Presenting RADIO-TELEVISION LIFE’S 7th Annual Distinguished Achievement Awards

Tenth Anniversary Number 1950
Coffee Prices May Be Higher...But

Coffee is still the world's most inexpensive beverage PER CUP

So always buy the brand so rich in mountain-grown flavor...we urge you to...

TRY USING ONE-FOURTH LESS PER CUP

Naturally—When I Say Coffee...I Mean FOLGER'S
RADIO or TV

your best bet is

NBC!

Mystery...drama...news...variety...music

—whatever type of radio or television show you like— you’ll find top attractions, top stars, top entertainment on NBC. Here in Southern California you’ll enjoy especially the many new and exciting shows now being aired over the NBC stations... KFI Los Angeles and KFSD San Diego.
FRANK SINATRA probably couldn't believe his eyes when he first stepped off the train in Pasadena and found this welcome at the height of the swoon craze. Nothing like this had ever hit the Victor Hugo in Beverly Hills, where he had sung five years before!

Cecil B. DeMille made headlines for himself and "Lux Radio Theater" when he refused to pay that dollar to the American Federation of Radio Artists, forsook the program in favor of movie production.

JANE FROMAN—the girl who came back—returned her beautiful singing voice to the air after the crash of the Lisbon Clipper en route to entertain overseas servicemen, though for a long time she couldn't walk to the mike.

Perhaps the most memorable single broadcast of the whole decade was Agnes Moorehead's appearance (four times) on "Suspense" in "Sorry, Wrong Number." Here's Aggie, as she finished the marathon role, congratulating soundman Berne Surrey, who crossed the finish line with her. (CBS photo.)

Page Four
THE SHOW GOES ON! THOUGH DON McNEILL, emcee of "The Breakfast Club" from Chicago, broke his leg in getting to one of his early broadcasts, he continued the jolly program from a hospital bed and won new fans. Show is now in its seventeenth year.

THE PIED PIPERS, SINGING GROUP, were on the way up when they had this picture taken for Radio Life while reading Radio Life, the nice kids! Lady Pied Piper, Jo Stafford, became a success story all by herself. (Charlie Mihn photo.)

"MISSY" Montgomery debuted and Dinah Shore was prouder to be Mrs. George Montgomery and "Missy's" mother than she was to be the top gal singer. (Robert Perkins photo.)

ONE OF THE brilliant names of radio of the Frantic Forties was that of Arch Obolet, who distinguished himself with "Lights Out," went on to top dramatic offerings. Even Joan Crawford went on the air for him.

IT WAS NEWS when three Barrymores got together. Left to right are John, his daughter Diane, host of the program Rudy Vallee and Lionel. John's declining dramatic career was compensated for partly by his success in radio comedy.

These Were the Stars and Shows That Were Making News for Radio Life From 1940 On

Page Five
MARY MARTIN IS TOP musical-comedy queen of the New York stage since the phenomenal "South Pacific." We remember her best, however, as the cute little gal who duetted with Bing on "Kraft Music Hall." Ken Carpenter is the admirer.

MOSt MYSTERIOUS of Ralph Edwards's "Hush" contests was that which had "Miss Hush" giving the clues on "Truth or Consequences." She turned out to be Martha Graham, whose influence on the American theater has been mighty, though few radio listeners knew who she was. They know now. (PIX Incorporated.)

BENTON & BOWLES, Inc.
ADVERTISING

Father Knows Best, NBC
The Jack Benny Show, NBC
Juvenile Jury, MBS
Maxwell House Coffee Time, NBC

Portia Faces Life, NBC
The Prudential Family Hour of Stars, CBS
The Railroad Hour, ABC
Rosemary, CBS
Wendy Warren and the News, CBS
When a Girl Marries, NBC

Perry Mason, CBS
"Hollywood Screen Test," ABC-TV
"Mama," CBS-TV
"This Is Show Business," CBS-TV

Faye Emerson Show, CBS-TV
"Mama," CBS-TV

444 Madison Avenue
New York 22, New York

Equitable Building
Hollywood 28, California
"Here's lookin' atcha—unless, of course, your name is Hatfield."

Jack (the real*) McCoy

*EMCEEING: "HOLLYWOOD CALLING"
*ANNOUNCING: "MAISIE" "HARDY FAMILY"

Publicity: Bud Testa
Management: MCA

YOUNG & RUBICAM, INC

Radio
Hopalong Cassidy—MBS, Sun.
Talent Scouts—CBS, Mon.
Sherlock Holmes—ABC, Wed.
Mr. District Attorney—NBC, Wed.
Aldrich Family—NBC, Thurs.
The Halls of Ivy—NBC, Fri.
Gangbusters—CBS, Sat.
Second Mrs. Burton—CBS, Mon.-Fri.
*We, the People—NBC, Fri.
The Goldbergs—CBS, Sat.

Television
*Aldrich Family—NBC, Sun.
Fred Waring Show—CBS, Sun.
Silver Theater—CBS, Mon.
The Goldbergs—CBS, Mon.
*Talent Scouts—CBS, Mon.
Edward Everett Horton—ABC, Thurs.
*We, the People—NBC, Fri.

New York
285 Madison Ave.

Hollywood
6253 Hollywood Blvd.

*East Only

March 3, 1950
Meet the Stars
that come to you every week over KHJ and other Don Lee stations

GLENN HARDY
Newspaper of the Air
Sun. thru Fri. 10 a.m. & 9 p.m.

CARLTON YOUNG
Count of Monte Cristo
Tuesday 8 p.m.

VIRGINIA GREGG
California Caravan Star
Sunday 3 p.m.

BOB BAILEY
Let George Do It
Monday 8 p.m.

GENE BAKER
Club 930
Mon. thru Sat. 2-4 p.m.

JACK MATHER
Cisco Kid
Mon., Wed., Fri. 7:30 p.m.

BILL GWINN
What's The Name of That Song
Wednesday 8 p.m.
Ten Years of Television

It Took Seven of Them for Television To Get Rolling on the West Coast—Two to Grow—and One to Grow UP!

ABOVE EIGHT YEARS AGO, WHEN TOMMY COOK (left) and Norma Jean Nilsson were "children," Shirley Dinsdale (right) and her wise little friend "Judy Splinters" had no idea they would be a big thing in 1949 television. The now beautiful Shirley and "Judy" were one of KNBH's first and most popular shows. (Lester photo.)

BACK IN 1940, just ten years ago, KTSL first televised the Parade of Roses held each January 1 in Pasadena, California. Station was then operating under the experimental call letters W6XAO, and their little cameras on wooden tripods were a far cry from the mechanical-electronic wonders which today are called "image orthicons."

LATE IN '48 THE SOUTHLAND EXPERIENCED a touch of weather. High atop Mt. Wilson it piled up around the precious television transmitter stations, and on more than one night artificial heat was kept alive so the delicate transmitting instruments, like those of KTLA here, wouldn't change with the temperatures.

MUTUAL - DON LEE'S W6XAO, known now as KTSL, is one of the oldest television stations (if not the oldest) in the nation. And pretty Betty Rhodes, the singing star of "Yours for a Song," was one of the first television stars on this Coast—really Miss TV.

AN EVENT IN TELEVISION that marked its news-coverage adulthood was the twice-in-one-week disaster coverage by KTLA. Within twenty-four hours of the San Marino rescue attempt, KTLA's remote trucks were dispatched to the Santa Monica Reservoir cave-in shown above, where one laborer was killed, others injured.
Congratulations --

from Edgar Bergen
Charlie McCarthy
X (Mortimer Snerd)

SUNDAYS ON CBS FOR COCA-COLA
Even Charlie McCarthy entered the service during the big conflict. As we recall, the Marines court-martialed him for also joining the Army. Members of the Bergen show, Dale Evans, Edgar Bergen and Don Ameche, initiated him with song.

Irrving Berlin (right) dressed up in his World War I uniform to sing his "Oh, How I Hate to Get Up in the Morning" on tour with "This Is the Army." The whole troupe performed on "Lux Radio Theater," then produced by DeMille.

Photocade of a Decade

Eddie Cantor did his most famous marathon broadcast from San Francisco for the War Bond drive. In twenty-four hours, he netted forty million.

In the spirit of the times, Alvino Rey (left) and his entire band went to work at Vega in Burbank on the graveyard shift. They continued their broadcasts and dance dates during the rest of the time. In case you've forgotten, that's a B-17 wing jig where they're standing.
Hollywood Went All-Out in an Effort to Entertain and Build Morale During World War II. Remember These Exciting Days?

RUDY VALLEE WENT into the Coast Guard and generated this tearful goodbye among the cast: Left to right are Jack Haley, Shirley Mitchell, Rudy, Joan Davis and Verna Felton. (Gene Lester photo.)

AT THE SANTA ANA Air Base, radio-ites still enjoyed Radio Life. Left to right are Ben Gage, Bill Conrad and Hal Gibney. Ben is now a singing star. Bill is a top air actor and Hal is with NBC-KNBH.

MANY UNUSUAL entertainment broadcasts were dreamed up for "Command Performance," the top program that was beamed overseas to American troops. Here were Dinah Shore, Gunny Simms and Frances Langford in unforgettable melodic trio.

THE NEWS ACCENT was on overseas correspondents, and many American newsmen made memorable broadcasts. Here's Bill Henry as he was serving as combat correspondent with the R.A.F. in the Atlantic Zone.

REMEMBER THE victory garden that bloomed in the forecourt of CBS? Here Eddie Marr goes into his "tell ya what I'm gonna do" act with a patented vegetable knife to inspire local victory gardeners.

BOB HOPE, THE MOST indefatigable of entertainers during the war, was welcomed home between long-distance hops by his two offspring, Anthony and Linda. (NBC photo.)
SEEN ON THE RADIO SCENE

"ALL AROUND THE TOWN," KFI, Monday through Friday, 9:45 a.m., brings dialers Mary and Harry Hickox with interesting guests such as (left) the pretty Lina Romay. (Rothschild photo.)

STAFF ANNOUNCER at KGFJ, Gilbert Verba was formerly associated with Chicago's WENR, has twice won the H. P. Davis National Announcers' Award.

HEARD ON KHJ, Sunday through Friday at 10:00 a.m. and 9:00 p.m., newscaster Glenn Hardy's voice is one well-known to all dialers.

STAN KENTON REGISTERS PAIN as Alex Cooper, KXLA discer, plays some progressive jazz of his own. Alex "Pick-Up-a-Couple-Bucks" is heard Monday through Saturday, 11:30 p.m.

KFYD's "SPADE COOLEY TIME" is aired nightly from Music City window at Sunset and Vine, with emcee George Sanders and his pretty wife, Helen. (John Boyer photo.)
FOR ITS CONTRIBUTION TO VIDEO, the Milton Berle Show receives special Radio-TV Life kudos. It cannot be denied that, come the advent of "Miltie" upon TV screens, viewers began to set their week's doings around Berle time on Tuesday.

STEP UP and meet the Seventh Annual Distinguished Achievement Award winners! For the second year, the bouncing baby TV is included along with gray-haired old man radio. Though many radio critics have bemoaned the state of the pictureless medium during the past season, as always there have been many great shows, stars, events and performances. So many, in fact, that we fall back on the old maxim, to err is human, to award divine, knowing that we may have missed some great things. You can't hear.

AS BEST FILM made for TV, "Life of Riley" receives award. Producer-director is Irving Brecher, Rosemary De Camp and Jackie Gleason portray the leads.

KTLA's excellent coverage of the grim Kathy Fiscus tragedy is noted in our Special Events award category. The station's entire mobile unit crew stayed on the job for more than twenty-seven hours.

JOSE FERRER as "Cyrano de Bergerac" was one of stars featured in unusual presentations on "Philco Television Playhouse," award-winning TV Drama Series.

VETERAN OF MANY MEDIUMS is Ed Wynn, who scores in Radio-TV Life's estimation as Outstanding New Personality on video.
For Sports Coverage, KECA-TV's work at the USC-UCLA home games merited an award. Photo shows pre-game conference between Director of Remote Telecasts Jimmy Vandiveer, commentators Tom Harmon and Fort Pearson, and in the background, USC's one-time great quarterback, "Cotton" Warburton. Cameramen whose excellent work won viewers' plaudits were John De Mos, Arch Griffin, Jim Morris and Ted Loeb.

Everything, however, and this year another sad truth is apparent: you can't see everything. As television grows, the line of demarcation between the excellent and the dull grows more discernible. It's a healthy sign for both mediums that it's not an easy job to pick the outstanding stars and shows that we've singled out.

As always, the Awards were decided by the staff of Radio-Television Life. Unlike many other awards in the field, ours is not a popularity poll to determine who loves whom. We feel that we make that apparent every time we publish an issue. We enjoyed making these decisions, each one fighting for his nominee, producing evidence with the air of a prosecuting attorney when challenged — and after the smoke of battle cleared away, agreeing that it was a fine year!

Gerald Mohr and Virginia Gregg, listed as "Supporting Players" who won awards, are actually radio stars in their own right. The designation is an effort to separate them from the movie people who have given fine performances in the past year, but are not heard on enough shows to qualify for a radio award. Mohr is the star of "Philip Marlowe" and has done a variety of roles on comedy shows like Bob Hope's, dialects on many programs including "Our Miss Brooks" and "Lux Radio Theater." Topping all these, however, was his performance as Ernest Hemingway's hero on the "Prudential Family Hour" broadcast of "Farewell to Arms" opposite heroine Jane Wyman. In an extremely difficult role, Gerald Mohr gave a sympathetic, highly emotional portrayal that sounded not one whit like "Philip Marlowe."

Lovely Virginia Gregg is an actress of almost unbelievable variety. On one program, it is possible to hear her as an old woman and a small child. As a straight heroine she is delightful, as those who have heard her on "Let George Do It," "Count of Monte Cristo," and many CBS and NBC shows will testify.

So many others gave fine performances which were considered in making this award that we'd like to remind listeners again of Ted Osborne playing the "King" in the "Hallmark Playhouse" version of "Anna and the King of Siam," with Deborah Kerr; John McIntyre as a wonderful "Essex" opposite Loretta Young on the "Prudential Family Hour" adaptation of "Elizabeth and Essex"; John Larkin playing "Johnny Nolan" on the short series of "A Tree Grows in Brooklyn" which came from New York last summer; Marvin Miller in "Scarlet Sister Mary" on "NBC Theater." . . .

More Kudos

"Featured Players" are those heard regularly offering major support in a characterization on a comedy show. Martha Wentworth bowed as "Mrs. Fussy" on the Red Skelton show and wowed everyone. Later in the season, she also offered a new character on the same program, "Molly, the Moocher," a role that blended so much pathos (at least for a Hollywoodian) with its comedy that it became more than humor. Martha has also been heard as the...
"Duchess" on the "Red Ryder" program for many years.
We just couldn't resist Mel Blanc as the eternal work-seeking actor on the Jack Benny show. He was the "Stupid dog!" who played drums, offered to do any sort of a role and he did. But best of all, he was the anxious impersonator of Jolson whenever and wherever he could be. Nn—yaah!

"Musical Conductor" is Wilbur Hatch, long deserving for his work on many CBS programs, humor on "My Favorite Husband" and "Our Miss Brooks," melodrama and mood on "The Whistler" and "Broadway Is My Beat." For many years, he did the weekly score for "Screen Guild.

Fred MacKaye gets the nod for his work as "Director" on "Lux Radio Theater," a post he has held for many years. The job is a big one and one that is always done well. Each week, a new and entirely different offering must take shape under his guidance—light comedy as in "June Bride," musical comedy as in "Mother Wore Tights," drama as in "Street With No Name."

Who else but the prolific young writer, Jean Holloway, should win our award in the "Scripter-Adapter" division? "Mr. President," a fascinating program that requires much research; "The First Hundred Years," a delightful light comedy series heard on ABC; adaptations for "Hallmark Playhouse" of comedy and dramas; more adaptations for "Prudential Family Hour"; musical comedies for "The Railroad Hour" are among the things that the writer has produced during the past season.

