MILTON BERLE: AFRAID HE'D GET LAFFS

GIMNY SIMMS
A Cinderella Story

Page 39

2 MAGAZINES IN ONE – ONLY 10 CENTS
THE NEW "RICHFIELD REPORTER GERBERA" is the blossom beautiful Ann Zika is showing to John Wald of the NBC news program. The flower was so named by the Howard and Smith nurseries in honor of the show's information service on wild flowers which has been carried on through the years. (NBC-Bailey photo.)

SEEN ON THE RADIO SCENE

CAN YOU AFFORD LESS THAN THE BEST IN COFFEE

Your grocer stocks a good many brands of coffee, some in vacuum tins, some in bags. Prices may vary a few cents a pound. But quality, flavor and satisfaction vary, too. When you buy FOLGER'S COFFEE, you can be sure of getting not merely the GREATEST POSSIBLE number of cups per pound... but the world's finest mountain-grown flavor... EACH cup rich, full-flavored, guaranteed to satisfy your every desire in coffee.

Prove to yourself that you cannot afford to buy less than the best! Buy a tin of FOLGER'S COFFEE... and try using ⅛ less.

Naturally... when we say COFFEE... we mean — FOLGER'S

Page Two

CARMEN DRAGON'S NBC "Starlight Concert" was the scene recently of this reunion between maestro Dragon (right) and the man whose protege he once was, Meredith Willson. (Robert Perkins photo.)
WHAT TELEVISION here, I foresee an opportunity for radio to do better things. This will be the time for radio to become more mature."

Speaking was eminent radio actor Herb Butterfield, whose fine work contributes strongly to the quality of the microphone fare currently found on your dial.

"I am very happy with my lot as an actor," he affirmed, "and grateful to be associated with such fine shows as the ones on which I'm working at present." These include NBC's "Halls of Ivy" and "Dragnet," and CBS's "Broadway Is My Beat" and "Lux Radio Theater."

Lauds Colman Show

"The Ronald Colman show," Butterfield praised, "is very adult. There is so much beauty of spirit to it. It is liberal in its outlook and, indirectly, makes learning wonderfully exciting. It is excellently written.

"The technique employed on 'Dragnet' is an amazing one. The actor sometimes stands across the stage from the microphone. The result for

What's New With Herb Butterfield

With the Advent of Television, This Fine Actor Expresses Hope That Radio Will Finally Be Forced to "Grow Up!"

By Lynn Roberts

the listener is like overhearing something you shouldn't. Nothing is ever played up for effect, and as a result the most astonishing effects are achieved.

"From an actor's viewpoint, I like 'Lux Radio Theater' because of its length—its hour-long broadcasts and the time allotted for its preparation. An actor is allowed the opportunity to have the character he is to play with him for days.

"'Broadway Is My Beat' is a fine show. The writing is great, the writers write so much in character. Its director, Elliott Lewis, is a great actor's director. He always adds something to the show. He is always thinking."

Butterfield names "thought" as the prime requisite for a radio performer. "A good radio actor must always be thinking. If you feel and think your characterization, it must come out right. An actor must completely submerge his own personality. Personality acting is not acting.

"Radio," Herb continued, "is to me, the purest form of acting. In this medium, the actor has no help, no make-up, no camera technique. Only his brain, his soul, his imagination."

The radio actor expressed a desire to do more motion-picture work but finds discouraging Hollywood's habit of categorizing a performer by his physical appearance. "Hollywood allows an actor to be only what he looks like."

Butterfield considers the work of England's Ralph Richardson the epitome of pure acting ability. "He has the average man's appearance, and in his work, there is so much imagination."

Predicts for TV

Butterfield predicts that, in time, the medium of television will employ much more imagination. "It will become monotonous just to see everything. The audience's imagination must be brought into play. I should... (Please Turn to Page 45; Page Three)
HERE'S MR. I—about to engineer the Adventure Special to Imagination-land. Playwright-actor Paul Tripp is "Mr. I. Magination's" creator. He writes the script, and writes and sings original lyrics to music composed especially for the show by Ray Carter.

TRIPP FORMERLY wrote, directed, produced and acted in the Federal Theater. He is New York-born but would like to move to California.

people can't seem to understand simplicity," pondered Paul Tripp. "One of my toughest jobs on TV has been keeping things simple." Like the time one of Tripp's "Mr. I. Magination" scripts called for a girl to be dressed like an apple tree. The studio screamed that such an effect would cost a hundred dollars. "For a burlap wrap and a couple of apples to tie on her arms?" puzzled Paul, who makes it his habit to visualize everything as a child would see it.

Tripp, alias "Mr. I. Magination," considers the perfect work one which is written with an adult's mind in a child's language. His work method is to immerse himself in facts, get used to them, and then write his half-hour story. He also writes the lyrics for "Mr. I's" songs for which Ray Carter, who with his wife penned the show by Ray Carter, who with his wife penned the script, and writes and sings original lyrics to music composed especially for the show by Ray Carter.

Keep It Simple!

But Clever Paul Tripp, Who Is "Mr. I. Magination" Himself, Says "Keeping Things Simple Is the Toughest Job of All!"

By Shirley Gordon

"All Right, Louie, Drop That Gun," provides the music.

"Carter not only gives me a choice of melodies for every new set of lyrics I write," Tripp praised. "He teaches them to me, because I can't read a note of music."

Fourteen Years Old

It was fourteen years ago that Paul Tripp originally created his "Mr. I. Magination," which has now been a top CBS-TV attraction for some sixty-three consecutive weeks and swinging into even higher gear with its new sponsor, Nestle's Chocolate. At that time, Tripp was actor, writer and director of plays at the Christodora Settlement House in New York City. Lacking a suitable assortment of theatrical props to stage his sketches, his fertile mind came through with the idea of "Mr. I. Magination," the magical fellow who can make anything come true—by imagination.

"Mr. I.'s" program is an imaginative reenactment, with music, of persons and events from history, the dream fulfillment of many a youngster's half-whispered "I wish I were . . . ."

Meeting "Mr. I." in the person of Paul Tripp—on vacation in California where he admits he'd like to stay—we found him the same personable, crinkly-eyed fellow who weekly engineers young-hearts' dreams on his miniature train into the limitless land of the imagination. He is an actor whose first love was the theater, an attachment so strong that his initial response to the idea of going into television was negative.

"Since," he told us, "I seem to have acquired a new sense of values. I have never before seen such vitality as is to be found in the medium of video."

(Please Turn to Page 35)

October 6, 1950
The Ginny Is Simms, of Course, and the Betty Is Jones, an Unknown Responsible For the Singer Coming Back on the Air

By Evelyn Bigsby

Ginny and Betty became fast friends. Betty wrote a song titled "Ginny," which was published. Though the singer had left the mike to devote herself to her family, Betty always kept Ginny's photograph in a prominent place on her desk at NBC.

Campaign

Last summer (1949) Betty began a concerted drive to interest Ginny in coming back on the air. At that time, the songstress (who is Mrs. Hyatt Dehn in personal life) was awaiting birth of her second child and naturally was not particularly interested in thinking about another radio show. But this past spring with little Conrad here and husky, Betty intensified her push.

October 6, 1950
LIKE TO believe that the camera is really the eye of a person,” revealed James T. “Jimmy” Vandiveer, KECA-TV’s executive producer of sports and special events. “What viewers want is to feel that they are right where the event is taking place.

“Television is dramatic,” he adds, “and you’ve got to give viewers two things—color and human interest. If they can’t see what’s happening and why it’s happening, then the coverage isn’t good.

“To me, nothing short of perfect is perfect!” declares the director, and Vandiveer’s highly accoladed work is proof of the drive and talent he puts behind everything he does.

Award Winner
Winner of Radio-TV Life’s 1949 Distinguished Achievement Award and the Academy Award for Channel 7’s coverage of the first-time televised UCLA-USC football games, Jimmy innovated the use of a fourth camera at field level, employed for the first time the technique of flashing the pictures of players onto the screen and actually gave set-siders the feeling they were “right down on the fifty-yard line.” The panorama of the sport was brought home in detail as the camera picked expressions of the fans and once caught a hero crying bitterly because he had lost a play.

More recently Jimmy has been the man responsible for KECA-TV’s televising of the Rose Bowl Parade, the technique is done either with identical settings or with telepencers that are projected onto the screen. Each of the three films has one of the commercials cutting in, and

Behind the Scenes in Video
No. 13 of a Series

Executive Producer

Color Came to KECA-TV as Veteran Broadcaster
Jimmy Vandiveer Put Human Interest on Camera

By Gaye Howe

Page Six
In & Out of Focus (General Comment)

Looks Like

Frigidaire last week announced that in addition to Bob Hope, they will have a national TV show starring Bobby Clark, the funniest man on earth, whose painted spectacles and cigar-puffing have captivated two generations. Clark will alternate with Hope, and Bobby's show will present Joan Blondell and Raymond Remberg, plus a girl revue. Michael Todd, one of Broadway's most successful producers, handles the reins on the NBC-TV offering. Long-time fan of the radio show "Lux Radio Theatre" will starring October 2 in New York (later here), find a rival in a family member, "Lux Video Theatre" bows on CBS-TV... Edgar Bergen and Charlie McCarthy, with Mortimer Snerd, Podine Puffington (the new full-length girl dummy), band leader Ray Noble, Pat Patterson and a male quartet, all make their television debut in a thirty-minute program to be presented on the CBS-TV network Thanksgiving Day, November 23. Time of the show will be announced later... TV factories are currently turning out 10,000,000 sets per year, according to estimates of Radio-Television Manufacturers' Association... Organized resistance to the Western Conference ban on live televising of its football games is under way. The Conference agreement was violated when Michies North Western and Chicago is contracted for large-screen televising of their games in Chicago and Detroit theaters. The petition being circulated by S. St. Paul TV dealer who started campaign points out that state universities have an obligation to citizens who support the institutions even though the schools suffer football revenue losses. See for the ban to lift... Looks like Peter Lind Hayes and his singer-actress wife Mary Healy are bowing off 'Stork Club' for a show sponsored by Borden Milk. New show, with no definite starting date, is CBS-TV, three times a week, fifteen minutes. New "Stork Club" will be headed by singer Johnny Johnson with a revised format... NBC-TV is working toward presenting a special televised performance of the famed Season of Selling during the British troupe's stand at the Metropolitan Opera House. Sadler's wants the net to cover a Sunday matinee with its cameras, while NBC-TV feels a bigger audience could be snugged with evening coverage. Deal pending as of this writing... One of the biggest jumps in the shows set during August (stimulated no doubt by the fine sports fare offered this season), with 50,472 sets going off the block.

This brings the local total, as nearly as can be estimated by the Electric League, up to 693,369... Three latest of the theatrical gentry hereabout to pact themselves with NBC-TV are 'Wabash Avenue' star Rowlow Wilcox, veteran radio announcer; H. T. Tsang, Chinese character actor; and veteran actor Victor Moore... When those 30,000 teachers in Southern California, as a unit called "California Teachers Association," made their first Shield of Merit award, given for outstanding educational contributions, it went to Harry Koplin's KFI-TV ever called "Children Should Be Heard." This is the same show which will go on incidentally, plant a love for Governor Warren and Jimmy Roosevelt, wires went out from Harry asking the gentlemen to appear and be interviewed by six young Americans. Young Roosevelt accepted for October 23. Sheriff Biscuit also has accepted, to appear November 6... Television in England is being called "Stokey's "Pantomime Quiz." Mike is planning a quick flight to London next month to confer with British radio execs on a planned British version of "Pantomime Quiz."... Helen Hayes, first lady of the theater, makes her debut in the star-studded premiere telecast of ABC-TV's lavish "Showtime, U.S.A." October 20, on KECA-TV's Channel 7. "Snuffy Smith," famed King Features comic strip, has been optioned by Maurice L. Kussel for a series of tele-pictures.

OCTOBER 6, 1950

LOCAL Lilliputans will enact the well-known "Feather Merchant" characters. Mal Merritt will write the scripts, which will follow the format of human and political satires by originator Fred Lasswell... Gloria De Haven will be in the feminine star spot opposite Dennis Day when the latter's TV show auditions shortly.

Case Dismissed

An Akron, Ohio, peeping tom beat the court rap when he explained to the judge that he was less interested in the household goings-on than he was in the television shows nightly watched by him from outside homes. The sixty-three-year-old man had been arrested and hauled to police court when he was caught outside an Akron home.

On his explanation that this watching TV through windows was his only TV activity, the only medium's attractions, the judge suspended court costs. He advised the luckless one, caught red-handed, to invest the court costs in his own set!

The Twain Did Meet

Jack Rourke decided to have a little vacation. He had been on KTTV nearly every night for a year and a half, so it was up to Lake Arrowhead for a little rest. No television, a lovely lake, birds, no television, trees, squirrels—no television!

By Friday it was almost too much to bear. Jack couldn't sleep because he was breathing unadulterated fresh air. So he got up, dressed, and had a cup of coffee before taking a walk along the lake. No one was around. No floor managers signaling "speed it up!" And the sun was just peeping over some tall pines.

In the distance Jack saw another big fellow heading his way, the only other soul all around the whole lake. As the latter approached, it turned out to be Hawthorne, up at Lake Arrowhead to get away from television and everything connected with it!

What did the two escapes do? Promptly sat themselves down and talked about TELEVISION!

One-Man Crusader

Bill Harvey, official KTTV photographer, has gone all-out in assisting the Gridiron Club to reach its goal of a full stadium for every UCLA and USC football game. He enjoys watching the games on his set when he isn't in the Coliseum covering the games for KTTV, so decided to do his part.

Wherever Bill goes, he approaches people either to send money directly to the Gridiron Club or add it to a fund he is collecting. No matter how large or small the contribution, each person will be an official member of the club.

"Some people would rather watch football on their TV sets, so it is to

(Continued on Next Page)
their advantage to keep the games on television," Harvey points out. Others, for physical reasons, find it impossible to attend. It is up to each of us to do our part in fulfilling the entertainment needs of everyone.

All the money Bill collects goes to the Gridiron Club, 147 West 12th Street, Los Angeles. And we call that not only smart promotion, but a pretty great thing for one fellow to do!

Stop, Listen, Look (Shows You May Like)

Your Show of Shows

Saturday, 8:00 p.m. (2 hrs.)
KNBH, Channel 4

Every once in a while a show crops up that resolves all question of what to watch when. Saturday night it is definitely the Channel 4 presentation of the Max Liebman-produced "Show of Shows," preceded by the half-hour Jack Carter show.

Carter, a funny, glib guy as critic under the name amused, hosted Don Ameche, Kitty Kallen, Peggy Ryan and Ray McDonald, the Asia Boys and Harry Sosnick's orchestra with some kid in some funny routines. We happen to find him funny even when the material isn't at its freshest, and on the few occasions a criticism does raise its unwelcome head, the reminder "anything we can do he can do better" triumphs!

