What the Armed Forces Radio Service Is Doing Now!

...Page 40

Robert Young's Radio 'Daughter'
THE VOICE OF AMERICA SPEAKS through the words of Mutual's veteran commentator Gabriel Heater (above), whose week-day Stateside news programs are also beamed around the world to Americans overseas. (Right) Tarzan met Tarzan on a recent Art Linkletter "House Party," when Lex Barker, current portrait of the famous ape-man, met a predecessor, Elmo Lincoln, the first actor to don a leopard skin in the initial "Tarzan" flickers. (CBS photo.)

SEEN ON THE RADIO SCENE

THE NEW SPADE HAS A HEART, as he aptly demonstrates to Lurene Tuttle who, as "Effie," his adoring secretary, now works for Steve Dunne, NBC's latest "Sam Spade."

TV-RADIO LIFE
Formerly Radio-Television Life
Member Audit Bureau
Of Circulations
Mar. 23, 1951

CARL M. BIGHGY, Publisher
Published Weekly at Los Angeles, California. Business and Editorial Offices: 601 Selma Ave., Los Angeles 28 (Hollywood Station), California. Phone Hollinridge 2729.

TV-Radio Life was entered as Second Class Matter: September 14, 1948, at Los Angeles, under Act of March 3, 1879. Postpaid Subscription, $4.50 year. Single copies on file at all leading Independent Grocers in Southern California. Single Copies by mail 5c. Address all remittances and correspondence to TV-Radio Life. Subscribers please allow two weeks for change of address or to start a subscription.

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All material used by TV-Radio Life is specially prepared by its own staff writers, and re-printing in whole or in part without publisher's permission strictly forbidden. Unsolicited manuscripts can not be accepted or returned.

Advertising Offices: San Francisco: Rogers Parratt, 68 Post Street; Chicago: Jottie-nurnan, 333 S. Michigan Ave.

Page Two
CHILDREN AND PETS, what a perfect team! Combine them with Larry Cotton and "Animal Fair"—and one of KNBI's top shows emerges.

Larry, genial emcee of "Animal Fair," has a wonderful knack with the kids. He explains, "I treat them as equals and try remembering how it was when I was a kid. Most children are camera-shy and nervous when they appear on our show. This television adventure is serious business for them. There's nothing quite as important to a youngster as his pet . . . be it mongrel or pedigree."

We agree with Larry when he says, "There's nothing that'll bring a smile or a tear quicker than the sight of a child with his pet." The childish exasperation and embarrassment that spreads across some youngster's face when "Fido" refuses to cooperate is eased by Larry's understanding and sympathy. Children who are not on the show, but are eager to parade their pets, appear at the television studios with two tickets, one for themselves and one for their pet.

We asked Larry to tell us about some unusual pets that have appeared on the program, and he was quick to reply, "A skunk—a deodorized one, that is. And then we had a lizard and some lion cubs." But he continued, "I have been forewarned about some pink snakes appearing. I don't know whether it's a gag or not."

By Mildred Ross

Larry seems like such a "natural" with his "Animal Fair" chores that we asked him how he got started. "Call it luck or chance or whatever you like," said Larry. "I was spending Christmas with my folks in Oklahoma City when a friend of mine in the ad-agency business asked me if I would help him out and emcee a TV kid show for a prospective client. I agreed and to everybody's surprise, particularly my own, the show was sold, and I became a permanent fixture. I love working with children and I think they sense it. We're great friends."

Larry also feels that his background has helped him along the road to becoming a successful television personality. He started as a singer by majoring in music at the University of Oklahoma. Although he studied serious music and appeared in concert tours, Larry didn't make his presence really felt until he became a vocalist with top dance bands. He sang with the Jimmy Grier and Horace Heidt orchestras.

