
7:55 8 News—5m.
8:00 2 Schlitz Playhouse—30m.
Ellen Drew stars in "The Gover-
ness," the story of a surprise birth-
day party for an old nurse and all
her former charges. Cast includes
Onslow Stevens and others.
4 Greatest Fights—15m.
Joe Louis vs. Max Schmeling.
5 Lawrence Welk—60m.
From the Aragon Ballroom.
7 Ozzie and Harriet—Sketch—
Comedy sketches in the lives of
the Nelson family.

Movie Titles - - Page 43

- 8 Amos 'n' Andy—30m.
9 Ted Meyers—News—10m.
11 John Wayne Western—60m.
13 Family Playhouse—30m.
8:10 9 Baseball—2½ hrs.
Los Angeles Angels vs. Portland
Beavers.
8:15 4 Those Two—Comedy—K—15m.
Pinky Lee and Martha Stewart.
8:30 2 What in the World—30m.
4 Herman Hickman—Sports—
Famous grid coach with guests from
all walks of life.
7 Affairs of China Smith—30m.
Dan Duryea stars in "Kaprellian
Cipher."
8 Boston Blackie—30m.
13 Wrestling, Ocean Park—
2½ hrs.
8:45 4 Short Short Dramas—15m.
"The Unheard Song."
9:00 2 My Friend Irma—Comedy—K—
30m.
With Marie Wilson and Cathy
Lewis.
4 The Big Story—Crime Drama—
K—30m.
5 Western Varieties—60m.
With Doye O'Dell.
7 Mystery Theatre—30m.
Tom Conway and James Burke in-
vestigate "The Case of the Dead
Man's Puzzle."
8 Adolphe Menjou—30m.
Adolphe Menjou plays host to
weekly stars.

- 11 In Our Times—30m.
Roy Maypole.
9:30 2 Mr. and Mrs. North—30m.
Starring Barbara Britton and Rich-
ard Denning in "Pretty Baby," in
which the Norths help reunite a
lost baby with his parents.
4 The Aldrich Family—Series—K
—30m.
Henry entertains his sister's out-of-
town admirer and gets very much
in the way.
7 Tales of Tomorrow—30m.
Mercedes McCambridge and Everett
Sloan in "Read To Me, Herr Dok-
tor."
8 My Friend Irma—30m.
11 First Run Movies—60m.
10:00 2 KNXT 10 O'Clock News—30m.
Lee Wood, Grant Holcomb and Tom
Harmon.
4 RCA Victor Show—30m.
Starring Dennis Day.
5 Swingshift Theatre—90m.
8 Mr. and Mrs. North—30m.
10:30 2 Chronoscope—News Panel—K
Guest, Senator Price Daniel.
4 Dangerous Assignment—30m.
"Assassin Ring," with Brian Don-
levy.
7 Hank Weaver—News—15m.
8 The Big Story—K—30m.
10:45 2 Table in Hollywood—15m.
Paul Coates with guest celebrity in-
terviews.
7 Major Movie Theatre—60m.
9 Newspaper of the Air—15m.
Jack Gardner reporting.
11:00 13 Locker Room Interviews—15m.
2 The Late Show—60m.
4 Eleventh Hour News—15m.
Frank Barton reports.
8 Dennis Day Show—30m.
9 Mystery Theater—60m.
11 George Putnam—News—15m.
13 Ed Lyons' Headlines—5m.
11:05 13 Owl Movie—90m.
11:15 4 Cinema Carnival—60m.
11 Jackson's Theatre—90m.
11:30 5 Final Edition—15m.
Gil Martyn reports.
8 Racket Squad—30m.
11:45 5 Police Calls—5m.
12:00 8 Newsreel—10m.
1:00 11 News and Sports—10m.
With Jackson Wheeler.
1:10 11 Late Jackson Theatre—75m.
2:30 11 Wrestling Films—30m.

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(Continued from Page 43)

"A BOY, A GIRL, AND A DOG," Jerry Hunter, Sharyn Moffet, (11), 1:10 a.m.

Wednesday, April 1

"THURSDAY'S CHILD," Stewart Granger, (2), 10:00 a.m.
 "TOO MANY WINNERS," Hugh Beaumont, Trudy Marshall, (4), 10:00 a.m.
 "ALIMONY," Martha Vickers, John Beal, (9), 12:50 p.m.
 "KING ARTHUR WAS A GENTLEMAN," Arthur Askey, (7), 12:30 p.m.
 "PRIVATE SNUFFY SMITH," Edgar Kennedy, Bud Duncan, (11), 2:30 p.m.
 "FALSE PRETENSE," Irene Ware, (7), 2:45 p.m.
 "THANKS FOR LISTENING," Pinky Tomlin, Maxine Doyle, (2), 4:15 p.m.
 "DANGEROUS INTRUDER," Veda Ann Borg, Tom Keene, (5), 4:00 p.m.
 "SWING PARADE," Phil Regan, Gale Storm, (11), 4:15 p.m.
 "THE LAW RIDES," Bob Steele, (9), 6:00 p.m.
 "BLACK WIDOW," Christine Norden, (13), 9:00 p.m.
 "SUZIE STEPS OUT," David Bruce, (13), 10:35 p.m.
 "RAILROADED," John Ireland, Sheila Ryan, (2), 11:00 p.m.
 "FRENCH LEAVE," Jackie Coogan, Jackie Cooper, (9), 11:00 p.m.
 "BLAKE OF SCOTLAND YARD," Ralph Byrd, (4), 11:15 p.m.
 "THE DUKE COMES BACK," Alan Lane, Heather Angel, (11), 11:15 p.m.
 "MAN OF SENTIMENT," Emma Dunn, (7), 11:30 p.m.
 "CAUGHT IN THE ACT," Henry Armetta, Iris Meredith, (11), 1:10 a.m.

Thursday, April 2

"WITH LOVE AND KISSES," Pinky Tomlin, Toby Wing, (2), 10:00 a.m.
 "BLAKE OF SCOTLAND YARD," Ralph Byrd, (4), 10:00 a.m.
 "IT'S A JOKE, SON," June Lockhart, Kenny Delmar, (9), 12:50 p.m.
 "MAN OF SENTIMENT," Emma Dunn, (7), 12:30 p.m.
 "BELOW THE DEADLINE," Warren Douglas, Jan Wylie, (11), 2:30 p.m.
 "CONDEMNED TO LIVE," Ralph Morgan, (7), 2:45 p.m.
 "TOUGH TO HANDLE," Frankie Darro, Kane Richmond, (2), 4:15 p.m.
 "WIFE WANTED," Kay Francis, Paul Cavanaugh, (5), 4:00 p.m.
 "DICK BARTON STRIKES BACK," Don Stoddard, (11), 4:15 p.m.
 "BRAND OF HATE," Bob Steele, (9), 6:00 p.m.
 "I HATE MONEY," Donald Woods, Sydney Mason, (9), 7:30 p.m.
 "DON'T TRUST YOUR HUSBAND," Madeleine Carroll, Fred MacMurray, (13), 8:30 p.m.
 "ROSES ARE RED," Jeff Chandler, Peggy Knudsen, (7), 9:00 p.m.
 "INTRIGUE," George Raft, June Havoc, (11), 9:00 p.m.
 "MISS PILGRIM'S PROGRESS," Michael Rennie, (7), 10:45 p.m.
 "KILLER AT LARGE," Robert Lowery, Anabel Shaw, (2), 11:00 p.m.
 "GAS HOUSE KIDS," Robert Lowery, Teala Loring, (9), 11:00 p.m.
 "TOMBOY," Jackie Moran, Marcia Jones, (13), 11:05 p.m.
 "PHILO VANCE'S GAMBLE," Alan Curtis, Terry Austin, (4), 11:15 p.m.
 "MAMA RUNS WILD," Ernest Truex, Mary Boland, (11), 11:15 p.m.
 "HOLD THAT WOMAN," Frances Gifford, (11), 1:10 a.m.

Friday, April 3

"VENGEANCE RIDES THE SEA," Ralph Ince, Vera Reynolds, (2), 10:00 a.m.
 "PHILO VANCE'S GAMBLE," Alan Curtis, Terry Austin, (4), 10:00 a.m.
 "MISS PILGRIM'S PROGRESS," Michael Rennie, (7), 12:30 p.m.
 "THE BIG FIX," James Brown, Sheila Ryan, (9), 12:50 p.m.
 "SARONG GIRL," Bill Henry, Ann Corio, (11), 2:30 p.m.
 "DOUGHNUTS AND SOCIETY," Ann Ruth-erford, (7), 2:45 p.m.

"VALLEY OF WANTED MEN," Frankie Darro, Roy Mason, (2), 4:15 p.m.
 "DOWN MISSOURI WAY," John Carradine, Martha O'Driscoll, (5), 4:00 p.m.
 "PARADISE ISLE," Warren Hull, Movita, (11), 4:15 p.m.
 "BIG CALIBRE," Bob Steele, (9), 6:00 p.m.
 "HOMICIDE FOR THREE," (13), 7:00 p.m.
 "THREE TEXAS STEERS," (11), 8:00 p.m.
 "THE CHEATERS," Joseph Schildkraut, Billie Burke, (11), 9:30 p.m.
 "THE GUILTY BYSTANDER," Zachary Scott, Faye Emerson, (5), 10:00 p.m.
 "APPOINTMENT WITH MURDER," (7), 10:45 p.m.
 "THREE ON A TICKET," Hugh Beaumont, Trudy Marshall, (2), 11:00 p.m.
 "THE TRAP," Sidney Toler, (9), 11:00 p.m.
 "DOOMED TO DIE," Boris Karloff, Marjorie Reynolds, (13), 11:05 p.m.
 "HIGH TIDE," Lee Tracy, (4), 11:15 p.m.
 "PORTIA ON TRIAL," Walter Abel, Frieda Inescourt, (11), 11:15 p.m.
 "DESPERATE CARGO," Ralph Byrd, Carol Hughes, (11), 1:10 a.m.

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 TVRL 3/27

PICK of the PIX

by Aubrey Dahl

It's Academy Award time and here-with are Pick of the Pix's Antenna Awards for the "bests" in television movies for the past year. Of course these films cover a period of twenty years or so, so the selections were much more difficult than if there had been merely one year's output to consider. Some of the contests were so close that runners-up have been listed, and I hope you'll agree that these choices were based on merit rather than on sentiment.

Best picture: *Of Mice and Men*, directed by Lewis Milestone. Runners-up: *The Long Voyage Home*, directed by John Ford, and *The Southerner*, directed by Jean Renoir.

Best Actor: Fredric March, for *So Ends Our Night* and *Nothing Sacred*. Runners-up: Leslie Howard, for *Pygmalion*, and Michael Redgrave, for *The Stars Look Down*.

Best Actress: Betty Field, for *Of Mice and Men*. Runners-up: Anna Magnani, for *Open City*, and Wendy Hiller, for *Pygmalion*.

Best Supporting Actor: Roman Boh-nen, for *Of Mice and Men*. Runners-up: Robert Newton, for *Major Barbara* and Ralph Richardson, for *Four Feath-ers*.

Best Supporting Actress: Mildred Natwick, for *The Long Voyage Home*. Runner-up: Elsa Lanchester, for *The Beachcomber*.

Best European Picture: *Open City*, directed by Roberto Rossellini.

Best British Picture: *The Stars Look Down*. Runner-up: *Pygmalion*.

Best Comedy: *The Man Who Could Work Miracles* (British). Runner-up: *Nothing Sacred*.

Best Documentary: *The Quiet One*.

Best Western Performer: Bob Steele, for innumerable victories over bad guys, and a pretty good job in *Of Mice and Men*.

Best Child Actor: Skip Homeier, for *Tomorrow the World*. (Mr. Homeier will be interested in this, inasmuch as he is now about twenty-five years old.)

Special Award: Charles Laughton, for being the star of more major films on TV than any other actor.

Now, I think that's a list that's never been equalled by any yearly awards, if I do say so. As I promised, all these winners get a copy of the magazine free. All they have to do is drop around to the office, present a dime to cover handling expenses, and the mag is theirs.

As for this week's movies . . . seeing as how it's the anniversary issue, I'll spare you.



"My Sweetheart, Mamie," the song dedicated on the Colgate Comedy Hour by Eddie Cantor and Composer Harry Ruby to Mrs. Dwight D. Eisenhower, actually is twelve years old.

TV PROGRAM FINDER

2—KNXT—1313 No. Vine St. (28).
HO. 9-1212.
4—KNBH—1500 No. Vine St. (28).
HO. 9-6161.
5—KTLA—5451 Marathon St. (38).
HO. 9-3181.

6—XE6TV (Experimental)—4233 Park
Blvd., San Diego 3.
7—KECA-TV—Prospect and Talmadge
Ave. (27). NO. 3-3311.
8—KFMB-TV—San Diego, Calif.
M2114.

9—KHJ-TV—1313 No. Vine St. (28).
HU. 2-2133.
11—KTTV—5746 Sunset Blvd. (28).
HU. 2-7111.
13—KLAC-TV—1000 No. Cahuenga
Blvd. (38). HU. 2-7311.

Abbott and Costello Edm. KTTV, 8 p.m. Tu
Action Fishing. KECA-TV, 8 p.m. Th
Affairs of China Smith. KECA-TV, 8:30 p.m. F
Airforce Talent Patrol. KECA-TV, 10 p.m. F
Albert, Eddie. KNXT, 3:15 p.m. Tu, Th
Aldrich Family. KNBH, 9:30 p.m. Sa
All Star Revue. KNBH, 9:30 p.m. Sa
Amateur Boxing. KHJ-TV, 8:15 p.m. M
American Forum of the Air. KLAC-TV, 11:30 a.m. Su
American Inventory. KNBH, 3:30 p.m. Sa
American Legion Program. KLAC-TV, 5:05 p.m. Su
Amos 'n' Andy. KNXT, 9 p.m. alt Th
Animal Panel. KNBH, 5:30 p.m. Sa
Arden, Eve. KNXT, 9 p.m. Sa
Armstrong Circle Theatre. KNBH, 9:30 p.m. Tu
At Ease. KTLA, 7:30 p.m. M
Auction City. KTTV, 6 p.m. Sa
Auction Park. KTTV, 1 p.m. Su
Autry, Gene. KNXT, 7 p.m. F
Babbitt, Harry. KTLA, 7:30 p.m. Th; 9 p.m. Su
Bachelor's Haven. KNXT, 10 p.m. Su
Ball, Lucille. KNXT, 9 p.m. M
Balance Your Budget. KNXT, 7 p.m. alt. Sa
Baker, Sam. KLAC-TV, 11 p.m. Su
Bandstand Revue. KTLA, 9 p.m. Su
Barton, Frank. KNBH, 11 p.m. M-F
Baseball. KHJ-TV, 8:10 p.m. Th, F
Beat the Clock. KNXT, 7:30 p.m. F
Before Your Eyes. KTTV, 8:30 p.m. M
Berle, Milton. KNBH, 8 p.m. Tu
Beulah. KECA-TV, 7 p.m. Tu;
3:30 p.m. Sa
Big Payoff. KNXT, 12 n M-F
Big Picture. KNBH, 1:30 p.m. Sa;
2 p.m. Th; KTTV, 1:30 p.m. Su;
KTLA, 3 p.m. F
Big Story. KNBH, 9 p.m. F
Big Town. KNXT, 8 p.m. Th
Bill Leyden's Theatre. KTTV, 2:30 p.m. M-F
Blue Flame Theatre. KNXT, 5 p.m. Su
Blue Ribbon Bouts. KNXT, 7 p.m. F
Bollay, Gene. KTTV, 6:55 p.m. M-F
Boston Blackie. KNBH, 7 p.m. W
Both Sides. KECA-TV, 8:30 p.m. M
Bowron, Mayor. KTLA, 9:30 p.m. M;
KECA-TV, 9:15 p.m. Su
Boxing. KLAC-TV, 8:30 p.m. Tu; KTTV,
10 p.m. W; KHJ-TV, 9 p.m. M;
KECA-TV, 6 p.m. Sa
Bride and Groom. KNXT, 1:30 p.m. M-F
Broadway Playhouse. KTLA, 9 p.m. W
Buick Circus Time. KNBH, 8 p.m. alt. Tu
Burns & Allen. KNXT, 8:30 p.m. M
Buttons, Bud. KNXT, 9:30 p.m. M
California Living. KNXT, 12:30 p.m. M-F
Camel News Caravan. KNBH, 7:45 p.m. M-F
Campus Farmers. KECA-TV, 2:30 p.m. Sa
Cesar, Sid. KNBH, 6 p.m. Sa
Cartoon Time. KTTV, 5:30 p.m. M-F
Captain Midnight. KTTV, 5 p.m. Su
Cavalcade of America. KNBH, 8:30 p.m. alt W
Cavalcade of Books. KNXT, 4 p.m. Su
Chance of a Lifetime. KECA-TV, 8:30 p.m. Th
Charles Laughton Reads. KLAC-TV, 10 p.m. Sa
Chase, Charlie. KTLA, 7:30 p.m. F
Chief Milani. KTTV, 1 p.m. M-F
Chevron Theatre. KTTV, 1:30 p.m. alt Tu
China Smith. KECA-TV, 8:30 p.m. F
Chronoscope. KNXT, 10:30 p.m. W, F
Church in the Home. KHJ-TV, 11 a.m. Su
Cisco Kid. KECA-TV, 7 p.m. M
City at Night. KTLA, 10 p.m. M
City Hospital. KNXT, 9 p.m. alt Tu
Coates, Paul. KNXT, 11:15 a.m. M, W, F;
10:45 p.m. M-F
Cora, Imogene. KNBH, 6 p.m. Sa
Coffee with Coates. KNXT, 11:15 a.m. M, W, F
Comedy Curtain Call. KECA-TV, 5 p.m. Su
Comedy Hour. KNBH, 8 p.m. Su
Como, Perry. KNXT, 8:45 p.m. M, W, F
Considine, Bob. KNBH, 10:45 p.m. F
Cooley, Spade. KTLA, 8 p.m. Sa
Cowboy Thrills. KTLA, 5:30 p.m. M-F
Cox, Wally. KNBH, 7:30 p.m. Su
Crabbe, Buster. KHJ-TV, 7:30 p.m. F
Crime Syndicated. KNXT, 9 p.m. alt Tu
Crusade in the Pacific. KECA-TV, 7 p.m. F
Cullen, Bill. KNXT, 3 p.m. Th
Church of Churches. KHJ-TV, 5:15 p.m. Su
Church of the Open Door. KHJ-TV, 11 a.m. Su
Dancer. KNXT, 7:30 p.m. Tu
Dangerous Assignment. KNBH, 10:30 p.m. F
Date With Judy. KECA-TV, 7:30 p.m. W
Davis, Joan. KNBH, 8 p.m. W
Day, Dennis. KNBH, 10 p.m. F
Death Valley Days. KTTV, 8:30 p.m. alt Tu
Department Store of the Air. KLAC-TV,
10 a.m. M-F
Ding Dong School. KNBH, 9:30 a.m. M-F
Dinner Theatre. KLAC-TV, 7 p.m. Sa
Dixie Showboat. KTLA, 8 p.m. M
Dixon, Nancy. KTTV, 4 p.m. M, W, F
Donald Novis Cooks. KNBH, 3:30 p.m. M-F
Double or Nothing. KNXT, 3:15 p.m. M, W, F

Douglas, Melvyn. KNBH, 8 p.m. Sa
Dragnet. KNBH, 9 p.m. Th
Dude Martin. KTTV, 9 p.m. W
Eastside Kids. KTLA, 6:30 p.m. Su
Edwards, Doug. KNXT, 6:30 p.m. M-F
Edwards, Ralph. KNBH, 10 p.m. W
Embassy Club. KNBH, 10:30 p.m. Tu
Erwin, Stu. KECA-TV, 3 p.m. Sa; 7:30 p.m. F
Faith for Today. KECA-TV, 12:30 p.m. Su
Famous Playhouse. KECA-TV, 7 p.m. W
Farms and Gardens. KNBH, 1 p.m. Sa
Favorite Story. KTTV, 8:30 p.m. W
Fearless Fosdick. KHJ-TV, 4:30 p.m. Sa
Firebird Theatre. KNBH, 9 p.m. Tu
Fibby. KTLA, 6:30 p.m. M-F
Fontaine, Frank. KNBH, 8:30 p.m. alt W
Foods For Thought. KNBH, 11:30 a.m. M-F
Ford Theatre. KNBH, 9:30 p.m. Th
Foreign Intrigue. KNBH, 10:30 p.m. Tu
Four Star Playhouse. KNXT, 9 p.m. alt Th
Freedom Forum. KLAC-TV, 5:30 p.m. Su
Freedom Rings. KNXT, 11 a.m. Tu, Th
Fred Waring Show. KNXT, 6 p.m. Su
From, Jane. KNXT, 6:45 p.m. Tu, Th
From Hollywood. KHJ-TV, 7:30 p.m. W
Front Page Detective. KTTV, 9 p.m. Su
Frosty Frolics. KTLA, 8 p.m. W
Fun Fun. KNXT, 10:30 p.m. Tu
Gaby. KNXT, 3 p.m. F
Gaffney, Mercedes. KECA-TV, 4:45 p.m. M-F
Garden Chats. KTTV, 12:30 p.m. Su
Gardner, Jack. KECA-TV, 7 p.m. Tu, Th;
10:45 p.m. Tu-F
Get the Facts. KNBH, 2 p.m. Su
Ghost Towns of the West. KECA-TV, 8 p.m. Su
Gilchrist, Norma. KTTV, 12 n M-F
Gillette Nights. KNBH, 7 p.m. F
Glamour Session. KTTV, 4 p.m. Tu, Th
Gleason, Jackie. KNXT, 8 p.m. Sa
Godfrey, Arthur. KNXT, 9 p.m. W; 2:30 p.m. M-Th
God's Storybook. KECA-TV, 9:15 a.m. Su
Goodbye Theatre. KNBH, 9 p.m. alt. Su
Great Churches of Golden West. KTTV, 11 a.m. Su
Greatest Fights. KNBH, 8 p.m. F
Guiding Light. KNXT, 2:15 p.m. M-F
Gulzar, Tito. KTTV, 10:30 p.m. Tu
Gwen and Lorraine. KTTV, 3:50 p.m. M, W, F
Gwin, Bill. KECA-TV, 9 p.m. Tu
Hallmark Hall of Fame. KNBH, 5 p.m. Su
Handy Hints. KTLA, 6:45 p.m. M-F
Harmon, Tom. KNXT, 10 p.m. M-F
Harvey, Paul. KECA-TV, 8 p.m. Su
Hawthorne and the Weather. KNBH, 6:45 p.m. M-F
Hayes, Cathy. KNBH, 4:45 p.m. M-F
Hayes, Sam. KHJ-TV, 12:30 p.m. M-F
Haynes, Dick. KTLA, 4 p.m. M-F
Heart of the City. KTTV, 7:30 p.m. Su
Henry, Bill. KNBH, 11 p.m. Su
KTTV, 7:15 p.m. Su
Hickman, Herman. KNBH, 8:30 p.m. F
Hit Parade. KNBH, 7:30 p.m. Sa
Hollywood Legion Bouts. KECA-TV, 8:30 p.m. Sa
Hollywood on Television. KLAC-TV, 12:30 p.m. M-F
Hollywood Opening Night. KNBH, 10:30 p.m. M-F
Hollywood Opportunity. KTLA, 7:30 p.m. Th
Hollywood Road to Fame. KNXT, 7:30 p.m. Sa
Home to Live In. KLAC-TV, 12:30 p.m. Su
Homesown Jamboree. KLAC-TV, 7:30 p.m. Su
Hopalong Cassidy. KTTV, 7 p.m. W
Hour of Decision. KECA-TV, 10 p.m. Su
House Party. KNXT, 11:30 a.m. M-F
How Does It Work? KTTV, 4 p.m. Sa
Howdy Dood. KNBH, 5:30 p.m. M-F
Hutton, na Ray. KTLA, 9 p.m. Tu
I Am The Law. KLAC-TV, 8 p.m. W
I'd Like to Know. KNBH, 3 p.m. Su
I Love Lucy. KNXT, 9 p.m. M
I Married Joan. KNBH, 8 p.m. W
In God We Trust. KTLA, 11 a.m. Su
In Our Times. KTTV, 9 p.m. F
Industry on Parade. KNBH, 3 p.m. Su
Inspirational Hour. KECA-TV, 9:15, 9:45 a.m. Su
International Wrestling. KNXT, 9:30 p.m. Sa
Invitation Playhouse. KLAC-TV, 7 p.m. W
Inspector Mark Saber, Homicide Squad. KECA-TV, 9 p.m. F
It's a Good Idea. KNBH, 7 p.m. Tu
It's Magic. KTLA, 7:30 p.m. W
It's News to Me. KNXT, 8:30 p.m. Th
I've Got A Secret. KNXT, 7:30 p.m. alt. Th
Jackson's Theatre. KTTV, 11:15 p.m. M-F;
1:10 a.m. M-F
Jalopy Derby. KTTV, 2:30 p.m. Su
Jarvis, Al. KECA-TV, 4 p.m. M-F
John Wayne Western. KTTV, 8 p.m. F
Jump Jury. KNXT, 10:30 p.m. Sa
Jump Jury. KNBH, 5:15 p.m. M-F
Junior Crossroads. KNBH, 5 p.m. M-F
Junior Press Conference. KECA-TV,
11:30 a.m. alt. Sa
Junior Rodeo. KECA-TV, 11:30 a.m. alt. Sa
Just Around the Corner. KNXT, 3:15 p.m. Tu, Th
KLAC Telepaper. KLAC-TV, 6:30 p.m. M-F

Karns, Roscoe. KTTV, 9:30 p.m. Su
Kilgallen, Dorothy. KNXT, 7:30 p.m. Su
King of the Ring. KHJ-TV, 9:30 p.m. M
Kit Carson. KECA-TV, 7:30 p.m. M
Know Your Taxes. KHJ-TV, 8:30 p.m. Tu
Kondy Kibb. KNBH, 6:15 p.m. M
Kraft TV Theater. KNBH, 9 p.m. W
Kukla, Fran and Ollie. KNBH, 4 p.m. Su
La Roy, Rita. KTTV, 4 p.m. Tu, Th
Ladies Matinee. KECA-TV, 5:30 p.m. M-F
Ladies Always Win. KNXT, 2:30 p.m. F
Lane, Dick. KTLA, 8 p.m. M; 8:30 p.m. Th;
10 p.m. Su
Laughton, Charles. KLAC-TV, 10 p.m. Su
Laurel and Hardy Comedy. KNBH, 4:30 p.m. Sa
Learning '53. KNXT, 4:30 p.m. Sa
Lee, Pinky. KNBH, 7:30 p.m. M, W; 8:15 p.m. F
Leonetti, Caroline. KECA-TV, 4:30 p.m. W
Leyden, Bill. KNBH, 9 p.m. Sa
Liberace. KLAC-TV, 7:30 p.m. W
Life Begins at 80. KTTV, 9 p.m. Sa
Life of Riley. KTTV, 8 p.m. W
Life With Elizabeth. KLAC-TV, 7:30 p.m. Th
Light of Faith. KNXT, 12:30 p.m. Su
Linkletter, Art. KNXT, 11:30 a.m. M-F
Linn, Roberta. KTLA, 7:30 p.m. Tu
Littlefield, Joe. KTTV, 12:30 p.m. Su
Little Theater. KHJ-TV, 7:15 p.m. M-F
Locker Room. KTTV, 10:45 p.m. M
Locker Room Interviews. KLAC-TV, 10:45 p.m. F
Lone Ranger. KECA-TV, 7:30 p.m. Th
Love Of Life. KNXT, 2 p.m. M-F
Lucky U. KHJ-TV, 3:30 p.m. M-F
Luer Theatre. KNBH, 7 p.m. Th
Lundberg, Dan. KECA-TV, 12 n Su
Lusk, Freeman. KLAC-TV, 5:30 p.m. F
Lux Video Theatre. KNXT, 8:30 p.m. Th
Lyon, Ed. KLAC-TV, 11:45 p.m. M; 11:10 p.m. F
10:30 p.m. W; 11 p.m. Th, F
Magazine of the Week. KTLA, 10 p.m. Su
Mama Weiss. KHJ-TV, 2 p.m. M-F
Man Against Crime. KNXT, 8:30 p.m. W
Man In The Black Hat. KLAC-TV, 9 p.m. W
Man's Best Friend. KTLA, 5 p.m. Sa
March of Time. KTTV, 7:30 p.m. M
Martin, Duke. KTTV, 9 p.m. W
Martin, Freddy. KLAC-TV, 9 p.m. Su
Martin Kane. KNBH, 10 p.m. Th
Martyna, Gil. KTLA, 7 p.m. M-F; 11 p.m. M-Th;
11:30 p.m. F
Marx, Groucho. KNBH, 8 p.m. Tu
McAdoo, Mary. KNBH, 2 p.m. M, W, F
McConnell, Ed. KTLA, 11:30 a.m. Sa
McCune, Hank. KLAC-TV, 7 p.m. Th
McElroy, Jack. KNBH, 4 p.m. M-F
McLaughlin, Bob. KLAC-TV, 8:30 p.m. W
Meet Betty Furness. KNXT, 3 p.m. F
Meet Millie. KNXT, 6:30 p.m. Sa
Meet the Press. KNBH, 9 p.m. M
Meet Your Congress. KTTV, 8 p.m. M
Menlop, Adolph. KTTV, 8:30 p.m. W
Men's Wrestling. KLAC-TV, 10:30 p.m. Sa
Mirandy's Garden Shop. KTTV, 1 p.m. M-F
Mironides, Alex. KHJ-TV, 1:45 p.m. Su
Montgomery, Robert. KNBH, 9:30 p.m. M
Moore, Garry. KNXT, 3:30 p.m. Tu, W, F
Mr. and Mrs. North. KNXT, 9:30 p.m. F
Mr. Peepers. KNBH, 7:30 p.m. Su
Murder Before Midnight. KTTV, 11 p.m. Sa
Murray, Ken. KNXT, 6:30 p.m. alt. Su
Murray, Edward R. KNXT, 3:30 p.m. Su
My Friend Irma. KNXT, 9 p.m. F
My Hero. KNBH, 8:30 p.m. Sa
My Little Margie. KNXT, 9:30 p.m. Th
Mystery Isle. KECA-TV, 9:15 p.m. Su
Mystery Theatre. KECA-TV, 9 p.m. F;
KHJ-TV, 10:45 p.m. M-F
★Newspaper of the Air. KHJ-TV, 7 p.m. M-F;
10:30 p.m. M; 10:45 p.m. Tu-F
★News Review of the Week. KLAC-TV, 11:05 p.m. Sa
Norman, Gene. KHJ-TV, 4 p.m. M-F; 7:30 p.m. Tu
O'Dell, Dell. KTLA, 7:30 p.m. W
O'Dell, Doye. KTLA, 5:30 p.m. M-F; 9 p.m. F
OmniBus. KNXT, 1:30 p.m. Su
Open Road. KTTV, 8 p.m. Th
Oscar Awards. KNBH, 7:30 p.m. Th
Our Miss Brooks. KNXT, 9 p.m. Sa
Outdoors with Wanzgenheim. KNBH, 4 p.m. Sa
Owens, Harry. KNXT, 8 p.m. M; 10 p.m. Th
Owens, Jack. KECA-TV, 6:15 p.m. M-F
Ozzie and Harriet. KECA-TV, 8 p.m. F
Page, Patti. KNBH, 8:30 p.m. alt W
Palladium Party. KNXT, 5:30 p.m. Su
Parlor Party. KNBH, 2:30 p.m. M-F
Parrish, Helen. KNBH, 7 p.m. Tu
Pearle, Dr. Norman Vincent. KECA-TV, 12 n
M, W, F
Peanut Circus. KNBH, 6 p.m. M-F
Peterson, Elmer. KTTV, 7:30 p.m. F
Philo Playhouse. KNBH, 6:55 p.m. M-F
Photography Is Fun. KHJ-TV, 8:30 p.m. Su
Plainclothesman. KTTV, 10 p.m. Su
Playcrafter's Club. KTLA, 5 p.m. M-F

SAN DIEGO TV PROGRAM FINDER

San Diego DIAL DATA

By Maurine Skinner

SAN DIEGO—(Special)—Marj Hume of "What's Cookin'" fame has bowed to public demand. Seems there has been quite a controversy among her many viewers as to whether Marj should wear an apron in the kitchen. . . Marj now wears one! The viewers probably will be interested to know that Marj wore a washable house-dress for her shows and could see no reason for wearing an apron and having both the dress and apron to launder. However, Marj did at one time wear a plastic apron and the many lights used on her show caused a tremendous glare which made for very bad viewing. All is well apron-wise . . . viva la apron!

Channel 8 will again televise the Easter Sunrise Service held each year on Mt. Helix. The viewers can pick it up at approximately 5:15 a.m. . . the cameramen and technical staff might as well stay up all night as preparations for the service start many hours before that time. The beautiful view certainly adds to the inspirational service.

Channel 8 viewers are in store for some good fights coming up. As of April 1 KFMB-TV will carry the Pabst Blue Ribbon fights. The opener will be between Ezzard Charles and Rex Layne. Then every Wednesday night thereafter at 7:00 p.m. you'll be able to see the best in fights.

The Burns and Allen show will move to Monday night at 8:30 beginning March 30. This change will make Monday night an excellent viewing night on Channel 8.

The mobile blood center will be set up in the empty store on the ground floor of KFMB-TV on Thursday, March 26. Channel 8 will start its broadcast day at 8 a.m. instead of the regular 10 a.m. and for the first two hours will televise the activities centering around this room.

