Zasu Pitts: Was an Old Maid at Sixteen

"Queen": TV Natural?

Hula Dancing School Teacher Big TV Hit

COMPLETE RADIO-TV LOGS APRIL 28-MAY 5
Lisa Kirk got plenty of attention from local disc jockeys when she played the Mocambo. Left to right, Andy Mansfield, Paul Masterson, George Jay and Ralph Story. (Robert Perkins photo.)

Groucho Marx invited his long-time friend Rube Goldberg, famed cartoonist, to a broadcast of "You Bet Your Life." Goldberg admitted intricacies of CBS folding chair were beyond him.

Bill Thompson, of the "Fibber and Molly" show, learns from Officer Bob Gilmore that it's a bad idea to leave car keys in the ignition when you park—a crime-prevention-week lesson.

Eleven-year-old Anne Whitfield celebrated her 700th appearance on the NBC Harris-Faye show as "Baby Phyllis," was presented with bound copy of the script. (NBC-Holloway photo.)

Evelyn A. Rigsby, Editor

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EVELYN A. BIGSBY, Editor

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The Western Sinatra... Busier Than Crosby?

The Enterprises of Tex Williams and "Caravan" Pals Don't Stop at Radio and Television Shows

Tuesday, Thursday, 9:30 p.m., KFI
Tuesday, 9:30 p.m., KNBH, Channel 4

ARE these boys busier than Crosby? We mean Tex Williams and his two feuding comedians from "Tex Williams and His Western Caravan," seen on KNBH. Leader Tex manages, among other things, to be a popular Western band leader and singer, record, radio and movie personality—and his pals, Smokey Rogers and Deuce Spriggs, aren't far behind.

The trio met during the war years while each of them was with a different Western musical aggregation and banded together under Tex's leadership in 1946. Western fans of long standing will remember, too, that these three were well-known entertainers under the "Okie, Arkle and Tex" tag. All three of the boys have had years of playing across the country to people who dig the real Western stuff. Tex feels that up until a few years ago, Western entertainment was strictly for listening. "There was no dance value to Western music for most people," he explains. "We wanted to group together as a band for Western and square dancing, the type music that is now generally referred to as 'Western swing.'"

The Western dance craze can't be solely attributed to Tex, but his success in the revival of this Americana

April 28, 1950

FAMOUS LOVE STORIES
KATHARINE and PETRUCHIO
—As recounted in Shakespeare's "Taming of the Shrew" Katharine is the shrewish daughter whom Petruchio weds on a wager. Then he proceeds to tame the bad-tempered beauty by dressing her in rags, and forcing her to kiss him in public when he shouts "Kiss Me Kate!" But all ends happily, when Kate turns into a docile wife and Petruchio the masterful but loving husband.

WHITE KING
Quick Dissolving Soap
"It Takes So Little"
You'll Love
WHITE KING Soap

If you own a new automatic washer, give it a chance to do a real washing job. Use real soap in it. There's no better soap for any type of washer than the soap made for washing machine use... rich-sudsing... fast-washing... free-rinsing WHITE KING. Nothing washes like real soap and there's no soap like — WHITE KING!

Page Three
MOST REQUESTED INSTRUMENTAL NUMBER on "Telephone Hour" is Jascha Heifetz arrangement of Dinić’s "Hora Staccato." Heifetz has been heard on the program more than any other artist, thirty-nine times, has not missed a season since the beginning of the series.

EXTRAORDINARY SPIRIT of Australian soprano Marjorie Lawrence was displayed when she sang while unable to stand, a victim of infantile paralysis.

The Eleventh Season of Classical Music Series Finds It Hosting Top-Caliber Talent, Including Some Stars Who Appeared During Opening Season

Monday, 9:00 p.m.
NBC—KFI, KFSD

THE FAMILIAR strains of the "Bell Waltz," written as theme music for the "Telephone Hour" by conductor Donald Voorhees, first went out over the air in April, 1940, broadcast from the "cathedral" studio of the old NBC headquarters.

For the first two years, soloists were James Melton and Francia White. In April, 1942, the Great Artists series was inaugurated with Jascha Heifetz as soloist. Other artists of that season who have appeared or who will appear this year are Lily Pons, John Charles Thomas, Oscar Levant and Marian Anderson. Among those added to the guest roster the second year who appeared this season are Gladys Swarthout, Robert Casadesus and Ezio Pinza. Pinza, incidentally, has made twenty-seven appearances on the program, including the widely heralded
“South Pacific” duetting with Mary Martin.

Music Firsts

History of the “Telephone Hour” includes several interesting “firsts.” Fritz Kreisler, a radio “holdout” for years, made his broadcasting debut on the program. Maggie Teyte, the petite English soprano famed for her interpretation of Debussy, began a second career with her appearances on “Telephone Hour.” She had first been heard in this country in 1911 and subsequent generations had known her only through recordings. The young Italian tenor, Tagliavini, made a sensational air debut on the program in 1947, and became an overnight radio sensation. The following season, Tagliavini’s wife, Pia Tassinari, soprano, sang to American audiences for the first time on “TH.”

Two more recent debuts have been those of Clifford Curzon, British pianist, introduced to American listeners, and Barbara Gibson, twenty-year-old American coloratura who made her first professional appearance on the program.

Popular Guests

Many popular “personality” broadcasts have been made from time to time on the series. Basil Rathbone served as commentator for Prokofiev’s “Peter and the Wolf” and Raymond Massey narrated the special hour-long broadcast that marked the 100th anniversary of the birth of Alexander Graham Bell. Bing Crosby, Tito Guizar, Benny Goodman, Mary Martin and guitarists Andres Segovia and Olga Coelho have also appeared as guest stars.

Donald Voorhees has been musical conductor of the program since its beginning and thirty-six of the original fifty-seven musicians who played on the first “Telephone Hour” are still with the orchestra. Many of them have played in the leading symphonies of the world. Original musical commentator Floyd Mack continues in his role and announcer Tom Shirley has been with the program since 1942. Producer Wallace Magill has held production reins since 1941. Ken Christie, who directed the Bell chorus on the first program, still directs the regularly scheduled appearances of the group.

The program has been heard from New York except on rare occasions when it has been necessary to travel to Hollywood in order to broadcast with artists who have West Coast commitments. The one exception was in October, 1947, when the program originated from Chicago, when, with guest Nelson Eddy, it celebrated the golden jubilee of the U. S. Independent Telephone Association.

PRODUCER WALLACE MAGILL AND CONDUCTOR DONALD VOORHEES welcomed British soprano Maggie Teyte, leading interpreter of the songs of Debussy, to the program, inaugurating a second career for the star. Voorhees has been musical conductor of “Telephone Hour” since its beginning. (Gordon photo.)

FIRST SEASON OF the program starred tenor James Melton and soprano Francia White, singing from small no-audience studio. Second year started the present Great Artists series.

FRITZ KREISLER, once a “radio holdout,” has made eighteen appearances on the program. Atmospheric picture was taken as he visited agency offices in Radio City.
Probably one of the hardest things to put across on paper, in say a fast four or five hundred words, is the presentation of a personality as the just plain nice, delightfully real kind of person they've impressed us as being.

Such is our problem in the case of ZaSu Pitts.

Our aim is not to divulge what time she gets up in the morning, what she eats for lunch, what colors she likes to wear, et cetera. We would simply like to tell you of our most enjoyable visit with her, as it would have been if you had been there to share it with us.

We met ZaSu (we started out calling her "Miss Pitts" but the warm familiarity of "ZaSu" followed naturally) in a cozy booth at Brittingham's next to CBS for an afternoon snack during a "Lum & Abner" rehearsal break. With her was her pretty daughter Anne, who incidentally has her mother's large eloquent eyes. A graduate of Stanford University, Anne now teaches nursery school, a fact which turned the conversation automatically to children, one of our own pet subjects. ZaSu urged Ann to relate to us "that cute story in the Ladies' Home Journal about the little girl who always said naughty words." At the story's laughable ending, when the little girl had legitimate occasion to let forth a vulnerable outburst of profanity, ZaSu laughed as heartily as we of the story's uninitiated audience.

Married to manufacturer Edward Woodall, ZaSu has one other child, a son Don, who is also a Stanford graduate and is now in the insurance business.

Although born in Parsons, Kansas, ZaSu can make a near-claim to being a native Californian, since her family moved to Santa Cruz "when I was something like one day old." (Incidentally, if by some quirk of fate you haven't yet heard the story of how Miss Pitts was given her unusual first name, it is the combined syllables from the names of her father's two sisters, Eliza and Susan, who each wanted the child christened in favor. ZaSu's father, it seems, was something of a Solomon.)

Back Home

It was when ZaSu was in her middle teens that she came alone to make her way in Hollywood. "And," she related with delight, "it was right here, on this very spot where CBS is now, that I got my first acting job. Imagine!"

"Greedy," in which ZaSu Pitts starred as the serious feminine lead (with, incidentally, radio's kindly "Dr. Christian," Jean Hersholt, as the most convincing villain). The original uncut version of "Greedy," Miss Pitts reported, was some six times the length of a feature of today. "When Von Stroheim had the first showing of the picture, we had to sit the whole day long in order to see the entire picture."

First "Talkie"

"Von Stroheim," opined ZaSu, "was way ahead of his time. I still think that today he should be given a big assignment. He would do something wonderful."

ZaSu's stardom in the "silents" was followed by a successful "talkie" de-

By Shirley Gordon

ZaSu Pitts Is Veteran of Five Hundred Movies, Got Her First Picture Job at Age of Sixteen in Role of an Old Maid

Page Six
Rumors Are Flying

More interesting NBC auditions include Eila Logan in a situation-comedy series... Phil Foster, a bright young comedian (who once out-ad-libbed Milton Berle), on his own show... Acad Award winner Dean Jagger in "Roland A. Stone" (rollin' stone, see?)... "Tugboat Annie" with Betty Garde in "Man From Tucson"... Ilona Massey in "Espionage"... CBS possibilities are "Miss Alladin," now auditioning... "Satam's Waitin," which may replace "Mr. and Mrs. North" for the summer... Bill Tabbert, the tenor singing star of "South Pacific," who will get a big CBS build-up... "Granby's Green Acres," the Gale Gordon starter, which is near sponsorship... ABC summer plans include Ted Malone in a human-interest interview feature... "Happy Landing"... "Conversation With Casey"... and Walter Kirnann in a panel quiz show. It's also rumored that Eddie Brocken will return to the air that Jack Kiewood will bring his five-a-week comedy show back again... Walter O'Keefe may make a movie based on his "Double or Nothing" quiz show with songs co-authored by Walter.