Liebman's ninety minutes, starring Imogene Coca and Sid Caesar, seemed better than nine. The long rehearsals that build flawlessly; the variety presented make the time go by like nine minutes. Caesar and Miss Coca, in the clice-studded conversation spots, satires on man and wife, and pantomime bits, hit it off together in a fashion broadened only by appreciation each other's talents. It will be no surprise if every poll in the country by the season's end finds them up near the top in popularity.

Liebman wisely divides to conquer by spotlit ballet, acrobatics and singles (if you can call solos by Robert Merrill, the Met Opera baritone, and Marguerite Piazza, soprano, "singles") into the Coca-Caesar entertainment.

The comedy, choreography, and variety acts all are in the best tradition. The stagings are among the best we have seen. The show is first-class television. No wonder the time has about 4 million sponsors, all of whom tout their products at one time or another. In such an engaging fashion we didn't mind a bit.

The Colgate Hour

Sunday, 8:00 p.m.
KNBH, Channel 4

First of the hour-long star-rotating Sunday nighters joined KNBH's formidable array of entertainment (followed by "Philo TV Playhouse," then Garroway's show) with a smash. Eddie Cantor headlined a roster that must have set Colgate back a pretty bit of coin. Yma Sumac the (and we quote) "Inca Princess of Peru," showed off her coloratura soprano vocal range of heaven-knows-how-many octaves and her physical acrobatic abilities. Leo, Hearn and Joseph Bulof joined Cantor in a clothing-store bit; a dozen more comedians and singers contributed, and Al Goodman's orchestra added immeasurably by their perfect pacing. The show moved so fast on such a grand scale, that it would take pages.

Standout of the evening, we are happy to report, was the show's star, Eddie Cantor. By his own admission an "older man," Cantor dredged up bits from his seemingly endless years of show business and romped through them cavorting and singing in the same way that kept him popular for seemingly endless years (forty, actually) show business! He hopped and sang and clapped his hands until we were exhausted, Cantor wasn't, and wound up the show with a minstrel routine, himself in blackface, that was real. As was his Best that brought the house down with "How Ya' Gonna' Keep Em Down on the Farm," "Potatoes Are Cheaper," "Alfie Shaw," "Chesterfield," "Ma, He's Making Eyes at Me" and "Waitin' for the Robert E. Lee."

A meager story line that dealt with the sponsor and served offensively to satisfy everyone tied the whole production together. The show is ambivalently costly, and thanking our lucky stars we weren't involved, opposite this good entertainment!

Philo TV Playhouse

Sunday, 9:00 p.m.
KNBH, Channel 4

After eagerly awaiting the return of a favorite show which bowed back with a fine play, we were hoping the uninitiated didn't regard Maxwell Anderson's prize-winning "High Tor," typifying all "Philo Television Playhouse" fare.

The fact that the series, like all TV, is designed for public consumption saves any criticism of the fine cast, schooled and experienced writers and directors, and usually excellent production, from being plain presumptuous. But it did seem to us that the adaptation was pretty choppy. A lot of material was got from this story of a nature-loving mountaineer and his Dutch wife opposing the greed of the commercial interests out after his land. Anderson's writing seemed to be deleted entirely, and the story that emerged generated but frail sympathy for the supposedly sympathetic characters.

Alfred Ryder played "Van Dorn," and Felicia Montaigle, who seems to be on half the TV shows in the East, and who is always great, performed most capably. Vincent Hayworth and Michael Morgan overdid their businessmen roles. The whole production was beautifully set up and as always moved along like a cut and edited movie of high caliber.

Apparently the only reason "High Tor" wasn't exemplary was the job done in rendering Anderson to television. This once-in-a-while error, however, certainly won't keep us from looking eagerly toward more productions in a series that most of the time stands head and shoulders above any other dramatic series on television.

Bob Shannon's Variety Revue

Tuesday, 7:30 p.m.
KFI-TV, Channel 9

Each Tuesday night over Channel 9 viewers have an opportunity to watch true talent display their acts through the courtesy of sponsor Independent Druggists and under the guidance of package-writer-producer-emcee Bob Shannon.

If the above credits for Shannon sound as if we're making too much of this Irish lad, Bob nevertheless deserves every word. Certainly one of the most eager, hard-working performers, Shannon should have a natural "must-see" type of teleshow, if for no other reason than the fact that friends and relatives like to watch their sisters, brothers and next-door neighbors get into the act.

However, the "Revue" falls a little flat and since neither Shannon nor his talent is at fault, it should come to the attention of the station that a "Revue" like this needs a studio audience.

That essential element, applause, is
Radio-Television Life

October 6, 1950

painless missing from the program, and anyone who has ever attended a talent show knows how very important the pounding of palms is in that it stimulates and encourages the contestants and adds the necessary spontaneity.

In spite of the lack, Bob does his best with the "Revue" and he's added a couple of unique touches to what would otherwise be a called routine. Introduction of his eighteen-year-old kid sister, Barbara, is novel, and although brand-new in show business, she looks enticing on the screen, hangs around the set, and chatters quite glibly. Another twist is that organist Ray LaPere accompanies the acts by watching them over the monitor in another studio.

Judging is done by professional guests and the winners line up for the fifth final week which awards them with bounty like a suede coat, a wrist watch, cosmetics and a flight to San Francisco.

On October 17, the "Revue" will emanate from the Independent Drugists National Convention in Long Beach's Municipal Auditorium, and will be the only show televised from there.

Hollywood Studio Party

Monday-Friday, 1:00 p.m.

Some months ago KTTV opened up for afternoon fun with the most casual sort of drop-in, drop-out free-for-all around a pool. Several excellent emcees were wasted on the loose format.

Followers who stuck it out know the whole procedure has been tightened up, moved to the KTTV studios, and relabeled "Hollywood Studio Party." All improvements.

The show now has Jack Meakin of the delightful personality and good looks of the old Wheeler, the show with an intense delivery and a great way of handling guests and visitors on any television show, putting guests through the real-life aisles and contests. Incidentally, if you want to go to this "Hollywood Studio Party," you can procure tickets at KTTV, the Los Angeles Times, or CBS. Once there, you will see guests galore who pitch in to entertain, you may be brought up to the camera (provided you are a trifle on the "Hi-Traveler" spot, or you may find yourself arguing and debating as one of the three on each side of a chosen controversial question.

Now something new has been added. Each day a "Mystery Tune Quiz" is held. Jack Meakin, the Doctor of Music, will play a song, then give his personal choice in the tune to the audience a chance to guess the title. If he or she misses, a home viewer may call in and try to name the song. The opponent in the "Mystery Tune Quiz" will go back and forth until one team or the other unfolds the mystery. At least four songs will be played every day and one will be awarded to the winner of each game.

Second new attraction is the person of Larry Noble, who will be crooning for you each Monday. Noble has sung with the bands of Jimmy Dorsey and Ted Weems, and is currently recording with MGM. He has just completed four sides, not yet released, with Ziggy Elman's orchestra.

The young man, who is one of the grand winners of "Stars of Tomorrow" talent show, formerly parked cars for I. Magnin's.

"Dick Tracy"

Sunday, 4:00 p.m.

KTLA-Channel 5

One of the most popular of the comic-strip characters came to life for television on ABC-TV's "Dick Tracy," with Ralph Byrd showing enough character to keep all followers satisfied with the embodiment.

The series, featuring "Vitamin," "Tess Trueheart," "Blowtop" and more of the regular Chester Gould-created comic-strip family, had us fooled for a moment. Tuning in a trifle late, we honestly thought a regular motion picture was being run. It was that well done. The story, written, directed and produced by P. K. Palmer, found "Tracy" latching onto clues and running down gem thieves in a well laid plot, perfectly plausible, and well enacted.

The juvenile audience will watch just because it's "Tracy" on parade. Adults will sit and sit by the hour securing as one of the best half-hour mysteries on TV, even though all over twelve may tire of the stupidity displayed in the first half of the crime of crime doesn't pay, however, and "Dick Tracy" has never been cracked up as superman.

Apparently the films were made with nothing but in mind—and as they are shown on TV, they come over well. We'll watch again—if "Tess Trueheart" manages to pull herself together and settle into a less stagey role. Oh, well, we'll probably watch anyway. The comic strip has always been lively, and seeing it done live just adds.

Added Morning Fare

Monday-Friday, 9:30 a.m.

KNBH, Channel 4

When Channel 4 unshuttered its lenses to provide entertainment for a great group of people who apparently stay home all day, who are high on the "must-please" list of station heads and program planners, someone who falls into the "housewives" their show "The Merry-Go-Round" proved a point. You must have either personality or a show to attract.

Now that Sybil Chism isn't a person- nality. She is a real doll, a good musician, and handled introductions, light chatter and guest in a most show- womanly fashion. And Chef Milani is a personality, certainly. But neither of them is as established as, say, Al Jarvis, who is doing nothing but playing records, chatting with guests, garnering sponsors and coin by the bucket for his station—and his performance wins every time in search of the story. A number of the other stations, including KNBH, don't have a personality like Al on tap. Some make the mistake of trying to build one, using the daytime guinea-plg audience in hopes of molding likely candidates into local favorites . . . some with the dearer- iest sort of results.

We were delighted when KNBH brought this on because for variety. Their six-sided presentation, backed throughout by a fine trio, typified by a whirling little "Red Hot Roof Riders" finds Sybil Chism opening the show and entertainment at the organ with that tremendous repertoire of songs she possesses; Betty Hoyt hand- led the shopping with a nice straightforwardness and good manners which are blessedly relaxing in this day of the pitch; David Anderson followed with news, well delivered; Ralph Byrd holds an hour of open-house coffee klatch with Arch Presby and Bob Hop- kins entertaining women guests and viewers alike. We hope so.

Chef Milani's a complete-cooked show follows, and anyone familiar with all the jolly chef knows this spells entertainment, highly informative, and wonderful food ideas.

Sybil Chism appears again on Mon- day and Thursday to wind up the show. Each Wednesday, She'll a KTV, on whom we are shortly to carry a story, brings her movieland news beat to life for viewers. On Fri- day Johnnie Lee Macfadden enters, and at the time we have seen these last two chapters we will revue them for you.

Every sixth of the show offers something different and good—"Open House" in the etiquette of entertaining; how to be funny without sending your audience later creeping from the studio with faces ablaze in shame and embarrassment and the pace necessary for video.

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mediateley challenging established puppet series seen locally, but the entertainment is good, wholesome, and packs a moral. Occasionally the small participants turn directly to the camera & the opinions of small view- ers . . . and even the little ones love any “getting into the act” device.

As opposition they have Hank Mccune and Colonel Tim McCoy—but if your taste runs to puppets you'll naturally pass up the other two. In doing so, you'll be seeing a delightful show.
Handy Hints

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

Each week we pick the best Handy 
Hint sent directly to Radio-Televisio- 
nal Life, 6361 Selma Avenue, Hollywood, 
and use it, with your name and 
address, in this column as well as on 
the air over KTLA. Family sent in 
6:30 AM and KTLA will be sent to 
everyone whose hint is used here as 
KTLA- Radio-TV Life Hint of the Week.

Here is this week's winner: Mrs. Do-
lores Dice, 4568 W. 166th St., Law-
dale, Calif.

The hint is: To make moving an 
easier task, put a tag on each piece of 
furniture to indicate just where the 
movers are to place it, e.g., a tag on a 
platform rocker would read: Platform 
Rocker...Living Room...N. E. Corner. 
This not only saves handling the 
chair many times but saves you all the 
work of moving furniture from room to 
room.

* * *

If you have trouble finding the light 
switch in the dark, just paint a little 
fluorescent paint on the button and you 
will be able to locate it easily.

Here is a good way to keep all 
the scissors in one handy. Just place 
them in a clear plastic pillow cover.
This way whenever you want a 
scrap of material it's easily seen through 
the plastic. The paint won't have to 
put everything out.

How many times have you wanted 
a screwdriver and had none avail-
able? Try this idea of taking an old 
key of the tumbler lock type and file 
or grind down the end of it to form 
a thin flat point. In this manner it 
can be attached to your key ring and 
you'll find it handy for many uses, 
such as servicing a cigarette lighter, 
removing small screws, scraping off 
small paint flecks, and many more.

If you sew an elastic band on your 
pin cushion, you will find it very 
handy when you need a pin as they 
are always on your wrist. Just slip 
the elastic on your wrist when doing 
any sewing.

If you paint your hair you have the 
problem of where to put the brush, just 
band the handle of the paint brush 
so that it will rest on top of the 
bucket rim, then place the paint brush 
on it. Also you can scrape off the 
excess paint on the brush by using the 
handle, as the paint will all go back into 
can.

Television Precasts

WHAT'S NEW

Drama

TUESDAY, OCTOBER 10—"Fireside The-
er," KTLA, Channel 5, 10:00 p.m. (30 
min.). Second in series of dramatic mo-
tion pictures presented in the fall, and 
produced for television will present a 
variety of star-studded entertainment from 
mystery thrillers to comedies. Tonight's 
feature is "Andy's Old Man."

Religion

SUNDAY, OCTOBER 8—"Old-Fashioned 
Meeting," KECA-TV, Channel 7, 8:30 
p.m. (30 min.). Dr. Charles E. Fuller 
of radio's famed "Old-Fashioned Revival " 
Hour" enables viewers to attend Sunday 
evening religious services. Mrs. Fuller, 
the choir and quartet will be featured.

Musical Variety

WEDNESDAY, OCTOBER 1—"Star of the 
Family," KTTV, Channel 11, 7:00 p.m. 
(30 min.). Morton Downey stars in a new musi-
cal series, which will spotlight rela-
tives of important personalities in the 
entertainment world, who will be introduced 
as "surprise" guests.

Western Adventure

TUESDAY, OCTOBER 10—"The Cisco Kid .
KBNH, Channel 4, 10:00 p.m. (30 
min.). Duncan Renaldo stars as "Cisco" with 
Leo Carrillo portraying "Pancho" as 
Channel 4 brings viewers adventures of the 
famous "Kid."

Sports

WEDNESDAY, OCTOBER 1—"Here's Jar-
mans with Hal!" KTTV, Channel 11, 
7:45 p.m (15 min.). Hal Lindsey presents 
variation, "Our Family Sports Quiz." 

Participation

MONDAY, OCTOBER 8—"You Bet Your 
Life," KNBH, Channel 4, 8:30 p.m. 
(30 min.). A game show which 
Frits Groucho Marx debuts his 
television of the popular radio quiz 
show.

WHAT'S BACK

Quiz

SUNDAY, OCTOBER 9—Special Show," 
KTNV, Channel 11, 7:30 p.m. (30 
min.). Paul Winchell and his precocious 
puppet friends bring you a half hour of 
variety featuring such guests as 
Steve Allen, Candy Clark, Joe E. Brown,
and many more.