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|-----------------------------|-------------------------|
| All Star Revue. | 5 p.m. Sa |
| Amos 'n' Andy. | 8 p.m. alt F |
| Arden Varieties. | 7:45 p.m. M-F |
| Armed Forces Talent Patrol. | 1 p.m. Sa |
| Baker, Biff. | 7:30 p.m. M |
| Beat the Clock. | 10:30 p.m. Tu |
| Benny, Jack. | 4:30 p.m. alt Su |
| Berle, Milton. | 8 p.m. Tu |
| Beulah. | 12 a.m. M-F |
| Big Payoff. | 10:30 p.m. F |
| Big Story. | 8:30 p.m. F |
| Boston Blackie. | 10 p.m. Sa |
| Boxing. | 10 p.m. M-F |
| Break The Bank. | KNBH, 12 a.m. M-F |
| Burns & Allen. | 8 p.m. Sa |
| Canine Corner. | 9 p.m. Su |
| Captain Midnight. | 12:30 p.m. alt Su |
| Chance of a Lifetime. | 10:30 p.m. Tu |
| Channel 8 Corral. | 5:45 p.m. M-F |
| Chevron Theater. | 9:30 p.m. Sa |
| Christophers, The. | 5 p.m. Th |
| Cisco Kid. | 7 p.m. Tu |
| City Hospital. | 10:15 p.m. alt Su |
| Club Embassy. | 11:45 p.m. Su |
| Comedy Hour. | 5 p.m. Su |
| Crime Syndicated. | 10:15 p.m. alt Su |
| Cullen, Bill. | 10:30 p.m. Th |
| Danger. | 11 p.m. Sa |
| Date with Judy. | 5 p.m. Sa |
| Day, Dennis. | 11 p.m. F |
| Death Valley Days. | 8 p.m. alt F |
| Did Ja Know. | 11:45 a.m. M-F |
| Ding Dong School. | 10:30 a.m. Tu |
| Douglas Fairbanks Presents. | (6) 8 p.m. W |
| Double or Nothing. | 1:30 p.m. M, W, F |
| Dragnet. | 9:30 p.m. Th |
| Edwards Theater. | 1:30 p.m. Sa |
| Four Star Playhouse. | 8 p.m. alt M |
| Frontiers of Faith. | 10:30 a.m. Su |
| Furness, Betty. | 1:45 p.m. Tu |
| Gleason, Jackie. | 6:30 p.m. Sa |
| Godfrey, Arthur. | 8 p.m. W |
| Greatest Fights. | 7:15 p.m. F |
| Guiding Light. | 12:45 p.m. M-F |
| Hill Parade. | 11:30 p.m. Sa |
| Hollywood Opening Night. | 11:45 p.m. W |
| I Love Lucy. | 8:30 p.m. Sa |
| I Married Joan. | 2:30 p.m. Sa |
| Industry on Parade. | 5 p.m. Tu |
| It's News to Me. | 11:30 p.m. alt F |
| Jack's Magic Shop. | 5:30 p.m. M-F |
| Kane, Martin. | 11:30 p.m. Tu |
| Kieran's Kaleidoscope. | 7 p.m. M |
| Let There Be Light. | 10 a.m. Su |
| Liberace. | (6) 7:30 p.m. W |
| Life Begins at 80. | 8:30 p.m. Th |
| Lone Ranger. | 7 p.m. Tu |
| Lux Video Theater. | 8:30 p.m. M |
| Man Against Crime. | 9:30 p.m. Tu |
| March of Time. | 9 p.m. Th |
| Mars, Crochard. | 8 p.m. Sa |
| Masterpiece Playhouse. | 9 p.m. F |
| Menjou, Adolphe. | 9 p.m. F |
| Moore, Garry. | 1:30 p.m. Tu, Th |
| Montgomery, Robert. | 11 p.m. Th |
| Movie of the Week. | (6) 8 p.m. Tu |
| Mr. and Mrs. North. | 10 p.m. F |
| Mr. Peepers. | 8 p.m. Su |
| Mr. Wizard. | 11 a.m. Su |
| Murray, Ken. | 6:30 p.m. alt F |
| My Friend Irma. | 1:30 p.m. F |
| My Little Margie. | 10:45 a.m. Su |
| Omnibus. | 1:30 p.m. Su |
| Ozzie and Harriet. | 10 p.m. Tu |
| People in the News. | 7:30 p.m. M-F |
| Playhouse of Stars. | 10 p.m. Tu |
| Private Secretary. | 4:30 p.m. alt Su |
| Quiz Kids. | 1 p.m. alt Su |
| Racket Squad. | 11:30 p.m. alt F |
| Ramrod of the Jungle. | 5 p.m. F |
| Range Rider. | 7 p.m. W |
| Red Buttons. | 7:30 p.m. Sa |
| Rocky King Detective. | 11:15 p.m. Su |
| Rogers, Roy. | 4 p.m. Su |
| Routie Kazootie. | 12 a.m. M-F |
| Search for Tomorrow. | 11:30 a.m. M-F |
| See It Now. | 3:30 p.m. Su |
| Skelton, Red. | 7 p.m. Su |
| Smith, Kate. | 5 p.m. M, W |
| Snokey Rogers. | 3 p.m. M-F |
| Spanish Film. | (6), 4:30 p.m. M, Th, F |
| Stranger Than Fiction. | 7 p.m. F |
| Strike It Rich. | 10:30 a.m. M, W, F |
| Studio One. | 10:30 p.m. F |
| Super Circus. | 4 p.m. Sa |
| Superman. | 8 p.m. Th |
| Tales of Tomorrow. | KECA-TV, 9:30 p.m. F |
| TV Class Room. | 1 p.m. M, W, F |
| Telesports Digest. | 10:45 a.m. Sa |
| Television Digest. | 10:45 a.m. Sa |
| Television Playhouse. | 9:15 p.m. Tu |
| The Doctor. | 8 p.m. alt M |
| The Doctor and the Pirates. | 12:30 p.m. Sa |
| This is Your Life. | 6:30 a.m. M-F |
| Time for Beany. | 4:30 p.m. W |
| Trouble with Father. | 11:15 p.m. W |
| The Web. | 6 p.m. Su |
| Waring, Fred. | 5:15 a.m. M-F |
| Welcome Traveler. | 11:30 a.m. Su |
| Western Theater. | 11 a.m. M-F |
| What's Cookin'. | 7:30 p.m. Su |
| What's My Line. | 7:30 p.m. Su |
| Winchell, Walter. | 8:30 p.m. Su |
| Wisdom of the Axes. | 8:30 p.m. Su |
| Wrestling. | 6:30 p.m. alt Su |
| Young, Alan. | 11:30 p.m. Sa |
| Your Hit Parade. | 1 p.m. Tu, Th |
| Your Schools Today. | |

'Spin and Win' Slogan Wins Contest

A few weeks ago Earl McDaniel, personable disc jockey at KFVD, started a contest asking for names for his morning shows. From 8:45 to 9:15 and from 9:30 to 11 he spins platters, gives household hints, garden tips, and even includes contest gimmicks.

There were about 1200 entries submitted and the winner was Mrs. Emma Peterson of 1512 S. Hobart Blvd., Los Angeles. She had turned in eight slogans but her winning one was "Spin and Win." Among her many prizes were a round trip by plane to New York with all expenses paid and a man's suit.

Since any housewife who wins a radio contest is of interest, TV-Radio Life cornered Mrs. Peterson for her opinions about radio and TV.

"Naturally, I'm very excited about winning," she said timidly. "I never thought I would. I was cleaning house when Earl McDaniel called to say I had won. I stopped cleaning right away to get my breath, but after a little while I went back to work."

"I love to enter contests on both radio and TV and I've won several prizes, but this is my biggest to date. My husband, who is retired, was as happy as I was since he needed a suit."

"I like radio as much as TV. I always listen to the record programs in the morning while I'm doing my housework—and I have a lot of it since we have a rooming house. Why, I even like commercials on radio and TV—except that I kind of wish those announcers wouldn't order us housewives to buy this and buy that. I think we can tell when a man is kidding us and when he's sincere. Why don't those announcers give us credit for having some sense?"

"Naturally, my favorite radio show is 'Spin and Win.' And Earl really knows how to give commercials. You can believe him. As for TV, my husband likes wrestling so much I just sort of let him take over the set. But during the day I enjoy watching Mary McAdoo and Bill Stulla."

"I really enjoy all those women's shows because I manage to learn something different on each one. I don't understand why some people criticize them so much. When you have a big twelve-room house to take care of as I have you need extra little hints to help you with your work."

Now that Mrs. Peterson has walked off with the loot, Earl is starting another four-week contest. Listeners are to write in their ideas on what they'd do "If I Were a Disc Jockey for a Day." Earl must certainly like to read letters!

And make housewives happy.

Page Forty-eight

HOLLAND'S TUNNEL

BY JACK HOLLAND

NBC-TV and the television industry should take a deserved bow for the masterful job of televising the Academy Awards "Oscar" night last March 19. The transitions from New York to Hollywood were expertly done and the cameras, for the most part, picked up all the pertinent high spots. The only obvious faux pas was the mix-up on switching to the press room for activities there. When this was finally done—after a confusion with station break and commercial—nothing happened of any interest. As for criticisms, why didn't the cameras pick up the reactions to the various stars who were nominated for awards? This would have given considerable suspense. Also, there should have been shots of the stars arriving at the theater. However, TV performed a real service to the public. As for the Awards themselves, the affair lacked any emotional impact, except for Shirley Booth's reaction to winning and her very touching speech. The emphasis on the time element cut down the human side of this glamorous night. Too bad because the net impression of the show was "flat."

'Tis rumored that Fran Allison and Burr Tillstrom are unhappy about the picture "Lili" because in it Leslie Caron talks to the puppets—just as Fran does to Kukla and Ollie. Instead of being unhappy these two likable people should be ecstatic, for "Lili," a grand movie, can be great publicity for their show.

If you wondered why so little was made of Martin and Lewis's appearance on the Colgate Comedy Hour Anniversary show and why they were on so short a time, the boys' reluctance to appear with Abbott and Costello is the answer. The four have been feuding for some time.

KECA-TV announces it will take on no more rebuilt-sewing-machine or vacuum-cleaner commercials because of misrepresentations thrown at the public by these companies. However, certain contracts have to be fulfilled so you may see a few more of these "come-ons" on the station for the next few weeks. Once the contracts have run out—no more. Good for KECA-TV.

A real hunk of dynamite is going to be thrown at Dr. Fifi and his Freedom Clubs in a forthcoming Collier's magazine article. This blast is going to answer a lot of heretofore puzzling questions about Fifi and his "aims."

Did You Know: That Dinah Shore hates to wear shoes. . . . That Ada Leonard has been appearing in South America with her band. . . . That there's some good TV talent at the Carousel Theatre where "The Merry Widow" is packing them in. . . . That Mrs. Art Baker will probably appear more and more on TV with Art on his KTTV "Stars on Stage" show as a result of an impromptu appearance she made recently. Show business is not new to her, having been a Broadway

stage star under the name of Alice Weaver.

Clean-Up Campaign: Word is out that the heads at CBS have allegedly sent out a no cheesecake edict. The network's curvaceous charmers are not to reveal so much of their charms. Marie Wilson heard this and reportedly commented, "Not me. I know what I have to sell and I'm going to sell it." Marie then made plans to have her own photographer take her publicity pictures. With this rule in force, some objectionable photos may disappear, but just what are the photographers going to use for picture ideas now? Crinolines and ruffles are back, boys, and you may as well start suffering!

Candid Opinion: Burns and Allen, realizing they were playing the same time slots as Groucho Marx in many cities, changed their time for their TV show to Monday evenings instead of Thursdays. George and Gracie have one of the best programs on any channel and yet they made this radical move to serve the viewers better. Wish other top shows which are bucking first-rate programs would find it possible to take the stand Burns and Allen did. But with network time being tight, of course, this is not always possible. It should be a must, however, whenever such changes can be made.

SEE

"What's Your Bid?"

WORLD'S
GREATEST
AUCTION

starring

'Liberal Bill'

with

John Reed
King



Sundays 7:30 p.m.

KECA-TV
ABC Television Channel 7

A handsome woman is
a jewel; a good woman
is a treasure.—Saadi.

Home Life

Home, the spot of earth
supremely blest, a
dearer, sweeter spot
than all the rest.—Mont-
gomery.

CAN YOU FOOL THE PUBLIC ALL THE TIME?

*TV-Radio Life Conducted an Investigation of a Come-on
Commercial Seen on TV. Here Are the Not-So-Surprising Facts*

It happened one night while watching a movie on TV. The picture was interrupted by an energetic spieler who enthusiastically offered a watch—for \$6.95. In addition, viewers who rushed to the phone to take advantage of this shock-resistant, radium-dial number would be given a cigarette lighter for free.

It was a familiar story and an equally familiar pitch. But then came the big payoff. A little later the same announcer offered a wedding and engagement ring set for \$29.95!

The set "sparkled" with twenty-nine diamonds. That wasn't all. A lady's watch with two diamonds would be given FREE to those who called in. Both these offers, mind you, were highly advertised as "Order on Approval" deals.

We called the phone number given. The charming lady at the other end assured us: (1) We had three days in which to decide whether we wanted the rings and the watch—and if we didn't take them we'd get the money back; (2) We didn't have to pay cash and could open an account; (3) The products were in no way misrepresented—she said—and added that the company had been in business for seventeen years.

Order Given

Since TV-Radio Life is anxious to

get the truth about such offers we had both the \$6.95 watch and the \$29.95 ring set sent out—on approval. About 9:30 one evening a representative from the company arrived with the rings. They turned out to be greenish in color and the diamonds were so small they could hardly be seen. As for the free watch included with the rings, we doubt you would have had it as a gift. The \$6.95 watch turned out to be a complete mystery to the representative. "That was somebody else's department," he remarked. "I know nothing about it."

"If we take these rings, can we get our money back in three days as we were told over the phone?" we asked.

"Why wait three days?" he said. "You're seeing them now for approval. Do you want them or not?"

"Is there any guarantee?"

The salesman just tossed a blank look.

We let him know we weren't interested, so then he brought out a case with some obviously expensive diamond rings enclosed. These we discarded, along with the salesman, and skipped the whole matter.

This case should only serve to remind viewers that you must be extremely wary of such come-on deals—and to remember that you get only what you pay for!

PARK 'EM AND LEAVE 'EM

Harassed mothers who wonder what to do with their offspring while marketing are finding a solution to this problem in the recent innovations put into effect by supermarkets everywhere.

Kiddielands with free comic book reading sections and coin-operated rides are appearing at more and more markets interested in keeping their customers happy.

Park the kids and do your shopping. They won't mind. Er... that is, if you increase Junior's allowance. He'll need a few dimes to take advantage of the rides on the atomic jet machine, or horses, Rudolph the red-nosed reindeer, the latest model airplane and other child-tantalizing devices. There are even midget movies, and coin-machine operators are thinging up more new ideas to help keep your child happy while you shop.

CONTEST WINNERS TO BE ANNOUNCED

At press time, the judges of the HOME LIFE letter contest, which closed March 15th, were up to their eyebrows in letters. The many ideas and suggestions from you readers are being carefully analyzed and considered. As time goes by, many of them will be incorporated into the pages of HOME LIFE.

The names of prize winners will be announced next week.

LET THE ALTITUDE CHANGE YOUR ATTITUDE!

Nerves Frazzled? Work Weary? Tired of It All? Put yourself back in trim, mentally and physically, with restful, relaxing week-ends at Southern California's most famous mountain resort, **BIG BEAR VALLEY**.

A selected number of large, beautifully wooded lots in the **BEL AIRE** of **BIG BEAR VALLEY** have been set aside for

READERS OF TV-RADIO LIFE

Also included with purchase, membership in the **Moonridge Golf and Country Club**. Facilities include skiing, golfing, fishing, horse-back riding, to name only a few. Liberal discounts on all recreational and club facilities. This offer is limited. Mail coupon today for more information. No obligation. Do it now.

Moonridge Mountain Estates
612 S. Western Ave.
Los Angeles 5, Calif.

HL2

Please send, without obligation, details of your offer to TV-Radio Life readers to:

Name.....

Address.....

City.....

IN ANSWER
TO YOUR REQUESTS

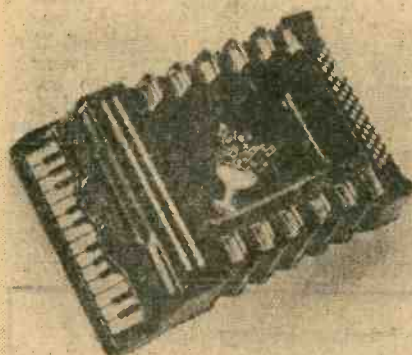
*Budget food
planning!*



COMING SOON
WATCH
HOME LIFE
EVERY WEEK

LAWRENCE WELK'S Accordion Ash Tray

designed by Mr. Welk himself
Personalized with Lawrence Welk's
Signature



Glossy jet black ceramic with ivory-white accordion keys. The decorative champagne glass and bubbling musical notes are colorfully blended in chartreuse and blue. Felt base protects your finest furniture.

ORDER FROM: HOME LIFE, 6361 Selma Ave., Hollywood 28.

Please send..... Lawrence Welk ash trays at \$2.00 each. This sum includes sales tax, postage. Please make checks payable to: James Miladin.

PLEASE PRINT PLAINLY

Name.....
Address.....
City.....



By MAURIE WEBSTER

Hope you saw the International Flower Show at Hollywood Park. Most visitors went away with good ideas and a new enthusiasm for back-yard digging. But several, after aisles-full of perfect blossoms, probably echoed KNX Earlyman Ralph Story, who quipped... "If you have a garden, it'll make you despondent!" For those who still have energy, a look at our...

GARDEN CHECK LIST

ONE: Hedges are straining with new growth. Give them water, fertilizer and an early pruning. But—do it right. Trim the bushes fairly narrow at the top and wide at the bottom, to encourage healthy growth.

TWO: Fuchsias look scraggly? Try this spring tonic. Remove pot-bound plants, cut the roots back and replant, adding leaf mold to the pot. Prune back the roots again in two years. Next spring scrape off the top half inch of soil from the pot and replace with a mixture of leaf mold, manure and sandy loam. Keep them moist and feed monthly when growth begins.

THREE: Biggest mistake in vegetable gardens is planting seeds too deep! Peas, beans and corn—even sweet peas—should go no more than an inch or two deep! Plan the rows so you can irrigate... sprinkling is often too light and produces shallow roots.

NOTES FROM THE HOME FRONT

Repairing cracked and chipped concrete is easy with this trick. Clean the old surface with a wire brush, dampen it thoroughly and paint it with a creamy mixture of pure cement and water. That gives a strong bond to the old concrete, if you put the patch in place while the mix is still moist.

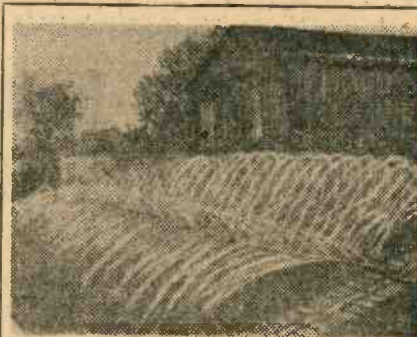
In Los Angeles, six out of every ten house numbers are invisible from the street, especially at night! Common faults: covered by shrubs, not illuminated by the porch light, painted the same color as the house, and just no numbers. If you like your friends to find you, check the numbers on your front door tonight. Replacing is an easy week-end project.

Good news for the lawn! A powerful new chemical spray is reported to kill crabgrass seeds completely, with one application—two for unusual cases. It also rids lawns of moths, ants and chiggers. Sounds like a miracle—but give the scientists another year or two and they may develop a single spray that also fertilizes the grass... and keeps it from growing too fast! Believe it or not—it's possible!

Want the latest word on no-strain kitchens? You'll hear the lady who designs them on my show next Saturday (March 28).

Tune Maurice Webster on
"THIS IS LIVING"
Saturdays — 2:00 - 2:30 p.m.
Station KNX

WATCH FOR
EASTER
RECIPES
NEXT WEEK



DON'T BE CONFUSED BY
INFERIOR COPIES OF THE
GENUINE ANDREWS SPRINKLER

Saves water! Double plastic tube looks like soaker, yet sprinkles 15-ft. area. So gentle to flowers. It weighs but ounces. Tube carries Good Housekeeping Seal of Approval. Won't rot or mildew even if stored wet. Complete with brass connector. Bully GUARANTEED. 20-ft. length, \$2.50; 30-ft., \$3.50; 40-ft., \$4.00; 50-ft., \$4.75. Prepaid. Add 3% sales tax.

TREASURE LANE

Dept. TV-3, 1545 N. La Brea Ave.
Hollywood 28, Calif.

SAN GABRIEL VALLEY GUN CLUB

At end of Fish Canyon Road, Duarte. Open to the public except Monday. Range—25 to 200 yards. Any calibre gun. Range fee \$1.00. Lunch stand on grounds.

Range Manager, Joe Hawks

"COLORVISION"

"COLORVISION" is a Kodak color film TV SCREEN FILTER which gives several various colortones to picture screen. "COLORVISION" produces colortones that appear to revolve and mingle in the picture. Attached in seconds with hot tools on outside lens with spec. adh. incr. "COLORVISION" reduces glare, snow, eyestrain and drowsiness. Increases depth and contrast. Adds "class" to your set. Filter properties added, optically correct. Not to be confused with solid color or three straight color lines: type novelties. If you like it, tell your friends and neighbors; if not, return for a full refund and we are still friends. Fair enough? You can't lose on this trial basis. Almost everyone reorders as "COLORVISION" makes an ideal gift for friends. Throw away that TV lamp because "COLORVISION" eliminates the glare and you and family can enjoy TV in a dark room at its best. Originated, designed, perfected and manufactured by Pete Sorensen, C.O.D. orders 45c extra due to postal charges.

FULL PRICES

| | | |
|--------------|------|--------|
| 7" - 12 1/2" | Sets | \$1.49 |
| 14" - 17" | Sets | \$1.99 |
| 19" - 21" | Sets | \$2.49 |
| 24" - 27" | Sets | \$2.99 |

Also available in solid amber color sizes 7" - 21" at \$1.49. Ask for "EZ-VISION" when ordering.

Write: Pete C. Sorensen, 922 W. 7th Pl.
Los Angeles, Calif. — MA. 9-8379



Chinese dishes

Chinese food makes a welcome change in your family menu. Below are a few of the better-known stock recipes for a Chinese meal.

Fried Rice

Fry 4 slices bacon or equal amount of ham until brown. Remove from pan, put 2 cups cold cooked rice in grease and fry five minutes. Break 3 eggs over rice, add meat, cut fine, mix well and fry until cooked. Add pepper and salt to season.

Noodle Soup

Use ½ pound noodles for each person. Place in boiling water, cook until they float, drain and wash under cold water. Place in boiling water again for one minute, remove and place in bowl with Chinese sauce, pepper, and sesame oil, to suit. Stir well, divide into portions, cover with boiling hot stock soup. Garnish with parsley.

Fried Noodles

These may be purchased at your market in cellophane bags in desired quantity, or you may fry your own as follows: Cover 1 pound noodles in salted water, boil for 10 minutes, then drain. Place in hot frying pan with 2 tablespoons peanut oil, brown nicely. Add pepper and salt to taste.

Chow Mein

Fried noodles garnished with green onions, strips of pork, mushrooms added if desired.

Roast Chicken

After fowl has been prepared place in kettle of hot water, thoroughly covering chicken, for 2 minutes, then add 1 teaspoon spicery powder, 1 cup Chinese sauce, 5 drops sesame-seed oil, 2 teaspoons salt. Leave in water 20 minutes over slow fire. Take one medium-sized onion, slice, fry light brown. Add 6 mushrooms sliced, ¼ pound chopped cooked chestnuts. Add pepper, salt and Chinese sauce to taste. Mix well and stuff fowl. Spread peanut oil over chicken, place in hot oven for 20 minutes. Add 1 cup of water to pan, turn fire to moderate heat and roast until tender.

Serve hot tea to drink. Rice cakes and almond cookies may be added for further variety.



"TAPE" IT EASY

An Eastern chain of supermarkets is reportedly experimenting with a tape recorder in all check-cashing transactions. Unlike fingerprinting, having your voice recorded at the time you cash a good check is of sufficient novelty value that it appeals to customers and they do not resent it. At the same time, attempts to cash a "bouncy" check are forestalled, as the voice record can be used as evidence in case of arrest on bad-check charges.

CLASSIFIED

RATES: 10c per word per insertion. Minimum 10 words. All ads payable in advance. No charge for box number. Replies forwarded daily. DEADLINE: Friday noon for issue on sale following Wednesday. Free checking copy to advertisers.

PERSONALS

TOO MUCH TV GLARE?? Everyone says "yes." See "COLORVISION" on page 50.

SPANISH IS CALIFORNIA'S second language. You can learn it quickly through **EASY SPANISH** by Edward LeVeque... over 20,000 copies sold. Sent postpaid for \$1.10. Order from: **EASY SPANISH**, 541 No. Lucerne, Hollywood 4.

"DARLING, LOSE YOUR EXCESS weight with **SELF-HYPNOSIS** method. \$1.00. Box 51, TV-RADIO LIFE.

PRIVATE INVESTIGATIONS—Joe Jobbins, Retired Detective Inspector, San Diego Police Dept., 2126 33rd Street, San Diego.

ARAGON EDITOR PHIL ANDERSON gives an intimate personality sketch about Roberta Linn in feature magazine **Accordions** Topics just published. Other human-interest stories include Myron Floren's own romance and Lawrence Welk's amazing success! Topics cover your TV favorites in every issue. Mail 15 cents for First Edition or send \$1 subscription for 12 issues. (Not sold at newsstands.) **ACCORDION TOPICS**, Box 5689-TV, Los Angeles 55, Calif.

SITUATIONS WANTED—MALE

INVESTIGATOR: INSURANCE, RACKETEERS AND FRAUDS. UNDERCOVER. Security and store protection. Trial preparation. Fleet and traffic safety. Personnel. Photographic experience in fake injury and compensation claims. Am Irish, 48, unmarried, good health and education. Late Cadillac. Was on last job for eight years as department head. Member L. A. County Peace Officers Association. Seek permanent position. Salary. Write Box 50, c/o TV-RADIO LIFE.

SITUATION WANTED, FEMALE

WANT WORK OF ANY KIND operating single needle power sewing machine. School training and some factory experience. Box 52, TV-RADIO LIFE.

SPECIAL SERVICES

COMMERCIAL CARTOONIST, free lance. Let my original cartoons add that certain touch to your ad, window or wall. Reasonable but good. Pick up your phone and call—Bob Barton, RE. 2-7998, after 5:00 p.m.

FOR SALE

WRESTLERS' PHOTOS. Stamp brings list. Box 1479, Lemon Grove, Calif.

AIREDALE PUPS: 3 months, AKC championship stock. Males \$50.00, females \$35.00. 2218 Ruhland, N. Redondo Beach.

GRANDFATHER CLOCK. WESTMINSTER chimes. Beautiful imported hardwood case. Reasonable. See before 7 p.m. 4051 Locust Avenue, Long Beach.

FOR SALE

"COLORVISION" TV SCREEN FILTER gives beautiful colortones. See page 50.

1000 EMBOSSED BUSINESS CARDS \$4.50 postage paid. Write for FREE sample and style chart. Graham Porter, 795 Coast View Drive, Laguna Beach, Calif.

ACCORDION SALE. 25 New 120 BASSES, 41 piano keys. Italian modern piano accordions. Specials this week while they last at \$150.00. Several colors and sizes to choose from at **SCHWABA ACCORDION STUDIO**, 11322 East Garvey, near Peck Road, El Monte. FO. 8-0807, FO. 8-3098. Open evenings.

OLD AZTEC ART FROM OLD MEXICO. Feather bird pictures, 5x7, hand carved cedar frame. \$1.15. Grace Sellers, 4355 Snowden, Long Beach, California.

FIRE MAY STRIKE WHILE YOU READ this ad! Midget Miracle saves homes and autos. FREE information by return mail on this real lifesaver, \$3.98 full price. Reader's Digest liked it. Drop postal card to **COPEMAN SALES**, P. O. Box 281, Pasadena.

OF INTEREST TO WOMEN

WE PAY CASH FOR BOXTOPS, LABELS, WRAPPERS, COUPONS, Etc.!! Particulars free. TV-983-E Main, Columbus 5, Ohio.

MAKE EXTRA MONEY! KEEP present job! Operate own advertising mailing bureau. Stamped addressed envelope brings information. Box 209, Bell, Calif.

SCHOOLS AND INSTRUCTIONS

FREE LANCE CARTOONIST, illustrator. now accepting private students. Beginners or advanced, call me. Bob Barton, RE. 2-7998, after 5:00 p.m.

ARE YOU HARD TO PLEASE? WE ARE VERY PATIENT PEOPLE!

When you buy any nationally advertised garbage disposer from us, you have a 30-day exchange privilege: **YOU MUST BE SATISFIED!** Take your choice of General Electric, Westinghouse, InSink-Erator, Waste King, Hotpoint, Youngstown, Magic Maid, etc. We'll charge the actual retail price as nationally advertised. **WITH NO INSTALLATION CHARGE**, wherever existing electricity and plumbing permits. **IF YOU AREN'T COMPLETELY SATISFIED** we'll let you take a second-choice machine. We are the largest installers of garbage disposers in the Los Angeles area. All installations are city-approved. Call Hillside 3208, extension 4, for further information, or write **HASTINGS, Dept. HL, 655 No. Western Ave., Los Angeles 4**, and request illustrated information on your favorite make garbage disposer.

—Advertisement

Swivel Top TV TABLE



\$15.95
ppd.

Now! See Television from any place in your room, simply by turning the swivel top of table. Clear-finish blonde hardwood top is attached to heavy-duty ball bearing swivel, resting on sturdy smart-looking wrought iron legs.

Table height 21" for best viewing. Table top 22" square. Legs and edge of top in decorator dull black finish. Plastic glides to protect floor. Shipped prepaid. No CODs. Calif. residents add sales tax. Write for catalog of other "Build Your Own" Furniture.

E. F. Lawrence Iron Works, Dept. RL-1
2911 Whittier Blvd., Los Angeles 23, California

FOR THAT SHOWER

HERE'S A CUTE IDEA FOR STORK SHOWERS. Sew two small colored nut cups together, with open ends facing each other. Before final closing, drop in a few grains of unpopped corn or a couple of jelly beans (anything to rattle). Then take a long colored pipe cleaner, bend the ends, stick into flat side of cups and tie the center of the handle with a ribbon. It will look just like a baby's rattle. You can use pink nut cups with blue pipe cleaner and ribbon, or the other way around. They make nice, little favors for a shower.



THE SLICKEST, QUICKEST SLICER and SHREDDER

Enjoy vegetables, instantly sliced with this handy kitchen aid. Shreds cabbage for cole slaw just like shredded wheat. Makes French fried potatoes or potato chips. 3 different thicknesses. Slices tomatoes, onions, celery for chow mein, etc. \$1.25 includes mailing, sales tax. No C.O.D.'s. Send to: GADGET BAR, Dept. TV, Box 15932, Los Angeles 7, Calif.

\$1.25
Post-paid
Reg. \$2.00

CORRIGANVILLE

Movie Ranch

MOVIE and TV STARS IN PERSON

Shows every Sunday

Picnic grounds, restaurant, chuck wagon, horseback riding . . . 5 miles north of Chatsworth on Hiway 118 at Santa Susanna Pass.

Phone Stanley 7-3565

Clip for Reference

Shopping

with

Jean



Ever wished for some magic thing that would remind you, in time, to turn on your TV or radio set? We've found a smart-looking, ingeniously designed "calendar," called TURN-IT-ON, that prevents your missing programs. With this unique reminder at hand, you'll always be there when it happens.

The most intriguing home product that caught my eye this Easter-minded season are the unusual FLAME OF THE WEST Candles created by Candles of California. The whole candle glows when lit.

A handy kitchen gadget offered by the GADGET BAR is a combination slicer and shredder. For only \$1.25, you'll save yourself lots of work and add variety and color to your meals.

"Build it yourself" furniture has grown tremendously in popularity these past few years. The E. F. LAWRENCE CO., manufacturers of the swivel-top TV table advertised in this section, also have a "Build-it-Yourself" division, and offer our readers an illustrated booklet. Send a postal card inquiry to them at 2911 Whittier Blvd., Los Angeles 23, Calif. Tell them we told you about it, won't you?

Information on any and all items mentioned above can be obtained by sending a 2c postal card to "SHOPPING WITH JEAN," c/o HOME LIFE, 6361 Selma Avenue, Hollywood 28, Calif.



PEGGY LEE

One of my favorite dishes for a buffet is Sweet-Sour Meatballs, served with rice or noodles, a big tossed salad, hot rolls and coffee.

SWEET-SOUR MEATBALLS

3 pounds ground chuck or round
1 cup milk
1/2 cup finely chopped onions
4 cans tomato soup
1/4 cup sugar
juice of 2 lemons
salt, pepper and garlic salt

Mix ground beef with onion and enough milk to roll into soft balls. Season well with salt, pepper and garlic salt before shaping. To the tomato soup add sugar and lemon juice. Individual preference for the sweet-sour taste may call for changing amount of the two ingredients. Add meatballs (without browning) to big, heavy pan holding tomato soup and seasonings and let simmer slowly for a half hour. Serves eight to ten.

SLEEP IN A WIGWAM



The most famous motel in the West. Recommended by AAA & Duncan Hines. 2 people \$5, 4 people \$8. Wigwam Village No. 7, U. S. 66, San Bernardino (West Side).

Jobs for Every Graduate!



Over 2000 Don Martin graduates are now working in 650 stations in 44 states . . . and requests for trained Radio and TV personnel averages 5 jobs for every graduate!

This is because we offer 16 years of know-how . . . the finest-equipped school in the West . . . an outstanding faculty!

Phone Now for Interview

Approved for Vets

DON MARTIN

SCHOOL OF RADIO AND TV

ARTS AND SCIENCES

1653 No. Cherokee

Hollywood 28, Calif. - HUdson 2-3281

ENJOY

TV
COLOR

NOW!

NEW 3 COLOR FILTER

Sizes 8" to 14" **\$2.00** postpaid
Sizes 16" to 21" **\$3.00** postpaid

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Radio Precasts

TIME CHANGES

Tuesday, March 31 — DORIS DAY, KFI, 9:00 p.m. Formerly aired 9:05 p.m.
 Tuesday, March 31—LOUELLA PARSONS, KFI, 9:15 p.m. Formerly aired 9:00 p.m.

