RADIO-Television Life

IN THIS ISSUE:
PATRICE MUNSEL
BRIAN DONLEVY
DICK LANE
HARRY KOPLAN
HOOSIER HOTSHOTS

On Our Cover:
Ruth Perrott

WEEK'S COMPLETE LOGS STARTING FRIDAY, OCT. 13

2 MAGAZINES IN ONE 10¢
CBS FISHING EXPEDITION PAID OFF WITH "CATCHES" by maestro Dick Aurand and newsmen Chet Huntley. Admiring the piscatorial specimens are George Allen, John Asher and Bob Garred.

SEEN ON THE RADIO SCENE

ANOTHER "IZAAK WALTON" is jovial Jack McElroy, emcee of ABC's "Welcome to Hollywood." Whenever he can, Jack's found fishing on a Steel Craft off the California coast, where he brings in prizes like these yellowtail.

FISHERMAN FRED FOX, writer of NBC's Judy Canova Show and author of the Ella Cinders comic strip, proudly displays a fifteen-inch speckled trout caught at the Rainbow Angling Club in Azusa, where Fred set a record of hooking twenty-three trout in half an hour.

JIM HURLEY (IN CHECKERED COAT) COMPLETES his rod and reel checkup in anticipation of the all-year sport as Gail Borden, Bill Slater and Jeff Bryant prepare for their informative discussion on Mutual's "Sports for All."

RADIO-TELEVISION LIFE

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EVELYN A. BEGSBY, Editor
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LOVELY PATRICE MUNSEL (dressed formally for the Met) believes that television is the answer to opera lovers, expressed a desire to do comedy roles when she guests on teleshow, because "there's so much tragedy at the Met, it's nice to laugh once in a while."

TELEVISION IS one of the most exciting, challenging and stimulating opportunities that has been given to us!" This was the emphatic, somewhat breathless opinion of Metropolitan Opera prima donna Patrice Munsel.

The vibrant, dark-eyed diva, who was starring in production of "Rose Marie" in Los Angeles at the time of our Radio-Television Life interview, exclaimed over the cultural aspects of viewing opera at home and believes that video is actually going to bring more people to the box-office.

"People have always wanted to see performers in person," she laughed. "Look at the premium on radio tickets. Once you hear someone, the next thing to do is see that someone in the flesh."

The twenty-five year-old "Princess Pat of the Met" can think of no finer TV entertainment than the opera. "The good stories ... the classical ballet ... the wonderful scores and arias ... why, there you have absolutely the greatest musical background in the world!" Patrice expounded.

"Eventually," she added, "everyone in the theater will be on tele-

"Princess Pat of the Met"

Believes Television Will Make Prima Donnas As Popular as Present-Day Puppets and Cowboys

By Gaye Howe

vision. Myself, I'm simply mad about it."

First Taste

Last season the Met star decided to do a little "experimenting" in the medium. Already established as a radio performer (formerly on "Prudential Family Hour," "Carnegie Hall" and Firestone concerts, Patrice was also voted the "best female vocalist on the air" in 1946), she had a few doubts, like everyone else, on appearing within camera range. Her debut on Milton Berle's teleshow met with accolades, and Patrice returned to the show for a second performance, then guested twice on Paul Whiteman's revue. At present she has no television commitments, although she does anticipate, and quite eagerly, future appearances. Rather than choose numbers from her repertoire, Patrice reveals she'd adore doing musicomedies. "There's so much tragedy at the Met that comedy would be a nice relief," she sighed.

TV Brings Change

Although Patrice didn't appear in the two already televised Metropolitan operas, she was delighted with the camera techniques. "They weren't restricting at all," she claimed. "Of course television is going to change completely the types of opera performances. The settings and stages will have to be modernized ... acting techniques will have to be more subtle and direct ... and naturally, costumes and make-up will have to be more effective for television."

On the televised Met operas, Patrice was particularly impressed by the use of black lights which illuminated the stage for the screen. "You couldn't see any rays at all," she described, "but everything was aglow. To me, it was completely incomprehensible!"

"Certainly," Patrice averred, "television is unsurpassed as an educational medium. We in opera can only hope that some day great works like 'Golden Cock-\r\n\r\neral' and 'Lucia di Lammermoor' will be just as popular as 'Hopalong Cassidy' and wrestling."
In the Words of Its Emcee, Harry Koplan, "Meet the Missus" Is a Friendly Audience Participation Show, With Stunts That Are "Close to the People, Instead of Crazy"

LAUNCHED ON A BONA-FIDE singing career, Helen Frink found herself caught up in a crowded schedule of activities—including glamour portrait sittings by Hollywood cameraman Joseph Alpern, a full Westmore’s treatment, wardrobe fittings, and a succession of singing engagements at the Orpheum, the Hollywood Roosevelt, the Town House, and the Wilton Hotel in her home town, Long Beach. The boys at her husband’s Air Force base shared in the excitement, happily doing extra duty so that Sgt. Frink could accompany his wife on all of her thrilling new exploits. But after four weeks, Mrs. Frink decided that fame and a career were harder work than housework. In a letter of appreciation to emcee Koplan, assistant director Maury Cohen and all the personnel of "Meet the Missus," she wrote: “I have chosen to return to the role of wife and mother simply because my family life means more to me than anything else. Nevertheless it was unforgettable, a housewife’s dream.”

ONE OF “MEET THE MISSUS” most exciting stunts was the one called "The Singing Lady." It started with a want-ad in the Mirror which read: “Radio audience-participation show seeks housewife with singing ambitions who would like free singing lessons, and has ample time for same.” Among the sixty replies received was one from Mrs. Helen Frink, wife of an Air Force sergeant and mother of two children. Judges picked her because she was sincere, had possibilities but no training as a singer, was on the plain side in looks—and because she brought her husband right along with her for her audition! Photo shows her making her initial appearance on the air with emcee Harry Koplan. (CBS-Braslaff photo.)

"MAYBE I WONT" become a Hilde-garde," wrote Mrs. Frink in her letter of application, "but I'll bet I could sing my children to sleep." When chosen to be “Meet the Missus’ Singing Lady,” Mrs. Frink was assigned to be a student of Van Alexander, vocal coach to name stars, was given a song and told to “go home and practice.” Next week she was brought back on "Meet the Missus" for her singing debut at the mike. The following week she sang on the show again and showed such improvement that on the fourth week she was given a newly penned tune, “Save a Little Sunbeam for a Rainy Rainy Day,” and the honor of being the first live personality to beam it over the airlanes.

E CALL our program 'The Friendliest Show in Radio,' and that's exactly what we want it to be,” explained Harry Koplan, friendly emcee of CBS's “Meet the Missus.”

In lieu of high pressure, ridicule and crazy stunts, “Meet the Missus” offers warmth, sincerity and what Harry terms "stunts that are close to the people." The "Singing Lady" stunt shown in the accompanying pictures is a sample. Others have been "Meet Your Fireman," which was...

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October 13, 1950
He Accent-tchu-ates the Positive

Thirty Minutes With Busy Brian Donlevy,
And We Came Away With a Happy Impression
Of a Guy Who Gets the Maximum From Life

By Shirley Gordon

WELL, ABOUT the only thing I can say about doing radio is that I like it!" So spoke Brian Donlevy about his weekly microphome chores as "Steve Mitchell" of NBC's "Dangerous Assignment." By the same token, asked our impression of Donlevy following a relaxed visit with him in his studio dressing room, we can sum it up just as aptly, "We liked him!"

We found him easy to talk to, and we came away with a happy impression that he's a nice guy who gets the maximum enjoyment out of living. This, because we noticed that upon whatever topic our talk touched, Donlevy's approach to it was consistently expressed in two words, "It's fun!"

Or rather, to quote him more exactly, "It's a h—l of a lot of fun!"

To illustrate, we pass along to you our interview notes, more or less verbatim.

Question: "Do you enjoy doing radio?"
Answer: "It's a h—l of a lot of fun. I like this arrangement, recording the show in the afternoon, then being able to hear it yourself in the evening. Playing 'Steve' is fun, and I especially get a kick out of the reaction of kids that I meet. I guess kids listen to the show quite a bit. Except my own (seven-year-old Judith Ann). She doesn't like rough-house stuff. Today, when I left for the studio, I asked her if she was going to listen and she said, 'I'd rather not— you're just always getting into fights on it.'"

"Dangerous Assignment" is Donlevy's first regular radio assignment, formerly having done only guest shots. "I'm glad that we do this show without a studio audience. You can't play to an audience and a microphone at the same time, and it's just about impossible to forget that an audience is there."

Question: "How about TV?"
Answer: "I did one television show (Please Turn to Page 38)"
NE OF the most familiar faces in television, that of Dick Lane, has been smiling at KTLA, Channel Five viewers since back in 1942. Local television was so much in its infancy then that, Lane remembers, "there weren't many sets in use, and we didn't even know where they were."

Dick recalled the informal contact that existed between station and viewers during those early days of the new medium. "We'd run a test pattern on our channel and viewers would call us up to let us know how they were getting it on their sets—or not getting it, as the case might be. Then we'd exchange instructions with them, advising them to twirl a knob there as we readjusted controls here. We'd keep this up until we had hit upon the clearest image for the most viewers."

It was wartime, and the greatest interference the channel had to overcome came from the radar tests being conducted in unpredictable areas. "Sometimes they'd phone and warn us of them in advance, but often they'd suddenly show up from out of nowhere to play havoc with our picture projection."

News programs were naturally of prime importance during those days, and KTLA was delivering up-to-the-minute bulletins from the war areas to the fortunate set-siders, with the aid of "a good system of maps."

Early TV Wrestling
Lane's own initial video assignment was a program called "Hits and Bits"—but he early assumed his present-day role of sports announcer for KTLA's teleseted wrestling matches.

"In those days, however, the bouts (boxing as well) were being staged right inside the studio in a special built oblong ring measuring eight by ten feet—with no audience! "On several occasions," grinned Dick, "when a wrestler threw his opponent, the whole ring collapsed!"

Lane obviously derives a thorough enjoyment from working in the newest of the entertainment mediums, and calls television "uncanny." He marvels at the audience reaction a video performer draws, and to establish the friendly contact with the viewer which TV demands, he thinks of his audience always as just one

(Please Turn to Page 38)

THE LANES' BEVERLY HILLS home contains many souvenirs of their joint careers in show business and many gifts from Dick's admiring video fans. Here, the bustling TV-ite takes time out to pose for a family portrait with Mrs. Lane, son Barry and daughter Victoria.

October 13, 1950
In & Out of Focus (General Comment)

Looks Like

If you want to guest on a TV show (and an Aunt Sadie from St. Paul just might get a boot out of seeing how it works!), KNBH's morning segment called "Open House" is just that. Guests welcome. . . Gene Raymond has been signed to an exclusive TV and radio contract by PRB Inc. with Mal Boyd managing the actor. . . Frank DeVol, who has been the subject of many a gag because of his balding head, is ready to unveil something new for his television fans shortly. He has ordered a toupee which he'll start wearing for the first time next week. In between television and radio appearances returned from the East, just landed an important role, as an Indian Chief in the Sam Katzman-produced "Hurricane Ike," starring Jon Hall. . . KTLA's "Fantastic Studios, Ink" that has just been added to the list of programs recommended for children by the Parent-Teacher's Association, Tenth District, according to Public Relations Counsel for the P.T.A., Mrs. Charlotte Gill. . . KTLA's Harry Owens was aboard United's New Mainliner Stratoliner when the gigantic new plane took press representatives on a preview junket to the Hawaiian Islands, Saturday. This flight will be the first in the States in time for this Friday's telecast. . . Jack Benny's much discussed TV plans have finally been formulated with the comedian set to do four full-hour shows in the coming season over CBS-TV. All shows will emanate from New York, beginning October 29, and will be televised every eight-weeks thereafter. We take this to mean a Behny show will be seen every other month. We are only quoting from the CBS-TV news release. Format of the TV program will combine some of the elements of his show with variety-show technique. He will use members of his radio program each telecast.