Variety

TUESDAY, OCTOBER 10—"Faye Emerson 
Show," KTTV, Channel 11, 7:30 p.m. 
(30 min.). Faye Emerson's house 
femce presents notable 
guests Tuesday, Thursday and Saturday.

Participation

MONDAY, OCTOBER 11—"What's My 
Line," KTTV, Channel 11, 8:00 p.m. 
(30 min.). Occupation guessing game moderate-
ated by Hal Block, Arlene Francis, 
Bill Riehl and Bob Shuster.

Juvenile

SUNDAY, OCTOBER 8—"Mr. J, Magina-
tion," KNBH, Channel 4, 7:00 p.m. 
(30 min.). Paul Tripp's musical fantasy 
returns to the telescreen.

WHO'S GUESTING

Variety

FRIDAY, OCTOBER 6—"Rainier Revue .
KTTV, Channel 11, 8:30 p.m. (30 
min.). Roy Maypole hosts Gene Krupa and his orchestra, 
the Three Sudds and Harry Langden.

FRIDAY, OCTOBER 6—"Penthouse Party,"
KECA-TV, Channel 7, 10:45 p.m. (15 
min.). Betty Furness plays hostess to 
Fred and Vivian Blaine and other stars.

SUNDAY, OCTOBER 8—"Toast of the 
Town," KTTV, Channel 11, 8:30 p.m. (1 
hr.). Ed Sullivan stars as guest host to Gloria 
Swanson and Ruby Velle.

SUNDAY, OCTOBER 8—"This Is Show 
Business," KNBH, Channel 4, 9:00 p.m. 
(30 min.). Vivian Blaine, Sam Levenson, 
Bill Calahan and Ruth Chatterton fill to-
night's talent spotlight.

WEDNESDAY, OCTOBER 11—"Star of the 
Family," KTTV, Channel 11, 9:00 p.m. 
(30 min.). Morton Downey hosts Mrs. Florello 
LaGuardia, Joe Adams and Patrick 
Rooney.

Music

SATURDAY, OCTOBER 9—"Amongst the 
Homes," KTTV, Channel 11, 7:30 p.m. 
(15 min.). Stage stars and musical guests with 
Baritone Earl Wrightson.

Comedy

TUESDAY, OCTOBER 10—"Texaco Star 
Theater," KTNV, Channel 11, 9:00 p.m. (1 
hr.). Milton Berle hosts Leo Durocher, 
Laraine Day, Raymond Massey and Jan 
Murray on tonight's spectacular.

Discussion

SUNDAY, OCTOBER 9—"Leave It to the 
Girls," KBNH, Channel 4, 9:30 p.m. (30 
min.). Joe Laird, Jr. is guest panelist.

What's Playing

Comedy

SUNDAY, OCTOBER 8—"Comedy Hour," 
KBNH, Channel 4, 8:30 p.m. (30 
min.). Bill Calahan, Dan Richards and Fred 
Allen will be seen on tonight's gala show.

Sports

SATURDAY, OCTOBER 7—Football, KTTV, 
Channel 11, 1:45 p.m. (to concl.). CA-
ifornia versus Pennsylvania will be seen from 
San Francisco via microwave.

TUESDAY, OCTOBER 10—"Theatre at 
Home Games," KTSK, Channel 2, 8:00 
(30 min.). Filmed highlights of the 
biggest games of the week.

THURSDAY, OCTOBER 12—Football, 
KTNV, Channel 4, 9:30 p.m. (to concl.). 
Los Angeles Rams clash with the Phila-
delphia Eagles.

THURSDAY, OCTOBER 12—"Ballot" 
KTNV, Channel 4, 10:30 p.m. (15 
min.). Sportscaster Sam Hayes covers 
the big games, gives personality and 
sideline sketches.

THURSDAY, OCTOBER 12—"Greatest 
Flights of the Century," KTTV, Channel 
5, 10:00 p.m. (to concl.). Philadelphia 
bout of Dempsey versus Tunney will be seen 
tonight.

Drama

FRIDAY, OCTOBER 8—"Ford Theater," 
KTTV, Channel 11, 9:00 p.m. (1 hr.). Paul 
McCullars stars as the hero of "The Married 
Look." exciting Robert Nathan novel, with 
Betty Garfield and Dan Duryea in featured 
roles.

SUNDAY, OCTOBER 8—"Philco Television 
Playhouse," KNBH, Channel 4, 9:00 p.m. 
(to concl.). "Dear Guest and Ghosts" stars 
Josephine Hull and Sidney Blackmer.

SUNDAY, OCTOBER 8—"Nash Airflyte 
Theater," KTTV, Channel 11, 10:00 p.m. 
(30 min.). John Payne stars in "Double-
dyed Deceiver."

MONDAY, OCTOBER 9—"Studio One:" 
KTNV, Channel 4, 9:30 p.m. (to concl.). 
"Away From It All," starring Worthington 
Miner, Kevin McCarthy and Catherine 
McLeod.

WEDNESDAY, OCTOBER 11—"Kraft Tele-
vision Theater," KNBH, Channel 4, 8:30 
(1 hr.). "The Green Pack" stars 
James Daly and Mercer McLeod.

Page Eleven
**WEEK'S TELEVISION LOGS**

**FRIDAY**

- **9**: Ch. 9, The Bill Walsh Show
- **9**: Ch. 3, Presenting Still Chimes
- **9**: Ch. 4, The Latest News
- **9**: Ch. 11, The Latest News
- **9**: Ch. 5, The Latest News
- **9**: Ch. 13, Joe Grayson Show (to 12)
- **10**: Ch. 4, The Latest News
- **10**: Ch. 5, The Latest News
- **10**: Ch. 11, The Latest News
- **11**: Ch. 9, Ladies' Day, Balboa, Mitchell, Joe, Owen
- **11**: Ch. 5, The Latest News
- **11**: Ch. 8, Smokey Rogers
- **11**: Ch. 11, Hollywood Serenade
- **11**: Ch. 1, Party, Jack Wheeler, Beaux Bard, Jack Morgan
- **11**: Ch. 13, Al Jarvis Make-Believe Journalism (to 12)
- **12**: Ch. 9, Baseball: L.A. Angels vs. Seattle
- **12**: Ch. 8, Smokey Rogers
- **12**: Ch. 11, Hollywood Serenade
- **12**: Ch. 1, Party, Jack Wheeler, Beaux Bard, Jack Morgan
- **12**: Ch. 13, Al Jarvis Make-Believe Journalism (to 12)

**NOW! Every Nite 'MAGIC PARTY' TIME**

**KTVV** (Ch. 11)

6 TO 6:15 P.M.

- **11**: Ch. 5, Listeners for Seattle
- **11**: Ch. 5, LISTENERS FOR SEATTLE
- **11**: Ch. 13, Bob McLanahan

**SATURDAY**

6:30-3:30 Ch. 13, Alex Cooper (to 12)

- **10**: Ch. 4, News
- **10**: Ch. 5, Tricks and Treats
- **10**: Ch. 9, Everybody's Show, Gene Baker & Dick Peterson Orchestra
- **11**: Ch. 5, Western Adventure
- **11**: Ch. 2, Animal Clinic
- **11**: Ch. 10, Acrobat Randy
- **11**: Ch. 5, Space Patrol
- **12**: Ch. 12, Great Movie Matinee (to 1:30)

**SUNDAY**

8:30-3:30 Ch. 13, Western Film, "Smoky and the Bandit"

- **10**: Ch. 5, Tricks and Treats
- **10**: Ch. 9, Everybody's Show, Gene Baker & Dick Peterson Orchestra
- **11**: Ch. 5, Western Adventure
- **11**: Ch. 2, Animal Clinic
- **11**: Ch. 10, Acrobat Randy
- **11**: Ch. 5, Space Patrol
- **12**: Ch. 12, Great Movie Matinee (to 1:30)

**EVENY SUNDAY**

"Hopalong Cassidy"

6:30-7:30 P.M.

**KTLA CHANNEL 5**

Sponsored by

Barbara Ann Breed

- **6**: Ch. 5, Hopalong Cassidy
- **6**: Ch. 9, Hopalong Cassidy
- **6**: Ch. 11, Junior Miss
- **6**: Ch. 13, Ship's Reporter
- **6**: Ch. 12, Stephen Foster Film
- **6**: Ch. 4, Meet the Press, Lewis B. Hine
- **6**: Ch. 11, Home Magazine of the Air, Max Moore
- **6**: Ch. 13, Betty White

- **7**: Ch. 11, Film, "For Donna"
- **7**: Ch. 9, Western Features
- **7**: Ch. 13, Western Theater
- **7**: Ch. 13, "The Ruggles"
- **7**: Ch. 4, "Beevers and Halligan"
- **7**: Ch. 11, "The Ruggles"

**TAYLOR'S COURTESY FOUR STAR THEATRE**

**THIS WEEK'S FEATURE 'HELD FOR RANSOM'**

With Rod La Rocque

9:15 P.M. Sun, KECA-TV

Presented by Taylor Brothers and Associates

- **Ch. 7, Taylor Four-Star Theater, "Held for Ransom"
- **11**: Ch. 13, Dade Ranch Variety
- **9**: Ch. 13, Dade Ranch Variety
- **9**: Ch. 13, Adventure Call
and we see San Diego. Well, I was changing channels when I came to San Diego's Channel 8 and heard the long-voiced yells of my little friends. I tuned in, and there was "Baby, Fran, and 'Ollie"! But I still wish the show would come back to Los Angeles and the people whose evenings it brightened every Monday, Wednesday and Friday. But the people who ran these things figure out the difference between the good shows and the bad shows? HUMP!

Vance Walters, P. O. Box 926, Costa Mesa, Calif.

Are you kidding? Can't you identify the "ogling culprit" pictured with Ashmead Scott in the "Your Witness" story? To me looks like old-timer Red Skelton.

Thanks, Mr. Walters.

Jack Woods, 339 East Ninth Street, Azusa, Calif.

My neighbors and I would like to see a write-up about Beverly Laine, a regular on the "Ina Ray Hutton Show." We all think she is the most marvelous comedienne on television with her general make-up, hats and facial expressions when she sings. If we were the judges, we would present her with the television Oscar, if there were such a presentation.

There is, only it's a lady called "Emmy." Request noted.

Judy Ellison, address withheld, San Gabriel, Calif.

Since "Truth or Consequences" is a very good program for children, does the program have to be on at 10:30 p.m.? The children enjoy it as much as the adults.

It was only the time the station could carry the show, but we hope that "T. or C." will move to an earlier hour, for there are many fans who are postponing the late viewing time.

Mrs. A. J. Lacy, 6656 Franklin Avenue, Los Angeles, Calif.

Will you please print a story on Bill Anson's KTTV show? We have been watching it every since it first started. Not only has he a good show and talent in the Ewing Sisters, but he has a wonderful, sweet behind him.

Mrs. J. C. Major, 8928 Gullo Street, Van Nuys, Calif.

Your swell articles on "Band of Tomorrow" did not mention the only girl in the "Band," Lois Leigh, the vocalist. We were at the Palladium opening night anywhere but for the same is to be said for the whole "Band." Some talent those kids have.

Article on Freddy Martin's "Band of Tomorrow" was a great article, but the "Band" was completed, which is the reason for the opening of the lovely Miss Leigh. You might be interested to know that Martin is forming a similar troupe in San Francisco. Freddy Martin's famed Murial Room. The show is seen in the Bay City but unfortunately not locally.

THURSDAY

11th Ch. 4, Late News.
11th Ch. 11, Glencoe at Anson. 9:05—Ch. 2, Peter Potter.
11th Ch. 13, Bob McLaughlin.

CH. 11

Ch. 11, Range Riders Movie Roundup.
15:15—Ch. 4, Secrets, News.
15:30—Ch. 4, Haundy Broody.
15:45—Ch. 9, News, Music.
15:50—Ch. 8, Comedy Carnival.
16—Ch. 8, Newsroom: Meyers, Bishop.
16:15—Ch. 13, Kemper's Roomer.
16:50—Ch. 8, Polycall.
17—Ch. 8, Did You Know?
17:15—Ch. 9, Cartoon Carnival.
17:45—Ch. 4, Purgatory Blues.
18—Ch. 8, Martin Kane, Private Eye.
18:15—Ch. 13, Wrestling.
18:45—Ch. 11, Tin Pan Alley TV.
19—Ch. 13, Soapbox.
19:30—Ch. 2, Name That Song.
19:45—Ch. 11, Tom矢矢.
19:30—Ch. 13, More Amsterdam Show.
19:45—Ch. 2, End of Weather Preview.
20—Ch. 11, Robert Hotel.
20:15—Ch. 11, Studio One.
20:30—Ch. 13, Arthur Godfrey's Talent Scouts.
20:45—Ch. 4, Musical Rally.
21—Ch. 3, Evening News.
21:15—Ch. 11, Philo Eagles.
21:45—Ch. 3, Diana.
22—Ch. 7, Blind Date, Arlene Francis.
23:15—Ch. 4, Cruising.
23:30—Ch. 7, Vermont.
23:45—Ch. 7, You're the One.
24—Ch. 2, Rock Me.
24:15—Ch. 7, Waltz Time.
24:30—Ch. 11,土壤.
25—Ch. 4, Backstage with N.T.G.
25:15—Ch. 3, This is Hawthorne.
25:45—Ch. 13, Churchill's Never.
26—Ch. 2, Football Preview.
26:15—Ch. 8, Temple Men in Action.
26:45—Ch. 11, The Greatest Hit of the Week.
27—Ch. 13, Football Bowl.
27:15—Ch. 7, Buffalo Bill Rides Again.
27:45—Ch. 8, Newsroom.
28—Ch. 4, Triangle.
28:15—Ch. 7, The Eye Inspires the Pen.
28:45—Ch. 9, Death Ray.
29—Ch. 3, Queen for a Day.
29:15—Ch. 4, Pinky Lee Show.
29:30—Ch. 4, Hoffman Hi-Time.
29:45—Ch. 13, Feature Film: "Each Man's Mirror." Anna Nees, Private Eye.
30—Ch. 11, Show Goes On, Robert Lewis.
30:45—Ch. 4, Hardly Film.
31—Ch. 13, Sportsweek.
31:15—Ch. 13, Bob Mirror.
31:30—Ch. 2, Name That Song.
31:45—Ch. 11, Tom矢矢.
32—Ch. 8, Martin Kane, Private Eye.
32:15—Ch. 13, Wrestling.
32:30—Ch. 13, Tin Pan Alley TV.
32:45—Ch. 11, Philo Eagles.
23—Ch. 7, Soil.
23:15—Ch. 11, Wilder.
23:45—Ch. 3, Vermont.
24—Ch. 7, Blind Date, Arlene Francis.
24:30—Ch. 4, Cruising.
24:45—Ch. 7, Philo Eagles.
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27:15—Ch. 7, Buffalo Bill Rides Again.
27:45—Ch. 8, Newsroom.
28—Ch. 4, Triangle.
28:15—Ch. 7, The Eye Inspires the Pen.
FRIDAY, OCTOBER 6

**Indicates News Broadcast.**

9:00—KECA, KFDM—Don McConnell's Breakfast Club.