"Guest Performance, Comedy," goes into the talented hands of Miss Gloria Swanson, who took over the Steve Allen program for an evening and gave a humorous ad-lib portrayal of herself. Completely charming, she epitomized the best in new Hollywood, old Hollywood and radio guest stars.

Another old-timer gets the "Guest Performance, Comedy" applause. Frank Fay visited Bing Crosby in San Francisco for a memorable broadcast which made us realize again what an extraordinary personality he is. And like all great performers, he proved to be even better than we remembered him.

David Niven, among the stars who visited the dramatic programs, impressed us the most with a high-key portrayal of George Orwell's hero in the frightening things-to-come novel, "1984." In a nearly solo performance, the erstwhile movie romantic went through an hour-long role that had us hanging on the kilocycles. We had "NBC Theater" (then "NBC University Theater") to thank for this, as well as for many other extraordinary air gifts.

"Outstanding New Program"—could there be any quarrel with "Dragnet"? Jack Webb, departing

Radio Awards

(Chosen by the editorial staff, January 3, 1950, and made on achievements for the calendar year 1949.)

SUPPORTING PLAYER (Feminine): Virginia Gregg
(Masculine): Gerald Mohr
FEATURED PLAYER (Feminine): Martha Wentworth
(Masculine): Mel Blanc
MUSICAL CONDUCTOR: Wilbur Hatch
DIRECTOR: Fred MacKaye
SCRIPTER-ADAPTER: Jean Holloway
GUEST PERFORMANCE (Comedy): Gloria Swanson on Steve Allen show, November 30, 1949
Frank Fay on Bing Crosby show, October 19, 1949
GUEST PERFORMANCE (Dramatic): David Niven on NBC Theater, August 27, 1949
OUTSTANDING NEW PROGRAM: "Dragnet"
OUTSTANDING NEW PERSONALITY (Feminine): Dorothy Kirsten
(Masculine): Steve Allen
OUTSTANDING CONTRIBUTION TO RADIO: "NBC Theater"
SOUND EFFECTS: "Escape"

Television Awards

DRAMATIC SERIES: "Philco Television Playhouse"
SPORTS COVERAGE: KECA-TV USC-UCLA Home Games
SPECIAL EVENTS COVERAGE: KTLA Kathy Fiscus Tragedy
JUVENILE PROGRAM: "Time for Beany"
DOCUMENTARY: "Nuremberg Trials"
PUBLIC-SERVICE PROGRAM: Ford News and Weather
OUTSTANDING PERSONALITY (Feminine): Milton Berle
CONTRIBUTION TO TELEVISION: "Hopalong Cassidy"
BEST FILM FOR TV: "Life of Riley"
SPECIAL AWARD: "Hopalong Cassidy"

March 3, 1950
from his famous "Pat Novak" readings, gives an almost uncanny portrayal of the detective "Friday." Barton Yarborough matches him as "Romero."

Dorothy Kirsten and Steve Allen win our awards as "Outstanding New Personalities" because of their reintroduction to our audiences in click programs. "Light-Up Time" came along and the delicious Dorothy won new audiences with her pop singing as well as her great classical talent. As Frank Sinatra's partner in patter, she was a revelation.

And what can we say about Allen that hasn't already been said in these pages? Sweet and sardonic, an ad-lib technique that has his audience alternately applauding and moaning, a completely disrespectful manner toward guest stars and audience members alike and the most exciting comedian who's come along in many seasons—there, we said it again.

"NBC Theater" and producer-director Andrew C. Love win, hands down, our "Most Outstanding Contribution to Radio." In presenting careful adaptations of serious novels, with no concessions to popular taste or established radio technique, the producer and the program have proven that great writing needs no corwinizing or wellesification to make it great entertainment.

So many radio programs have such fine sound effects that it may be just a matter of opinion that the CBS sustaining show "Escape" strikes us as tops in this department. Credits are "Escape" sound men Cliff Thorsness and Bill Gould, Ross Murray, who assisted them, and Al Span, head of CBS's sound department.

**TV Winners**

Nineteen forty-nine saw three television channels and approximately 170 more hours of television fare added to viewers' schedules. Since the beginning of 1949, we have tried to view, and in most cases review, each new arrival.

In thinking back over a year's run of CBS-TV's "Studio One," "Silver Theater," NBC-TV's "Philo Television Playhouse," "Kraft Television Theater," "Chevrolet Tele-Theater" and our own local Pasadena Playhouse presentations, our Television Award for the Dramatic Series on Television exhibiting the best overall excellence inevitably went to "Philco Television Playhouse," seen here on KNBH Sunday nights at 9:00.

If any deciding factors entered into our choice, Walter Hampden in "Macbeth" and Jose Ferrer in "Cyrano de Bergerac" must have been these factors.

In the matter of sports coverage, the staff made a careful discard of personal tastes in sporting events. While wrestling and boxing have contributed tremendously to the popularity and sales of television sets, our awards are not given on this basis, and we think you viewer-listeners will agree that the Channel 7 coverage of the USC-UCLA home games was superior television work in every respect. To KECA-TV go our Award and our congratulations.

At the time of the shocking child death which will always be known as the "Kathy Ficus tragedy," two stations, KTTV and KTLA, participated. Each deserves an award, but adhering to our judg-

(Please Turn to Page 91)
RALPH EDWARDS

TRUTH OR CONSEQUENCES

THIS IS YOUR LIFE

DUZ

NBC SATURDAY

NBC WEDNESDAY

March 3, 1950
Congratulations... Cathy and Elliott Lewis

Best Wishes on Your 10th Anniversary

March 3, 1950
STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES

We, the undersigned members of "A DATE WITH JUDY" Company having been duly sworn depose and say that our greatest desire is to extend to "RADIO AND TELEVISION LIFE" our wishes for a wonderfully happy 10th anniversary.

Louise Ricker - "JUDY"  
Johnny McDowell - "RANDOLPH"  
John Brown - "FATHER"  
Rick Casella - "JOGIE"  
Myra Mack - "MOTHER"  
Helen Mack - OUR DIRECTOR

Subscribed and sworn to before me this 19th day of January, 1950

My Commission Expires May 8, 1953

OUR THANKS FOR THE AWARD AND VERY BEST WISHES

Lum'ni'Abner

THANK YOU, RADIO LIFE, FOR YOUR 1949 AWARD

MARVIN MILLER

Behind The Story

MUTUAL — 4:30 P.M. — MON. THRU FRI.

LOUELLA PARSONS  
THE RAILROAD HOUR

BURNS AND ALLEN  
THE BEULAH SHOW  
FATHER KNOWS BEST  
THE WHISTLER

Congratulations to Radio and Television Life

BETTY LOU GERSON

March 2, 1950
Best Wishes

OZZIE, HARRIET
David and Ricky

Jimmy Durante
for CAMEL CIGARETTES
FRI. — 6:30 P.M. — NBC
9:30 P.M. Eastern Time

Personal Management
LOU CLAYTON

Page Twenty-two
March 3, 1950
EVERY SUNDAY ON CBS

with

MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
DON WILSON

and the SPORTSMEN QUARTET

Writers

SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

Producer:

HILLIARD MARKS

Agency

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Sponsor

LUCKY STRIKE CIGARETTES

Jack Benny
Congratulations to Radio Life for ten years of outstanding integrity.

Peggy Webber

Best Wishes

Hans Conried

HAPPY 10th from

Mel Blanc

WITH

Jack Benny
Judy Canova

WARNER BROS. CARTOONS

CAPITOL RECORDS

March 3, 1950
It started in 1945

AWARD WINNER
"A SONG IS BORN"
Honorable Mention

It happened again in 1948

Conductor - Composer
(Dramatic Shows)

Now it's 1950

AND TIME FOR Happy Birthday to Radio-Television Life

Richard Aurandt
Conductor-Composer
Philip Marlowe
Rocky Jordan

March 3, 1950
"Mr. President"

"OUTSTANDING . . ."

Best wishes on your 10th anniversary on my 25th.

William Johnstone

March 3, 1950
Greetings
FROM
BASIL
ADLAM

Musical Director
American Broadcasting Co.
March 3, 1950

Dear Radio-Television Life:

Thanks for voting me four distinguished achievement awards.

Lurene Tuttle

Congratulations
And
Best Wishes

Ted Von Eltz

Who Me?

Well, SOME-
TIMES, I'm—

"Mabel Flapsad-
die" or "Gladys
Zybisco" with Jack
Benny.

"Ingrid Mata-
raza" with Jimmy
Durante.

"Helen Wilson"
with Amos 'n'
Andy.

"Crystalbelle" or
"Geneva Halter"
with the Beulah
show.

And assorted characters with Bob
Hope, Dennis Day, "Life With Luigi"
and other air shows.

But, USUALLY, I'm just—

Sara Berner

P. S.—I'm also "Sara Berner"
on the Buster Keaton TV Show.

March 3, 1950
CONGRATULATIONS
And
BEST WISHES

JACK SMITH

BEST WISHES
to
RADIO LIFE

Dennis Day
Congratulations & Best Wishes for Continued Success

Thanks a Million

For Everything

Dick Contino

WHAT'S COOKIN'?*

QUEEN FOR A DAY

COMEDY OF ERRORS

Q. 4 A D - TV

BOOK SELLING

*WHAT'S COOKIN'? (World-$1.00)

March 3, 1950
Our thanks to Radio Life for their award to our program....
".... program making the greatest advancement in network radio for 1947-48."

PHIL HARRIS
ALICE FAYE
AND ENTIRE REXALL PROGRAM CAST

NBC
SUNDAY NIGHTS
4:30 P.M. PST 7:30 P.M. EST
OUR SINCERE THANKS TO
RADIO LIFE

THE CAST AND PRODUCTION STAFF
OF
THE GREAT GILDER SLEEVE

Top Row: JAY STEWART, Announcer; JOHN ELLIOTT, ANDREW WHITE, PAUL WEST, writers; WALTER TETLEY (LeRoy), JACK MEAKIN (Musical Director), DICK CRENNA (Broncho), FRAN VAN HARTESVELDT (Producer).

Seated: ARTHUR Q. BRYAN (Floyd, the Barber), EARLE ROSS (Judge Hooker), GLORIA HOLLIDAY (Bessie), HAROLD PEARY (Throckmorton P. Gildersleeve), MARYLEE ROBB (Marjorie), LILLIAN RANDOLPH (Birdie), RICHARD LE GRAND (Mr. Peavey).

WEDNESDAYS :: NBC (KFI) 8:30 P.M.
SPONSORED BY KRAFT FOODS CO.

March 3, 1950
Congratulations on your tenth year,

Good Wishes for the nth years!

[Signature]

HEARTIEST

Congratulations

On Your Birthday,

Radio-Television Life

from

John Brown

"DIGGER," "JUDY'S FATHER," "THORNY,"
"AL," and "BROADWAY" and
A RADIO-TELEVISION LIFE
AWARD WINNER

March 3, 1950
"Hoping I Can Live Up to Your Award as "Most Convincing Microphone Voice"

BIL LEYDEN
KFWB KECA
KFI-TV

10th Anniversary Congratulations
PAUL FREES
RADIO-TELEVISION LIFE AWARD WINNER 1949

... congratulations to this year's award winners!
Jeanette Nolan and John McIntire

The People who live in the Burns house...

GEORGE and GRACIE

Now on C.B.S.

FOR

Amm-i-dent Tooth Paste

WEDNESDAY NIGHTS

END OF DISTINGUISHED ACHIEVEMENT AWARD SECTION
Congratulations!

Charles Dant

On the Air for Colgate
JUDY CANOVA SHOW
DENNIS DAY SHOW  NBC

Sincerely,
Ruth Perrott

KATY
of
"MY FAVORITE HUSBAND"

BEST WISHES TO
RADIO-TELEVISION LIFE
My Favorite Magazine from

- THIS IS YOUR FBI
- FIRST NIGHTER
- ARMSTRONG THEATRE
- MY TRUE STORY
- DR. CHRISTIAN
- FORD TELEVISION THEATRE

Thanks Everybody

Helen Gerald

Dorothy Gardiner

N.T.G.

Sandy Bud Stefan
Spade Cooley
Harry Owens and his Royal Hawaiians
Herb Wegner
Doye O'Dell
Korla Pandit

Dick Lane
Freeman Lusk
Gilbert Martyn
Tim McCoy
Beany

Frank Bull and KTLA's Strawhat Minstrels
Bobby Ramos

Corris Guy

Page Thirty-four
Rumors Are Flying

Hedda Hopper's NBC audition had hard-to-get Bogart as guest star. Hedda Hopper, maybe? ... And heard on the audition record of the Screen Publicist Guild dramatic show is Kirk Douglas. ... Edwards and P. Lee will be stars of the Orange Show.... Patrice Munsel, Judy Canova, Art Linkletter, Ralph Edwards and P. Lee will be stars of the Orange Show.

Ten Years Ago

Jack Benny in his "Buck Benny Rides Again" costume was on our cover. ... Gracie Allen was running for president because "half the married people in this country are women — why shouldn't a man for president?" ... Ed Gardner was producer of "Star Theater." ... Bob Crosby and the Bob Cats had been signed to play at the Casino in Avalon. ... Milton Berle called Fred Allen "the greatest living ... wit." ... Richard Crooks was the star of "Voice of Firestone," ... Orson Welles was directing Jackie Cooper's "Huckleberry Finn" on "Campbell Playhouse." "Amos 'n' Andy" were celebrating twelve years on the air. ... Carole Lombard, Robert Young, Ralph Bellamy and Roger Pryor were starring in "The Awful Truth" for Lux. ... Charles Boyer was the star of "Woodbury Hollywood Playhouse" series. ... Jimmy Durante, Virginia Verrill, vocalist on "Uncle Walter's Dog House," Louise Massey, eighteen-year-old Joan Tetzel of "When a Girl Marries" and Lanny Ross decorated the pages.

Ten years ago, "Lux Radio Theater" started off 1940 with a January 1 broadcast of Herbert Marshall, Karen Morley and Richard Carlson in "Sorrell and Son." ... "For Love of Mike" first Victor LP record to be released when the L. A. light-opera season gets underway. ... Trade papers are advertising their share of attention, too—with coverage on their share of attention, too. "Mr. Do Good" is the subject of a behind-scenes story with photos, and in another feature we have an enlightening chat about puppets with Bob Kelly, "Cyclone Malone's" clever puppeteer.

For Love o' Mike (General) (Comment)

NEXT WEEK

That old "Blackouts" maestro is back, bigger than ever, on the w i d e - o - sce n e—and Radio-Television Life salutes him on our cover and on an inside page with a word and picture coverage of the Ken Murray television show.

Other video favorites come in for their share of attention, too—with coverage on two widely diverse other offerings: "Candy Matson," the airwaves' feminine s l e u t h, and "Symphonies for Youth," the classical-music program for the youngsters. Plus two more pages of fascinating "Flashback" photographs and a page of "Seen on the Radio Scene" candid shots.

All of this, next week!
Radio Life

(Continued from Preceding Page)

Cotten and Martha Scott were soap-opera leads in "Career of Alice Blair." ... Dr. Goebbels broadcast a short-wave to America's radio shows. "Yesterday was George Washington's birthday, and those English propagandists told you how wonderful he was. Keep America and not trust in Great Britain." ... WEXAO held a wedding ceremony in front of the Hollywoodland sign. Radio Life warned the influx of New York actors not to be so hoity-totily. Earl Carroll started the Wall of Fame on his theater building.

Your Cue (Shows You May Like)

"Godfrey Digest"

Now that the initial mistrust of taped and edited programs has worn off, there's no reason not to admit that "Godfrey's Digest" is better than the live version. As far as we're concerned that's the verdict on "Godfrey's Digest." KNX, 9:30 p.m. Saturday. So many of us grubby wage-earners must forego the radio show, the program that the true Godfrey-ites rave about, that the taped Saturday night version comes as a surprise to a fresh audience. All the best bits from his afternoon clambake are glued together to make up the half-hour show.