Looks Like

"Mr. District Attorney" is one program that will remain on all summer... "Mandarin North" will return for the fall season, regardless of other rumors, claims the sponsor— who oughta know. It's an eighteenth birthday for "One Man's Family" and a twentieth radio anniversary for Kate Smith. Vaughn Monroe will make another movie, "Phantom Stage Coach," to follow up his first whirl... Robert Q. Lewis will be Bing Crosby's summer replacement. When is he going to be somebody's winter replacement? "Peanut and August" is recording ragtime eighty-eight under the name Feb. September... And Al Jolson and the Andrews have cut a couple of sides together for Decca... "The Goldbergs" will not only be a movie some time soon, but also create Gertrude Berg is novelizing the story for Simon and Schuster. Jack Benny returns to the London Palladium in June with Rochester and Phil Harris. New "Lois" on "Junior Miss" and Virginia Lee. The show is cast for TV as well as AM.

For Love o' Mike

Man: "Question: Dear Answer Man, could you wear a peach georgette dress to a wedding? Answer: Man: Hmm... yes, I guess I could."

Bob Hawk: "We all come from the same mold, only some of us are a little moldier than others."

Siri Basol Brooke, prime minister of Northern Ireland interviewed on "Voices and Events"—Interviewer: "Is it true that you banned all the St. Patrick's Day parades in Northern Ireland? Brooke: "No, entirely untrue. Pure exaggeration and a bit of propaganda." Interviewer: "Then I take it you are disposed in a friendly way towards St. Patrick?" Brooke: "Oh, yes, he's a Udarmaner!"

Dr. Ralph Sockman, on "National Radio Pulpit," speaking of maestro Arturo Toscanini: "In him we see not only rare genius with which God has endowed the gifted few, but also a softness of spirit which lifts the hearts of all lesser mortals. Truly the moral and spiritual strength of this country would be invincible if the mighty resources of our land could be matched by the manhood incarnate in the maestro, who at eighty-three with undimmed eye and unflattering hand weaves the magic of truth and beauty."

On "Halls of Ivy," a conversation between a cop and Ronald Colman as "Professor Hall"—Cop: "Is that dog annoying you?" Colman: "He's been barking at us for the last ten minutes and seems likely to go on ad infinitum. I mean... endlessly." Cop: "I know what ad infinitum means, mister... Simply because I'm a policeman doesn't mean I'm an ignoramus." Benita: "I'm sure my husband had no intention..." Cop: "It may surprise you to learn I have a degree in police administration from Fordham University... I'm tired of people who have a stereotyped conception of a policeman." (They try to persuade the cop to take care of the dog.) Benita: "He does all sorts of tricks—he would keep you amused. Cop: "I'm afraid amusement isn't what I'm here for. Look at that—I just ended a sentence with a preposition—shows you how careless a man gets after he graduates." Colman: "It's considered proper usage these days in some quarters." Cop: "I can't say I approve, I'm a purist." (Then the cop suggests that they take the dog to the pound.) Cop: "It's washed, combed, fed and kept very comfortably for one week." Benita: "And after that?" Cop: "You mean if no one claims it?" Benita: "Yes." Cop: "Sic transit gloria Mundii!"

Takes Our Word!

Back in June of 1949, these words appeared in our We View With Alarm column: "We view with alarm the lack of an original radio musical comedy. We're thinking of a program which would set its story to music and have staff composers and lyricists to supply the lift..."

Budd Lesser, script editor for "Skippy Hollywood Theater," took this to heart, it seems, and recently he looked up to say that he had written an original radio musical comedy. Our item (and Lesser's talent) have led to "Show Business," a radio musical comedy, which will be heard on May 4 on "Skippy Hollywood Theater," KNX, 7:30 p.m. Thursday. Starring will be Gale Robbins and Bill Shirley, the hits of the recent "A la Carte" review. And with them in spirit will be R-TV Life.

NEXT WEEK

Color television—when will it come and how good will it be? That's the big issue we tackle in next week's Radio-Television Life, and we've done our best to present for your interested perusal as complete a picture as possible of the status of color video today.

In addition to this big main feature: Billie Burke's dramatic appearance on "This Is Your Life" is poignantly pictured and reported; Hollywood commentator Bill Tusher, who doesn't deal in gossip, is informatively profiled; disc jockey Armand La Pointe and his "different" record show are featured; Dave Willock and Cliff Arquette's happy video fare is spotlighted; and we go behind the scenes in television to describe the complex job of a program coordinator.

Plus "Seen on the Radio and Video Screen" syndicated, the newest news, letters from listeners and viewers, record tips, and complete program information.

Your Cue

"Crime Does Not Pay"

Another one of the high-caliber MGM transcribed programs is "Crime Does Not Pay," KFI, 9:00 p.m. Friday. Ostensibly based on the popular se-
You can tell it's spring with new features blossoming out on a lot of your favorite programs. ... Newest among the seasonal features is the "Honeymooners" series, now heard on Betty Crocker Magazine of the Air. Betty Draper has as her guests on the show each Tuesday, a brand new married couple who tell what they think of marriage and their plans for the future. ... Magazine of the Air is heard on KECA every Monday thru Friday at 10:55 a.m. ... One of ABC's top daytime dramatic shows ... and another in the lineup of morning favorites is "My True Story" which has just been renewed by its sponsor, Sterling Drug, Inc., for another 52 weeks. This highly popular airer is heard on a 306 station chain. ... KECA at 10:55 a.m. Monday thru Friday morning. ... Sterling also sponsors "Bride and Groom" on ABC's coast-to-coast facilities.

In the special column is director and commentator on national and world affairs, Robert Montgomery, Montgomerly, who was predicted earlier this year by Look Magazine to become "The Big Time Hit of 1950," is heard every Thursday night at 8:45 on ABC-KECA. Since his debut in September last year, his forthright observations and masterful delivery have made him a provoked considered comment throughout the country. ... ABC's Monday night news counterpart, Monday Night Taylor, picked up something of a record for mail recently, when on one broadcast he received 11,300 separate requests for scripts. 10,900 of the people writing in asked to have their names placed on the weekly mailing list for copies of his talks. ... And on the subject of commentators, ABC's dynamic Sunday evening newsmaster, Walter Winchell, received New York City Cancer Committee's award for "outstanding work in the educational campaign to control cancer" during a recent broadcast.

ON THE TV SCENE: Did you see "Buck Rogers," that daring young crusader in the world of the future on KECA-TV Saturday night? Under the Peter Paul banner the exciting adventure series is now heard via video recording on Channel 7, Saturday nights at 9. I'm afraid there's nothing better against every Friday night from the Ocean Park Arena on KECA-TV. ... There's a new sponsor, ... Crosley Products, ... and a new day and time for KECA-TVs popular "Mysteries of Chinatown." ... Remember, it's now Tuesday nights at 7:30. —advertising
Awards, both tendered Broadway advance logging.

We hear from a lucky friend who heard the show by accident. As far as we know, neither show was given an advance logging.

Too much telephoning on mystery programs. Seems to us that ever since Aggie Moorehead and sound man Berne Surrey first explored the capabilities of the telephone gimmick in "Sorry, Wrong Number," too many melodramas have featured the Lady-versus-the-Telephone routine—seven numbers later, authorities reveal that signals, phone rings and nasal-voiced operators. Sooner or later, it'll be the phone company that clamps down, we bet.

"The Case of the Flying Saucers"

One of the most interesting broad-casts of the season was the docu-

Program was the man who first reported the so-called saucers to the government several years ago. He revealed that he had never called them "saucers." When interviewed by the press he had described their "fluttering," "spiraling" and likened the movement to that of a "saucer thrown across a lake." Misquoted, the name "flying saucer" came into use.

Morrow further reported the case of the Army captain who had crashed while chasing what he thought was a saucer. Official Army findings were that the object had been the planet Venus. Later, authorities revealed Venus was not visible in the sky at that season and the official report was changed to "Object Unknown."

An engineer, interviewed by Morrow, stated that it was possible to build saucer-like aircraft that would fly. An astro-physicist from Harvard stated unscientifically that it was possible saucers were on another planet but that he didn't think they were.

Taped cut-ins of statements from the man-on-the-street revealed that people now believe there is "something" but that it is remains to be answered. The Saucerites (believers) at Columbia Square, discussing the broadcast later, felt that it was disappointingly unscientific, that to explain the unknown on the basis of the known is faulty. At this stage, the unknown is still X.

The documentary reached no conclusions about space ships or secret aircraft and ended with Ed Morrow putting it up to the listening audience: "Do you believe in Flying Saucers?"

On Mike (About Studio Happenings)

Fifteen Years of Hits

On the fifteen anniversary of NBC's "Your Hit Parade" last April 22, the program sent out a list of the most popular songs played on the show since its debut in 1935. How many of these can you still hum?

"Chasing Shadows" and "Cheek to Cheek" (1935); "Did I Remember?" and "The Way You Look Tonight" (1938); "Boo Hoo," "It Looks Like Rain in Cherry Blossom Lane" and "Once in a While" (1937); "My Reverie" (1938); "Deep Purple" (1939); "Woodpecker Song" "Till Never Smile Again" (1940); "I Hear a Rhapsoody" (1941); "White Christmas" (1942); "You'll Never Know" (1943); "I'll Be Seeing You" (1944); "Don't Fence Me In" and "Till the End of Time" (1945); "Oh, What It Seemed to Be," "The Gypsy" and "To Each His Own" (1946); "Peg" (1947); "Now Is the Hour" and "Buttons and Bows" (1948); "Some Enchanted Evening" (1949).