WHAT'S SPECIAL

Saturday, March 28—NBC SYMPHONY, KFI, 4:45 p.m. Toscanini has selected to play Beethoven's Missa Solemnis as the final concert of the NBC Symphony. Soloists are Lois Marshall, soprano; Nan Merriman, mezzo-soprano; Eugene Conley, tenor, and Jerome Hines, bass, with the Robert Shaw Chorale.

Sunday, March 29—ALBUQUERQUE BOYS CHOIR, KFI, 8:30 a.m. George Geake directs 98-voice choir in a program of seasonal music.

Wednesday, April 1—FAMILY THEATER, KHJ, 7:00 p.m. A special holy Easter program is scheduled. MacDonald Carey will narrate "The Passion" and "Death of the Christ" from the scriptures.

WHO'S GUESTING

Saturday, March 28—METROPOLITAN OPERA, KECA, 11:00 a.m. Moussorgsky's "Boris Godunov" premieres in its new English version with George London in the title role, and Blanche Thebom as Marina.

Sunday, March 29—TIME CAPSULE, KECA, 7:30 p.m. "Mystery Chef" reveals his identity and gives his all-time favorite recipe: Henry Cabot Lodge, a descendant of Charles Darwin, Mrs. Eleanor Roosevelt, Thomas Mitchell and Helen

Gallagher add their contributions for posterity.

Sunday, March 29—THEATER GUILD, KFI, 5:30 p.m. Melvyn Douglas and Gloria DeHaven in "The Brass Ring."

Sunday, March 29—THE EDGAR BERGEN-CHARLIE MCCARTHY SHOW, KNX, 5:00 p.m. Liberace, song stylist, appears as guest artist.

Monday, March 30—JO STAFFORD SHOW, KNX, 9:30 p.m. Mel Torme joins Jo in several songs when he appears on her program this week. (Monday, Wednesday, Friday). The Page Cavanaugh Trio will be on hand, as usual.

Monday, March 30—SUSPENSE, KNX, 9:00 p.m. Joseph Cotten appears in "Tom Doolley," a suspense-packed show which tells the story of an ill-fated confederate soldier of the Civil War.

Monday, March 30—TELEPHONE HOUR, KFI, 9:00 p.m. Eileen Farrell, dramatic soprano returning as guest soloist with a program of Easter songs.

Monday, March 30—VOICE OF FIRESTONE, KFI, 5:30 p.m. Guest singer: Eleanor Steber of the Metropolitan.

Thursday, April 2—BING CROSBY SHOW, KNX, 9:30 p.m. Bing welcomes singer Rosemary Clooney and old friend Joe Venuti to his show, Thursday.

WHAT'S PLAYING

Saturday, March 28—STARS OVER HOLLYWOOD, KNX, 9:30 a.m. Maureen O'Sullivan appears in "There'll Always Be a Robin" with an outstanding cast.

Sunday, March 29—THEATER OF STARS, KNX, 3:30 p.m. MacDonald Carey with a stellar cast stars in "Spring Thaw."

WHAT'S NEW

Saturday, March 28—JUMP-JUMP, KFI, 9:00 a.m. Mary and Harry Hickox spin platters aided and abetted by puppet, Jump-Jump.

Thursday, April 2—SONGS THAT NEVER DIE, KFI, 9:30 p.m. E. Claude Mills, former NBC and ASCAP executive, presents the grand old songs that will live forever.

Many More

HAPPY RETURNS

Elsie Baker

TV ROLES

TV COMMERCIALS

Hillside 9300.

HE'S A BIG WHEEL!!

Q. Why does PAUL MASTERSON have 250,000 auto radios and an equal number of wives?

A. Because they're all tuned to his 5:30 to 8:00 a.m. radio show every Monday thru Friday over KECA Radio at 790 on their dial.

KECA *DIAL 790*
ABC Radio

Radio in Review

For Love o' Mike (General Comment)

Radio Ramblings

Bing Crosby, son Lindsay, John Scott Trotter and Bill Morrow head for a lengthy vacation in Europe. . . . The **Drew Pearson-ABC-Carter** controversy is still raging. . . . **Sylvan Levin**, a musical director for Mutual, resigns after eight years. . . . **Toscanini** closes the NBC symphony season on March 28. . . . **Tony Martin** signed for a quarter-hour show twice weekly on NBC. . . . Listeners to "Breakfast in Hollywood" are mad about roses. As a mail pull the show offered rose bushes for a quarter and from one announcement came 6000 orders. . . . It appears that there's more to the dropping of "Life With Luigi" but CBS isn't talking. . . . **Doris Day's** show continues throughout the summer on a fifteen-minute basis.

Mary Hickox returns to KFI with two new programs. . . . The "Joe Adams Day" designed by the L. A. City Council was a big success with Mayor **Fletcher Bowron** and Sheriff **Biscailuz** honoring the KOWL discer. . . . Shades of Paul **Masterson-Hugh Douglas** bows with an "International Music Man" airer. . . . Since "Family Theater" switched to a recording session on Mondays, KHJ studios have been swamped by ticket holders.—M.R.

New FM Radio Station

The Southern California area will have a powerful new 6000-watt FM radio station, beginning June 1, when Station **KSRT** begins broadcasting from its ninety-six-foot-high towers atop the **Cherokee Building**, 1655 North Cherokee Street, Hollywood.

Owned and operated by **Don Martin**, veteran **KMPC** announcer and owner of the **Don Martin School of Radio & TV Arts and Sciences**, in Hollywood, **KSRT**, which has already been granted its FCC license, will be on the air daily from 12 noon to 10 at night, and will be operated on a commercial basis.

Martin has already set up complete broadcasting studios in the basement of the building, with the necessary record consoles, amplifying system, microphones, cutting tables, tape recorders, etc. In addition, **KSRT** already has one of the most completely stocked music libraries, with one of the most extensive collections of classical, symphonic and popular recordings in Los Angeles. The **KSRT** news room will be served at first with a UP teletype machine, with an AP machine to be installed later.

Martin estimates that the station will cost him in the neighborhood of \$50,000 to open. This would include the **KSRT** transmitter, now set up in a special room on the top floor of the Cherokee Building, the towers, which are being made to specifications, and the broadcasting studio equipment.

Owner **Martin** will be in complete charge of all **KSRT** operations. However, he expects to have an outstanding staff to assist him, and has already appointed such veteran radio men as **Jimmy Fitch**, program director, **Frank Day**, chief announcer, and **Walter Bradish**, chief engineer.

Huntley vs. Iron Curtain

Commentator **Chet Huntley** has invited his listeners to send letters addressed to the people in Russia and satellite countries to him in care of **ABC**, Hollywood 28, Calif.

(Please Turn to Page 36)

★ Indicates News Broadcast
♦ Indicates Highlight

- 8-KECA-Flying Feet.
KFI-Golden Gags.
KHJ-Paul Carter Show.
★KNX, KFWB, KGB, KXLA-News.
KALI-Dr. S. Bailes.
KBIG-Jack the Early Bird.
KFAC-Business Review.
KFOX-Christian Books.
KFVD-Tuttle Time.
KGER-Mizpah.
KGFJ-World Bible Society.
KIEV-Allin Slate.
★KLAC-News; Stock Reports.
★KMPC-News; Business News.
★KPOL-News Headlines, Guest Star.
KOWL-Spanish Hour (cont'd)
KRKD-Messianic Testimonies.
KWKW-Latin Rhythms.
8:05-★KNX, KFMB-Grand Central Station.
KFWB-Mark Scott.
8:15-KFI-Music in the Mornings.
★KHJ, KGB, KOWL-News.
KALI-Police Show.
KFAC-Musical Varieties.
KFOX-The King's Service.
KFWB-Bill Leyden.
KGFJ-Time Was.
KLAC-Sam Balter.
KPOL-Veterans of Foreign Wars.
KXLA-Sacred Records.
8:20-★KLAC-Haynes at the Reins.
8:25-KHJ-Holland Engel.
★KBIG-News.
KMPC-Sports.
8:30-KECA-A Man and His Music.
KHJ KFXM, KGB, KVOE-Haven of Rest.
KNX, KFMB-Give and Take.
KALI-Swedish Prog.
★KFAC, KFVD, KGIL, KMPC-News.
KFOX-Gospel Tabernacle.
KGER-Voice of China.
KGFJ-Dr. Murphy.
KOWL-Precious Memories.
KPOL-John MacShane Show.
8:40-KMPC-Clock Watcher.
8:45-KECA-Garden of Eden.
KFAC-Unity.
KFVD-Welcome Inn.
★KFWB, KGFJ-News.
KGER-Go Ye Fellowship.
KWKW-Rev. Pagen.
8:55-★KBIG-Southland News.
9-KECA-Dramatic Show.
KFI-Jump, Jump.
KHJ, KGB-Strictly Dixie.
★KNX, KFMB-Theatre of Today.
KALI-Rev. Jaggers.
KBIG-Band Review.
KFAC-Bass Harris.
KFVD-Pentecostal Tabernacle.
KFVB-Music of the Hills.
KFWB-Bill Leyden.
KGER-William Nickerson.
KGFJ-Bing Sings.
KIEV-Allin Slate.
★KLAC-News; Haynes at the Reins.
KMPC-Bill Stewart Show.
KOWL-Italian Christian Activity.
★KPOL-News; John MacShane Show.
KRKD-Modern Melodies.
KWKW-Angel Lerna in Voice of So. America.
KXLA-Sacred Records.
9:15-KECA-Mirandy's Garden Patch.
KFAC-Federation of Churches.
KGFJ-What's New?
KOWL-German Hour.
KXLA-Adventure Time.
9:30-KECA-Space Patrol.
KFI-Scout Jamboree.
KHJ-Here's to Vets.
★KNX, KFMB-Stars Over Hollywood: Maureen O'Sullivan in "There'll Always be a Robin."
KALI-Beautiful Mexico.
KFAC-Catholic Topics.
KFOX-Gospel Friends.
★KFWB-News; Al Jarvis.
KGER-John Brown.
KGFJ-Spotlight Parade.

- KIEV-Lawrence Welk.
KLAC-Peter Potter.
KPOL-John MacShane Show.
KWKW-Tony Sein, Bob Mercado.
KXLA-Music.
KRKD-News; Modern Melodies.
9:45-KHJ-Calif. Civil Defense.
9:50-★KGFJ-News.
9:55-★KFAC-News.
10-KECA-Ira Cook.
KFI-Young America Speaks.
★KHJ, KFXM, KGB, KVOE-Henry Travis, News.
KNX, KFMB-Fun For All.
KBIG-Band Review.
KFAC-Composers Corner.
KFVD-Music of the Hills.
KFWB-Al Jarvis.
KGER-God's Message.
KGFJ-Yesterday's Hits.
KIEV-Dave Shaw.
★KLAC-News; Peter Potter.
KMPC-Bill Stewart.
KOWL-Lithuanian Program.
★KPOL-John MacShane Show.
10:05-KFOX-Assembly of God.
10:15-KHJ, KGB-Paul Carter Show.
KRKD-Dr. Richardson.
10:30-KFI, KFSD-Breakfast in Hollywood.
KHJ-Symphonies for Youth.
KNX, KFMB-City Hospital.
KALI-Teddy Fregoso.
KBIG-Band Review.
KFAC-Concert Stage.
KFOX-Here's to Vets.
★KFWB-News; Al Jarvis.
KGER-Morning Melodies.
KOWL-Spanish Home Hour.
KPOL-Merchant's Quiz.
★KRKD-News; Potpourri.
KWKW-La Hora de Los Angeles.
10:50-★KGFJ-News.
10:55-★KNX-Galen Drake.
★KFAC-News.
11-KECA-Metropolitan Opera:
KFI, KFSD-Mary Lee Taylor.
KHJ-Symphonies for Youth.
KNX-Music with the Girls.
KBIG-Band Review.
KFAC-Masters in Miniature.
★KFOX-News; Music.
KFVD-Music of the Hills.
KFWB-Al Jarvis.
KGER-Rev. Le Roy Kopp.
KGFJ-Musical Portraits.
KGIL-Midmorning Melodies.
★KLAC-News; Peter Potter.
KMPC-Bill Stewart.
KOWL-Spanish Hour.
KRKD-Songs of Yesteryear.
11:15-KGER-Rev. O. R. Killmer.
11:25-★KHJ-News; Sam Hayes.
11:30-KHJ, KVOE-Farm Quiz.
KFI, KFSD-Nat'l Farm and Home Hour.
KNX, KFMB-Meet the Missus.
KALI-Polka & Novelty Music.
KFAC-To Franco . . . with Music.
KFVD-Shopping Highlights.
★KFWB-News; Al Jarvis.
KGER-Marion Childs.
KGFJ-Variety on Piano.
★KOWL-World News; Spanish.
KPOL-Frank Brees.
★KRKD-News; Sweet Pops.
★KXLA-News; Records.
11:45-KGER-Dr. Dan Gilbert.
★KGIL-News.
KOWL-National Guard.
KRKD-Lawrence Welk.
11:55-★KALI, KFAC-News.
12-KECA-Metropolitan Opera.
KFI-Noon Farm Reporter.
★KHJ, KGB-Sid Fuller, News.
★KNX-News.
KBIG-Band Review.
KFAC-Luncheon Concert.
KFVD-Housecleaning Time.
KFWB-Al Jarvis.
KGER-Luncheon Serenade.
KGFJ-Continental Gems.
★KIEV-News; Dave Shaw.
★KLAC-News; Peter Potter.
KMPC-Bill Stewart.
KOWL-Joe Adams Show.
KPOL-John MacShane Show.
KRKD-Western Music.
KWKW-Bill Stewart.

Saturday Radio Program Highlights

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

Public Interest

- 11:30-Nat'l Farm Hour, KFI.
12:30-Man on the Farm, KHJ.
5:15-NBC Symphony, KFI.

Quiz, Participation

- 10:50-Breakfast in H'wood, KFI.
7:30-True or False, KHJ.

Juvenile

- 9:30-Space Patrol, KECA.
1:00-Let's Pretend, KNX.

Mystery-Detective

- 9:00-Gangbusters, KNX.

Drama

- 8:05-Grand Central Sta., KNX.
9:00-Theater of Today, KNX.
9:30-Stars Over Hollywood, KNX.
8:30-Tales of Tomorrow, KECA.

SATURDAY RADIO LOGS

KGFJ—Molly Make Believe.
★KIEV—News; Dave Shaw.
★KLAC—News; Sports.
KMPC—Bands of Today.
KOWI—Chico's Swingtime.
★KPOL—News; Polka Party.
★KRKD—Nine Time.
★KWKW—News; Bill Sampson.
KXLA—Music.
4:05—KLAC—Alex Cooper.
4:15★KHJ, KGB, KVOE—Frank Hemingway.
KNN—Farm News.
KRKD—Whose Birthday Is It?
4:30—KECA—At Ease with Eddie Fisher.
KFI—Are You From Dixie?
KHJ—Paul Carter Show.
KNN—Make Way for Youth.
KBIG—Movie-time.
KFVD—Novel Tunes.
★KFWB—News; Red Rowe.
★KGER—Accent on Youth.
KGFJ—Dixieland.
KMPC—Evening Serenade.
KRKD—Tops in Pops.
★KPOL—News; Music.
KXLA—Melody Valley.
4:45—KHJ—Music.
★KRKD—News.
5—KECA—World and the West.
Arnold J. Toynbee.
KFI—Are You From Dixie?
KNN—Gaston Fischer.
KHJ—Men's Corner.
KBIG—Dance-time at Avalon.
KFAC—Sunset Serenade.
KFOX—Sungline Mission.
KFWB—Red Rowe.
KGER—Peter Slack; Organ.
KGFJ—Jive at Five.
KIEV—John Willis.
★KLAC—News; Sports.
KOWI—Vance Graham.
KRKD—Wax-on Wheels.
★KWKW—News; Sports.
KXLA—Melody Valley.
5:05—KLAC—Alex Cooper.
5:15—KFI—NBC Symphony.
KHJ—Looking Ahead.
KNN—Tom Harmon.
KFOX—Reserved For You.
KGFJ—Keyboard Magic.
5:30★KECA—News.
KHJ—Al Helfer, Sports.
KFAC—KFWB—World Today.
KFAC—Caucasian Memories.
★KFOX, KGIIL—News.
★KFWB—News; Red Rowe.
KGER—Tabernacle Benedictions.
KGFJ—Moods in Music.
★KLAC—News; L.A. Today.

8:45—KMPC—Religious Reporter.
 8:45—KGFR—Witnessing Laymen.
 9:00—KGFR—If They Had Lived.
 9:00—KMPC—Start to Live.
 9:00—KECA—Perspective.
 9:00—KFJ—Presenting Terra Lea.
 ★KHJ, KGB, KFEM, KVOE—
 News; Larry Chatterton.
 ✓KNX, KFMB—Gangbusters.
 KFAC—Evening Concert.
 KFOX—Ray Robinson Show.
 KFWB—Kennedy Campaign.
 KGER—Soul Clinic Mission.

"HUNTER
 HANCOCK SHOW"
 'Real crazy' Music
 'Real crazy' MC
 'REAL CRAZY' SHOW!
 9:00 to 11:30 P.M.
 Monday thru Saturday
 KGfJ 1230 Kc.

KGJF—Hunter Hancock (until 11:30).
★KLAC—News; Gene Norman.
KMPC—Songs You Remember.
★KXLA—News; Music.
9:15—KFI—Supervisor's Report.
KHJ—Paul Carter Show.
9:25★KNN—News.
9:30—KECA—Layman's Hour.
KFI—Meredith Willson's Music Room.
KHJ—Monica Whalen.
KNN—I Was a Communist for the F.B.I.
KFSD—Eddie Cantor.
KGER—John Brown.
KMPC—Dance Time.
KWKW—Council of Churches.
9:45—KHJ—Music.
9:55★KHJ KGB, KYOE—Ceil Brown.
10★KECA—ABC Late News.
★KFI, KFSD—Night Reporter.
KHJ—New England Barn Dance.
★KNN—10 O'clock Wire.
KEAC—Musical Crossroads.
KFVD—Open House (to 2).
KFWB—Larry Finley.
★KLAC—News; Gene Norman.
KMPC—Lucky Lager Dance.
KXLA—Cliffle Stone.
10:15—KECA—State Income Tax.
KFI—This Thing Called Life.
★KNN—Bill Kennealy.
KFSD—Lucky Lager Time.
10:30—KECA—Lawrence Welk Orch.
KFI—Billboard Orch.
KHJ—Virginia Barn Dance.
KNN—Phillip Norman.
KLAC—Gene Norman.
KWKW—Bill Sampson (to 12).
10:55★KFI—NBC News.
11—KECA—The Playboys.
KFI—Sinclair's Record Session.
★KHJ—News; Crowell's Nest.
★KNN—News.
KFWB—Larry Finley.
★KLAC—News; Gene Norman.
KMPC, KFSD—Lucky Dance Time.
11:10—KNN—Sports.
11:15—KECA—American Cancer Society.
KFI—We Call It Jazz.
KNN—Chas. Antell.
11:30—KECA—Bill Pannell Orch.
KFI—Treasury Bandstand.
KGJF—Fire-Four Ballroom.
11:45—KFI—Palladium Orch.
KNN—National Health.
12★KECA—News.
KFI—Midnight Flyer.
★KNN, KLAC—News.
KFAC—Music Out of Night (to 6).
KFWB—Larry Finley (to 4).
KGJF—Nightowl Special (to 6).
KMPC—Midnight Serenade.
KWKW—King's Restaurant.
12:05—KECA—Dick Strout Show.
1:00—KFI—Other Side of Day.
KNN—Bill Ballance.

Radio in Review—Continued

fornia. He will turn them over to one of the underground groups which will see that they reach their destination.

Those who would like to do their part in spreading the word of democracy behind the Iron Curtain to offset the lies told the people by their rulers should find gratification in Huntley's invitation.

Block Upsets Apple Cart

Martin Block, top biller of WNEW for eighteen years, has signed an exclusive five-year contract with ABC starting next January.

It's estimated that during Block's tenure on WNEW sponsors have paid over ten million dollars to participate in his program. ABC is hopeful that money-maker Block will bring most of those sponsors with him over to the net.

Off Mike

Personalities)

Hamburger Hamlet

In the midst of Sunset Strip's glittery, much-publicized restaurant row there's a quaint little spot called **Hamburger Hamlet**, where **Olivia DeHavilland**, **Jean Simmons**, and **Margaret Truman** have unobtrusively munched hamburgers while watching a platter show.

Harry and **Marilyn Lewis** opened their modest eatery, which attracts so many celebrities, three years ago. About two months ago they began their midnight broadcast from **Hamburger Hamlet** via **KGIL**. Their immediate recognition along radio row was extremely gratifying to the young couple. As far as we know, they are the only husband-and-wife team broadcasting from their own restaurant. Their lack of radio experience is compensated by a natural flair for the mike, a gift of gab and a sincere curiosity. **Marilyn** conducts her interviews in a refreshing manner, admitting that she's strictly a fan herself. Neither **Harry**, who's a contract player at **Warners**, nor **Marilyn** were hep to records before they went on the air, but they are catching on fast.

They bring listeners behind-the-scenes personalities on **Music Publishers Night** and **Screen Writers Night**. When **Herb Jeffries** returned from Korea and told the Lewises about the need for blood their radio appeals resulted in 170 pledges.

When you hear the song "Getting to Know You" stop and listen and meet two of Hollywood's newest, rising radio personalities, **Harry** and **Marilyn Lewis**.

Bailey's Taxi Problems

Jack Bailey made a hurried plane trip to Atlantic City last week to visit the sponsor of his "Queen for a Day" shows on **Mutual**—and to find he is allergic to taxicabs.

An hour before plane time on his return, **Jack** and his wife popped into a cab, calling "Airport!" They drove into the country and **Jack** suddenly noticed road markers indicating that **Philadelphia** was getting closer.

"Hey," he yelled at the driver, "we've covered fifteen miles. Are you sure you know where the airport is?" The driver shook his head. "Nope, this is my first day!"

Now only thirty minutes from flight time, **Bailey** ordered him to turn around and step on it. At seventy there was the sound of sirens but instead of a ticket—**Jack** got a police escort the rest of the way because the cops' wives were fans of "Queen for a Day."

★ ★

COWBOY FASHIONS

Ralph and **Barbara Edwards** are shopping for frontier clothes for the **Edwards** youngsters, **Gary**, **Lauren** and **Christene**, to wear to the **Fiesta in Truth or Consequences**, **New Mexico**, April 3, 4 and 5.

Page Fifty-six

★ Indicates Newscast
 † Indicates Highlight

- 8-KECA—Clem Davies.
 KFI—Funny Paper Man.
 KHJ, KFXM—Journey to Melody.
 KNN—Salt Lake Tabernacle.
 KBIG—Children's Church.
 KFAC—Breakfast Symphony.
 KFMH—Old Fashioned Revival.
 KFOX—New Hope Baptist Ch.
 KFVD—Christian Fellowship.
 KFVB—Examiner Funnies.
 KGER—Rev. Markham.
 KGEJ—Armchair Concert.
 KGIL—Voice of Prophecy.
 ★KIEV—News; Music.
 ★KLAC, KWKW—News.
 KMPC—People's Gospel Hour.
 KOWL—Amer.-Japanese Hr.
 KPOL—Bible Research.
 KRKD—Record Shop.
 KNLA—News; Music.
 8:05-KLAC—Catholic Hour.
 8:15-KBIG—Road of Faith.
 KFOX—Missionary Baptist.
 KFVD—Church of Christ.
 KGEJ—Salvation Army.
 KWKW—Christadelphian Ch.
 8:30-KECA—Light & Life Hour.
 KFI—Albuquerque Boys' Choir.
 KHJ, KFXM, KGB, KVOE—Back to God.
 ★KNN—News, Bill Shadel.
 KBIG—Melody Masters Quartet.
 KFOX—Gospel of Christ.
 KFVB—Union Rescue Mission.
 KGER—Bible Treasury.

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

KGFJ 1230 Kc.

- KGER—Divine Science.
 KGIL—Alexander St. Church.
 KMPC—Challenge to Youth.
 KFI—Union Rescue Mission.
 KWKW—Romano Smeraldo.
 KNN—Invitation to Learning.
 8:45★KFI—News.
 KGER—Central Missionary.
 KGEJ—Goodwill Visitor.
 9-KECA—Old Fashioned Sunday School.
 KFI—Carnival of Books.
 KHJ, KFXM, KGB, KVOE—Radio Bible Class.
 KNN—Europe Story.
 KALI—Japanese Hour.
 KBIG—Band Review.
 KFAC—Liberal Catholic Ch.
 KFOX—Popular Melodies.
 KFVD—Faith for Tomorrow.
 KFVB—Union Rescue Mission.
 KGER—World Literature Crusade.
 KGEJ—Goodwill Visitor.
 ★KLAC—News.
 KMPC—Solero Time.
 KPOL—Rescue Mission.
 KRKD—Sunday Serenade.
 KWKW—Italian Hour.
 9:05-KLAC—Christ Church Unity.
 9:15-KFI—Christian Science.
 KFAC—Lyrics in Chorus.
 ★KFVD—News; Music.
 KGEJ—Spotlight Parade.
 KOWL—Armenian Hour.
 9:30-KECA—Sunday With Bill.
 KFI, KFSD—Eternal Light.
 KHJ, KFXM, KGB, KVOE—Voice of Prophecy.

- ★KNN—Howard K. Smith.
 KFAC—Morning Concert.
 KFVB—Al Jarvis.
 KGER—Joan Broyn.
 KIEV—Lawrence Welk.
 KLAC—Peter Potter.
 KPOL—Murnat Matinee.
 9:45-KNN—Stuart Craig.
 KFVD—Piano Parade.
 10-KECA—Sunday With Bill.
 KFI—Herbert J. Mann.
 ★KHJ, KFXM, KGB, KVOE—Newspaper of the Air.
 ★KNN—News.
 KALI—Church of Our Faith.
 KBIG—Band Review.
 KFAC—Morning Concert.
 KFOX—L.A. Sentinel.
 KFSD—Youth Wants to Know.
 KFVD—Sunday Roundup.
 KFVB—Al Jarvis.
 KGER—Radio Revival.
 KGEJ—Hits of the Week.
 KIEV—Music.
 KLAC—Peter Potter.
 KMPC—Hour of Music.
 KOWL—Am. Hellenic Hr.
 KRKD—Sunday Serenade.
 KWKW—Italian Novelties.
 KNLA—Continental Serenade.
 10:15-KFI—Bob Crosby.
 KHJ—Sunday Favorites.
 KNN—Treasury Bandstand.
 KFOX—Angelus Hour.
 10:25-KBIG—Sports News.
 10:30-KFI, KFSD—Investment Info.
 KHJ, KVOE—Lutheran Hour.
 KNN—University Explorer.
 KGER—Music for Sunday.
 KOWL—American-Jewish Program.
 KWKW—Italian Melodies.
 10:45-KECA—Dramatic Show.
 KFI—Concert in Miniature.
 KNN—Treasury Bandstand.
 KFOX—Tabernacle Benedictions.
 KGER—Dr. Dan Gilbert.
 11-KECA—Message of Israel.
 KFI, KFSD—Catholic Hour.
 KHJ—Frank and Ernest.
 KNN—Symphonettes.
 KBIG—Band Review.
 KFAC—First Methodist Ch.
 KFVD—Hollywood First Baptist Church.
 KFVB—Al Jarvis.
 KGER—Open Door Church.
 KGEJ—Sunday Showcase.
 KGIL—Christian Church.
 KLAC—Peter Potter.
 KMPC—Music City Show.
 KPOL—Eagle Rock Baptist Ch.
 KWKW—Italian Melodies.
 KNLA—Soueakin' Deacon.
 11:15-KHJ, KGB—Land of the Free.
 11:25★KBIG—Southern News.
 11:30-KECA—National Vespers.
 KFI—American Forum of the Air.
 KHJ—Science Reporter.
 KNN—New York Philharmonic.
 KFOX—Christian Church.
 KWKW—All Saints Church.
 11:45-KHJ—Radio Canaries.
 12-KECA—Christians in Action.
 KFI—Hometown Happenings.
 ★KHJ, KFAC, KGB, KVOE—News.
 KNN—New York Philharmonic.
 KBIG—Band Review.
 KFVD—Platter Royalty.
 KFVB—Al Jarvis.
 KGER—Open Door Church.
 KGEJ—Anybody's Hit Parade.
 ★KIEV—News; Music.
 KLAC—Peter Potter.
 KMPC—Music City Show.
 KGEJ—Harlem Jukebox.
 KGIL—Gems of Melody.
 KOWL—Oiga Graves Full Gospel.

Sunday Radio Program Highlights

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

Public Interest

Drama

- 8:35—Invitation to Learn, KNN.
 9:00—Europe Story, KNN.
 9:30—Eternal Light, KFI.
 10:30—University Explorer, KNN.
 6:00—Walter Winchell, KECA.

Mystery-Detective

- 2:00—The Chase, KFI.
 2:30—True Detective, KHJ.
 3:30—Squad Room, KHJ.
 6:30—Dragnet, KFI.
 7:00—Barry Craig, KFI.
 7:30—The Whistler, KNN.

Quiz, Participation

- 8:00—Twenty Questions, KHJ.

Popular-Western Music

- 3:30—Jimmy Wakely, KNN.

Classical, Semi-Classical Music

- 8:00—Salt Lake Tabernacle, KNN.
 8:30—Standard Hour, KFI.

Comedy-Variety

- 1:30—Arthur Godfrey, KNN.
 4:30—Jack Benny, KNN.
 4:30—Aldrich Family, KFI.
 5:00—Edgar Bergen, KNN.
 7:30—Phil Harris, Alice Faye, KFI.
 8:00—Our Miss Brooks, KNN.
 8:30—My Little Margie, KNN.
 9:00—Edgar Bergen, KNN.

KPOL—Inspirational Hour.
 KWKW—Italian Norettes.
 KXLA—Squeakin' Deacon.
 12:05—KFAC—Piano Parade.
 12:15—KFI—World of Books.
 KHJ—Bill Cunningham.
 KGL—Pop Parade.
 12:30—KECA—News Summary.
 ★KFI, KFSD—Bob Conline.
 KHJ, KGB—U.S. Military Band.
 KFAC—Incores at The Met.
 KGER—L.A. Hebrew Mission.
 KOWL—Hungarian Melodies.
 KPOL—Pasadena Christian Center.
 KRKD—Sunday on the Ranch.
 KWKW—Portuguese Hour.
 12:45—KECA—The Great Fraud.
 KFI, KFSD—Critic at Large.
 KFVD—Piano Parade.
 KGER—Prison Missionary.
 1—KECA—Dr. Charles E. Fuller.
 KFI—G. I. Joe.
 KHJ—Lanny Ross Show.
 KNN, KFMB—America Calling.
 KBIG—Band Review.
 KFAC—Sunday Theatre.
 KFVD—Moods & Melodies.
 KFWB—At Jarvis.
 KGER—Healing Waters.
 KGFJ—Serenade to Afternoon.
 KGL—Easy Listening.
 KLAC—Peter Potter.
 KMPC—Music City Show.
 KOWL—Scandinavian Hour.
 KPOL—Lo Medico.
 KRKD—Sunday on the Ranch.
 KWKW—Latin American Rhythms.
 KXLA—Eddy Arnold Show.
 1:15—KGL—Pentecostal Tabernacle.
 KHJ—Guy Lombardo.
 KMPC—Sunday Serenade.
 1:30—KFI—Jason and The Golden Fleecce.
 KHJ, KGB—Music Meeting.
 KNN, KFMB—Arthur Godfrey Digest.
 KBIG—Music Hour.
 KGER—Sunshine Mission.
 KLAC—570 Club.
 KXLA—Church in the Barn.
 1:45—KMPC—Your Money At Work.
 1:55★KHJ, KGB—News.
 2—KECA—Voice of Prophecy.
 KFI, KFSD—The Chase.
 KHJ, KFAM, KGB, KVOE—The Shadow.
 KNN, KFMB—King Arthur Godfrey's Roundtable.
 KALI—Calif. Hungarian Ht.
 KBIG—Music Hour.
 KFAC—Sunday Theatre.
 KFOX—Good News.
 KFWB—Dave Ballard Show.
 KGER—Long Beach Band.
 KGFJ—H'wood House Presents.
 KGL—Musical Strings.
 ★KLAC—News; 570 Club.
 KMPC—L.A. Angels.
 KOWL—Catholic Holy Hour.
 KPOL—Polka Party.
 KWKW—Long Playing Records.
 KXLA—Challenge to Youth.
 2:15—KFOX—Healing Waters.
 2:30—KECA—Greatest Story Ever Told.
 KFI—Voice of the Cathedral.
 KHJ, KFAM, KGB, KVOE—True Detective Mysteries.
 KNN, KFMB—Hollywood Story.
 KBIG—Southland Serenade.
 KFAC—Sunday at the "Pops."
 KFOX—Gospel Harbor Light.
 KFVD—Harlem Holiday.
 KGER—Colonial Tabernacle.
 KGFJ—Say It With Music.
 KOWL—Spanish Home Hour.
 KXLA—Music.
 2:55★KNN, KFMB—Cedric Adams.
 3—KECA—Billy Graham.
 ★KFI—Challenge.
 KHJ, KFAM, KGB, KVOE—Nick Carter.
 ★KNN, KFMB—Theatre of Stars: Macdonald Carey in "Spring Thaw."
 KBIG—Southland Serenade.
 KFAC—Museum Concert.
 KFOX—Gospel Youth Program.
 KFVD—Music Manor.
 KFWB—Dave Ballard.
 KGER—Music Hall.
 KIEV—What's New?
 ★KLAC—News; 570 Club.
 KOWL—Yiddish Hour.
 KPOL—Brother Ralph.
 KWKW—Salute to Reservists.
 3:25★KHJ, KGB—Cecil Brown.
 ★KBIG—World News.
 3:30—KECA—Herald of Truth.
 ★KHJ, KFAM, KGB, KVOE—Sound Room.
 KNN, KFMB—H'wood Barn Dance.
 KFOX—Pentecostal Church.
 KGER—Temple Time.
 KGL—Composer's Corner.