He remembers when radio's first big giveaway program was introduced by Horace Heidt. It was the "Pot of Gold" show, and they gave away the astounding sum of $1000. It was also one of the first radio programs adapted for a movie. The film retained the radio title and starred (Please Turn to Page 15)

LARRY COTTON, FRIENDLY EMCEE OF "ANIMAL FAIR," fondly cuddles a blond cocker spaniel puppy, while this youthful contestant proudly holds her pet Siamese cat for all the world to admire. Larry and diminutive Billy Barty listen intently to junior telling all about his wonderful dog.

"Animal Fair" Is Fun Fare
You Can't Predict Children or Pets But You Can Be Sure That Together They Offer Pathos, Humor and Fun
"I'll Take TV"

WOMEN PREFER TELEVISION because, like Betty Hoyt, they want to see what male Western balladeers like Smokey Rogers, Tex Williams and Deuce Spriggens look like. (NBC photos.)

EXT TO the resounding clashes heard from the battle being waged between the sexes, we imagine there is no sound which echoes and re-echoes in our ears as much as the duel being waged between radio people and television people. We have yet to meet the person who can straddle the fence on the issue "Which do you prefer, television or radio?"

With our pad and pencil in hand we set forth to find out what comments could be gleaned from each of the respective camps... radio and television.

From one stout-hearted television viewer we got this answer. "With me it's television. Why? Because having my imagination supplanted by what I actually see is fine with me. No stretch of my imagination could encompass what I have seen Jose Ferrer, Walter Huston, or Everett Sloane enact. Bill Robinson dance, or Harry Richman cackle. I'm not in a position to hot-foot it to New York four or five times a year to see good dramatics and seasoned talent, and television brings me not only the best there, but the best around here."

A man who has been in show business all his life defended radio's...
From Academics to Comedics

CARLY LAST FALL a whole
nation of televiewers got
their first look at Sam Lev-
enson, the talkative, rib-tick-
ling teacher who literally
tells tales out of school.

Star material has been found in
Merchant Marine orchestras, from
the ranks of obscure night-club en-
tertainers, and amid the great groups
of untrained amateur talent — but
nicking a prize package from the
halls of learning is rare. True
enough, Levenson left school teach-
ing for show business of his own ac-
cord, but he's still that rarity.

Levenson's warm appreciation of
family relationships certainly must
spring from being the youngest of a
family of one girl and seven boys.

No Prodigy

The mother who tried to provide
culture with the food her brood de-
voured saw that her youngest got the
violin he desired. For years he
scraped away at the instrument,
dreaming vaguely of a concert career.
But by the time he was twenty-one
years old, Sam found that his ambi-
tion had been sidetracked for a B.A.
from Brooklyn College, an M.A. from
Columbia University (in Spanish folk-
lore), and a job teaching Spanish in
the New York City high schools.

Apparently always an escapee from
academics, the young teacher livened
his classes by illustrating vocabulary
lessons with the words to popular rumbas rather than the useless,
tire
some phrases ordinarily employed.
The students reacted better than was
expected to the informal approach,
as illustrated by the following:

"Hullo, Levenson," a student once
greeted him.

"Mister Levenson," prompted the
teacher.

The student was surprised. "When
did you get married?" he asked.

On one occasion Levenson wrote a
satirical review of the preceding
school year. It was so successful and
amusing that the principal of the
school distributed copies with diplo-
mas.

Did He Eat?

Professional entertainment began
when a group of teachers one sum-
mer formed an orchestra and asked
Sam to be their emcee. His first job
was at a Catskill resort, where, in
lieu of salary, his wife was given
free board.

The following summer he made
fifty dollars, and knew he was on his
way. The next year Sam doubled his
teaching salary by appearances at
civic affairs, church suppers, politi-
cal rallies, conventions, and various
luncheons.

A Successful First

After a season or so of making
folks hold their sides with laughter
through appearances in theaters and
night clubs, Levenson made his debut
on a CBS-TV show. Immediately he
became a hot property and was
booked into a Miami Beach club at a
four-figure salary.