Most popular songs of all during the past decade and a half have been "White Christmas," which held top spot on the "Parade" for twenty-six weeks, "I'll Be Seeing You," heard for twenty-four weeks, and "Some Enchanted Evening," tops for twenty-one weeks.

We'll confess that the melodies of "Woodpecker Song" and "Oh, What It Seemed to Be" escape us entirely at this moment.

Baseball Network

A new radio network has been formed in California because two guys wouldn't say "no" and didn't know when they were whipped. The two are Allen B. Miner, Los Angeles representative for Hal Berger, the sportscaster, and John Cohlan, sales manager of KNCS, Hanford.

Cohlan wanted to present to his listeners the best major league baseball game of the day for local sponsorship every day during the baseball season. But in order to keep the price from being prohibitive, he discovered it was essential to call in other stations to share the line charges.

Miner met with Cohlan on April 10. Within a week fourteen stations lined up between San Diego and (Continued on Next Page)

Melvyn Douglas and Arlene Francs will be heard in the "M-G-M THEATER OF THE AIR," Sunday, April 30, on KFI at 1:00 P.M. in the hour-long adaptation of the play "Third Finger, Left Hand."

The story tells of Jeff Thompson (Melvyn Douglas), who is returning from a two-year-long world tour with prospects of interesting an art gallery in his paintings. Margot Sherwood (Arlene Fran-

Melvyn Douglas, magazine editor, mistakes his cabin for a friend's and insults the visiting artist expert. Thompson forces her to explain her error and when his work is accepted for handling, he asks her to dinner.

When love comes into their two lives—the mythical husband, who Margot dreamed up to help keep her job, becomes the basis of a quarrel. Jeff suspects her story, checks it, and then calls at her home claiming to be her husband, and is accepted as such by Margot's father and the newspapers.

Margot comes up with a solution to the situation which makes enjoyable listening for all.

"PROUDLY WE HAIL" will present its two hundredth broadcast on KFI Monday, May 1, at 6:30 P.M. This U.S. Army and Air Force-sponsored program will present Leo Cleary, one of Hollywood's most versatile character actors, in a light drama titled "My Brother Abe."

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Los Angeles

KFI

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FM-105.9 M.

GELLER THEATRE WORKSHOP
Santa Rosa, with more coming in. With veteran baseball milesiter Berger on hand, the broadcast will originate in Los Angeles (local outlet, KMPC), and will go by direct telephone line to stations on the new "Game of the Day" baseball network.

Off Mike

Also Radio Row

Big news—they've replanted the trees in front of the Brown Derby on Vine Street. That's what we call progress—more trees and fewer cars.

Sights of the week—Wingy Mason in an ice-cream parlor downing two sodas, one right after the other... Marie Wilson being decorated with a garland of red flowers by a visiting Hawaiian—in the middle of the Atrium... ZoSu Bittle at Brittingham's wandering around with that eternally wishful look... Disc jockey George Jay and newscaster Mark Henry in the leather-lunged cheering section for the L. A. Monarchs ice hockey team... Francis X. Bushman visiting our office to renew his subscription—"Couldn't get along without it," he insists, pleasing us mightily... Jack McElroy glimpsed carrying around tackle boxes, rods and reels, though he doesn't leave for his Mexican fishing jaunt until May.

The Dean Martin and Jerry Lewis opening at Ciro's brought out their laughing and scratching admirers. Radioites on hand included Louella Parsons... Margaret Whiting and Jo Stafford, who joined the comics in their "community sing" gag, along with Paul Weston, who tried and failed... Comedian Hal March (say, there's an idea—March and Lewis) attorneys Hy Averback and Bob LeMond... and, of course, Johnny Grant, presiding over his disc show in the lobby. Prettiest gal in the room was Ann Sheridan—red hair and slick low-cut black dress. Our favorite line of the night: Lewis questioned if Jerry's shocked, "Oh-oh—you're smoking a Camel and you're not even a doctor!"

Helen Gerald, who was formerly heard on "California Caravan," is Your FBI and many other Hollywood-originated programs, has returned to Hollywood after a two-year absence. Her husband, James Dolan, is off for a tour of the touring Toscanini Symphony and assistant musical director of NBC in New York. Pretty Helen has taken advantage of the West Coast draw, and earlier this year

National Donut Week

"Club 35" head writer Carroll Carroll and managing editor Don Planning have written a special song for National Donut Week titled, "Keep Your Eye on the Donut and Not on the Hole," which was produced by the Andrews Sisters and Bob Crosby on their CBShow.
**RADIO'S NEWEST SENSATION** is Frank Fontaine, who did some great impressions and a character called John L. F. Sevony on the Benny show on April 2 and 9. On Friday, Frank answered my call and dropped by for a chat. Here are some of the things I learned:

**HE'S FROM BOSTON** . . . his father, Canada and his mother, too, was in show business; his grandparents were with the circus . . . when Frank was eight and his father was impersonating Jolson and singing "Sonny Boy," Frankie was the one who climbed up on his father's knee.

**FRANK STARTED TO EVOLVE HIS SEVONY** character when he was sixteen and wanted to get married. Alma, his girl friend, had two buty bros born and a big father. **Frank felt he couldn't crash in on Alma's family and say, "He-llo! You'll be one of Alma's family and say, "I'm gonna marry your daughter," so he devised a plan to work his way into Alma's family. He began weaving stories for Alma's little brother and sister and some of the other neighborhood youngsters. Central figure in these stories was Henry. (Sevony is a combination of Henry and some sweepstakes winners Fontaine saw in newscasts.)

**FRANK'S PLAN WORKED.** The kids loved his stories (and him) and as Frank put it, "When the kids love you, the parents have to love you, too." Frankie and Alma got married. They now have six children: Irene, twelve; my, nine; Bobby, seven; Peter, five; Lawrence, three, and Alma, one. When Papà Frank made his appearance on the Benny show, little Laurence rocked back and forth and chanted, "That's my daddy, that's my daddy!" The family is still in Boston, awaiting outcome of Frank's career.

**BENNY SAW FRANK PERFORM** last year before the holidays at a Screen Actors Guild benefit at Riviera Country Club. Frank did his impressions of Godfrey, Ames 'o Andy,' Hugh Herbert, Bing Crosby, Claude Reins, Durante, Bergen & McCarthy, Bing, Sinatra, Churchill, F.D.R., and told a few jokes. Afterward, Benny went up to him and said, "You were wonderful! I'd like to have you on my show."

**BEFORE THAT, FONTAINE** worked in Boston night clubs, was with a few name bands, in some radio and TV appearances, and made four appearances (in six weeks) on Ed Sullivan's "Toast of the Town." Bill Grady of MGM saw him and brought him to Hollywood. "Nancy Goes to Rio," Fontaine was dropped after this one picture, so he went back to Boston around Christmas time.

**THEN, TWENTIETH CENTURY-Fox** brought him back here for a part in "Stella." Fontaine remembered what Benny had said and shortly after arriving in town, went to a Benny rehearsal. As soon as Jack saw him he was eager to write him into the script. You who heard the show don't need to be told what a hit Fontaine was. If you didn't hear the show, you heard about him. I'm sure.

**FRANK HOPES TO BRING his family here when things stabilize . . . he is a baseball fan . . . likes astronomy . . . is five ten and weighs 170 . . . has deep brown eyes and wavy blond hair and is a fan of Steve Allen and How- thorne."

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**RADIO-TELEVISION LIFE, January 13, 1950** wrote: "We point to a fine comedian, new to us, Frank Fontaine, who guested on joy Stewart's "Carnation Family Party" and did an entertaining routine about a little American-Italian being interviewed as a sweepstakes winner. Please, somebody, invite him back."

Thank you, Jack Benny, for doing just that!

**MGM AND CBS.** At this writing, are at an impasse over where the movie studio's plugs should be placed on a show on which flicker famous are guesting. The fimmrites say at the beginning of the week, and CBS says at the end . . . some of the fimmrites say this means that often the credits are passed over hurriedly and lose much of their value. . . CBS says the plugs are commercials, not commercials, and what right does the film studio have to horn in on a sponsor's time at the beginning of a program? I think CBS is absolutely right . . . besides, the movies have made themselves ridiculous with their off-times stupid reaching to get a whack in for a release which has nothing whatsoever to do with any of the personalities guesting on the radio program. MGM has banned any appearance of its people on CBS until the spat is settled.

**AFTER NINETEEN YEARS IN RADIO,** Eddie Cantor is relinquishing his regular "Take It or Leave It" spot on the network, June 4 in preparation for a great at TV. Under exclusive NBC contract, he'll start next fall, doing a maximum of thirteen shows a year. Eddie feels he'd like to have lots of time to put his TV programs together, that's why the sparseness of shows. Like others, including Bergen, he also may think that a weekly or even
FRIDAY, APRIL 28

 Indicates News Broadcast.

 8 10:00—KECA, KFSD—McNeill's Breakfast Club.
   * KRLJ, KGB—Cecil Brown.
   * KI—Top of Evening Hour.
   * KKCF—Country Club.
   * KGM—White Society.
   * KFV—Vulcan Ranch.
   * KFBW—Howard D., Kingsbury.
   * KRLJ, KXLA—News.
   * KWK—Bнные News.
   * 9:45—KFI—All Around Town.
   * KWX, KRDQ—Our last Sunday.
   * KFBV—School Days.
   * KCMF—Pinky Parker.
   * KGFL—Melody in Mind.
   * *RRK—News.
   * 10—KCMF—Surprise Feature.
   * KCMF—Standard School Broadcast.
   * KRLJ, KXLM, KGB, KVOE—

   8:25—KFI—Sports Roundup.
   8:30—KFI, KGB—Sports.
   * KRLJ, KXLM, KGB, KVOE—

   8:35—KFI—Sports Roundup.
   8:45—KFI, KGM, KGFL, KROE—

   8:55—KFI—Coffee Time.
   9:15—ELAC—Steele Martin.
   * KRLJ, KN, KRW—News.
   * KFX, KGB—Prison Missionaries.
   * KRI—Bill Leeder.
   * KGB—Melody Time.
   * KGBL—Bryson Cafes.
   * KLA—Sports; Haynes at the

   KNPC—Markete.
   * 8:25—KPC—Sports Roundup.
   8:30—KFI, KGB—Sports.
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   * KLA—Sports; Haynes at the

   KNPC—Markete.
RED TELEVISION LIFE FRIDAY TELEVISION LOGS

1:25 - KECA - Sports Flash.