11:30—KHJ, KNX, KOWL—Garland Latte Americanos.

13:00—KHJ, KNX, KOWL, KRM—Lunch Market.

13:30—KRM—Lunch Market.

13:45—KRM—Lunch Market.

15:00—KHJ, KNX, KOWL, KRM—Lunch Market.

15:30—KHJ, KNX, KOWL—Lunch Market.

16:00—KHJ, KNX, KOWL—Lunch Market.

17:00—KHJ, KNX, KOWL—Lunch Market.

18:00—KHJ, KNX, KOWL—Lunch Market.

19:00—KHJ, KNX, KOWL—Lunch Market.

21:00—KHJ, KNX, KOWL—Lunch Market.

11:45—KECA—Life Can Be Beautiful.

12:45—KECA, KGFJ—Midnight Mission.

14:00—KECA, KGFJ—Midnight Mission.

14:30—KECA—Midnight Mission.

15:00—KECA, KGFJ—Midnight Mission.

15:30—KECA, KGFJ—Midnight Mission.

16:00—KECA—Midnight Mission.

16:30—KECA, KGFJ—Midnight Mission.

17:00—KECA—Midnight Mission.

18:00—KECA—Midnight Mission.

19:00—KECA, KGFJ—Midnight Mission.

20:00—KECA—Midnight Mission.

21:00—KECA—Midnight Mission.

22:00—KECA—Midnight Mission.

23:00—KECA—Midnight Mission.

00:00—KECA—Midnight Mission.
SUNDAY, OCTOBER 8

10:00—KECA—Open Door Church.
10:00—KFXM—News.
10:00—KDAL—Church.
10:00—KFAC—Gospel Harbor Light.
10:00—KMP—Music.
10:00—KWCM—Sunset Service.
10:00—KRVW—K-90.
10:00—KWHF—Eagle Rock Baptist Church.
10:00—KWIN—Community Church.
10:00—KRKD—Sunday Serenade.
10:00—KRVW—European Church.
10:00—KWIN—Amarin Grace.
10:00—KWHF—Hollywood First Baptist Church.
10:00—KWIN—Hollywood First Baptist Church.
10:00—KRVW—Classical Church.
10:00—KWIN—Parade.
10:00—KWHF—Melody Parade.

8:00—KECA, KALL, KCQ, KMPO—News.
8:00—KECA—Old-Fashioned Church.
8:00—KFMG—Theater of the Air.
8:00—KECA—Old-Fashioned News.
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8:00—KECA—Old-Fashioned News.
8:00—KECA—Old-Fashioned News.
8:00—KECA—Old-Fashioned News.
5:00 — KWIR — Continental
discussions.
5:15 — KEKA, KFMY-Lourdes
6:00 — KJQ — Continental
6:15 — KEKA, KFMY—Lourdes
7:00 — KEKA, KFMY, KBE —
America's Legion
7:15 — KEKA, KFMY —
Sacred Music.
7:30 — KEKA, KFMY — Father
discussions.
7:45 — KEKA, KFMY —
specifie Excerpts.
8:00 — KEKA, KFMY —
Parables.
8:15 — KEKA, KFMY —
Sunday Evening Club.
8:30 — KEKA, KFMY —
Message of the Day.
8:45 — KEKA, KFMY —
Hour of St. Francis.
9:00 — KEKA, KFMY —
Mistletoe.
9:15 — KEKA, KFMY —
United Jewish Appeal.
9:30 — KEKA, KFMY —
Standard Hour.
10:00 — KEKA, KFMY, KFB —
Christmas Carols.
10:15 — KEKA, KFMY —
— Red Skelton.
10:30 — KEKA, KFMY, KBE —
— New Day.
11:00 — KEKA, KFMY —
Christmas Day.
11:15 — KEKA, KFMY —
— Daily Devotions.
11:30 — KEKA, KFMY —
— Sunday Morning.
12:00 — KEKA, KFMY —
— Christmas Day.
12:15 — KEKA, KFMY —
— Christmas Day.
12:30 — KEKA, KFMY —
— Christmas Day.
13:00 — KEKA, KFMY —
— Christmas Day.
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— Christmas Day.
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— Christmas Day.
13:45 — KEKA, KFMY —
— Christmas Day.
14:00 — KEKA, KFMY —
— Christmas Day.
14:15 — KEKA, KFMY —
— Christmas Day.
14:30 — KEKA, KFMY —
— Christmas Day.
15:00 — KEKA, KFMY —
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24:45 — KEKA, KFMY —
— Christmas Day.

Recorded Highlights

SUNDAY

POPELAR

5:30 a.m. — KFSD — Peter Potter.
6:30 a.m. — KFSD — Herber Hancock.

CLASSICAL

5:30 a.m. — KFSD — Gilbert and Sullivan.
6:30 a.m. — KFSD — Symphony.

Wakely's Credits

Jimmy Wakely, whose disc-jockey show is heard over the ABC network, made his New York stage debut with Maude Adams and Otis Skinner in "The Merchant of Venice."
MONDAY, OCTOBER 9

Indicates News Broadcast

8:45 - KECA, KFMB - Don McNeill's Brunch
KEI, KESI - Break the Bank.
KEKU, KFMB, KG, C - Cecil
KXX - Top of the Morning.
KFRN, KFAC, KFLA - Church Time.
KFCC, KFLA - Challenge of the Week.
KFOX - Challenge to Youth.
KPOL - Challenge to Women.
KGER - Miriam.
KGY - Andrew Fearing.
KRNL - News Break.
KRRD - Top Times.
KPB - 8:45 AM, Pacific Time.
KRWK - Ritmos Latino- Americanos.

8:50 - KECA, KESI - Brother Welch.
KEKU, KFMB - Records with Ralda.
KXX - 8:50 AM, Eastern Standard Time.


9:30 - KECA - News.
KEKU, KFMB, KG, KO - In Between.
KXX - News.

9:45 - KECA, KFMB, KLEX, KGR, KG - In Between.
KXX - News.

10:00 - KEKA, KESI - Sergio.
KJH, KRM, KG, KF - In Between.
KXX - News.

10:15 - KECA, KESI - Sergio.
KJH, KRM, KG, KF - In Between.
KXX - News.

10:30 - KECA, KFMB - News.
KEKU, KFMB, KG, KF - In Between.
KXX - News.

10:45 - KECA - Meyer's Ora to Market.
KEKU, KFMB - Church Time.
KXX - 10:45 AM, Eastern Standard Time.

11:00 - KECA, KFMB, KG - In Between.
KXX - News.

11:15 - KECA, KESI - Sergio.
KJH, KRM, KG, KF - In Between.
KXX - News.

11:30 - KECA, KFMB - John B.
KXX - News.

11:45 - KECA, KESI - Sergio.
KJH, KRM, KG, KF - In Between.
KXX - News.

Monday Program Highlights

Morning Programs Appear in Lightface Type: Afternoon and Evening Programs in Boldface.

Comedy-Variety

3:30 - Arthur Godfrey, KNX.
3:30 - Walt Mankley, KFMB.
3:30 - My Friend Trump, KXLA.
3:30 - Talent Bureau, KNX.
3:30 - Reehl, KFMB.

Quiz, Participation

7:00 - Welcome to Hollywood, KECA.
7:20 - Variety Showcase, KFMB.

Mystery-Detective

5:00 - Let George Do It, KJH.
5:00 - Today's World, KFMB.
5:00 - Inner Sanction, KECA.
5:00 - I Love a Mystery, KJH.

Drama

6:30 - Lux Theater, KFMB.
6:30 - Lux Theater, KFMB.
6:30 - Mr. President, KECA.

Comment-Narration

9:00 - Kate Smith, KJH.
9:15 - Housewives' League, KJH.
9:15 - Art Baker, KJH.

Popular-Western Music

4:00 - Massey, KNX.
8:15 - M. Whitman and J. Smith, KNX.

Sports

4:30 - Granite Wheeler, KFMB.
4:30 - Behind the Steer, KJH.

Classical, Semi-Classical Music

5:30 - Voice of Firestone, KECA.
5:30 - Symphony, KFMB.
5:30 - Telephone Hour, KFMB.

Public Interest-Information

12:00 - Farm Reporter, KECA.
12:00 - Foremost, KFMB.
12:00 - Answer Man, KJH.
12:00 - Front Page, KFMB.
7:00 - United or Not, KECA.

Sports

5:30 - Racing News, KFMB.
3:30 - Racing News, KG.
5:15 - Tom Harmon, KNX.
4:30 - Ice Capades, KECA.
3:30 - Relays, KFMB.
3:30 - Joe Hernandez, KFMB.
1:30 - Hard Tack, KECA.

 KECA - News.
 KEKU, KFMB, KG, KF - In Between.

KECA - News.
 KEKU, KFMB, KG, KF - In Between.

KECA - News.
 KEKU, KFMB, KG, KF - In Between.

KECA - News.
 KEKU, KFMB, KG, KF - In Between.

KECA - News.
"Tello-Test" Calls

Formula

Mutual-Don Lee's "Tello-Test" master of ceremonies, Mel Venter, says that the calls he makes on his week-day feature are not selected at random. Venter, whose program is aired Monday through Friday, KFBK 10:15 to 10:30 a.m., explained "no, sir! Those calls are not a matter of chance. We have access to 124 telephone books, many of which naturally include a number of cities and towns in one volume. The calls are controlled so that each telephone exchange geographically receives an equal number over a given period of time and, therefore, if we live that long, every Pacific Coast resident with a telephone will eventually be given a chance at the "Tello-Test" jackpot.

"And people are smart," adds Mel. "Although our questions vary in degree of difficulty, we have found that, on the average, the fourth person called comes up with the correct answer. That's about a 250 batting average... good enough for any league."

"Stop Music" on TV

The video version of "Stop the Music," one of the nation's most popular home audience-participation programs, becomes a regular KGO-TV Thursday evening feature (beginning Thursday, October 5) from 8 to 8:30 p.m.

Long a radio headline, "Stop the Music" in its TV version retains all the musical excitement and interest of its radio namesake, plus the addition of colorful vocal and dance numbers which give visual hints to the many quiz tunes.

Leading the parade of entertainers is emcee Bert Parks, who, when not placing his "jackpot phone calls," takes part in the song, dance and comedy sketches. Betty Ann Grove and Jimmy Blaine handle the singing roles, while the Variety Dancers illustrate the musical numbers with their exciting and novel dance interpretations. Harry Salter and his orchestra supply the musical accompaniment.

Although phone calls will be placed to homes having television sets, viewers in the Bay Area will not be able to compete in the "Stop The Music" musical contests. The programs will originate in New York City and will be presented on KGO-TV by Vitapix recording, the ABC-TV film process, on a delayed basis. Phone calls will be placed only to homes which are able to see the program "live."

"Standard School Broadcast"

Two hundred years of American family and music will provide the background for the twenty-third annual "Standard School Broadcast," now back on the air over KNBC Friday, 10:00 a.m.

Theme of the series will be "Music and the American Family, 1750-1950." The dramatic sequences were established last week in the first program when an aristocratic young French girl and a young, middle-class Englishman met and fell in love on a voyage to America. The couple married, despite objections of the girl's father, and it is this couple who sail down through the 200 years of American history covered by the music-enjoyment course.

Much attention will be given musical works of European origin which became a part of the American scene after their premieres in this country, and, of course, many fine American compositions will take leading roles in the course.

Carmen Dragon will again conduct the "Standard School Broadcast" orchestra of thirty-five pieces, and some of the dramatic artists heard on the 1949-1950 series will again appear in the cast.

"Break the Bank"

One of radio's longest-running nighttime quiz shows has become a daytime three-hour feature of KNBC with presentation of "Break the Bank" on Mondays, Wednesdays and Fridays (KGO, 10:15 to 1:00 a.m.).

Budd Collyer, veteran radio actor and emcee, is quizmaster of the all-cash program. Win Elliot is host of the show, which is now in its fifth year on the air.

"Twenty Questions"

The popular "animal, vegetable, mineral" quiz game, "Twenty Questions," returned to KGO-TV for another season last Friday at 8 p.m.

With Bill Slater as emcee, the regular panel on "Twenty Questions" includes newscaster Fred Vandenverren and his wife, Florence Rinard, together with producer Herb Polies and teen-ager John McPhee. Well-known guest stars also put in regular appearances on "Twenty Questions."

"Takes Job"

Arthur Hull Hayes, CBS vice-president in San Francisco and general manager of KCBS, has been named chairman of the Radio Committee for the Community Chest 1950 Fund Drive.

New TV Sportshow

Evangeline Baker and Fred Jorgensen have a new video series over KGO-TV preceding the KGO-TV coverage of the Stanford Indians home football games.

Fred and Vannie, KGO-TV's entertaining TV couple seen on "Mall Bag of Tricks," center the video (Please Turn to Page NC-4).
OCTOBER 6, 1950

TELEVISION

RADIO

No. Calif.-Three

KNBC—The Falcon.

1:30-KCBS—Good Night.

KFB—Jane Trull.

KRC—Lewis Martin.

KMG—High Life Revue.

KGO—Judy Holliday.

KGO—Club 18.

KGO—Mark Twain.

KGO—Chet Huntley.

KGO—John B. Kennedy.

KGO—Bob Leff.

KGO—Deane Stewart.

KGO—Green in Peace & War.

KGO—Mr. President.

KKCO—The Hardest.

KRC—Meets Its Neighbor.

KNBC—Lewis Martin.

KNBC—Judy Holliday.

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show around their preparation to receive guests visiting their home for an afternoon of football on video. Considering himself an "expert," Jorgensen attempts to explain the whys and wherefores of the fall sport. However wild his diagrams of possible plays and descriptions of his pigskin prowess, this information is authentic when it comes to giving lineups of the forthcoming game, team details and stories of the competing schools.

Considerate of her video husband's warnings into the realm of the imaginary, Vannie devotes her time to preparing for her guests.

**Free Tickets**

The public may obtain tickets to Ben Alexander's "Party Time at Club Roma," NBC network television program, from either the information desk in KNBC's lobby at Radio City (Taylor and O'Farrell Streets in San Francisco) or at Ben Alexander's "expert" contestant riding San Francisco's cable days in the garb of a Forty-Niner.

"Party Time at Club Roma" is filmed at the Marines Memorial Theater every Friday evening at 8:00 p.m.
WEDNESDAY, OCT. 11

**Program Highlights**

**Radio**

Wine programs appear in lightsface type: Afternoon and evening programs in boldface.