KPOL—Time to Remember.
 KWKW—Pascasio Hour.
 4—KECA—Churen In the Home.
 KFI, KFSD—My Son Jeep.
 ★KHJ, KGB—News.
 ★KNN, KFMB—Jack Benny.
 KBIG—Dancetime at Avalon.
 KFAC—Musical Masterpieces.
 KFOX—Sunshine Mission.
 KFVD—Music.
 KFWB—Dave Ballard.
 KGER—Old Fashioned Revival.
 KGFJ—Dixieland.
 KGL—Composer's Corner.
 ★KIEV—News; Music.
 ★KLAC—News; Alex Cooper.
 KOWL—Italian Hour.
 KPOL—Voice of Calvary.
 KWKW—Pascasio Hour.
 4:15—KHJ—Music.
 KRKD—Whose Birthday Is It?
 4:30—KECA—Wings of Healing.
 KFI—Aldrich Family.
 KHJ, KGB, KVOE—Reviewing Stand.
 ★KNN, KFMB—Anos 'N' Andy.
 KBIG—Movietime.
 KFOX—Second Assembly of God.

Enjoy dinner—see a broadcast
CHILDREN'S HOUR
 4:30 to 5 P.M. Sunday
ELEDA RESTAURANT
 4296 Crenshaw

1020 A.C.
 5000 WATTS
Check KEVD
 1020 A.C. 5000 WATTS

KEVD—Children's Hour.
 KMPC—Music You Ordered.
 KOWL—Faith of Our Fathers.
 KPOL—Sunday Varieties.
 KWKW—United Baptist.
 4:45—KOWL—Calif. Civil Defense.

Listen Every Sunday
the MICKEY KATZ SHOW
 5 to 6 p.m. KECA 790
 Presented by
 Haganah Kosher Provisions
 MODERN RYE BAKEMIES
 PEPSI-COLA

5—KECA—Mickey Katz.
 KFI, KFSD—Meet the Veep.
 KHJ, KGB—Oklahoma City Symphony.
 KNN, KFMB—Edgar Bergen Show. Guest: Liberace.
 KBIG—Dancetime at Avalon.
 KFAC—Concert Favorites.
 KFOX—Evangelist Program.
 KFVD—Signature Song.
 KFWB—Dave Ballard.
 KGER—Bible Treasury Hour.
 KGFJ—Balero Club.
 ★KLAC—News; Alex Cooper.
 KOWL—Syrian Lebanon Musical Society.
 KRKD—King's Ambassador.
 KWKW—Fun Fest.
 KXLA—Music.

5:15—KFI—Top Story.
 KGER—Voice of China.
 5:30★KFI, KFSD—Theatre Guild.
 KFAC—Sunday Serenade.
 KFOX—Broadcast of Truth.
 KGER—Immanuel Christian Assembly.
 KGL—Tahitian Memories.
 KWKW—Don Pancho Hour.
 KXLA—Lincoln Ave. Church.
 KGFJ—Favorite Stories.
 5:55—KFWB—Social Security.

6★KECA—Walter Winchell.
 KFI—Theatre Guild.
 ★KHJ, KFAM, KGB, KVOE—News.
 ★KNN, KFMB—Hallmark Playhouse.
 KFAC—Masters of Music.
 ★KFOX, KXLA—News.
 KFWB—Flying Feet.
 KGER—Dr. J. E. Weber.
 KGFJ—Request Performance.
 KGL—Dinner Concert.
 ★KLAC—News; Top Ten Tunes.
 KMPC—Magic of Melody.
 KRKD—Sign Posts to Health.
 KWKW—Don Pancho Hour.
 6:15★KECA—Taylor Grant.
 ★KHJ, KGB—Report from the Pentagon.
 KXLA—Music.
 6:25★KBIG—News.
 6:30—KECA—Musical Hall of Memory.
 ★KFI, KFSD—Dragnet.

KHJ, KGB—Bandstand U.S.A.
 KNN, KFMB—Choral Symphony.
 KFOX—Hall's Memory Room.
 KFWB—Civil Liberties.
 KGER—Lutheran League.
 KGL—Easy Listening.
 KRKD—Full Gospel Evangelist.
 KWKW—Proudly We Hail.
 KXLA—Lutheran Gospel Hour.
 6:45—KNN—International Music Men.
 KFWB—Blind Artists Guild.
 KMPC—Songs You Remember.
 7★KECA—Paul Harvey.
 KFI, KFSD—Barry Craig.
 KHJ, KGB, KVOE—Little Symphonies.
 KNN—Broadway, My Beat.
 KFOX—Ballet Time.
 KFI—Pentecostal Church of Beth.
 KFWB—Union Rescue Mission.
 KGER—Dr. Gordon Palmer.
 KGFJ—Ave Maria Hour.
 ★KLAC—News; Top Ten Tunes.
 KMPC—Jimmy Fidler.
 KWKW—Central Church.
 KXLA—National Voice.
 7:15★KECA—Local Desk.
 KMPC—Service Show.
 ★KXLA—News.
 7:30—KECA—Time Capsule.
 ★KFI, KFSD—Phil Harris, Alice Faye.
 KHJ, KGB—Down You Go.
 KNN, KFMB—The Whistler.
 KFAC—Halls of Sound.
 KFOX—Sunday Gospel.
 KFWB—Community Newspaper.
 KGER—John Brown.
 KGFJ—Favorite Stories of the Week.
 KGL—Music Box.
 KVOE—City Manager.
 KXLA—Church of Open Door.
 7:45—KFWB—Rosary Hour.
 KGFJ—Your Star Time.
 7:55★KHJ, KVOE—News.

8★KECA—Drew Pearson.
 KFI—Frost Warnings.
 Charles Hawkes & Co.
 KHJ, KFAM, KGB, KVOE—Twenty Questions.
 ★KNN, KFMB—Our Miss Brooks.
 KFAC—Evening Concert.
 KFOX—Art Center Concert.
 KFWB—Presbyterian Church.
 KGER—Bethel Reformed Ch.
 ★KGFJ—News.
 KGL—Songs of Our Time.
 ★KLAC—News; Gene Norman.
 KMPC—Music in the Air.
 KWKW—Maple Chapel.
 KXLA—Open Door Church.

8:15★KECA—Monday Morning Headlines.
 KGFJ—If They Had Lived.
 8:30—KECA—Chet Huntley.
 KFI, KFSD—Standard Hour.
 KHJ—Enchanted Hour.
 ★KNN, KFMB—My Little Margie.
 KGFJ—College of Divine Science.
 ★KGL—News; Music.
 KMPC—Studio A.
 KVOE—Have You Read?
 KWKW—Voice of Prophecy.
 8:45—KECA—Stewart Craig.
 KGER—Message to Israel.
 KGFJ—Dept. of Employment.
 KVOE—Women's Clubs.

9—KECA—Meditations for Moderns.
 KFI, KFSD—Standard Hour.
 ★KHJ, KFAM, KGB, KVOE—Newspaper of the Air.
 KNN, KFMB—Edgar Bergen Show.
 KFAC—Evening Concert.
 KFOX—Victory Baptist Ch.
 KFWB—Report Card.
 KGER—Bethel Church.
 KGFJ—Antioch Baptist Ch.
 KGL—Musical Scrapbook.
 ★KLAC—News; Gene Norman.
 KMPC—Freedom Story.
 KXLA—Old Fashioned Revival.
 9:15—KECA—Garden of Eden.
 KHJ—Dance Band.
 KMPC—Songs of Yesterday.
 KFWB—Rabbi Maguin.
 KWKW—Heritage of Israel.
 9:30—KECA—Sunday Symphony.
 KFI—Stranger from the Sea.
 KHJ, KFAM, KGB—Chicago Theater.
 ★KNN, KFMB—Jack Benny.
 KFOX—Ray Robinson.
 KFSD—Meet the Press.
 KFWB—Musical Program.
 KGER—Zion Hill Baptist.
 KLAC—Who Knows This?
 KMPC—Lucky Dance Time.
 KWKW—San Gabriel Church.
 9:45—KFI—Mayor Bowron Reports.
 10★KECA—George Sokolsky.
 ★KFI, KFSD—The Reporter.
 KHJ, KFAM, KGB—Chicago Theater.

★KNN—10 o'Clock Wire.
 KFAC—Gateway to Music.
 KFWB—Let's Talk Politics.
 KGFJ—H'wood House Party.
 KLAC—Freedom Forum.
 KMPC—Lucky Dance Time.
 KXLA—Voice of Calvary.

HOW TO FIND PEACE IN

THIS CHANGING WORLD
 DR. FREDERICK BAILES

KECA

every night except
 Saturday
 10:15—10:30 p.m.
 every morning ex-
 cept Sunday
 6:45—7 a.m.

KRKD

10:15—KECA—Dr. Frederick Bailes.
 KFI—Melody Time.
 KNN, KFMB—George Fisher.
 KFSD—Lucky Dance Time.
 KFWB—Walter White.
 10:30—KECA—Career Theatre.
 KFI—Meet The Press.
 KHJ—Music of Romance.
 KNN—Stuart Craig.
 KFWB—Echoes of Eden.
 10:45—KNN—Charles Antell.
 KECA—Bill Pannell's Orch.
 11★KECA—This Week Around the World.
 KFI—Chicago Roundtable.
 ★KHJ—News; Crowell's Nest.
 ★KNN—News.
 KFAC—Nocturne.
 KFSD—KMPC—Lucky Lager Time.
 KFWB—Echoes of Eden.
 ★ELAC—News; Gene Norman.
 KGFJ—Proudly We Hail.
 11:15—KNN—Stuart Craig.
 11:30—KECA—Bill Pannell's Orch.
 ★KFI—News.
 KNN—Treasury Bandstand.
 KFWB—Music You Want.
 KGFJ—Five-Four Ballroom.
 11:45—KECA—Lawrence Welk Orch.
 KFI—Palladium Orch.
 12★KECA—Dr. Billy Graham.
 ★KNN—News.
 KFAC—Music Out of the Night (to 6).
 KMPC—All Night Revue.
 12:05—KNN—Mel Baldwin.

Musical Isle
 on your radio dial
KBIG DIAL 740
 The Catalina Station

YOUNG RELAXES

Alan Young believes in avoiding conflicts. He has obtained extension of time from his studio commitments until the end of the TV season, at which time he is scheduled to make two flickers.

This Week in Classified
LOOK FOR:

Exotic flowers
 Day care for children
 Fire extinguisher
 Special instructions
 Oriental items
 Private investigations
 Mail order business
 Sewing
 Reducing
 Color filter

**DON'T MISS
 PAGE 51**

Monday-Friday Daytime Radio Logs

ALL NITE LISTENING

"Platter Party"
12 Mid.-3 A.M.
"Nightowl Special"
3-6 A.M.
"Morning Almanac"
6-6:50 A.M.
"News" 6:50-7 A.M.

The Original Twenty-four
Hour Station
K G F J 1230 Kc.

*Indicates News Broadcast
†Indicates Highlight

- 8** KECA—Don McNeill.
KFI—Golden Gags.
KHJ, KGB, KVOE—
Cecil Brown.
KNX—Ralph Story.
KALI—Dr. S. B. Bailes.
KBIG—The Early Bird.
KFAC—Stock Market H'lights.
KFOX—Christian Books
M. W. F.

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



- KEVD—Tuttle Time.
*KEWB, KLAC, KMPC, KXLA
News.
KGER—Mizpah.
KGFJ—World Bible Society.
KGIL—Musical Clock.
KIEV—Allin Slate.
KOWL—Spanish Hour.
*KPOL—News; Living Word.
KRKD—Ernest C. Wilson.
KWKW—Latin Rhythms.
8:05—KEWB—Mark Scott.
KLAC—Stock Market Report.
8:15—KFI—Johnny Murray.
*KHJ, KNX, KOWL, KVOE—
News.
KALI—Helen Markham.
KFAC—Sports; Musical
Varieties.
KFOX—Music—M; Prison
Missionary—Tu, W, F.
KEWB—Bill Leyden.
KGFJ—Delinquency
Prevention—M.
The Judge Speaks—Tu.
Voice of the Blind—W.
Your Country at Work—Th.
L.A. Fire Dept.—F.
KLAC—Saul Balter.
KMPC—Bus, News; Sports.
KPOL—Voice of Calvary.

Start Your
"Good Morning"
with
BUENOS DIAS
6-7 Mon. thru Sat.



- KRKD—Church of H'wood.
8:30—KHJ, KVOE—Gabriel Heatter.
KLAC—Haynes at the Reins.
8:35—KHJ—Holland Engle.
*KBIG—Commuters' Edition.
8:30—KFI—Pat Bishop Reports.
KHJ, KGB, KVOE—Bible
Institute Hour—M, W, F;
Haven of Rest—Tu, Th.
*KNX, KFMB—Grand Slam.
KFOX—Words of Life.
KEWB—Breakfast Club—W.
KGER—Voice of China.
KGFJ—Dr. Murphy.
*KGIL, KFAC, KEVD, KRKD
News.
*KMPC—Norman Nesbitt.
KOWL—Precious Memories.
KPOL—John MacShane Show.
KWKW—Morning Serenade.
KXLA—Haven of Rest—M, W,
F.

- KRKD—Modern Melodies.
8:40—KMPC—Clock Watcher.
8:45—KFI—Andy and Virginia.
KNX—Rosemary.
KFAC—Unity.
*KEWB, KGFJ—News.
KGER—Bible Treasury.
8:55—KBIG—Southland News.
*KMPC—News.
9—KECA—Garden Guide.
KFI—Andy and Virginia.
KHJ—Music.
KNX, KFMB—Wendy Warren.
KALI—Rev. Jagers.
KBIG—Catalina Coffee Club.
KFAC—Morning Concert.
KFOX—Pentecostal Tab'ncl.
*KFSD, KLAC—News.
KEVD—Sanders Meanders.
KEWB—Bill Leyden—M, Tu,
Th, F; Breakfast Club—W.
KGER—Lutheran Hour.
KGFJ—Bing Sings.
KGIL—Keyboard Rhythms.
KIEV—Allin Slate.
*KMPC—News; Clock Watcher.
KOWL—American Jewish Pgm
*KPOL—News; John MacShane
Show.
KRKD—Sweet Harmonies.
KWKW—Angel Lerna.
KXLA—Bar Nothing Ranch.
9:05—KLAC—Haynes at the Reins.
9:10—KECA—Betty Crocker.
9:15—KECA—Chet Huntley.
KFI—Ladies' Day.
KHJ, KGB, KVOE—H. R.
Baukhage.
KNX, KFMB—Aunt Jenny.
KFOX—Home Missionary.
*KEVD—News.
KGFJ—Housewives Hit Parade
9:25—KHJ—Music Box.
*KBIG, KMPC—News.
9:30—KECA—Live Like a Million-
aire.
KHJ—Norma Young.
KNX, KFMB—Helen Trent.
KALI—Beautiful Mexico.
KFAC—Piano Parade.
KFOX—Gospel Friends.
KEVD—Sanders Meanders.
*KEWB—News; Al Jarvis.
KGER—John Brown.
KGFJ—Spotlight Parade.
KGIL—At Home With the
Masons.
KIEV—Lawrence Welk.
KLAC—Peter Potter.
KMPC—Chef Miani.
KOWL—Spanish House Hour.
KPOL—John MacShane Show.
KVOE—Dean's Den.
KWKW—Tony Sein, Bob
Mercardo.
KXLA—Eddie Kirk.
9:45—KFI—Midmorning News.
*KNX, KFMB—Our Gai Sunday
9:50—KGFJ—News.
9:55—KFAC—Dick Joy, News.
10—KECA—Don Gardiner—
M, W, F; Orval Anderson—
Tu, Th.
KFI—Victor H. Lindlahr.
*KHJ, KGB, KVOE—Newspaper
of the Air.
KNX—Road of Life.
KBIG—Are Ya Listenin'?
KFAC—Composers' Corner.
*KFOX, KGER—News.
KEVD—Sanders Meanders.
KEWB—Al Jarvis.
KGFJ—Yesterday's Hits.
KIEV—Dave Shaw.
*KLAC—News; Peter Potter.
*KMPC—News; Ira Cook.
KOWL—Yiddish Hour.
KPOL—Charles Antell—M;
John MacShane—Tu, W, Th,
F.
KRKD—Music.
10:05—KFOX—Social Security—M;
Assembly of God—Tu-F.
10:10—KECA—Jack Berch.
10:15—KECA—Hall of Musical Fame.
KFI—Inside Bob and Ray.
KHJ, KFXM, KGB, KVOE—
Tello-Fest.
KNX—Ma Perkins.
*KFMB, KEVD—News.
KFOX—Advs. in Music—M.
KGER—Tommy Baird.
KRKD—Dr. Richardson.
10:25—KBIG—Homemakers Edition.
KFOX—Women in News—Tu-F
10:30—KECA—My True Story.
KFI—KFSN—Strike It Rich.
KHJ, KGB—Answer Man.
KNX, KFMB—Young Dr.
Malone.
KALI—Teddy Fregoso.
KFAC—Your Soloist.
KFOX—Adv. in Research—M;
Marine Corps—Tu; Civil De-
fense—W; Excursions in
Science—Th; Music—F.
KEVD—Sanders Meanders.

- *KEWB—News; Al Jarvis.
KGER—Helen Markham.
KGFJ—Easy Rhythm.
KMPC—Ira Cook.
KOWL—Spanish Hour.
KPOL—John MacShane—M,
Tu; Merchants Quiz—W, Th,
F.
KRKD—News; Tops in Pops.
KWKW—La Hora De Los
Angeles.
*KXLA—News; Music.
10:45—KHJ—Music.
KNX, KFMB—Guiding Light.
KGER—Rev. Le Roy Kopp.
10:50—KGFJ—News.
10:55—KECA—Whispering Streets.
*KFAC—Dick Joy, News.
11—KECA—Whispering Streets.
11—KFI, KFSN—Double or
Nothing.
KHJ, KFXM, KGB, KVOE—
Ladies Fair.
KNX, KFMB—Second Mrs
Burton.
*KALI—News; Teddy Fregoso.
KBIG—Are Ya Listenin'?
KFAC—Masters in Miniature.
*KFOX—News; Music.
KEVD—Bible Institute.
KEWB—Al Jarvis.
KGFJ—Musical Portraits.
KIEV—Dave Shaw.
*KLAC—News; Peter Potter.
*KMPC—News; Ira Cook.
Standard Hour—F.
KOWL—Spanish Hour.
*KPOL—News; Dental Society
—M; John MacShane—Tu, F.
Merchants Quiz—W, Th, F.
11:15—KECA—When A Girl Marries.
KFI—Perry Mason.
KFOX—Folk Songs.
KGER—Sunshine Mission.
KPOL—Guest Star—M.
*KXLA—Pasadena News.
11:25—KHJ, KGB—Sam Hayes.
*KBIG—Southland Roundup.
11:30—KECA—Hits and Encores.
KFI, KFSN—Garden Guide.
*KHJ, KGB, KVOE—Queen for
a Day.
KNX, KFMB—Nora Drake.
KFAC—Music Hall.
KEVD—Rescue Mission.
*KEWB—News; Al Jarvis.
*KGER—News; Bible School.

CURT GARRET at the PIANO

"Variety on Piano"
11:30 A.M.
"Piano Moments"—2:30 P.M.
KGFJ 1230 Kc.

- KGFJ—Variety on Piano.
*KOWL—Serenade in Blue—M;
U. N. Story—Tu; Les Brown
—W; Errand of Mercy—Th;
National Guard—Sa
KPOL—Frank Breeze Show.
*KRKD—News; L. Welk.
KXLA—Hometown Jamboree.
11:40—KFI—Local News.
11:45—KFI, KFSN—Bob Hope.
KNX, KFMB—Brighter Day.
KGER—Dian Gilbert.
KOWL—Easy Street.
11:50—KGFJ—News.
11:55—KFAC—Dick Joy, News.
12—KECA—Hank Weaver, News.
KFI—Farm Reporter.
*KHJ, KGB, KIEV, KLAC,
KVOE—News.
*KNX—News; Bill Kenneally.
KBIG—Catalina Calling.
KFAC—Luncheon Concert.
KEVD—Editor of the Air.
KEWB—Al Jarvis.
KGER—Songs for Luncheon.
KGFJ—Continental Gems.
*KIEV—News; Dave Shaw.
*KMPC—News; Ira Cook.
KOWL—Joe Adams Show.
*KPOL—News; Temple Baptist
Church.
KRKD—Western Wayside.
KWKW—Bill Stewart.
KXLA—Hometown Jamboree.
12:05—KLAC—Peter Potter.
12:15—KECA—Paul Harvey.
KFI, KFSN—Road of Life.
*KHJ, KGB—Cedric Foster.
KNX—Hilltop House.
*KFOX, KGER, KMPC—News.
KEVD—Midday Memories.
12:25—KBIG—World News Roundup.
12:30—KECA—Jack Owens.
KFI, KFSN—Pepper Young.
KHJ—Music.
KNX, KFMB—Art Linkletter.

- KBIG—Catalina Calling.
KFOX—The Record Race.
*KEWB—News; Guy Bunnion.
KGER—Luncheon Serenade.
KGFJ—Music Festival.
KGIL—Homemakers Matinee.
KLAC—Bob McLaughlin.
KPOL—Joe White.
KXLA—Glenn Wild's Band.
12:45—KFI, KFSN—Right to
Happiness.
*KFAC—Dick Joy, News.
KEWB—Bill Anson.
12:55—KBIG—News.
KBIG—Weather Roundup.
*KWKW—News; Sports.
1—KECA—Bill Ring.
KFI, KFSN—Backstage Wife.
*KHJ, KFXM, KGB, KVOE—
Jack Kirkwood Show.
KNX—Wendell Noble.
KBIG—Catalina Calling.
KFAC—Employment Review—
M; Internal Revenue—Tu;
Songs of France—W; L.A.
Medical Assoc.—Th; Salva-
tion Army—F.
KFOX—Texas Tiny (to 3).
KEVD—Shopping Highlights.
KEWB—Bill Anson.
KGFJ—From Sunset and Vine.
*KGER—News; Norman Clus-
ter—M; Wayne King—Tu;
Hour of Charm—W;
Vincent Lopez—Th; Men
Behind Melody—F.
KIEV—Top Tunes.
*KLAC—News; Sports.
*KMPC—News; Ira Cook.
KOWL—Joe Adams.
*KPOL—News; Joe White.
KRKD—Polka Tune.
KXLA—Music.
KWKW—Bill Garr Show.
1:05—KLAC—570 Club.
1:15—KECA—Bill Davidson Show.
KFI, KFSN—Stella Dallas.
KNX, KFMB—Home Folks—
M, W, F; Mr. Information—
Tu, Th.
KFAC—Storybook Time—M;
Making Friends With Music
—Tu, W; Symphonies for
Youth—Th; Trailways To
Science—F.
KXLA—Farm News.
1:25—KNX—It Happens Every Day.
*KBIG—Who's In the News.
1:30—KFI, KFSN—Young Wilder
Brown.
KHJ, KGB—Lucky U Ranch.
KNX—Philip Norman.
KFAC—Accent on Strings.

FOOD FOR FUN
with Gale Shannon
Fri, 12:30-1:00 P.M.



- KEVD—Community Broadcast.
*KEWB—News; Bill Anson.
KGER—Novatine—M; Music
in the Air—Tu; Stories to
Remember—W; Marine
Corps—This is Your Navy.
—F.
KGFJ—Open Album.
KIEV—Date With Stars.
KXLA—L.A. in Review—M;
Music—Tu, W, F; Books
For You—Th.
1:45—KFI, KFSN—Woman in
My House.
KGER—Garden School.
KXLA—Music For You, M, Tu,
Th, F.
1:55—KBIG—Pass the Word—Tu, Th
KECA—Betty Crocker.
KFI, KFSN—Just Plain Bill.
*KHJ, KFXM, KGB—News;
Quick, What's The Answer?
—F.
*KNX—News.
KALI—Beautiful Mexico.
KBIG—Southland Serenade.
KFAC—Concert Matinee.
KFOX—Texas Tiny.
KEVD—Harlematinee.
KEWB—Bill Anson.
KGER—News; Here's to Vets
—M; Helen Hayes—Tu; Star
Time—W; L.B. Band—Th.
KGFJ—Always on My Mind.
KIEV—Date With Stars.
*KLAC—News; Sports.
*KMPC—News; Johnny Grant.
*KPOL—Frank Breeze Show.
KRKD—Fire Dept.—M; County
Schools—Tu, Th; Gov't

Daytime Logs

(Continued)

Speaks-W; Tops in Pops
-F.
KWKW-Bill Garr.
2:05-KECA-Konnie Kemper.
KNX-George Fisher.
KLAC-570 Club.
2:15-KFI, KFSD-Front Page
Farrell
KHJ-Your Navy-M; Your
Star Time-Tu; Forward
March-Th.
KNX, KFMB-Arthur Godfrey.
KRKD-County Schools-M;
Income Tax-Tu; Salvation
Army-W; Civil Defense-
Th.
2:25-KBIG-News.
2:30-KFI, KFSD-Lorenzo Jones.
KHJ-Club 230.
*KFWB-News: Bill Anson.

ORGAN MUSIC

With Staff Organist-Planist
DR. PETER SLACK
at the Great Wurliizer
Pipe Organ
Mon. thru Fri.-2:30 P.M.
Mon. thru Sat.-10:30 P.M.
Sat. 5 P.M.
KGER 5,000 WATTS
1390 K.C.

KGER-Peter Slack, Organ.
KGFJ-Plano Moments.
KGIL-Eddie Fisher.
KWKW-Fire Facts-M;
L.P. Records-Tu-F.
KXLA-Continental Serenade.
KRKD-Daily Visits with the
Bible.
2:45-KECA-Sing with Bing-Tu,
Th, F; Charles Antell
Theater, M, W.
KFI-The Doctor's Wife.
KRKD-Tops in Pops.
2:55-KHJ-News
3-KECA-Beat the Record.
KFI, KFSD-Welcome
Travelers.
KHJ-Club 230-M, Tu, Th,
F; Red Cross Show-W.
*KNX, KFMB-Arthur Godfrey.
KAL-Teddy Fregoso.
KBIG-Southern Serenade.
*KFAC-News; Keyboard
Stylings.
KFVD-Harlematinee.
KFWB-Bill Anson.
*KGER-News; Homelife.
KGFJ-Music in the Air.
KIEV-What's New?
*KLAC, KMPC, KXLA-News.
KOWL-Joe Adams Show.
KPOL-Frank Breeze.
KWKW-L.P. Records.
3:05-KECA-570 Club.
KMPC-Johnny Grant.
3:15-KFVD-News.
KGER-Music in the
Afternoon.
KXLA-Tom Brennen Show.
3:25-KBIG-World Roundup.
3:30-KECA-Cal Tinney.
KFI-Dr. Paul.
KHJ-Lynn Looks at H'wood.
KFAC-World of Opera.
KFVD-Harlematinee.
*KFWB-News; Bill Anson.
KGER-Music by Roth-M;
Date in H'wood-Tu;
Music of Manhattan-W, F;
Freddy Martin-Th.
KGIL-Record Revue.
KIEV-Dave Shaw.
KOWL-Paul Compton Show.
*KPOL-News; Joe White.
KRKD-News; Tops in Pops.
KWKW-Forward March-M;

Red Cross-Tu; Sacramento
Newsletter-W; Serenade in
Blue-Th; Traffic Quiz-F.
KXLA-Officer Jackson-Th.
3:45-KFI, KFSD-Dave Garraway.
KHJ, KVOE-Paula Stone-
Tu, Th; Mac McGuire-M,
W, F.
KNX, KFMB-Curt Massey.
KALI-L. J. Betz.
KFVD-Pensions.
KWKW-Social Security-M.
3:50-KGFJ-News.
3:55-KECA-Betty Crocker.
4-KECA-Mary Margaret
McBride.
KFI, KFSD-Life Can Be
Beautiful.
*KHJ, KFXM, KGB, KVOE-
Fulton Lewis, Jr.
KNX, KFMB-Ruth Ashton.
KALI-Voice of So. America.
KBIG-Dancetime at Avalon.
*KFOX, KLAC, KMPC-News.
KFAC-Musical Masterpieces.
KFVD-Piano Party.
KFWB-Red Rowe Rancho.
*KGER-News; Commuter's
Carousel.
KGFJ-Moods in Music.
KGIL-Western Trails.
*KIEV-News; Dave Shaw.
KOWL-Chico's Swingtime.
KPOL-Startime.
KRKD-Star Time.
*KWKW-News; Bill Sampson.
4:05-KNX, KFMB-Robert Q.
Lewis.
KLAC-Gene Norman.
KMPC-Johnny Grant.
4:10-KNX-Jimmy Wakely.

A NEW WESTERN SHOW
featuring
Les "Carrot-top" Anderson
Mon. thru Sat. 4:15-4:45 p.m.

Check KEVD
1070 K.C.
5000 WATTS

4:15-KFI-Local News.
KHJ, KFXM, KGB, KVOE-
Frank Hemlockway.
KRKD-Whose Birthday?-M.
4:20-KFI-Burritt Wheeler.
4:25-KBIG-Business News.
4:30-KECA-Nancy Holme Show.
KHJ, KGB, KVOE-Curt
Massey.
KNX-Hawthorne's Mail Bag.
KBIG-Movietime.

"DIXIELAND"

4:30 P.M. Daily
4 to 5 P.M. Sunday
KGFJ 1230 Kc.

KGFJ-Dixieland.
KFOX-Sports News.
*KFWB-News; Red Rowe.
KMPC-Johnny Grant.
*KPOL-News; Music.
KRKD-Tops in Pops.
KXLA-Melody Valley.
4:45-KECA-Frank Bingman, News.
*KHJ, KFXM, KGB, KVOE-
Sam Hayes.
KPOL-Musical Caravan.
4:55-KFI-Art Baker.
*KNX-City Editor.

Monday Radio Program Highlights

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

Drama
6:00-Lux, KNX.
7:00-The Falcon, KHJ.
7:35-Command Theatre, KNX.
8:30-Cafe Istanbul, KECA.
9:00-Suspense, KNX.
Mystery-Detective
7:30-Hall of Fantasy, KHJ.
8:00-Let George Do It, KHJ.
8:30-Under Arrest, KHJ.
Comedy-Variety
2:15-Arthur Godfrey, KNX.
7:00-Bob Hawk, KNX.
Comment-Narration
4:20-Burritt Wheeler, KFI.
Sports
5:15-Tom Harmon, KNX.

P.M. Programs in Boldface
5:45-Sam Balter, KLAC.
Quiz, Participation
8:00-McNeill Bkfst Club, KEQA
8:30-Grand Slam, KNX.
11:00-Double or Nothing, KFI.
11:30-Queen for a Day, KHJ.
12:30-Art Linkletter, KNX.
Welcome Travelers, KFI.
8:00-Life Begins at 80, KECA.
8:30-Talent Scouts, KNX.
Classical, Semi-Classical Music
5:30-Voice of Firestone, KFI.
7:35-Al Goodman's Musical
Album, KFI.
8:30-Railroad Hour, KFI.
9:00-Pacific Telephone Hour,
KFI.

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

5-KECA-Elroy Mirsch.
KFI-Feature Wire.
KHJ, KGB, KVOE-Bobby
Benson.
*KNX, KFMB-Ed. R. Murrow.
KBIG-Dancetime at Avalon.
KFAC-Sunset Serenade.
KFOX-Sunshine Mission.
KFVD-Remember?
KFWB-Red Rowe.
KGER-Commuter's Carousel.
KGFJ-Jive at Five.
KIEV-John Willis.
*KLAC, KMPC, KWKW-News.
*KPOL-News; Music.
KOWL-Vance Graham.
KRKD-Wagon Wheels.
KXLA-Melody Valley.
5:05-KFI-Feature Wire.
*KMPC-Local News.
5:10-KLAC-Gene Norman.
KMPC-Today in Sports.
5:15-KECA-Virgil Pinkley.
*KFI-News.
*KNX-Tom Harmon.
KFOX-Let's Go To Town.
KGFJ-Planists of the Future.
*KMPC-John T. Flynn.
KWKW-Sports.
5:30-KECA-Chet Huntley.
*KFI, KFSD-Voice of
Firestone.
KHJ, KGB, KVOE-Wild Bill
Hickok.
*KNX-Carroll Alcott.
KFAC-Wiennese Varieties.
*KFOX-News.

WRIGHT & BEAL'S
Happy Music
with Earl McDaniel
5:30 P.M. Mon.-Fri.

Check KEVD
1070 K.C.
5000 WATTS

*KFWB-News; Red Rowe.
KGER-Tab'cl. Benedictions.
KGFJ-Art Laboe Show.
*KLAC-News; L.A. Today.
KMPC-Stars of Song.
KRKD-Sports Dial.
KWKW-Romano Smeraldo.
KXLA-Squeakin' Deacon.
5:45-KECA-Bob Garred.
*KNX, KFMB-News. Goss.
KFOX-Your Fishcuster.
*KLAC-Sam Balter, Sports.
KMPC-Hits of Today.
KRKD-Race Results.
5:55-KHJ, KGB, KVOE-Cecil
Brown.
*KNX-Local News.
*KECA-Bank Weaver.
KFI-Record Album Review.
*KHJ, KGB, KVOE-Gabriel
Heatter.
*KNX, KFMB-Lux Theatre.
*KFAC-News: Showtime.
*KFOX, KLAC-News.
*KFWB-News: Red Rowe.
KGER-American Soul Clinic.
KGFJ-Request Performance.
KMPC-Bob Kelley, Sports.
KRKD-Evening Varieties.
KWKW-Italian Melodies.
KXLA-Squeakin' Deacon.
6:05-KLAC-Top Ten Tunes.
6:15-KECA-Elmer Davis.
*KFI-Bill Haworth, News.
*KHJ, KGB-Mutual Newsreel.
KFWB-Mark Scott.
*KMPC-News.
6:25-KMPC-Race Results
6:30-KECA-Headline Edition.
KFI-American Way.
KHJ, KGB-Behind the Story.
KFAC-Musical Milestones.
KFOX-Hal's Memory Room.
KFWB-America Dances.
KGER-Back to the Bible.
KMPC-Bill Stewart Show.
KWKW-Hoyos Hour.
KXLA-Frank Simon.
6:45-KECA-Lum & Abner.
*KHJ, KGB, KVOE-Sam
Hayes.
6:55-KHJ, KGB-Bill Henry.
KECA-Long Ranger.
KFI, KFSD-Dina Shore.
*KHJ, KGB, KVOE-The
Falcon.
KNX, KFMB-Bob Hawk.
KFAC-Music at Seven.
KFOX-Long Beach Town
Forum.
KFWB-America Dances.
KGER-Family Bible Hour.
KGFJ-Musical Digest.
*KGIL, KLAC, KRKD-News.
KMPC-Bill Stewart.
7:05-KLAC-Top Ten Tunes.
7:15-KFI-Mary Hickox.