1:30 - KECA - Eye Airs.

1:35 - KEFM - Joke Jones.

1:40 - KEFM, KGB, KWO -檔 Music Rerun.

1:45 - KECA - International Disc Jockey.

1:50 - KECA - Commentaries, Country.

1:55 - KECA - Saddle Mountain Roundup.

2:00 - KECA - News, Clark Sparkes Show.

2:05 - KECA - Homemakers.

2:10 - KECA - Folk Music.

2:15 - KECA - West Coast Music.

2:20 - KECA - Buckhanger Talking.

2:25 - KECA - California Central.

2:30 - KECA - Sports News.

2:35 - KECA - H. V. Kellerman.

2:40 - KECA - Sunday Roundup.

2:45 - KECA - Location of cope.

3:00 - KECA - Music of the Future.

3:05 - KECA - Turf Time.

3:10 - KECA - Sports Flash.

3:15 - KECA - Sports Flash.


3:25 - KECA - KTVK-1 Guest Party.

3:30 - KECA - TV Guide.

3:35 - KECA - Clark Sparkes Show.

3:40 - KECA - Homemakers.

3:45 - KECA - Folk Music.

3:50 - KECA - West Coast Music.

3:55 - KECA - Buckhanger Talking.

4:00 - KECA - California Central.

4:05 - KECA - Sports News.

4:10 - KECA - Sunday Roundup.

4:15 - KECA - Location of cope.


4:25 - KECA - Turf Time.

4:30 - KECA - KTVK Guest Party.

4:35 - KECA - KTVK-1 Guest Party.

4:40 - KECA - TV Guide.

4:45 - KECA - Clark Sparkes Show.

5:00 - KECA - Homemakers.

5:05 - KECA - Folk Music.

5:10 - KECA - West Coast Music.

5:15 - KECA - Buckhanger Talking.

5:20 - KECA - California Central.


5:30 - KECA - Sunday Roundup.

5:35 - KECA - Location of cope.

5:40 - KECA - Music of the Future.

5:45 - KECA - Turf Time.

6:00 - KECA - KTVK Guest Party.

6:05 - KECA - KTVK-1 Guest Party.

6:10 - KECA - TV Guide.

6:15 - KECA - Clark Sparkes Show.

6:20 - KECA - Homemakers.

6:25 - KECA - Folk Music.

6:30 - KECA - West Coast Music.

6:35 - KECA - Buckhanger Talking.

6:40 - KECA - California Central.

6:45 - KECA - Sports News.

7:00 - KECA - Homemakers.

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9:35 - KECA - Location of cope.


9:45 - KECA - Turf Time.
Radio Lifelines

(Continued from Page 11)

semi-monthly video stint can be too much for the voice. To combat this, Jack Parr, who has been hibernating from the kilocycles for at least three years. Elevated too much, the Fat Man, said Mike Dewey, was on a "limited edition" of The Don Lenore Show. When the Kilowatt crashed network radio as summer sub for Benny, Faizl fozzed it, and on was a pity, for the guy's loaded with charm and fresh talent. Here's wishing the years between have been fruitful and enlightening that Jack will be... complimentary, and when he pops the questions with flair - as he does it - also...
* Indicates News Broadcast.

**SUNDAY, APRIL 30**

| 10:00 | RECA, KFMR—Old-Fashioned Revival, KFCA |
| 11:30 | Comedy Variety |
| 1:00 | Mystery-Detective |
| 3:00 | Public Interest-Information |
| 5:00 | Invitation to Learning |
| 8:00 | Classical Semi-Classical Music |
| 8:00 | Quiz, Participation |

**Religion**

| 7:00 | Old-Fashioned Revival, KFCA |
| 8:30 | Christian Science, KFI |
| 9:30 | Voice of Prophets, KFI |
| 11:00 | Voice of Prophets, KFI |
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| 1:30 | Voice of Prophets, KFI |
| 3:30 | Voice of Prophets, KFI |
| 5:30 | Voice of Prophets, KFI |
| 7:30 | Voice of Prophets, KFI |

**Comment-Narration**

| 6:00 | Walter Winchell, KECB |
| 6:30 | Louise Parmes, KECB |
| 8:00 | Dave Pearson, KECB |
| 8:30 | Jack Benny, KECB |
| 9:00 | Jack Benny, KECB |

**Drama**

| 11:00 | NBC Theater, KECB |
| 1:00 | MGM Theater, KECB |
| 2:00 | United Books, KECB |
| 3:00 | United Books, KECB |
| 4:00 | United Books, KECB |
| 5:00 | United Books, KECB |
| 6:00 | United Books, KECB |
| 7:00 | United Books, KECB |

**Classical Semi-Classical Music**

| 8:30 | Salt Lake Tabernacle, KFXQ |
| 10:00 | Stated Music, KFXQ |
| 12:00 | Chicago Theater, KFXQ |
| 1:00 | All-Music, KFXQ |
| 2:00 | United Books, KFXQ |
| 3:00 | United Books, KFXQ |

**Ox, Participation**

| 12:00 | Guest, KFXQ |
| 1:00 | Voice of the Music, KFXQ |
| 2:00 | Voice of the Music, KFXQ |
| 3:00 | Voice of the Music, KFXQ |
| 4:00 | Voice of the Music, KFXQ |

**Popular-Hi-external Music**

| 6:00 | Red Rogers, KFXQ |
| 7:00 | Jack Crewe, KFXQ |

**Sunday Program Highlights**

Morning Programs Announce in Lighter-Type. Afternoon and Evening Programs in Bold Type.
**MONDAY, MAY 1**

*Buenos Dias* with Eddie Rodriguez

Daily 6-7 A.M.

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**Program Highlights**

Morning Programs appear in Light Type; Afternoon and Evening Programs in Boldface.

**Comedy/Variety**

12:00-1:00 P.M. *House of Lords*, KKNX.
1:00-2:00 P.M. *Burrill Wheeler*, KFJ.
1:00-2:00 P.M. *Bill Gas*, KFJ.
1:00-2:00 P.M. *Bill Gluck*, KFJ.
1:00-2:00 P.M. *Bill Louise*, KFJ.
1:00-2:00 P.M. *Bill Vincent*, KFJ.
1:00-2:00 P.M. *Bill Andrews*, KFJ.
1:00-2:00 P.M. *Bill Reynolds*, KFJ.
1:00-2:00 P.M. *Bill Johnson*, KFJ.
1:00-2:00 P.M. *Bill Smith*, KFJ.
1:00-2:00 P.M. *Bill Brown*, KFJ.
1:00-2:00 P.M. *Bill Wilson*, KFJ.
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TENNESSEE ERNIE
IN RADIO'S HOTTEST WESTERN SHOW
KXLA
9 - 10 A.M. — Mon.-Fri.
KXLA — Bar None Ranch.
9:15 — KTI, KFIM, KGK, KYOE — Early-Arlene.
9:30 — J. A. Mew, WAX.
9:45 — KTTI, KFIM, KGK, KYOE — Early Morning.
10:00 — KXLA — Welcome to Hollywood, KXLA
10:10 — KXLA — Texas Band.
10:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
10:30 — KXLA — Try Me.
10:40 — KXLA — Early-Morning Rodeo.
10:50 — KTI, KFIM, KGK, KYOE — Early Morning.
11:00 — KXLA — Welcome to Hollywood, KXLA
11:10 — KXLA — Try Me.
11:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
11:30 — KXLA — Welcome to Hollywood, KXLA
11:40 — KXLA — Try Me.
11:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
12:00 — KXLA — Welcome to Hollywood, KXLA
12:10 — KXLA — Try Me.
12:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
12:30 — KXLA — Welcome to Hollywood, KXLA
12:40 — KXLA — Try Me.
12:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
1:00 — KXLA — Welcome to Hollywood, KXLA
1:10 — KXLA — Try Me.
1:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
1:30 — KXLA — Welcome to Hollywood, KXLA
1:40 — KXLA — Try Me.
1:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
2:00 — KXLA — Welcome to Hollywood, KXLA
2:10 — KXLA — Try Me.
2:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
2:30 — KXLA — Welcome to Hollywood, KXLA
2:40 — KXLA — Try Me.
2:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
3:00 — KXLA — Welcome to Hollywood, KXLA
3:10 — KXLA — Try Me.
3:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
3:30 — KXLA — Welcome to Hollywood, KXLA
3:40 — KXLA — Try Me.
3:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
4:00 — KXLA — Welcome to Hollywood, KXLA
4:10 — KXLA — Try Me.
4:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
4:30 — KXLA — Welcome to Hollywood, KXLA
4:40 — KXLA — Try Me.
4:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
5:00 — KXLA — Welcome to Hollywood, KXLA
5:10 — KXLA — Try Me.
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5:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
6:00 — KXLA — Welcome to Hollywood, KXLA
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7:00 — KXLA — Welcome to Hollywood, KXLA
7:10 — KXLA — Try Me.
7:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
7:30 — KXLA — Welcome to Hollywood, KXLA
7:40 — KXLA — Try Me.
7:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
8:00 — KXLA — Welcome to Hollywood, KXLA
8:10 — KXLA — Try Me.
8:20 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
8:30 — KXLA — Welcome to Hollywood, KXLA
8:40 — KXLA — Try Me.
8:50 — KTI, KFIM, KGK, KYOE — Early-Morning Rodeo.
The Ear Inspires the Pen

C. H. Howland, 8618 Ramsay Avenue, Los Angeles, Calif.

Please print a picture of Len Doyle, who hosts the "Harrington" on the "Mr. District Attorney" show. I have a photo of the others and wish to add Doyle to the group. I feel sure that listeners agree that he does a swell job.

Mrs. Betty Fonsaca, address withheld, Los Angeles, Calif.

What has happened to Ted Malone and his delightful poetry program? Last week I found another program in his place with no explanation. It was certainly a pleasure to hear this type of program and I am greatly disappointed that I can no longer hear him. Do you know if he has changed time or station?