Red Skelton's new seven-year contract with MGM gives the comedian the right to do television. He is the first of their contractees to be given this permission. But the fur flew at Culver City when the redhead, whom folks interested in TV at all have been eagerly looking forward to seeing, laid down his demand of his TV rights. . . Bill Welsh (KFI-TV, Monday through Friday, 9:00 a.m. to noon) just can't seem to break loose from television, even though he is now acting in motion pictures. Not until a few weeks ago did he know that his scene with Clark Gable would be depicted in the picture as coming over a TV set. . . Frankie Carle and Arthur Schmoyer, the general manager of the Frankie Carle chain of piano schools, this week signed a contract with the Jerry Fairbanks Studios to have the latter produce a series of Carle Piano TV films portraying the Carle piano technique. Pianist-bandleader Carle will roll first of the video films following his closing at the Palladium next week. . . Clark Dennis completed plans this week whereby he'll have his own weekly TV show originating from each of the Statler hotels he plays on his current tour, starting with the Cleveland Statler later on this month. The tenor star will emcee a sixty-minute variety layout and also lend his voice to the tunes of the day. . . "Butch" Covell, the East's parallel to our Jeff Silvers (when "Lux" is here, Jeff plays the roles—when it is done in the East, "Butch" takes over) will this month with the children's roles on "Mr. President," and many other shows is currently on the West Coast under contract to Universal'-International pictures. He is also lining up dates like mad on television and radio shows about town. Look around for this talented little thesp.

SPECIAL!

Dear Radio-TV Lifers: You are now paying one penny more for your magazine. But we think you'll agree that is little enough for the four extra pages you'll find in the expands of the new section. For a long time we have wanted to give you still more and radio and video last-minute news and, now, with forty-four pages, that's what we intend to do. Look this issue over and we think you'll agree that nowhere can you buy a more complete, well-rounded radio-TV magazine with such fine pictures and solid first-hand stories. Yes, Radio-Television Life is more than ever your evening's good reading and your week's good listening and looking.

And by the way, you may now buy your copy at your nearest newspaper stand as well as at the 536 fine food markets (in Southern California), the 1,500 limited edition made friends and fans for more than ten years by selling Radio-Television Life.

Rumors Are Flying

What is the word on the 120-event televised sports schedule from Madison Square Garden, with big sponsorships involved? . . . Freddie Bartholomew is due to join his fellow actors in TV any day now, we hear. . . The rumor is flying that Jack Benny may be back on NBC, but only for television. His CBS contract doesn't cover this medium. While Benny ponders, CBS burns, and NBC-TV remains hopeful, we can't help wondering what decision was ever made on his taxes? Does his carefully drawn-up set of papers exempt him to some extent by means of a capital-gains deal? We've always wondered.

TV Cameras Replace Eyes

From a United Press release with a Dayton, Ohio, dateline we picked up this constrictive bit of information: "Television cameras were recently on the threshold of replacing the human eye and life in dangerous faster-than-sound tests of Air Force planes. . ."

"The Air Materiel Command at Wright-Patterson Field here (Dayton) said the video cameras are scheduled to be installed in the cockpits of supersonic planes while the pilot safely runs the plane by remote control from the ground.

"The camera will be installed to view the instrument panel of a plane in the air, while the pilot puts the ship through critical speeds and stresses, controlling its loops and dives by radio waves. . ."

"Two war-surplus F-24s were flight-tested with the new system. All tests indicate the use of TV on dangerous flights is entirely practical, and may prove effective on future high-speed planes as the X-1 and the F-86. . ."

"However, the new technique will not throw any test pilots out of work. Engineers of the Command Remote Control laboratory, with whom the test pilot will still be needed on routine flights, but his life will not be risked in the dangerous tests now made necessary by greatly Increased aircraft speeds."

This new use of television seems to be one of the most constructive uses of the new medium we have heard of to date.

Phonevision Delayed

"The Chicago experiment in "phonevision" (method of telecasting major motion pictures, in conjunction with the phone company, to 300 participating families willing to pay a dollar for viewing privileges) has been de-
layed due to Eugene McDonald's inability to line up top fare for a proper sampling.

November 1 is the next tentative date set for the showing, with McDonald utilizing the added thirty days to line up top-flight motion pictures from the major motion-picture companies.

Record-Breaking Set Installation

A record-breaking U. S. total of 597,700 television sets were installed during the month of October. This is the largest number of installations for any month in the history of television. This estimate was announced last week by Hugh M. Beville, Jr., NBC director of Plans and Research, who pointed out that the previous high mark was recorded last March when 508,000 sets were installed.

This public rush to buy receivers in advance of expected wartime restrictions and price rises has boosted the estimated number of sets installed as of September 1 through October 12.

These sets are distributed in sixty-three markets, containing 62% of all U.S. retail-sales volume. New York leads with an estimated 1,555,000 sets, followed by Los Angeles with 622,000, Chicago with 595,000 and Philadelphia with 565,000.

Stop, Listen, Look (Show You May Like)

"Touchdown"
Friday, 6:30 p.m.
Saturday, 8:00 p.m.
KTSL, Channel 2

One Saturday night, upon checking our logs (good and early!) for the evening's video fare, KTSL's "Touchdown" turned up opposite KNBH's "Saturday Night Revue!" We are extremely happy to point out to all of you who may not have "Touchdown," the best, to your eager eyes, of any sports coverage seen last year or this on television, runs Friday night as well. Now you won't be faced with our difficult choice!

As last year's viewers know, "Touchdown," a Du Mont presentation, is a half-hour all-action film capsule of the national collegiate football picture. On the first week's film (the one that beat us out of "S.N.R."!), such fine teams as Navy, Pennsylvania, Notre Dame, North Carolina, S.M.U., Ohio State, Michigan, Cornell, Pittsburgh, Yale, Princeton and Army had their highlight plays picked, filmed in semi-slow motion, and presented excellently. The plays are called by Byron Samm, and the West Coast, instead of arguing the respective merits of their play-by-players, should form a pool that brings Sam out here! He probably has the benefit of running the film and dubbing in, but his name goes as the one who did the accompanying. And that film wins our unqualified recommendation as the best in sports coverage.

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It should be particularly useful in those homes which harbor but one TV set and one sports fan. If the little woman can't get with the games to such an extent that they interest her, and you manage to catch watching Joe Blow's Marketplace, Basket Hopper, cut him onto this easily watched "Touchdown." The slowed film will enable even the most uninitiated to see exactly what the players are doing on the grid-iron, and once football ceases to resemble a melee and becomes a game—who can resist?

Joe DiMaggio Show
Saturday, 5:30 p.m.
KNBH, Channel 4

Appropriately enough, the famous Yankee Clipper, DiMaggio himself, is the big boy at the Lionel Clubhouse each Saturday, where guests (teen-aged and below) gather to ask the famous baseball player questions on sports and athletic-world doings. His "Clubhouse" which harbors but one TV heretofore identified precisely closely with radio's "Juvenile Jury" and "Life Begins at Eighty." Both are excellent.

Joe DiMaggio is as personable as he is famous. He talks with the eager boys who visit him is perfect. No hint of condescension. Later in the show, Joe illustrates points only the baseball-minded will grasp, but they do not at all from the show for any of us. Remainder of the show is made up of some of the finest film coverage of baseball highlights and the popular figures of our game as seen in that show. The show is a great thing for youngsters. To find a famous figure as literate, well-mannered and instructive as Mr. DiMaggio creates a fine example.

Not the least of that show is the commercial for Lionel trains. The little cars and engines speed around through tunnels and over tracks exactly as the locomotives that carry our coal and vegetables from coast to coast. Marvelous replicas, and these commercials are among the best co-ordinated and presented we have seen.

The Alan Young Show
Thursday, 7:00 p.m.
KTST, Channel 11

A few weeks ago one of last year's favorites, and a good reason for buying a set, is returning to his Channel 11 with pretty much the same sort of show viewers voted tops last year. Pretty much the same production crew assist. Scripts are by Leo Solomon, David R. Schwartz and Alan Young. Music is by Bud Gluskin. Bud Hiestand announces. Dick Linkkroom produces-directs.

Alan's first stanza found him going through a balanced routine that would have been hilarious had it not been interminable. After the first couple of times he repeated each laugh-getter our attention strayed a few seconds. He is alive with make-believe crooks, but a real tiger, was better.

So was the complete second week's show. And the third's. In the last one of all, Alan dragged himself wearily through Death Valley with a couple of old-crony gold prospectors as partners. In another sketch, Alan was a ballet dancer performing with his more adept classmates in a dancing-school recital.

Alan's guests were two sets of identical twins, Gustaf and Bertil Unger, suave bemonocled brothers from Sweden; and the pretty, blonde Gerle sisters. This quartet had Alan seeing double before his evening was over.

What puts Alan's playing the fool and the butt of every joke about ten out of ten for us are his fellow comedians, who hopefully attempt to employ this surest of all formulas, is Alan's own ability to go blandly and unbrokenly on, whereas a comic less astute would break up the act by returning to his native role of ordinary actor—or, taking a page from Benny, turn indignant. Both are tiresome and we see it a dozen times a night.

Playing the fool isn't easy, and it has to be done right to be funny. Alan does both.

"Anniversary Revue"
KECA-TV, 7:00 p.m.
(One Time Only)

When the micro-wave relay opened a week or so ago, KECA-TV's Channel 7 was among those missing from the participants because Samuels et al from the twenty-three acres over at Prospect and Talmadge were busy concocting their own anniversary show.

It was grand. Everyone was in the act, and every acre, camera and set ABC-TV owns was utilized. Show hired on Art Baker (the same who both in and out of costume for Cheverot Triple Theater) guiding two goggles about the big lot. All sets
were visited, and all hands did their bit. It made for jolly entertainment for Southern Californians, and a good bit to fly across the micro-wave relay to Northern Californians. KECA-TV is the first independent to utilize the link outside of the big show that flew northward to the night of KNBH and KTTV’s “Vision Unlimited.”

It was an effective show, and one that could set San Franciscans to grinding their molar if they weren’t just as glad as all the rest of us that KECA-TV has done so well in its freshman year.

Alex Cooper Saturday, 9:30 a.m. KLAC-TV, Channel 13

If Alex Cooper’s casual ways intrigued you when the popular disc jockey held forth only on radio, you must catch his Saturday morning potpourri of sales plugs, gags, and gags. Alex is abetted in his off-the-cuff nonsense by Tom Brennen, perfect running mate for this sort of non-taxing fun.

The guests visit, perform, and range from absolute amateurs to young professionals. Marvin Wright, a “good” piano man, backs the visiting performers most capably.

One camera covers the shennanigans, blessedly refraining from any trick work that might not come off. The show is a highly pleasant spot to catch while you go about Saturday a.m. duties. It’s not too distracting, but it offers enough entertainment to make chores light. Alex and Brennen should prove popular.

On Lens (About Studio Happenings)

Sheilah Graham Show

Wednesday, 12:00 noon KNBH, Channel 6

Sheilah Graham made her initial appearance on Channel 4 last week, with movieland chatter exclusives that really were “exclusives,” the charming mistress of ceremonies was paid and worked by one around KNBH, to do drop by to wish Miss Graham well came as a surprise not only to viewers, but to her.

It seems that some weeks ago Sheilah and Bob were talking at a party. During mention of her impending KNBH show, she asked “Ski nose” if he were in the neighborhood on the date and if he were around KNBH, to do drop in! These weeks later the thoughtful Bob was in the neighborhood, was around KNBH, and did drop in. The appearance marked one of the comedian’s first live West Coast television appearances. Some weeks ago he had appeared briefly on camera at the head of one of the Los Angeles Rams’ home games to pitch for one of the many charities Bob works so unstintingly for any and all times.

The Graham show, incidentally, is a mighty clever production. Not only is Sheilah as charming and graceful a soul as video covers, but she delivers some lively material and interesting guests from the entertainment world.

Report From the Editor

(Just under the deadline wire we received a letter from our editor, Evelyn Bigsby, busy as a beaver in New York. Here we reprint her interesting report on the Pulitzer Show.)

Last night was THE NIGHT! . . . The reason for all of our radio editors being brought to Big Town. “Pulitzer Prize Playhouse” debuted here in New York via ABC-TV at 9:00 p.m. The premiere was preceded by a dinner at the Hotel Pierre, Fifth Avenue at 51st Street (across from Central Park), where we are staying. It was a beautifully arranged affair, for about 125 guests. Our California delegation was seated at two round tables directly in front of the speakers’ table (we had come farthest, so rated, I guess). Sid Elgene and his N. Y. Press Department performer hit ABC had sent a gorgeous orchid corsages for the California colleagues, so we really felt rather special.

Between dinner and TV debut there was a series of short talks, and I thankfully report SHORT, by the head table dignitaries, among whom were ABC vice-chairman-of-the-board, Mark Woods; Joseph Pulitzer; Erwin C. UShlein of Schlitz; and Dean Carl Ackerman of Columbia University Graduate School of Journalism. We came out of the speech-making with twelve minutes to spare before time to view “You Can’t Take It With You” on the giant screens, set up in various vantage points throughout the large room.

Reception was very good on a forty-inch screen to my left. Everyone agreed it was a fine production, with Charles Coburn, in his delightfully inimitable manner, carrying the role of Grandson. NBC had sent out the “Alice” and Nydia Westman as the mother. Commercials, which had been filmed, were short and interesting.