7:25-KECA-Les Griffith, News.
7:30-KECA-Henry J. Taylor.
*KFI, KFSD-John Cameron
Swayze.
*KHJ, KFXM, KGB, KVOE-
Hall of Fantasy.
*KNX, KFMB-Cedric Adams.
KFAC-Echoes and Encores.
KFOX-George McLain.
KFWB-Community News.
KGER-Rev. Al Harlan.
KGIL-Footlight Favorites.
KRKD-Dr. Richardson.
KWKW-La Hora Popular.
KXLA-Toastmasters Club.
7:35-KFI, KFSD-Al Goodman's
Musical Album.
*KNX, KFMB-Command
Theatre.
7:45-KECA-Alistair Cooke.
*KFOX-News.
KFWB-Rosary Hour.
*KECA-Life Begins at 80.
KFI-One Man's Family.
*KHJ, KFXM, KGB, KVOE-
Let George Do It.
*KNX, KFMB-Lowell Thomas.
KFAC-Evening Concert.
KFOX-Buddy Beason.
KFSD-One Man's Family.
KFWB-Kennedy Kalling.
KGER-Bible Treasury.
KGFJ-State Taxes.
KGIL-Accent on Melody.
*KLAC, KXLA-News.
*KMPC-News; Bill Stewart.
KWKW-L. J. Betz.
8:15-KFI, KFSD-News of the
World.
*KNX-Chas. Collingwood.
KGER-Hebrew Christian Hr.
KGFJ-Civil Defense.
KLAC-Gene Norman.
KWKW-Puerto Libre.
KXLA-Smiley Burnette.
8:25-KNX-Robert Trout.
8:30-KECA-Sparring Partners.
*KFI, KFSD-Railroad Hour.
KHJ, KGB, KVOE-Under
Arrest.
KNX, KFMB-Talent Scouts.
KFOX-Self Realization.
KGER-Voice of China.
KGFJ-College of Div. Science.
KXLA-Music.
*KFOX-Dr. Hewitt.
8:45-KGER-Witnessing Laymen.
*KGFJ-News.
9-KECA-News of Tomorrow.
*KFI, KFSD-Pacific Telephone
Hour.
*KHJ, KGB, KVOE-Newspaper
of the Air.
*KNX, KFMB-Suspense:
Joseph Cotten in "Tom
Dooley."
KFAC-Evening Concert.
KFOX-Ray Robinson Show.
*KFWB-News.
KGER-Dr. E. F. Weber.
KGFJ-Hunter Hancock
(to 11:30).
*KLAC-News; Gene Norman.
KMPC-Songs You Ordered.
9:15-KECA-Casino Room Orch.
*KHJ, KGB, KVOE-Fulton
Lewis, Jr.
KFWB-Kennedy Calling.
*KWKW-News.
9:30-KECA-Yesterday and Today.
KFI-KFI Calling.
KHJ, KGB-Could This Be
You?
KNX, KFMB-Jo Stafford:
Guest, Mel Torme.
KGER-John Brown.

**LUCKY LAGER
DANCE TIME**

KMPC

EVERY NIGHT-9:30 to 12 P.M.

KMPC-Lucky Lager Dance.
KWKW-Opera Talent.
9:45-KNX, KFMB-Jr. Miss.
9:55-KHJ, KGB, KVOE-Titus
Moody.
10-KECA-ABC Late News.
*KFI, KFSD-The Reporter.
KHJ, KGB-Answer Man.
*KNX-10 O'clock Wire.
KFAC-Musical Crossroads.
KFWB-Larry Finley.
KGER-Dr. E. F. Weber.
*KLAC-News; Gene Norman.
KMPC-Lucky Lager Dance.
10:10-KECA-Edwin C. Hill.
10:15-KECA-Dr. Frederick Balles.
KFI-A Joy Forever.
*KHJ, KGB-Frank Edwards.
*KNX-William Kennelly.
KFSD-Lucky Lager Dance.
10:25-KNX-Tom Harmon.
10:30-KECA-Music from the Moon.
KFI-Repeat Performance.
KHJ-Crowell's Nest.

Page Fifty-nine

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

- 5-KECA-Elroy Hirsch
★KFI-Feature Wire.
KHJ, KGB, KVUE-Sgt. Preston.
★KNX, KFMB-Ed. R. Murrow.
KBIG-Dancetime at Avalon.
KFAC-Sunset Serenade.
KFOX-Sunshine Mission.
KFVD-Remember?
KFWR-Red Rowe.
KGER-Commuter's Carousel.
KGFJ-Jive at Five.
KIEV-John Willis.
★KLAC-News; Sports.
★KMPC, KWKW-News.
KOWL-Vance Graham.
KRKD-Wagon Wheels.
KXLA-Melody Valley.
5:05-KLAC-Gene Norman.
★KMPC-Local News.
5:10-KMPC-Today in Sports.
5:15-KECA-Virgil Pinkley.
★KFI-News.
★KNX-Tom Harmon.
KFOX-Forward March.
KGFJ-Keyboard Magic.
★KMPC-John T. Flynn.
KWKW-Sports.
5:30-KECA-Chet Huntley.
KFI-World We Live In.
KHJ, KGB, KVUE-Sky King.
★KNX-Carroll Alcott.
KFAC-Vietnamese Varieties.
★KFOX-News.
KFVD-Earl McDaniel.
★KFWR-News; Red Rowe.
KGER-Tab'lac Benedictions.
KGFJ-Art Laboe Show.
★KLAC-News; L.A. Today.
★KMPC-Stars of Song.
KRKD-Sports Dial.
KWKW-Italian Hour.
KXLA-Squeakin' Deacon.
5:45-KECA-Bob Garrod.
★KFI, KFSD-Elmer Peterson.
★KNX, KFMB-News, Goss.
KFOX-Your Fishcaster.
KLAC-Sam Balter, Sports.
KMPC-Hits of Today.
KRKD-Race Results.
5:55-KHJ, KGB, KVUE-Cecil Brown.
★KNX-Local News.
★KECA-Hank Weaver.
KFI-Record Album Review.
★KHJ, KFMB, KGB, KVUE-Gabriel Heatter.
★KNX, KFMB-Johnny Dollar.
★KFAC-News; Showtime.
★KFOX, KLAC-News.
★KFWR-News; Red Rowe.
KGER-American Soul Clinic.
KGFJ-Request Performance.
KMPC-Bob Kelley, Sports.
KRKD-Evening Varieties.
KWKW-Italian Melodies.
KXLA-Squeakin' Deacon.
6:05-KLAC-Ten Top Tunes.
6:15-KECA-Elmer Davis.
★KFI-Bill Haworth, News.
★KHJ, KGB-Mutual Newsreel.
KFWR-Mark Scott.
★KMPC-News.
6:25-KMPC-Race Results.
6:30-KECA-Headline Edition.
★KFI, KFSD-Fibber McGee and Molly.
KHJ, KGB-Behind the Story.
★KNX, KFMB-My Friend Irma.
KFAC-Musical Milestones.
KFOX-Hal's Memory Room.
KFWR-America Dances.
KGER-Back to the Bible.
KMPC-Bill Stewart Show.
KWKW-Hoyos Hour.
KXLA-Frank Simon.
6:45-KECA-Lum and Abner.
★KHJ, KFMB, KGB, KVUE-News, Sam Hayes.
6:55-KHJ, KGB-Bill Henry.
★KECA-Silver Eagle.
7-KFI, KFSD-Who for the Money.
KHJ, KGB, KVUE-Mickey Spillane Mysteries.
★KNX, KFMB-People Are Funny.
KFAC-Music at Seven.
KFOX-Music.
KFWR-America Dances.
KGER-Family Bible Hour.
KGFJ-Musical Digest.
KMPC-Bill Stewart.
★KRKD, KGIL, KLAC-News.
★KLAC-Top Ten Tunes.
7:15-KFOX-Dick Haymes Show.
KRKD-24 Time Waltzes.
7:25-KECA-Les Griffith, News.
7:30-KECA-Mr. President.
★KFI, KFSD-John Cameron Swayze.
KHJ, KFMB, KGB, KVUE-Peter Salem.
★KNX, KFMB-Hollywood Music Hall.
KFAC-Echoes and Encores.

- KFOX-George McLain.
★KFWR-Community News.
KGER-Oriental Missionary.
KRKD-Dr. Richardson.
KWKW-La Hora Popular.
KXLA-Mary Burke King.
7:45-KFOX-News.
KFWR-Rosary Hour.
KXLA-Pasadena City College.
7:50-KFI-Melody Time.
8-KECA-Town Meeting.
KFI-One Man's Family.
★KHJ, KFMB, KGB, KVUE-High Adventure.
★KNX, KFMB-Lowell Thomas.
KFAC-Evening Concert.
KFOX-Buddy Beason.
KFSD-One Man's Family.
KFWR-Kennedy Kallings.
KGER-Bible Treasury.
KGFJ-Blue of Evening.
★KLAC-News; Sam Balter.
★KMPC-News; Bill Stewart.
KWKW-L. J. Betz.
8:15-KFI, KFSD-News Parade.
★KNX-Chas. Collingwood.
KGER-Hebrew Christian.
KGFJ-Bob Harvey Combo.
KLAC-Gene Norman.
KWKW-Puerto Libre.
★KXLA-News.
8:25-KNX-Bob Tront.
8:30-KFI, KFSD-Cavalcade of America.
KHJ, KGB, KVUE-Count of Monte Cristo.
KNX-Mr. and Mrs. North.
KGER-Voice of China.
KGFJ-Col. of Divine Science.
KXLA-Smiley Burnette.
8:45-KECA-Monitor News.
KFSG-Sunday School Time.
KGER-Witnessing Laymen.
★KGFJ-News.
9-KECA-News of Tomorrow.
★KFI, KFSD-Martin and Lewis.
★KHJ, KFMB, KGB, KVUE-Newspaper of the Air.
KNX, KFMB-Doris Day.
KFAC-Evening Concert.
KFOX-Ray Robinson.
KFWR-Kennedy Kallings.
KGER-Melody Four Quartet.
KGFJ-Hunter Hancock (to 11:30).
★KLAC-News; Gene Norman.
KMPC-Songs You Ordered.
9:15-KECA-Cocoanut Grove Orch.
★KHJ, KGB, KVUE-Fulton Lewis, Jr.
KNX-Louella Parsons.
★KWKW-News.
9:30-KECA-Report to the People.
KFI, KFSD-Red Skelton.
KHJ, KGB-Search That Never Ends.
KNX, KFMB-Jo Stafford.
KMPC-Lucky Lager Dance.
KGER-John Brown.
KWKW-Council of Churches.
9:45-KECA-Science Editor.
KNX, KFMB-Jr. Miss.
9:55-KHJ, KFMB, KGB, KVUE-Titus Moody Show.
10-KECA-ABC Late News.
★KFI, KFSD-The Reporter.
KHJ, KGB-Answer Man.
★KNX-10 O'clock Wire.
KFAC-Musical Crossroads.
KFWR-Larry Finley.
★KGER-News; Music.
★KLAC-News; Gene Norman.
KMPC-Lucky Lager Dance.
10:10-KECA-Edwin C. Hill.
10:15-KECA-Dr. Frederick Baltes.
KFI-A Joy Forever.
KHJ-Frank Edwards.
★KNX-Bill Kenneally.
KFSD-Lucky Dance Time.
10:25-KNX-Tom Harmon.
10:30-KECA-Sophisticated Rhythm.
KFI-Repeat Performance.
KHJ-Charles Antell.
KNX-Philip Norman.
KGER-Peter Slack, organ.
KWKW-Bill Sampson (to 12).
10:45-KECA-The Playboys.
KHJ-Crowell's Nest.
10:55-KFI-Sports Final.
11-KECA-Music From the Moon.
★KFI, KHJ, KNX-News.
KFAC-Crossroads of Music.
KFOX-Irish World.
KFSD, KMPC-Lucky Dance Time.
KFWR-Larry Finley.
★KLAC-News; Gene Norman.
11:10-KNX-T. Hanlon Scoreboard.
11:15-KFI-Al Poska.
KHJ-Crowell's Nest.
KNX-Merry-Go-Round.
11:30-KECA-Danny Stewart Orch.
KGFJ-Five-Four Ballroom.
11:40-KNX-This I Believe.
11:45-KFI-Palladium Orch.
KNX-Dwight Cooke-Asia.
11:55-KFI-News.
12-KECA, KNX-News.
KFI-Midnight Flyer.
KFAC-Music Out of Night (to 6).
KFWR-Larry Finley (to 4).
KGFJ-Nightly Special (to 6).

Radio in Review—Continued

Record Notes to You

By ANDY MANSFIELD
(KFI, Monday through Friday, 8:45 a.m.)

TOPS IN ALBUMS: "For You" (Coral) brings Don Cornell, singing the way you like him to sing, into the album field. In a variety of moods ranging from the up-tempo'd "S'posin'" through lovely ballads like "For You," "If You Were Only Mine" and "Stay as Sweet as You Are," to his first big hit as a band vocalist, the dramatic "It Isn't Fair." This is Don Cornell at his best and singing each song as if it were just "For You." . . . "Sing, Sing, Sing" (Decca) features the ever-lovin' Andrews Sisters in various singing moods. Whether it's novelty ("Piccolo Pete"), romance ("If I Had a Boy Like You"), exotic ("East of the Sun"), Cuban ("Old Don Juan") or rhythm "Sing, Sing, Sing" you'll discover these gals have all the musical answers with excellent backing by the Skip Martin, Sy Oliver, Nelson Riddle, Sonny Burke and Desi Arnaz Orchestras. . . . Donald Novis (Mercury) again singing the songs he made famous should bring a touch of nostalgia to every radio and record fan. Remember "Trees" . . . "Charmaine" . . . "Deep Night" . . . "The World Is Waiting for the Sunrise"? These and others just as strongly associated with this popular West Coast tenor should be most acceptable record fare for the most ardent Novis fan of yesterday or today.



BEST IN DEBUT SINGLES: Not exactly a newcomer to records is Mary Small (Mercury) who debuts on this label with the rhythm novelty "Give Me Another One Just Like That" and the much better material, "Suddenly," to good effect. Betty Clooney (Coral) bows in with the whipsy ballads "You're All I See" and "I Idolize You" and sounding too close for Big Sister's comfort. . . . Another newcomer, Kay Malone (Kern), has a pair of contrasts in the Jezebelish "Angel or Devil" and the folk melody "Black Is the Color," with a bigger nod for the folkside. . . . Vicki Young (Capitol) also leans toward the sagebrush in style for "Goodbye, Charlie" and "I'm Wonderin'," but with a style easily adaptable to the pop field. . . . Hamish Menzes (Decca) is another new discovery that'll make you stop and listen, not because of any extraordinary vocal ability, but this Scotch lad shows a decidedly different style and personality for "You Can Be in Love" and "Less Than Tomorrow." . . . Not much space left for the old-timers (?), but you can always count on Columbia's Rosemary Clooney, Coral's Teresa Brewer, RCA-Victor's Dinah Shore, MGM's Billy Eckstine, Capitol's Nat "King" Cole, and Mercury's Patti Page to come up with the best, so why not ask to hear their latest releases at your favorite record shop? . . . A.M.

Tuesday Radio Program Highlights

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

Comedy-Variety

- 2:15-Arthur Godfrey, KNX.
6:30-Fibber McGee & Molly, KFI
6:30-My Friend Irma, KNX.
7:00-People Are Funny, KNX.
9:00-Martin and Lewis, KFI.
9:00-Doris Day, KNX.
9:30-Red Skelton, KFI.

Quiz, Participation

- 8:00-McNeill Bkfst 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.
7:00-Two for the Money, KFI.
8:00-America's Town Meeting, KECA.

Sports

- 5:15-Tom Harmon, KNX.
5:45-Sam Balter, KLAC.
6:00-Bob Kelley, KMPC.
6:00-Johnny Dollar, KNX.
7:30-Peter Salem, KHJ.
8:30-Mr. & Mrs. North, KNX.

Mystery-Detective

- 6:00-Johnny Dollar, KNX.
7:30-Peter Salem, KHJ.
8:30-Mr. & Mrs. North, KNX.

Comment-Narration

- 4:20-Burrill Wheeler, KFI.
Classical, Semi-Classical Music
7:30-Hollywood Music Hall, KNX

Drama

- 7:30-Mr. President, KECA.
8:00-High Adventure, KHJ.
8:30-Cavalcade of America, KFI
8:30-Count of Monte Cristo, KHJ.

Ear, Eye Inspire the Pen

Jim Ware, Fullerton, Calif.

I watch Jimmy Weldon and "Webster Webfoot" on KLAC-TV every night. I wouldn't miss them for anything. They are great.

Mr. Schwake, 44715 N. Fig Ave., Lancaster, Calif.

Would you please tell me how I may get tickets for the Harry Owens show or Jimmy Wakely's show?

For these shows, or any other TV or radio broadcast, just write to the individual stations and they will be glad to furnish the tickets. They have separate departments to handle such requests.

Betty Musser, 871 S. Magnolia Ave., El Cajon, Calif.

MARCH 23 is a BIG day for two reasons. First off is that March 23 is TV Radio Life's 13th Anniversary, and for all these years they have been giving the public one of the best mags on the market and at the small sum of 10c a copy each week. It's the biggest and best and newest on the market for the money.

Now for second reason. For this is the BIRTHDAY of our SMOKEY ROGERS here in San Diego, and on KFMB. Smokey's a swell fellow and a wonderful entertainer. Smokey owns and operates one of the nicest ballrooms in Southern California, where he and his outstanding band play and sing every Friday and Saturday night for all the good neighbors.



Smokey Rogers

Irene Bakley, 5555 Hollywood Blvd., Hollywood, Calif.

Today I saw a fine new show called "Donald Novis Cooks." I like it because it is something new on cooking. It has fresh ideas and is a show that is very educational to watch. It is produced by Bud Linn. I have never heard of this producer's name in the production field, but he will go far, and I hope that this show will be an aid to many a wife. It is seen over KNBH, 3:30 p.m. Monday through Friday. I think that a little unrehearsed chat is good on any TV show. I wish to say "Good Luck" to this new show, and also to Bud Linn. It would be nice if this was a nationwide show.

Abner Sincoln, Los Angeles, Calif.

Nepotism may be the cause of many people saying that the Marx Show is going downhill. On a recent show, Groucho's little daughter again subjected listeners to her piping treble (she's cute but no Shirley Temple). This night's program had some contestants whose personalities promised interesting listening but their spots were cut to skeletal attenuation in order to fit in the Marx pride and joy.

Mrs. Aldo Jackson, Van Nuys, Calif.

A few weeks ago there was an article about Bucky Tibbs playing too much with the sailors or fellows when she sings to them. Well, I don't think you could find a much sweeter little girl. She is only putting on a good show. We all love to see her and all of "Hometown Jam-boree."

Wednesday Radio Program Highlights

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

Comedy-Variety

2:15—Arthur Godfrey, KNN.
7:00—Bob Hope, KFI.
8:30—Great Gildersleeve, KFI.
9:00—Groucho Marx, KFI.
Quiz, Participation
8:00—McNeill Bkfst. Club, KECA
8:30—Grand Blam, KNN.
11:00—Double of Nothing, KFI.
11:30—Queen for a Day, KRL.
12:30—Art Linkletter, KNN.
3:00—Welcome Travelers, KFI.
6:30—What's My Line?, KNN.
7:30—Walk a Mile, KFI.
8:00—Name That Song, KRL.

Sports

5:15—Tom Harmon, KNN.
5:45—Sam Balter, KLAC.
6:00—Bob Kelley, KMPC.

6:00—Philip Morris Playhouse, KNN.

7:00—Family Theater, KRL.
8:00—Top Gun, KECA.
8:30—The Adventurer, KECA.
8:30—Dr. Christian, KNN.
9:30—Big Story, KFI.

Mystery-Detective

7:30—Mystery Theater, KECA.
8:30—The Adventurer, KECA.
9:00—FBI in Peace and War, KNN.
9:30—Dear Margy, It's Murder, KRL.

Comment-Narration

4:20—Barrett Wheeler, KFI.

WEDNESDAY, APRIL 1

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

- 5—KECA—Elroy Hirsch.
KFI—Feature Wire.
KRL—Songs of the I-Iar-R.
★KNN—KFMB—Ed R. Marrow.
KRL—Lancetime at Avalon.
KECA—Sunset Serenade.
KFO—Sunshine Mission.
KFV—Remember.
KFV—Red Rover.
KRL—Community's Caravan.
KRL—Live at Five.
KRL—John Willis.
★KLAC—News; Sports.
★KMPC—KWKW—News.
KRL—Vance Graham.
KRL—Wagon Wheels.
KRL—Melody Valley.
5:05—KLAC—Gene Norman.
★KMPC—Local News.
5:10—KMPC—Today in Sports.
5:15—KECA—Virgil Pinkley.
★KFI—News.
★KNN—Tom Harmon.
KFO—Guest Star.
KRL—Pianists of the Future.
★KMPC—John T. Flynn.
KWKW—Sports.
5:30—KECA—Chet Huntley.
KFI—World We Live In.
KRL, KGB, KYOE—Wild Bill Hickok.
★KNN—Carroll Meath.
KECA—Vietnamese Varieties.
★KFO—News.
★KFV—News; Red Rover.
KRL—Taberna's Benediction.
KRL—Art Laboe Show.
★KLAC—News; L.A. Today.
KMPC—Stars of Song.
KRL—Sports Dial.
KWKW—Italian Hour.
KRL—Squeakin' Deacon.
5:15—KECA—Bob Garred.
★KFI, KFSD—Elmer Peterson.
★KNN, KFMB—News; Goss.
KRL—Your Educator.
★KLAC—Sports, Entertainment.
KMPC—Hits of Today.
KRL—Race Results.
5:55—KRL, KGB, KYOE—Cecil Brown.
★KNN—Local News.

- 6—KECA—Hank Weaver.
KFI—Record Album Review.
★KRL, KGB, KYOE—Gabriel Heatter.
★KNN, KFMB—Philip Morris Playhouse.
★KECA—News; Showtime.
★KFO, KLAC—News.
★KFV—News; Red Rover.
KRL—American Soul Clinic.
KRL—Request Performance.
KMPC—Bob Kelley, Sports.
KRL—Evening Varieties.
KWKW—Italian Melodies.
KRL—Pasadena Players.
6:05—KLAC—Top Ten Tunes.
6:15—KECA—Elmer Davis.
★KFI—Bill Haworth, News.
KRL, KGB—Mutual Newsweek.
KFV—Mark Scott.
★KMPC—News.
6:25—KMPC—Race Results.
6:30—KECA—Headline Edition.
KFI, KFSD—Wood Varieties.
KRL, KGB—Behind the Story.
KNN, KFMB—What's My Line?
KECA—Musical Milestones.
KFO—Bal's Memory Room.
KFV—America Dances.
KRL—Back to the Bible.
KMPC—Bill Stewart Show.
KWKW—Hayes Hour.
KRL—Frank Simon.
6:45—KECA—Lynn and Abner.
★KRL, KGB, KYOE—News.
Sam Hayes.
6:55—KRL, KGB, KYOE—Bill Honey

- 7—KECA—Lone Ranger.
KFI, KFSD—Bob Hope.
KRL, KGB, KYOE—Family Theater, Macdonald Carey in "The Passion of Christ."
KNN, KFMB—On Stage.
Cathy Elliott Lewis.
KECA—Music at Seven.
KFO—Report from Washington.
KFV—America Dances.
KRL—Family Bible Hour.

"MUSICAL DIGEST"

Family Dinner Hour Concert
7:00 to 8:00 P.M.
Nightly including Sunday
KGFI 1230 Kc.

KEFI—Musical Digest.
★KRL, KLAC, KRL—News.

- KMPC—Bill Stewart.
7:05—KLAC—Top Ten Tunes.
7:15—KFO—Dick Haynes Show.
KRL—Time Waltzes.
7:25—KECA—Les Griffith, News.
★KRL—News.
7:30—KECA—Mystery Theater.
KFI, KFSD—Walk a Mile.
KRL, KGB, KYOE—News Kid.
KNN, KFMB—Cocoanut Grove Orch.
KRL—Echoes and Encores.
KFO—George McLain.
KFV—Community News.
KRL—Rev. Al Harlan.
KRL—Dr. Richardson.
KWKW—La Hora Popular.
KRL—Clinton O. Ray.
7:45—KFO—News.
KFV—Rosary Hour.
KRL—Kick of the Air.
KECA—The Top Guy.
8—KFI—One Man's Family.
KRL, KGB, KYOE—Name That Song.
★KNN, KFMB—Lowell Thomas.
KRL—Evening Concert.
KFO—Buddy Benson.
KFSD—One Man's Family.
KFV—Kennedy Calling.
KRL—Bible Treasury.
KRL—Blue of Evening.
★KLAC—News; Sam Balter.
★KMPC—News; Bill Stewart.
KWKW—United Baptist.
★KRL—News; Smiley Burnette.
8:15—KFI, KFSD—News Parade.
KNN—Election Instructions Program.
KRL—Hebrew Christian.
KRL—Dept. of Employment.
KLAC—Gene Norman.
KWKW—Florida Libre.
8:30—KECA—The Adventurer.
★KFI, KFSD—The Great Gildersleeve.
KRL, KGB, KYOE—Answers for Americans.
★KNN, KFMB—Dr. Christian.
★KFV—News; Kennedy Calling.
KRL—Voice of China.
KRL—Cal of Divine Science.
KRL—Music.
8:45—KRL—Witnessing Laymen.
9—KECA—News of Tomorrow.
★KFI, KFSD—Groucho Marx.
KRL, KGB, KYOE—News.
KNN, KFMB—FBI in Peace and War.
KRL—Evening Concert.
KFO—Ray Robinson.
KFV—Kennedy Calling.
KRL—Pentecostal Tabernacle.
KRL—Hunter Hancock (to 11:30).
★KLAC—News; Gene Norman.
KMPC—Songs Van Ordered.
9:15—KRL—Cocoanut Grove Orch.
★KRL, KGB, KYOE—Fulton Lewis, Jr.
★KWKW—News.
9:30—KECA—Heritage.
★KFI, KFSD—The Big Story.
★KRL, KGB—Dear Margy, It's Murder.
KNN, KFMB—Jo Stafford.
KRL—John Brown.
KMPC—Lucky Lager Dance.
KWKW—Native Daughters.
9:45—KNN, KFMB—Dr. Miss.
KWKW—College P.C.C.
9:55—KFI, KGB—Pius Moody Show.
10—KECA—ABC Late News.
★KFI, KFSD—The Reporter.
KRL, KGB—Answer Man.
★KNN—10 O'Clock Wire.
KECA—Musical Crossroads.
KFV—Larry Finley.
KRL—Dr. G. E. Weber.
★KLAC—News; Gene Norman.
KMPC—Lucky Lager Dance.
10:10—KECA—Edwin C. Hill.
10:15—KECA—Dr. Frederick Bailey.
KRL—Joy Barker.
★KRL, KGB—Frank Edwards.
★KNN—Bill Kennedy.
KFSD—Lucky Lager Dance.
10:25—KNN—Tom Harmon.
10:30—KRL—Mona Music.
KFI—Repeat Performance.
KRL—Crawell's Nest.
KNN—Philip Norman.
KRL—Peter Black, Organ.
KWKW—Bill Sampson (to 12).
10:55—KFI—Sports Blast.
11—KECA—Lawrence Walk Orch.
★KFI, KRL, KNN—News.
KECA—Musical Crossroads.
KFO—Irish World.
KFV—Larry Finley.
★KLAC—News; Gene Norman.
KMPC, KFSD—Lucky Dance Time.
11:10—KNN—T. Hanlon Scoreboard.
11:15—KFI—Al Poska.
KRL—Crawell's Nest.
KNN—Merry-Go-Round.
11:30—KECA—Bill Pannell's Orch.
KGFI—Five Four Ballroom.

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

- 5**—KECA—Elroy Hirsch.
★KFI—Feature Wire.
KHJ, KGB, KVOE—Sgt. Preston.
★KNX, KFMB—Edw. R. Murrow.
KBIG—Dancetime at Avalon.
KFAC—Sunset Serenade.
KFOX—Sunshine Mission.
KFVD—Remember?
KFWB—Red Rowe.
KGER—Commuter's Carousel.
KGFJ—Jive at Five.
KIEV—John Willis.
★KLAC, KMPC, KWKW—News.
KOWL—Vance Graham.
KRRD—Wagon Wheels.
KXLA—Melody Valley.
5:05—KLAC—Gene Norman.
★KMPC—Local News.
5:10—KMPC—Today in Sports.
5:15—KECA—Virgil Pinkley.
★KFI—News.
★KNX—Tom Harmon.
KFOX—Income Tax Interview.
KGFJ—Keyboard Magic.
★EMPC—John T. Flynn.
KWKW—Sports.
5:30★KECA—Chet Huntley.
KFI—World We Live In.
KHJ, KGB, KVOE—Sky King.
★KNX—World Today.
KFAC—Viennese Varieties.
★KFOX—News.
★KFWB—News; Red Rowe.
KGER—Tab'nacle Benedictions
KGFJ—Art Laboe Show.
★KLAC—News; L.A. Today.
KMPC—Stars of Song.
KRRD—Sports Dial.
KWKW—Italian Hour.
KXLA—Squeakin' Deacon.
5:45★KECA—Bob Garred.
★KFI, KFSD—Elmer Peterson.
★KNX, KFMB—News, Goss.
KFOX—Your Fishcaster.
★KLAC—Sam Balter, Sports.
KMPC—Hits of Today.
KRRD—Race Results.
5:55★KHJ, KGB, KVOE—Cecil Brown.
★KNX—News.
6★KECA—Hank Weaver.
KFI—Record Album Review.
★KHJ, KGB, KVOE—Gabriel Heatter.
KNX—Time For Love.
★KFAC—News; Showtime.
★KFOX, KLAC—News.
★KFWB—News; Red Rowe.
KGER—American Soul Clinic.
KGFJ—Request Performance.
KMPC—Bob Kelley, Sports.
KRRD—Evening Varieties.
KWKW—Italian Melodies.
KXLA—Squeakin' Deacon.
6:05—KLAC—Top Ten Tunes.
6:15★KECA—Elmer Davis.
★KFI—Bill Haworth, News.
★KHJ, KGB—Mutual Newsreel.
KFWB—Mark Scott.
★KMPC—News.
6:25—KMPC—Race Results.
6:30★KECA—Reading Edition.
★KFI—Eddie Cantor.
KHJ, KGB—Behind the Story.
★KNX, KFMB—Bing Crosby.
Guests: Rosemary Clooney and Joe Venuti.
KFAC—Musical Milestones.
KFOX—Hal's Memory Room.
KFWB—America Dances.
KGER—Back to the Bible.
KMPC—Bill Stewart Show.
KWKW—Boys Hour.
KXLA—Frank Simon.
6:45—KECA—Lum and Abner.
★KHJ, KGB, KVOE—Sam Hayes.
KRRD—Evening Varieties.
6:55★KHJ, KGB, KVOE—Bill Henry
7—KECA—Silver Eagle.
★KFI, KFSD—Judy Canova.
★KHJ, KGB, KVOE—Crime Files of Flamond.
KNX, KFMB—Horace Heidt.
KFAC—Music at Seven.
KFOX—Music in the Air.
KFWB—America Dances.
KGER—Family Bible Hour.
KGFJ—Musical Digest.
★KGIL, KLAC, KRRD—News.
EMPC—Bill Stewart.
7:05—KLAC—Top Ten Tunes.
7:15—KFOX—Dick Haymes Show.
KRRD—4 Time Waitzes.
7:25★KECA—Les Griffith, News.
7:30—KECA—Met. Auditions.
★KFI, KFSD—Truth or Consequences.
KHJ, KGB, KVOE—Reserve.
KNX—Visitin' Time.
KFAC—Echoes and Encores.
KFOX—George McLain.
KFWB—Fishing News.
KGER—Helen Markham.
KRRD—Dr. Richardson.