**Comedy-Variety**

3:50—Arthur Godfrey, KNX

5:00—Balls of Ivy, KFI

6:30—Drugstore Variety, KNX

**Music**

7:00—Welcome to Hollywood, KNX

8:00—McNeil Drama, KFCA

9:00—Grand Slam, KNX

10:00—Bonnie and Clyde, KFRE

10:45—Surprise Package, KECF

11:00—Welcome to Hollywood, KNX

11:45—Dr. Q., KFCA

12:00—The Tomorrow, KFRE

**Drama**

6:00—A Man for All Time, KNX

7:00—The Big Story, KFRE

8:00—Family Theatre, KFRE

9:00—Dr. Christian, KNX

**Sports**

8:45—Racing News, KLAC

9:00—Baggy Shorts, KFRE

10:00—Rod Haywood, KNX

11:00—George Foy, KFRE

12:00—Sports Report, KNX

12:30—Luncheon Meeting, KNX

**Classical, Semi-Classical Music**

7:30—Hollywood Music Hall, KNX

**Comment-Narration**

7:00—Kath Smith, KFRE

8:00—Shakespeare's Leagues, KNX

9:00—Art Baker, KFRE

**Newspaper Broadcasts**

— Indicates News Broadcast.

8—KECA, KFMB—Martin McNell's Breakfast Club.

8:15—Radio Starke's Band.

8:30—KEJ, KFRE—Cecil Brown.

9—KNX—Top of the Morning.

9:30—Radio Church Club.

10—KFWB—Bellaire Tea.

10:45—KDWB—Breakfast Club.

WY—Snopts Flash.

11—KFBF—Myrna Lewis.

11:45—KFWB—Bilingual News.

**Public Information**

12:30—Farm Report, KFRE

1:30—American Airlines, KNX

2:30—AMC—Surprise Package.

3:30—AMC—Surprise Package.

4:30—Racing News, KLAC

5:30—All Around Town.

6:30—All Around Town.
RADIO TELEVISION LIFE

THURSDAY

RADIO LOGS

10:00 KREB - News, Garrard.
10:10 KYND - News, Riesfeld.
11:00 KDYX, KG, KBOE - News, Ballard.
11:05 KXRA - News, Hubbard.
11:10 KXRI - News, Calaway.
11:15 KKFJ, KFSD, KFII - News, Bardwell.
11:20 KKGX, KG, KTBV - News, Bellard.
11:30 KXRA, KG, KBIS - News, Bellard.
11:35 KFAM, KG, KMSK - News, Bellard.
11:40 KXRA, KG, KSKY - News, Bellard.
11:45 KFAM, KG, KSKY - News, Bellard.
11:50 KFAM, KG, KSKY - News, Bellard.

FOR UP-TO-THE-MINUTE LOGS

Buy a New Copy of Radio - TV Life Today

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2383 FOR KODAK COLOR FILM

ANGLES AREA AND AT NEWSSTANDS

THROUGHOUT ALL OF CALIFORNIA

Page Twenty-nine
NIGHT NEWS OF THE WORLD KIT, 8:15 M-F

Music of the Crossroads. KFAC.

Nesbitt, Norman. MPC, 6 p.m. M-F

National Vesper Music and the Muse. KMPC, 11:15 p.m. Su.

Metropolitan Encyclopedia. KFAC, 11:15 p.m. M-F

Mexican Romance. KECA, 12:30 M-F

Sunday Music of the Allergies. KLAC, 1 p.m. M-F

Midnight Marvel. KIIT, 12:30 M-F

Misty. KNX, 4 p.m. M-F

Modern Romance. KECA, 12:30 M-F

Monday Mem's Headlines. KECA, 4:15 M-F

Mona From Music. KNX, 11:45 M-F

Monday Morning. KECA, 10 a.m. M-F

Mysti. KNX, 4 p.m. M-F

Mr. and Mrs. Village. KNX, 8:30 Tu.

Mr. District Attorney. KF, 6:30 M-F

Mr. President. KIIT, 12:30 M-F

Music of the Allergies. KLAC, 1 p.m. M-F

Music of the World. KECA, 11:15 M-F

Murrow, Edward. Museum Concert. KFAC, 3 p.m. Su.

Music of the Crossroads. KECA, 4:15 M-F

Music of the World. KECA, 11:15 M-F

Music With H sons. KECA, 7 p.m. Su.

My Favorite Husband. KNX, 6:30 p.m.

My Life in France. KNX, 6:30 p.m.

Mytrue Story. KECA, 10:30 M-F

Nathan, Robert. KECA, 4:15 M-F

National Farm Bureau. KNX, 11:45 M-F

National Radio Workshop. KECA, 10:30 M-F

Navy Hour. KIIT, 7:30 M-F

NBC Symphony. KECA, 7:30 M-F

The Blackstone. KECA, 7:30 M-F

Blackstone. KECA, 7:30 M-F

The Big Broadcast. KECA, 11:15 M-F

Boyfriend. KNX, 7 p.m. M-F

Breath of Spring. KNX, 7 p.m. M-F

Bread of Life. KNX, 7 p.m. M-F

Budget Bureau. KECA, 7:30 M-F

Buick. KNX, 7 p.m. M-F

Burke, John. KNX, 11 p.m. M-F

Bush, Charles. KF, 10:30 M-F

Business Roundtable. KNX, 11:45 M-F

Butterfield, Howard. KECA, 9:45 M-F

By the Numbers. KNX, 7 p.m. M-F

C & M. KNX, 7 p.m. M-F

Cameo Concert. KECA, 7:30 M-F

Campbell, Bob. KNX, 3 p.m.

Canadian Romance. KECA, 12:30 M-F

Capitol Report. KNX, 9:45 M-F

Caribbean Party. KNX, 7 p.m. M-F

Carribean Parade. KECA, 7:30 M-F

Carlton, John. KNX, 11 p.m. M-F

Carroll, Robert. KNX, 11 p.m. M-F

Carroll, Robert. KNX, 11 p.m. M-F

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Cassidy, John. KNX, 3:30 p.m.

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OCTOBER 6, 1950

RADIO-TELEVISION LIFE

The Ear Inspires the Pen

Frederic Hueston, address withheld, Los Angeles, Calif.

Thousands of residents are coming into their own in California every year. Why don't you devote a page to the locations of stations? Also listeners like to listen to out-of-state stations. Let's know where these stations are and where to find them on the dial.

Radio-TV Life runs a complete station finder for Southern California ... we do not, however, have the space to represent out-of-state stations, especially since there is not enough demand for such information.

Mrs. Louise Younger, 14261 Wright Street, Los Angeles, Calif.

I sure do miss Stuart Hamblen and his boys after all these years and wish him good luck.

I also wish "One Man's Family" had a half hour once a week instead of every night which is too much like a "soap opera."

Mrs. M. T., 12430 South Fidel Avenue, Norwalk, Calif.

Where might I be able to secure a resume of the "One Man's Family" program? Have recently begun listening, but would enjoy it more if I knew the background.

"What Do You Say?" and "Scrappy Amby" are two programs I'm still wishing very much to have back.

I don't own a television set, but have heard several people comment on how much their children enjoyed "Kukla, Fran and Ollie."

Hope you'll enjoy the picture layout of "One Man's Family" both radio and television, which will appear soon.

George Weaver, 389 Ashbula Street, Pasadena, Calif.

It has just been announced that the four-music-drama of Richard Wagner's great "Ring of the Nibelung" cycle will be broadcast from actual performances at the Metropolitan Opera House this coming season, for the first time in American radio history. Every person who intends to listen to this inconstant music should write at once to Mr. Rudolph Bing, General Manager of the Met, Broadway and 40th Street, New York, and demand that these music-dramas be sung in ENGLISH and in the Jameson translation.

This is the way Wagner intended them to be presented in England and America! And it is disgraceful that the Metropolitan has disregarded his intentions and continues to present them in a language that is unintelligible to ninety per cent of the listeners. Now is the time for the radio audience to protest vigorously against this outrageous practice.

Mrs. John Vandeveer, 46 Catherine Street, Lyons, New York.

At last she's back—Ginny Simms.

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that is. And singing as beautifully as ever. After nearly three years absence from the airwaves, it's a treat to hear her. So now how about a story and pictures of Ginny? It's been a long time and we've missed her.

Ginny's outener got and there's an inside story on her in the October 6 issue of Radio-TV Life.

Mrs. Jessie Cook, 10134 Mountair Avenue, Tujunga, Calif.

We listen mornings to KNX, starting at 6:00 a.m., with Nelson Pringle's excellent broadcast on what's going on in the world. This is followed by Knox Manning's "Housewives Protective League," with Ralph Story announcing. We should like to see photos of these three.

Ralph Story

Knock Manning

Nelson Pringle

Ira Cook, Sherman Oaks, Calif.

Thank you so much for pointing with pride my Saturday and Sunday record shows on KECA and KMPC. It was certainly a pleasant surprise to read your nice comments in the August 15 issue of my favorite radio and television magazine. I hope I will always be up to the nice things you said.

May W. Williams, 1547 Shanendosh Street, Los Angeles, Calif.

What on earth is Mrs. Farlee, who wrote the first letter on Ear Inspires' page of August 25, mad about? Read Ear Inspires' every week but can't remember any letter that would make anybody feel like that! If possible, explain the mystery some time. . .

Alice Fisher, 606 North Alhambra Avenue, Monterey Park, Calif.

Speaking of soap operas, you mention in Ear Inspires one of the very best, "Brighter Day." which is both exciting and a fine piece of writing. In my opinion, the best since "Against the Storm." Have you heard any rumors as to that good radio program getting back on the air?

Sissy, but there has been no word as to the return of "Against the Storm."

M. Saunders, P.O. Box 269, Glendale, Calif.

I think that the story Steve Allen told on Robert Q. Lewis's program was in exceedingly poor taste. In fact, any dog lover and there are thousands in California would have turned him off the radio.

I'm sure the sponsor would have lost quite a few patrons after his disgusting story about "eating the dog" was heard and I for one will boycott him whenever I can.

Name and address withheld, Los Angeles, Calif.

This is in answer to the letter written by L. Checkan in the September 22 issue. I'd like to know how old the writer is? He has to be in one of four categories—either too old to remember stories he has forgotten; no story about pets pleases him; he is so young he's never heard the story; or he is a Steve Allen dislikers.

I'm in my twenties and I've heard the yarn told by several other top comedians and it was received very graciously, since no harm was meant by it.

I'm a staunch Steve Allen fan and I shall defend him to the limit. He is a great comic and a terrific ad-libber, but even the greats, such as Groucho Marx and Eddie Cantor, have pulled boners. No one can be so good as to not take advantage of a story told so many times before.

Steve Allen was not guilty of lack of taste by any means. He just isn't perfect or good enough to please all.


Here's my side of the man-eats-dog story. Briefly, the facts are these. The story is a million years old and not one of my own creation. The first time I heard it, I died laughing, and the studio audience on the Robert Q. Lewis show laughed and applauded the day I happened to repeat it.

I am not in the habit of telling offensive stories either on or off the air, and I never told this one if I had expected to offend any of my listeners. I happen to love dogs, have had a dozen of them in my lifetime, and I still think the story is hilarious. I grant, however, that no one is under any obligation to agree with my tastes in humor and I extend a very sincere apology to any Radio-Television Life reader whose sensibilities were bruised.

To any who might like to explore the subject matter extensively, I recommend a reading of Max Eastman's book "Enjoyment of Laughter," a scholarly tome which points out what a close relationship there is between the unpleasant and the humorous.

Vance H. Walters, P. O. Box 926, Costa Mesa, Calif.

Of course I may be slightly prejudiced, but I don't consider myself a know-it-all. However, I feel that our evaluation is in conflict with the opinion of others. Recently I have been listening to "$1000 Reward" at 4:00 p.m., KFI, Sunday. And just try to imagine my (Please Turn to Page 35)
For Love o’ Mike (General) (Comment)

Looks Like

Jack Benny may make a music-hall tour of Australia next summer... "Double or Nothing" chalked up its tenth anniversary on the air with its September 16th broadcast, and this month marks for its emcee Walter O’Keefe his twentieth year in radio. New York City has issued a firm order that no sirens be heard on radio shows dialed there, as a siren remains the only legitimate warning of an air raid... Willard Waterman, NBC’s "Gildy," was on the greens in Hanford, California, last week to play in the Northern California Open Golf championship... CBS’s novel Dollar a Minute (anyone with a gripe to air can buy sixty seconds’ radio time for a dollar) starts October 4... Penny Singleton’s show, having concluded its replacement stint for Bob Hope, has moved to the Sunday 3:00 p.m. time spot. That’s on NBC... We wondered about Ann Sheridan’s throatier-than-ever voice on "Lux’s" broadcast of "Good Sam." She had a severe cold... That good show, KECA’s "Hollywood Bylines," has been rewarded with a better time spot, Thursdays, 9:30... Arthur Godfrey’s daily radio time has been stretched another quarter-hour, a fact which we know will delight the legendary number who "just can’t get enough of that red-head."

Turnable Newcomer

This week, KMPC introduces its new disc jockey, Ross Mulholland, to the listening audience. He whirs the wax every morning, 7:30 to 8:00 and again 8:30 to 9:30. Mulholland is an import from KMPC’s sister station, WJR, Detroit, where he built a following prior to his recent association with WXYZ in the same city. He is noted for his Barefoot Society, which is to be featured on his KMPC set-up, with Mulholland playing the roles of radio’s Jack Benny. A junior Barefoot Society, designed to amuse children before they leave for school, takes over the program between 7:45 and 8:00 a.m.

Mulholland, self-elected president of the Barefoot Nourishment and Swamp-Water Society, attended University of Miami for a year before discarding his books for a baton with a small band. His parents promptly sent Ross to Ohio State and soon he was broadcasting over WLW. He put in a stint at WJR, then did announcing at WXYZ, was called into service in 1942. In 1947 he rejoined WXYZ and formatted a program which captured 125 sponsors a week. One of its features was a Sparkle Plenty Contest at Christmas. Children were participants and followed the program avidly.

Ross also ran an old player piano, paying $1 for each roll sent in and used on the air. His fertile brain always seems to be dreaming up new gimmicks to draw listeners.

Mulholland is married, father of two, collects old horseless-carriage horns, loves to show movies at home. He organized a father-son group in his neighborhood and regularly entertained in the basement of the Mulholland home.

Platter fans will eagerly follow his antics and selections as he transplants activities to KMPC.

Quinn on U. N.

As "President Hall" of mythical Ivy College on NBC’s "The Halls of Ivy," Ronald Colman on a recent broadcast defended the United Nations against the attacks of the campus newspaper (though he upheld the paper’s right to criticize).

Because the network has received requests for the text of his remarks in the Don Quinn script, we reprint them herewith:

"As you know, the United Nations, which represents some fifty-seven countries and some 1,700,000,000 people, was formed with the simple objectives of international cooperation and good will, which, by extension, means the eventual elimination of war."