Although Ted Malone is still on the ABC network, KCLA unfortunately no longer carries his show. However, you might be able to pick him up from KFMB in San Diego 550 kc at 3:34 p.m. Monday through Friday.

T. M. Greer, address withheld, Los Angeles, Calif.

This is to agree most heartily with Ethel Beam's commendation of KGIL's "Folk Music for Valley Folk." The program has now spread far beyond the valley to an ever-widening circle of listeners and deserves to be still more widely known.

Can't you investigate this program and give us a little background on George Wilhelm, who, in my opinion, has one of the pleasantest voices on the local airways?

Request noted.

Name and address withheld, Los Angeles, Calif.

We are regular readers of your magazine and have often wondered why you have never made a survey on why people tune out a radio station? You no doubt would come up with a valuable lot of helpful information for the good of the industry. Folks find out what program a home is listening to but they never find out why they tune a station out.

Help, Letter Writers!

We love to have you write to this department, but too many of you are writing letters that are much too long. Please try to state your comments in 50 words or less, otherwise we shall have to cut your letter in order to permit others, too, to express their opinions. Write, but write right to the point!

The Ear Inspires the Pen

Charles P. Schoener, 1001 South Hawthorne Boulevard, Hawthorne, Calif.

After listening to Milton Berle's new recording, "I'll Kill You," I suggest that Milton dig a deep hole in the ground and throw the song in, then deeply cover it up. I think it is distinctly odoriferous and people think they can get away with murder!

Mrs. Charles Farber, 1085 Terrace Drive, Long Beach, Calif.

In response to the lady who enjoys request programs, try KNOB-FM in Long Beach. Thanks for printing the FM station logs... how about the FM program logs?

Ellie S. Waldman, 2644 Vineyard, Los Angeles, Calif.

In the March 22 broadcast of "Big Story" the first act finished with a girl being choked then the commercial said, "Guard against throat scratch." It was pretty horrible... why doesn't the producer of the show take heed before such boners are pulled again? I enjoy the show very much. Please print a picture of Bob Sloane, the narrator.

Mrs. Roman Gray, 129 East Morningside Street, Long Beach, Calif.

I heartily agree with your "View with Alarm" paragraph concerning commercials on the Los Angeles stations. Interviewing people and asking them to test the product. I'm still waiting for the day when one will retort, "No, I don't like blank as well as my own brand!"

We've had our video set since last June and how we love it. However, do they have to put the spotlight on those talent and variety shows? It completely blot out all facial expressions. I'm pretty sure it is done for the benefit of the studio audience, but it sure plays havoc with a TV viewer's eyesight.

Next, why do they have to crowd all the favorite shows on the same nights and same hours... we've got Spade Cooley and Ed Wynn at the same time... Pinky Lee, Buster Keaton and "Queen for a Day" at once, and now Harry Owens. "Pantomime Quiz" and "20 Questions" all together. Couldn't they sort of stretch them out so we can enjoy them all? This way we're wearing out ourselves and our set by switching from one channel to another so we can see a portion of all. Nevertheless, we think television is wonderful and "Point with Pride" to the beautiful music on KRLA Pandit's Sunday show and the delicious humor of the Alan Young show.

E. S., address withheld, Los Angeles, Calif.

I hesitate to ask this question about "I Love a Mystery," but it seems to me that in each show there is in the dialogue and/or situations a certain element of, shall we meekly say, "spice." It also is apparent after comparing several programs that they are just about the same type of situations presented by Carlton E. Morse and are in quite a bold manner.

Sylvia Uland, 327 Arizona, Santa Monica, Calif.

What happened to Stu Wilson and his Mutual program from the Owl Drug stores? I enjoyed it very much. Don Lee informs that the program has been off the air for some time and there is no mention as to its return.

Esther Orum, 1129 Venice Boulevard, Los Angeles, Calif.

What happened to Frank Graham on KNX's "Jeff Regan, the Lion's Eye"?

He is on vacation and was replaced by Paul Dubov.

Mrs. D. Schomer, 214 East Avenue Forty-two, Los Angeles, Calif.

Where, oh where, is "Chef Milani" and "Luigi"? Please do a story with picture on their all-around swell program over KMPC.

"The Chef" entered our cover and inside pages, August 28, 1949... you'll have to be patient until we can do another.

Emily Matthews, 6023 Hellman Avenue, Los Angeles, Calif.

Would you kindly print again your early morning listening schedule? I love to listen to the programs.

We included early a.m. logs in the issue of April 1, 1950.

Paul Morgan, 728 South St Andrews Place, Los Angeles, Calif.

I'm glad you listed the FM stations.

Eye Inspires

Name and address withheld, San Gabriel, Calif.

I hasten to reply to the letter from a San Gabriel reader (April 14 issue) because I do not want the world to think that all of San Gabriel is prudish... we have been watching television for the past nineteen months and our children watch it... as yet.

About Your Letters

All letters to the Ear Inspires the Pen Department should include name and full address of the sender. No name and/or address will be withheld on writer's request. Opinions expressed in the letters printed are those of the sender and do not necessarily reflect the opinion of Radio-Television Life.
Handy Hints

By Dorothy Gardiner and Keith Motherington, 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, 3631 Selma Avenue, Hollywood 28, and use it, with your name and address, in this column as well as on the air over KTLA. The show opening at 6:45. A lovely gift will be sent to everyone whose hint is used here as KTLA-Radio-TV Life Hint of the Week.

This week's winner is Kay Yesata, 1207 Bartlett, Los Angeles, Calif. Her entry is:

Save gummed but unused flaps from advertising envelopes you get in the mail or any odd envelopes you have accumulated. Use them for labels on canning jars. Simply snip off the right-sized piece, lick, and your job's done. Then you don't have to bother with glue or paste.

* * *

Here is how to keep your razor sharp. After your shave, wash and dry blade. Then place it in a regular juice glass, put your thumb over blade and press it against the sides of the glass and rub. It will only take a few seconds and will make the blade last indefinitely.

If your screens need painting, take a small block of wood, cover with a piece of old carpet. It makes an ideal brush. Just tack the carpet onto the wood block, dip into paint and rub across the screen. You'll have a nice even paint job.

If you have a child who is just learning to drink from a glass, place two rubber bands around the glass, one near the top and the other near the bottom. This will help to prevent the glass from slipping out of the child's hand.

Here is a hint which will save you some money when making long-distance phone calls. Take your three-minute egg timer and invert it as soon as the party answers. This way you will know when the three minutes are up.

Now that shortcake time is here, people will be whipping cream. Well, this hint is designed to keep the cream from splattering all over everything. Just tear off a piece of waxed paper, cut a slit in it and put it over the beater. This, of course, is for the egg beater, not the electric mixer.

A marble is very useful when mending small holes in the fingers of gloves. Just drop it in the finger and yodel and you have a very handy darnar.

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MONKEYS HAVE MORE FUN THAN A BARREL OF PEOPLE!

You CAN, TOO!!! JUST SHOOT HAWTHORNE AND WIN WONDERFUL PRIZES!!

JUST SET UP YOUR CAMERA IN FRONT OF A TELEVISION SET WHILE "THIS IS HAWTHORNE," KLAC-TV, MONDAY THRU FRIDAY, IS ON THE AIR. THEN SEND A PICTURE OF WHAT YOU THINK IS A TYPICAL HAWTHORNE POSE OR EXPRESSION.

THAT'S ALL! IT'S EASY!

SEND YOUR PICTURES OR BEING THEM TO MUSIC CITY, CORNER OF SUNSET & VINE, HOLLYWOOD.

This contest is sponsored by MUSIC CITY, a peachy-keen music store, and RADIO-TELEVISION LIFE, a peachy-keen magazine, in cooperation with HAWTHORNE, who follows night baseball this summer "Where Things Are Peachy-Keen On Lucky Channel 13."

We have peachy-keen prizes!

Each week, an RCA-VICTOR RECORD PLAYER ATTACHMENT AND 10 WORTH OF RECORDS. THE GRAND PRIZE will be a new 1950 Portable MOTOROLA TELEVISION SET.

We have peachy-keen judges, too!!! Songstress Kay Starr, band leader Harry James and photographer Howard Zieff select the winning photos.

Get going! Start tonight to....

Shoot Hawthorne

Pictures must not be smaller than 2x3 or larger than 11x14. Submit as many as you wish each week.

SEE THE SPECIAL WINDOW DISPLAY OF PICTURES AT MUSIC CITY!!!

Tips to Photographers

1. Wait for Hawthorne to hold still before you shoot. Don't try to catch him moving around.
2. Be sure your television screen presents a sharp, clear contrast at the time you shoot.
3. A gray image on the screen is better than a jet black. Multiply one.
4. A tripod is essential, as the image tends to vibrate. Hand holding the camera will only add to such movement, causing a blur.
5. Your results will be aided by shooting at a tenth of a second at F2, using film that has the speed of 84 tungsten, such as super XX.
6. Be sure that your camera is exactly perpendicular with the screen.
7. DO NOT use flash or lights of any kind.
8. In focusing on the screen, get as large an image in your camera as possible.

SECOND WEEK'S WINNER

CLARE FRAZAR
51 WEST ANDRIS STREET
MONTEREY PARK, CALIF.

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Menuette

By Norma Young

KHL

May-Day Baskets

(Children love these)

2 c. sugar
4 egg whites
6 egg yolks
2 c. cake flour
1 t. baking powder
1/2 t. salt
1 c. boiling water
1/2 t. each vanilla and almond
1/4 t. salt

Sift flour once, measure and sift again with baking powder and salt. Sift three times. Beat egg yolks until thick and lemon colored, add sugar, creaming constantly. Add sifted dry ingredients alternately with the boiling water. Add flavorings. Now fold in stiffly beaten egg whites. Pour into well greased muffin tins and bake in a moderately hot oven, 375, for 20 to 25 minutes, depending on size of muffin tins.

When cakes are cold, remove center and fill with Bavarian Cream. Then make a handle out of wire hung with small gum drops, and frost the edges with white-cream icing.