The show passed quickly, with the familiar story moving at a sprightly pace and good camera work keeping attention riveted. I thought the entire production reflected a motion picture knowhow and approach, probably because Edgar Peterson, of Dore Schary’s ranks, supervised production from the telecine.

In mid afternoon, a group of us had visited the TV studio from which “Pulitzer Prize Playhouse” was to come later. At 3:30 p.m. in all the confusion of the rehearsal, it seemed unlikely a finished production could ever be staged. That’s how TV fools a person.

Lookers in L.A. will see the premiere on Friday night, October 20, over ABC-TV. Sad they will have to receive its via TV recording instead of live, for naturally some of the clarity and definition will be lost in the translation. Elmer Davis, you’ll note, made the one big error at the end when billboard’s next week’s show. He calls it: “Pewlizer” instead of “Pulitzer.” (Authority for this pronunciation is none other than Joseph Pulitzer, who told us he had been called everything from “Pewlizer” to “Pitzer!”)

I have accumulated material for a
feature on "Pullitzer Prize Playhouse" - both are already working here on "The Canton Story," which will be the second show, and on the one after that. The series is being performed in ABC-TV Studio 7, West 65th Street. It's the old Duerlaines Riding Academy, made over into a video center. The largest studio is ninety-six by ninety-four, and they claim it is the largest such studio in New York. But they should see ABC-TV in Hollywood!

You really have to get back here to realize how big TV is. They just don't talk radio here any more. CBS alone has at least forty set, and these studios from which they originate TV. Everyone is snapping up space. Don Ameche was rehearsing with his "Holiday Hotel" dance troupe in the magnificent Monastery Room of the old Friars' Club! Another cast was rehearsing on the dance floor of a hotel night club. One of CBS's big TV centers is on the second, third and fourth floors over Grand Central Station. They have to tear all their sets down as soon as used and send them to a warehouse in the East River. They'd give anything in New York to have our space.

You can get an argument any time over where TV will settle - New York or Hollywood. Right now they have the deal sewed up here. Most of the stars are here. It looks like Vine Street transplanted. We're way behind and nobody seems convinced we can't catch up until we get a cable or relay system, because recording and film just can't compete with live TV. The stars from Hollywood tell me they want to "come home to the Coast," but they want more to become established in TV, and have to stay here to do it.

The New York has built up a terrific TV organization, and has made tremendous financial investments, and is paying for keeps. It doesn't want what happened with radio moving West. It's easy to build a video studio, but also has that cable by which last night's show could be seen by 12,000,000 people. (Only one million saw "Bette and Me" in the same city.)

Hollywood, on the other hand, has space and facilities, the stars' preference for California, and all the know-how and assets of motion pictures. This visit has been wonderful and exciting; but it has also been, for me, an eye-opener. I am convinced that radio has yet to be, R. A. C., C.

Wish I had time to say "I Can't Take It With Me" as I head for home and Hollywood! -Evelyn (Bigby)

** Guest Conductor 

Charles Paul, musical director-organist who provides the background for "This Is Shov Business," KTTL Channel 11, 7:30 p.m. (30 min.) will be guest conductor of a series of concerts for three of Europe's leading orchestras this month. He is scheduled to conduct the Royal Danish Symphony in Copenhagen, the Philharmonic in London, and Les Concerts du Conservatoire in Paris.

OCTOBER 13, 1950

RADJO-TELEVISION LIFE

Television Precasts

WHAT'S NEW

** Variety

MONDAY, OCTOBER 16 --- Joe Graydon Show, KLTV-TV, Channel 13, 10:00 p.m. (2 hrs.) -- The Playboys, a young male group, appear on Graydon's popular Monday Night Shows. They are booked on the Monday-through-Friday informal telecast.

MONDAY, OCTOBER 16 --- "Afternoon with You," KABC-TV, Channel 7, 2:30 p.m. (2 hrs. -- Second week of KABC-TV's day-time programs starts off with two hours of variety excelled by Jack Gregson and featuring the music of the Rito and Ito and songs of Joy Lane.

WEDNESDAY, OCTOBER 18 --- "Colors," KECA-Channel, 7, 8:30 p.m. (30 min.) -- Chico Marx stars in musical comedy series, featuring the talents of top performers like Stanley Prager, Andy Williams & His Dirigible Band, Wink and a host of others in collegiate-type format.

Drama

TUESDAY, OCTOBER 17 --- "Billy Rose's Playbill," KECA-Channel 7, 9:00 p.m. (30 min.) -- First of two weekly dramas based on Billy Rose's column, "Pitching Horseshoes at Night. They Made a Bomb out of Helen Hayes," featuring Jackie Miller and Nuryn Vye.

TUESDAY, OCTOBER 17 --- "First Nighter," KECA-Channel 7, 10:00 p.m. (1 hour) -- Series of full-length features patterned after the former radio show, will premiere tonight.

THURSDAY, OCTOBER 19 --- "11 Cover Times Squares," KECA-Channel 7, 10:00 p.m. (30 min.) -- The inside story of how a newspaper columnist, portrayed by Harold Huber, searches for the news will be dramatized in series during tonight.

Sports

FRIDAY, OCTOBER 13 --- "Touchdown," KTSL, Channel 2, 6:30 p.m. (30 min.) -- Also 10:30 p.m. over same channel, film highlights nation's top football games.

SATURDAY, OCTOBER 14 --- Boxing, KTV, Channel 11, 6:00 p.m. (1 hr.) -- International boxing club brings the sport to the television screen, including ten fights from St. Nick's Arena in New York, ten from Chicago Stadium, ten from Olympic Stadium in Detroit and four from the St. Louis Arena.

WHO'S GUESTING

** Variety

SUNDAY, OCTOBER 15 --- "This is Show Business," KTTV, Channel 11, 7:30 p.m. (30 min.) -- Faye Emerson joins the panel, judged to be one of the comedienne Imogene Coca, dancer Betty Bruce and operatic singer Frank Guerrera.

SUNDAY, OCTOBER 15 --- "Comedy Hour," KNBH, Channel 4, 8:00 p.m. (1 hour) -- Starring Bette Davis, with guests Joan Blondell and Sigmund Romberg.

SUNDAY, OCTOBER 15 --- "Teast of the Town," KTTV, Channel 11, 8:00 p.m. (1 hr.) -- Ed Sullivan hosts Lahr, Lahr, Gordon Jenkins on tonight's gala salute to the old vaudeville shows.

FRIDAY, OCTOBER 12 --- "Penthouse Party," KECA-Channel 7, 10:30 p.m. (30 min.) -- Betty Furness stars in this comedy show, featuring Hank Fort, Woody Herman and Vinton Passage.

MONDAY, OCTOBER 16 --- "Cavalcade of Stars," KTSL, Channel 2, 7:30 p.m. (1 hour) -- Jackie Gleason hosts the Three Stooges and Evelyn Knight.

Comedy

TUESDAY, OCTOBER 17 --- "Texaco Star Theater," KNBH, Channel 4, 7:00 p.m. (30 min.) -- Milton Berle hosts the Three Stooges and Evelyn Knight.

Discussion

SUNDAY, OCTOBER 16 --- "Meet the Press," KNBH, Channel 4, 7:00 p.m. (30 min.) -- Sister Elizabeth Kenny guests tonight.

TUESDAY, OCTOBER 16 --- "It's All to the Girls," KNBH, Channel 4, 9:30 p.m. (30 min.) -- Bill Stern guests.

Music

TUESDAY, OCTOBER 17 --- "Cavalcade of Bands," KTSL, Channel 11, 6:30 p.m. (30 min.) -- "The Dreamers" present their version of "The Mikado.

SUNDAY, OCTOBER 15 --- "Mr. Magination," KTTL, Channel 11, 6:30 p.m. (30 min.) -- Donnie Harrs' Boys present "Pippin" in adaptation of Charles Dickens' "Great Expectations"

Drama

SUNDAY, OCTOBER 15 --- "Philco Playhouse," KNBH, Channel 4, 9:00 p.m. (1 hr.) -- Leslie Nielsen stars in "The Luck of a Stranger.

SUNDAY, OCTOBER 15 --- "Nash Airflyte Theater," KTTL, Channel 11, 10:00 p.m. (1 hr.) -- Hubby makes his TV debut in the play by Fletcher and de Mille adapted from Henry Bordeaux's "L'Ecran Bleu.

MONDAY, OCTOBER 16 --- "Studio One," KTTV, Channel 11, 9:30 p.m. (1 hr.) -- Leslie MacDowell, MacDowell guest "The Bells of San Ildefonso" and guest stars "The Three Stooges.

TUESDAY, OCTOBER 17 --- "Sirens Theater," KTTL, Channel 11, 10:00 p.m. (30 min.) -- "International Incident" is featured tonight.

TUESDAY, OCTOBER 17 --- "Armstrong Circle Theater," KNBH, Channel 4, 10:00 p.m. (30 min.) -- Betty Caulfield and Robert Allen are featured in "The Elapsement.

TUESDAY, OCTOBER 17 --- "Danger," KTTV, Channel 11, 10:30 p.m. (30 min.) -- Don Hinkley plays the part of an agent in "Dressing Up," from the short story by W. R. Bahr.

THURSDAY, OCTOBER 19 --- "The Web," KNBH, Channel 11, 9:30 p.m. (30 min.) -- John Apple-Barlow stars in "The Web" on KNBH.

Music

SUNDAY, OCTOBER 15 --- Fred Waring, KTTF, Channel 11, 9:00 p.m. (1 hr.) -- Waring and the Pennsylvanians stage a memorial show of the best Mississippi tradition tonight.

Sports

FRIDAY, OCTOBER 13 --- Football, KTTV, Channel 11, 4:15 p.m. (to concl.) -- UCLA versus Illinois; and

SATURDAY, OCTOBER 14 --- Football, KTTF, Channel 11, 2:00 p.m. -- Tom Harmon calls the game between USC and California

THURSDAY, OCTOBER 19 --- Pro Football, KNBH, Channel 4, 9:15 p.m. (to concl.)

(See Page 21 to Page 32)
MONDAY

9 - Ch. 9, The Bill Walsh Show, with Nancy Wiley.
10 - Ch. 13, Joe Gray-O-Buffalo, Chish.
11:15 - Ch. 4, Buying With Betty, Chish.
9 - Ch. 11, Howdy Doody.
10 - Ch. 13, Joe Gray-O-Buffalo.
10:15 - Ch. 6, The Latest News.
11:00 - Ch. 4, Woman's Voice, Jeanne Gray.
11:15 - Ch. 4, Nixon, Political.
9 - Ch. 9, Frank Webb Show.
9 - Ch. 8, Sandy Strong.
9 - Ch. 11, Hollywood Studio Party.
9 - Ch. 9, Singing Chef, Larry Cotton.
5 - Ch. 9, Keeps in Tune with Phil Harris.
9:30 - Ch. 7, The Late Show.

SEE AND HEAR

Lucille Norman Sings

KTVF Channel 11

Monday, 7:00 P.M.

Brought to you by your CITIZENS NATIONAL BANK

CH. 11, Lucille Norman Sings.
CH. 13, Joe Gray-O-Buffalo.
7:05 - Ch. 4, On the Beach, with Charlene Hawkes, Johnny Meakin.
7:15 - Ch. 4, Elmer Peterson.
7:20 - Ch. 4, Nixon, Political.
7:30 - Ch. 2,沃尔夫・沃尔夫.
7:45 - Ch. 4, News, Weather.
8 - Ch. 4, Turkey Come Show.
6 - Ch. 1, Double Thriller, with Ernest Butwell. and Olive Gibson.
6 - Ch. 8, Speidel Show.
6 - Ch. 9, Esdale Theater, "Atlas the Badman," Ken N marinak.
6 - Ch. 11, What's My Line?
8:30 - Ch. 2, Mystery Movie, "Care for the Crown," M. Mander.
8:45 - Ch. 4, You Bet Your Life.
8:30 - Ch. 9, Keep It in Tune with Phil Harris.
9:00 - Ch. 9, Howdy Doody.
9:15 - Ch. 9, 7:30.
9:30 - Ch. 4, Movie Mattie.
9:45 - Ch. 4, Callie, with Bill Roper.
10:00 - Ch. 9, Keep In Tune with Phil Harris.
10:15 - Ch. 9, Joe Gray-O-Buffalo.
10:30 - Ch. 4, The Latest News.
10:45 - Ch. 2, Four O'Clock.

TUESDAY

9 - Ch. 8, Lucky Lady.
9:30 - Ch. 4, Presenting Byrd Chism, with Nancy Wiley.
9:45 - Ch. 4, Buying With Betty.
9 - Ch. 9, Keep In Tune with Phil Harris.
10 - Ch. 13, Joe Gray-O-Buffalo.
10:15 - Ch. 4, The Latest News.
10:30 - Ch. 2, Four O'Clock.
10:45 - Ch. 2, Four O'Clock.
11 - Ch. 2, Byrd Chism.
12 - Ch. 2, Byrd Chism.