- KWKW—La Hora Popular.
KXLA—Your Child Goes to School.
7:45★KFOX—News.
KFWB—Rosary Hour.
KXLA—Muir College.
★KECA—Cinema Music Hall.
KFI—One Man's Family.
KHJ, KGB, KVOE—Crime Fighters.
★KNX, KFMB—Lowell Thomas.
KFAC—Evening Concert.
KFOX—Buddy Beason.
KFSD—One Man's Family.
KFWB—Kennedy Kalling.
KGER—Bible Treasury.
KGFJ—Blue of Evening.
★KLAC—News; Sam Balter.
★KMPC—News; Bill Stewart.
★KWKW—L. J. Betz.
8:15★KNX—Chas. Collingwood.
KFI, KFSD—News of the World.
KGER—Hebrew Christian.
KGFJ—Here's to Veterans.
KLAC—Gene Norman.
KWKW—Puerto Libre.
KXLA—Smiley Burnette.
8:25★KNX—Bob Trout.
8:30—KECA—Packer Operetta.
★KFI, KFSD—Roy Rogers.
KHJ, KGB, KVOE—Top Tunes with Trendler.
★KNX, KFMB—December Bride.
★KFWB—News; Kennedy Kalling.
KGER—Voice of China.
KGFJ—Col. of Divine Science.
KXLA—Music.
8:45—KECA—Paulina Carter.
KGER—Witnessing Laymen.
★KGFJ—News.
8:55★KFI—News.
9★KECA—News of Tomorrow.
★KFI, KFSD—Father Knows Best.
★KHJ, KGB—Newspaper of the Air.
★KNX, KFMB—Meet Millie.
KFAC—Evening Concert. (to 11:30)
KFOX—Ray Robinson.
KGER—Oriental Opportunity.
KFWB—Kennedy Kalling.
KGFJ—Hunter Hancock.
★KLAC—News; Gene Norman.
KMPC—Songs You Ordered.
9:15—KECA—Cocoanut Grove Orch.
★KHJ, KGB, KVOE—Fulton Lewis, Jr.
★KWKW—News.
9:30—KECA—Strike Up the Band.
KFI—Songs That Never Die.
KHJ, KGB—Bishop Fulton J. Sheen.
KNX, KFMB—Jo Stafford.
KGER—John Brown.
KMPC—Lucky Lager Dance.
KWKW—Council of Churches.
9:45—KNX, KFMB—Jr. Miss.
9:55—KFI—Musical Interlude.
KHJ—Titus Moody.
10★KECA—ABC Late News.
★KFI, KFSD—The Reporter.
KHJ, KGB—The Answer Man.
★KNX—10 O'clock Wire.
KFAC—Musical Crossroads.
KFWB—Larry Finley.
★KLAC—News; Gene Norman.
KMPC—Lucky Lager Dance.
10:10—KECA—Edwin C. Hill.
10:15—KECA—Dr. Frederick Balles.
KFI—A Joy Forever.
★KHJ—Frank Edwards.
★KNX—Bill Kenneally.
KFSD—Lucky Lager Dance.
10:25—KNX—Tom Harmon.
10:30—KECA—Music from the Moon.
KFI—Repeat Performance.
KHJ—Crowell's Nest.
KNX—Philip Norman.
KGER—Peter Slack, Organ.
KWKW—Bill Sampson (to 12)
10:45—KECA—The Playboys.
10:55—KFI—Sports Final.
11—KECA—Lawrence Welk Orch.
★KFI, KHJ, KNX—News.
KFOX—Irish World.
KFWB—Larry Finley.
★KLAC—News; Gene Norman.
KMPC, KFSD—Lucky Lager Dance.
11:10—KNX—Tom Hanlon.
11:15—KFI—Al Poska.
KHJ—Crowell's Nest.
KNX—Merry-Go-Round.
11:30—KECA—Danny Stewart Orch.
KGFJ—Five-Four Ballroom.
11:40—KNX—This I Believe.
11:45—KFI—Palladium Orch.
KNX—Dwight Cooke—Asia.
12★KECA, KNX—News.
KFI—Midnight Flyer.
KFAC—Music Out of Night (to 8).
KFWB—Larry Finley (to 4).
KGFJ—Nightowl Special (to 6).
★KLAC—News; Alex Cooper (to 6).
KMPC—Midnight Serenade.
KRRD—Moonlight Serenade
KWKW—King's Restaurant.
12:05—KNX—Hawthorne.
12:15—KECA—Tennessee Ernie.

Ear and Eye Inspire—(Continued)

Mrs. E. K. Cross, 6754 De Longpre Ave., Hollywood, Calif.

I would like to see credit given where, in my opinion, credit is due. There is so much publicity given the Spade Cooley show (whose acts sometimes are in such bad taste!) and so little publicity given to another Saturday night show far superior in every way. I refer to Cliffie Stone's Hometown Jamboree.

The material presented by these talented performers is well staged as to scenery, costumes, etc. The performers have real personalities, fresh, lively, charming. There is also one exceptional beauty among them, young, lovely Joannie O'Brien, but how can I mention her without also mentioning that roguish Bucky Tibbs and the adorable Molly Bee? Let us not go into the male aggregation, topped, of course, by Tennessee Ernie. My family and I enjoy them all! Better no TV at all than one without the "Hometown Jamboree."

By the way, we buy your magazine every week along with the groceries—it's that essential.

Jim Gregg, Los Angeles, Calif.

Yea Man! I am all for the letter that a Bert Walker sent to you in regard to Jack Holden's singing! There ought to be a way to get some recordings of him. Certainly he would not need any publicity stunts to sell his recordings. You should hear him sing "Sonny Boy." Oh, boy!

C. A. Oaks, Whittier, Calif.

Enjoyed your story on Andy and Virginia Mansfield. We have enjoyed their programs for years and think that "Turn Back the Clock" is the best yet. We also like Andy's column in your magazine.

Mrs. Joan M. Young, 11245 Atsego St., North Hollywood, Calif.

I enjoy reading your column and I'm sure there is no better way to express my request than in your widely distributed magazine for morning or afternoon exercises given on TV. I moved here from Indiana where they used to have a program consisting of exercises, which, if done in moderation, were very beneficial. I sincerely hope the ladies of California feel the same and will write and give their opinions, and that eventually such a program will be possible.

Mrs. Marion L. Jackson, 4720 Wilson Ave., San Diego, Calif.

We think Red Buttons is wonderful. Never miss his shows. He is also smart not to use his "Ho-ho" trick too much. If he did we would grow tired of him. That is what Red Skelton ignored.

F. E. Roberts, Hollywood, Calif.

We have had seven repeat shows on programs such as "Kit Carson," Melvyn Douglas, Red Ryder, and others. We and our friends do not like this repetition on shows which are supposed to be different each show.

Norman V. Rowley, Pomona, Calif.

... Let's have more programs where the sponsor presents his story in an interesting and acceptable style, minus all that shouting, and we in turn will show our appreciation by patronizing them.

Mrs. Elizabeth Tucker, 329 W. 63rd Pl., Los Angeles, Calif.

I was very sorry to read the unkind and unjust criticism of Mary McAdoo, whom I consider a most gracious, poised, intelligent person. Both she and her TV program are tops with us.

Thursday Radio Program Highlights

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

Comedy-Variety

- 2:15—Arthur Godfrey, **KNX**.
6:30—Eddie Cantor, **KFI**.
6:30—Bing Crosby, **KNX**.
7:00—Judy Canova, **KFI**.
7:00—Horace Heidt, **KNX**.
8:30—Roy Rogers Show, **KFI**.
9:00—Father Knows Best, **KFI**.
9:00—Meet Millie, **KNX**.

Comment-Narration

- 4:30—Burrill Wheeler, **KFI**.

Quiz Participation

- 8:00—McNeill Bkfst Club, **KECA**.
8:30—Grand Slam, **KNX**.
11:00—Double or Nothing, **KFI**.

Sports

- 11:30—Queen for a Day, **KHJ**.
12:30—Art Linkletter, **KNX**.
3:00—Welcome Travelers, **KFI**.

Mystery-Detective

- 7:00—Crime Files of Flamond, **KHJ**.
8:00—Crime Fighters, **KHJ**.

Drama

- 7:00—Silver Eagle, **KECA**.
7:30—Top Guy, **KECA**.

Elizabeth Geeting, 2812 Suncrest Blvd., Suncrest, El Cajon, Calif.

Even after almost three years of having television in our home I still can't get over the wonder of it; it's really a gift from God, especially to the old and ill and many others who can't get out. I feel it brings the world to our door. We should realize without the commercials we wouldn't have the free entertainment we enjoy (notice how you miss your set when it is in the repair shop). Most sponsors try to make their commercials fun to watch or interesting. I even find something to enjoy in the old British movies, have seen some really fine ones.

I especially like the way Channel 4 starts their televising day, always with a prayer by different ministers of different faiths but all with the same message of thanksgiving and the golden rule. Gives me a good start, feel like I want to do something worthwhile that day, and a good start usually means a good day.

Also a word for the Jimmy Wakely show, good entertainment, Jimmy is always such a gentleman without being sissy about it. I like the way he stresses the beauty of a long married life—the way he brings the longest married folks up on the stage and honors them with song and music; makes one proud to be married a long time, nothing corny about those couples sitting up there on the stage holding hands.

Mrs. Howard LaFore, 2137 Turnbull Canyon Rd., Puente, Calif.

"I, for one, am very unhappy about the change in program of 'Candid Camera' to 'I Am the Law.' There are too many such programs as the latter on TV already. 'Candid Camera' was one of my favorite programs. It afforded many laughs and was so different. From other half hours on KLAC-TV, I think a definite mistake has been made.

Mrs. A. Hughson, 922 S. Hope St., Los Angeles, Calif.

You certainly used good judgment giving the award to Roberta Linn. She has a wonderful personality. And speaking of personalities, how about your own Evelyn Bigsby. She was lovely on TV. Such a sweet face.

Sorry, EB, but we thought we would "sneak" this one in as a sort of present on TV-RADIO LIFE'S Thirtieth Anniversary. Happy anniversary—and many more of them—from all of us to you.

Mrs. Joe Konet, Pasadena, Calif.

Hank Penny is what makes the Dude Martin show click.

Freda Pritchard, Route 1, Box 434, Mira Loma, Calif.

Is it necessary for you to put so much in your magazine about wrestling? I am expressing my opinion that it is very disgusting to have to look at those half-nude men in nearly every issue and every night on TV. Maybe one or two nights a week, but not every night for those who do not like it. Please consider the ones of us that detest wrestling.

Mr. and Mrs. Norman Powers, 1026 W. 71st St., Los Angeles, Calif.

KTTV certainly is to be congratulated upon the wonderful programs they are putting on nightly to say nothing of the interesting daytime programs. Tuesday evenings I wouldn't think of leaving Channel 11: Bishop Sheen on Sunday evening. The Dude Martin show on Wednesday. The Life of Riley. Well, all I can say is more power to KTTV. It is a wonderful station. Just had to write to let other viewers know what they are missing if they aren't tuned to Channel 11 every evening.

Friday Radio Program Highlights

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

Comedy-Variety

2:15—Arthur Godfrey, KXN.

9:00—Ozzie and Harriet, KECA.

9:30—Corliss Archer, KECA.

Quiz, Participation

8:00—McNeill Klafst Club, KECA.

8:30—Grand Slam, KXN.

11:00—Double or Nothing, KFI.

11:30—Queen for a Day, KHJ.

12:30—Art Linkletter, KXN.

3:00—Welcome Travelers, KFI.

Comment-Narration

4:20—Burrill Wheeler, KFI.

Mystery-Detective

6:00—Rocky Jordan, KXN.

6:30—Mr. Chameleon, KXN.

7:00—Official Detective, KHJ.

8:00—Adventures of Michael Shane, KECA.

8:30—Crime Letter From Dan Dodge, KECA.

9:00—Mr. Keen, KXN.

8:30—Escape, KXN.

Sports

5:15—Tom Harmon, KXN.

5:45—Sam Balter, KLAC.

6:00—Bob Kelley, KMPC.

7:00—Boxing Bouts, KECA.

Public Interest

7:05—Capitol Clockroom, KXN.

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

5—KECA—Erroy Hirsch.
★KFI—Feature Wire.
KHJ, KGB—Songs of the B-Bar-B.

★KXN, KFMF—Ed R. Murrow.

KBIG—Dancehall at Avalon.

KFAC—Sunset Serenade.

KFOA—Sunshine Mission.

KFYD—Remember?

KFWB—Red Rowe.

KGER—Carnegie's Carousel.

KGFJ—Live at Five.

KIEV—John Willis.

★KLAC—News; Sports.

★KMPC, KWKW—News.

KOWI—Vance Graham.

KRKD—Wagon Wheels.

KXLA—Melody Valley.

5:00—KLAC—Gene Norman.

★KMPC—Local News.

5:10—KMPC—Today in Sports.

5:15—KECA—Virgil Pinkley.

★KFI—News.

★KXN—Tom Harmon.

KOFA—Friends of the Future.

★KMPC—John F. Flynn.

★KWKW—Sports Final.

★KECA—Chet Huntley.

KFI—World We Live In.

KHJ, KGB, KVOE—Wild Bill Hickok.

★KXN—Carnal Alcott.

KEAC—Viennese Varieties.

★KFOA—News.

KFWB—News; Red Rowe.

KGER—Taberna Benedictus.

KGFJ—Art Laboe Show.

★KLAC—News; L.A. Today.

KMPC—Stars of Song.

KRKD—Sports Dial.

KWKW—Italian Hour.

KXLA—Squeakin' Deacon.

5:45—KECA—Bob Garrod.

KFI, KFSD—Elmer Peterson.

★KXN, KFMF—News, Goss.

★KFOA—Your Fishcaster.

★KLAC—Sam Balter, Sports.

KMPC—Hits of Today.

KRKD—Race Results.

5:55—KHJ, KGB, KVOE—Cecil Brown.

★KXN—News.

★KECA—Hank Weaver, News.

KFI—Record Album Review.

★KHJ, KGB, KVOE—Gabriel Heatter.

★KXN, KFMF—Rocky Jordan.

★KECA, KFOA, KLAC—News.

★KFWB—News; Red Rowe.

KGER—American Soul Clinic.

KGFJ—Request Performance.

KMPC—Bob Kelley, Sports.

KRKD—Evening Varieties.

KWKW—Italian Melodies.

KXLA—Squeakin' Deacon.

6:00—KECA—Showtime.

KLAC—Top Ten Tunes.

6:10—KFOA—Week End Weather.

6:15—KECA—Elmer Davis.

★KFI—Bill Haworth, News.

★KHJ, KGB—Mutual Newscast.

KFWB—Mark Scott.

★KMPC—News.

6:25—KECA—Race Results.

6:30—KECA—Headline Edition.

KFI—Show Time.

KHJ, KGB—Behind the Story.

★KXN, KFMF—Mr. Chameleon.

KEAC—Musical Milestones.

KFOA—Bal's Memory Room.

KFMF—America Dances.

KGER—Back to the Bible.

KMPC—Bill Stewart Show.

KWKW—Boys Hour.

KXLA—Frank Simon.

6:45—KECA—Lani and Abner.

★KHJ, KGB, KVOE—Sam Hayes.

6:50—KECA—Sews.

6:55—KHJ, KGB, KVOE—Bill Henry.

7—KECA—Boxing Bouts.

KFI—Dinah Shore.

★KHJ, KGB, KVOE—Official Detective.

KXN, KFMF—Bob Trout.

KFOA—Music at Seven.

KFWB—Our Cats.

KGER—America Dances.

KGFJ—Family Bible Hour.

KMPC—Musical Digest.

★KLAC, KRKD—News.

KMPC—Bill Stewart.

7:05—KXN, KFMF—Capitol Clockroom.

KLAC—Top Ten Tunes.

7:15—KFI, KFSD—State Incode Tax.

KFOA—Dick Haymes Show.

KRKD—4 Time Waltzes.

7:30—KECA—Les Griffith, News.

★KFI, KFSD—John Cameron Swartz.

KHJ, KGB, KVOE—Cleo Kid.

★KXN, KFMF—News on the Record.

KEAC—Echoes and Egoes.

KFOA—George McLain.

KFWB—Community News.

Music you like
Just enough news

KBIG DIAL 740

The Catalina Station

KGER—Rev. At Harlan.

KHJ—Parks & Playgrounds.

KRKD—Dr. Richardson.

KWKW—La Roca Popular.

KXLA—Property Owners.

7:35—KECA—Hits and Encores.

KFI—Reserve.

7:45—KFOA—News.

KFWB—Rosary Hour.

KRKD—Catholic Quarter Hour.

KXLA—Women's Clubs.

7:50—KFI—L.A. 50 Years Ago.

7:55—KECA—News.

8—KECA—Adventures of Michael Shayne.

KFI—One Man's Family.

KHJ, KGB, KVOE—John Steele, Adventurer.

★KXN, KFMF—Lowell Thomas.

KFOA—Evening Concert.

KFOA—Buddy Beason.

KFSD—One Man's Family.

KFWB—Kennedy Calling.

KGER—Bible Treasury.

KGFJ—Blue of Evening.

★KLAC—News.

★KMPC—News; Bill Stewart.

KRKD—Saddle Serenade.

KWKW—Basketball Game.

8:15—KFI, KFSD—News Parade.

★KXN—Chas. Collingwood.

KGER—Hebrew Christian.

KGFJ—Treasury Dept.

KLAC—Gene Norman.

KMPC—Call to Music.

KXLA—Smiley Burnette.

8:25—KXN—Bob Trout.

8:30—KECA—Fun For All.

KFI, KFSD—All Star Bands.

KHJ, KGB, KVOE—Music Hall.

★KXN, KFMF—Escape.

★KFWB—News; Kennedy Calling.

KGER—Voice of China.

KGFJ—Col. of Divine Science.

KXLA—Music.

8:45—KGER—Witnessing Laymen.

★KGFJ—News.

9—KECA—Ozzie & Harriet.

KFI—Town Hall Party.

★KHJ, KGB, KVOE—News-paper of the Air.

KXN, KFMF—Mr. Keen.

KFOA—Evening Concert.

KFOA—Ray Robinson.

★KFWB—News.

KGER—Cadillac Choral symphony.

KGFJ—Hunter Hancock (to 11:30).

KLAC—Basketball.

KMPC—Songs You Ordered.

KWKW—Basketball.

9:15—KHJ, KGB, KVOE—Eaton Lewis, Jr.

KFWB—Kennedy Calling.

9:30—KECA—Meet Corliss Archer.

KFI—Frances Farwell Slugs.

KHJ, KGB—Rod and Gun.

KXN, KFMF—Jo Stafford Show. Guest: Mel Torme.

KGER—John Brown.

KMPC—Lucky Lager Dance.

9:45—KFI—Serenade in Blue.

KXN, KFMF—Jr. Miss.

KXLA—Eddie Kirk.

9:55—KHJ, KVOE—Titts Mood? Show.

10—KECA—ABC Late News.

★KFI, KFSD—The Reporter.

KHJ, KGB—The Answer Man.

KXN—In O'Clock Wire.

KEAC—Musical Crossroads.

KFWB—Lucky Lager.

KLAC—Basketball.

KMPC—Lucky Lager Dance.

10:10—KECA—Edwin C. Hill.

10:15—KECA—Dr. Frederick Bates.

KFI—A Joy Forever.

★KHJ, KGB—Frank Edwards.

★KXN—Bill Kenneally.

KFSD—Lucky Lager Dance.

10:25—KXN—Tom Harmon.

10:30—KECA—Maan Music.

KFI—Repeat Performance.

KHJ—Crowell's Nest.

KXN—Philip Norman.

KGER—Peter Slag, Organ.

KLAC—Gene Norman.

KWKW—Bill Sampson (to 12).

10:55—KFI—Sports Final.

11—KECA—Lawrence Welk Orch.

★KFI, KHJ, KXN—News.

KFOA—Irish World.

KFWB—Lucky Lager.

★KLAC—News; Gene Norman.

KMPC, KFSD—Lucky Lager Dance.

11:10—KXN—Tom Hanton.

11:15—KFI—Al Poska.

RADIO PROGRAM FINDER

Note: ★ Indicates programs of news and commentary

| | | |
|--|--|--|
| ★ Joy Forever..... KFI, 10:15 p.m. M-F | Christian Science..... KFI, 9:15 a.m. Su; | Garden School..... KGER, 1:45 p.m. M-F |
| ★ Adams, Cedric..... KNX, 7:30 p.m. M; | KWFW, 6:15 p.m. Su | ★ Gardiner, Don..... KECA, 10 a.m. M, W, F |
| 2:55 p.m. Su | | Garr, Bill..... KWFW, 1 p.m. M-Sa |
| Adams, Joe..... KOWL, 12 n. M-Sa | Church in the Home..... KECA, 4 p.m. Su | ★ Garred, Bob..... KECA, 7:30 a.m., 5:45 p.m. M-F |
| Adventurer..... KECA, 8:30 p.m. W | Church of Christ..... KLAC, 7:45 a.m. Su | Garroway, Dave..... KFI, 3:45 p.m. M-F |
| Adventures of Michael Shayne..... KECA, 8 p.m. F | Church of the Air..... KNX, 7 a.m. Su | Gateway to Music..... KFAC, 10 p.m. Su |
| ★ Alcott, Carroll..... KNX, 5:30 p.m. M-F; | Church of the Open Door..... KGER, 11 a.m. Su | Gillespie's Garden..... KNX, 12:15 p.m. Sa |
| 5:15 p.m. Sa | Cinema Music Hall..... KECA, 8 p.m. Th | |
| Aldrich Family..... KFI, 4:30 p.m. Su | Cisco Kid..... KHJ, KGB, 7:30 p.m. W, F | Give and Take..... KNX, 8:30 a.m. Sa |
| America Calling..... KNX, 1:00 p.m. Su | ★ City Editor..... 4:55 p.m. M-F | Godfrey, Arthur..... KNX, 2:15 p.m. M-F |
| America Dances..... KFVB, 6:30 p.m. M-F | City Hospital..... KNX, 10:30 a.m. Sa | KNX, 1:30 p.m. Su; 8:30 p.m. M |
| American Legion Salute..... KMPC, 8 p.m. Sa | City Reports..... KFI, 10:15 p.m. Su | Golden Gags..... KFI, 8 a.m. M-Sa |
| American Way..... KFI, 6:30 p.m. M | Clock Watcher..... KMPC, 5:45 a.m. M-Sa | Goodman, Al..... KFI, 7:35 p.m. M |
| America's Town Meeting..... KECA, 8 p.m. Tu | College Choir..... KHJ, 7 p.m. Sa | ★ Goss, Frank..... KNX, 7:30 a.m. M-Sa |
| Americans of Destiny..... KMPC, 6:30 p.m. Sa | College of Divine Science..... KGFJ, 8:30 p.m. D | KNX, 5:45 p.m. M-Sa |
| Amos 'n' Andy..... KNX, 4:30 p.m. Su | ★ Collingwood Charles..... KNX, 8:15 p.m. M-F; | Graham, Billy..... KECA, 3 p.m., 12 p.m. Sa |
| ★ Anderson, Orval..... KECA, 10 a.m. Tu, Th | 8 p.m. Sa | Graham, Vance..... KMPC, 9 a.m. Su; |
| Andy and Virginia..... KFI, 8:45 a.m. M-F | Composer's Corner..... KFAC, 10 a.m. M-Sa | KOWL, 5 p.m. M-Sa |
| Anson, Bill..... KFVB, 12:30 p.m. M-Sa | Command Theatre..... KNX, 7:35 p.m. M | |
| Answer Man..... KHJ, 10:30 a.m.; 10 p.m. M-F | Community Newspaper..... KFVB, 7:30 p.m. M-F | Grand Ole Opry..... KFI, 7:30 p.m. Sa |
| Answers For Americans..... KHJ, 8:30 p.m. W | Concert Hall Review..... KECA, 7 a.m. Su | ★ Grand Slam..... KNX, 8:30 a.m. M-F |
| Are Ya Listenin'..... KBIG, 10 a.m. M-F | ★ Conscience, Bob..... KFI, 12:30 p.m. Su | Grand Central Station..... KFI, 8:05 a.m. M-F |
| Are You From Dixie?..... KFI, 4:30 p.m. Sa | Cook, Ira..... KECA, 10 a.m., 2:45 p.m. Sa; | Grant, Johnny..... KMPC, 2 p.m. M-F |
| Armbruster, Robert..... KFI, 1:30 p.m. Sa | KMPC, 10 a.m. M-F | |
| Arnold, Edward..... KECA, 7:30 p.m. Tu | ★ Cooke, Allister..... KECA, 7:45 p.m. M | ★ Grant, Taylor..... KECA, 6:15 p.m. Su |
| Art of Living..... KFI, 7:30 a.m. Su | Cooke, Dwight..... KNX, 11:45 p.m. M-F | Great Gildersleeve..... KFI, 8:30 p.m. W |
| Ashton, Ruth..... KNX, 4 p.m. M-F | Cooley, Spade..... KNX, 7:30 p.m. Sa | Greatest Story Ever Told..... KECA, 2:30 p.m. Su |
| At Ease With Eddie Fisher..... KECA, 4:30 p.m. Sa | Cooper, Alex..... KLAC, 4:05 a.m., 5:05 p.m. Su | ★ Green, Bob..... KHJ, 8:15 a.m. M-Sa; |
| At Home With Bass..... KMPC, 8:30 p.m. Sa | KLAC, 12:05 a.m. M-Sa | 12:55 p.m. M-F |
| Aunt Jenny..... KNX, 9:15 a.m. M-F | Could This Be You?..... KHJ, 9:30 p.m. M | ★ Griffith, Les..... KECA, 7:25 p.m. M-Th; |
| Autry, Gene..... KNX, 8:30 p.m. Sa | Correspondent's Scratch Pad..... KNX, 4 p.m. Sa | 7:30 p.m. F |
| Babbitt, Harry..... KNX, 7:45 a.m. M-F | Corliss Arcner..... KECA, 9:30 p.m. F | Guiding Light..... KNX, 10:45 a.m. M-F |
| Backstage Wife..... KFI, 1 p.m. M-F | Count of Monte Cristo..... KHJ, 8:30 p.m. Tu | Gunslinger..... KFI, 6:30 p.m. Sa |
| Back to God..... KHJ, 8:30 a.m. Su | County Medical Assn..... KFAC, 1 p.m. Th | Hall's Memory Room..... KFAX, 6:30 p.m. D |
| Bailes, Dr. Stanley..... KGFJ, KALI, 8 a.m. M-Sa | Crime Fighters..... KHJ, 8 p.m. Th | Hall of Fantasy..... KHJ, 7:30 p.m. M |
| KRKD, 6:45 a.m. M-Sa | Crime Files of Diamond..... KHJ, 7 p.m. Th | Hallmark Playhouse..... KNX, 6 p.m. Su |
| | Crime Letter From Dan Dodge..... KECA, 8:30 p.m. F | Hanlon, Tom..... KNX, 7:45 p.m. W; |
| ★ Baker, Art..... KFI, 4:55 p.m. M-F | Critic at Large..... KFI, 12:45 p.m. Su | 11:10 p.m. M-F; 5:30 p.m. Sa |
| Baldwin, Mel..... KNX, 12:05 a.m. Su | Criswell Predicts..... KFVD, 10:30 a.m. M, W, F | ★ Hardy, Glenn..... KHJ, 10 a.m., 9 p.m. M-F |
| Ballauche, Bill..... KNX, 1 a.m. M-Sa | Crocker, Betty..... KECA, 9:10 a.m., 2, 3:55 | Harmon, Tom..... KNX, 8:15 p.m. M-F |
| Ballard, Dave..... KFVB, 2 p.m. Su | p.m. M-F | 5:15 p.m. Sa; 10:25 p.m. M-F |
| Balter, Sam..... KLAC, 8:15 a.m., 5:45 p.m. M-Sa | | |
| Band Review..... KBIG, 10 a.m. Su; | Crosby, Bing..... KNX, 8:30 p.m. Th | Harris, Bass..... KFAC, 9 a.m. Sa |
| 9 a.m. Su | Crowell's Nest..... KHJ, 12:30 p.m. M-W | Harris, Phil..... KFI, 7:30 p.m. Su |
| Barry Craig..... KFI, 7 p.m. Su | 10:45 p.m. Tu, Th, F; 11:15 p.m. Sa; 11 p.m. Su | ★ Harvey, Paul..... KECA, 7 p.m. Su; |
| ★ Bankhage, H. R..... KHJ, 9:15 a.m. M-F; | Dance Time at Avalon..... KBIG, 4 p.m. D | 12:15 p.m. M-F |
| 5:55 p.m. Sa | Date With Slate..... KIEV, 1:30 p.m. M-Sa | Haven of Rest..... KXLA, 8:30 a.m. M, W, F |
| Beason, Buddy..... KFOX, 8 p.m. M-Sa | Davidson, Bill..... KECA, 1:15 p.m. M-F | KHJ, 8:30 a.m. Tu, Th, Sa |
| ★ Beatty, Morgan..... KFI, 8:15 p.m. M-F | ★ Davis, Elmer..... KECA, 6:15 p.m. M-F | Hawaii Calls..... KHJ, 6 p.m. Sa |
| Behind The Story..... KHJ, 6:30 p.m. M-F | Day, Doris..... KNX, 9 p.m. Tu | Hawk, Bob..... KNX, 7 p.m. M |
| Benny, Jack..... KNX, 4, 9:30 p.m. Su | Dear Margy It's Murder..... KHJ, 9:30 p.m. W | Hawkes, Charleen..... KFI, 8:05 p.m. Su |
| Berven, Edgar..... KNX, 5, 9 p.m. Su | December Bride..... KNX, 8:30 p.m. Th | ★ Haworth, Bill..... KFI, 6:15 p.m. M-F |
| Bible Class..... KHJ, 9 a.m. Su; | Doctor's Wife..... KFI, 2:45 p.m. M-F | Hawthorne..... KNX, 12:05 a.m. M-Sa |
| KMPC, 7:30 a.m. Su | Double or Nothing..... KFI, 11 a.m. M-F | Hawthorne's Mail Bag..... KNX, 4:30 p.m. M-F |
| Bible Fellowship Hour..... KGFJ, 7 a.m. M-F | Dragnet..... KFI, 6:30 p.m. Su | ★ Hayes, Sam..... KHJ, 11:25 a.m., 4:45, 5:45 p.m. |
| Bible Institute..... KHJ, 8:30 a.m. M, W, F | Drake, Galen..... KNX, 10:55 a.m. Sa | M-F; 7:45 a.m. M-Sa; 11:25 a.m. Sa |
| KFVD, 11 a.m. M-F | Dr. Christian..... KNX, 8:30 p.m. W | Haynes, Dick..... KLAC, 6:05 a.m. M-Sa |
| Bible Treasury Hour..... KGER, 8:45 a.m. M-F | Dr. Hiss Clinic..... KECA, 8 a.m. Sa | ★ Headline Edition..... KECA, 6:30 p.m. M-F |
| Big Story..... KFI, 9:30 a.m. W | Dr. Paul..... KFI, 3:30 p.m. M-F | Heater, Gabriel..... KHJ, 8:20 a.m., 6 p.m. M-F |
| Bligs, Power E..... KNX, 6:30 a.m. Su | Dvorak, Geo..... KFI, 5:30 a.m. M-F; 8:15 a.m. Sa | Heldt, Horace..... KNX, 7 p.m. Th |
| ★ Bingman, Frank..... KECA, 4:45 p.m. M-F | Echoes of Eden..... KFVB, 10:30 p.m. Su | Helper, Al..... KHJ, 5:30 p.m. Sa |
| ★ Bishop, Pat..... KFI, 6 a.m., 6:45, 8:30 a.m. M-F; | ★ Edwards, Frank..... KHJ, 10:15 p.m. M-F | ★ Hemingway, Frank..... KHJ, 7 a.m., |
| 5:05 p.m. M-F; 6:30 a.m. Sa | Employment Review..... KFAC, 1 p.m. M | 4:15 p.m. M-Sa |
| Blind Artists Guild..... KFVB, 6:45 p.m. Su | Enchanted Hour..... KHJ, 8:30 p.m. Su | Herald of Truth..... KECA, 3:30 p.m. Sa |
| Bob & Ray..... KFI, 10:15 a.m. M-F | ★ Engel, Holland..... KHJ, 8:25 a.m. Sa | Heritage..... KECA, 9:30 p.m. W |
| Bobby Benson..... KHJ, 5 p.m. M | Escape..... KNX, 8:30 p.m. F | ★ Henry, Bill..... KHJ, 6:55 p.m. M-F |
| Bolero Time..... KMPC, 9 a.m. Su | Eternal Light..... KFI, 9:30 a.m. Su | High Adventure..... KHJ, 8 p.m. Tu |
| Bowron, Fletcher..... KFI, 9:45 p.m. Su | Europe Story..... KNX, 9 a.m. Su | ★ Hill, Edwin C..... KECA, 10:10 p.m. M-F |
| Boxing Bout..... KECA, 7 p.m. F | Evening Concert..... KFAC, 8 p.m. D | Hilltop House..... KNX, 12:15 p.m. M-F |
| Boy Scout Jamboree..... KFI, 9:30 a.m. Sa | Falcon..... KHJ, 7 p.m. M | Hirsch, Elroy..... KECA, 5 p.m. M-F |
| Breakfast Club..... KECA, 8 a.m. M-F | Family Theatre..... KHJ, 7 p.m. W | Hollywood Barn Dance..... KNX, 3:30 p.m. Su |
| Breakfast Gang..... KHJ, 7:15 a.m. M-Sa | Farm Highlights..... KFI, 6:15 a.m. M-Sa | Hollywood Music Hall..... KNX, 7:30 p.m. Tu |
| Breakfast in Hollywood..... KFI, 10:30 a.m. Sa | Farm Quiz..... KHJ, 11:30 a.m. Sa | Hollywood Story..... KNX, 2:30 p.m. Su |
| Broadway Is My Beat..... KNX, 7 p.m. Su | Farm Reporter..... KFI, 12 n. M-Sa | Hollywood Varieties..... KFI, 6:30 p.m. W |
| ★ Brown, Cecil..... KHJ, 8 a.m., 5:55 p.m. M-F; | Farwell, Francis..... KFI, 11:15 p.m. M | Holme, Nancy..... KECA, 4:30 p.m. M-F |
| 9:55 p.m. Sa; 3:25 p.m. Su | Father Knows Best..... KFI, 9 p.m. Th | Hometown Happenings..... KFI, 11:30 a.m. Su |
| Bull, Frank..... KFVB, 6:30 p.m. M-F | Faye, Alice..... KFI, 7:30 p.m. Su | Hometown Jamboree..... KXLA, 11:30 a.m. M-F |
| Burnette, Smiley..... KXLA, 8:15 p.m. M-F | Fibber McGee and Molly..... KFI, 6:30 p.m. Tu | Hope, Bob..... KFI, 11:45 a.m. M-F; 7 p.m. W |
| Business News..... KMPC, 8:15 a.m. M-Sa | FBI in Peace and War..... KNX, 9 p.m. W | Hour of St. Francis..... KMPC, 8:15 p.m. Sa |
| CBS Sunday Desk..... KNX, 5:30 p.m. Su | ★ Feature Wire..... KFI, 5 p.m. M-F | Hunter, Ren..... KFI, 1 a.m. M-Sa |
| Cabbages and Kings..... KFI, 3:30 a.m. M-F | ★ Ferris, Bob..... KNX, 7 a.m. M-F | ★ Huntley, Chet..... KECA, 9:15 a.m., 5:30 p.m. |
| ★ California News..... KMPC, 6:30 p.m. M-Sa | Fidler, Jimmy..... KMPC, 7 p.m. Su | M-F; 8:30 p.m. Su |
| ★ California Hungarian Hr..... KALI, 2 p.m. Su | Finley, Larry..... KFVB, 10 p.m. M-Sa | If They Had Lived..... KGFJ, 8:15 p.m. Su |
| Calvary Hour..... KMPC, 7 a.m. Su | First Baptist Church..... KFAC, 7:30 p.m. Sa | KGFJ, 8:45 p.m. Sa |
| Canova, Judy..... KFI, 7 p.m. Th | Fischer, Gaston..... KNX, 3 p.m. Sa | Invitation to Learning..... KNX, 8:35 a.m. Sa |
| Cantor, Eddie..... KFI, 6:30 p.m. Th | Fisher, George..... KNX, 10:15 p.m. Su; 2:05 M-F | It Happens Every Day..... KNX, 1:25 p.m. M-F |
| Capitol Cloakroom..... KNX, 7:05 p.m. F | Five Seventy Club..... KLAC, 1:05 p.m. M-Sa; | I Was a Communist |
| Capitol Commentary..... KHJ, 9:15 a.m. M-F | 1:30 p.m. Su | for the FBI..... KNX, 9:30 p.m. Sa |
| Career Theatre..... KECA, 10:30 p.m. Su | Flying Feet..... KECA, 8 a.m. Sa | Jack the Earlybird..... KBIG, 7 a.m. M-Sa |
| Carnival of Books..... KFI, 9 a.m. Su | Flynn, John T..... KMPC, 5:15 p.m. M-F | Jarvis, Al..... KFVB, 9:30 a.m. M-Sa; |
| Carter, Paulina..... KECA, 8:45 p.m. Th | For You..... KFI, 11:45 p.m. W | 9:30 a.m. Su |
| Catalina Calling..... KBIG, 12 n. M-F | ★ Foster, Cedric..... KHJ, 12:15 p.m. M-F | Jason and The Golden Fleece..... KFI, 1:30 p.m. Su |
| Catholic Hour..... KFI, 11 a.m. Su | Frank and Ernest..... KHJ, 11 a.m. Su | Jazz at Midnight..... KFVD, 12 m. Sa |
| CLAC, 8:05 a.m. Su | Freedom Story..... KMPC, 9 p.m. Su | Jazz Nocturne..... KHJ, 7:30 p.m. Th |
| Caucasian Memories..... KFAC, 5:30 p.m. Sa | Front-Page Farrell..... KFI, KFSD, 2:15 p.m. M-F | John Steele, Adventurer..... KHJ, 8 p.m. F |
| Cavalade of America..... KFI, 8:30 p.m. Tu | Frost Warnings..... KFI, 8 p.m. D | Johnny Dollar..... KNX, 6 p.m. Tu |
| Challenge..... KFI, 3 p.m. Su | Fuller, Dr. Charles..... KECA, 1 p.m. Su | Junior Miss..... KNX, 9:45 p.m. M-F |
| Challenge to Youth..... KMPC, 8:30 a.m. Su; | Fun For All..... KNX, 10 a.m. Sa | Just Plain Bill..... KFI, KFSD, 2 p.m. M-F |
| KXLA, 2 p.m. Su | Fun For All..... KECA, 8:30 p.m. F | KFI Calling..... KFI, 9:30 p.m. Su |
| ★ Chatterton, Larry..... KHJ, 11 p.m. M-F; | Funny Paper Man..... KFI, 8 a.m. Su | Katz, Mickey..... KECA, 5 p.m. Sa |
| 9 p.m. Sa | Fuller, Sid..... KHJ, 12 n. D | Kelley, Bob..... KMPC, 6 p.m. M-Sa |
| Chef Milani..... KMPC, 9:30 a.m. M-F | Gangbusters..... KNX, 9 p.m. Sa | Kemper, Ronnie..... KECA, 10:15 a.m. |
| Chicago Round Table..... KFI, 11 p.m. Su | Garden Gate..... KNX, 12:45 p.m. Sa | 2:05 p.m. M-F |
| Chicago Theatre..... KHJ, 9:30 p.m. Su | Garden Guide..... KFI, 11:30 a.m. M-F | ★ Kenneally, Bill..... KNX, 12 n. M-F |
| Children's Church..... KBIG, 8 p.m. Su | Garden Guides..... KECA, 9 a.m. M-F | 10:15 p.m. M-Sa |
| Children's Hour..... KFVD, 4:30 p.m. Su | Garden of Eden..... KECA, 8:45 a.m., 6 p.m. Sa; | King Arthur Godfrey's Roundtable..... KNX, |
| Christ Church Unity..... KLAC, 9:05 a.m. Su | 9 p.m. Su | 2 p.m. Su |