After a half dozen more TV appear-
ances, principally on "This Is Show
Business," there came the first Jack
Benny show, three quarters of an
hour in length. To fill the remaining
teen minutes, Sam was spotted in
a one-time quarter-hour telecast, ap-

(Please Turn to Page 38)
EACH DAY HELEN MORGAN PUSHES THE TOP of that roll-top desk back, slips paper in typewriter and tells another woman's secret to keep far ahead of the daily scripts for "This Woman's Secret." (NBC-G. K. Smith photo.)

"This Woman's Secret" Reveals Her Secret

By Sara Hannah

Have you heard that Helen Morgan scripts every line of the weekly soap-opera-ish tale "This Woman's Secret," heard each week day over NBC at 4 p.m.? Did anyone tell you that each daily secret is told by a seasoned actress, and not by the women who actually lived the true life story?

Yes, behind every radio version of this real-life-episode type of tear-jerker is a carefully prepared script. Reading every script is a veteran actress, who may sob over the realism of the sad opus written by Helen Morgan, but who had nothing to do with the living of it. And behind both script and actress is a strikingly attractive feminine writer whose prematurely gray hair makes her appear far more glamorous than many of Hollywood's acclaimed beauties.

For six years Helen Morgan has torn feminine listeners' hearts with the true life stories plucked from other women's hearts. Some of the secrets come from her own life and family, while most of them have been gleaned from friends, actresses and acquaintances who willingly delve into their past. One day Helen Morgan overheard a conversation between a couple of ladies on the elevator, and in order to get the whole...
Looks Like

One of the latest video personalities to be considered for film work is Robert Q. Lewis, star of the CBS-TV "Show Goes On." His manager has just left the Coast after a huddle with filmies on the possibility of summer work for the popular comedian. The eye is focused on television's questionable jokes and over-long commercials, with the programs having been advised to take it easy before the boom of FCC censorship is lowered on all and sundry. Representative Thomas Lane, Democrat from Massachusetts, advocated in Congress recently establishment of a Federal Censorship Board within the FCC.

Bill Gorman, star of KBHN's "Martin Kane, Private Eye," will be on this Coast next week for confabs. Ford is moving Jack Haley out, and James Melton into, its NBC TV spot. Apparently both NBC and CBS have approached him—NBC for its televised "Broadway Open House," KNX for the old Steve Allen spot. Looks like Freeman Lusky will ship his "Melton" to ABC for NBC's "Here's Television." The old diggings Lusky's "Teleforum," should he continue to call it, that was syndicated for national release.

Looks like Bob Steele, whom all of us have seen on TV in his apparently numberless Westerns, may be appearing live. Tucson Kid Productions have been formed to do a series of television pictures starring Bob, along with Lyle Talbot and James Moore.

KTTV, Channel 11, is the outlet to get the DuMont programs heretofore shown on KTLA, which latter on April 1 assumes the affiliation plan. Pictures also include plans for DuMont to produce television pictures here on this Coast, too, for KTTV and for national release. In case you just watch TV, and "DuMont release" doesn't ring a bell—Famous Jury Trials, "Hands of Mystery," "Tail of the Stag," "Stephen and Euda," "Inside Detective," "Once Upon a Tune," and "Plainclothesman" are all representative.

Forest Lawn is having Crusader Films plan a series of thirteen films for televising on a local channel. The Biblical stories feature, in one of the important roles, Elvis Baker, whom most televiewers last saw on the Pasadena Playhouse-KTTV series.

Rumors Are Flying

Not a rumor—a fact, we believe. Edgar Bergen's next show will be seen late in April in the East and probably early in May here. That beauteous grandmother of the motion-picture world, Marlene Dietrich, has a daughter named Maria. Around the latter there is built a TV show, "Dear Maria." Maria is pointed at the medium. First of all it was Kay Kyser. Haley was brought in as a summer sub. Then Kyser came back and was again replaced by Haley. Now the variety program with singer Melton as co-emcee.