We watched a Godfrey fan in the making last Saturday night, and our subject followed the very pattern that Arthur once described to us. On first hearing the show, a restlessness was apparent in our subject's movements. He was quickly calmed on hearing Arthur say, "Is there any man that can't stand up under a spontaneous interview?" He even laughed when Godfrey said "Pooh!"

Interview subjects who have nothing to say. They make the show tough going for emcee and audience alike. Seems to us that in recent weeks we've heard too much of the girls who make nice records and have nice enough personalities but just don't stand up under a spontaneous interview. What makes matters worse is that the girls often go from program to program, plugging their new record releases, so theoretically it's possible to hear the same bad interview three or four times if you're not nimble.

The quite, quite censorable situations that crop up on soap operas from time to time. They may be concealed under the guise of "true-to-life" happenings, but they couldn't get by on "Lux" or "Screen Guild" without a healthy blue-pencil. At present, one of the serials is presenting daily scenes of a middle-aged wolf who is on the make (to put it nicely) for a young girl. It's pure, unmitigated s-x ladies. Oh, well, some people read Snappy Shower. Sort of like figuring out your income tax on the simplified form while Einstein looks over your shoulder.

To the broadcast of "Meet George Do It" that used ballad singer Robin Short throughout the narrative of a Western bandit who goes haywire and after many years to find his cache of money. The ballad served as musical commentary to the atmosphere and the mystery served up as an unusual off-the-beaten-track show.

To the Mutual airing of "The Invisible Wall," documentary presented in conjunction with a radio brotherhood from Portland, Oregon. The actual people who lived through the real-life situations were heard in the same roles on the program as in the case of the Negro who won a scholarship to a college that had never before awarded one to a Negro.

We View With Alarm

Those sneakied-in commercials between programs that can add up the plugs to four or more. A show will sign off with a commercial, then tack a hitch-hike on to the last few seconds; the local station will put in a recorded spot and then add a time signal through the courtesy of another sponsor. Then the next show comes on, sometimes with the cow-catcher commercial, and the show commercial precedes the entertainment. By this time, it's legitimate to ask yourself whether the "entertainment" is worth it.

Intelligence, Mr. Man-of-the-House. We've been quoted saying that there are many men in your wife's life. Speaking of leyden and his daytime music session, reminds us ... the chances are if Cook, another disc jockey in KECa's star lineup of listening, is also a man in her life ... for she no doubt hears Cook at 11:30 a.m., 4:00 and 5:30 p.m. on weekdays. The chances are there are many others ... Johnny Olsen and his quiz that's a favorite with all housewives, Ladies Be Seated ... jovial Jack McElroy and his "Welcome to Hollywood." or any number of other men-about-ABC's-daytime-radio ... who hold a very special place in her heart. Of course, they're the "Men in Her Life." But you'll like them too when you meet the Men in Your Life! Who ... any weekday on ABC-KECA. Speaking of men. A very young man, 13-year-old Bobby Driscoll, will be featured in "Your Life's Thrill" on Friday, March 3, at 12:30. The occasion, his birthday!

No Longer a Myth

Fiction and fact were mixed when the NBC comedy program "A Day in the Life of Dennis Day" duplicated the air in mythical Weaverville a centennial celebration identical with actual festivities taking place at the same moment in the real town of Weaverville, California. It was only recently that it was discovered that a real Weaverville...
MARCH 3, 1950

RADIO-TELEVISION LIFE

existed. Program script writers had checked an incorrect atlas four years ago when they created the supposedly fictitious village.

The program was the first time any real names have been used on the Dennis Day program. The writers incorporated the actual names of Weaverville, Calif., residents such as Fire Chief L. B. "Hap" Miller and others into the script.

The newly-discovered Weaverville is located about 200 miles north of Sacramento, and boasts of 989 population. Its centennial festivities also celebrate the opening of the town’s new firehouse.

Off Mike (Personalities)

Marx Meets Allen

When Groucho Marx and Steve Allen met recently in one of the hallways of CBS, Groucho stopped to pay sincere compliments to the young but talented quipster whose popularity has kept him mighty busy. After saying how much he enjoyed watching a young man with new ideas refreshing the field of radio comedy, Groucho changed his tone to a growl:

"Just don’t get too good. I still want my job." Then, thinking it over, he said craftily: "By the way, I understand you now have three shows—the daily 'Steve Allen Show' in the afternoons, the daily 'Steve Allen Time' at midnight, and the weekly quiz job, transcontinental, ‘Earn Your Vacation.’"

Steve admitted as how that was so, and Groucho's eyes fixed him with a dead-pan stare. "Good!" Groucho said. "If that doesn’t kill you off, nothing else will!" Then, turning down the hall, he gave Steve a last look, "I don’t know how you ever get any sleep, but if you run out of things to do—come over to my house and I’ll give you a job as my gardener!"

Award Certificates

We were very proud of the illuminated certificates that carried the announcements of our Distinguished Achievement Awards to the winners. They were the work of J. Campbell, artist in lettering and design, who specializes in scrolls, awards and resolutions of this nature.

In high school, we were once set to work illuminating a page on assignment, a chore that left its mark upon us. For that reason, we questioned Mr. Campbell closely about his work. He and his wife have done more than 60,000 diplomas without making an error in a name. All work brought into his studio is proofread—sometimes the customers make a mistake. He’s done scrolls ranging in size from four by six inches to twenty-two by thirty-six. One of his biggest jobs was for the United Nations, a huge, thirty-two-page book, lettered and illuminated by hand.

1950 March 3 AM 7 00
RADIO-TELEVISION LIFE
6361 SELMA AVE HD
HAPPY BIRTHDAY TO YOU
HAPPY BIRTHDAY TO YOU
HAPPY BIRTHDAY DEAR
RADIO-TELEVISION LIFE
HAPPY BIRTHDAY TO YOU
LOVE & KISSES
MARIAN RICHMAN

Top Television Daily on...

Your Los Angeles TIMES-CBS station
QUITE FREQUENTLY PEOPLE STOP ME to say sympathetically, “You must work awfully hard getting that magazine out every week!” I always smile sweetly and mumble something about it being “lots of work, yes, but fun, too.” The other day we all grew sentimental in the editorial office when talking of the fun in the “old days.” Shirley Gordon, who first began working for Radio-TV Life about 1943, has never gotten over her first day in the office. Back then I was doing all the writing with help from only one girl. Shirley came in as a quick substitute and I didn’t have time to give her the two-hour briefing that new staff members now rate, and of which she is still envious.

RAPIDLY SUMMARIZING HER DUTIES, I mentioned “getting the precasts” and gave her names and phone numbers of the various agencies who always relayed program information to us. Then my lunch date called to pick me up and I hurried away leaving a bewildered El Gordon strictly on her own. “Get precasts!” was a final order I flung back across my shoulder, so SG gritted her teeth and started to get ‘em. She began by calling HI. 7241 (number of the Otto K. Olesen building, where our pole sitter on the lawn in front of the “People Are Funny” hoisted a flag.

WE’LL NEVER FORGET WHEN, “People Are Funny” hoisted a flagpole on the lawn in front of the Otto K. Olesen building, where our little office was. The fellow who was sitting was many feet above our office level, but we were some of the people nearest him and used to stand out on our balcony to shout words of encouragement. One morning after he had been sitting for about ten days, he yelled back, “The longer I’m up here, the prettier you get!”

JOAN HAMMER WAS QUITE NEW at Radio-TV Life when she decided to get married to James Buchanan back in 1945. We’ve often reminisced over the celebration we gave her the day before the ceremony. Shirley went out and got little cakes and just as we were preparing to eat them and give Joan her presents, a strange man walked in. We felt so festive we invited him to join us. He didn’t give his name . . . we didn’t ask. We often wonder who that stranger at the wedding feast was.

OTHER THINGS WE REMEMBER: the blackout paint on the windows and the little peep-hole we scratched on one overlooking Vine Street so that we could watch the world go by . . . the day I threw one of SG’s stories away, quiet by accident of course, and our walls, and so we opened the frame, like here on Selma. Remember when De Mille had his trouble with AFRA? HB was one of the pictures adorning our walls, and so we opened the frame, slit the photo where his hand was, and tucked a dollar bill in his mitt. It never failed to get a laugh from visitors.

ONE TIME, MILLSIE ALMOST GOT us into trouble with her playfulness. A very weird man circularized us with reading matter and a picture and the
Hear Them All on

1070 on your dial
Radio Lifelines

(Continued from Page 38)

latter was so funny that after we had finished bowling, Betty quietly removed the photo of her current crush from its frame on her desk and inserted the phiz of the weirdly, not, however, without first autographing it “with mad love to Betty.” At the time I told her she was running an awful risk, but she just laughed. Two days later, in a mid-afternoon lull, when she and I were alone, the office door flew open and I looked up to realize with horror that it was the “mad love” man. Planing myself between him and Millie, I motioned frantically from behind to her and doubletalked like crazy. Betty, blissfully absorbed in finishing a story, kept on cracking her typewriter. When she finally looked up to catch my frantic signals, she quietly flopped the picture face down on the desk. Otherwise, we might have gotten both of our boats wet.

Naturally, we’ll never forget VJ Day. We closed up shop as soon as the word was flashed in the NBC news room. In ten minutes, Hollywood and Vine was a seething, delirious mass. Car-park ing out in front of the bowling alley stood in huddles where they always did.

ONE DAY A LITTLE MAN CAME in to the office and sat down quietly. Shirley thought he had come to see Joan, Joan thought he had come to see Shirley. Finally, when nothing happened, SG offered to ask politely, “May I help you?”

“I’m just waiting,” the little man replied.

“What for?”

“The announcers’ auditions.”

“We aren’t audiong anyone announcers here. They’re all set.”

“Oh, isn’t this NBC?” We were flattered, natch!

WE HAVE ALWAYS CULTIVATED a family atmosphere around Radio-TV Life’s editorial office and people have told us this feeling shows in our writing. Although I expect my staff to keep certain set hours, I am lenient with them in other ways and I think in return for not cracking a whip over them, they give more in the long run. We always share our joys and troubles, and around the office has grown quite a few lasting friendships. Sometimes I’d like to write a little about some of the unusual interviews we have had, but there is one this past chased around an office and the time Joan was to meet an announcer at NBC. He was to identify himself with a red tie, but someone else was also wearing a red tie that day ... the joke about “atta boy, Elm!” and the experiences we have had with cranks, who always lack courage to face those they are accusing and seek refuge in a telephone. Guess there are a few people who don’t like us after ten years, but we are assured they are outnumbered by hundreds of wonderful performers and other radioites and thousands of you equally wonderful readers. Which reminds me of the day Dennis Day was posing across the hall in NBC Photograph for Thanksgiving pictures. Modeling a Daniel Boone hat and totting a shotgun, he dashed into our door, looked wild-eyed and demanded, “Where’s the editor?”

Discussion

SUNDAY, MARCH 4—“Invitation to Learn,” KNX, 10:30 a.m. (30 min.). The Consolation of Philosophy” by Boethius will be discussed in the search for “intellec-t.”

Mystery

FRIDAY, MARCH 2—“Crime Does Not Pay,” KFI, 9:00 a.m. (30 min.). Horror-movie maestro Bela Lugosi mixes up a “Gasoline Cocktail.”

SUNDAY, MARCH 5—“Catholic Hour,” KFI, 5:00 p.m. (30 min.). Actor-producer Eddie Dowling narrates a documentary marking the twentieth anniversary of the “Hour.”
All the Great Stars
and fine programs of
the National Broadcasting
Company are on
KFI*

*NBC FOR LOS ANGELES  640 ON YOUR DIAL
FRIDAY, MARCH 3

8:45 - KECA, KFMB - Don McNeil's Musical Institute.
8:50 - KFI - Guess a Tune.
8:55 - KNX, KGB - All Around Town.
9:05 - KFI - Ladies Day.
9:15 - HHJ, HFXM, KGB, KVOE - Recent on Strings.
9:45 - KFAC, HGIL, KRHD - News.
10:05 - KFI - Farm Reporter.
10:15 - KHJ, KFXM, KGB, KVOE - Ladies Fair.
10:30 - KFVD - Songs of the Sage.
10:45 - HFWR - Bob Garrick.
11:00 - Double or Nothing, KHJ.
11:15 - KECA, HFMB - My True Story.
11:30 - KHJ, KGB, KVOE - Ladies Fair.
12:00 - KFOX - Proudly We Hail.
12:15 - HECA - Norwood Smith Sings.
12:30 - Art Linkletter, KNX.
12:45 - KFAC - Morning Concert.
1:00 - KFAC - Country Club.
1:30 - KFAC - Morning Concert.
2:00 - KFAC - Bible Institute Hour.
2:15 - KHJ, KGB - Grand Slam.
2:30 - KFAC - Morning Concert.
3:00 - SEP, Public Interest.
3:15 - KHJ, KGB - Grand Slam.
3:30 - KFAC - Morning Concert.
4:00 - SEP, Public Interest.
4:15 - KHJ, KGB - Evening Slumber.
4:30 - KFAC - Morning Concert.
5:00 - SEP, Public Interest.
5:15 - KHJ, KGB - Bible Institute Hour.
5:30 - KFAC - Morning Concert.
6:00 - SEP, Public Interest.
6:15 - KHJ, KGB - Evening Slumber.
6:30 - KFAC - Morning Concert.
7:00 - SEP, Public Interest.
7:15 - KHJ, KGB - Bible Institute Hour.
7:30 - KFAC - Morning Concert.
8:00 - SEP, Public Interest.
8:15 - KHJ, KGB - Evening Slumber.
8:30 - KFAC - Morning Concert.
9:00 - SEP, Public Interest.
9:15 - KHJ, KGB - Bible Institute Hour.
9:30 - KFAC - Morning Concert.
10:00 - SEP, Public Interest.
10:15 - KHJ, KGB - Bible Institute Hour.
10:30 - KFAC - Morning Concert.
11:00 - SEP, Public Interest.
11:15 - KHJ, KGB - Bible Institute Hour.
11:30 - KECA, KFMB - Betty Crocker Magazine of the Air.
12:00 - Farm Reporter, KECA.
12:15 - SEP, Public Interest.
12:30 - KFAC - Morning Concert.
1:00 - SEP, Public Interest.
1:15 - KHJ, KGB - Bible Institute Hour.
1:30 - KFAC - Morning Concert.
2:00 - SEP, Public Interest.
2:15 - KHJ, KGB - Bible Institute Hour.
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10:00 - SEP, Public Interest.
Radio-Television Life

SaturdaY Radio Logs

SATURDAY 9:30 - 10:00 PM

Cliffie Stone

Direct from El Monte Legion Stadium

K X L A

Recorded Highlights

SATURDAY POPULAR

8:15 a.m. — KFVD, Bing Crosby at Reins.
9:00 a.m. — KECA, Ira Cook.
10:00 a.m. — KFVD, Peter Potter.
12:00 noon — KFVD, Bill Anson.
12:30 p.m. — KFI, Johnny Mathis.
2:00 p.m. — KLAC, Don Ola.
7:00 p.m. — KFI, Lawrence Welk Show.
8:00 p.m. — KFWB, Dixie Lee.
9:00 p.m. — KFXM, LeRoy Varrid.
10:00 p.m. — KFWB, Franky Berman.
11:00 p.m. — KFWB, The Mantovani Orchestra.

KFXM — San Francisco

KFI — Los Angeles

Henry Faculty

KFWB — Hollywood

KFXM — San Francisco

KFI — Los Angeles

KFWB — Hollywood

KFXM — San Francisco

KFI — Los Angeles

KFWB — Hollywood

KFXM — San Francisco

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SUNDAY, MARCH 5

SYD MASON

for

HARBISON HOUSE

1 A.M.

Tuesday thru Sunday

KFWD

*Indicates News Broadcast.

[LIST OF RADIO PROGRAMS AND TIMES]

[TEXT CONTINUES WITH DETAILS OF EACH PROGRAM]
THINK and GROW RICH with NAPOLEON HILL

KFWB—From the Night Watchman.

3:30 P.M.

Write for special booklet describing FREE lectures in his world famous success philosophy.

New group now forming.