Bavarian Cream

1 T. plain gelatin
1/2 c. cold water
1 pint of heavy cream to be whipped
1/2 c. sugar
1/2 c. scalded milk
1 egg yolk
1/2 t. salt

Dissolve gelatin in cold water for five minutes, then dissolve in hot milk, in which sugar has been dissolved. While gelatin is dissolved, set bowl in 1/4 pan of ice water, stirring until milk is thickened. Fold in cream which has been whipped, and flavored.

Place in refrigerator until cakes are ready to be filled.

Note: If Radio-Television Life readers have household or cookery problems, call Norma Young, at home 2-9594 or at 3 p.m., Hudson 2-3133.

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we have not witnessed an objectionable program. If they were as bad as that letter would indicate, they would have been censored indeed...the body can be displayed to good advantage without being vulgar and since we have seen as many video shows as anyone else the Gabriel Valley, I judge the only vulgarity in evidence was in the minds of this family...such nonsense in this day and time is ridiculous, and they will not continue to be paralyzed so that they can get up and switch to another program.

Mrs. Ruth Carroll, 102 West Ash, Burbank, Calif.

Can you tell me what happened to that good television show "The Pendulum"?

"The Pendulum," formerly seen on KTTV, was an Eastern kinescope, on a sustaining basis locally and therefore was taken off for lack of sponsorship.

El Story Waldman, 2646 Vineyard, Los Angeles, Calif.

I am really sorry that the "Hollywood Wives" program was taken off the air. It offered such fine opportunities for talented actors and starred them in very good dramas. In the past I heard many actors and actresses presented on many other shows but certainly hope some alert sponsor will snap up the show soon.

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In & Out of Focus (General Comment)

Looks Like

Harold Steinman, producer-owner of the "Skating Vanities" roller show, will provide video audiences with something new in entertainment shortly when his stars and their lavish costumes are built into a half-hour video variety... Peggy Ryan and Roy McDonald are setting a BBC radio-video high with their latest fourteen performances in ten days, plugging their current concert tour in the British Isles. Gay Forre')t, currently the Marquis Restaurant entertainer, is soon to bow in a series of fifteen-minute television shows, which will be filmed for national use by Keith Douglas Productions... One of the first movie-contract vs. television-appearance choices we have heard of being made is Eddie Bracken's refusal to sign with RKO when permission for video, radio and personal appearances wasn't included in his picture pact. Bracken is working on a summer show and, it is possible conversion to TV may occur, so he bypassed the movie... TV rights for the old 1939-1940 "Big Town" scripts (the ones Edward G. Robinson read as "Steve Wilson") have been sold, and these thirty-nine shows will soon be seen. Star not yet set... Looks like we won't be seeing the UCLA-USC games telecast live this coming fall. Every TV outlet in town is after the games, but the schools are holding out for a delayed telecast, not to be seen before Sunday night at the earliest. Coast Conference meets in Vancouver early in June, and is expected to make this official... "Oldsmobile" last week signed Jerry Farrbanks Productions to make twenty-six half-hour TV films for autumn release. Free-lance actors and actresses will appear in the series, titled "Rocket to the Stars," filmed in individuals' homes... CBS-TV is getting up a video series for fall viewing, starring Marie Wilson. Series may or may not be the "filmstrip" format... The MCA wrestlers squabble may come up before the State Athletic Commission, what with MCA saying their contract covers all wrestlers, and that only bouts negotiated by MCA... Don Lee (radio) as a result of his TV stint; Don Lee might check into his former radio activities—he was great on the air too... No J. Arthur Rank films will be available for TV for the time being. Presently, MCA is cutting a new KNBH audition for that sponsor... The biggest single coin deal on local video to date involves Joe Graydon's KLAC-TV show and Ralph's Groceries. He goes on two hours daily, five days each week... Milton Berle is out to top his last year's $1,000,000 in pledges for the Damon Runyon Memorial Fund for cancer research. His NBC-TV marathon starts April 19 and runs for twenty-four hours, with stars galore looking in on Mitie. At last hearing the word was that the show will not be brought out here via kin-nie. How careless... The public is invited to Hoot Gibson's new "Hollywood Rodeo" emanating from Pickerin' Producers in Burbank. Hoot's sidekick, incidentally, is Jerry Amble, who was voted World's Champion Cowboy for three consecutive years.

An FM Note

Because we formerly carried our FM news with our television section, we include this information for sports fans who are also FM fans... KUSC is carrying all home baseball games played by the University of Southern California this season. On week days the Bovard Field play-by-play begins at 2:00 p.m. and ends 1:15 p.m. on Saturdays... We list below the days, dates and opponents...

Friday, April 28, California; Saturday, April 29, California; Monday, May 1, Alumni; Friday the 5th, St. Mary's; Saturday the 6th, St. Mary's; Tuesday the 9th, University of San Francisco; on Friday and Saturday the 12th and 13th, Stanford; and on Tuesday the 16th, UCLA.

Your TV Set Tapped?

Negotiations are now underway for the installation of "Hooperecorders" in some 500 scientifically selected TV homes of Los Angeles... Recorders would be attached to TV receivers and record the conversations of a representative cross section of the typical American family. The recorders, when activated by a signal sent through the air, would "report" the set and send back a report on which channel each set was receiving. This information, printed on tape and compiled in three and a half seconds for each receiver, could be fed into special machines which would come up with information vital to telecasters and advertisers concerning the share of audience their programs were capturing.

Householders would never know when their TV sets are being sampled, according to C. E. Hooper, the former Hooper Ratings head, who is behind the move... Hooper, whose new plan theoretically would revolutionize his former method of telephoning householders and asking what shows they were hearing or seeing, said he chose Los Angeles for his forthcoming experiment because of the "highly diversified population here, representing in abundance every type of American—from farms, big cities and small towns."

He declared he preferred Los Angeles also "because of the ever-growing TV interest here and the organized effort of the Chamber of Commerce and other groups to make your city the television capital of the country."

The five hundred householders who would never know when their TV habits were being sampled comprise the basic plan of the Hooperrecorder test, but the number could be expanded if subscribers need special data which could not be scientifically established without a larger sampling pool.

* * *

We may soon have another set of figures, as completely different from all the others as they are from one another, on what programs are most listened to, and by whom. And it is still inconceivable to us that you can test the listening potential of almost 500,000 TV sets by tapping 500 of them. Just what if the other 499,500 were watching something else? They don't count, huh?

We Neglected

In our review of "Squeakin' Deacon's Store," for some reason still obscure to us we neglected to mention one of the show's entertaining regulars—one Bert (Gay, who comes a-shoppin' at the "Deacon's" store and is usually persuaded to stay a while and entertain the folks.

A human frailty it is to overlook the most familiar—sorry, Bert.

Stop, Listen, Look (Shows You May Like)

"Accordion Fantasies"

Something quite different and quite pleasant in the field of musical programs for TV is "Accordion Fantasies," seen each Monday at 5:15 p.m. on KLAC-TV's Channel 13. Format covers renditions by a nine-piece all-electric accordion band, the finest appearances of musical notables, and a $2,000 contest for children who write the best letters in fifty words or less as to why they would like to play the accordion.

This nine-piece band, incidentally, has an average age of thirteen years, with most of its members in junior high school, yet it is rated the finest band of its kind in the land. There is
little on television that is more musically entertaining than a group of children, when they are good—and these kids are! Their natural exuberance lends a spirit to performance that a good many of their elders somehow miss.

The guest so far have included: Mollie Herold, one of the very finest of the world's accordionists; Leo Reis, Robin Linegan and Melvin Vance, all square dancers, are expected.

The show is able to rake in this top talent and present the band weekly due principally to the fact that it is sponsored and put on by the Music Center Accordion Studios, a graduate school within centers in Beverly, Compton and Long Beach. Jack Ray- mond, the quick, well-known Southern California emcee (who also entertainingly monitors this show), conceived of the idea of deviating from the half-dozen or so other musical TV'ers by parading the accordion specialists, and the Center Studios developed the show.

The contest, open to any child who really wants to learn to play the accordion, includes as part of the $2,000 prize, a 1951 Stralovari Accordion and a scholarship to the school. Choice is based on the best letter only. . . no box tops, coupons or anything else. Contest address is simply: Music Center, KLAC-TV, Hollywood.

The show is the part of the Al Jarvis period, and at the end of the first three weeks the disc jockey himself had acquired quite a fancy to the accordion. Hope himself is becoming a maestro of the stretch-fiddle.

If you have any doubts about self-ability mingled with your desire to get your hands on an accordion and ever have anything listenable come out, catch the show and watch for the ten-year-old girl who performs. At this writing she had trained but ten days.

**Hope vs. TV**

Interesting to note the reaction of the motion-picture exhibitors to Bob Hope's appearance on the Frigidaire-sponsored television show over NBC's eastern studio, known here on KNBH, Sunday, April 16. These same exhibitors have for months loudly been proclaiming that people still prefer movies to TV. The TV is no threat to movies; that box office depends merely on "better movies"; and that the video auto will never replace the cinema screen. Whether these tenets are so true, did faces blue up over Massah Hope's appearance on video? Theater men take the attitude that Hope did a great disservice to the medium that made him—medium being movies, according to them.

A Boston theater operator E. M. Loew, a committee of other exhibitors (house owners and operators who book pictures from the various movie companies and present them to the public against motion picture competition), is especially impressed with video. Their crusade would create great interest—as does anything controversial—in the stars who do appear on TV, it seems to us. Mr. Loew wants a committee set up which will approach the stars and studios in an effort to prevent them from appearing on the hated new medium.

The radio men in turn laugh heartily at the suggestion that Hope is turning his back on the medium that made him. They contend he was a radio star first, then pictures cashed in on his popularity. Who knows?—and popular cares? He's popular in each, and no doubt will be doubly popular in the combination of the two known as television.

Anyway, for those who do care, Hope's real start came from the stage ("Robertita" and "Ziegfeld Follies") and vaudeville. The former has quietly gone right on despite both movies and radio, or do we read the grosses from the New York stage wrong?

Hope himself is anything, but we notice he has been set again for an NBC-TV special video program on Mother's Day, and will follow this with other holiday shows for the network, including July 4 and Thanksgiving.