"This, you claim, is idealistic to the point of fantasy. Perhaps it is. But I submit, it is a start... it is a beginning. Granted that it may not be the perfect and ultimate instrument for world security, it is still the greatest international step toward unity ever taken. Why are you selling it short?"

The student editor interrupted: "But look at the braids they’re getting into in the United Nations."

"I do look at them, quite cheerfully," replied "Dr. Hall." "Politically there is nothing healthier than the violent argument and debate. It will be the absence of noisy discussion which should worry you. That’s when the shoddy deals and back room deals are in the back room..."

May I point out that at this particular moment in history, when the paranoiac leaders of a foreign government are attempting to remake the world in its own ugly image, that to undermine the one group which is dedicated to understanding, writing the freedom and independence of small nations is to give aid and comfort to an aggressor?"

Remarked the student: "But don’t you think it’s too elaborate and complex an organization to be workable, doctor?"

"It is complex and elaborate, without doubt," answered "Dr. Hall."

"But will the problems of fifty-seven nations fling into the hopper, and the destinies of almost two billion people, it goes a little beyond the parliamentary procedure of a Boy Scout troop or the Ladies’ Literary and Begonia Society."

"Gentlemen, I do not wish to belabor the subject. But as the president of a college who has seen too many splendid young men and women lay down their lives on the altar of diplomatic m.e.-first-ism, I welcome any attempt whatever to bring reason and good will into international argument. At this time the United Nations is that attempt. Therefore, I am in favor of it."

Your Cue (Shows You May Like)

"Hallmark Playhouse"

KXX, KCBQ, KCBS

Thursday, 7:00 p.m.

Like their commercial, "When you choose a Hallmark card, you choose the smartest" so goes the production of this CBS show which brings to the mike top actors and actresses in dramas adapted from published short stories and best-selling novels.

In its second offering of the new season, "Playhouse" starred Donna Andrews as a press agent who has to give the "Big Build-Up" to a comedy actress the picture industry has set for stardom. Pleasant work until the press agent discovers that the girl is the very same one he had been madly in love with until her promising career caused a parting of the ways. However, the copy-wise P.A. lets the whole world know, by power of the press, of his heart’s desire who is the answer to every man’s (namely his) dreams, and their copied-in-the-bud romance again goes into full bloom.

With James Hilton as its host, announcing by Frank Goss and the music of Lynn Murray, "Hallmark Playhouse" is produced and directed by Bill Gay.
Organ Music
Monday, Wednesday, Friday, 1:00 p.m.
Monday, Wednesday, Friday, 10:00 p.m.
Saturday, 5:00 p.m.
KGCA

"Judging from the weight of our "Ear Inspires" letters to this effect, there's more of a radioFragmentManager who used to search of organ music. For their benefit in particular, and for the interest of all music lovers, we cue you on the organ offerings of Peter Slack, heard regularly on Long Beach station KGCA.

Pete is one of those small, chubby, good-natured people "built," as a columnist once said, "on the order of a teddy bear." When one sees him at the console of KGCA's Wurlitzer, it is difficult to think of him as a maestro, but once his nimble fingers begin to produce those smooth, lilting tones, it's easy to see why he is known as one of America's greatest organists.

His music training began at the age of five and a half. Like most youngsters he loved sports, but his musical ambitions were uppermost in his thoughts because he was what show people call "a natural." He studied in leading conservatories and received his music degree at the Chicago Conservatory of Music. From there he went on to make his name in radio. He was featured on the Mutual network, was heard in organ recitals at the New York World's Fair in 1940, studied at Fred Waring's Music Workshop, has given concerts at Convention Hall in Philadelphia, served as top demonstrator for the Hammond Organ Company and was on the radio staff of Percy Crawford's world-wide program for many years.

When he first came to California, he opened a music store on Sunset Boulevard in Hollywood where he taught piano, accordion, and harmony. From there he moved to Long Beach, where he now resides. Pete is staff organist and pianist of KGCA and his music is heard regularly on "Peter Slack Time" and "When Day Is Done." He gives private instruction on piano, organ, accordion, vibra-harp and harmony, and is on the faculty of the Brethren High School in Paramount, where he conducts the glee club. When Pete isn't working and teaching, he is kept busy with appearances on other radio shows and on personal appearances throughout Southern California.

Pete is a "home-lover." He spends most of his spare time putting around the garden and, says he, "re-laxing in my easy chair." His hobby is "the process of producing images on sensitized surfaces by the action of light," or photography. But his favorite pastime is golfing, and he shoots, so he says, in the lower "9's."

Slack is a "native Californian," having lived here nearly two years, coming from New York, his birthplace.

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California has become his second love, his first love being his lovely wife, Carol, who—if Pete doesn't watch out—will become the musical maestro of the household. Mrs. Slack is an excellent trombonist, organist and pianist, and at present is taking lessons from her illustrious husband on the accordion.

"Memo From Molly"
Sunday, 3:00 p.m.
CBS-KNX, KGB, KCAS

Again the co-stars of a fluffy bit of airfare—this time letterheaded "Memo From Molly"—are the former "First Nighters," Barbara Luddy and Alan Soule.

Representing the "fourth estate," as the romantic-minded yet level-headed publisher of a magazine heralded as "Moments," is "Molly" (Barbara Luddy), and the fellow to whom she sends all her "memos," business and personal, is the managing editor (Olan Soule).

Called a "romantic comedy," the show (scripted by Beth Barnes and Joel Kane) deals lightly with the old story of a "boss lady" out to prove that she can be every bit as successful in business as the mere male. Only in this case "Molly" shrewdly inflates the masculine ego by letting her managing editor believe he is the one who wears the thinking cap. Some sacrifice, but smart enough to make said managing editor feel more than just admiration for his superior.

Able cast of Herb Butterfield, Sarah Selby, Jack Kruschen, Leo Cleary, Katheryn Card and George Neice back the Gordon Hughes-produced program, with William Froug as editor and off-time scripter. Split announcing chores are handled by Vincent Pelletier and Roy Rowan.

Sportsmen on the Spot
Thursday, 9:30 p.m.
Mutual-Dou Lee-KHJ, KFRC, KGB

Mutual-Don Lee's "The Rod and Gun Club of the Air" has launched a new series of "on-the-spot" broadcasts.

The first of these "in-action" programs will originate from Bermuda, where the show's regular panelists, Guy Kibbee, Vancampen Heiner and Larry Koller, will go on a three-day fishing quest for bonita, amberjack and barracuda. The guests for this trip will be Louis Mowbray, curator for the Bermuda Government Aquarium, and Al McClane, fishing editor of Field and Stream Magazine. Milo Boulton will emcee.

The "on-location" trips are in line with the program's aim of bringing the flavor of the outdoors to sportsmen relaxing in their living-room easy chair. The actual proceedings as the panelists go about the fishing tasks will be aired during the broadcasts.

Subsequent broadcasts in these documentary sports sessions have been scheduled for other famous fishing and hunting resorts in the Americas.

"Charlie Wild, Private Eye"
Sunday, 3:30 p.m.
NBC-KFI, KFSD, KNBC

Personally, this one we could do without.

We found nothing in it to distinguish it in any way from the wearying overflow of private-eye etc-type programs already cluttering up the air. On bended knees—and with bent ears—we pled, implore, and beg of sponsors to shell out enough dough in a quality scripter's direction to make it worth his while for him to come up with something more imaginative, exciting and unpredictable. We've been mystery-show-happy in our time, too—but the hour has come, we think, to turn a deaf ear to the radio private eye.

"Goodnight, Sweetheart!"

We Point With Pride

... To Lawrence Tuttle, who delivers fine acting jobs habitually, this time for her work opposite William Powell in the CBS "Hollywood Star Playhouse" vehicle, "The Man Who Knew Tomorrow." On NBC's "Halls of Ivy" for its casting of James Edwards, the excellent Negro actor seen in "Home of the Brave," on its recent show which was deftly scripted by Don Quillen around the subject of racial equality. It was so refreshing to hear Edwards's soft-spoken, straightforward portrayal of a boy of his race, in contrast to the...
predominance of comedy parts customarily regarded as the only ones suitable to all the able thespians whose skin just happens to be of another shade.

... To Frank Bull's consistently satisfying programming of "Dixieland jazz, "mackrelhouse boogies, and the blues" on his nightly KFWE record sessions.

... To radio's news analysts, for their careful, cautious views on the Korean victory which should be listened to with care and not casually. It is up to the public (that's you and me) to pay heed and do our job as thoroughly.

**We View With Alarm**

That commercial spiel which is thrown at us every day (how many times a day we don't know), always in the same words and identical voice inflections. Sure, we know it's on a record. Our point is—we think it's high time this disc is broken and a new one made. In case you're wondering to which of the many irritating commercials we are referring, this one's for the firm whose initials are "The Flying Irishman."

... The interruption of KALI's coverage of the big-league Eastern ball games at a crucial inning, to make the irritating switch to local coverage of minor-league play.

**On Mike (About Studio Happenings)**

**It's Fun—On or Off the Air**

Jay Stewart and company—the gang who present CBS's "It's Fun to Be Young" program—proved to the youngsters in the audience on a recent Saturday, that it is fun to be grown up, too. Just before air time, Jay and director Sterling Tracy discovered that the program wouldn't be carried that day because of a special network show from Washington. Organist Dick Aurandt hadn't heard the news, however, so they decided to keep it from him—to present the show just as though it were being broadcast—and to have fun with Aurandt. After a series of wrong music cues, darkening the entire stage just as Dick was to play a music bridge, and other irritating incidents, Dick found out what was what, and a good laugh was had by all on and off the stage.

**Off Mike (Personalities)**

"**Humor Is Expensive**"

Sam Perrin, head writer for the CBS "Jack Benny Program," forecasts more humorous radio shows in proportion to the recognition given good writers.

"Humor," he says, "is a commodity. It can be bought cheap, and it can be bought expensive, the price you pay determines the kind you get."

Perrin, a cherub New Yorker who has made his home in Hollywood for the past decade, is accounted one of the top radio comedy writers. In the country, Emil Jofsefsberg, George Balzer and John Tackaberry are responsible, with Benny, for Jack's weekly scripts.

"Comedians have finally discovered that it's cheaper to hire a good writer and stay on the air than it is to write their own material, or hire a poor writer and leave the air after thirteen weeks," declared Perrin.

"All comedians are capable of thinking of funny things, but not often enough. In the days of vaudeville when a comedian wrote a funny routine, he could use it month after month, year after year. Now he's got to think of something new every week. Only a writer can do that, and it takes more than one writer to turn out a consistently good radio program."

No one is more cognizant of this than Jack Benny himself, "I don't care how funny you are, you're dead without material," Is a famous Benny saying.

Perrin, who with Balzer wrote the Broadway hit "Are You With It?" came up the hard way. In fact, he worked as a pit drummer in Schubert theaters in and around New York. As a youngster of seven he was accounted a genius on the xylophone and toured the country giving concerts.

But Perrin left the world of music behind at an early age to become a writer. "I became a writer because all I cared for was writing. I wrote and wrote, always comedy. I got my first big break when Jack became interested in me back in the Palace vaudeville days. I've been writing for him for fourteen years."

Perrin's advice to aspiring writers is brief, "Keep writing and keep plugging. But remember it's not enough for a young writer to think he can write. He's got to find a comedian who thinks so too. When you're breaking in, give your material free to any comedian. The important thing is to get him to use a couple of jokes. When he comes to you and says I need a couple of jokes, then is the time to talk business."

Perrin's great thrill came when "Are You With It?" opened at the Schubert Theater in Philadelphia. He remembered then the days he had played the drums in the pit at the same theater for $75 a week. Perrin's present earnings have placed him in the upper tax brackets.

He has a ready answer for the question "Why are there only a few great writers of comedy?"

"Why are there only a few great doctors?" he asks.

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**British Honor Stafford**

Jo Stafford's portrait has been hung alongside the King and Queen of England and the Union Jack on the "wall of honor" in the British Army Transit camp at the Hook of Holland. British soldiers, after hearing Jo's gramophone records over Radio Luxembourg, wrote for her portrait.

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**Menuette**

By

KJH's Norma Young

**Shrimp Remoulade**

(Takes you back to New Orleans)

This is served as a first course or as an appetizer, and you never forget the flavor when you have once had it.

2 lb. fresh shrimp

Bolt these for about ten minutes, or until they turn pink in a broth made by adding to:

3 quarts water

14 c. salt

3 celery tops

2 bay leaves

1 onion

2 cloves

6 pepper corns

Let cool in this water, peel and remove black vein. Chill thoroughly.

Now for the sauce or remoulade:

3 hard-cooked eggs, remove the yolks, and aleve

To this add:

1 T. mustard-horseradish

14 t. ground mace

1 t. anchovy paste

1 t. each minced parsley and young onion

1 t. salt

To this add:

1 c. oil, alternately with

4 t. white vinegar

2 T. lemon juice

Note: if Radio-Television Life readers have household or cookery problems, call Norma Young, between hours 9 a.m. and 4 p.m., Hudson 2-2133.
Radio Precasts

WHAT’S NEW
Western Variety
SATURDAY, OCTOBER 7—“American Barn Dance,” KECA, 8:30 p.m. (30 min.). Western variety show stars Eddie Dean with Allen Massey, the Plainsmen and comics Abigail and Buddy.

Variety
MONDAY, OCTOBER 9—Arthur Godfrey, 7:00 a.m. (30 min.). Godfrey is heard with new half-hour variety type show Monday through Friday.

WHAT’S BACK
Comedy
FRIDAY, OCTOBER 6—“The Life of Riley,” KFI, 7:00 p.m. (30 min.). William Bendix returns as “Chet,” A. Riley, with cast of Pauline Biglow, John Brown, Barbara Eiler and Bobby Ellis.

SATURDAY, OCTOBER 7—Dennis Day Show, KFI, 7:00 p.m. (30 min.). Dennis returns in situation-comedy series with Barbara Eiler, Vera Felton and Bea Benaderet.

SATURDAY, OCTOBER 7—Judy Canova, KFI, 7:00 p.m. (30 min.). Comedienne begins her eighth year on the NBC network with show featuring regular cast of Sheldon Leonard, Mel Blanc, Ruby Dandridge, Joseph Kearns and Verna Felton.

SUNDAY, OCTOBER 8—Phil Harris-Alice Faye, KFI, 4:30 p.m. (30 min.). Comedy-singing stars return to the network with Elliott Lewis as “Remley,” Walter Teytey as “Julius,” Robert North as “Brother William,” Jane Ross as “Phyllis” and Anne Whitfield as “Baby Alice.”

TUESDAY, OCTOBER 10—“Fanny Brice Show,” KFI, 5:30 p.m. (30 min.). Brice returns as “Baby Snooks” with Harry Stafford as “Daddy.”

Mystery-Drama
FRIDAY, OCTOBER 6—“Escape,” KNX, 9:00 p.m. (30 min.). First in returning series will be “A Sleeping Draft,” by Weston Marty, adapted by Antony Ellis.