ALTES BEER

PRESENTS

INA RAY HUTTON

ALL GIRL SHOW

FULL HOUR

9:30 P.M., TUES., KTLA
# FREQUENCY MODULATION LOGS

## KWST (Los Angeles)
- 91.1 Megas
- 10 a.m. to 3:30 p.m.; Sun. 2 to 10:15 p.m.

## KNX-FM (Los Angeles)
- 1130 AM
- 9 a.m. to 9 p.m.
- Duplex with KNX schedule. See daily lists.

## KFW (Los Angeles)
- 94.7 Megas
- SUNDAY

## KFW (Los Angeles)
- 94.7 Megas
- 10 a.m. — L.A. Rams Football

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- 10 a.m. — L.A. Rams Football
Your, was + 14; pay rizow3les

Boo-hoo! After all the money I spent on my new washer my clothes look just terrible.

See how soft, sweet, and clean this bath towel is now? It was all grey and stiff before I learned(s) about White King's 1-2.

1-2 that sounds so easy—tell me about it.

Mrs. Jones, please tell me how I can get my clothes as clean and white as yours?

The trouble isn't with your washer, dear. You're using a soap substitute instead of real soap.

White King's 1-2

A miracle for you

1

SOFTEN the water in your washing machine with WHITE KING WATER SOFTENER

This also helps get rid of chemicals, spots, & stains soap substitutes have left in your clothes.

2

THEN... wash as usual but use WHITE KING SOAP instead of a soap substitute... use enough WHITE KING to give you a good 2 inches of standing suds

WARNING: Some clothes are so gray and stained from the use of soap substitutes and synthetic detergents that they need to be reconditioned, and we recommend a special washing as follows:

Put clothes through one wash period, using 1 to 1 1/2 measuring cups of White King Water Softener according to the capacity of your washer, but use no soap. Rinsing clothes from this water. Then wash again, using both White King Water Softener and White King Soap according to the "1-2" method given above.

White King's 1-2 makes clothes like new!
Notre Dame vs. Tulane from the Sugar Bowl

KALI-1430 KC
12:00 Noon—Saturday

Catholic Mass

KCAL - Western Music

Saturday Program Highlights

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

9:58—Sports Dial, KRED.
9:55—Race Recap, KRED.
9:50—Race Results, KRED.

Mystery-Detective

10:55—Gave and Take, KNX.
10:55—Announcer Party, KNX.
10:58—Shout the Moon, KECA.

Quite, Participation

10:58—KRCD-Your America Beauty, KCLI.

Public Interest Information

11:50—Waltz, KNX.
3:30—American Farmer, KFAB.
3:30—The Hat Is Live, KEFG.
9:06—What Makes You Tick, KECA.

Saturday, October 14

Indicates News Broadcast.

9:55—KECA-Western End Fight.
9:55—Sam Haye's Countdown Tips.

Drama

9:55—Thriller of Today, KNX.
9:55—Grand Central Station, KNX.
10:05—Stars Over Hollywood.
9:50—Dr. Kildare, KFI.

Sports

4:45—Racing News, KLAC.
4:35—Racing News, KFSD.

saturday Program Highlights

Motor City presents
YOUR ALL WESTERN JAMBOREE JUBILEE
9:30 to 11:30 A.M.

Saturday

KRFD-Jamboree Jubilee.
KRFD-Grand Central Station.
KRFD-Western End Fight.
KCLI-Andy's Grandstand.
KRPC-Music of the World.
KCLI—Grand Central Station.
KCLI—Andy's Grandstand.

Laughter in Boldface!
SUNDAY, OCTOBER 15

**Magazine of the Week**

*Listener's Digest*

with **Clydewell and Dave Shaw**

8:00 A.M. - SUNDAY

**Radio Programs**

**MORNING PROGRAMS**

*EDGAR GAGE—Cabinets*

*Bill Davidson Show*

*Ken Kozak—Sports*

*Ken Byrd—Sundays*

*Bill Davidson Show*

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*Ken Kozak—Sundays*

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*Ken Byrd—Sports*

*Ken Kozak—Sundays*

*Bill Davidson Show*

*Ken Byrd—Sports*

*Ken Kozak—Sundays*

*Bill Davidson Show*
3:45—KFXM—National Hour.
3:30—KEGJ—Italian Classical.

**NEWSPAPER READING**

2:45—KERP—Theater Guild.
2:15—KEGJ—Grand Gala.

**NEWSPAPER READING**

2:00—KELK—Theater Guild.
1:45—KENM—National Hour.
1:30—KECA—Theater Guild.

**NEWSPAPER READING**

1:15—KECA—Theater Guild.
1:00—KECA—Theater Guild.

**NEWSPAPER READING**

12:45—KECA—Theater Guild.
12:00—KECA—Theater Guild.

**NEWSPAPER READING**

11:30—KELK—National Hour.
11:00—KELK—National Hour.

**NEWSPAPER READING**

10:30—KELK—National Hour.
10:00—KELK—National Hour.

**NEWSPAPER READING**

9:30—KELK—National Hour.
9:00—KELK—National Hour.

**NEWSPAPER READING**

8:30—KELK—National Hour.
8:00—KELK—National Hour.

**NEWSPAPER READING**

7:30—KELK—National Hour.
7:00—KELK—National Hour.

**NEWSPAPER READING**

6:30—KELK—National Hour.
6:00—KELK—National Hour.

**NEWSPAPER READING**

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**NEWSPAPER READING**

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6:30—KELK—National Hour.
6:00—KELK—National Hour.
Tuesday, October 17

“Coffee Time” with Bob Gentry
8:30 to 11:00 a.m.
Monday thru Friday

Radio Program Highlights
Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface

Comedy-Variety
3:30—Arthur Godfrey, KNX
4:15—Baby Sn/hooks, KFI
6:00—Hardy Family, KFI
6:30—Fisher and Walls, KFI
9:00—Bob Hope, KFI
11:00—Beulah, KFI
12:00—Jingles, KFI
1:00—Call of the Sea, KNX
2:00—Oral Roberts, KNX
3:00—Life With Luigi, KNX
4:00—Fisher and Mollie, KFI
5:00—Bob Hope, KFI
7:00—Beulah, KFI

Quiz, Participation
7:00—Welcome to Hollywood, KECA
8:00—McNeil Braf, Club, KECA
8:30—Grand Slam, KNX
9:00—Double or Nothing, KFI
9:45—Queen for a Day, KNX
10:15—Art Linkletter, KNX
11:15—Surprise Packets, KECA
12:15—Welcome Travelers, KNX
1:15—Teeth of Conquest, KNX
2:15—People Are Funny, KNX

Comment-Narration
9:00—Carole Smith, KNX
10:00—Housewives’ League, KNX
11:00—Art Baker, KFI
12:00—Burritt Wheeler, KFI
1:00—Behind the Story, KNX

Mystery-Detective
2:00—Big Town, KFI
7:00—Mysterious Traveler, KFI

Public Interest-Information
12:00—Farm Reporter, KFI
4:30—Answer Man, KFI
8:00—Time for Defense, KECA
9:00—Town Meeting, KECA

Sports
8:45—Racing News, KXIC
9:00—Racing Results, KXIC
12:00—Track Results, KFV
2:30—Race Results, KFV
5:30—Race Results, KFV
8:30—Race Results, KFV

KECA—Racing News
KFV—Racing Results
KFXM—Sports

Magazine of the Air
11:00—KECA, KFVM—Betty Crocker
11:30—KECA, KFVM—Nothing

KECA—Mystery Mission
KECA—Sally Miss
KECA—Visit to the Zoo
KECA—Rhythms Monday
KECA—Bible Institute
KECA—Yesterday’s Hit
KECA—Visit to the Zoo
KECA—Town All Slim Aline

KECA, KFVM—Vesper H.

Lindbergh

8:05—KALI—Brother Welsh
8:10—KALI—Stack Resorts
8:15—KJL, KGB, BOWL, KXWW—News
8:20—KXWW—News
8:25—KJL, KGB, KXWW—News
8:30—KJL, KGB, KXWW—News

“Coffee Time” with Bob Gentry
8:30 to 11:00 a.m.
Monday thru Friday

Keystv

Keystv—Coffee Time
Keystv—Voice of China
Keystv—Melodrama
Keystv—Moss Hallchurch
Keystv—Nazeine Church

1970/01/21 16:00

TUESDAY, OCTOBER 17

†Indicates News Broadcast.

8:00—KECA, KFVM—McNeill’s Breakfast Club.
8:05—KECA—Coffee Time.

†KJL, KFXM, KGB, KXWW—Holiday Kiss.

†KNX—Top of the Morning.
8:15—KFXM—Country Church.
8:20—KGB—Breakfast at freeway.
8:25—KXWW—Breakfast at freeway.

†KFBW, KIEV, KALC, KMCX, KXAL—News.
†KGR—Midgets.
†KRT—Meditating Man.
†WGR—Andree Folding.
†KRT—Spaniards.
†KRD—Top Tunes.

†KXWW—Ritmos Latino.
8:05—KALI—Brother Welsh.
8:10—KALI—Stack Resorts.
8:15—KJL, KGB, BOWL, KXWW—News.
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8:30—KJL, KGB, KXWW—News.
**WEDNESDAY, OCT. 18**

**RADIO**

* Indicates News Broadcast.

8:00 — KORC: MFD — Don McNeill's Country Music Bump.
8:15 — KFSD: — Live like a Millionaire.
8:30 — KFSD: — Live like a Millionaire.
8:45 — KFSD: — Live like a Millionaire.
9:00 — KFSD: — Live like a Millionaire.
9:15 — KFSD: — Live like a Millionaire.
9:30 — KFSD: — Live like a Millionaire.
9:45 — KFSD: — Live like a Millionaire.
10:00 — KFSD: — Live like a Millionaire.

**SPORTS**

8:30 — KFSD: — Live like a Millionaire.
8:45 — KFSD: — Live like a Millionaire.
9:00 — KFSD: — Live like a Millionaire.
9:15 — KFSD: — Live like a Millionaire.
9:30 — KFSD: — Live like a Millionaire.
9:45 — KFSD: — Live like a Millionaire.
10:00 — KFSD: — Live like a Millionaire.

**HOME TOWN JAMBOREE**

Ciffie Stone, Eddie Kirk

* KFSD: — Live like a Millionaire.

**HARLEMTEINE**

With Hunter Hancock

Now 2:00:30 P.M.

Mon. thru Sat.
Indicates News Broadcast.

KLAC—Muriel Pool.

8:05—KLAC, KGB—Our Gay Sunday.

11:00—KLAC, KGB—Our Gay Sunday.

KLAC—All Around Town.

10:30—KLAC, KGB—Our Gay Sunday.

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Mrs. Kathryn Crouse, 4390 Union Pacific Avenue, Los Angeles, Calif.

In your answer to Charles Zimmer in the September 22 Issue, you said that one of the "Range Riders" was named Buck Jones. He did not say "Range Riders" which must have caused your mistake, for Buck Jones is certainly one of the "Rough Riders." He goes by the name of Buck Rogers in these films and in radio. Among his characters is "Sandy Hopkins" and Tim McCoy is known as "McCall." They are all supposed to be United States Marshals. Thought you might like to know and put Mr. Zimmer straight.

Indeed your facts sound true; however, Tim McCoy informs us that he has never worked in a picture with Buck Jones, so this Rogers must be a cowboy who resembles the late Jones.

Ann Walker, address withheld, Glendale, Calif.

I am at a loss to know why someone else has not mentioned that one of the most beautiful programs on television is the one Leo Carrillo has. He is grand and so are all of the characters that are featured with him. When he gives his closing speech, we are all spellbound. Why can't we see more like this and not so much of the other stuff?

Lately, our radio programs are so doubled up, it is hard to know how to dial. For instance, "Nightbeat" is on at the same time as "My Friend Irma." I did notice it was on at another time over KFSD but when I dialed in, there was a dance orchestra playing. This has happened several times. Let us hope that when the rest of the shows return, there may be a change.

Beside his KLAC-TV "Dade Ranch" show you can now see Leo Carrillo as "Pancho" on KNBH's "Cisco Kid" series Wednesdays, 7:30 p.m., Channel 1. "Nightbeat" is now aired at 6:00 p.m., KFI, Friday.

Ernest Y. Strong, 7740 Balboa Boulevard, Van Nuys, Calif.

Why, oh, why, do we have to be eternally bored with those interviews? I think this is the most uninteresting feature of radio next to the overdone, repetitious commercials.