NAPOLEON HILL FOUNDATION

C/o Radio Station KFWB

Hollywood 28, Calif.

RADIO-TELEVISION LIFE

SUNDAY RADIO LOGS

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New group now forming.

NAPOLEON HILL FOUNDATION

C/o Radio Station KFWB

Hollywood 28, Calif.

RADIO-TELEVISION LIFE

SUNDAY RADIO LOGS

KFWB—From the Night Watchman.

3:30 P.M.

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3:30 P.M.

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New group now forming.
MONDAY, MARCH 6

“BUENOS DIAS” with Eddie Rodriguez and Ted Ouren
Daily 6:7 A.M.

KFWB—Breakfast Club.
KFI—Guess Night.
KRLD—Top 4.
KFWX—Breakfast Symphony.
KPOI—Children's Serenade.
KFWD—Wakeup Ranch.

KECA, KFMB—News.
KFI—All Around Town.
KVOE—News, Great Hearts.
KECA—Big Stories.
KFWX—Accent on Sitcoms.

KFFI—Winter Showcase.
KFWX—Bill Shanan.

KFI—Ted Malone.

KECA, KFMB—Ted Malone.

KECA, KFMB—Surprise Democracy.
KFWX—Peter Potter.
KFB—From Softnet and Voca.
KFI—Waite Time.
KPG—Al Jarreau Show.
KPG—Bill Ewing Show.
KPG—Swing Time.
KFWX—Musical Scrapbook.

KFWX—Sports Flash.

KECA—Today's Children.
KFI, RFSD—Mary's Children.
KFWX—queen for a Day.
KFOX—Sports Flash.

KFI—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Al Jarreau's Spell.
KPG—Bill Ewing Show.
KPG—Musical Missus.
KFWX—Italian Classics.

KECA—Frauen.(H) Mit Kaus.
KFXM—Art Linkletter.

KECA, KFMB—Ted Malone.

KFI—Quick as a Flash.
KRL—When It's Wonderful.
KXLA—Daily Word.
KGG—Aloft.
KFWX—Singing with You.
KLG—Sing Wrongs Away.
KLG—Deliustion.

KECA, KFMB—Ted Malone.

KFI—Quick as a Flash.
KRL—When It's Wonderful.

KXLA—When It's Wonderful.
KGG—Aloft.

KFI, RFSD—Mary's Children.

KCI—Forty Greats.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—Birdie and Groom.

KSP—301 Union.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.

KECA, KFMB—Ted Malone.

KFI—Quick as a Flash.
KRL—When It's Wonderful.

KXLA—When It's Wonderful.
KGG—Aloft.

KFI, RFSD—Mary's Children.

KCI—Forty Greats.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
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KFI—All Around Town.

KECA—Welcome Triunja.

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KWB—Bill Anson.

KFXM—Art Linkletter.

KECA—Yesterday's Hits.
KGG—Midmorning Melodies.
KFI—Dubious or Nothing.
KFI—All Around Town.

KECA—Welcome Triunja.

KFI—High School Ranch.
KRI—Real Sound Review.

KECA—Welcome Triunja.

KWB—Bill Anson.
Tuesday, March 7

**Indicates News Broadcast.**

8:45—KFI—Meyers Goes to Market.
8:15—KFI—Marriage for Two.
8:10—KLAC—Stock Reports.
8:05—KFI—Coffee Time.

HECA, KEMB—Ladies, Be Good.
KMPC—News.
HFAC, HGIL—Varieties.
HECA—News.
HFAC—Country Church.
HFAC—Classroom Radio.
HFAC—Composers' Corner.
HFAC—Ladies First.

HECA—News.
HFAC—Country Church.
HFAC—Classroom Radio.
HFAC—Composers' Corner.
HFAC—Ladies First.

KEMB—Ladies, Be Good.
KEMB—News.
KFAC—Surprise Birthday.
KWHW—Sports News.

**Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.**

**Comedy-Variety**
1:20—Easy Acres, KSG-A.
1:25—Meet the Band, KHJ.
1:30—Mystery Theater, KNX.
1:35—Mystery Theatre, KNX.
1:40—Mystery Theatre, KNX.
1:45—Mystery Theatre, KNX.
1:50—Mystery Theatre, KNX.
1:55—Mystery Theatre, KNX.
2:00—Mystery Theatre, KNX.
2:05—Mystery Theatre, KNX.
2:10—Mystery Theatre, KNX.
2:15—Mystery Theatre, KNX.
2:20—Mystery Theatre, KNX.
2:25—Mystery Theatre, KNX.
2:30—Mystery Theatre, KNX.

**Quiz, Participation**
7:00—Welcome to Hollywood, KECA.

**Mystery-Detective**
3:30—Gentlemen of Mystery, KSG-A.
3:35—Philip Marlowe, KNX.
3:40—CounterSpy, KECA.
3:45—Mysterious Traveler, KNX.
3:50—Big Town, KFI.
3:55—Pursuit, KNX.
4:00—Monte Cristo, KHJ.
4:05—Laage Myster, KHJ.
4:10—Mystery Theatre, KHJ.
4:15—Mystery Theatre, KHJ.
4:20—Mystery Theatre, KHJ.
4:25—Mystery Theatre, KHJ.
4:30—Mystery Theatre, KHJ.

**Sports**
1:30—Baconing News, KLC-P.
1:35—Baconing News, KLC-P.
1:40—Baconing News, KLC-P.
1:45—Baconing News, KLC-P.
2:00—Baconing News, KLC-P.
2:05—Baconing News, KLC-P.
2:10—Baconing News, KLC-P.
2:15—Baconing News, KLC-P.
2:20—Baconing News, KLC-P.
2:25—Baconing News, KLC-P.
2:30—Baconing News, KLC-P.
2:35—Baconing News, KLC-P.
2:40—Baconing News, KLC-P.
2:45—Baconing News, KLC-P.
3:00—Baconing News, KLC-P.
3:05—Baconing News, KLC-P.
3:10—Baconing News, KLC-P.
3:15—Baconing News, KLC-P.
3:20—Baconing News, KLC-P.
3:25—Baconing News, KLC-P.
3:30—Baconing News, KLC-P.
3:35—Baconing News, KLC-P.

**Public-Interest Information**
7:00—Farm and Home, KNX.
7:05—Answer Man, KNX.
7:10—Times for DEKA, KHJ.
7:30—Gentlemen of the Press, KFI.
7:45—Town Meeting, KECA.
8:00—Sports Flash, KFWB.
8:15—Sports Flash, KFWB.
8:30—Sports Flash, KFWB.
8:45—Sports Flash, KFWB.
9:00—Sports Flash, KFWB.
9:15—Sports Flash, KFWB.
9:30—Sports Flash, KFWB.
10:00—Sports Flash, KFWB.
10:15—Sports Flash, KFWB.
10:30—Sports Flash, KFWB.
10:45—Sports Flash, KFWB.
11:00—Sports Flash, KFWB.
11:15—Sports Flash, KFWB.
11:30—Sports Flash, KFWB.
11:45—Sports Flash, KFWB.
12:00—Sports Flash, KFWB.
12:15—Sports Flash, KFWB.
12:30—Sports Flash, KFWB.
12:45—Sports Flash, KFWB.
1:00—Sports Flash, KFWB.
1:15—Sports Flash, KFWB.
1:30—Sports Flash, KFWB.
1:45—Sports Flash, KFWB.
2:00—Sports Flash, KFWB.
2:15—Sports Flash, KFWB.
2:30—Sports Flash, KFWB.
**WEDNESDAY, MARCH 8**

- Indicates News Broadcast.

8:05- **KSL**—Good Morning.
8:15- **KECA**—Good Morning.
8:20- **KLAC**—Haynes at the Reins.
8:15- **KFI**—Marriage for Two.

9:05- **KECA**—Today's Children.
9:15- **HHi, KFXM7, KGB. KVOE**—Ladies, Be seated.
9:05- **EFI**—Ladies Day.
9:15- **HECA, KFMB**—Ladies Night. 
9:05- **KHJ**—Molly Morse.
9:15- **KFAC, KGIL**—Spanish Hour.
9:05- **KGER**—Mr. D. A.

10:00- **KECA, KFMB**—Today's Children.
10:15- **KECA, KFMB**—Victor H. Green.

**HOME TOWN JAMBOREE**

Cliffie Stone, Eddie Kirk, Herman the Mermaid

Bucky Tubbs Speed West Speedway

Top Western Talent

**KXLA 11:00-12:30 Mon. Thu. Fri.**

- Indicates News Broadcast.

5:00- **KSL**—Good Morning.
5:15- **KECA**—Good Morning.
5:00- **KLAC**—Morning Concert.
5:15- **KECA**—Good Morning.
5:00- **KFI**—Frost Report.
5:15- **KECA**—Good Morning.
5:00- **KFXM**—Open House.
5:15- **KECA**—Good Morning.
5:00- **KFWB**—Bill Anson.
5:15- **KECA**—Good Morning.
5:00- **KGEF**—Sports Flash.
5:15- **KECA**—Good Morning.

**Wednesday Program Highlights**

Morning Programs Appear in Lighface Type; Afternoon and Evening Programs in Boldface.

**Comedy-Variety**

- 12:00- **KECA**—Call Me Maybe.
- 12:15- **KXLA**—Ladies First.
- 12:30- **KECA**—Ladies First.
- 12:45- **KXLA**—Ladies First.
- 13:00- **KECA**—Ladies First.

**Mystery-Detective**

- 12:00- **KECA**—Ladies First.
- 12:15- **KXLA**—Ladies First.
- 12:30- **KECA**—Ladies First.
- 12:45- **KXLA**—Ladies First.

**Public Interest-Information**

- 12:00- **KECA**—Ladies First.
- 12:15- **KXLA**—Ladies First.
- 12:30- **KECA**—Ladies First.
- 12:45- **KXLA**—Ladies First.

**Drama**

- 7:00- **KECA**—Ladies First.
- 7:15- **KXLA**—Ladies First.
- 7:30- **KECA**—Ladies First.
- 7:45- **KXLA**—Ladies First.

**Classical, Semi-Classical Music**

- 7:30- **KECA**—Ladies First.
- 7:45- **KXLA**—Ladies First.

**Comment-Narration**

- 7:45- **KECA**—Ladies First.
- 7:50- **KXLA**—Ladies First.

**Popular-Western Music**

- 8:00- **KECA**—Ladies First.
- 8:15- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 8:30- **KECA**—Ladies First.
- 8:45- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 9:00- **KECA**—Ladies First.
- 9:15- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 9:30- **KECA**—Ladies First.
- 9:45- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 10:00- **KECA**—Ladies First.
- 10:15- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 10:30- **KECA**—Ladies First.
- 10:45- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 11:00- **KECA**—Ladies First.
- 11:15- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 11:30- **KECA**—Ladies First.
- 11:45- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 12:00- **KECA**—Ladies First.
- 12:15- **KXLA**—Ladies First.

**Popular-Chamber Music**

- 12:30- **KECA**—Ladies First.
- 12:45- **KXLA**—Ladies First.
WEDNESDAY RADIO-TELEVISION LIFE

CHARLEMATINEE with HUNTER HANCOCK
3 & 4 P.M. Thu Sat.

RADIO-TELEVISION LIFE

BAREFOOT BOY
NBC comedian Brad Robinson, of "Barefoot Boy" fame, never wears shoes. Around the house he likes to go barefoot and away from home he usually wears short leather boots.

Page Fifty-three

LOGS
THURSDAY, MARCH 9

**Indicates News Broadcast.**

8:05-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

8:10-KLAC-Sports Roundup.

8:15-KMPC—Surprise Package.

8:20-KFAC-Original Amat. Hr., KECA

8:25-KMPC—Betty Crocker Cookbook.

8:30-KECA—News, Sports.

8:35-KFSD—1230 Club.

8:45-KFSD—1231 Club.

9:00-KFSD—1232 Club.

9:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

9:20-KFAC-Original Amat. Hr., KECA

9:25-KMPC—Betty Crocker Cookbook.

9:30-KECA, HFMB—Myers Goes to Market.

9:45-HFAC—Plano Parade.

10:00-KECA, KFMB—Surprise Package.

10:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

10:30-KECA, HFMB—Betty Crocker Cookbook.

11:00-KFSD—1230 Club.

11:15-KFSD—1231 Club.

11:30-KFSD—1232 Club.

12:00-KFSD—1233 Club.

12:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

12:30-KFAC-Original Amat. Hr., KECA

12:45-KMPC—Betty Crocker Cookbook.

1:00-KECA, HFMB—Surprise Package.

1:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

1:30-KFAC-Original Amat. Hr., KECA

1:45-KMPC—Betty Crocker Cookbook.

2:00-KECA, HFMB—Surprise Package.

2:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

2:30-KFAC-Original Amat. Hr., KECA

2:45-KMPC—Betty Crocker Cookbook.

3:00-KECA, HFMB—Surprise Package.

3:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

3:30-KFAC-Original Amat. Hr., KECA

3:45-KMPC—Betty Crocker Cookbook.

4:00-KECA, HFMB—Surprise Package.

4:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

4:30-KFAC-Original Amat. Hr., KECA

4:45-KMPC—Betty Crocker Cookbook.

5:00-KECA, HFMB—Surprise Package.

5:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

5:30-KFAC-Original Amat. Hr., KECA

5:45-KMPC—Betty Crocker Cookbook.

6:00-KECA, HFMB—Surprise Package.

6:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

6:30-KFAC-Original Amat. Hr., KECA

6:45-KMPC—Betty Crocker Cookbook.

7:00-KECA, HFMB—Surprise Package.

7:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

7:30-KFAC-Original Amat. Hr., KECA

7:45-KMPC—Betty Crocker Cookbook.

8:00-KECA, HFMB—Surprise Package.

8:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

8:30-KFAC-Original Amat. Hr., KECA

8:45-KMPC—Betty Crocker Cookbook.

9:00-KECA, HFMB—Surprise Package.

9:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

9:30-KFAC-Original Amat. Hr., KECA

9:45-KMPC—Betty Crocker Cookbook.

10:00-KECA, HFMB—Surprise Package.

10:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

10:30-KFAC-Original Amat. Hr., KECA

10:45-KMPC—Betty Crocker Cookbook.

11:00-KECA, HFMB—Surprise Package.

11:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

11:30-KFAC-Original Amat. Hr., KECA

11:45-KMPC—Betty Crocker Cookbook.

12:00-KECA, HFMB—Surprise Package.

12:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

12:30-KFAC-Original Amat. Hr., KECA

12:45-KMPC—Betty Crocker Cookbook.

1:00-KECA, HFMB—Surprise Package.

1:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

1:30-KFAC-Original Amat. Hr., KECA

1:45-KMPC—Betty Crocker Cookbook.

2:00-KECA, HFMB—Surprise Package.

2:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

2:30-KFAC-Original Amat. Hr., KECA

2:45-KMPC—Betty Crocker Cookbook.

3:00-KECA, HFMB—Surprise Package.

3:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

3:30-KFAC-Original Amat. Hr., KECA

3:45-KMPC—Betty Crocker Cookbook.

4:00-KECA, HFMB—Surprise Package.

4:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

4:30-KFAC-Original Amat. Hr., KECA

4:45-KMPC—Betty Crocker Cookbook.

5:00-KECA, HFMB—Surprise Package.

5:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

5:30-KFAC-Original Amat. Hr., KECA

5:45-KMPC—Betty Crocker Cookbook.

6:00-KECA, HFMB—Surprise Package.

6:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

6:30-KFAC-Original Amat. Hr., KECA

6:45-KMPC—Betty Crocker Cookbook.

7:00-KECA, HFMB—Surprise Package.

7:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

7:30-KFAC-Original Amat. Hr., KECA

7:45-KMPC—Betty Crocker Cookbook.

8:00-KECA, HFMB—Surprise Package.

8:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

8:30-KFAC-Original Amat. Hr., KECA

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9:00-KECA, HFMB—Surprise Package.

9:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

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11:30-KFAC-Original Amat. Hr., KECA

11:45-KMPC—Betty Crocker Cookbook.