Sports
FRIDAY, OCTOBER 6—World Series, KJH, 9:45 p.m. (to concl.). Mel Allen and Jim Brits give World Series games as they began Wednesday, October 4. Providing the NBC radio broadcast, the American League bunting, the Sunday game will be played at Yankee Stadium beginning at 1:45 p.m.

Music
MONDAY, OCTOBER 9—“The Longines Symphonette,” KECA, 10:35 p.m. (30 min.). Igor Gorin returns to the network, Piatro again conducts musical concert to be heard through Thursday with Frank Knight as host.

WHO’S GUESTING
Music
MONDAY, OCTOBER 9—“Telephone Hour,” KFI, 9:00 p.m. (30 min.). Noted baritone returns to the “Prologue” to “I Pagliacci.”

Participation
SUNDAY, OCTOBER 8—“Twenty Questions,” KJH, 8:00 p.m. (30 min.). Nina Foch guests with the panel of experts tonight.

Comedy
TUESDAY, OCTOBER 10—“Life With Luigi,” KNX, 6:00 p.m. (30 min.). Frank Sinatra guests with the panel of experts tonight.

Commentary
SUNDAY, OCTOBER 8—“William Tusher in Hollywood,” KECA, 7:15 p.m. (15 min.). Glorious Gloria Swanson pays a return visit to commentator Tusher and will reveal facts on old-time Hollywood.

WHAT’S PLAYING
Drama
SUNDAY, OCTOBER 8—“NBC Theater,” KFI, 11:00 a.m. (1 hr.). Voltaire’s “Can-dide” will be dramatized on today’s “Theater.”

SUNDAY, OCTOBER 8—“MGM Theater,” KFI, 1:00 p.m. (1 hr.). William Powell and Nina Foch are featured in “Rebecca,” hero number one.

SUNDAY, OCTOBER 8—“Theater Guild,” KFI, 5:30 p.m. (1 hr.). Celeste Holm and William Holden co-star in “Blow Ye Winds.”

TUESDAY, OCTOBER 10—“Cavalcade of America,” KFI, 8:30 p.m. (30 min.). Ginger Rogers portrays a Northern spy in a Civil War drama heard tonight.

Music
SUNDAY, OCTOBER 9—“Hollywood Theater,” KJH, 9:30 p.m. (30 min.). Carol Smith and Donald Gramm co-star in music-drama version of “The Great Pretender” based on Griege’s “Peer Gynt Suite.”

MONDAY, OCTOBER 9—“Railroad Hour,” KFI, 7:30 p.m. (30 min.). Milton Katsims conducts the orchestra in the works of Mendelssohn, Milhaud and Tom Scott.

MONDAY, OCTOBER 9—“Railroad Hour,” KFI, 9:30 p.m. (30 min.). Ginny Simms joins Gordon MacRae in Jerome Kern’s “Roberica.”

Discussion
SATURDAY, OCTOBER 7—Football, KJH, 1:45 p.m. (to concl.). Washington State clashes with University of Southern California at Pullman, Washington.

SUNDAY, OCTOBER 9—“Catholic Hour,” KFI, 3:00 p.m. (30 min.). Second in series on marriage problems will be the subject “Until Death Do Us Part.”

Anson and Friend
Bill Anson has introduced a wooden friend on his nightly KTTV show, who is a chip off the same block that Charlie McCarthy came from. When Anson was a night-club entertainer years ago, a doll maker in Chicago who had just made the McCarthy figure carved a little fellow for Bill’s act. Now Anson’s taken the doll out of moth balls for a revival on video.

Niles in Film
KECA-TV star Ken Niles has abandoned his fishing attire for a surgeon’s jacket and is playing the role of “Dr. Bromley” in J. Scott Smart’s “The Fat Man.”
Hi anyway! The song says autumn in New York is a wonderful place. Wanna go free? Here's how:

Name is own a mystery voice and tell me in twenty-five words or less why you enjoy reading Radio-Television Life.

Name is right and write it interestingly and you'll win:
1. Free round-trip plane flight to New York for two.
2. One-week vacation in Manhattan for two, expenses paid.
3. Evening at the Copacabana as guest of singer Alan Dale.
4. Two free round-trip plane tickets to another U.S. city.
5. Filet mignon departure party at Hollywood Palladium.
6. Frankie Laine record albums.
7. Crates of oranges and lemons from Santa Paula.
8. More exciting prizes to be awarded each week.

Listen to my disc-jockey-celebrity interview show on the Pacific Regional Network, Monday through Friday for the actual voice I want you to pin a name to. That voice will give some clues on each show. Each new week, I’ll sum clues up in this column.

Also this column will feature jumble clues NOT mentioned on the air show. These clues are letters spelling out the “voice” name during the six-week contest. I’ll list four letters of the alphabet each week. Two of these will actually be from the “voice” name—but not necessarily listed here in proper sequence. However, when unscrambled each week they will eventually spell out the subject’s name forwarded otherwise.

Here are the first four letters. Two of them count. Clip and save for that trip to New York.

L R N A

For more clues and a short interview to the voice itself dial the “Armand La Pointe Show” on these and other stations:

KFMV-FM, Hollywood—3:05 to 5:00 p.m. Monday-Saturday; KWIK, Burbank—2:00-2:30 p.m. Monday-Friday and 3:05 to 5:00 p.m. Saturdays; KSPA, Santa Paula—3:05-5:00 p.m. Monday-Saturday; KPRD, Riverside—3:05-4:00 p.m. Monday-Saturday; KREO, Indio—3:05-5:00 p.m. Monday-Saturday; KPMO, Pomona—3:05-4:00 p.m. Monday-Saturday.

If you have an idea already—put it down. Then write in twenty-five words or less “Why I like Radio-Television Life.” Send as many entries as you wish. Mail entries either to: Armand La Pointe Show, Pacific Regional Network, 6540 Sunset Boulevard, Hollywood 28, Calif. or to: Radio-Television Life (La Pointe Contest), 6361 Selma Ave., Hollywood 28, Calif. Judges are Editors of this magazine and butch La Pointe.

EVERYTHING WAS MOVIN’ TOO fast around NBC last week when it was suddenly decided to whiz Harris-Faye off the air the following Friday. Our magazine was scheduled to do a story on Phil and Alice, but things were so frantic we had to postpone the interview. That’s that for the 4:00-5:30 “dream show.” Now NBC is going to slot its ninety-minute whopper at 3:30 p.m., leading to “The Honeymooners.” First big program in the hour-and-a-half series will originate in New York on October 29. Meredith Willson is already there conferencing on music. Second opus will probably come from Hollywood. It will take a load of talent, fast pace, slick production and the nth degree of variety for the “dream show” to click against rival networks’ programs, but as the schedule stands now, Jack Benny is the only real competition. Of course right now, nobody seems to know for sure what’s going to be on the air there until almost airtime. There’s so much shifting and shunting it’s a wonder the ether isn’t shaken with a program collision. Hope aff airs settle down soon.

AND SPEAKING OF COLLISIONS, already our office is receiving complaints because Bing Crosby and “Halls of Ivy” are going to be airing at the same hour. And what a shame against CBS opposite “Groucho Marx” (NBC). Right now, Peary needs a better break than this as he tries to build a new character and show. What CBS is probably counting on is that Peary precedes Bing Crosby and may pick up listeners who like to leave the dial set.

RADIO, TV AND RECORDING industries are to be congratulated on formulation of R-T-R Permanent Charities, a package of many people working in these three businesses may make one gift and one only to cover contributions to American Red Cross, Community Chest, American Heart Association, Downtown Y.M.C.A., American Cancer Society, March of Dimes and Sister Kenny Foundation. Sidney N. Strodt, who has just resigned as an NBC vice-president after eighteen years with the network, is responsible for formation of this excellent organization, along with Larry Shep, Donn Tatum, Wayne Tiss, Burt Zinn and several other top-bracket figures. The R-T-R is launched with full cooperation of AFRA, the Musicians’ Union, and other similar organizations and should prove a boon to busy people who want to contribute to worthy causes but are often harassed by too much solicitation.

KUDOS TO ZEALOUS BOB HOPE, whose clearance to entertain with his troupe in Korea came through last week just as Al Jolson planned back home. If anything, he him self is footing all the bills to take his entire orchestra and cast members across. Seems as if the same people who put on World War II are the ones to volunteer the first this time. What about some of the others taking a whirl at it, especially the guys who did not, for one good reason or another, do anything the last time?

HAVEN MACQUARRIE JUST called to say that “Noah Webster Says” is going back on the NBC airplane on Saturday night, October 14, 9:30 to 10:00, over the Coast network, and will be released at other times in Chicago and parts of the East. He also stated that he was filling suit for $750,000 against CBS, Abe Burrows and others connected with the “You Take My Word” show. Haven said this program has been lifted almost entirely from his own show.

IT WAS NO SURPRISE TO this one that Fibber McGee and Molly’s” ork leader, Billy Mills, captured a blue ribbon at the County Fair with his corn relish. Couple of years ago we did a story on him and his culinary prowess and received a jar of the prize-winning concoction. But not the recipe. That’s a blue ribbon secret, handed down from Billy’s grandmother.

BY THE TIME THIS GETS into print, ye ed will be in New York, hip pity-hopping from one radio and TV show to another gleaning stories for youknowwhat while awaiting premiere of Jack Benny’s new TV show, “Pulitzer Prize Playhouse,” debuting Friday night, October 6, in Big Town. Sponsor is really putting on a gala opening by flying fifty of the nation’s radio stars to N. Y. and putting them up at the Hotel Pierre. Preceding the premiere, a dinner honoring Pulitzer prize winners is being given. It all sounds plenty exciting, so next week’s Lifelines will be devoted to this de luxe junket.

“LUIGI” GETS PROPOSALS J. Carol Naish, CBStar of “Life With Luigi,” who has managed to escape the wiles of husband-seeking “Rosa” for the past two years, receives an average of five marriage proposals a month from his feminine fans. A number of them come from Chicago, where “Luigi Basco” runs an antique shop at “21 North Halsey Street.”

Tusher Meets CRUSHER Wrestler Sammy Stein once crushed William Tusher’s portable typewriter when he dove through the ring while Tusher was covering the mat back for his story. Page Thirty-seven
Ear Inspires

emotional reaction when I heard the announcer blast at my ears with the "guff." "... THAT some may be
you to decide who is the killer. IF WE
TELEPHONE YOU, you will win the
SIX-WAY Reward! do you KNOW?
Because right now we may call you!! " Egad! Does executive radio
really believe that we are gullible enough to believe that a mystery pro-
gram will go on the air twenty
minutes before telephoning me, you
the guy next door to solve a who-
dunit? Supposed I had not heard the
cues or had not been at home when
the phone rang? That would be a
rather discouraging finale to a
thriller, wouldn't it?
Please radio, give us credit for
being above and beyond the twelve-
year-old I.Q. average. Don't let the
scripts endeavor to arouse our anti-
cipated ear buds to the point where
we will innocently sit by the phone
at 4:20 p.m. waiting for the it to ring.
This sort of thing is exceedingly annoying to me, but despite these incongruities,
I still am an avid radio fan.

Pauline Jones, 9355 Kirkside Road, Los
Angeles, Calif.
Could you tell me where I could
write to obtain tickets to "Bride and
Groom"?
Tickets to radio programs are obtained
through the Guest Relations departments
of the stations. Write to the station
111F A Semi-weekly.

Art Yotheringham, 1406 West Seventh
Street, Los Angeles, Calif.
On September 21 I heard on John
Reed King's "Chance of a Lifetime
network a question, "What famous
woman had a wooden leg?"
What a terrific way to phrase this!
The script writer could have said
"an artificial limb." How crude can these writers be?

Behind the Scenes
in Video

Vandiveer is pleased to hear of set-
lifters who say you've made a
game of trying to figure where the
commercial will go.

Credits
A broadcasting veteran, Vandiveer
has fifteen years in the industry, has
been publicity director of the Don Lee
network, director of special events for
KPFKEKA when both stations
were owned by Earle C. Anthony,
public-service and field director for
KFI, and at one time was a Los An-
geles Herald-Express newspaperman.
In World War II he served as a
Page Thirty-eight

Navy lieutenant-commander, spe-
cial-events officer for the Eleventh
Naval District and in public relations
at Pearl Harbor. Assigned to the USS
Missouri during the first Tokyo
strikeout and invasion of Iwo Jima,
Vandiveer made the first broadcast
from Mt. Suribachi after the capture of
Iwo Jima.
During his radio career he has re-
ceived four national awards for spe-
cial events from the Ohio Institute
for Education by Radio.
Perhaps the most accurate of de-
scriptions for Vandiveer is to say
that he displays true showmanship
even his best friends will agree to.

Ginny and...
Booster Betty

(Continued from Page 5)

wonderful thing. No more checking
into the studio at a set time every
week. We record when the time is
right. That leaves me free to be
with the children and to go with
Huvian when he travels.
Ginny and her husband recently re-
turned from an idyllic vacation in
Hawaii and she looks in the pink.
She still wears her hair a little long
(she tried to cut it "Koko" and hated
it) and she still likes simple suits
dresses of navy or black. Being
married to a prominent socialite
hasn't changed her a bit. She flashes
her winsome smile and talks in her
gracious manner. Her speaking voice
is slightly lower, but her singing voice
is just the same.
"I've studied the records," she re-
ported. "and I can't find any dif-
fereence."

So thanks to her own enthusiasm
and to a girl named Betty Jones,
"It's good to be back," she sparkled as she
looked around the Derby and its
noontime radio crowd. "You know, I
haven't been in here for three
years!"

Keep It Simple!

(Continued from Page 4)

Tripp was a protege of Mrs.
Richard Mansfield, appeared with
her in her last play "Mad About
De Berge" and "Enemy of the People."
and in the Theater Guild's "Jere-
miah." He also wrote, directed, pro-
duced and acted for the Federal
Theater's "Living Newspaper," for
Civilian Defense in Cleveland and in
the service of the Army. It was while
on leave from the Army that he
began penning his typewriter piece
of writing that has since become a
classic in the field of children's en-
tertainment—the story, brought to
life in record-album form, of "Tubby,
the Tubeman." "If it hadn't been for "Tubby," he
recalled, "after the Army, I probably
would have quit the theater."
At the time that his "Mr. I. Magi-
nation" idea was finally accepted as
a TV show, after some thirty-five
live auditions, the actor and writer
seemed to have had the last of the
lap of prosperity. Grinned Paul: "One
more week and I don't think we'd
had it made."

Wire Cast Member

Tripp is married to Ruth Enders,
a actress he met in the mid-thirties
while appearing at the New York
Theater Guild. "I was married to
Ted Tiller and Joe Silver make up
the permanent cast of "Mr. I." When
Tripp found himself having to learn
to alter his stage technique to the
directing, he thought it was the most
effective in TV, he named one of
the cameras for his wife, Ruth,
and another for his five-year-old
daughter, Suzie. That made looking
straight into the cameras and talk-
ing right to them a lot easier!"