Kirk, Eddie. KXLA, 9:30 a.m. M-F
 Kirkwood, Jack. KHJ, 1 p.m. M-F
 L.A. Breakfast Club. KPWB, 8:30 a.m. W
 L.A. in Review. KMPC, 1:45 p.m. M
 L.A. Fifty Years Ago. KFI, 7:30 p.m. F
 Laboe, Art. KGFJ, 4 p.m. M-F;
 KXLA, 1:30 a.m. M-F; 1 a.m. Sa
 Ladies' Day. KFI, 9:15 a.m. M-F
 Ladies Fair. KHJ, 11 a.m. M-F
 L.A. Medical Assn. KFAC, 1 p.m. Th
 Land of the Free. KHJ, 11:15 p.m. Su
 ★Lawton, Fleetwood. KFI, 7:15 a.m. M-F
 Layman's Hour. KECA, 9:30 p.m. Sa
 Lea, Terren. KFI, 9 p.m. Sa
 Let's Pretend. KNN, 1 p.m. Sa
 Let George Do It. KHJ, KGB, 8 p.m. M
 ★Lewis Fulton. KHJ, 4, 9:15 p.m. M-F
 Lewis, Ray. KFI, 12:15 p.m. Sa
 Lewis, Robert Q. KNN, 4:05 p.m. M-F
 Leyden, Bill. KPWB, 6 a.m. M-F;
 6:30 a.m. Sa
 Life Begins at 80. KECA, 8 p.m. M
 Liberal Catholic Church. KFAC, 9 a.m. Su
 Life Can Be Beautiful. KFI, 4 p.m. M-F
 ★Lindlahr, Victor H. KFI, 10 a.m. M-F
 Linkletter, Art. KNN, 12:30 p.m. M-F
 Lithuanian Program. KOWI, 10 a.m. Sa
 Little Symphonies. KHJ, 7 p.m. Su
 Live Like a Millionaire. KECA, 9:30 a.m. M-F
 ★Local Desk. KECA, 7:15 p.m. Su
 Lombardolani, U.S.A. KHJ, KGB,
 8:30 p.m. Sa
 Lone Ranger. KECA, 7 p.m. M, W, 8 p.m. Sa
 Lorenzo Jones. KFI, 2:30 p.m. M-F
 Lucky Lager Dance Time. KMPC, 9:30 p.m.
 KFSO, 10:15 p.m. D
 Lucky U Ranch. KHJ, 1:30 p.m. M-F
 Lum and Abner. KECA, 6:45 p.m. M-F
 Lutheran Gospel Hour. KXLA, 6:30 p.m. Su
 Lutheran Hour. KHJ, KGB, KVOE,
 10:30 a.m. Su
 Lux Theatre. KNN, 6 p.m. M
 Lynn Looks at H'wood. KHJ, 3:30 p.m. M-F
 MBS Roundtable. KHJ, 3:30 p.m. Tu
 Ma Perkins. KNN, 10:15 a.m. M-F
 Make Way for Youth. KNN, 4:30 p.m. Sa
 Mann, Herbert J. KFI, 10 a.m. Su
 ★Manning, Knox. KFI, 7:45 a.m. M-Sa
 Mansfield, Andy & Virginia. KFI, 8:45 a.m. M-F
 Marines in Review. KECA, 7:30 p.m. Sa
 Marx, Groucho. KFI, 9 p.m. W
 Martin and Lewis. KFI, 9 p.m. Tu
 Massey, Curt. KNN, 3:45 p.m.;
 KHJ, 4:30 p.m. M-F
 Masterson, Paul. KECA, 5:30 a.m. M-F
 Matinee. KFAC, 2 p.m. M-Sa
 McBride, Mary Margaret. KECA, 4 p.m. M-F
 McNeill's Breakfast Club. KECA, 8 a.m. M-F
 Meet Millie. KNN, 9 p.m. Th
 Meet the Misses. KNN, 11:30 a.m. Sa
 Meet the Press. KFI, 10:30 p.m. Su
 Meet The Veep. KFI, 5:15 p.m. Su
 Melody Quartet. KHBG, 8:30 a.m. Su
 Men's Corner. KHJ, 1 p.m. Sa
 Merry-Go-Round. KNN, 11:15 p.m. M-F
 Message of Israel. KECA, 11 a.m. Su
 Metropolitan Auditions. KECA, 7:30 p.m. Th
 Metropolitan Opera. KECA, 11 a.m. Sa
 Meyberg, Dot. KGFJ, 5:45 p.m. Sa
 Midnight Flyer. KFI, 12 m. M-Sa
 Miller, Marvin. KHJ, 6:30 p.m. M-F
 Mirandy's Garden Patch. KECA, 9:15 a.m. Sa
 ★Monitor Views the News. KECA, 8:45 p.m. Tu
 Monroe, Vaughn. KNN, 7 p.m. Sa
 ★Monday Morn. Headlines. KECA, 8:15 p.m. Su
 Moody, Titus. KHJ, 9:55 p.m. M-F
 Morning Chapel Hour. KFON, 7:30 a.m. Tu-Sa
 Morning Concert. KFAC, 9 a.m. M-F;
 9:30 a.m. Su
 Motorists' Melody Time. KFI, 1:15 p.m. Sa
 MovieTime. KHBG, 4:30 p.m. D
 Mr. and Mrs. North. KNN, 8:30 p.m. Tu
 Mr. Celebrity. KXLA, 12:15 a.m. M-W
 Mr. Chameleon. KNN, 6:30 p.m. F
 Mr. Keen. KNN, 9 p.m. F
 Mr. President. KECA, 7:30 p.m. Tu
 Murray, Johnny. KFI, 8:15 a.m. M-F
 ★Murray, Edward R. KNN, 5 p.m. M-F
 Museum Concert. KFAC, 3 p.m. Su
 Music From the Moon. KECA, 10:30 p.m. M;
 W-F; 11 p.m. Tu
 Music In The Air. KNN, 8:30 p.m. F
 Music With the Girls. KNN, 11 a.m. Sa
 Musical Crossroads. KFAC, 10 p.m. M-Sa
 Musical Digest. KGFJ, 7 p.m. M-Sa
 Music Hall of Memory. KECA, 6:30 p.m. Su
 Musical Masterpieces. KFAC, 4 p.m. D
 Musical Milestones. KFAC, 6:30 p.m. M-F
 Music Hall. KFAC, 11:30 a.m. M-Sa
 ★Mutual Newsreel. KHJ, 6:15 p.m. M-F
 My Son Jeep. KFI, 4 p.m. Su
 My True Story. KECA, 10:30 a.m. M-F
 Mystery Theater. KECA, 7:30 p.m. W
 Name That Song. KHJ, KGB, 8 p.m. W
 NBC Symphony. KFI, 6 p.m. Sa
 National Farm & Home. KFI, 11:30 a.m. Sa
 National Radio Pulpit. KFI, 7 a.m. Su
 National Vespers. KECA, 11:30 a.m. Su
 Native Daughters. KWKW, 9:30 p.m. W
 Navy Hour. KECA, 5 p.m. Sa
 Negro College Choirs. KECA, 7:30 a.m. Su
 ★News Parade. KFI, 8:15 p.m. M-F
 ★Nesbitt, Norman. KMPC, 8:30 a.m. M-F

★Newspaper of the Air. KHJ, 10 a.m. 9 p.m. M-F; 9 p.m. Su
 New York Philharmonic. KNN, 11:30 a.m. Su
 Nick Carter. KHJ, 3 p.m. Su
 Noble, Wendell. KNN, 1 p.m. M-F
 Nora Drake. KNN, 11:30 a.m. M-F
 Norman, Gene. KLAB, 8:15 p.m. M-Sa
 8:45 p.m. Su
 Norman, Philip. KNN, 1:30 p.m. M-F;
 10:30 p.m. M-Sa; 1:30 p.m. Sa
 Official Detective. KHJ, 7 p.m. F
 Old-Fashioned Sunday School Hour. KECA,
 9 a.m. Su
 On Stage. KNN, 7 p.m. W
 One Man's Family. KFI, 8 p.m. M-F
 Operation Daybreak. KFI, 5:30 a.m. D
 Other Side of the Day. KFI, 1 a.m. M-Sa
 Otis, Don. KMPC, 1:15 p.m. Su
 Our Gal Sunday. KNN, 9:45 a.m. M-F
 Our Miss Brooks. KNN, 8 p.m. Su
 Owens, Jack. KECA, 12:30 p.m. M-F
 Ozzie and Harriet. KECA, 9 p.m. F
 Pacific Telephone Hour. KFI, 9 p.m. M
 Palladium Party. KFI, 11:45 p.m. M-Su
 Parade of Sports. KMPC, 6 p.m. M-Sa
 Parsons, Luella. KNN, 9:15 p.m. Tu
 Pass The Word. KHBG, 1:55 p.m. Tu, Th, Sa
 ★Pearson, Drew. KECA, 8 p.m. Su
 ★Pentagon Report. KHJ, 5 p.m. Su
 People Are Funny. KNN, 7 p.m. Tu
 Pepper Young's Family. KFI, 12:30 p.m. M-F
 Peter Salem. KHJ, 7:30 p.m. Tu
 ★Peterson, Elmer. KFI, 5:45 p.m. Tu-F
 Philip Morris Playhouse. KNN, 6 p.m. W
 Piano Parade. KFAC, 9:30 a.m. M-F;
 12:05 p.m. Su; KFVD, 4:30 p.m. M-F
 Pinkley, Virgil. KECA, 5:15 p.m. M-F
 Play It Again. KECA, 3 p.m. M-F
 Pocket Operetta. KFAC, 8:30 p.m. Th
 Poska, Al. KFI, 11:15 p.m. M-F
 Potter, Peter. KLAB, 9:30 a.m. D
 Prayer for Peace. KMPC, 8 a.m. Su
 Preston, Walter. KHJ, 2 p.m. Sa
 ★Queen for a Day. KHJ, 11:30 a.m. M-F
 Quick, What's The Answer? KHJ, 2 p.m. W-F
 Race Results. KMPC, 6:25 p.m. M-Sa
 Radio Canaries. KHJ, 11:45 p.m. Su
 Radio Free Europe. KHJ, 9:30 p.m. Sa
 Railroad Hour. KFI, 8:30 p.m. M
 Religious News Reporter. KMPC, 8:15 a.m. Su
 Repeat Performance. KFI, 10:30 p.m. M-F
 Report Card. KPWB, 9 p.m. Su
 Report From Pentagon. KHJ, 5 p.m. Sa
 Report to the People. KECA, 9:30 p.m. Tu
 Request Performance. KGFJ, 6 p.m. D
 Reuben, Reuben. KFI, 5:30 p.m. Sa
 Reviewing Stand. KHJ, 4:30 p.m. Su
 ★Richfield Reporter. KFI, 10 p.m. Su-F
 Right to Happiness. KFI, KFSO, 12:45 p.m. M-F
 Ring, Bill. KECA, 1 p.m. M-F
 Road of Life. KNN, 10 a.m. M-F
 Road of Faith. KHBG, 8:15 a.m. Su
 ★Rohy Max. KNN, 11 p.m. M-F
 Rocky Jordan. KNN, 6 p.m. F
 Rogers, Roy. KFI, 8:30 p.m. Th
 Romance of Helen Trent. KNN, 9:30 p.m. M-F
 Rosemary. KNN, 8:45 a.m. M-F
 Rowe, Red. KPWB, 4 p.m. M-Sa
 Salt Lake Tabernacle. KNN, 8 a.m. Su
 Sampson, Bill. KWKW, 4:05 p.m. M-Sa
 Saturday Night County
 Style. KNN, 7:35 p.m. Sa
 Science Editor. KECA, 9:45 p.m. Tu
 Science Reporter. KHJ, 11:30 a.m. Su
 Scout Jambooree. KFI, 9:30 a.m. Sa
 Second Mrs. Burton. KNN, 11 a.m. M-F
 Search That Never Ends. KHJ, 9:30 p.m. Tu
 Sgt. Preston of the Yukon. KHJ, 5 p.m. Tu, Th
 ★Shadel Bill. KNN, 8:30 a.m. Tu
 Sherr, Bishop Fulton J. KHJ, 9:30 p.m. Th
 Shore, Dinah. KFI, 7 p.m. M-F
 Show Time. KFI, 6:30 p.m. F
 Silver Eagle. KECA, 7 p.m. Tu, Th
 Sinclair's Record Session. KFI, 11 p.m. Sa
 Skelton, Red. KFI, 9:30 p.m. Tu
 Sky King. KHJ, 5:30 p.m. Tu, Th
 Slack, Peter. KGER, 2:30 p.m. M-F;
 5 p.m. Sa; 10:30 p.m. M-F
 Slate, Alvin. KIEV, 6 a.m. M-Sa
 ★Smith Howard K. KNN, 9:30 a.m. Su
 ★Sokolosky, George. KECA, 10 p.m. Su
 Songs of Faith. KFI, 6:15 a.m. F
 Songs of The B-Bar-B. KHJ, 5 p.m. W, F
 Songs That Never Die. KFI, 9:30 p.m. Th
 Sophisticated Rhythm. KECA, 10:30 p.m. Tu
 Southland Serenade. KHBG, 3 p.m. M-F
 Space Patrol. KECA, 9:30 a.m. Sa
 Sparring Partners. KECA, 8:30 p.m. M
 Sports Dial. KRKD, 5:30 p.m. M-Sa
 Sports Final. KFI, 10:35 p.m. M-F
 Squad Room. KHJ, 3:30 p.m. Su
 Squeakin' Deacon. KXLA, 6 p.m. M-F;
 5:30 p.m. Sa; 11 a.m. Su
 Stafford, Jo. KNN, 9:30 p.m. M-F
 Standard Hour. KFI, KFSO, 8:30 p.m. Su
 Standard School Broadcast. KMPC, 11 a.m. F
 Stars Over Hollywood. KNN, 9:30 a.m. Sa
 Start To Live. KMPC, 8:05 a.m. Su
 Stella Dallas. KFI, KFSO, 1:15 p.m. M-Sa
 Stewart, Bill. KWKW, 12 n. M-Sa;
 KMPC, 6:30 p.m. M-F; 9 a.m. Sa
 Stone, Paula. KHJ, 3:45 p.m. M-F

Story Circus. KMPC, 7:30 a.m. Sa
 Story, Ralph. KNN, 7:15 a.m. M-F
 5:25 a.m. M-Sa
 Stranger from the Sea. KFI, 9:30 p.m. Su
 Strictly Dixie. KHJ, 9 a.m. Sa
 Strike It Rich. KFI, 10:30 a.m. M-F
 Sunday With Bill. KECA, 9:30 a.m. Su
 Sunset Serenade. KFAC, 5 p.m. M-Sa
 Supervisor's Report. KFI, 9:15 p.m. Sa
 Suspense. KNN, 9 p.m. M
 Sweet and Sentimental. KHBG, 2 p.m. M-F
 ★Swayze, John Cameron. KFI, 7:30 p.m.
 M, Tu, F
 Symphonettes. KNN, 11 a.m. Su
 Symphonies For Youth. KHJ, 10:30 a.m. Sa
 Take A Number. KHJ, 2:30 p.m. M-F;
 6:30 p.m. Su
 Talent Opera Singers. KWKW, 9:30 p.m. M
 Talent Scouts. KNN, 8:30 p.m. M
 Tales of Tomorrow. KECA, 8:30 p.m. Sa
 Talks on Books. KFAC, 6:30 p.m. Sa
 Tarzan. KNN, 6 p.m. Sa
 Taylor, Henry J. KECA, 4:30 p.m. M
 Taylor, Mary Lee. KFI, 11 a.m. Sa
 Telephone Hour. KFI, KFSO, 9 p.m. M
 Tello-Test. KHJ, 10:15 a.m. M-F
 ★Ten O'clock Wire. KNN, 10 p.m. D
 That Hammer Guy. KHJ, 7 p.m. Tu
 Theater Guild. KFI, 5:30 p.m. Su
 Theatre of Today. KNN, 9 a.m. Sa
 Theater of Stars. KNN, 3 p.m. Su
 The Adventure. KECA, 8:30 p.m. W
 The Chase. KFI, 2:00 p.m. Su
 The Christian in Action. KECA, 12 n. Su
 The Great Fraud. KECA, 12:45 p.m. Su
 The Shadow. KHJ, 2 p.m. Su
 The Whistler. KNN, 7:30 p.m. Su
 This I Believe. KNN, 11:40 p.m. M-F;
 1:05 a.m. Su
 This Is Good News. KNN, 7:30 p.m. Sa
 This Is Living. KNN, 2 p.m. Sa
 This Is Los Angeles. KNN, 2:30 p.m. Sa
 This Thing Called Life. KFI, 10:15 p.m. Sa, Su
 ★Thomas, Lowell. KNN, 8 p.m. M-F
 Time Console. KECA, 7:30 p.m. Su
 Time For Love. KNN, 6 p.m. Th
 Tinney, Cal. KECA, 3:30 p.m. M-F
 Top Story. KFI, 5 p.m. Su
 Top Tunes With Trendler. KHJ, 8:30 p.m. Th
 The Top Guy. KECA, 8 p.m. W
 The World We Want. KFI, 12:30 p.m. Sa
 Town Hall Party. KFI, 9 p.m. F; 8:05 p.m. Sa
 Tracy, Lee. KFI, 1:30 p.m. Su
 ★Travis, Henry. KHJ, 10 a.m. Sa
 ★Trout, Bob. KNN, 7 p.m. F; 8:25 p.m. M-F
 7 p.m. F; 8:25 p.m. M-F
 True Detective Mysteries. KHJ, 2:30 p.m. Su
 True or False. KHJ, 7:30 p.m. Sa
 Truth or Consequences. KHJ, 7:30 p.m. Th
 Tuttle Time. KFVD, 7 a.m. M-Sa
 ★Twenty Questions. KHJ, 8 p.m. Su
 Two for the Money. KFI, 7 p.m. Tu
 Unity Daily World. KFAC, 8:45 a.m. M-Sa
 U.N. Is My Beat. KFI, 8:30 a.m. Su
 U.N. on the Record. KNN, 3:15 p.m. Sa
 Under Arrest. KHJ, 8:30 p.m. M
 Union Rescue Mission. KPWB, 7 p.m. Su
 University Explorer. KNN, 10:30 a.m. Su
 ★Valle, David. KNN, 8:15 a.m. M-F
 Viennese Varieties. KFAC, 5:30 p.m. M-F
 Visitin' Time. KNN, 7:30 p.m. Su
 Voice of Calvary. KXLA, 10 p.m. Sa
 Voice of Firestone. KFI, KFSO, 5:30 p.m. M
 Voice of Prophecy. KECA, 2 p.m. Su
 Voice of the Blind. KGFJ, 8:15 a.m. W
 Voice of the Cathedral. KFI, 2:30 p.m. Su
 Wakely, Jimmy. KNN, 3:30 p.m. Su;
 4:10 p.m. M-F
 Walk a Mile. KFI, 7:30 p.m. W
 Washington U.S.A. KNN, 3:30 p.m. Sa
 We Call It Jazz. KFI, 11:15 p.m. Sa
 ★Weaver, Hank. KECA, 12 n. 6 p.m. M-F
 7:15 p.m. Su
 Welcome Travelers. KFI, 3 p.m. M-F
 Welk, Lawrence. KECA, 11:45 p.m. Su;
 11 p.m. W-F; 10:30 p.m. Sa
 Wendy Warren. KNN, 9 a.m. M-F
 What's My Line? KNN, 6:30 p.m. W
 Wheeler, Barritt. KFI, 4:20 p.m. M-F
 When A Girl Marries. KECA, 11:15 a.m. M-F
 Whispering Streets. KECA, 10:55 a.m. M-F
 White, Joe. KFI, 11:30 p.m. F
 12:30 p.m. M-Sa
 Who Knows This? KLAB, 9:30 p.m. Su
 Wild Bill Hickok. KHJ, 5:30 p.m. M, W, F
 Williams, Tex. KFI, 7 p.m. Sa
 Willson, Meredith. KFI, 9:30 p.m. Sa;
 7 p.m. M
 ★Winchell, Walter. KECA, 6 p.m. Su
 Wings of Healing. KECA, 4:30 p.m. Su
 Woman in My House. KFI, 1:45 p.m. M-F
 World Bible Society. KGFJ, 8 a.m. M-Sa
 World of Books. KFI, 12:15 p.m. Su
 World of Opera. KFAC, 3:30 p.m. M-Sa
 ★World Today. KNN, 5:30 p.m. M-Sa
 World We Live In. KFI, 5:30 p.m. M-F
 Yesterday and Today. KECA, 9:30 p.m. M
 You Bet Your Life. KFI, 9 p.m. W
 Your Child and You. KECA, 6:30 p.m. Sa
 Young America Speaks. KFI, 10 a.m. Sa
 Young Dr. Malone. KNN, 10:30 a.m. M-F
 Young, Norma. KHJ, 9:30 a.m. M-F
 Young People's Church of the Air
 KHJ, 10:30 p.m. Su
 Young Wilder Brown. KFI, 1:30 p.m. M-F

On the Ball

With Ted Hilgenstuhler

Last week: Las Vegas . . . The Atomic Bomb . . . the strange paradox of beauty and horror.

This week: Back to sports. Not as powerful or important, but certainly more pleasant.

If you fans caught Jackson Wheeler on Thursday or Friday night (or even as late as Tuesday) on Channel 11, this week's column will not come as much of a surprise to anyone.



On Thursday night, while on camera, Jackson caught me by surprise (and I'm not kidding) and pinned me down as to exactly when we would name the TV PCC All-Star basketball team, which we have been compiling for the past four weeks.

We agreed to make it on Tuesday night. Besides the all-star five, we were also going to announce who had been selected as the "most popular local player" and present him with a beautiful trophy.

On Friday I finished counting the votes. Ken Flower, USC's one-man team, just nosed out UCLA's Ron Livingston for the award. I called Ken. And discovered that he was leaving town on Sunday to make a nationwide tour with the All-American All Stars.

I called Jackson immediately at his home on Friday.

"Let's do it tonight, then," he said. "It's even better this way. The movie industry gave out their Oscars last night; so tonight Jackson Wheeler and TV-RADIO LIFE will present their own sports Oscar," he continued, kidding.

Actually, it was a mean but unavoidable trick on my part to foul up Jackson's program at the last minute. However, Mr. Wheeler, as I have learned on many different occasions, is a very easy-going, relaxed personality.

This, among other things, is one of the main reasons he puts more time on-camera than any other TV star in town without getting ulcers or ending up in the hospital.

Here's the first TV PCC all-star team (Southern Division only) ever chosen by the fans who actually saw the teams in action on camera:

| | |
|---------------------------|----------------------|
| Forward | Ken Flower, USC |
| Forward | John Moore, UCLA |
| Center | Bob McKeen, Calif. |
| Guard | Ron Tomsic, Stanford |
| Guard | Ron Livingston, UCLA |
| Most Popular Local Player | Ken Flower |

TV-RADIO LIFE congratulates these players, and I personally thank each and every one of you who sent in your votes.

Page Sixty-six



Wrestling Is My Business

By Jules Strongbow

Hardly a day goes by without someone asking "How can I become a wrestler?" and the only answer that I or anyone else in the wrestling business can give is "By wrestling." This is not at all as

simple as it sounds. Wrestling is the most highly skilled profession in the world and the most interesting, I believe. I say it is one of the most difficult professions because there is no school that a man attends to learn to become a wrestler, no degree to work for, no cut-and-dried method. Just as great writers advise that the only way to learn to write is by writing, the only way to learn to paint is by painting, so the only way to learn how to wrestle is by wrestling.

True, in any of these fields one must have the fundamentals, but it takes more skill than that. You can teach anyone a lot of wrestling holds but it means nothing. It takes week-in, week-out, month-in, month-out training before a man learns timing, balance and leverage.

Wrestling is conservatively eighty per cent self-taught. It involves years of hard work and hard knocks. Since there is no "standard" way to become a wrestler, each man has to make his own breaks. He has to want to be a wrestler so badly that he just figures out a way. In every case of a big-time wrestler, I can show you a lowly beginning and hardships to make the grade. This wouldn't be betraying any confidences either, because the men are proud of the sacrifices they made to become wrestlers.

The very nature of the unique apprenticeship into wrestling influences the type of men to make the grade. They are distinct individualists, full of initiative and intent upon their goal. They must be fast thinkers, confident and self-reliant, because when a man is in the ring he has nobody to think for him or tell him what to do.

Consequently, as men, they are surprising individuals—sparkling conversationalists, intelligent, well educated, formally, informally or both. As a class, I don't know of any group who could compete with wrestlers. They say travel broadens—wrestlers must travel a great deal, and from that they associate with people from all walks of life and from everywhere—a liberal education in itself.

For some strange reason, training for wrestling has been centered in a half dozen areas in the nation—the Minneapolis-Omaha area, St. Louis and Kansas City, Chicago, the New York-Boston section, Columbus, Ohio, and Los Angeles. It is in these sections that wrestlers and would-be wrestlers congregate. In these spots,

aspirants have an opportunity to attend the greatest universities in the wrestling world—and it doesn't cost them a thing but lumps on the head and sore backs.

A boy with ambitions can work out with Lou Thesz, the world's champion, for free, if he happens to be in the right gym at the right time, but I doubt if he could hire Lou to work out with him at a specific time at any price. And the only way a man can learn to be great is to train with great people. You certainly can't learn from anyone who knows less than you do.

Wrestling isn't peculiar in centering its hot training centers. If you want to play big-time football, doesn't everyone think of Notre Dame? The same in basketball, baseball, etc.

Even the amateur wrestling ranks are centered. At the time when I started wrestling, Oklahoma A and M was the number-one amateur training center in the world.

One of the fastest rising young men today is Freddy Blassie, from St. Louis, who has weathered the difficulties in getting a start in the wrestling world, developed a style of his own, and is going places. A prime example of hard work is his slider, a move rare in wrestling, which is helping him make his mark on the fans—and his opponents.

★ ★

TV Previews

(Continued from Page 30)

stars in "I Saw It Happen," the story of a wife whose husband is a witness to a gangland killing.

Wednesday, April 1—CAVALCADE OF AMERICA, (4), 8:30 p.m. "The Indomitable Blacksmith," the story of Thomas Davenport, who invented the first electric motor.

Wednesday, April 1—KRAFT TELEVISION THEATER, (4), 9:00 p.m. Allan Bunce and Perry Wilson portray leading roles in "Autumn Story," in which a middle-aged spinster finds youth again in helping a young orphan girl solve her love problems.

Friday, April 3—SCHLITZ PLAYHOUSE OF STARS, (2), 8:00 p.m. Ellen Drew stars in "The Governess," the story of a forgotten old nurse who attends a surprise birthday party given by all her former charges. Cast includes Lillian Bronson, Onslow Stevens and others.

Sports Parade of '52 Passes in Review

By Ted Hilgenstuhler

LOOKING BACK over the past year's activities, TV sports fans should have very little to beef about.

Granted, you did not see some of the championship fights, such as Robinson vs. Turpin, and Walcott vs. Marciano. Home games of the Rams, and the NCAA restrictions prevented screening of some of the best football games in the nation. And the men who count the gate receipts are still screaming that TV is the greatest detriment to competitive athletics since Joe Stalin.

Just for a change, however, let's look at the rosy side of the pictures—particularly some of the highlights from Southern California's viewpoint.

Maybe local fans would like to forget it, but they did see Illinois swamp Stanford on the first day of 1952.

UCLA's rampaging five then came along on Channel 9 to upset the Washington Huskies for the PCC basketball crown.

"TV Fighter of the Year"

In the fistic world, Chuck Davey was undoubtedly the "TV Fighter of 1952." Starting in March, nationwide audiences via Channel 2 saw the slugging southpaw win six main events against Ike Williams, Chico Vejar (twice), Carmen Basilio, Rocky Graziano, and finally, Fitzie Pruden. Chuck didn't get off to such a good start in 1953, however, as Kid Gavilan gave him a decisive beating.

Lauro Salas was the hero of Los Angeles for several months with his sensational win over lightweight

champion Jimmy Carter. Later in the year, Lauro had to give the belt back to the same Mr. Carter.

Local baseball fans certainly had nothing to complain about during the 1952 campaign. They saw every inning, including some marathon extra-inning games, of every home contest of both the Los Angeles Angels and the champion Hollywood Stars, all on Channel 9.

During the grid season, KHJ-TV (our sports award winner for 1952) brought up junior-college football every Friday and Saturday, and NBC-TV thrilled the entire nation with its Saturday "Game of the Week" telecast.

And don't forget that sensational seven-game World Series (starring Mize, Snider, Mantle, Reynolds, Black, etc.) in which the champion New York Yankees won their fourth consecutive title over a stubborn Brooklyn club.

You saw the away games of the Rams and Forty-Niners on ABC-TV, and Detroit fans were made happy with their first pro grid title in many years.

Happy Ending

Jess Hill and his rugged Trojans began the new year right with a 7-0 victory over Wisconsin in the Rose Bowl.

There were also plenty of other sporting events to keep the athletic-minded happy: bowling, roller derby, skiing, jalopy derby, golf, roller hockey, and various news programs. Plus a few (thousand) wrestling matches.



ON THE FIELD, Stan Hack (left) of the Angels and Fred Haney of the Stars weren't always on such friendly terms as shown here. Fred's boys went on to win the championship, and Haney this year has moved up to pilot the Pittsburgh Pirates. (Antler photo.)

Two major sports were still notably missing from our TV screens: track and tennis.