12:00-KECA, HFMB—Surprise Package.

12:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

12:30-KFAC-Original Amat. Hr., KECA

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3:00-KECA, HFMB—Surprise Package.

3:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

3:30-KFAC-Original Amat. Hr., KECA

3:45-KMPC—Betty Crocker Cookbook.

4:00-KECA, HFMB—Surprise Package.

4:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

4:30-KFAC-Original Amat. Hr., KECA

4:45-KMPC—Betty Crocker Cookbook.

5:00-KECA, HFMB—Surprise Package.

5:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

5:30-KFAC-Original Amat. Hr., KECA

5:45-KMPC—Betty Crocker Cookbook.

6:00-KECA, HFMB—Surprise Package.

6:15-KHJ, KFXM, KGB, KVOE—Coach with Your Coach.

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7:30-KFAC-Original Amat. Hr., KECA

7:45-KMPC—Betty Crocker Cookbook.
Saturday Radio Logs

**11:00** KFSD - Concert Hall of Fame

**11:15** KFI - Echoes and Encores

**11:30** KFAC - Ron Howard's School

**11:45** KFWB - Red Ryder

**12:00** KFOX - Florida Cracker Theatre

**12:15** KNX - Walnut Street Theatre

**12:30** KJLH - Variety Hour

**12:45** KFSD - Spade Cooley Time

**13:00** KFMB - Richfield Hall of Fame

**13:15** KFAC - Musical Moments

**13:30** KFAC - Musical Crossroads

**13:45** KFSD - Monday Night Special

**14:00** KFAC - Musical Scrapbook

**14:15** KFSD - Musical Melodies

**14:30** KFAC - Musical Memories

**14:45** KFSD - Musical History

**15:00** KFAC - Musical Journeys

**15:15** KFSD - Musical Legends

**15:30** KFAC - Musical Beginnings

**15:45** KFSD - Musical Traditions

**16:00** KFAC - Musical Heritage

**16:15** KFSD - Musical Sounds

**16:30** KFAC - Musical Garden

**16:45** KFSD - Musical Journey

**17:00** KFAC - Musical Traditions

**17:15** KFSD - Musical Legends

**17:30** KFAC - Musical Heritage

**17:45** KFSD - Musical Sounds

**18:00** KFAC - Musical Garden

**18:15** KFSD - Musical Journey

**18:30** KFAC - Musical Traditions

**18:45** KFSD - Musical Legends

**19:00** KFAC - Musical Heritage

**19:15** KFSD - Musical Sounds

**19:30** KFAC - Musical Garden

**19:45** KFSD - Musical Journey

**20:00** KFAC - Musical Traditions

**20:15** KFSD - Musical Legends

**20:30** KFAC - Musical Heritage

**20:45** KFSD - Musical Sounds

**21:00** KFAC - Musical Garden

**21:15** KFSD - Musical Journey

**21:30** KFAC - Musical Traditions

**21:45** KFSD - Musical Legends

**22:00** KFAC - Musical Heritage

**22:15** KFSD - Musical Sounds

**22:30** KFAC - Musical Garden

**22:45** KFSD - Musical Journey

**23:00** KFAC - Musical Traditions

**23:15** KFSD - Musical Legends

**23:30** KFAC - Musical Heritage

**23:45** KFSD - Musical Sounds

**24:00** KFAC - Musical Garden

**24:15** KFSD - Musical Journey

For Up-to-the-Minute Logs

Buy a New Copy of Radio - TV Life Today
On Sale at the Checkstands of 938 Food Markets.
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Name</th>
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<tbody>
<tr>
<td>6:30 a.m.</td>
<td>KFAC</td>
<td>Freedom Story</td>
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Note: Programs marked with an asterisk (*) are of the contest, quiz, or offer type. An asterisk (*) indicates programs of news and commentaries.
**Mystery Theater** KECA, 7:30 p.m. Sa, Tu, Wed 11:30 a.m. M, F

*Name That Song* KECA, 8 p.m. M, F

National Farm & Home KECA, 11:30 p.m. Sa

National Radio Pulpit KECA, 7 a.m. M

National Review KECA, 10:30 a.m. M, F

NINO Symphony KECA, 11:30 a.m. M

Night Air KECA, 11 a.m. M

*Nightly Big Band* KECA, 7:30 p.m. M, F

*News of Tomorrow* KECA, 11 a.m. M

New York Philharmonic KECA, 8:15 p.m. M

Nick Carter KECA, 8:30 p.m. M

Night Editor KNX, 9-10 a.m. M-F

No Second News KNX, 9:45 a.m. M-F

Nuna From Nowhere KNX, 1 p.m. M-F

*Norah O'Day* KECA, 10:45 a.m. M-F

Original Amateur Hour KECA, 8 a.m. Th

Our Miss Brooks KNX, 8 p.m. M-F

*Our Gang* KECA, 8 a.m. F

Pacific Palisades KNV, 10 a.m. M-F

Parent-Youth Forum KNV, 11 a.m. M-F

Parsons, Lonette, KECA, 6:15 p.m. M-F

People Are Funny KECA, 7:30 p.m. Tu

People's Platform KNV, 10 a.m. M-F

Pepper Young's Family KNX, 8 p.m. M-F

Peter Salem KECA, 8:15 p.m. M-F

Piano Parade KECA, 11 a.m. M-F

Piano Playhouse KECA, 2 p.m. M-F

Planners of Music KECA, 4:30 p.m. M-F

Play It Again, KECA, 9:30 a.m. Sa

*Port, Gay* KECA, 11:15 a.m. M-F

*Portia Faces Life* KECA, 11:15 a.m. M-F

*Pot, Gay* KECA, 11:15 a.m. M-F

Proudly We Hall KNX, 9:15 a.m. Tu

Proudly We Hall KNX, 9:15 a.m. Tu

*Pride and Prejudice* KNV, 6:45 p.m. M-F

Quixote for a day. KECA, 11:15 a.m. M-F

Quick as a Flash KNX, 9:30 a.m. M-F

Radial Bible KECA, 9:45 a.m. M-F

Recipe of Success KNV, 9:45 p.m. M-F

Rip Van Winkle KNV, 7:30 a.m. M-F

Road to Life KNX, 12:15 a.m. M-F

Ruth Putnam KNX, 11:45 a.m. M-F

*Ruth Putnam* KNX, 11:45 a.m. M-F

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*Ruth Putnam* KNX, 11:45 a.m. M-F

*Ruth Putnam* KNX, 11:45 a.m. M-F
The Ear Inspires the Pen

Mrs. Myra M. Williams, 10849 Whipple Street, North Hollywood, Calif.

Their faithfulness to "Mr. Keen, Tracer of Lost Persons" and Hal Burdick, "The Night Editor." I have been under the impression that they are two different people but I am now informed that they are both the same. I hope you can put me straight on this.

"Mr. Keen," that lovable old tracer, is portrayed by Richard Diet maximum New York and Hal Burdick, "The Night Editor," airs from San Francisco.★

Joyce Pearce, 522 East Cypress Street, Glendale, Calif.

I would like you to print a picture of "Mr. Boynton," who is on the Eve Arden program.

Jeff Chandler

Marshall Howard Jacobson, address withheld, Los Angeles, Calif.

Commenting on George Weaver's letter which appeared in the January 6 issue of Radio-TV Life, I have several objections and discrepancies.

Although Dr. Jan Popper of UCLA is a wonderful musician, since when is he the sole judge of which operas should be sung in their native language and which operas should be translated? Mr. Weaver refers (somewhat unjustifiably) to the recent performance of "Der Rosenkavalier" by Richard Strauss as an "outrageous presentation of unintelligible gibberish by the Metropolitan Opera Company." If Mr. Weaver would take five minutes of his time and thirty cents of his bankroll and invest it in a copy of the libretto of the opera (read it through several times before the actual performance and consult it frequently during the opera), he would realize that an opera is much more than a story and a few "song hits" as he so vulgarly refers to them.

Back to Dr. Popper again. Mr. Weaver quotes him as stating that music dramas such as "Boris Godunov," "Pelleas and Melisande," "Elektra" and "Salome," by Moussorgsky, Debussy, Strauss and Strauss, respectively, should be sung in English. Here again, my opinion, our thirty-cost investment would be helpful. On my last trip to the Continent, I had the pleasure of being present at performances of "Ariadne auf Naxos" and "Elektra," both by Richard Strauss. In both instances, never was an opera so completely absorbing and so completely invigorating as in these two. Now I think that the main thing that makes me enjoy these operas so was my utter lack of knowledge of the music and continuity. Also several years ago, in New York, I heard a performance of "Gotterdammerung" sung (without a Jameson translation, mind you) and it was quite interesting. In the former two operas, one of the violinists reminded me after the performance, "I never thought an opera could be so interesting." I agree with him.

Returning to Mr. Weaver, it must be noted that Grand Opera, in its narrowest sense, is a music drama with no spoken passages... therefore, Grand Opera encompasses everything including "Godunov" and "Rosenkavalier."★

When has it been decreed that opera exists only for the sake of its pretty melodies and "song hits"? Nothing is farther from the truth. In fact, some operas exist in spite of, rather than because of their music. Also, who can say that such operas as "Carmen" and "Tristan und Isolde," "Walkure" or dozens of others exist only because of their music? Without one, the other is lost: both are an integral and vital part of a opera... not just the ones mentioned here.

However, I do not blame Mr. Weaver for saying thus. Everyone with only an elementary knowledge of music makes the same mistake.★

Mrs. E. L. Coddington, 527 East Oak, El Segundo, Calif.

Would you please do a write-up on Harry Owens and the Royal Hawaiians with some pictures? Have not missed one program since he has been on television. They are great.

Your request has been "waiting-listed."★

Ruth Anderson, Institute of Religious Science, 3251 West Sixth Street, Los Angeles 5, Calif.

There is a young man who comes to us for help occasionally when he feels that he needs encouraging or some advice. His name is Walter Craig. I'm sure you must know him through your close association with radio and television stars. A lot of his friends saw him as a guest on "Moviowntown, R.S.V.P.

"last Sunday and we think he deserves a "fan letter" after such an entertaining evening with his "fellow characters." Walter and Katrina Day were the best on the show.

Walter is a student here and has been studying psychology, metaphysics, science of mind and psychosomatic medicine for four years. He will graduate in June and he is also president of the graduating class. So we respect him for more than his talent for acting. We think he is a delightful example of what the youth in this country should be like. Jack Smith was a difference.

Can you tell us if he will be on "Moviowntown, R.S.V.P." again? We would like to see him more often.

Indeed, we do know Walter and think as highly of him as you do, but it is your readers like myself who do not know there was a difference.

Dr. Melvin Heger-Horst, 207 Bank of America Building, San Diego, Calif.

In your February 3 issue under "Hollywood Site of Experiment," the following appeared: "The first major New York live video show to test film as a means of eliminating the poor quality of kinescopes and obtaining live productions will be CBS-TV's "Silver Theater."

Could you explain in one of your editions just what is the difference between a kinescope and a live show? I feel that many of your readers like myself did not know there was a difference.

The "Silver Theater" has never been reproduced satisfactorily. Likewise Miller's "John's Wild Life" show and Fred Waring's program. I thought that in the latter case it was poor camera work in focusing and lighting. Apparently much of this difference comes from the method used in reproducing the live show.

The film referred to is regular 16-mm. motion picture film shot in the 35-mm. film that Warners, MGM and the rest use. It is shot in 16-mm. cameras, under bright lights, a scene at a time... the regular motion picture camera has all become familiar with at least through books and storys. Kinescope is a filming process, but the actual shooting takes place as the picture runs through the camera on its way to our home screens. We think this a little too trade-wise to devote an entire story to, but the best explanation we can give is that a piece of film is run through a camera. (Number one camera, let us say, is taking a picture of what goes on stage and shoots that impulse along their hand to home screens. Number two camera is set up for the same thing, but a piece of film is over the back of the lens and picks up what ordinarily would go on past the channel and home screens.) The quality of kinescope is not the latter case as it is because of mechanical imperfections in both film raw stock and in the cameras. Now, does that help any?★

Phyllis Sufaras, 8704 Guthrie Avenue, Los Angeles 34, Calif.

When are you going to print an article on Jack Smith? I think he is tops on the radio. At 8:15 p.m. he really brightens up my night. I think it is pretty mean the way others criticize Jack's "Saturday night." If he sang it any different he wouldn't be like Jack. Will you please print a picture of him and let me know if he has any fan clubs in Los Angeles. Have you any idea where you could find him?★

Jack Smith, 2916 North Vermont Avenue, Los Angeles 25, Calif.

I have any idea where you could find him. I am in Los Angeles and we are close friends. If you want to know anything else just tell me and I will do whatever it takes to help you. I hope you have a wonderful program.

Gerrie Garcia, address withheld, Arlington, Calif.

Please tell me why Korla Pandit's show is not listed. All our friends and ourselves are very confused about this because we have to miss his wonderful program.

Korla Pandit's show, "Musical Adventure," has always been listed in both television logs and program finder on Thursday, 7:30 p.m., KTLA, Channel 5.
"Handy Hints"

By Dorothy Gardiner and Keith Hetherington, stars of KTLA’s "Handy Hints." Mon.-Fri., 6:45 p.m.

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

This week’s winner: Mrs. Luke Meyers, P.O. Box 692, Santa Monica, Calif. Use the ribs of a worn-out umbrella as stakes for your springtime plants.

To speed up work when driving a number of screw hooks, put screw-eye in the chuck of a hand drill; use drill as wrench, eye engaging hook. Reverse process and employ hook in chuck to drive eyes.

To make link sausages easier to turn when cooking, fasten two or three link sausages together with a couple of toothpicks... also keeps them from curling.

Often glasses stick together when placed one inside the other. To separate them, fill the inside glass with cold water, setting the outer glass in a pan of warm water. Cold water contracts the upper one while hot water expands the lower one; they separate easily.

Wrap your tape measure around the gas pipe to find the suspected leak. If bubbles appear, you have found the leak. If you find one leak it’s a good idea to carry on a little farther as you may find more than one on the same length of pipe.

To find the center of a board that isn’t an even number of inches or feet wide and to save a lot of figuring, just place your ruler at an angle across the board till you have an even number. Half of that distance is always the middle.

Use a plastic spiral (the kind that is made for the telephone cord) on the cord of your iron... it will keep it from fraying.

If you have a sick person in your home and the ticking of a clock bothers them... cover the clock with a large clear glass tumbler or clear glass vase (according to size of clock). They will be able to see what time it is, yet won’t be bothered by the ticking.

Contests and Offers

(Continued from Page 45)

200, New York 46, New York. Closing indefinite. "QUEEN FOR A DAY," KHJ, 11:30 a.m., Monday through Friday—Listeners may participate by sending in name, address and phone number and telling why they wish to be "Queen for a Day." Further particulars will be given by emcee Jack Bailey on daily show. Closing indefinite. "UNCLE TONY," KNBH, Channel 4, 6:00 p.m., Monday through Friday—Schwinn bicycles are the prizes for young contestants who may participate in "Uncle Tony's" drawing contest, which is open to three age groups, namely, eight to ten years, eight to twelve; and four to eight. Details and rules on the art work are given with each show. Closes March 22.

MUSIC CITY TELEVISION CONTEST
Co-sponsored by
* RADIO-TELEVISION LIFE MAGAZINE
WIN... PRIZES GALORE

FOR DETAILS
Listen to Ira Cook—KMPC—11 to 1 P.M. Sundays
SEND YOUR ENTRY IN TODAY

MAIL TO RADIO-TELEVISION LIFE, 6361 SELMA, HOLLYWOOD 28
VIDEO In Review

In & Out of Focus (General) (Comment)

Looks Like

Jack Carson's departure from Warners makes him eligible for video... "Hoppy" may take to the road with a circus, come summer. The former Cole Bros. big top made a little trade with the number-one cowboy. In return for his presence only, the outfit takes the name "Hopalong Cassidy Circus" and hits the trail again. Hoppy puts up no money, but he gets a big hunk of the circus take.... Bill Gorgan is organizing still another outfit. His Gorgan Productions, which will handle a series of films based on Bill's radio and video character, "Martin Kane, Private Eye...." Gifford Phillips has snagged the video rights to all Frank Baum's "Oz" series except "The Wizard of Oz," and is looking for a gal to play "Dorothy" to the puppet of Oz," and is looking for a gal to play Baum's "Oz" series except "The Wizard of Oz" and video character, "Martin Kane, Private Eye...." Gifford Phillips has snagged the video rights to all Frank Baum's "Oz" series except "The Wizard of Oz," and is looking for a gal to play "Dorothy" to the puppet of Oz," and is looking for a gal to play Baum's "Oz" series except "The Wizard of Oz" and video character, "Martin Kane, Private Eye...."