Tripp thoroughly enjoys tackling
the challenge of television. Favorite
of his own trips into the realm of
imagination has always been the back
of the dashboard of the pioneer. "I
guess," he smiled, "television is my
frontier come true."

Concluding, Tripp returned to the
aspect of television he most strongly
senses, simplicity. Saying, "After
all, in television, the only real scen-
ery is the people. There's no room
for anything else."

"On Mr. I. we use the simplest
form of the theater. Throw a hand-
ful of confetti into the air, and it's
snowing."

STATEMENT OF THE OWNERSHIP,
MANAGEMENT, AND CIRCULATION
REQUIRED BY THE ACT OF CONGRESS
OF AUGUST 24, 1912, AS AMENDED
BY THE ACTS OF MARCH 3, 1915,
AND JULY 2, 1946
(TITLE 39, United States Code, Section 223)

1. Title of publication: Radio-Television Life
2. Location of known office of publication:
Los Angeles, Calif.
3. Name and address of publisher, editor, and managing editor:
4. The owner is: (1) owned by a corporation, the name and address of the corporation and of the officers, directors and stockholders holding one percent or more of total amount of stock, if owned by a corporation, the names and addresses of the officers and directors of the corporation, and of the stockholders holding one percent or more of the individual owners must be given. If owned by a membership or other unincorporated firm, the names and addresses of all individual owners must be given. (2) owned by the estate of a deceased person, the names and addresses of all owners of interest in the estate. (3) owned by an individual, the name and address of each individual owner must be given. (4) owned by another publisher. (5) owned by a nonprofit organization, the names and addresses of all individual owners must be given. (6) owned by a government, the names and addresses of all owners of interest in the government. (7) owned by a non-profit corporation or foundation, the name and address of the corporation or foundation must be given. (8) owned by an unincorporated firm, the names and addresses of all owners of interest in the firm. If owned by a person or corporation holding one percent or more of total amount of stock, the names and addresses of all officers, directors, and stockholders must be given. If owned by a person or corporation, the name, address and occupation, or other securities are (if there are none, an estate, if any stockholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of stock, or other securities are (if there are none, an estate, if any)
5. Total number of copies of each issue of this publication sold or distributed, through the mails, in the 12 months preceding the date above shown was 11,000. The names and addresses of the mailing list are not sold to other than persons, publications, or other organizations

RUVLY A. BIGSBY, Editor

Return to and subscribed before me this 10th day of November, 1954.

CHARLES HAYES

(Seal)
Don’t Laugh, Mother

Your Boy W asn’t Acting With His Usual Rare Humor When He Starred on “Suspense”

By Gaye Howe

FOR ONCE in his life, Milton Berle was afraid that people would laugh at him.

The big-mouthed, brash comedian was doing a “Suspense” epic called “Rave Notice,” by James Poe. He stood at the mike, somber and sincere, emoting, with a calm assurance, a role so compelling that it was hardly believable this could be the same man whose burlesque has made him an idol to millions of television viewers.

Maybe it was another Milton Berle. For this fellow, clad in a navy sports jacket and gray slacks, wasn’t acting at all like the raucous Berle of television who struts bandy-legged before the camera, howls at his own jokes and generally makes a lovable fool of himself.

He didn’t mug, ad-lib, giggle or even fluff a line.

As an actor, Berle is good. So good, in fact, that the whole cast, from sound-effects men up to producer-director Elliott Lewis, sat goggle-eyed and slack-jawed as Berle became a thespian who murders his producer, then turns in his greatest performance as a case of pretended insanity who believes he has tricked the doctors into thinking his mind has cracked.

Hate . . . deceit . . . lunacy . . . hysteria . . . and finally bitter futil-

WRAPPED INTO THE ROLE, Berle displays the emotion of a madman, carries the part with full impact. Throughout the program he was calm and assured, took Elliott Lewis’s direction admirably, and surprised all by a superb performance.

HE WANTED TO LOOK “dramatic,” so Milton hid behind a wall and peered suspenseously at the cameraman. As a result Berle actually appears wistful to the eye. Off mike, he amused the cost by smashing a cigar in his face.

T H I S  I S  A B O U T  as Berle-ish as Milton became on “Suspense.” Vacationing on the West Coast from his New York Texaco teleshew, Berle appeared before the mike in a Hollywood leisure jacket, vout sports shirt and gray slacks.

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CBS FOREIGN correspondent Bill Downs was a single man during World War II. Now he has a wife, Roz, and a small son, and was just ready to buy a house when trouble erupted in Korea. Now Roz wants to join Bill. What to do?

BACK TO TOKYO has gone CBS's Bill Costello, veteran of three and a half years' coverage of the Orient as Far Eastern News Chief for the net. His wife, Helen, wants to join him in the war zone.

FOREIGN correspondents' wives say home is where hubby is and thereby raise a tough problem for Network.

When networks or newspapers hire foreign correspondents, they don't officially recognize the correspondents' personal problems in the form of wives and children.

However, "it would be a hard-hearted editor indeed," says Wells Church, Editor-in-Chief of CBS News, "who could completely ignore the special problems created by a correspondent's family."

The women who marry foreign correspondents, says Church, fully recognize the fact that they are wedding men whose assignments may and do carry them all over the world. In fact, many CBS correspondents met their spouses abroad while on news assignment.

Winston Burdett, for instance, found his Georgianna while on his news beat in Italy. He's CBS correspondent in Rome. Richard C. Hottelet, CBS correspondent in Berlin, married an Englishwoman named Anne. Larry LeSueur, now United Nations correspondent for CBS, also found his better half, Priscilla Bruce, in England. Howard K. Smith, now Chief of CBS's European Staff and stationed in London, wed a Dane, Benedicta. David Schoenbrun, CBS correspondent in Paris, married an American, Dorothy, but he met and courted her in Paris.

While correspondents' wives realize they have married global traveling men, they see no reason why they can't travel too.

"This is a problem that hardly touched us during World War II," Church says. "Most of our men—Hottelet, Smith, LeSueur, Schoenbrun, Bill Downs and Charles Collingwood—were single men, hell-for-leather characters without home-base ties."

"After the shooting was over naturally, being normal men, they wanted to settle down with wife and family. Now that the world is in crisis again, we are calling on our crackpots to correspondents of the (Please Turn to Page 43)
Old Favorites
Of the Old West

Are “Hashknife Hartley” and “Sleepy Stevens,” Created Thirty-Two Years Ago for Western Fans And Now Brought to Radio on New Adventure Show

They became so familiar that during World War II the government ordered 100,000 copies of “Hashknife” and “Sleepy” books sent to various parts of the world for the GI’s.

Producer Tom Hargis, who also directs the Roy Rogers air show, finally convinced Tuttle that “Hashknife and Sleepy” would make an entertaining radio show and would have a ready-made audience of avid “Hashknife and Sleepy” followers.

Hargis, himself a Westerner from Texas and for years convinced that a Western trend in entertainment was fast approaching, auditioned many Hollywood actors before finally awarding the two leading roles to a couple of veteran air performers. Frank Martin as “Hashknife” and Barton Yarborough as “Sleepy.”

Martin and Yarborough won the roles because Hargis liked the natural Western drawl both possessed. It wasn’t until after he signed them for the role that he discovered both were legitimate Westerners, Martin hailing from Oklahoma City and Yarborough from the wide-open spaces of Texas.

Tuttle is a recognized authority on Western lore, having lived in Montana for years, where his father was (Please Turn to Page 43)

REHEARSING CAN BE FUN, as is shown by the happy faces of the “Hashknife Hartley and Sleepy Stevens” cast. After doing their Sunday show, they all repair to Barton Yarborough's spacious back yard to rehearse the following week's script. Left to right standing are Evohn Keyes, Janet and Bart Yarborough. Seated are Producer Tom Hargis and Frank Martin.

REALISTIC IS THE WORD for Frank Martin, left, and Barton Yarborough, who play “Hashknife” and “Sleepy” respectively on KHJ's Western series, “Hashknife Hartley and Sleepy Stevens,” heard Sundays at 12:30 p.m. The pair, both hailing from the Southwest, love the outdoors and often go on short camping trips (Arthur Yarborough photos.)

October 6, 1955
Page 74/8
The largest recorded libraries of classical music in the country, with over 30,000 classical discs catalogued. Most of them are rare and irreplaceable. They also have the most extensive collection of vocal recordings, both past and present, in the country today. Thomas Cassidy, below is the arranger and annotator of KFAC's six-night-a-week concert utilizing this outstanding fare.

The Sponsors Have Found That the Heavier the Fare, the More Loyal and Legion Its Audience

The "Evening Concert" has become the basis of the musical curriculum of the county and several Los Angeles city school systems. Banks, factories, and many other private businesses distribute monthly printed programs to their personnel. The entire program for each month is printed in advance on a beautiful slick-paper pamphlet reaching a press run of nearly 50,000 each month. Copies are distributed at all gas company offices as well as at several department store music departments. The program you may now own is nearly the 5,000,000th to be printed since that first day ten years ago when the series started.

Balancing the Three "B's"

Thomas Cassidy is the announcer and programmer of the "Evening Concert," and his is the difficult task of finding a formula that will please most of the musical tastes most of the time. He works two months in advance in order that final checking of each individual selection and each broadcast, as a unit, can be accomplished in such time that the entire month's program may be printed and available by the fifteenth of the month preceding.

Mr. Spaulding points out that while each of the first five nights is basically symphonic in character, featured soloists are included for a change of pace and usually follow this pattern: piano or piano concertos on Monday; violin on Tuesday; a number of vocal selections on Wednesday; Thursday may be wholly...
Where Is Home?

(Continued from Page 40)

last war to go traveling again, and find most of them with wife and child, eager to travel but also eager to keep family together.

Wives Speak Up

When Hottelet replaced Downs in Berlin early this year, he took his wife and two children with him. Church (unofficially, of course) worries about them in the event of an East-West situation. Helen Costello, wife of Bill Costello, CBS correspondent who has gone westward to Tokyo and Korea, wants very much to follow her husband there.

"After all," she tells Church, "I was with Bill in Tokyo before. Why can't I go now?"

Bill Downs was on the verge of buying a house when the Korean episode exploded, and off he went to Korea. Roz Downs is currently visiting her family, acquainting her son, Bill III, with Bill's father, a railroad engineer in Kansas. But she has already notified Editor-in-Chief Church that she and her son want to join Bill in the Far East.

This desire to keep together, despite di visive assignments, had Charles Collingwood, CBS Washington correspondent, and his lovely Texas-born actress wife, Louise Allbritton, commuting regularly from New York to Washington to California, where each of them had radio, television, or movie assignments. Being together seems to be the thing.

"I don't know what to do about placating wives who want to join their husbands in far-off and dangerous places," says Church. "It's another matter if wives are with their husbands when war breaks out, Church continues. "Janet, wife of Ed Murrow, went through the Britain blitz with her husband and was active in the 'Bundles for Britain' campaign. I hope I won't be hearing from Janet about joining Ed, who had already left for the Orient. Sometimes I think what we need is a vice president in charge of war correspondents' wives."

Old Favorites of the Old West

(Continued from Page 41)

an independent scout for General Reno in the days of the Indian wars. Tuttle himself has lived with Indians and on ranches throughout the West for the major portion of his life.

As Producer Hargis puts it, "We'll never be without authentic stories of the West as far as Tuttle is concerned. He knows the West front, back and sideways and has been associated with it since the turn of the century."

October 6, 1950

Everyone's Evening Concert

(Continued from Page 32)

instrumental; Friday may carry the special feature concert devoted either to one famous conductor, to ballet music, to new recordings, or to a feature such as the "Golden Age of Opera"—which includes the famous recordings of Caruso, Melba, Tetrazzini and others; Saturday nights are uniformly devoted to the broadcast of complete operas.

Subduing the Commercials

Commercial announcements are limited to three in the two-hour broadcast and average about twenty-five seconds. They are general in character and promote benefits of gas service rather than straight merchandising.

In a further attempt to please varied tastes, and because even some popular works won't please the entire listening contingent, the sponsor has gone a step further. On each schedule the approximate running time of each selection is indicated. This clear invitation to return to the program after a possible "tune-out" has met with grateful response.

One special endorsement of the program occurred when the late Emil Ludwig, author-biographer, wrote to the Southern California Gas Company several years ago, and with his New Year's greetings confessed that he and his wife had decided to re-

What's New With Herb Butterfield

(Continued from Page 3)

Imagine they will some day use some of Disney's technique, so that we will hear a song being sung, but instead of seeing the singer on the screen we will see visual interpretations of the music. Great sermons could be given, and rather than an image of the preacher, it could be accompanied with interpretive pictures of the words. Television should most definitely be used to educate people in living."

In hoping that radio will now assume a more mature role, the actor expressed the wish that it would draw from the many cultural pursuits of the country's women's clubs, and from the excitement to be found in fine classical readings.

"Now is the time for radio to grow up, and then perhaps, radio can help people to grow up!"

MR. AND MRS. WALTER O'KEEFE, with thirteen-year-old son, Anthony, relax in a Sun Valley swimming pool. The O'Keefes have another son, Mike.
EVERYONE LOOKS pretty happy over the public service award the P.T.A. recently awarded KNBH’s Ford Weather and News. Mesdames Bresee and Olven (in center) serve for the Parent-Teachers’ Association, with Phil Johnston, chairman of the Ford Dealers Association, receiving. KNBH manager Tom McFadden and Gene Bollay (back, center), co-accept for station and telecast respectively. (NBC-Holloway photo.)

SEVEN PERSONS were the first to be taken on a guided tour of KECA-TV, April 12, 1950. Here Tour Aide DeeJay Follis guides the guests, three of them from Mora, Minnesota; two from Downey, California; one from Compton, California.

HE LOOKS A LITTLE SHY—Perhaps it’s being posed between lovelies Diane Daily (left) and Stephanie Stevens—but this little pup was looking for a home. KTTV’s weekly television show, the Calo Pet Exchange, seeks good homes for dogs, cats and other pets. (CBS-Grant photo.)

SEEN ON THE Video Scene

WHEN AL JARVIS (RIGHT) HELD A SPECIAL MEMORIAL DAY Program on KLAC-TV, Governor Earl Warren appeared with the popular disc jockey, and so did Chief William Smith (left), who was a prisoner of the Communists for many months.

ON HAND TO PLUG ARMED FORCES WEEK, and incidentally to serve as military honor guard to Mrs. Gayle Hays, of Channel Two’s “Queen for a Day,” are (left to right), Staff Sgt. Russ Thompson, Army; Sgt. Joe Chulack, Marines; CPO Pete Leahy, Navy; and S/Sgt. Guy Madison, Air Force. It’s Bailey between the boys. (U.S. Army photo.)