The hour-and-a-half Easter extravaganza, termed "Star-Spangled Revue," featured Hope, Beatrice Lillie, Douglas Fairbanks, Jr., Bob Hope, Jack LaRoy, all vet performers. It was spotty, but we thought generally good. Hope's moments of unease were infrequent, and his co-stars were at their best. Douglas Fairbanks' best, we regret to relay as our impression, has been on movie celluloid, but he didn't actually upset us on this show.

Some of the more exciting brought up the old inter-network feud, and it seemed to us that NBC's gesture of allowing the words CBS, Godfrey and other rival stars to be mentioned was both bit and gag, and giving the distinct impression that if those hated terms aren't taboo on NBC time and air, they can't be too dreaded.

Viewer statistics from the East (local tab is not yet available) substantiate both the fears of the movie folk and the faith of NBC and Frigidaire in Hope as a big drawer.

He scored a rating of 49.4, placing him second only to Milton Berle in program rankings. His share of the audience was an 88.2 average for the entire show, placing it, too, in a close second position to Berle's leading 91.6. The number of viewers per set-recorded for the Hope show was more than five persons, as opposed to the regular programs which rarely exceed four.

**Off Lens (Personalities)**

**Boyd Gives Word**

When Mal Boyd, the "B" of PBB, which in turn stands for Pickford, Rogers and Boyd, returned to this Coast for a couple of weeks, he spoke to the Television Producers' Association at their March meeting. Mal, former proxy of the organization he addressed, deplored the lack of foresight and business heap which leads die-hard West Coasters to claim only their region as the citadel of all that is good, and ultimate home of tele- vision's creative tendencies. He mentioned re-actionary tendency of the Easterners who proclaim their land as the only tele-wise milk-and-honey spot.

He pointed out that while the finger on the wall hasn't been moved on, the handwriting is there for all to see—shows will continue to emanate from both centers, just as do other major medium organizations, and any selfish tendency toward one or the other will merely retard the already slow process.

Mal, who is currently producing the Educational Pick-a-Day's show and Mary Pickford's "Value Theatre," in the East, mentioned an interesting development in the eastern talent market. Presumably, the public is psychologically linking radio and television, and it is the big radio names, not the big movie names, that are in demand. More than that, it is that the shows that are the "hot," rather than the "names" appearing.

Mal and another Boyd, Bill, were for a short while staying at the same hotel. "As far as New York is concerned, there is only one Boyd, and it wasn't I," Mal laughed. "I got into no end of troubles with phone calls, and 'Hoppy' must have experienced some pretty puzzling moments."

Mal cited all the New York polls seem to be in complete agreement on shows, while the polls taken in the Los Angeles viewing area all differed. He wondered which was right, but we have been quieter about it. Berle is still tops in the East, but the trade journals there have it that the comedy headliner will just get through this season, and how far into next season his number-one rating will go is a matter of speculation.

**Tourists, Attention!**

The first guided public tours of the world's largest television production facility, mammoth twenty-three-acre ABC Television Center, the home of KECA-TV at Prospect and Talmadge in Hollywood, were opened last week. From now on, visitors will be guided through the huge birthplace of talking movies on a weekly Wednesday-through-Sunday-afternoon-and-evening, four-times-a-day schedule.

The tours include a complete inspection of the vast entertainment site, including visits on sound stages and at telecast rehearsals, set-construction and scenic-designing departments, inspections of both video and audio control rooms, master control (newly center in the entire operation), dressing and make-up rooms, film vaults, a tour of Stage 2, where the world's first talking motion picture was made, and other points of interest.

Tickets are fifty cents plus ten cents federal tax each. A special student rate for groups of ten or more is available at fifteen cents, plus ten cents tax.

Reservations should be made by calling NORMANDY 3-9331, Extension 375, or by writing: Guest Relations, ABC Television Center, Hollywood 27.
FRIDAY

5:45—5:14: Ch. 11, News, Ch. 3, Palladium, Ch. 13, Leading Ladies, Ch. 11, Lucy Show
5:15—5:25: Ch. 12, Western Serial, Ch. 13, The Mating
5:26—5:35: Ch. 14, Convoy Thrills, Ch. 3, Hub Theatre, Ch. 11, News, Weather
5:36—5:45: Ch. 11, Celebrity Time, Ch. 13, Comedy Theater, Ch. 13, Kenmeyer's
5:46—5:50: Ch. 11, Time for Tone
5:51: Ch. 11, The Pirates
6:15—6:20: Ch. 13, Adventurers of Cyclone Malone
6:21: Ch. 13, Hands Blinds, Ch. 7, Space Patrol
6:22—6:30: Ch. 11, We'll Play
6:31—6:35: Ch. 11, Sportsbook
6:36—6:40: Ch. 14, Previews: Arnold
6:41—6:45: Ch. 11, Kathia
6:46—6:50: Ch. 3, Searell
6:51—6:55: Ch. 11, Pet Exchange
6:56—7:05: Ch. 11, Animal Town
7:10—7:15: Ch. 6, Lee's Last
7:16—7:25: Ch. 1, The Buddy
7:26—7:30: Ch. 11, Film Short
7:31—7:35: Ch. 3, News, Weather, Ch. 6, Room Car
7:36—7:45: Ch. 11, People in News, Ch. 11, Racing Pals
7:46—7:51: Ch. 11, LTV News
7:52—7:55: Ch. 11, Half the Champ
7:56—8:05: Ch. 3, Roberta Quinlan
8:06—8:10: Ch. 11, Piano Parade
8:11—8:15: Ch. 11, Carmen Miranda's Night Revue
8:16: Ch. 11, Movie Geyers Royal Hawaiian, Ch. 11, Reversals
8:17—8:25: Ch. 7, Johnny French's Quiz
8:26—8:30: Ch. 11, J. Hardy Plym
8:31—8:35: Ch. 11, Week in Sports, Ch. 11, Matinee,
**WEDNESDAY**

3:15 - Ch. 3, News, Call of the Champions, 6:30 - Ch. 3, Sports Final.

10:15 - Ch. 3, Cartoon.

6:30 - Ch. 3, Backstage With Mr. Curtain Call.

6:30 - Ch. 4, Anniversary of "The Middle of Nowhere".

6:30 - Ch. 5, Late News.

**THURSDAY**

2:15 - Ch. 3, News, Call of the Champions, 3:30 - Ch. 3, Sports Final.

10:15 - Ch. 3, Cartoon.

6:30 - Ch. 4, Live TV at Home with Mr. Curtain Call.

6:30 - Ch. 5, Live TV at Home with Mr. Curtain Call.

**BUDGET PACK MACARONI**

**TELETEEN REPORTER**

With Al Burton
Wed. 7:30 p.m.

KECA-TV Ch. 7
The Western Sinatra...Busier Than Crosby?

(Continued from Page 3)

that has swept the country can be matched by few artists.

The tall, handsome bartonne, often referred to as the "Western Sinatra," never speaks of in a "string" without saying "we." The pronoun includes Rogers and Spriggen, the feudin' twosome who play rhythm guitar and bass respectively, and are treated by their handsome, harried boss as a couple of favorite bad children. He is needed by both of them—they in turn get the needling of each other.

Roundup of Activities

While the three have worked, and still perform, as independent artists on Capitol records, the bulk of their activities is all a happy thessome. Each one of them is apparently in more than a dozen movies. Three nights a week they front the big "Cavaran" band down at the 'Riverside Rancho, the Carnegie Hall of Western swing devotees. All of them work publishing "Western Life," a magazine dealing with Western personalities, their hobbies, pastimes and families. Band and publishing keep them on the go.

Twice a week, KFI carries a thirty-minute show featuring the "Cavaran." Their television show requires many days of work.

None of the boys would miss a performance if their lives depended upon it. This quite literally was demonstrated last summer when Tex and the "Cavaran" were featured on "Western Night" in Hollywood. The entire band and studio with pneumonia one week before the big night, insisted upon an appearance taking him to the Bowl. He was half-ill, half-crippled, too weak to rise and perform on his big bass, but present with his pals and very happy.

Hobbies Aren't Western

The boys don't confine their hobbies to tinkering with bridge and saddle or currying their favorite pony. Smokey is a gentleman farmer ("that's a guy who's too lazy to go out and buy vegetables," says Deuce) and a flyer. He runs his own farm and flies his own BT-13.

Deuce is an avid golfer and gives his handicap as running from eight to twenty. When he isn't working on a picture or cutting records, his practice hours increase and the handicap decreases.

Tex, who solidified his popularity with the whole nation when he sang in "The Range Busters," can be torn from his favorite hobby, song writing, only by a baseball game.

Page Thirty-four
HERE'S HOW HILO HATTIE IS MOST OFTEN SEEN by fans of Hawaiian art. She has had many imitators, but no one has approached the regard in which she is held by admirers here and in the Islands.

The Schoolteacher Learned the Hula

And Became "Hilo Hattie," Though She Isn't From Hilo and Pupils Called Her Miss Inter

By Joan Buchanan

The Bandleader who wrote the song "Hilo Hattie" pictured his heroine as a languorous, glamorous hula dancer. The illustration on the sheet music bears him out. But it took a mild-mannered schoolteacher to bring Hattie to life. Miss Clara Inter, for sixteen years a teacher in Hawaiian public schools, has become so identified with the song that she is known professionally as Hilo Hattie.

Until 1939, Hattie was an amateur performer. She had learned the hula in order to teach some of her young pupils. Most Island children learn it as soon as they take their first steps. In 1936, Hattie joined a group of musicians who needed a guitar player for an engagement at the Royal Hawaiian. They went on tour and played dates in Canada and the U.S. On their return, Hattie became Miss Inter again and went back to teaching.

Mother Hubbard

The Eastman Kodak Company arranged for Hawaiian entertainment in order to induce tourists to photograph native scenes and Hattie became part of the group. Her present costume evolved when she donned a long-sleeved Mother Hubbard and a big straw hat, partly for protection from the sun and partly because she didn't think the school board would relish her doing the hula in the usual costume. The tourists loved her and one of them asked her why she didn't become a professional entertainer. "I just didn't think it would go," she says now.