Second Glances (Critical) (Comment)

Silver Theater on Film

At a special showing, the first filming of CBS-TV's "Silver Theater" seemed to come out head and shoulders above the kinescoped or television-recorded versions we have been seeing Monday nights out of the East. (KTTV, Channel 11, 8:00 p.m.) The die was cast with this film.... This is the initial test of a major "live" television show trying film as a means of eliminating the poor quality of "kinnies," and of obtaining greater production values. Producer-director Frank Telford was flown out from New York; the best in casts was obtained; and the story, written by Jack Bentkover, was filmed by the Multicam process at Jerry Fairbanks's studios in less than eight hours. Two days of rehearsals preceded the filming, and the show was brought in for approximately the same as if it had been presented "live."

"His Brother's Keeper," played by Ward Bond, Beverly Tyler, Glenn Corbett, Peter Similuk and Fat Sexton, was the rather ordinary tale of the way in which an older brother's heavy parental hand proved of no guidance to a younger brother. Everything straightened out nicely when the undesirable of the piece pitched into big brother and the wavering one had to make his choice between family ties and his own good will of his crooked companions.

A chase sequence taken at one of the Los Angeles harbor amusement piers was beautifully caught by the cameras. The pattern of pier lights at night, used to introduce that locale, was one of the best bits of symbolism we have experienced watching TV.

The other settings of the story were simple—and while a journalistic critic criticized this, we feel it suited the confined action. Other TV shows have proven nicely that opulent sets can be hustled together—but why?

It's the acting that counts, not the trapping, as has been exemplified by some of the all-time best threps on some of the all-time rarest stages! Of course, followers of "Diamond Lil" don't like "Our Town," but—to each his own.

Our only disappointment at the triall film, which literally represents TV's "Silver Theater," is the making, lay in the dialogue. Conceivable that while much attention was being given to other production facets some sloppy dialogue might slip by, but the few that exist in every crowd who get their fun from anticipating radio, movie or TV dialogue must have had a field day at such lines as "You can't mean that!" or "Kid, I'm warning you!"

"Gunsight Pass" Goes Into Action

One of the most ambitious of the West Coast-emanating shows is KECA-TV's "Marshal of Gunsight Pass," a Thursday night (7:00, Channel 7) music-action Western starring film player Russ "Lucky" Hayden in the title role, and comic Roscoe Ates as a storekeeper-general who is big. Sons of the Pioneers provide music between action, nicely.

The show is partially done on permanent sets, believed to be the nation's largest, depicting an authentic Western town. The main set, which is comprising the tiny detail, is the interior and exterior of a general store. Special stairways and balconies have been constructed so the TV cameras and concealed mikes can pick up gun bangs and fast talking. All props are three-dimensional, nothing is merely painted on, from the pot-bellied stove to the mixture of sawdust and dirt road down which cantor live horses and buckboards.

When outdoor shots are called for, away go the cast, the hosses, the sixteen-millimeter cameras and film for outdoor shooting of chase sequences and the like at the Santa Susana movie ranch, near Chatsworth, California.

"Marshal of Gunsight Pass" is directed by Philip Booth, produced by Lou Holzer and scripted by Karl Schlichter.... all old hands at the game. But judging by the first of this enterprise the first detail is wrong. We thought it was the mixture of Western plots and music. A half-hour show just isn't long enough to do both well. We knew almost the second the show started, not only what the plot was to be, but how it would resolve... and that's no good for adults. There are too many lippings between the scenes, what TV dialogue must have had a field day at such lines as "You can't mean that!" or "Kid, I'm warning you!"

At a special showing, the first film-
By JANE PELGRAM

**TELEVISION**

**Tips**

USC and UCLA's spokesmen have reportedly indicated that the schools will not fail video arts for later runs in the week televising. They feel, apparently, that the simulcasts were responsible for the twenty-some per cent drop in gate receipts of last year's games—and it is probably a more correct premise. But quel raisonning? So a football fan who can't see a game via TV at the exact time it is being played will hie himself off to the stadium then and there. Not of them will quitterize a lunchtime play for golf or grommsing the lawn, secure in the knowledge that some dark evening next week he can huddle at his set-side and watch? Who, today, has the free time it takes to be that kind of a fan? Only schoolkids, is our guess, and the idea of a delayed telecast stimulating the bo.

A delightful story comes from the East. It seems that Dave Garroway, mentor of one video and two radio shows on NBC, has long been under the spell of Burr Tillstrom's "Kukla-politans." While working with Burr Tillstrom and the rest of the cast of "Kukla, Fran and Ollie" at a rehearsal of his own Sunday night TV show recently, Dave turned to Tillstrom, who was prepping for a guest shot on Garroway's stanza. "Burr, I think a nice finish to your spot would be a quartet-type thing. Why don't you leave Kukla and 'Ollie' on stage, and come out front with me? Then the four of us can do some barbershop harmonizing?"

At this point, Tillstrom stuck his head out from under the backdrop and replied, with a quiet smile, "Thank you, friend, you have just joined the believers."

Gene McDonald, the enterprising handler of Phonevision tests to be held in Chicago, received more than 1,000 applications from eager Chicagans who have but to bankroll them and are willing to get up a dollar a film to see movies on them.

It seems a problem besetting the operation is lack of "quite enough film." McDonald, however, is confident that during the three months it will take the phone company to line everything up, he will be able to secure enough film for the seventy-day test. One major picture lot is supposedly ready to give McDonald a whole batch of "unreleased film."

If this proves "successful" (a money-maker) it could well Predicate the direction in which the movie industry can turn as television closes in. That's locally joining 'em if you can't fight 'em.

**TIME CHANGES**

SATURDAY, MARCH 4—Ed Wynn, KTTV, Channel 11, 9:00 p.m. (30 min.). Previously seen one hour earlier.

WEDNESDAY, MARCH 8—"Tele-Teen Reporter," KECA-TV, Channel 7, 7:30 p.m. (30 min.). Previously seen with actors Bert Larrin, Al Burton and Margaret Kerry, formerly seen on Channel 13.

THURSDAY, MARCH 9—"Hello Again," KNBN, Channel 4, 7:20 p.m. (15 min.). Previously seen Tuesday, 7:40 p.m., same channel.

**WHAT'S NEW**

**Discussion**

SATURDAY, MARCH 3—Mrs. Franklin D. Roosevelt, KNBH, Channel 11, 8:30 p.m. (31 min.). Outstanding stateswoman presents weekly series of discussions on major problems facing the world and the United Nations. With top-ranking guests from the fields of government, science and world affairs.

**Mystery-Drama**

WEDNESDAY, MARCH 8—"Mysteries of Chinatown," KECA-TV, Channel 7, 8:30 p.m. (30 min.). Marvin Miller heads the cast as 'Yat' with Shep Hennessey, Edward Ashley, Victor Sen Yung and Jan Holm.

Film

WEDNESDAY, MARCH 5—"Hollywood Premiere," KTTV, Channel 11, 9:00 p.m. (30 min.). A typical Hollywood film produced by the country's leading amateur cameramen with special assistance by hobbyist Jean Dixon. Viewed on alternate Wednesdays.

MONDAY, MARCH 6—"Chevrolet Triple Feature Theater," KECA-TV, Channel 7, 7:00 p.m. (3 hrs.). Brings viewers three solid hours of film entertainment including exclusive J. Arthur Rank features, mystery and western. Tonight's bill includes "Murder in the Big House" with Charles Bickford and "West of the Pinto Basin" with Ray "Crash" Corrigan.

WEDNESDAY, MARCH 8—"Mintstrel Parade," KTLA, Channel 5, 8:00 p.m. (30 min.). Nappy Lamare Dixieland jazz band.

**GOOD TV SOLUTION**

While KTTV's "Mystery is My Hobby," starring Glenn Langan, is a local live show, fans will still be seeing it on film recording. (Film recording is a CBS process like NBC's kinescope. Seems that to be perfectly correct we must refer to the respective processes in this fashion, thereby confusing you, us, CBS and NBC!) Anyway ... a sponsor bought up the Monday night time slot for "Hobby," originally played. Friday was open, but station schedule couldn't wedge in the two plays. So "Hobby" is continued in the odd time slot but instead of being seen live will be picked up on TV recording and run locally on Friday.

**MOREY RAISES FUNDS**

KTLR comedian Morey Amsterdam set a fund-raising milestone on Christmas Day when he raised a total of more than $175,000 for the Sister Kenny Foundation on his DuMont show in New York.

is featured with Frank Bull as interlocutor of the parade of old songs and men with minstrel jokes.

THURSDAY, MARCH 9—"Lucille Norman Sings," KTTV, Channel 11, 7:45 p.m. (15 min.). Popular vocalist is accompanied by the "Keynotes."

FRIDAY, MARCH 3—"Pens and Personalities," KKLK-TV, Channel 12, 7:00 p.m. (1 hr.). Psychologist Dr. Jose Mara analyzes hands and handwriting.

SATURDAY, MARCH 4—"Western Barn Dance," KTTV, Channel 11, 7:00 p.m. (1 hr.). Ken Carson emcees Western teleshows featuring Texas Tyler, Andy Parke and the Plaing:luhrs of Danny Duncan.

TUESDAY, MARCH 7—"Ike Chase's Glam-Our Round," KNBX, Channel 11, 7:45 p.m. (15 min.). Fashions, latest coiffures, and other subjects of interest to women, are presented by Ike Chase.

**WHOA'S GUESTING**

SATURDAY, MARCH 4—Ken Murray Show, KNBH, Channel 4, 8:00 p.m. (30 min.). Burgess Meredith enacts an original dramatic sketch.

SUNDAY, MARCH 5—"This is Show Business," KTTV, Channel 11, 7:00 p.m. (30 min.). Jane Cowl is guest panelist with entertainment by Benny Goodman, Pearl Bailey and Sam Levinson.

SATURDAY, MARCH 5—"Toast of the Town," KTTV, Channel 11, 8:00 p.m. (30 min.). Boston Red-Sox' Ted Williams, Mel Torme and Ethel Merman lead the guest roster.

SUNDAY, MARCH 5—"Supper Club," KNBH, Channel 4, 8:00 p.m. (30 min.). Robert Q. Lewis subs for Perry Como. Boris Karloff and Perry Hatcher guest.

**WHAT'S PLAYING**

Film

SATURDAY, MARCH 4—Feature Film, KNNB, Channel 4, 7:00 p.m. (1 hr.). "Romance of the Rio Grande," starring Eddie Nungate and Nick Stewart.

SUNDAY, MARCH 5—Feature Film, KNBH, Channel 4, 5:55 p.m. (to concl.). "Eastside Gentlemen" with Dennis Moore and Vince Barnett.

TUESDAY, MARCH 7—"Nickelodeon Flickers," KTTV, Channel 11, 8:00 p.m. (45 min.). Jack Moran in "Melodies."

WEDNESDAY, MARCH 8—"A Comedy Theater," KTTV, Channel 11, 8:00 p.m. (45 min.). Ken Carson emcees Western teleshows featuring Texas Tyler and Andy Parke.

**WHAT'S BACK**

SATURDAY, MARCH 4—"Philip Playhouse," KNBH, Channel 4, 9:00 p.m. (1 hr.). Stars Nelson Olmstead and Leora Dana in "A Letter to Mr. Priest."

MONDAY, MARCH 6—"Chevrolet Telev-Ther,: KNBH, Channel 4, 8:00 p.m. (30 min.). "Once to Everything" with Billy James and Carmella Mathewes.

MONDAY, MARCH 6—"Silver Theater," KTTV, Channel 11, 8:00 p.m. (20 min.). For Richer, for Richer," original comedy starring Geraldine Brooks and Richard Draper.

MONDAY, MARCH 6—"Studio One," KTLA, Channel 5, 9:00 p.m. (60 min.). "Wisdom Blade," starring Jack Lemmon and Barbara Bolton in "Wisdom Tooth."

TUESDAY, MARCH 7—"The Clock," KNNB, Channel 4, 9:00 p.m. (30 min.). Dulcy Jordan and Gene Barry co-star in "The Tenth Man."

JUVEILHE

SUNDAY, MARCH 5—"Bozo's Circus," KTTV, Channel 11, 6:00 p.m. (30 min.). Pinto Colvig returns.
RADIO-TELEVISION LIFE

WEEK'S TELEVISION LOGS

FRIDAY

5:50—Ch.5, News & Music.
5:45—Ch.4, News & Music.
5:15—Ch.13, Western Serial.
6:00—Ch.4, Uncle Tony O'Dare.
6:05—Ch.5, Cowboy Thrilla.
6:15—Ch.4, Davon Walker.
6:25—Ch.4, Comedy Theater.
7:00—Ch.5, Screen Directors.
7:05—Ch.2, Sports Talk.
7:30—Ch.13, Sportstacular.
7:45—Ch.4, Ch.8, Kukla, Fran & Ollie.
7:50—Ch.9, Newsreel.
8:00—Ch.4, Fran & Ollie.
8:15—Ch.2, Tumbleweed Theater.
8:25—Ch.5, Bandwagon.
8:30—Ch.4, Uncle Tony O'Dare.
9:00—Ch.2, Telenews.
9:15—Ch.5, City of Roses.
9:30—Ch.8, Chevrolet Thrilla.
10:00—Ch.13, Western Serial.
10:15—Ch.4, Cowboy Thrilla.
10:30—Ch.2, Telenews.
10:45—Ch.5, Cowboy Thrilla.
11:00—Ch.2, Sports Talk.
11:15—Ch.2, Meet Me in Hollywood.

SATURDAY

6:00—Ch.4, Uncle Tony O'Dare.
6:15—Ch.4, Comedy Theater.
6:30—Ch.5, Time for Football.
6:45—Ch.2, Telenews.
7:00—Ch.4, Ch.8, Kukla, Fran & Ollie.
7:15—Ch.9, Newsreel.
7:30—Ch.4, The Comics.
7:45—Ch.5, Cowboy Thrilla.
8:00—Ch.2, Telenews.
8:15—Ch.5, Cowboy Thrilla.
8:30—Ch.4, Uncle Tony O'Dare.
9:00—Ch.2, Telenews.
9:15—Ch.5, Cowboy Thrilla.
9:30—Ch.4, Uncle Tony O'Dare.
10:00—Ch.2, Sports Talk.
10:15—Ch.5, Cowboy Thrilla.
10:30—Ch.4, Uncle Tony O'Dare.

SUNDAY

6:00—Ch.4, Cowboy Thrilla.
6:15—Ch.2, Ch.4, Kukla, Fran & Ollie.
6:30—Ch.5, Cowboy Thrilla.
6:45—Ch.2, Telenews.
7:00—Ch.4, Ch.8, Kukla, Fran & Ollie.
7:15—Ch.9, Newsreel.
7:30—Ch.4, The Comics.
7:45—Ch.5, Cowboy Thrilla.
8:00—Ch.4, Uncle Tony O'Dare.
8:15—Ch.9, Newsreel.
8:30—Ch.4, Cowboy Thrilla.
9:00—Ch.2, Sports Talk.
9:15—Ch.5, Cowboy Thrilla.
9:30—Ch.4, Uncle Tony O'Dare.
10:00—Ch.9, Newsreel.
10:15—Ch.9, Newsreel.
10:30—Ch.4, Cowboy Thrilla.
11:00—Ch.2, Sports Talk.
11:15—Ch.5, Cowboy Thrilla.
11:30—Ch.4, Uncle Tony O'Dare.