Another gripe . . . that weird background music used in most of the mystery programs. In short, there are many things about the "Dade Ranch" and in radio and television that somebody should do something about.

But it is not all bad, for there are many most interesting programs and when watching these with them any more than we could automobiles.

Blanche Elmore, 1823 South Arapahoe Street, Los Angeles 6, Calif.

Would you do a story on Kola Pandit? My family and friends enjoy watching him on television and we would like to read an article on him and am sure that others would too.

Page Thirty-Two

Mrs. M.L.H., address withheld, Sun Valley, Calif.

I am a comparative newcomer to the television audience and have been watching just about everything and gradually eliminating, one by one, those shows of lesser appeal.

One which I have especially enjoyed each week is "Rose-Room Revue" on KF1-TV Wednesday evening, largely due to a very wonderful singer, Ronnie Gibson, who can "give out" with a ballad in a manner comparable to any of our top-notch vocalists. She should go far in the entertainment world.

I felt badly, however, when I found her listed in Radio-TV Life's logs as Ronnie Gibbs . . I would like to know more about her in a future writeup.

Will correct name spelling and thank you for bringing it to our attention. Request has been "waiting-listed.

Mrs. Elsie Rickman, address withheld, Santa Monica, Calif.

Enough of Hawthorne! I want to see the man who is the brain behind "Eggbert" the camera. He seems to have quite a sharp personality too.

A big picture of "Eggbert" and Hawthorne is coming up in a future "Seen on the Video Scene."

N. D. Small, 1222 South Dewey Avenue, Los Angeles, Calif.

I have always favored the top-notch shows on the Pacific Coast like Olsen and Johnson, "Life of Riley" and Ed Wynn. I wish they were all back and many more like them. They always discontinue the best shows and leave us watching the ones that aren't so important . . . now with so many famous shows in the making, hope they can place them in California TV stations should match all their best shows with the East's shows. I know we are not seeing half as many extraordinary good A-1 shows as we should.

"Riley" and Olsen and Johnson have no future TV plans, but "The Perfect Fool" returns this fall.

Mrs. Frances Sakal, 1157 West Twenty-eighth Street, Los Angeles, Calif.

I wanted to say thanks for the production of KECA-TV's Saturday night "Sandy Dreams" show. All the children like it and it is such a good show for youngsters. I hope they produce more shows like "Sandy Dreams," for that's what the mothers want.

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Esther Orum, 11929 Venice Boulevard, Los Angeles, Calif.

I heard that Perry Como would be back this month, but don't know the station. Could you please let me know?

Perry Camp can be seen Monday Wednesday, Friday over Channel 11, KITV at 7:45 p.m.

Mrs. B. H., address withheld, Pico, Calif.

Note horrified howl of scribe who shudders over Steve Allen's joke of the starving man on desert island who, in desperation, cooked and ate his pet dog Spot . . . and licking his fingers, contemplated the remains, saying wistfully "How old Spot would have loved this bone now."

I heard Steve . . . we have two springer spaniel pets which we love very much and I thought the joke was equally as funny as the droll way in which Steve told it. I'm one of the pet lovers "by the thousands" who disagree with the complainant. I have contributed to the fund to defeat the measure on peddling pets for so-called experimentiation. I also shuddered at some of the things I've (Please Turn to Page 57)
For Love of Mike (General Comment)

Looks Like

Sara Berner will do her first straight dramatic film part, in Paramount's "Carrie." . . . Eric Pinza, honest is gonna steal show, short shows October 21 . . . . It's Dennis Day's fifth season on NBC . . . Joel Murcott's now doing those "Dr. Kildare" radio scripts. He's done more than a handful for two mystery airies . . . Lowell Thomas is into his twenty-first year on the air . . . "Lux Radio Theater" is back on top of the Nielsen listener-ratings lists, followed by "My Friend Irma," "Life With Luigi," "Godfrey's Talent Scouts," "Satan's Waitin,'" "Mr. Chameleon," "Mystery Theater," "Dr. Christian," "Mr. Keen," and "Big Story." What we want to know is where are "Halls of Ivy," "Theater Guild," "NBC Theater," etc.? Now folks, this is why the good shows get the go-by . . . "Sam Spade" fans have responded big to that tearful plea of "Effie's" to send in letters and post cards to put him back in business . . . Herbert Marshall, as "Man Called X," is back in business, NBC, Fridays . . . That NBC "Dream Show" has been moved to November and "Broadway Is My Beat" is back—CBS, Fridays.

Paris Postmark

Excerpts from the most recent communication we've been getting Radio-Television Life representative, Joan Buchanan, who's still in Paris, read:

". . . There are two developments yesterday in Montparnasse — it's the sixth anniversary of the surrender of the Germans at the Gare Montparnasse, a scant four or five blocks from here. You wouldn't believe what I've been reading — a book of old plays, "Uncle Tom's Cabin," "East Lynne" and "The Two Orphans" — all great, especially "East Lynne," which contains this magnificent line: 'I am a fugitive from justice and even now the lynx-eyed officers of the law may be on my track and discover me in spite of my disguise.' Absolutely marvelously recommended reading . . . "We went to the Cluny Museum here, a musee with ancient relics of Paris, including household articles from earliest time and the most wonderful collection of tapestries — something I never thought I would care about but which I would dearly love to own . . . "The other night while we were sitting in the Dome, the cafe celebrated by Hemingway in 'Sun Also Rises' or something and a perfectly ghastly cafe, vanishing, Shirley Robert St. John, and John Gunther come in and sit down. We trembled, thinking them birds of war and recalling to each other the reasons they came to Europe last time. Then Darryl Zanuck, all by himself, walked in, shirt sleeves studyng the colorful life of Montparnasse. We were shocked by again. A member of our party waved to him and he cut us with a cold look and strolled away . . . . "The other day we walked up on the hills of Montmartre — aggressively quaint in my husband's words, but exciting all the same. We passed the Lapin Agile, where Picasso and Braque and the gang used to hold forth, and saw the hotel where the Cubists first thought it up and Lautrec's studio and Corbusier's and the graveyard where Camille lies and Sacre Coeur, surrounded by the Sunday painters, most of them very old men and very bad painters. The walls of houses and gardens that face the street side are covered with pictures where artists have been mixing and testing it for years — all colors . . . "Every day the French grow beyond me — I understand them less and less. They are not like you and me. I think that individual freedom is carried to an extreme unheard of anywhere else. It's so extreme that it's nearly hard to find two people who are in agreement about anything, and it probably accounts for the five political parties that split up the government. Not even the smallest fraction, it seems, can be done without an argument. I keep thinking that a Parisian in America must be just as it is spotted by us, possibly miserable and lonely in the midst of American organization and order . . . . "We went to a little gathering at the studio of an artist we know the other day and I nearly went mad. Four languages were being spoken, and I am not so level-headed that I can stand to hear people switching from Israeli to German to French to English in one sentence and still retain my sanity. . . . "Bing Crosby seems to have made himself extremely well-liked here with his friendliness and personality. He came to dinner in Montparnasse one night at a place called Dominie's and they still talk about it . . . ."

NBC Election Coverage

Initial plans have been completed for the organization of NBC's news staff to bring listeners fullest municipal, state and national election coverage on Tuesday, November 7. News staffs in affiliate stations across the country have been alerted to provide complete local coverage, including analyses of trends and polling activities in each city. This information, when channeled to network commentators in New York and Washington, will round out the picture of national elections to be presented by NBC.

With Robert Trout as general election news coordinator-announcer, early evening news programs on November 7 will be devoted mainly to latest election results.

From 5:00 p.m., and continuing through 9:30 p.m., the newscasts will talk several minutes at start or end of each program to give the latest returns, and at 9:30, will present a thirty-minute "wrap-up" broadcast, a recapitulation of the day's voting activities.

NBC will remain on the air as long as contests of national importance remain in doubt, and will pay especial attention to the contests in New York, California and Ohio.

Your Cue (Shows You May Like)

"Falstaff's Fables"

Monday through Friday, 5-5:35 p.m. - ABC-KBC, KMFB, KIRC
First of all it has to be said that this isn't much more than a glorified commercial—for Mars Inc.'s Milky Way candy bars, if you're interested.

A five-minute spot, every night. Not a spectacular stick with you much and is easily missed. However, there are probably many who will make a point of catching this one. Alan Reed and his "Falstaff Openshaw," once a big feature on the Fred Allen show, are old favorites with a fan following that remains faithful. Now fans are in for a double treat because Reed is being very ably assisted by a small replica of himself, Alan Reed Jr.—or, if you prefer, "Falstaff Openshaw, Jr."

Both Reeds keep their tongues busy making the most of their brief time allotment, reading rhymes in the "Falstaff" fashion and selling chocolate candy bars in the commercial fashion.

Credits read: producer, Wally Ruggles; writer, Don Johnson; announcer, Dick Tufeld; and music by another old favorite, Johnny Duffy at the Hammond electric organ.

"Screen Guild Players"

Thursday, 7:00 p.m. - ABC-KBC
The listing of the "Screen Guild" Page Thirty-three
show in your radio logs has always been a guarantee of good entertainment. It was sorely missed during its absence, and the news of its return—this time on an expanded full-hour scale—was good news indeed for all selective dialers.

On this series you can be sure of hearing quality performers in quality entertainment. Excellent sample was the recent airing we caught—Joan Fontaine and William Powell in "Ninotchka." Stars were excellently supported by Leon Belasco and Hans Conried hamming it up with great glee as "Ninotchka's" Russian comrades.

The comedies of Fontaine (doing a thick Garbo right down to a broad "Ve want to be ay-lone") and Powell (a screen star who really knows what to do at a radio mike) were flawless, and the mechanics of the entire production smooth. Show's credits read Huntly Gordon and Harfield Weedin producers, William Lawrence as director, Harry Kromman as writer.

To be particularly credited is ABC for allotting a full hour's radio time to this worthwhile Hollywood air offering. It makes script writer Kromman's task half as difficult and doubles the dialer's satisfaction.

"My Friend Irma"

Monday, 7:00 p.m. KKNX, KCBS, KCBQ.

There must be a tender spot in listeners' hearts for stories like "Irma Peterson," for the dumber she becomes the more people seem to laugh at her.

At least that's the way it sounded on a recent listen to Cy Howard's "My Friend Irma," who, after a summer vacation, is back on the CBS airlines as mute-minded as ever.

Marie Wilson (the blonde with the batting eyelashes) is apt in her portrayal of "Jane," a victim of mental circumstance, while Cathy Lewis as "Jane" supplies the brains. The "Professor" (Hans Conried), "Mrs. O'Reilly" (Gloria Gordon), and "Al" (John Brown) properly perform to spotlight their dim-wit "Friend Irma."

Missing from the comedy we sampled was "Jane's" boss and boy-friend, "Richard," for it seemed that "Jane" had elevated herself to the superior ranks of employer and was now the proprietor of an employment agency.

Duly impressed by her roommate's importance was "Irma," who was distressed by the numbers "9 to 5" on the office door until "Jane" patiently explained they stood for working hours and not for the odds Irma's boss, "Mr. Clyde," placed on his employeé's finishing her daily work. (The studio audience loved that one!)

Best-reacted-to gag was "Irma's" curiosity, seeing a coconut, as to why anyone would let a grapefruit stand around long enough to grow hair? Our reaction was a groan.

Timing of the dialogue is very good, and although some of the parts are obviously overplayed, the show's a sure bet for laughs . . . even when it isn't funny.

"Hollywood Sunday Players"

After a ten-year absence, the "Sunday Players of Hollywood" have returned for a fifty-two-week homecoming engagement over Valley station KGIL.

The original group of "Players," including Vicki Vola, Red Osborne, Brett Moore, Herbert Robinson, Lou Mer- rill, Arthur Heinlenn, Charles Anderson, John and Betty Hiestand, and Sadie Crockett, are heard in half-hour immortal epics based on the Bible. At present the "Players" are depicting a sequence from Genesis which opened with "The Fall of Man" and will close with "Benjamin's Cup." Another epic from the Book of Books scheduled for adaptation is the Exodus, covering the birth of Baby Moses, his rescue by Pharaoh's daughter, the recall of Moses from Midian to free his people from bondage, and the dramatic crossing of the Red Sea.

As the oldest group of radio Bible dramatists in the world, the "Players" have served as religion and morale builders throughout the country for over a decade and their return to local listeners is more than welcome.

Famous Swimmer Takes Air

"You can't get a real kick out of life if you are not healthy," says Annette Kellerman, famous swimmer and health authority who is broad-
casting a new series of health programs on KGER, Sundays at 2:30 p.m.
Miss Kellerman, who first startled the world in one-piece bathing suit before World War I, attributes her amazing health and condition to two things: 1) Good food, and 2) exercise.
The fame of Miss Kellerman's talks on health has spread around the world during her seven world-wide tours on this subject. She has conducted lectures and radio programs in Australia, England, Germany and other countries.