In & Out of Focus (General Comment)

TV Make-Up For You?

Gentlemen may prefer blondes, but the television camera prefers brunettes, says Harry Burkhardt, veteran make-up man for motion pictures and now head make-up artist for the American Broadcasting Company. Burkhardt was a camera assistant and make-up man for "The Bride."
hard is the man who applies the proper shade of grease paint to the top stars appearing on such ABC video shows as "Showtime—U. S. A.," "Pulitzer Prize Playhouse," and other top-rankers.

"After several years of work in the new medium, it is my belief that the brunettes have an advantage when facing the cameras. Not an overwhelming advantage, but a basic leaning in their favor. They require less care, less attention, than their lighter sisters.

"The other problems continue as before, "Burkhardt said, "the hairline, the elimination of high foreheads (how about Faye Emerson?), eyebrows being too arched, and the eyes being too small. But these can be corrected to make a performer look her best in the powerful TV medium.

Asked whether women watching television can learn anything about proper make-up, Burkhardt offered some helpful hints. "If the ladies in the TV audience will notice the mouth, eyes and eyebrows of the various stars appearing on their "Showtime—U. S. A.," for example, they will gradually begin to discover the fine art of make-up and how we play up certain features and play down others. In most cases, I've noticed that American women shape their mouths wrong by employing too much of a cupid's bow, and when putting on light makeup, their eyebrows are either too thin or too full. And I never permit any of the stars on my TV shows to use mascara on their lower eyelashes, this ten to give women a hardened look."

Burkhardt offered one final rule as a sound bit of advice on the whole problem that applies to blondes, brunettes, redheads and every type of face. "Whatever you do," he stated, "when you apply make-up, be sure to keep it on the soft side. As in all things, moderation is best in make-up, too."

"TV Going to the Dogs"

A release from KTLA pointed out. "Excerpts from this letter of Russel Pray of Long Beach are self-explanatory."

The excerpt included told of Mr. Pray's dog's reaction to TV: "... at no time has a dog of mine ever noticed a TV show. But last night (on Magazine of the Week) my French poodle sat up and watched the program for several minutes with interest. She made a run for the machine, and after sitting on his hind feet and studying the mice, he made a dive under the machine and tried to dig the mice out of the telephone set.

Unkind though it is to try and top KTLA's contribution to our incidental information, we must point out that our dog regularly pays great attention to the squeaks set up by the visiting pups on KTLA's "Man's Best Friend." We can't credit him with undivided attention in watching, but how he enjoys the auditory antics of a cat, however, one of the world's creatures least interested in anything outside herself, will sit goggling senselessly at anything on the TV screen. Animation is forthcoming only when the accompanying music falls into the jazz vein!"

"Too bad CBS-TV's "Tales of the Black Cat" isn't seen locally. Mr. Pray's pock should enjoy that, and do some tail digging!"

Incidentally, "Thanatopsis," feline star of these "Tales of the Black Cat," has been badly malignant. She was recently given extra duties in the WCBS-TV studio in the East. It seems the mouse was about, and she was put to work. When word leaked out, the hink titled began shooting in the crank letters asserting that la Cat was being mistreated. The epistles claimed that a mouster must be "doped" to perform on stage if she were a real mouster.

Straight from the cat's mouth comes a denial. You apparently can be an actress-type cat and a mouster.

Stop, Listen, Look (Shows You May Like)

"Cowboy Thrills"

Monday through Saturday, 5:30 p.m.

"Smiling Doye O'Dell, in spiffy cowboy attire, brings his "Cowboy Thrills" to youthful viewers aided by his sidekick "Arkansas Slim" Andrews. He has a very relaxed, natural way with children and can charm them into forgetting their shyness to join in the fun.