MONDAY

6:00—Ch.9, Shop, Look & Listen.
6:15—Ch.2, Telenews.
6:30—Ch.4, Ch.8, Kukla, Fran & Ollie.
6:45—Ch.2, Telenews.
7:00—Ch.4, Ch.8, Kukla, Fran & Ollie.
7:15—Ch.9, Newsreel.
7:30—Ch.4, The Comics.
7:45—Ch.5, Cowboy Thrilla.
8:00—Ch.4, Uncle Tony O'Dare.
8:15—Ch.9, Newsreel.
8:30—Ch.4, Cowboy Thrilla.
9:00—Ch.2, Sports Talk.
9:15—Ch.5, Cowboy Thrilla.
9:30—Ch.4, Uncle Tony O'Dare.
10:00—Ch.9, Newsreel.
10:15—Ch.9, Newsreel.
10:30—Ch.4, Cowboy Thrilla.
11:00—Ch.2, Sports Talk.

TUESDAY

6:00—Ch.9, Shop, Look & Listen.
6:15—Ch.2, Telenews.
6:30—Ch.4, Ch.8, Kukla, Fran & Ollie.
6:45—Ch.2, Telenews.
7:00—Ch.4, Ch.8, Kukla, Fran & Ollie.
7:15—Ch.9, Newsreel.
7:30—Ch.4, The Comics.
7:45—Ch.5, Cowboy Thrilla.
8:00—Ch.4, Uncle Tony O'Dare.
8:15—Ch.9, Newsreel.
8:30—Ch.4, Cowboy Thrilla.
9:00—Ch.2, Sports Talk.
9:15—Ch.5, Cowboy Thrilla.
9:30—Ch.4, Uncle Tony O'Dare.
10:00—Ch.9, Newsreel.
10:15—Ch.9, Newsreel.
10:30—Ch.4, Cowboy Thrilla.
11:00—Ch.2, Sports Talk.
Television Programs Continued

WEDNESDAY
5:30-Ch.6, News & Music.
5:30-Ch.4, News.
5:30-Ch.4, News.
6:15-Ch.4, Dusty Walker.
6:45-Ch.1, Ralston Ramona, "The Night Before Christmas.
10-Ch.1, Sports Roundup.
10-Ch.6, Harry and Sandy.
12-Ch.7, Hollywood Green Team.
12-Ch.11, Ranch Roundup.
12-Ch.11, Ranch Roundup.
12-Ch.12, Hi Talent Barn.
12-Ch.13, Caryl and Misilis.
7:15-Ch.4, Circle the Globe.
7:30-Ch.2, Ford News and Notes.
7-Ch.5, Man's Best.
7-Ch.7, Teen-Teen.
7-Ch.9, KTTV News.
7-Ch.4, Roberta Quinn.
7-Ch.4, Bob Hope with Earl Wrightson.
7-Ch.6, Feature Film.
7-Ch.4, College of Music.
7-Ch.5, Minster Parade.
7-Ch.11, Arthur Godfrey.
8-Ch.10, Ice Hockey.
9-Ch.5, Pan Pacific.
9-Ch.7, Mysteries of Life.
9-Ch.13, Film Play-Along.
9-Ch.4, Home State.
9-Ch.11, In the Morgan Manor.
9-Ch.11, Hollywood.
9-Ch.11, Great Comic.
9-Ch.11, Comedy.
10-Ch.11, Wheeler and King.
10-Ch.3, Greatest Fights.
THURSDAY
5:55-Ch.5, News & Music.
5:55-Ch.6, News.
5:55-Ch.11, Cowboy Slim.
6-Ch.12, Western.
6-Ch.4, Uncle Tony.
6-Ch.4, Cowboy Thrills.
6-Ch.13, Made for Each Other.
6-Ch.13, Kukla, Fran & Ollie.
6-Ch.13, Kukla, Fran & Ollie.
6-Ch.13, Comedy.
6-Ch.13, The Sing-Along.
6-Ch.13, KTTV News.
6-Ch.11, Buster Keaton.
6-Ch.11, Music Theater.
6-Ch.8, Young People's Church.
8-Ch.3, What's the Song?
8-Ch.3, Harry and Sandy.
8-Ch.3, Holly-Hokey.
8-Ch.3, Dead Letter.
9-Ch.4, Amsterdam Show.
9-Ch.6, Pure Song.
9-Ch.9, Movie Theater.
9-Ch.5, Movie Theater.
9-Ch.5, Movie Theater.
9-Ch.5, Movie Theater.
9-Ch.6, Movie Theater.
9-Ch.10, Movie Theater.
9-Ch.11, Tall Tale.
9-Ch.12, Norma Young.
LAUREL & HARDY

LAUREL & HARDY FILM COMEDIES

7:00 P.M. Every Thursday

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4

KnBH Channel 4
ANOTHER WONDERFUL WHITE KING OFFER!

A $1.07 Nursery Catalogue Value! You asked for it! So WHITE KING brings back by popular demand last Spring's begonia-bulb sensation! All of these new 1950 flowering bulbs are imported tuberous begonias of superb quality! Grown and selected for you by begonia experts! The kind that produce handsome, thickly leaved foliage plants! That bear beautiful satin-petaled, camellia-like blossoms! Remember—you get three bulbs—each a different color—in every assortment! Shell-Pink, Golden-Yellow, Regal Red! Send for several sets today!

WHITE KING SOAP COMPANY
Box 8001, Market Station, Los Angeles 21, California

I am enclosing ______ and ______ White King Soap Box Tops.
Please send me ______ sets of Camellia-Flowered Tuberous Begonia Bulbs. (Send 25¢ for 1 White King Soap Box Top for each set of 3 bulbs you order.)

NAME __________________________
ADDRESS ________________________

CITY ___________________ ZONE ___ STATE ______

Allow from 12 to 14 days for your Begonia bulbs to arrive. It takes that long to handle your order properly. This Offer expires June 30, 1950. Please act on this offer soon.

NOTHING WASHES LIKE REAL SOAP!
...and THERE'S NO SOAP LIKE WHITE KING...for any type of washing machine...and for new automatic washers, too.
FIBBER McGEE AND MOLLY

for

Johnson's Wax

NBC

Tuesday Evenings
CONSECUTIVE YEARS
OF BROADCASTING
ALWAYS SPONSORED--NEVER SUSTAINING

Best Wishes
Lud Gluskin

Page Sixty-six
March 3, 1950
Congratulations on a Decade of Honest Radio Reporting

from
THE ALAN REEDS

ALAN REED, JR.

Fanny Brice
Hallmark
Lux
First Nighter
Lassie
Buster Brown
Abbott & Costello
Eddie Cantor
Life with Luigi
Doorway to Life
Prudential
Life of Riley
Richard Diamond
Rocky Jordan
Suspense
and television
in
"HUGO'S PLACE"

ALAN REED, SR.

CREDITS:
ALAN REED JUNIOR

FANS FOR
RADIO-TELEVISION

Life!
Anne Whitfield

CONGRATULATIONS TO
RADIO LIFE

WILBUR HATCH

MUSICAL CONDUCTOR
COLUMBIA BROADCASTING SYSTEM

March 3, 1950
Alka-Seltzer
STARS
CURT MASSEY
and
MARTHA TILTON
who promise—

"We'll sing the old songs
We'll sing the new
We'll sing the bright songs
And maybe we'll sing the blues
Monday, Tuesday, Wednesday,
Thursday, Friday, too—
For you, for you, for you!"

... on cbs, of course!

STEVE ALLEN TIME
12:05 Nightly, CBS

"THE STEVE ALLEN SHOW"
2:15 P.M. Daily, CBS

"EARN YOUR VACATION"
6:00 P.M. Saturdays

"COMEDY AT THE
WRESTLING MATCHES"
8:30 P.M. Fridays
"KECA-Television"

March 3, 1950
Congratulations
On Your Tenth Anniversary
ROY ROGERS
DALE EVANS
& TRIGGER
THE ROY ROGERS SHOW
Quaker Oats
Mutual Network

Double or Nothing

NATIONAL BROADCASTING COMPANY

11 A.M. PST - MONDAY thru FRIDAY

Left to right, back row—DIXIE LOU THOMPSON, EMMIE VETTER, Production Assistants.
Front Row—HAL SAWYER (Announcer), IRV ORTON (Musical Director), WALTER O'KEEFE (Star and Quiz master), LOU CROSBY (Announces), HARRY SPEARS (Producer).

March 3, 1950
VAN DES AUTELS
speaking for

THE SKIPPY HOLLYWOOD THEATRE

A hello, a thank you friends for 3 years of splendid support

Stories Edited and Arranged by
BUDD LESSER

PRODUCTION & DIRECTION
by LES MITCHEL

Music Composed and Conducted by
DEL CASTILLO

March 3, 1950
ELENA SALINAS
THE VOICE THAT ENTERS EVERY SPANISH HOME

KOWL
Santa Monica, Calif.

and

XERB
Rosarita, Mexico

March 3, 1950
Congratulations, Radio Life
from all of us

THE GARRY MOORE SHOW!

Ilene Woods
Howard Petrie
Billy Wardell

Ken Carson
Irving Miller
Garry Moore

CBS
MONDAY THRU FRIDAY

Dear Radio Life (Sweetheart):

Let's Grow Old Together.
Happy 10th Anniversary!
Affectionately,
THE 4 BEES OF LADIES DAY

March 3, 1950
"UNCLE" CARL SAUNDERS
Sunway Western Show 5-7 A.M.
World News 7:15 & 10:30 A.M.

CARL BAILEY
"Juke Box Matinee"
3:15 - 5:30 P.M. Daily

CARL "DEACON" MOORE
Western Home Hour
Monday thru Friday 9 P.M.

DICK SCHOFIELD
Music and Malarkey
1:30-3 P.M. Daily
4:30 Sunday

"TENNESSEE ERNIE" FORD
"Bar Nuthin' Ranch" 9:00 A.M.
"Dinner Bell Roundup" 11:30 A.M.

LOYAL K. KING
GENERAL MANAGER
KXLA
10,000 WATTS
1110 KC
24 HOURS
EACH DAY

"TENNESSEE ERNIE" FORD
"Memory Lane" Sun. 10:30 P.M.
"Western Echoes" 11:00 P.M.
March 3, 1950
CONGRATULATIONS  
RADIO-TELEVISION LIFE  
MY FAVORITE GUIDE  
AND THANKS TO THOSE LOYAL LISTENERS WHO KEEP ME ANNOUNCING  
Hallmark Playhouse  
Prudential Family Theater of Stars  
Armour's Stars Over Hollywood  
and  
C. B. S. News

HE'S HEARD ON . . .  
"Spade Cooley Time" over KFVD from the window of Wallichs Music City . . .  
"Star Tune Time" for Star Outfitting Co. over KFVD . . .  
"Dream Time" &  
"Control Room Capers"

HE'S BEEN SEEN ON . . .  
KTTV's "Variety Show"  
KTLA's "Hoffman Hayride" &  
"Western Varieties"  
KNBH's "Safety Rangers"  
KLAC's "Ronnie Kemper Show" &  
"Muller Bros. Show"

HE'S BEEN RECORDED BY . . .  
Crystal Records on  
"Serenade to a Goat"  
"Careless Kisses"  
"Goatburger Boogie" and  
"I Don't Want to Be President"

HIS COLUMNS ARE READ IN . . .  
"Country Song Roundup" Magazine  
"Good Humor" Magazine  
"Western Life" Magazine

. . . and he makes his movie debut in the Lippert Production  
"EVERYBODY'S DANCIN'

Listen to me  
And I'll tell you that RADIO LIFE deserves more congratulations than all of us put together could broadcast.  
My best wishes . . .

BOB GARRED  
KECA-ABC News

March 3, 1950

I'm spinning a record,  
specially for you!  
W with lots of good wishes,  
A nd a Happy Birthday too!

WALLY GEORGE  
"TEEN-AGE SINGING DISC-JOCKEY"
Congratulations

MARY
"Jump Jump of Holiday House."

AUNT MARY
"Aunt Mary"

GREAT GILDERSLEEVE
"Mrs. Milgrim"

OUR MISS BROOKS
"Mrs. Davis"

Bill Welsh

Congratulations and thank you, Mrs. Bigsby, for all your help.

Harry Koplan

P.S.: Rosemary La Planche Koplan thanks you too.

CONGRATULATIONS AND THANKS FOR EVERYTHING

Bill Welsh

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Bill Welsh

Congratulations and thank you, Mrs. Bigsby, for all your help.

Harry Koplan

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Harry Koplan

P.S.: Rosemary La Planche Koplan thanks you too.
HOME TOWN JAMBOREEE
KXLA 11:30-12:30 Daily ----- 9:30-10 P.M. Saturdays
KLAC-TV 7:30-8:30 P.M. Saturdays

TENNESSEE ERNIE
SPEEDY WEST
EDDIE KIRK
HERMAN THE HERMIT
CLIFFIE STONE
BUCKY TIBBS

BILLY LEIBERT
HAROLD HENSLEY

March 3, 1950
Breakfast In Hollywood is now Welcome to Hollywood

Just an old-fashioned way to wish Radio-Television Life a very happy 10th Anniversary.

Continued Success to Radio Life for 1950

Best Wishes

Jeanne Gray

“The Woman’s Voice”
DEAR EVELYN,

Many, many thanks—but love,

Monty Morett

COOK'S CORNER
KFI-TV

THIS WOMAN'S SECRET
KFI-AM

On my first anniversary in television—congratulations to you on your tenth anniversary.

Lee Hogan
"Designed for Women"
"Hello Again"
KNBH-NBC

GEORGE FISHER

"CONFIDENTIAL CLOSEUPS"
SAT., 5:45 EST — NBC

SPOTLIGHT ON HOLLYWOOD
DAILY 1:30 PST, KNX — CBS

"HOLLYWOOD CALLING"
STANDARD RADIO

"HI, EVERYBODY . . .

AND MEET SUSIE,
THE ‘WHITE LION’ . . .
NEAREST MEMBER OF
OUR FAMILY . . .
AND 'THANK YOU,
RADIO LIFE,' FOR
KEEPING US POSTED
ABOUT HAPPENINGS ON
THE HOMEFRONT."

LOVE,

SHIRLEY, JUDY AND SUSIE

JUDY SPLINTERS
AND SHIRLEY DINSDALE

March 3, 1950

Page Seventy-nine
The Original
Twenty-Four
Hour Station

Salutes
Radio Life

Newsmagazine of the
Airlanes
on its

10th Year

of Service
to Radio and
Radio Listeners

KGFJ

Hollywood House

1230 on the Los Angeles Dial

The Yodeling
Blonde
Bombshell

CAROLINA COTTON

First Lady of Westerns
Radio
Television
Rodeo
Screen and
Stage

Congratulations . . .

and best wishes
to Radio Life on its
10th year of service
to our listeners.

DIAL KMPC

50,000 watts day
10,000 watts nite

THE WEST’S MOST POWERFUL INDEPENDENT

March 3, 1950
THE
THREE JOHNS

"...Hollywood's leading Radio and Television masterminds"
LOOK MAGAZINE

"BRIDE AND GROOM"
"AUCTION AIRE"
"REBUTTAL"

congratulations!

RADIO-
Television LIFE

UPON YOUR DECADE OF SUPERB SERVICE TO OUR LISTENERS from the staff of KFVD

LOS ANGELES

1020 KC — AT THE CENTER OF YOUR RADIO DIAL — 5000 WATTS

March 2, 1950
THE LUSH MUSIC of the late Al Sack had been heard on many a melodic program and featured on many hit records before his death in 1949.

"SINGIN' SAM, the Barbosol Man," made his singing commercial one of the most famous in early radio. He was better known by his pseudonym than as Harry Frankel.

THIS IS THE last picture taken of Buddy Clark as he performed during a benefit broadcast. His records are still played by fans and disc jockeys. (Stenart photo.)