Besides her fame as a health adviser, Miss Kellerman holds the records for underwater swimming. During her career she has held many other swimming records and has appeared in many silent motion pictures.

Today, although in her sixties, Miss Kellerman still has the figure of a young girl.

Playbacks (Critical Comment)

We Point With Pride

To that cute stunt last week's NBC, "Richard Diamond," broadcast which had June Allyson, playing June Allyson, employing private detective "Diamond" to find her husband, who had gone berserk when he discovered his wife was going to have a baby and wouldn't be able to make any money the rest of the year. In case you aren't up on facts, June is the real-life wife of "Richard Diamond," Dick Powell—and yes, June is in temporary retirement, whiling away the time knitting little things at her husband's radio rehearsals.

To the "Club 15" gang for rallying around the mike to deliver their songs rattler in smooth style, in spite of the last-minute script and music changes made around the absence of head man Bob Crosby.

"The Halls of Ivy"—time for one of the most satisfying half hours we've ever spent in front of our radios—their broadcast, "This Week," October 4.
To NBC's salute to the mad Marx with their special advance Sunday afternoon laugh special labeled "Grouch Comes Aboard." It was fun.

To the big deeds of the fourestaters regularly cited and dramatized on "Big Story" NBC, Wednesdays, 7:00 p.m.

We View With Alarm

Those commercials that are more dramatic than the programs.
The programming of so many of the good shows so early in the evening that the working class (and is there any other?) can't get home in time to hear them. (To cite a few.

RADIO IN ACTION

SEE IT—LEARN IT
under active, top-flight radio professionals
INSTITUTE FOR RADIO
Information. Admission freely given
Appraised talent
NEW TERM STARTS OCT. 27
5910 Sunset Granite 8700

PUBLIC SERVICE

MENETE

By KHJ's Norma Young

Corn and Cheese Souffle

(For that meatless dinner)

1 T. chopped onion
2 T. butter or margarine
5 T. flour
1/2 c. milk
1/2 grated sharp cheese
2 c. whole-kernel corn
1/2 t. salt
1/4 t. pepper
1/2 c. cheshireshire sauce
4 egg yolks
4 egg whites

Beat one egg, add flour, then add milk and cook until thickened, stirring frequently. Add cheese, and stir until cheese is melted.
Add corn and seasonings.
Remove from fire, add egg yolks that have been beaten until thick and lemon colored.
Fold in stiffly beaten egg whites, turn into greased Casserole, Place in oven of hot water and bake at 325 degrees for about one hour, or until firm.

Note: If Radio-Television Life readers have household or cookery problems, call Radio at 2:30 a.m. or 4 p.m., Hudson 2-2132.

"Suspendse," "Dragnet," "Halls of Ivy," Bing Crosby. Then, when the dinner dishes are cleared away and the long looked-for hour has finally come when Mr. and Mrs. and Miss Listener can finally settle down with a clear ear, the radio disc jockey can do anything but recorded music. And there's just nothing to do for more variety of entertainment but turn to TV.

Off Mike (Personalities)

"I Can Hear It Now"

The third volume of Columbia Records' best-selling "I Can Hear It Now" series, with Edward R. Murrow, CBS newsmen, as narrator, has been released. The volume covers the period from 1930 to 1952, which Murrow describes as "the last glorious fling of a still adolescent America."
"I Can Hear It Now" will be issued simultaneously on one long-playing 33 1/3-rpm disc (with box) and in an album of five conventional 12-inch shellac records (MM 963).

Like the best-selling "I Can Hear It Now" Volumes I and II, the new edition was prepared by Murrow in collaboration with Fred W. Friendly, prominent radio-television producer-writer. It was produced by J. G. Geide.
In making the first two volumes of the series, Murrow and Friendly presented the actual voices and recorded sounds of events, from 1930 to 1949. This technique was used wherever possible in Volume III; where recordings of individuals and events are either non-existent or of poor quality, Murrow and Friendly, using original texts, have presented faithful reconstructions.

Keca Mike Memo's

By Virginia West

A highlight of the fall video season will be attained with premiere on Channel Seven, Friday, night, Oct. 20, of the "Pulitzer Prize Playhouse." The full-hour drama series will present outstanding works of Pulitzer Prize winners, under sponsorship of the Schilz Brewing Co., of Milwaukee. KECA-TV viewers can look forward to both prize-winning works and leading stars of stage and screen who will appear each week. Mark your calendar for the "Pulitzer Prize Playhouse" on Channel Seven, Friday nights at 9, starting the 20th.

That longtime radio favorite, "Can You Top This?" now heard over radio stations KECA, Saturdays at 7:30 p.m., joins the KECA-TV lineup for airing on Tuesday nights at 9:30, starting the 17th. The Wine Corporation of America will broadcast this successful comedy show. Another starter for Tuesday night will be the Billy Rose show, which is set to go on at 9 p.m.
As if this isn't enough for one week in the way of all new shows to see—Wednesday, the 18th, marks the opening of a breezy musical comedy series, "The College Bowl," starring comedy-chorus." Mr. Football" himself, Harry Wismer, who you'll hear bringing you the play-play-over-the-air battles on ABC-KECA this season, on Oct. 14th, the Michigan-Army game will hold the spotlight, and on the 21st, a Look forward to that important Ohio State-Michigan game.

HARRY WISMER

By Art Voss

APPOINTMENT OFFICIAL

By Virginia West

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As if this isn't enough for one week in the way of all new shows to see—Wednesday, the 18th, marks the opening of a breezy musical comedy series, "The College Bowl," starring comedi-an Chico Marx! Yes sir, that's every Wednesday night at 8:30 on Channel Seven.

And believe it or not, there's more. Thursday night, Nov. 30th, at 10 o'clock, KECA-TV fans have another treat in store. That's "I Cover Times Square," the inside story of Hollywood, nationally celebrated newspaper cover his field in his search for news. The show stars veteran screen and radio actor, Harold Huber, and will be sponsored by Air-Wick. This covers just a few of the exciting new shows you'll always find on your television screen on Channel Seven, of course.

AROUND RADIO: Music lovers attention. Have you heard "The Longines Symphonettes," now heard every Monday to Thursday night at 10:35 p.m. on KECA? If you haven't you're missing a treat. Here's a program filled with major works of famous composers designed to suit the popular taste. Better lend an ear.

And a note for sports fans... Here's "Mr. Football" himself, Harry Wismer, who you'll hear bringing you the play-play-over-the-air battles on ABC-KECA this season, on Oct. 14th, the Michigan-Army game will hold the spotlight, and on the 21st, a Look forward to that important Ohio State-Michigan game.

-P.30

ADB - 10-13-50
Radio Precasts

WHAT'S NEW

Music
FRIDAY, OCTOBER 13—Lionel Hampton, KFWR, 12:00 midnight (30 min.). Hampton plays from his Avondale Ballroom Thursday and Friday nights through October 17.
SATURDAY, OCTOBER 14—"Refreshment Time," KNX, 12:00 noon (30 min.). Baritone Morton Downey entertains with melody. Kay Armen guests.
SUNDAY, OCTOBER 15—"Meet Frank Sinatra," KNX, 2:00 p.m. (1 hr.). Crooner's Eastern show debuts on the local airlines today.

Comedy
MONDAY, OCTOBER 16—Jack Kirkwood Show, KHJ, 1:00 p.m. (30 min.). Kirkwood debuts Monday through Friday show similar to his "Breakfast Show" gang of the 1930's. Cast includes wife Lilllian Lejijn, Steve Dunne and Lee Albert.

WHO'S GUESTING

SATURDAY, OCTOBER 14—"Know Your School," KNX, 7:00 p.m. (30 min.). Produced by the Los Angeles City College Workshop under the direction of Adele Umlan; this public service series will cover all phases of the city's educational system.

WHAT'S BACK

Music
SUNDAY, OCTOBER 15—New York Philharmonic, KNX, 7:00 p.m. (30 min.). Symphony under the baton of Dimitri Mitropoulos returns to the airlanes for its twenty-first consecutive season of Sunday concerts from Carnegie Hall. James Fassett continues as commentator of the "Green Room" intermission interviews.

Designs by Rochester

Eddie "Rochester" Anderson, Jack Benny's man-of-all-work on the CBS show, is never without a hobby or a project. He is now engrossed in the designing of a speedy, low-slung car which, on paper, looks like a cross between a Jaguar and a jet-propelled racer. Rochester is at a loss for a name for his creation, but he's toying with the idea of calling it "The Derby" or "Zip" or "Jet."

LONG-TIME FRIENDS

The role of "Mr. Caruthers" on the "Honest Harold" CBS show starring Hal Peary is played by Bill Wright, veteran radio actor frequently seen on the screen as a political tycoon.
A second hello! My daily Pacific Regional Network disc-jockey celebrity-entertainment program, in cooperation with Radio-TV Life, is offering a wonderful all-expense-paid flying trip to New York for two. Wanna win it? Just name our "Mystery Voice!"

Do It and win:
1. Free round-trip flight to New York for two.
2. Stay at leading New York hotel.
3. Have a date at the famous Copacabana with CBS star Alan Dale.
5. See big Broadway musical, courtesy of KVEN, Ventura.
6. Four one-week vacations at Big Bear Lake for runners-up!

Plus many more prizes to be added later.

Daily on my radio program you'll hear this mysterious "voice" giving HER own clues. Add 'em to the jumble of letters I'm giving exclusively in this column each week and you're set for Autumn in New York! The jumbles each week include FOUR letters—TWO of them from the subject's name. Last week's column listed the letters "L-R-N-A." Two of those letters spell part of the subject's LAST name—backwards and in order.

This week's jumble includes two more USABLE letters out of the following four. Here they are:

QRXG

Put these letters in combination with the "voice" for two from last week and you'll have four letters of the "voice's" last name cart before horse. What are we naming here anyway. La Pointe, a singer or a Citation?

On my radio show the past week our "voice" said she was on records and—on television. Another big clue from her on the show and in this column next week to add to another four-letter jumble. Another clue: Six by Six.

To actually hear the gal's voice listen to the Armand La Pointe Show on these and other stations:
KFMV-FM, Hollywood—3:05-5:00 p.m., Monday through Saturday.
KWIK, Burbank—2:00-2:30 p.m., Monday through Friday, and 3:05-5:00 p.m. on Saturdays.
KPRO, Riverside—3:05-4:00 p.m., Monday through Saturday.
KVEN, Ventura—3:05-3:45 p.m., Monday through Saturday.
KREO, Indio—3:05-5:00 p.m., Monday through Saturday.
KSB-FM, Salinas—3:05-5:00 p.m., Monday through Saturday.
KUBC, Corona—3:05-4:00 p.m., Monday through Saturday.

NEW YORK CITY—Have just left the milton Berle show and there's a guy who rates a triple E for effort (and had a good telecast tonight, too). He puts it out fast and furiously for a solid hour, then comes down off the stage to fill in with his audience, something a "star" seldom does. Time and again I've seen radio names kiss the audience off with a "thanks for coming—we were a wonderfully audience," but no radio show is as strenuous as a TV stint and Berle would be justified in making a quick exit.

Instead he post-mortemmed and explained the reason for holding his baseball cap over his tummy (his shirt didn't meet) and then when one couple got up to leave as Berle's little after-show continued, he yelled, "Come back and take it yourselves!"

The Berle warm-up is short and not very frenzied. They use the old gag of ice picks... tell the audience there's one under each seat, "and if you don't laugh... ."

Berle's lucky. People expect to laugh at anything he says. They do too, and then don't laugh at others on the show who are sometimes much funnier than Uncle Millic.

Woulnd't you know it? It's hot here in New York. About eighty today. Saw a thick crowd around Rockefeller Plaza, looking at a couple dozen people ice-skating!

This afternoon I went to the Kate Smith TV show. She does an hour, five days a week, with Ted Collins and guests. Kate looks good. I think she's trimmer than she was when she came to California during the war to christen a bomber. She wore a wine-colored dress, became, and had her hair in a semi-bob. What lumps she has when she really lets out on a song!

Surprising to see her TV show show all the Hudson Theater at that time of the day. It's a mystery why people go to see TV again and again when they can sit at home and accomplish the same without effort. Curiosity, perhaps, and like myself, a desire to see the actual performance so that future looking at the program will hold just that much more pleasure.