Finally, look at the entire subject from the all-important money angle. Some time if you have nothing to do, take out pencil and paper and then start figuring just how much it would cost to see all these events in person. At top prices, too, for the best seats. You might also figure transportation costs and all the other expenses.

Now take this sum (and if you're a rapid sports fan it could conceivably run into thousands of dollars)—and subtract it from the initial cost of your TV set. Saved quite a hunk of dough, didn't you?

Of course this does not excuse some of the errors of commission and omission that have confronted TV sports fans. And as the leading TV publication in Southern California, TV-Radio Life will always defend what is best for the viewer.

But let's not get too fussy. TV is still young. If other programs make the progress that sports has made during the past year—and we hope will continue to make—then the entire TV public should find few faults to complain about.

NBC-TV CAMERAS were on hand for many of the outstanding national sports events, including the Saturday Game of the Week.

JESS HILL and his Southern California Trojans made Pacific Coast grid fans happy with a 7-0 win in the Rose Bowl. (NBC-TV photo.)

DESPITE HIS LOSS to Kid Gavilan for the crown, Chuck Davey, clever southpaw boxer, was undoubtedly the "TV Fighter of 1952."





DO YOU REMEMBER THESE IN '52: TELEVISION'S COVERAGE of the Presidential Conventions? Norma Gilchrist's demonstration of "how to make a mink stole"? Lucy's job as a candy dipper? Tallulah Bankhead's debut on NBC-TV's "All-Star Revue"?



THE STARS RALLIED around for the cerebral-palsy telethon. Fred MacMurray and Marie Wilson handled incoming pledges to help fight the dread affliction.

ROBERT E. SHERWOOD (RIGHT), PULITZER prize-winning playwright, discussed his contract to write nine original one-hour plays over a five-year period with NBC's President Joseph H. McConnell. This merger was deemed "a significant milestone in the progress of TV."



In Looking Back...

1952 Was a Year of TV Coverage Made More Exciting by Political Upheaval and Natural Phenomena


NINETEEN FIFTY-TWO'S cameras saw an earthquake-razed city start the heartbreaking work of cleaning the debris-filled streets. That was post coverage of the Tehachapi temblor

that rocked the city right off its foundations. On another site, almost a month to a day later, Bakersfield was rocked, although not quite to ruin. Again the TV cameras were sped to the scene for a record of man's attempt to pull his nature-

ON THE CONVENTION FLOOR WITH MAMIE AND IKE during the political conventions. CBS's Dwight Cooke used his "walkie-talkie" to bring the nation-wide audience within virtual "touching distance" of the "then" General and Mrs. Eisenhower.






DO YOU RECALL: BETTY FURNESS'S COMMERCIALS DURING THE POLITICAL CONVENTIONS? Korla Pandit's intriguing smile and beguiling music? Zsa Zsa Gabor's quips on "Bachelor's Haven"? and Bing Crosby's TV bow on the Crosby-Hope Telethon for the American Olympic Committee?

devastated bit of civilization together.
Anything Goes

A cheerier note was introduced when the little woman learned, by watching TV, how she could have a mink stole for a hundred dollars! And perfectly legitimate was this step-by-step creation. It had nothing to do with buying two minks and encouraging their friendship.

Nineteen fifty-two was the year the cameras not only saw but abetted a triumph of the will of the American people at their polls. The Chicago convention, which every network covered for every TV receiver in the United States, saw the greatest political upheaval in twenty years with "Ike's" nomination. Sixty-five million people watched, with mingled reactions.

A few months later, the same cameras saw this candidate become President of the United States. His title magically changed from the familiar "Ike" to "President Eisenhower."

Television in 1952 made pregnancy as common a script line as the ordinary cold. This was done when Lucille Ball timed her TV scripts to the birth of her real, live, and very famous infant. During the months when Lucille's motherhood was an obvious fact, half her televised antics were built around the difficulty of getting in and out of chairs, odd appetites engendered by pregnancy, and a young husband's sympathetic pains. Never before has any medium dealt so frankly with biology.

TV helped capture a "grandma bandit" in 1952. Her likeness, seen on the home screen, alerted a bank teller whose TV briefing resulted in "granny's" career stopping. TV followed the trial of one of today's worst sadistic criminals—a kidnapper. The medium followed Florence Chadwick's Catalina Channel swim; two atom blasts, held near Las Vegas, Nevada, five hundred miles away.

TV went in for telethons in a big way in 1952, persuaded viewers to ante up money hand over fist—at

first. But many of the stars seen on TV appeared each week, and as their novelty faded—so did the telethon.


More Happenings

Nineteen fifty-two saw Bing Crosby making a "live" TV appearance on a big telethon.

Walter Winchell took to TV, and equally bombastic Tallulah became a darling of the screens.

In 1952 the television networks realized that the novelty potential of the medium had run out, and that good solid information and entertainment must be on tap for the now blasé set owner. One step, unprecedented, was to contract an author like Pulitzer Prize-winning playwright Robert E. Sherwood to write nine original one-hour plays over a five-year period.

Phil Harris made his TV bow as a performer in 1952. Phil's first stop was with his old friend Jimmy Durante, and led to a regular monthly stint for the drummer boy who turned into one of America's most popular personalities. The United States Navy splashed into TV with both webbed feet by way of "Victory at Sea." A panel of animals, this year TV regulars, made a test run on TV, lampooning the people panels. Betty Furness, former housewife product pusher for a big electrical firm, really came into her own as a TV personality. . . . Many people knew more about Betty and her ways than they did about how a convention and election were run. Her tireless, myriad appearances before the cameras, however, let us see a president and vice president nominated and elected.


PHIL HARRIS WAS DEEMED A NEW PERSONALITY when he made his TV bow on Jimmy Durante's "Colgate Comedy Hour" telecast. Eddie Jackson was on hand with his usual songs and strutting. The trio put on a fast-moving show, one of the TV highlights of the year.





▲ **STRANGE AS IT MAY SEEM**, Cliffie Stone wants "in" the dog house, but Tennessee Ernie tells him that the establishment is already occupied by a highly regarded tenant.



▲ **LIEUT. BEN GREENBERG** interviews Patty "Gardenseed" for his Navy program heard three times a week over KBIG. (Official U.S. Navy photo.)

Seen on the Video - Radio Scene



▲ **MAE EDWARDS** is the lovely and much-talked-about skating star of KTLA's "Frosty Frolics." (KTLA photo.)



▲ **ART LABOE** spins platters and makes with the chatter labeled for teen-agers Monday through Friday on KGFJ.



▲ **"MOLLY MAKE-BELIEVE"** takes the kiddies on a weekly trip through "Make-Believe Land" each Saturday over KGFJ.

K

GOOD MUSIC

R

FLASH NEWS

K

ALL DAY LONG

D

1150 KC

KRKD

"The Voice from the
Heart of Los Angeles"

KRKD-FM

24 hour programming
96.3 megacycles
Channel 242

*Your blue-eyed
boy, rugged
MICHAEL ROY
protecting arm
and guiding light
of the working
girl.*



*Good TELEVISION COOKING
done expensive.*

Congratulations

on your

13th BIRTHDAY



.... and THANKS,
TV-RADIO LIFE, for
the award "NEW PERSONALITY"

LIBERACE

George Liberace, Musical Director

This year's Emmy Awards,
"Best Entertaining Program"
and "Most Outstanding
Male Personality"

Gabbe-Lutz and Heller
Management
6274 Sunset Blvd.

Featured on
Columbia Records
Seen Nationally thru
Guild Films



(Please Turn to Page 19)

EMCEE RALPH EDWARDS In action. (1) He cracks a joke which tickles Hollywood Ad Club President Jim Morgan. Jim also produces "Queen for a Day." (2) He gives an award to Lew Frost, NBC vice-president, for "Victory at Sea." (3) He presents another award to Howard McNear. (4) He congratulates Dinah Shore for being selected as having the "best musical." (5) Harry Ackerman, CBS vice-president, and Frank Galen seem quite jubilant over Frank's writer-adapter award for "Meet Millie." (6) Finally, Editor Evelyn Bigsby receives a "Distinguished Achievement Award" from the Hollywood Advertising Club president, Jim Morgan, "in recognition of her contribution to a better Hollywood." (NBC-Bailey, CBS-Holmes photos.)

March 27, 1953



*Hello and
Congratulations
from*

Jack Narz



Thanks for Everything

Lurene Tuttle

RADIO:

HALLMARK PLAYHOUSE
RED SKELTON SHOW
STARS OVER
HOLLYWOOD

TV:

DENNIS DAY SHOW

PICTURES:

NIAGARA
NEVER WAVE AT A WAC
GIVE A GIRL A BREAK
AFFAIRS OF DOBIE
GILLIS

CONGRATULATIONS TO TV-RADIO LIFE

FOR SUCH A
WONDERFUL
PUBLICATION
FOR THE PEOPLE



Peter Potter



Our Best Wishes to TV-Radio Life



Virginia and Gale Gordon

AND A SPECIAL
"THANK YOU SO MUCH"
FOR SELECTING "JUKE BOX
JURY" AS THE OUTSTANDING
PANEL SHOW OF 1952.

Sundays—10:30 P.M.
KNXT—Channel 2

★ ★ ★

PLATTER PARADE

7 days a week

9:30 A.M. - 12:30

KLAC—Radio



WALLY COX



ELLIOTT LEWIS



IRENE TEDROW



DR. HARRY J. DEUEL, JR.

AWARDS

(Continued From Page 17)

Friend Irma." "Life With Luigi," etc.) she has appeared in such top dramatic shows as "Hollywood Star Playhouse," "Lux," "Suspense," and "Broadway Is My Beat." Miss Tedrow is also a skilled Shakespearean actress. Her versatility keeps this AFRAN busy on the kilocycles.

MASCULINE SUPPORTING PLAYER

Twenty-seven years of emoting have put actor Howard McNear way out in front. Our 1952 winner's range of characterizations is limitless. Evidence of his ability has been witnessed on CBS's "Lux Radio Theater," "Hallmark," "Lineup," "Family Theater," and "Gunsmoke," to name but a few of the shows. A stronger supporting player would be difficult to find.

WRITER-ADAPTER

You've met "Millie Bronson" of the "Meet Millie" series, but have you met its creator-writer-adapter, Frank

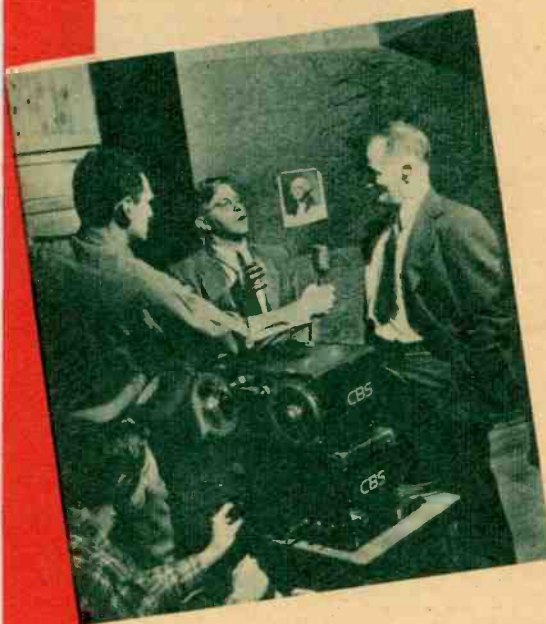
Galen? He's the talented young winner in this category. Galen mastered situation-comedy writing when he dreamt up zanyisms for Gracie Allen, Dennis Day and Marie Wilson. Our writer-adapter has also fed clever lines to Alan Young, Ken Murray and Ed Gardner.

PRODUCER-DIRECTOR

When "Suspense" takes you behind the scenes, producer-director Elliott Lewis looms on the horizon. His presence is a triple treat and his work of award-winning caliber. Whether as producer-director or on occasion an actor, he turns in performances always excellent. It takes a subtle hand to direct the oft-award-winning "Suspense," and Lewis has that hand. His touch is also seen on CBS's "Broadway Is My Beat."

DOCUMENTARY

CBS's "The People Act" was recognized by TV-Radio Life as documentary winner. The series of on-the-spot recordings of people in various communities throughout the country, voicing their problems and telling what they had done to allevi-



"THE PEOPLE ACT," CBS DOCUMENTARY

THE CHADWICK SWIM DISCUSSED BY PAUL PIERCE AND JACK McELROY

TOM HARMON AND LYLE BOND





KLAUS LANDSBERG

ate those conditions, was a cross-section of America and exemplified democracy at work. Problems of labor-management, school systems and local taxes were solved through self-help. "The People Act" was presented in cooperation with the Ford Foundation, produced by Irving Gittlin and narrated by Robert Trout.

DRAMATIC

A noteworthy contribution in the drama department was NBC's "Best Plays." These adaptations from Burns Mantle's "Collection of Best Plays" included the works of such playwrights as Robert Sherwood, Noel Coward, Maxwell Anderson and James Barrie. The performances of Eva Le Gallienne, Helen Hayes, Alfred Drake and Katherine Cornell delighted listeners. The production, di-

FLORENCE CHADWICK



March 27, 1953



ROBERTA LINN

rection and musical scoring were of equally high caliber.

NEW SHOW

Bob Elliott and Ray Goulding plodded along until one fine day they caught on faster than the proverbial prairie fire. Their daily NBC strip of satire and tongue-in-cheek humor amuses listeners from coast to coast. Their 1952 opus was the fastest new fifteen minutes of fun and folly on the airlines.

NEW PERSONALITY

Something new and refreshing hit the kilocycles when Spring Byington elevated the much-maligned mother-in-law in Parke Levy's "December Bride" stanza. Cognizance must be made of Miss Byington's interpretation and handling of a "touchy" subject. She provided entertainment as well as better understanding of mothers-in-law.

NEWS COVERAGE

The KECA stable of reporters, Chet

FRANK GALEN



LIBERACE

Huntley, Bob Garred, and Hank Weaver, brought a comprehensive year-round coverage of the news to local listeners. KECA News Department's public relations in our community operates on an unusually high plane. On more than one occasion it has been responsible for scoops and exclusive stories. The local staff had a "beat" on Governor Warren's plans at the political conventions last summer; they scooped the Bakersfield earthquake and they impartially "stayed on top" of the Lockheed strike. KECA News did an admirable job.

NEWS PROGRAM

KFI's program "KFI Calling" approaches news from a unique angle. After the stories break, the headline makers are called for their personal comment. These revealing conversations are taped and aired. If you've ever been misquoted by the press, "KFI Calling" gives you a chance to clarify distortions. The "news behind the news" makes "KFI Calling" an outstanding program in this category.

JOHN CAMERON SWAYZE





FRANK GOSS

CBS RADIO NEWS

HALLMARK
PLAYHOUSE



Congratulations

from

ANDY and VIRGINIA
MANSFIELD

"Turn Back the Clock"

KFI • Monday Thru Friday 8:45 A.M.



GREETINGS

and

A baker's dozen
of rousing cheers

For TV-RL's

thirteen years!

from

Marian Richman

on Television:

| | | |
|---------|---------|---------|
| SAV-ON | NECCHI- | Stanley |
| Shopper | ELNA | Hostess |
| KTTV | KTLA | KNXT |

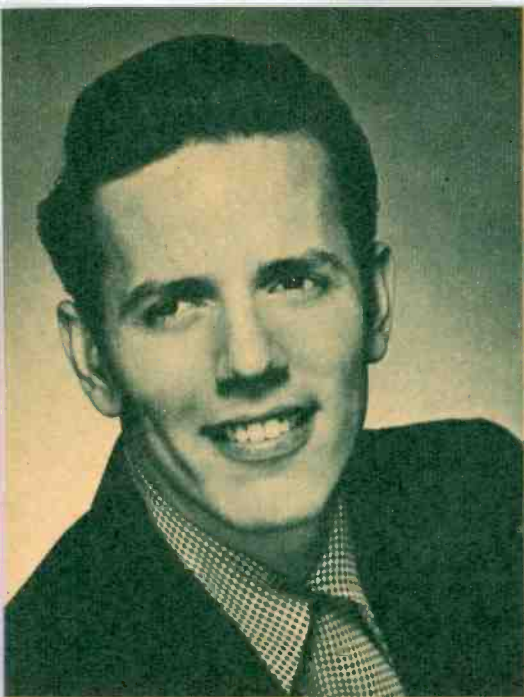
on Radio:

"Ginger" in FREEDOM U.S.A.
with Tyrone Power



*"... Sincerely grateful and
thrilled to be chosen one of
the year's award winners."*

Irene Tedrow



▲ **JACK LOW** is the KGFJ news-caster and staff announcer who also can be heard on "Housewives Hit Parade," each morning at 9:15.

▲ **ONE DISC JOCKEY** who has spent almost as much time overseas lately as on the local scene is Johnny Grant of KMPC. (Rothschild photo.)

Seen on the Video - Radio Scene

▲ **WESTERN FANS** will have no trouble recognizing these two: Wes Tuttle and his charming wife, Marilyn, of KFVD's "Tuttle Time" show.

▲ **IF ANYONE EVER DOUBTS** the popularity of Meredith Willson, here's some proof, as he and his wife pick up a big bundle of mail from the box outside their home.

▲ **DICK WHITTINGHILL IS THE** "Clock Watcher" on KMPC. A Montana boy, Dick broke into radio as a singer with the Pied Pipers. He opens KMPC daily at 5:45 a.m. (Rothschild photo.)





CURT MASSEY

CONGRATULATIONS!
TV-RADIO LIFE

ON YOUR
13th ANNIVERSARY
AND
THAT SWELL CIRCULATION

CURT MASSEY TIME

MONDAYS THRU FRIDAYS

KNX - 3:45 pm.

KHJ - 4:30 p.m.



Heartiest Congratulations!

Rita La Roy

KTTV

Channel 11

BEST WISHES

FROM

Meredith Willson

EV'RY DAY

ENCORE

MUSIC ROOM

THE NAME'S THE SAME

TALLULAH-VISION



▲ **BILL STEWART**, evening disc jockey and emcee of "Lucky Lager Dance Time" on KMPC, has been a radio personality in Hollywood for many years. (Rothschild photo.)



▲ **CLYDE CADWELL** (right) tells KFVD program director Carl Brewster that that's just the feature story he has been looking for for the 4:15 news. (Rothschild photo.)

Seen on the Video - Radio Scene

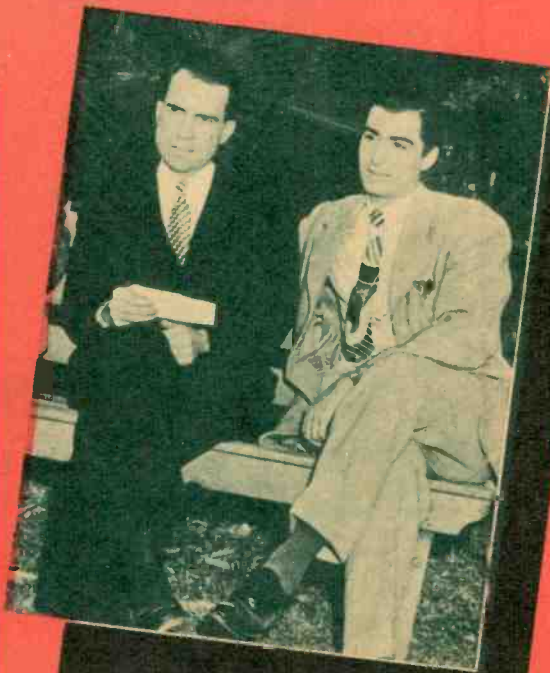
▼ **IT DOESN'T TAKE** long for anyone — especially the average housewife—to know and recognize Chef Milani of KMPC. (Weber photo.)



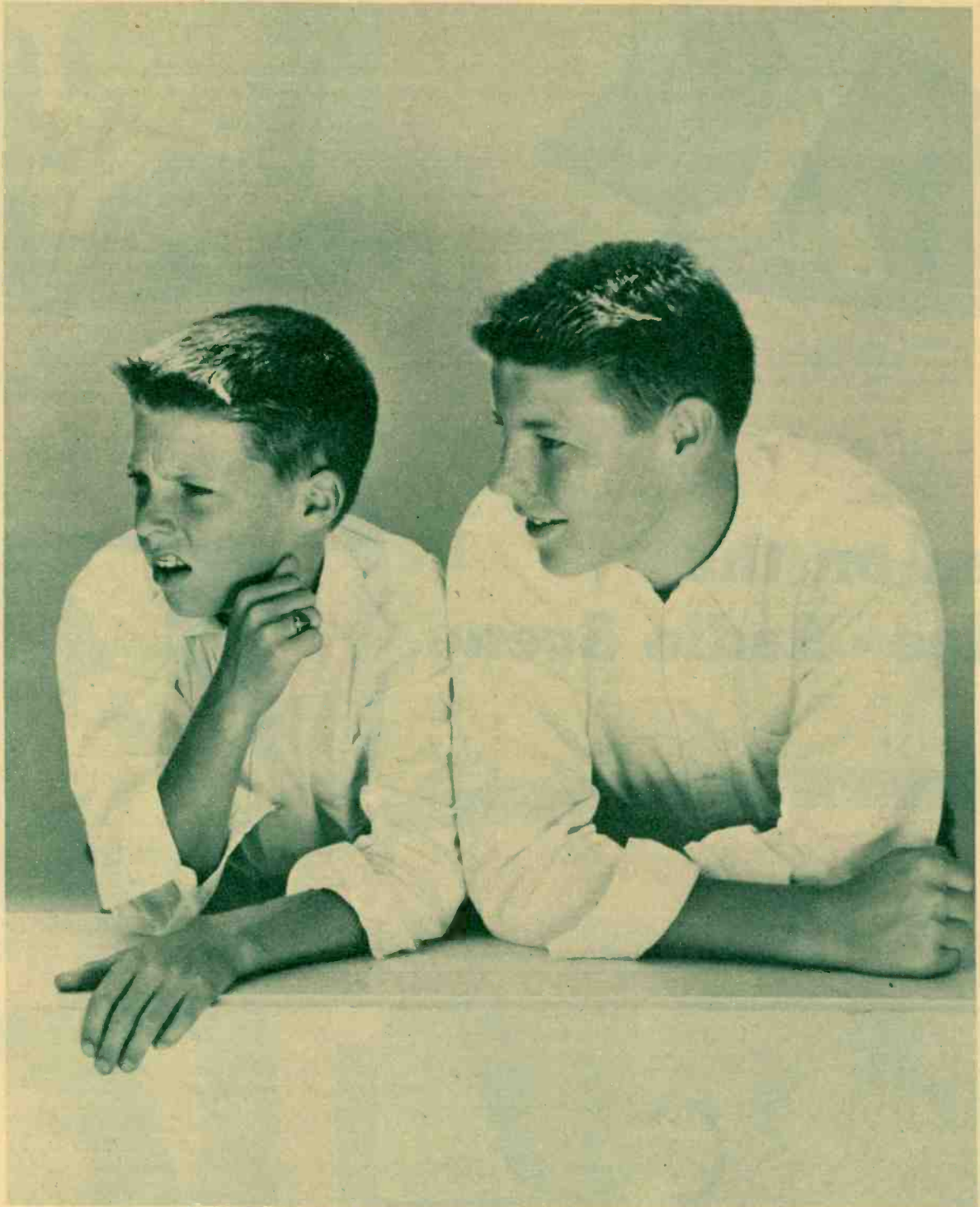
▼ **"OLD MAN CLIFTON,"** who is program director of KRKD, doubles on the International Polka Parade, 1:00 to 2:00 p.m. daily, and as sportscaster from 5:30 to 6:00 p.m., the longest all-sports program on the Pacific Coast.



▼ **GEORGE SANDERS**, KFVD's popular disc jockey, sits and chats with Vice President Richard M. Nixon.



RICKY and DAVID NELSON



TUNE IN TO
"THE ADVENTURES OF OZZIE AND HARRIET"
EVERY FRIDAY NIGHT

This Advertisement paid for by the
David and Ricky Protective Association

ABC-TV 8 P.M. PST
ABC RADIO 9 P.M. PST



➤ **HUNTER HANCOCK** leads the safari on his "Huntin' With Hunter" over KGFJ, Monday through Saturday, 9 to 11:30 p.m.



➤ **ONE OF THE** most capable and popular deejays in town is Mort Cook, who can be heard over KMPC 10 a.m. to 2 p.m. daily. (Rothschild photo.)



➤ **LOS ANGELES COUNTY**, represented by Supervisor Ray Darby (left) and County Radio-TV Co-ordinator Joe Micciche, turns on an official welcome for John Poole of KBIG.

Seen on the Video - Radio Scene

➤ **HERE ARE FOUR OF THE** most popular DJ's catering to the large local audience of Latin-American music lovers. From top to bottom they are Teddy Fregoso, Vance Graham, Milt Nava and Eddie Rodriguez.

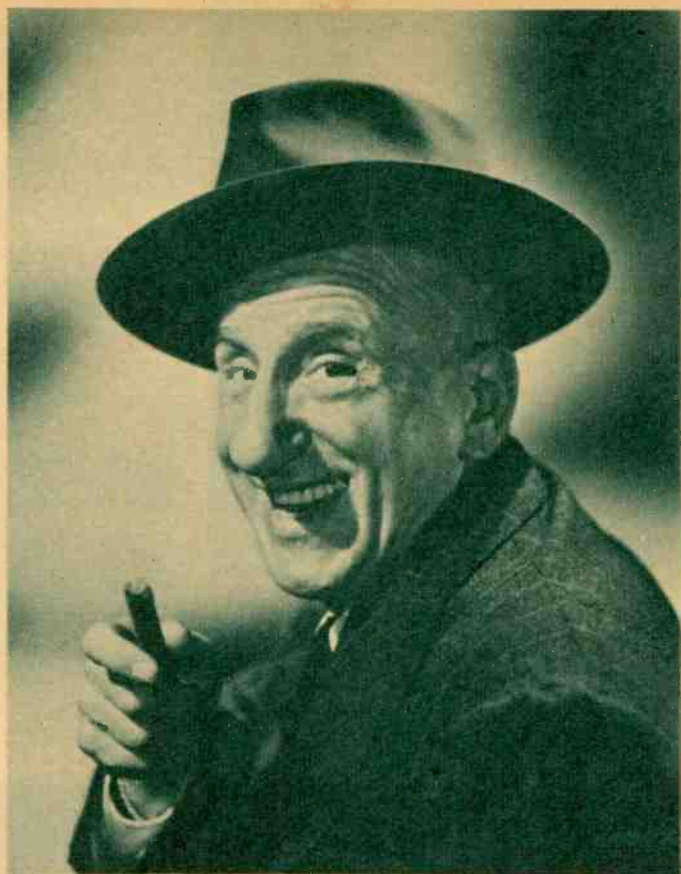
➤ **VAL CLENARD, "EARLY RISER"** on KRKD, did a few emcee chores for bandleader Lawrence Welk and popular vocalist Roberta Linn when he recently visited the Aragon Ballroom in Santa Monica.



Jimmy Durante



ALL STAR REVUE
KNBH • 9:30 P.M. SATURDAYS



CONGRATULATIONS

ON YOUR 13th ANNIVERSARY

Ralph Edwards

Congratulations

on your 13th Anniversary

ROY ROGERS

"King of the Cowboys"

●
DALE EVANS

"Queen of the West"



NBC—TV and Radio

Sponsored by

POST CEREALS



On CBS Television Every Thursday Night

GEORGE BURNS
and **GRACIE ALLEN**

for

CARNATION EVAPORATED MILK

and **B. F. GOODRICH**





Alan Young



*... happy birthday,
TV-Radio LIFE
Sincerely,
Janet Waldo*

LUCKY THIRTEEN!!!



Earle Ross

TEEN AGER:*

... and wouldja dig that carbonated

TV-RADIO LIFE

TV-RADIO LIFE — just flipped thirteen
and out with 100,000 cool customers
every week!

Crr-a-zy, man, crr-a-zy!

* *Anne Whitfield*



Bill Welsh

.... Always
Best Wishes
to
TV-RADIO LIFE

**Paul
Masterson**



... A good fellow to
get out of bed with.

5:30 to 7:55 a.m.

KECA

*Best Wishes to TV-
RADIO LIFE!*



No matter what's cookin',
TV-Radio Life uncovers it.

Anniversary Congratulations

from the
Marvin Miller Family



Congratulations

Charles Dant



Dennis Day TV Show



JOE KEARNS

The **TEEVEE** Co.

Producers and Distributors
of

THE BIG
**"LITTLE
THEATRE"**

TV SHOW

The Short-Short-Story
Sensation

Now on the Air



Coast to Coast



52 Quarter Hours
in the Can



211 SO. BEVERLY DRIVE
BEVERLY HILLS, CALIF.
BEVERLY HILLS • HOLLYWOOD
NEW YORK

Queen for a Day

MUTUAL BROADCASTING SYSTEM

KHJ-TV 3 TO 3:30 P. M. DAILY

APRIL HIGHLIGHTS

APRIL

I4 CHICAGO

Queen of Chicago parks visits Hollywood, and invites our Queen of this day to annual blossomtime festival in Chicago.

APRIL

I6 FLORIDA

Four centuries and forty years ago today, Ponce de Leon landed and founded St. Augustine. Queen visits America's oldest town.

APRIL

I5 LONDON

When Elizabeth is crowned in Westminster Abbey, the Queen we elect this day (and her chosen companion) fly to attend the festivities.

APRIL

I7 AUSTRALIA

Commonwealth Government and B.C.P.A. host Queen and Consort for 2 week tour including Sydney, Melbourne, Tasmania.

APRIL

22 SOUTH AMERICA

Queen and Consort tour all Pan-American capitals, from Mexico City to Rio, to honor the anniversary this day of the founding of the Pan-American Union.

APRIL

20 SUN VALLEY

Today's Queen and Consort have week's holiday in America's great year round resort in Idaho.

APRIL

21 MARDI GRAS

Special train takes Royal Party to New Orleans for week, ending on Mardi Gras Tuesday.

There's no getting around it . . .

KGFI has it!

NEWS

Full United
Press Coverage
ten minutes
before the hour
We scoop the
city!

SPECIAL NEWS FEATURES
"Favorite Stories of the Week"

Sunday 7:30 pm

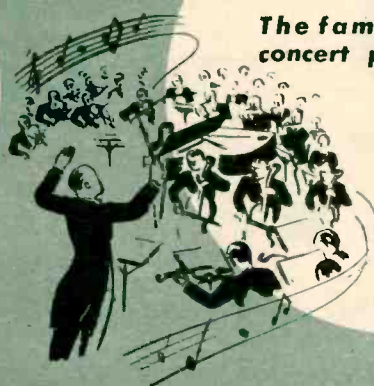


Musical Digest

The family dinner music
concert presenting the
finest recorded
classical music
available.

7 to 8 pm

MONDAY THRU
SATURDAY



Hunter Hancock

REAL CRAZY SHOW!

RHYTHM!

BLUES!

BOOGIE!

9 to 11:30 pm

MON. THRU SAT.



Dixieland

Genuine, authentic Dixie-
dished entertainment . . .

EVERYTHING FROM
HIGH-CLASS HONKY-
TONKY TO REAL, HONEST-
TO-GOODNESS BLUES.

4:30 to 5, MON.-SAT.

11:30 to 12 Mid.-MON.

4 to 5 pm—SUN.



Molly Make Believe

LOS ANGELES YOUNGEST
DISC JOCKEY . . .

Eleven-year-old MC on
Kiddie's record show.

4:00 to 4:30 pm
Saturday



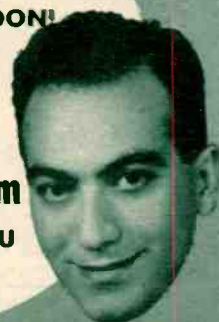
Art Laboe Show

THE TEEN-AGERS SWOON!

Idol of the younger
set with their
favorite records.

4:00 to 4:30 pm

MONDAY THRU
FRIDAY



DIAL
1230



IRA COOK — happy birthday, TV-Radio Life, and thank you, Clyde Wallichs, KMPC and KECA, for my happy "Radio Life."



BILL DAVIDSON, radio's most unusual Disc Jockey—with a hidden story behind every melody. 1:15 P.M. Daily—9:45 A.M. Sunday—KECA.



SEÑOR VANCE ("Bolero Time") **GRAHAM**, the "Tortilla Keed," salutes TV-Radio Life on its **decimotercio cumpleaños**, "El Irlandes Risueno" on his **sexto año** of continuous sponsorship, and you **muy amables amigos**, 9 a.m. Sundays KMPC (710 kc) 5 p.m. week days KOWL (1580 kc).

*13th birthday *The Smiling Irishman



HANLON



HAWTHORNE



BALLANCE

CBS-KNX RADIO

Spinner Sanctum

Personal

... from the desk of your favorite **RECORD SPINNERS** on this page.

We thank you for allowing us the privilege of entertaining you in the privacy of your home this past year. May you have the good fortune in '53 that we have had in '52 in meeting and talking to so many fine people!



RALPH STORY; "Top of the Morning" from CBS-KNX Morning Man. Thanks to Pubs, Platteries, Pushers and early-rising people for making '52 a Pip by promoting MY TV-Radio Life.



Dick Whittinghill



JOHNNY GRANT

YOU CAN'T BE 13! Because that's OLD for radio publications and you're so youthful and aggressive and full of P (*) and V (@).

* Personality and Popularity
@ Virility and Variety



LARRY FINLEY, favorite of late radio listeners. Larry is heard nightly 10 p.m. to 4 a.m. over KFWB from "My Own Place" on Sunset Strip. Larry's hobby: vacationing in combat zones.



'DIXIE' DAVE MANNING, emcee of KGFI daily Dixieland Shows. President and founder of the NEW ORLEANS CLUB with over 300 members.



ART LABOE (right) "Roving Disc Jockey" with sponsor **PAUL SCRIVNER** (SCRIVNER'S DRIVE IN'S) wishing an "ON THE AIR" Happy Birthday to TV-Radio Life. KXLA—1:30 in the morning.



HUNTER HANCOCK "... from be-bo to ballads, swing to sweet, blues to boogie ..." featuring all-Negro entertainment. KFVD, 2:00 to 3:45 p.m. daily KGFI, 9:00 to 11:30 p.m. nightly.