MARK WARNOW was famed for his long-running stint on "Your Hit Parade" and as maestro of "Sound Off," before his death last year.

TRAGIC WAS THE DEATH of lovely Beryl Wallace in a plane crash. Beryl was as familiar as emcee on her own show during the war as she was to tourists at the big Earl Carroll restaurant-theater.

THE LATE Walter Paterson was a great favorite with "One Man's Family" fans in the glamorous role of "Nicky," "Claudia's" husband.

"THE VOICE of Experience," Marion Sayle Taylor, was one of the most widely listened-to and most controversial figures on the air until his death in 1941.

MILD-MANNERED, bumbling Robert Benchley brought a new type of humor to the air. His involved explanations and seeming embarrassment endeared him to millions.

HERE'S DUD WILLIAMSON, who created "What's the Name of That Song?" His wife, Rita, continues the show with Bill Gwinn. (Hiller photo.)

Though These Stars Are Gone, They Still Live in the Memories of Those Who Recall The Song, Comedy and Drama They Gave Us
WHO CAN FORGET the sign-off of Ben Bernie, "Au Revoir, Pleasant Dreams"... or his feud with Winchell... his singing of "The King's Horses"?

CHICAGO actress Joan Blaine was top daily serial star during the 1930's. Remember her as heroine in "The Story of Mary Marlin" and in "Valiant Lady"?

HE WAS "Uncle Corny" sometimes, but more often he was Tom Breneman, beloved mentor of "Breakfast in Hollywood." Tom made a local program into an institution.

W. C. FIELDS became a legend shortly after his death, but not so long ago he was a live threat to Charlie McCarthy on the Bergen-McCarthy show.

REMEMBER FRANK CRUMIT and Julia Sanderson? Their program for a cigar sponsor was tops in the early thirties. Julia retired at Frank's death. Remember his records of "Gay Caballero," "The Prune Song" and "Abdul-Abul-Bul-Amir"?

HARRISON HOLLOWAY was head of KFJ at the time of his death. Long-time listeners should remember him from the halcyon days of San Francisco's "Blue Monday Jamboree."

HERE IS GARY BRECKNER as he looked welcoming the boat into Avalon at Catalina each summer's day. Gary's broadcasts were a sunny part of the California scene.

MARLIN HURT created one of the most popular air characters before his sudden death. "Beulah" first appeared on the "Fibber and Molly" show, voiced by Hurt. She lives on in Hattie McDaniel's portrayal.

ANOTHER TRAGIC loss in an air accident was that of Metropolitan Opera star Grace Moore, who brought charm, beauty and humor to her role as diva. She helped popularize opera on the air.

FRANK MORGAN is another of the great personalities sorely missed. Who can ever forget Frank's unique style of comedy and his fantastic lies?
MORE THAN fourteen years a top dialer draw on KFWB is Stuart Hamblen with his "Lucky Stars" show.

BEHIND THE SCENES at KRKD's election broadcast —Willie Freitag, chief engineer, and Willard Davis, assistant. (Dick Whittington photo.)

A DELIGHT to afternoon dialers is Roddy McDowell, disc spinner on KMPC, Monday through Friday, 4:30 p.m. (Fan Studio photo.)

SEEN ON THE RADIO SCENE

Announcers, Engineers, Emcees, DeeJays Are Spotlighted by Our Roving Cameras

WAX WHIRLER Ira Cook spins platters on KECA, Monday through Friday, 10:00 a.m. and 11:30 a.m., and Saturdays, 9 to 11 a.m. (Gene Lester photo.)

COMMANDER Miles Miller, head of Post 1053 Veterans of Foreign Wars, is emcee of KWKW's "Calling All Vets" program. (Lanfre-Wright photo.)

NIGHTTIME TUNER-INNERS enjoy the music spun by Ed Stoddard, KFAC, Saturday and Sunday, midnight to 6:00 a.m.
For the TOPS in News Commentaries
tune KFMV-FM
94.7 Megacycles
every hour, on the hour from 6 to 9 p.m. Monday through Friday, each week

6 LIBERAL LOOK AT THE NEWS with Mrs. Raymond Clapper, Robert Nathan, Will Allen, Nathan Robertson, John Herling

7 FRANK EDWARDS

8 WASHINGTON REPORT with MARQUIS CHILDS and JOSEPH C. HARSCH

9 AMERICA LOOKS-ABROAD with ROBERT ARDEN, your foreign correspondent

This COMPLETE lineup of outstanding commentators is heard ONLY on Frequency Modulation, over FM station

KFMV
Hollywood, California
Television Co.

March 3, 1950
LUCKY WINNER OF A RADIO-TV PHONOGRAPH combination on KHJ's "Club 930" disc-jockey contest was Mrs. Laura Ingram of Harbor City. Happy about the whole thing are Allen Schully, head of the Penny-Owsley Music Company, Mr. Ingram, "Club 930's" emcee Gene Baker, and the fortunate Mrs. Ingram.

"ARABIAN DISC JOCKEY" Sheik Ali is heard from Red Feather Restaurant, KFVD, one to three a.m. (Sydney Deutsch photo.)

"OLD HOME WEEK" AT KFOX FINDS HAL NICHOLS, station owner and "Memory Room" maestro, greeting Ann Tincher, performer on KFOX's first broadcast in 1924, and Frank P. Goss, who announced the program. Latter is uncle of popular CBS newsmen Frank Goss, also KFOX alumnus. (Daniel Boone photo.)

SEEN ON THE RADIO SCENE

The Faces Behind the Voices You Hear Daily on Favorite Stations

WORLD'S TALLEST announcer, Carl Bailey, spins discs, KXML, 3:15 p.m., except Sunday. (Parmeter-Nusbaum photo.)

HERE IS AL POSKA, conductor of KFI's "Midnight Flyer," Tuesday through Sunday, 12:30 a.m.

March 3, 1950
Congratulations on your 10th
—Hunter Hancock
P.S.: Listen to KFVD
HARLEM HOLIDAY
SUNDAYS 2-2:30 P.M.
HARLEMATINEE
MONDAY THRU FRIDAY
3-3:30 P.M.—4-4:30 P.M.
ALSO NOW ON KSON, SAN DIEGO
11 P.M.
AND KGER—SONGS OF SOUL
AND SPIRIT
MONDAY THRU SATURDAY 11 P.M.

SHIRLEY MITCHELL
WITH THANKS TO
RADIO-TELEVISION LIFE
FOR TWO PREVIOUS
ACTING AWARDS.
(Radio Registry)

Compliments of
FRANK VELOZ
★
Star of
THE VELOZ
SHOW

Congratulations
from
'Mr. & Mrs. Disc Jockey"★
KMPC
6:00-7:00 A.M. Daily
(*Andy & Virginia Mansfield)

March 3, 1950

YOUR
MUSICAL
HOST
Ira Cook

Congratulations
and Best Wishes
Virginia Gregg
AMONG THE PARADE of entertainment luminaries who have appeared on the Don Otis KLAC-TV show is Harry Babbitt, singer, who appeared for years with Kay Kyser, then went to radio vocalizing, now has his own TV show and is one of the music world’s most sought-after TV guests.

THE ANDREWS SISTERS GO BEFORE KTLA’S CAMERAS for a game of charades on “Movietown, R.S.V.P.,” seen Sundays at 9:15 p.m. In the background, which is Maxene Andrews’s Frog Hollow Farm in Northridge, stands emcee Dick Lane. Seated are (right to left) Dick Haymes, orchestra leader Jerry Gray and announcer Del Sharbutt.

PART OF THE “LIFE OF RILEY” CAST RELAXES between takes with a game of snooker. At the right is director-writer-producer Irving Brecher; and next to him Sid Tomack, who plays Riley’s sidekick and tormentor, Jackie Gleason, star of the KNBH Tuesday night comedy, stands in true “Riley” fashion, alone at one side.

PRETTY LITTLE SYBIL CHISM at the organ entertains viewers twice each week end with songs—and because Sybil knows almost every song viewers can possibly think of to request, all viewers enjoy “Music for Two” and “A Pretty Girl,” both on KFI-TV’s Channel 9.

PET CUSTOMER AT JASPER JUNCTION, scene of KECA-TV’s “Down-Home Doin’s,” is Joan Olander, Miss Junior Chamber of Commerce of the State of California. The Squeakin’ Deacon is unimpressed. He wants currency before he parts with his produce.
FAMOUS LOVE STORIES

DELILAH loved Samson madly—but she betrayed him to the Philistines. Discovering that the secret of his heroic strength lay in his hair, she cut off seven locks while he slept. Then he was blinded and put to menial labor. But when Samson’s hair grew out he had his revenge. He pulled down the temple on the heads of the Philistines, destroying them and the beautiful but treacherous Delilah.

WHITE KING SOAP

You need soap—honest-to-goodness soapuds to wash off surface dirt, wash out hidden dirt. There is no better soap, for any washer new or old, than the first washing machine soap ever made. Before you do your weekly wash again, try WHITE KING SOAP in your washing machine. Nothing washes like real soap and there is no soap like WHITE KING.
"DUSTY" Walker, whose "Prairie Song Parade" is seen each Tuesday night at 9:30 on KNBH, Channel 4, is a cinch to go from television into movies. Not only is the singer obviously the possessor of good looks, he has a well-trained, romantic voice to match.

KTLA's Doye O'Dell rides the video range on "Cowboy Thrills," featuring serialized Westerns and singing cowboy ballads each Monday through Friday night at 6:00. Doye is a real-life Texas cowboy, as well as a movie actor and recording artist.

The Boss of KLAC-TY's "Webber's Rodeo Ranch" is Montie Montana, shown above with his trick horse, Rex, who can do everything but talk (Montie claims he can do that, too). The honest-to-goodness cowboy and his entertaining show are seen Monday nights at 6:00.

The World's Youngest square dancers take to the dance in true cowboy style on a recent program of "Cowboy Slim," on KTTV. After he entertains a while each night, a chapter of some Western serial is shown.

SEEN ON THE Video Scene

1949 Was a Big Year for Cowboys, Both Adventuresome and Musical. Here Are A Few Favorites From the TV Screens

"Tex" Harrison (left), the originator and boss of television's "Safety Rangers," welcomes Texas Tiny, the 643-pound disc jockey, to the Channel 4 show, on which "Tex" and interested juvenile visitors set up safety rules for viewers.

A Relative Newcomer to the scene is "Cyclone Malone," shown here with "Burgess the Bird." The duo appear five nights each week, with a raft of other marvelous marionette companions, on KNBH.

"Tex" Harrison (left), the originator and boss of television's "Safety Rangers," welcomes Texas Tiny, the 643-pound disc jockey, to the Channel 4 show, on which "Tex" and interested juvenile visitors set up safety rules for viewers.
Distinguished Achievement Awards

(Continued from Page 18)

ment on standards of "actual coverage," it is impossible not to recognize that KTLA gave viewers a better picture. With recognition to KTTV for the fine job they did, our Special Events Coverage Award for 1949 is necessarily KTLA's.

Among "Juvenile Programs," three seem to stand out. "Kukla, Fran and Ollie," "Time for Beany," and "Cy-clone Malone." It was not without difficulty and much discussion that our category seemed best filled by "Beany," "Cecil" and the rest of the "Time for Beany" bunch and their presentation.

In determining television's best "Documentary," KTLA's "Nuremberg Trials," shown twice during October of 1949, had a close runner-up in the wonderful twenty-six-chapter series, "Crusade in Europe." Based on Dwight Eisenhower's book of the same name, and produced for ABC-TV by Life and Time Magazines and 20th Century-Fox studios. While the two contenders utilized much of the same material, "Nuremberg Trials'" editing, narration, and marvelous utilization of the film's original sound track made our choice inescapable.

Reasons

On television there is news—and there is news. And there are weather men and weather men. To us, KNBH's "Ford News and Weather" are award-winning among similar shows, partially for Eugene Bollay's endearing personality and positive infallibility, partially for the over-all quality and interest potential of this five-nights-a-week quarter hour, seen at a convenient time.

It would be ridiculous not to call Ed Wynn an "outstanding personality" in television. Our Award-winner is one of the few veterans who would step into a new method of entertaining his public.

You might not like Milton Berle, and again, like hundreds of thousands of ardent fans, you might be stepping your calendar week around Tuesday's Milton Berle program time. Whatever your reaction, no one can dispute "Miltie's" show having been an "outstanding contribution to television."

Our Best Film category was designed to-cover film made especially for television and viewed thereon. Into this category fell such meritorious jobs as the Lucky Strike series, "Your Show Time"; KECA-TV's "The Lone Ranger"; "I Remember Mama." KTTV's series, and KNBH's "Life of Riley," starring Jackie Gleason. Because the category was specifically for film made for television, the qualities which add to televisers' pleasure all had to be taken into account. For lighting, production, casting, dialogue and general all-around film excellence, the adventures of one "Chester A. Riley" on film took our Award.

In making our Awards and setting up our categories, it became impossible to ignore the contribution Bill Boyd, as "Hopalong Cassidy," made to the medium both entertaining-wise and in its growth.

Yet, it wasn't fair to judge Bill Boyd's hundred-thousand-odd-dollar-paper-picture series against films made for television at a fraction of that cost. For the first time in Radio-Television Life's Annual Award history of seven years, it was necessary to set up a Special Award to take care of a man who fits almost all, and yet none, of our other Award-winning categories.

★ ★

LONG-DISTANCE FAN

Hal Burdick, CBS's "Night Editor," tells of a fan who calls all the way from New England to talk about his enthusiasm for the show. He is W. E. Keyes of Marblehead, Massachusetts, who receives the program directly from KNX with no more than a standard-type radio with a built-in antenna.

★ ★

PLAN BUSY SUMMER

Lucille Ball, CBStar, and her musician-husband Desi Arnaz, are planning to do thirty one-night stands cross-country when "My Favorite Husband" takes a hiatus this summer.

★ ★

GRAUER IN FILMS

Ben Grauer, NBC announcer, completed two additional films recently supplementing his initial training movie for the U. S. Bureau of Census to be used as preparation material by census takers.

★ ★

RUNS IN FAMILY

Warren Hull, 'emcee of CBS's "Strike It Rich," is the great-grandson of John Vogan, who "struck it rich" as owner of one of Pennsylvania's first oil wells. Vogan was also the first mayor of Newcastle.

★ ★

BEN GAGE BACK

Ben Gage is adding "The Rumpus Room" to his Trails Restaurant and the new addition, titled after former video show, went into construction last month.

★ ★

MINISTER'S NEW BOOK

**POPULAR KFWB**

mikeman is Paul Stewart. He is a veteran of World War II, and off-mike he raises chinchillas. (Floyd McCarty photo.)

**SOUTHERN CALIFORNIA SPORTS FANS**

are well acquainted with Bob Wilson, KWKW's Director of Sports, from his colorful and accurate game coverage. (J. Allen Hawkins photo.)

**OUTSTANDING SPORTSCASTER**

handling mike chores at KGER is Fred Hessler, heard Monday through Friday at 5:00 p.m. (Cogan photo.)

**PROGRAM DIRECTOR** of KRKD is Charles Clifton, who doubles as "Uncle Charlie" on "Saddle Hit Parade," talks sports 5:30 p.m. daily.

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**STAFF PIANIST** at KGJ, Bob Brown is native Minnesotan. He is heard Monday through Friday, 11:30 a.m. and 2:30 p.m. (Michael Farr photo.)

**NORWOOD SMITH SINGS**,

Monday through Friday, 2:15 p.m., into KECA mikes to the delight of daily dialers.

**SEEN ON THE RADIO SCENE**

*Personalities Heard on Your Pet Local Dial Spots Parade Before Camera Lens*

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Page Ninety-four
During the past season, Theatre Guild on the Air reached a new peak in listenership. This is particularly gratifying to all who have participated in attaining this goal.

For our part, we'd like to take time out to say "Thanks" to the outstanding stars of stage and screen and all others who have helped us present full-hour programs of top-flight entertainment to our many new and old friends across the nation.

We plan to continue to present radio drama at its best—over the 164 coast-to-coast stations of the NBC network.