Two years later she became a professional when she accompanied the Hawaiian Shriners to a convention in the U.S. "They were all members of the school board, anyway," she laughs. During the war she entertained at Army and Navy bases in the Pacific and Vincent Astor engaged her for the Hawaiian Room in New York.

Intermittently going back to school-teaching, Hattie was put in charge of problem pupils for the last four years of her academic career. They were impressed with her reputation no less than with her informal, sunny disposition. "It was one way to get them to read the papers," she laughs, "they would look to see what it said about me."

Assamattayu?

At one time, however, Hattie nearly created a public-school problem of her own. She was doing a series of broadcasts, during which she sang American popular songs in Island pidgin English—a combination of Japanese, Portuguese, Chinese, Hawaiian and English. The schools had been trying to stamp out this patois—some of the native children spoke nothing else and American children quickly picked it up. School authorities asked Hattie to stop using it on the air—her young admirers were only too eager to copy her.

Advice from the Dean of Teachers College in Honolulu gave Hattie the incentive to break away from school-teaching altogether. "Entertainment is a wonderful field," he said. "In the teaching field you are one among many. In entertainment you're one of a kind." In 1940, Hattie joined the Harry Owens group and has been with it ever since. At least once a year she returns to Honolulu and has been pleased to discover that she has become an Island legend. Children who were born after she left her teaching post have all heard about her from others. Even in the States, she meets grown-ups who greet her in pidgin and who were once her pupils.

Hattie has all the fascinating facts of Island entertainment lore at her fingertips. The music first came to the States in 1899 when Hawaiian entertainers were brought to the fairs and expositions. One of the first was the mother of the Eddie Bush who is currently seen on the Owens KTLA program. The Portuguese brought the guitar and ukulele to the Islands in the early part of the nineteenth century. Hattie reveals (Please Turn to Page 39)
HA RO L D  L LO Y D, O N E O F T H E M O V I E S' B R I G H T E S T s t a r s, made a brief sortie into radio several years ago with "Comedy Theater" on NBC. Along with him was his pretty daughter, Gloria.

Flashbacks!
No. 66 of a Series

H A R O L D  L L O Y D , O N E  O F  T H E  M O V I E S'  B R I G H T E S T s t a r s, made a brief sortie into radio several years ago with "Comedy Theater" on NBC. Along with him was his pretty daughter, Gloria.

Past Broadcasts Reviewed Again, Courtesy Of Old Radio-TV Life Memory Photo File

TRAGIC LOSS WAS that of Glenn Miller. His overseas orchestra made army history until he disappeared during a flight over the Channel.

FACE BEHIND THE ping-pong balls is that of Zero Mostel, who went great guns on the air several years ago, is still remembered locally for chasing ushers down the corridors exploding light bulbs behind them.

A DECADE AGO, "Song Shop Romance" starred Lorraine Elliott and Jack Owens. Jack composed such hits as "Hot-Sut Song," "By-U By-O" and "Cynthia's in Love."
THE MERRY MACS SINGING GROUP WAS tragically broken when young Joe McMichael (second from left) died of an overdose of sulfanilamide while in the army. Later, Mary Lou Cook quit the group and Ted and Judd McMichael carried on with two replacements.

ATTRACTION OF TWO SOME WERE THESE STARS who went together briefly before marriages to other people—Edgar Bergen and Ginny Simms seen here attending premiere.

ANOTHER familiar face had his own show a decade ago—Ned Sparks, the frozen-faced screen comic.

BIG DEAL WAS JACK BENNY’S TENTH ANNIVERSARY celebration. “Shlep-" (Sam Hearn), seated second from right, and Andy Devine, standing second from left, were with the show at that time.

“BARON MUNCHAUSEN” and "Sharlie" were among the most popular stars of radio’s 1930 decade. Left is Jack Pearl, the "Baron," and Cliff "Sharlie" Hall.
A YEAR ago, "Queen for a Day" was being seen daily on television, simultaneously with its radio broadcast. Two cameras were trained on the show, and in the words of director Jim Morgan, they were happily ignored. It's a sign of the times that "Queen" decided to do television and do it right. The simulation was discontinued while the staff analyzed all the elements of the original show and turned each one into a visual part of the whole.

Pageantry has always been an important part of "Queen," even sight-unseen. Now the viewer can see the drapes, sets, pages and models. The wardrobe, always of interest to women listeners, is now displayed by pretty clothes models. This has meant extra rehearsals for the routine—when the announcer describes the "smart alligator shoes," the TV camera had best be focusing on them and not showing the girl full length.

Boyle Loves TV

Jack Bailey, with years of show-business experience, makes the change to the sight medium with little difficulty, though his task is multiplied tenfold. There's no reading of the list of gifts, a la AM; Jack memorizes full descriptions. He doesn't know the actual wishes until the show begins, and in the case of the winner, there are thirty people involved in making it come true before the program is off the air. The staff has a big file of merchandise of almost every description already set up, and backstage there is a veritable warehouse of valuable gifts.

BIG ADVANTAGE of TV is apparent here, in the line of pretty models displaying clothes won by lucky "Queen," center. (Antler photo.)

JIM MORGAN turned a hobby to advantage when it was decided to film vacation spots on show. He's in action here at Lake Mead, Nevada.

An interesting difference between the TV and AM versions is noted by director Morgan. The contestants on television are more self-conscious than those on radio, "There is more to do," he avers. "The lights, the crew and the excitement of being seen all add to it. Most people are used to speaking over the telephone, so just speaking on the air isn't so amazing to them. Being seen by millions of people is something else." "Regulars" will be out of luck on TV "Queen" just as they have been as repeaters on the radio show. Also, AM "Queens" will not be permitted to compete for the visual version "It's a one-day event," smiles the director.

TV Travelogue

Main difference in the two shows, however, is the interesting innovation contributed by Morgan—the film clip of the resort—which the lucky TV "Queen" will visit. Production of this two-minute film entails several days of work. On Fridays, Morgan, with assistant Janice Lundell and writer Don Victor, flies to the resort spot, lugging all the camera equipment, lights and film. They decide on the most interesting shots, meet the staff of the hotel and guests and request their cooperation in making the film.

Guests are thrilled to contribute and are hustled into tennis clothes, swim suits or riding habits in order to demonstrate the available outdoor pastimes. Indoor games and dancing are also photographed. Sunday the three-man team returns to town; Monday the film is in the lab; Tuesday the print is delivered and cut, additions are made to the continuity and a script is written to accompany it. The film is again cut to fit the script and is sent back to the lab for a final print. Seen on the actual show, it will include Bailey's narration and a musical background.

No other program is doing this added complexity and probably none will attempt to follow its development. Morgan plans to expand the scope in time with trips to New Orleans for Mardi Gras, to Honolulu and Paris. He hopes to be able to use emcee Bailey on some of the films, and also photograph one of the actual "Queen" winners to show a

By B. J. Hammer

See the "Queen"?

Jim Morgan, Director of "Queen for a Day," Reveals Different Tasks on TV, Including More Self-Conscious "Queens"

April 28, 1950
The Schoolteacher Learned the Hula

(Continued from Page 35)

that Californians appreciate Hawaiian entertainment the most, with Texans next.

It comes as a surprise to many people that Hattie speaks better English than most Americans. Her whole education was obtained in Hawaii. "Few people realize," she states, "that there are no native language schools in Hawaii. It is taught only in high school as an elective. Also, did you know that the only English-speaking school prior to 1849 that West Coast residents could send their children to was in Honolulu? The only alternative was for parents to ship their children around the Horn to go to school in the East. The school is still in existence."

Hattie has made several pictures and short subjects, from her first, "Song of the Islands," to "Miss Tatlock's Millions." But she enjoys television the most. "Movies are interesting," she grants, "but television is not so formal." She has also had a chance to sing more serious things, such as "Wedding Song" and a native chant, on the Harry Owens video show. Though she intended to return to teaching, after each experience in show business something exciting has drawn her back, and the most exciting is television on KTLA, where the Owens program has a top Hooper.

Since becoming a legend, Hattie has discovered that tourist guides now point out her birthplace on the Island of Hilo. Though she's never lived there and her name isn't Hattie, as is the case with all legends, it's the spirit that counts!

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Seen the "Queen"?

(Continued from Page 35)

future winner what's in store on her vacation.

Actually, the AM program has added the TV staff in transferring the show so successfully from one medium to another. Five years in radio isn't like starting out brand-new; the format was set up and remained almost identical. The overlapping of prizes and awards, ahead-of-time office work doubled up and a staff that has worked together for many years make the transition simpler than it looks.

Smooth Teamwork

Morgan can't say enough in praise of the staff behind the program. "We're used to each other—we've had 250 shows a year together." TV demands more cooperation and enthusiasm on the part of the staff than even radio, according to Morgan. "It's dependent on so many people," he emphasizes. "For instance, you think that the man who moves the camera cord has an unimportant job? Well, the one day he couldn't make the show, the camera ran over the cord and shot up to show the ceiling. It would have been worth a million dollars to have had the man that day."

In the same way, a model tripping over a rug or the wrong entrance can spoil an important spot that could, in AM radio, be covered with no trouble.

Speaking of models, TV has it all over AM in this department. The program discovered long ago that men liked the show. Glamorized as it is in video, Morgan feels that even a hard-boiled Joe will enjoy sitting by while his wife watches the prizes and clothes.

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ZaSu the Delightful

(Continued from Page 6)

but in one of the first "talkies" made, "The Dummy." Altogether, the comedienne has appeared in five hundred motion pictures.

Moviegoers may currently view her in the recently released hit screen comedy, "Francis," and theatergoers recently saw her in the East as the star of "Ramshackle Inn."

She stayed with the play eighteen months and turned down a total of twenty-three picture roles to do so. "Which proved to be a mistake for me," ZaSu lamented. "I was away so long, people are asking "ZaSu Pitts? Didn't she die or something?"

Radio dialers know better. They hear ZaSu weekly as "Miss Pitts of the County Home Economics Bureau" on CBS's "Lum & Abner" program. "Those boys are wonderful," declared the actress warmly.

"But," she added in characteristic matter-of-fact tones, "I'm really embarrassed about my part on the show, and about most of the parts I play now. They always have me chasing after a man. My goodness, I'm too old for that!"
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