Yesterday noon, during my train wait in Chicago, I visited NBC, and Jack Ryan, press head, took me to lunch and cornered John Lewellyn (for an interview). John has produced "Quiz Kids" ever since the beginning and I think I got a pretty good story on "What Makes a Quiz Kid?" Today, Harry Rouh, publicity chief at Young and Rubicam, invited me for luncheon and we talked about the big "Pulitzer Prize Playhouse" premiere Friday night. I guess Schiltz is shooting the works on this TV opening. Maybe $15,000. And the series will run about $2,000,000! Dinner tonight with Aural MacPhie of NBC, so I'm keeping a low profile.

Oh yes! Visited the "Kukla, Fran and Ollie" set (it was too early for the show, Sob!). Went backstage and peeked into the filing cabinets full of veed costumes. It's amazing the props people pack in such a tiny space. There were several small-sized brooms nailed on the ceiling to await "Buelah Witch's" special requirements. One was spangled glamorously with Stardust.

Loved one of the storage boxes on the shelf. It was marked "Robes and Sceptres." Was invited to catch the performance on my stop-over en route home and will certainly try.

Ear Inspires

(Continued from Page 38) heard on Arthur Godfrey's show once or twice... but they weren't said by Steve. Long may he live!

Mrs. C. I. Dunham, 938 Towne Avenue, Pomona, Calif.

In your issue of September 8, there is a letter from Charles Schafer to which I refer. I am glad to see such a letter, for I so thoroughly agree with them. So many of the commercials are indeed an insult to public intelligence. I think most of the price packers in such a tiny space. There were several small-sized brooms nailed on the ceiling to await "Buelah Witch's" special requirements. One was spangled glamorously with Stardust.

Loved one of the storage boxes on the shelf. It was marked "Robes and Sceptres." Was invited to catch the performance on my stop-over en route home and will certainly try.

Mrs. C. I. Dunham, 938 Towne Avenue, Pomona, Calif.
Friendly Is the Word

(Continued from Page 4)

staged in cooperation with the Fire Department's own campaign of a similar nature (the show embalmed it by having a CBS secretary carried down in the arms of a fireman from her office window every afternoon at one o'clock, and "Salute to Your Postman," during which "Meet the Missus" uncovered some excellent talent in the ranks of our city's blue-coated letter-carriers.

"I don't have to be funny to get laughs on our show," grinned Harry. "I simply play straight man for the people. They want to laugh. They are oh, so anxious to laugh!"

And for those of you who are "again" audience-participation programs, emcee Koplan passed along this story for those worth, when he first started as emcee of "Meet the Missus," Harry was called upon to throw a pie for the first time. A good-hearted lady from the audience and CBS had a cleaning bill on its hands. One forlorn little lady reported to Harry's office fearing that her inexpensive but only coat was to be cleaned, it would shrink into uselessness. A brand-new coat settled that question, but the story that day to Harry was even more warming than her new apparel. Suffering from an acute stomach disorder, the lady had long been bedded under doctor's orders with the radio her sole companion. Finally grown weary with her long confinement, she rebelled, walked out of her home, went to "Meet the Missus," one of the programs she had long enjoyed. She had such a good time, she returned to see the show many times. The next time she reported to her doctor for her regular check-up, he looked at her in amazement and asked "Whatever have you been doing?" "I've been improving," she replied, "and you'll be cured!"

Replied the woman, "I've been laughing."

He Accent-chuates the Positive

(Continued from Page 5)

—In New York, and I liked it. We're thinking about putting this show or film for television. I think it would be good, and it'd be fun to do."

Question: "Aside from work, what have you been doing lately?"

Answer: "Oh, I took my kid out to a ranch riding, and I got a kid that's crazy about horses. I bought her one—it looks like a four-legged jewelry store with a silver saddle and everything, I guess it's good for a kid to be crazy about horses like that. She's been tossed off and it doesn't faze her. I've been thrown and I don't like horses any more. But I have my own plane and have a h— of a lot of fun with it. I'm flying to New York in it next week. Went a year ago and it was great. You can see the country in your own plane. Darn transports fly so high... I've got a tungsten mine in the Mojave desert that's great to probably open again. I operated it all during the last war. It's good to work out-of-doors... I still live at Malibu. It's sure built up a lot, but I still like it... I radio much. Like music programs mostly..."

My kid's always wanted to play the piano, so I finally brought in a teacher and after one lesson, the teacher tells me my kid's great, she's already playing a tune. Now she's plunkin' the darn thing all the time."

At one point during our talk, Brian made a voluntary admission that he wasn't any good as a critic. We can see why. He's just too busy getting a h— of a lot of fun out of everything.

Lane's "Memory Lane"

(Continued from Page 6)

person. His pet peeve is hearing a TV personality address his audience as "Ladies and gentlemen!" The success of Dick's approach to the viewer is evidenced by the anonymous love letters his mail contains, by the letters received from youngsters who idealize Lane to the extent that he vouchsafes to them, on camera, doing anything to disilusion them, by the denful of gifts, handiwork, trophies and souvenirs from TV fans who want to have something on display in his home, and the more than twelve thousand Christmas cards which he festooned gaily around the rooms last holiday season. Dick's number-one rule for himself as a video performer is: "Be kind, gracious and informative."

Dick Lane has been in show business a long time, ever since he left the farm the age of sixteen. His wife Esther shares his love of the theater, and they spent their honeymoon, broke but ambitious, trying to get a break in New York. Small parts in Al Jolson's "Big Boy" were followed by more rewarding assignments in "Sunny Days" and "Connecticut Yankee."

Carolyn, the show's joined Texas Guinan's company, Dick as emcee and Esther as a dancer. Dick has an inexhaustible supply of tales to spin about the late great Guinan. "She was one of the grandest guys in show business. She was all heart."

Hollywood Disillusion

It was when Dick was working an act with Martha Raye in 1937 that he received a Hollywood picture offer. It had to wait while he com-

pleted a contract with "George White's Scandals."

"When I did arrive in Hollywood, my thought was that I would spend the first month or so just getting acquainted, maybe be established in a neat little dressing-room bungalow, and then I could begin planning for part in which I would sport a neat mustache and make love to beautiful women. The day I got into town, I called in to the studio and was told to come out, at eight a.m. the next day. By ten-thirty, I was in complete make-up and wardrobe—a grubby stubble and an old smelly ouiskin. By ten-thirty, I was playing my first part in a picture—lying on a wet rock—stone-cold dead! I lay there till seven that night, and by that time I was literally stone-cold and practically dead. That was my first experience making pictures in Hollywood. It was followed by a total of thirty-three pictures within eighteen months."

Today, Dick's picture schedule continues to be crowded and thickly supplemented by his many duties before KTLA's TV cameras. All of which suit him fine.

"I'm one actor who doesn't dream of retiring some day to that chicken ranch or what-have-you!"

TELEVISION

Precasts

(Continued from Page 10)

Rams clash with the Detroit Lions.

THURSDAY, OCTOBER 19 — "Greatest Flights of the Century," KTLA, Channel 5, 10:45 p.m. (to concl.) The Walker-Schmelzil hoot is seen on film tonight.

* WHAT'S BACK

Music

MONDAY, OCTOBER 16— "Perry Como Show," KTLA, Channel 11, 7:45 p.m. (15 min.) Baritone sings Mondays, Tuesday, Wednesday and Friday.

Mystery-Drama

WEDNESDAY, OCTOBER 18— "Man Against Crime," KTTV, Channel 11, 9:30 p.m. (30 min.). Ralph Ballamy returns to take up his cudgel against crime.

Variety

WEDNESDAY, OCTOBER 18— "College of Musical Knowledge," KNBH, Channel 4, 8:30 p.m. (1 hour). Kay Kyser returns with tonight's guests Mindy Carson, Bill Stern and The Great Ballantine.

* * *

VAILE NARRATES FILM

David Vaile, producer of the two Harry Babbitt shows, and early-morning CBS newscaster, is the narrator on a Paramount-released documentary called "The New Pioneers," which tells the story of the new State of Israel and was shot entirely in Palestine.

* * *

BEST THINGS IN LIFE

A thought from CBS Star Lucille Ball is: "To me, a spontaneous laugh is one of the most precious things left in a world consisting of a lot of furrowed heads."
"Woman of a Thousand Voices"

Radio's Ruth Perrott Is Setting Out to Prove She Can Be "Woman Of Thousand Faces" on Television

By Isabelle Pantone

To be able to achieve the distinction of being known as "the woman of a thousand voices" is not a mean feat. But Ruth Perrott, with a long list of radio successes to her credit, has proved herself worthy of the title. The red-haired, brown-eyed actress who plays "Katie," the maid on CBS's "My Favorite Husband," has done every type of role including eight dialects, ranging from the highly emotional and dramatic to hilarious comedy, from children of six to old women of a hundred and six, and tribute to her versatility is the fact that she has never been typed.

You heard her for three years on the Judy Canova show doing "Aunt Aggie," "Mrs. Proo whistle," "Skagway Sal," "Mrs. Botsford," the Brooklyn beauty-shop operator, and the six-year-old child. She received rave notices when she played opposite Boris Karloff on the "Creeps by Night" series, and Henry Morgan picked her to do the comedy women on his show when it moved to Hollywood for three months. She played as many as five different women in a single script. This year she has appeared consistently on "Lux Radio Theatre" in a wide variety of characterizations. "Two of my biggest thrills were playing with Olivia de Havilland in 'The Snake Pit' and 'The Corn Is Green'."

She was asked what roles she most enjoys doing. "Dramatic parts, I think, because they most nearly correspond to the sort of thing I loved and did in the theater for so many years," Ruth was referring to the fifteen years of experience she has had on Broadway and in Eastern stock. "I had already had a Broadway career in musical comedy (the original 'Blossom Time,' 'Lady Billy' and 'Sweethearts') before making my radio debut in New York on 'Cavalcade of America'."

On "Vic and Sade"

After three years in New York radio, Ruth moved to Chicago, where

October 13, 1950
Director Bud Cole worked on many video "firsts," admits he likes his job so well that he "eats, sleeps and breathes television."

ASSOCIATE DIRECTOR Tommy Belcher is equally devoted to the new medium, is on deck at the studio day and night, is thinking of moving his cot down.

O DESCRIBE a television director's job in just one word, we'd choose "responsible." For the busy hands of a video show's director hold the controlling reins and, resultantly, the weighty responsibility of turning words on a paper into a show. This entails a variety of duties involving innumerable details.

"To get a sampling of these for the layman to digest, we set up a chat with KNBH's Bud Cole, Director of Field Programs and of such studio shows as Lights, Camera, Action," and producer of Tex Williams's "Western Caravan."

Bud summed up his schedule as follows: After acquainting himself with the script of a forthcoming teleshow, he runs through a "dry rehearsal" (without cameras), during which he begins to determine just how he wants the program to shape up before the lens. Following this, he discusses sets, confers on costumes, sets and orders titles and special effects. After one or several dry rehearsals, the director, with a drawing of the set or sets in hand, "blocks out" the show determining movements of the cast, camera angles, etc. On the day of the tele- cast, the show is again run "dry," for the benefit of the crew, to test the lighting and other technical aspects, and again for the director to do his final "blocking out," definitely establishing his shots. The show is then ready for camera rehearsal which reveals if it is in need of filling in or cutting out to meet its time requirement—and to work out all the last-minute bugs." Final step of this complex preparation is the dress rehearsal, twin sister of the actual telecast.

Many "Firsts"

As even this cursory glance at a video director's duties indicates, number-one requirement for the man in the control booth is know-how. Cole qualifies with a background of extensive television experience. Back in 1944, after working as a writer in Broadcasting magazine's editorial office and as sales-promotion manager of WRC, Washington, Cole joined NBC's television staff in New York as Assistant Manager of Television Promotion. Becoming production assistant in the network's video Mobile Unit operations, he participated in a number of TV "firsts"—among them, the first time the President was viewed on video addressing Congress; the first telecast from a submerged submarine; the first time a United Nations session was telecast during which the camera's caught Gromyko's infamous walk-out. In 1946, when he came to Hollywood to work in TV, as director of remotes at KTLA, Cole continued to participate in video "firsts," with his work at the initial telecast of the Rose Bowl game. It was with the accumulation of all of this varied experience that Cole came to KNBH, Hollywood, as Director of Field Programs.

Director's Long Arm

The associate director, or stage manager, is the director's arm on-stage. With the use of head phones and the "P.L." (private line), he is in constant communication with the director in the control booth. He throws cues, most of them upon word from the director, hands out rehearsal and make-up calls, checks on props and sound effects, etc. Sums up Tommy Belcher, KNBH associate director: "My job is to ride herd on all the details for the direc-
For Twenty Years the Nation Has Loved the Hoosier Hot Shots Going at Their Musical Mayhem. Now That We Can See Them, They Should Be More Popular Than Ever

Real Names

Ever wonder how the "Hoosier Hot Shots" started?

The history of the "Shots" goes back to their teen ages when Ken and "Hezzie" Trietsch and Gabe Ward got together to play for school dances and plays in Indiana. From such experience an act was born, and the boys played all the major vaude circuits. In 1932 they were asked to appear on a Red Cross broadcast over a Fort Wayne station. That did it for radio. The calls and letters poured in demanding more.

And "who" are the "Hoosier Hot Shots"? First let's take a look at Ken Trietsch, who plays any stringed instrument except the harp. (He figures Heaven can wait.) Ken is an Indiana farm boy, one of the family of nine musicals. His first instrument was a Sousaphone, and Ken admits that Paul Whiteman called him the most accomplished player of the horn he had ever heard.

Never Lose It Now

"Hezzie," the wizard of the washboard, first saw the light of day two
(Please Turn to Page 43)

- **INDOORS OR OUT OF DOORS,** the boys have been dealing in pure commercial corn, and very successfully in every medium. From left to right are Hezzie Trietsch, Gil Taylor, Ken Trietsch and Gabe Ward. (Van Pelt photo.)

- **HEZZIE SHOWS** pretty little Anita Gordon, vocalist on the boys' KTSU show, how one of the fine old "Hotshot"-designed corn-type instruments works. Only a "Hoosier Hotshot" could explain it.

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**CHANNEL TWO'S CLEFFING CLOWNS,** "The Hoosier Hot Shots," are shown here helping entertain a bedridden ex-G.I. The patient seems to be enjoying it—even joining in. But too bad for anyone in the ward who wants to sleep!
UPPOSE YOU were a young husband, very much in love with your wife and very anxious to please her on her birthday anniversary. But an eye accident has precluded work, so you are very broke, but resourceful. Then you might do what one young Menlo Park chap did—arrange a gift so sentimental and apropos that wife cried from sheer joy. The gift was a dedicated performance of "Peg O' My Heart," played by CBS organist Dick Aurandt. A follow-up thank-you letter from the honoree showed she valued her request selection more than star sapphires.

It gives Dick a wonderfully satisfying feeling to know his organcasts are instrumental in bringing such happiness to listeners up and down the West Coast. It is really too bad KNX does not program these nightly half hours, for Radio-Television Life has constant comments from those expressing a desire for the richly soothing or lively melodies from this instrument. Coupled with his melodies is Dick's chatter, which majority of listeners like. The few who recently wrote in asking him to stick to music precipitated a huge discussion: Was Dick to talk or not to talk with his organ music?

Mail flowed into CBS Hollywood in such quantities that Dick started looking for a secretary. "Phooey on this guy from Bakemfield," wrote a Portland couple. "Tell him that if he doesn't like the patter that goes along with the music that this is still the free country and he can remedy the situation by following any of these simple rules: (a) turn the dial; (b) turn off the radio; (c) pull the main switch; (d) go to a movie. If none of these appeal to him, then I would suggest that he write to his congressman."

Wrote a lady from Multnomah, Oregon: "We want a person at the organ, not an automaton."


So Dick has kept the talk with the music.

From many he gets letters packed with human interest and heart-throbs. One was from a girl who requested "Begin the Beguine" because it was the first song she had danced to in Manila after the liberation. Another from Richmond, California, said: "I am lonely and do not sleep any too well, and so your heavenly music comes at the very hour when I need it most." A grateful man from Spokane wrote: "You did a beautiful job for a man who has had a severe blow about one of his best friends."

"You dope," wrote a Santa Rosa listener, "flying in that weather. Glad you made it home safe." Flying is one of Aurandt's chief topics of conversation sandwiched in between musical numbers. His fans followed suspensefully while he learned to fly three years ago; suffered through his first solo; noted progress in his soaring proficiency; stopped right along with him as he tried out various planes with a view to purchasing; heaved sighs of relief when he proudly reported he had become the owner of a serious station wagon.

New Project

Now the Aurandts are preparing to build a house, and Dick's remarks during his organ program are cleverly compacted into a musical show like this: (reason for building) "Baby, It's Cold Outside" "Cement Mixer" . . . "Little Grey Home" . . . "A Shanty in Old Shanty Town" . . . "Home, Sweet Home."

One man, interested in this new venture of Dick's, sent $5 for a gadget for the proposed house. Others are beginning to offer stern advice or congratulation. Some of the fans grow to feel so close to the organist that they write and ask him to pay them a visit; or they drop in at CBS to watch him play while they're in Hollywood seeing the sights.

Several have long-distanced Dick to comment on his music or patter and one chap in Oregon got the Aurandt household out of bed at 2 a.m. Just to chat. When Dick refused the call until morning, the fellow was so put out he wired, "I will ignore your program in the future. I too can be high and mighty." (What do you want to bet he kept right on listening?)

Versatile

Playing organ, however, is only one of Dick's musical accomplishments (he started at the console when he was one seventeen in San Francisco). During the past seven years since moving to Hollywood, he has built a splendid reputation for his composing, conducting and arranging on shows like "Haywire of the Scarlet Queen," "Rocky Jordan," "Philip Marlowe," and many others. An indefatigable worker, Dick does all his own work better than "farm" it out to other composers and arrangers. He exhibits a unique talent for making five men sound like ten and invariably dresses up a show with his sensitive feeling for the dramatic or (Please Turn to Page 45)

October 13, 1950
Behind the Scenes in Video

(Continued from Page 40)
itive Californian Tommy stoutly insists, "is going to be the heart of TV production." Formerly an associate producer at the J. Walter Thompson agency, Belcher worked on Hollywood regular time TV show, "On the Town," at which time he first met and worked with Bud Cole. When KNBH opened its studios, Tommy joined its staff and today manages such shows as the Dave Willock-Cliff Arquette program, "Cyclone Malone," "Designed for Women," "Lights, Camera, Action" and "Western Caravan.

Both Bud and Tommy admit that they "lived" the show of their lives; enthusiastically call it "the most exciting medium in existence."

"Woman of a Thousand Voices"

(Continued from Page 39)
she won the coveted role of "Dottie Brainfeebie" in the long-running daytime serial, "Vic and Sade." She still considers this story her favorite part. One of her most pleasant recollections was playing the Widow Abernathy on "Lum and Abner" for a year opposite Clarence Hartzell, who had been "Uncle Fletcher" on "Vic and Sade."

"In Hollywood I was lucky from the start," she said. "The first week I was here she had an audition, and who should the director be but Bill Bacher, for whom I'd worked in Chicago in 'The Great Guns' and the WGN Operettas." He was doing "The Life of Wilson" (later made into a movie) on records and included her in his cast. The following week, Carlton Morse and Paul Pierce heard a record on which she had done twenty characterization's. "As a result," she continued, "Mr. Morse cast me on 'I Love a Mystery,' doing all types of neurotics and murderesses, and on 'One Man's Family' doing various comedy characters. Mr. Pierce, who was directing 'Dreft Star Playhouse', and 'The Hasty Hollywood,' called me frequently for both shows." Since then she has fared well in Hollywood, playing everything from Bob Hope's mother to the Red Queen in "Alice in Wonderland."

Now that television is here to stay, do you think that the woman of a thousand voices would the woman of a thousand faces? your interviewer inquired. "Well, perhaps not a thousand," she laughed. "But I've already been a variety of 'faces' on television."

Future television plans, she confided, include packaging of her own TV series, "a twice-a-week, fifteen-minute comedy soap-opera" which is to be broadcast on KPTV this fall. The original idea for the series was conceived by Ruth and will consist of adaptations of her own stories by Vance Gooden, who is also the director.

Questioned further about her writing, Ruth revealed that she has had one-act plays, short stories and poetry published, several of which have won awards.

Ruth lives in a charming modern house on top of one of Hollywood's steepest hills. From the living room there is a breathtaking view through picture windows on three sides. The interior is beautifully decorated in green and chartreuse, with off-white draperies, rugs and lamps and occasional rust accents in the foliage of the green-and-white slip covers and the frame of the beautiful portrait of her that hangs over the fireplace - a perfect setting for her collecting, "I like interior decorating. It may not be according to Hoyle, but it's what I like."

Green Thumb

This talented actress also takes great pride in her garden, where she spends a good deal of her time away from the microphone. "I'm really a farmer at heart, you know. On sunny days you can't get shoes on me to get me into the house." In addition to quantities of lovely flowers, Ruth grows all her own vegetables and six fruit trees provide her with abundant fruit for the jams and jel- lies which she makes herself.

As to the question whether she ever intended to retire, she replied quickly, "Indeed no. I love to work and love to act and, if they'll have me, I'll still be emoting when I'm 108." Not content with all the writing she is doing, Ruth would like to learn to be a really good writer some day. "There will never be enough hours in my lifetime to finish all the projects I've cut out for myself," she complained. "But, she continued, "my main project now is launching my television career."

Give Him the Air!

(Continued from Page 41)
comedy value of radio's background music. His themes, written expressly for shows like "Jeff Regan," "Scarlet Queen" and "Marlowe" have elicited unusual fan mail. People hear them in the street and want to know where they can buy records. Some of Aurandt's mystery-type music has become so well known in the musical circles of radio that others refer to it as "Aurandt type" or "Scarlet Queen type."

All this makes Dick extremely happy. But he's ambitious and anxious to cross the chisel—twenty men sound like forty. No one could blame him. He has put in more than his quota of "solo" time on the organ and now he'd like to be "head plane" in a big formation. Flying high. Both in the air and on.

Pop Corn

(Continued from Page 41)
years after Brother Ken's natal debut. A school play with a Biblical theme found this Paul Trietsch cast as "Hezekiah," and he was promptly dubbed with the everlasting tag. The tall, gangly lad with the comic expressive face, "Hezzie," was a natural comedian. So while his musicianship was of professional quality, audiences roared with laughter at even his most serious attempts. Capitalizing on this has led "Hezzie" to become the recognized comic of the group.

Clarinetist Gabe Ward is another Hoosier who claims Knightstown as his home. The son of a metal-foundry owner, he got his hands on a clarinet while just a kid and joined the neighboring Trietsch brothers in a combo.

Gil Taylor—he's a bass-playing vocalist—hails from Alabama, but has been playing with the "gang" for so long that he feels he's a Hoosier by adoption. Prior to his "Hot Shot" membership, Gil earned his daily corn and hominy grits by playing hot bass fiddle in swing combos.

Added to the "Hoosiers'" madness on their radio and television show is a soothing note in the way of Anita Gordon's singing. The miss who for several years sang on the air show of a dummy named Charlie McCarthy, and who joined the late Buddy Clark on record, loves the boys and enjoys their slicker corn music, but she can't keep from laughing at them. All one of them has to do is sing out one of their most familiar lines—and Anita offhandedly that she is laughing about is familiar opening routine which in every hamlet across the land has heralded comedy and the best in commercially cultured corn—"Are you ready, Hezzie?"

FOURTH ESTATERS ON NBC's "Big Town" are Fran Carlon as reporter "Lorelei Kilbourne" and Edward Pauley as crusading editor "Steve Wilson."

Page Forty three
SEEEN ON THE Video Scene

PETER LINDE HAYES (left), his singing actress wife Mary Healy and Sherman Billingsley, owner of the famous Stork Club, are regular personalities on KTTV's "The Stork Club," a film clip taken at the fabulous rendezvous and full of entertaining guests.

SAM SCHMO, WITHOUT THE GLASSES, and his owner and co-star Jim Hawthorne pose for one of their first publicity stills. Sam appears in Hawthorne's early, evening KLAC-TV show. The show has the run of the set (as befits a co-star) and lives at 1000 Cahuenga Boulevard in a specially constructed two-room house. Sam's debut on Hawthorne's show proved so successful that Jim bought him from the former owner for continuous appearance.

WITH A FEW STROKES of the pen, big-league football, television, and Channel 4 got together. The document being signed by (left to right) Don Reeves, owner of the Los Angeles Rams, and "Tom" McFadden, general manager of KNBH, which carries the game, is looked over by Herbert H. Horn (standing), Southern California Admiral dealer, who represents the sponsor. The deal involved $655,000, and will bring major league football to an estimated 2,000,000 fans.

ANDRE TOFFEL'S KTLA appearances are his first on TV. He had, however, previously learned to speak five languages and play the piano, trombone and guitar, written innumerable songs, owned two night clubs, made motion pictures, conducted his own radio show and recorded for Decca and London records.

HERE ABC-TV STAR. Charlie Ruggles (left), sponsor of the Ruggles ABC Red Cane, accepts honorary membership in the Knot-Hole Club from Fred Haney, manager of the Hollywood Stars. Haney himself organized this group of young baseball fans to develop their sportsmanship and encourage their interest in the national pastime, and each week a Knot-Holer sits on The Stars' bench.