This hour-long program is diversified and includes a wide variety of children's acts, a Western movie serial and usually an anecdote about Western ways and life. Doye O'Dell relates stories of ranch life, making the cowboy's chores and his pastimes real to audiences from six to sixty. Provided there are sixty-year-olds still getting their kicks from boot-and-saddle fare. On second thought —why not? There's worse to be seen!"

The serials on this telecast are some of the finest and include such great old-time favorites as Hoot Gibson, Tom Mix, and Buck Jones. Their interrupted sequence, at the usual crucial moment, creates just exactly the right amount of interest and suspense, intended and, if adults happen to be eavesdropping (or should we say eyesdropping?) the desire to turn to Channel 5 for the next installment is firmly established.

O'Dell, strumming his guitar, accompanies the cowboy ditties sung by the children. He offers a rendition of a Western ballad now and then, and invites his little guests to join in the chorus. This Western fare is presented by an authentic personality, not merely a Western actor. Doye O'Dell is as Western as his native State of Texas,
Latest of the old radio standbys to swing over to the newer medium of television is "The Voice of Firestone," which has been heard over the airplanes since 1928.

Howard Barlow, then as now, is musical director who has been with the show since its inception. Hugh James, announcer, has also come along with the years to cross the span from one medium to another. The program is a simulcast from New York, and we receive the video version a week later, while the radio version is aired simultaneously.

Howard Barlow's musical offering included "The Skaters Waltz" and a marching theme from "Faust." The orchestra's rich musical interpretations for the soloist, as well as for their own selections, gave the program an over-all balance of tonal grace and beauty.

Happily, each number on the program had appropriate background settings. Almost expected was the conventional format of having the announcer introduce the guest on a bare stage with heavily drawn curtains for a background. Luckily, better backgrounds was applied. The cameras skillfully focused on the various sections of the orchestra whenever the musical passage accentuated their instruments. The string, percussion, and wind sections and the conductor himself were vividly alone. That lone was an interesting feature of the telecast.

"Voice of Firestone's" many fans will be delighted with their successful transition, and the talents of Dorothy Maynor, Rise Stevens and many others are yours for the watching.

The Perry Como Show

Monday, Wednesday, Friday, 7:15 p.m.

MONDAY

Every so often, a comparison is made between the televising of a singer just standing before the camera deli-
gering vocally, and one who wanders about or has the added help of a camera montage or dancing girls. The latter invariably captures the favorable comparison.

One favorite vocalist who can just stand and sing, and still manage not to look either awkward or listless, is Perry Como, the former barber of good voice and great charm who entertains thrice weekly under a cigarette banner.

Possibly three straight shuffles of fifteen minutes each would become dull even with Como easing through them. So name guests are wisely spotted; the Fontaine Sisters join voices on the popular selections Como does; and at least one spot a week is wound up with a production number. Entertaining variety.

Lee Cooley produces and Lloyd Gross directs. The show is done in New York, and aside from that we have nothing to say other than that the show is a pleasant, easy-to-watch, easy-to-hear slot, spotted early in the evening, so you can get your rest before any heavy concentrating on lavish production or intricate plots is necessary.

"Your Home"

Monday through Friday, 2:30 p.m.

Charming Mary Macadoo really makes her listeners feel at home during a half-hour show packed to the brim with helpful and entertaining features designed to lighten both the housewife's work and her expenses.

Unusual contests are another Macadoo specialty. The "My Husband Made It" competition through which the wives could win prizes by submitting samples of their husbards' handcraft around the house was a recent show feature.

Mary also has a good way of demonstrating the various

March 23, 1951

Page Nine
### MONDAY TV LOGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15</td>
<td>Ch. 11</td>
<td>Joe Graydon Show (to 12)</td>
</tr>
<tr>
<td>11</td>
<td>Ch. 9</td>
<td>Feature Film: (\mbox{Kinky Boots})</td>
</tr>
<tr>
<td>11:15</td>
<td>Ch. 4</td>
<td>Real Housewives of New York</td>
</tr>
<tr>
<td>11</td>
<td>Ch. 12</td>
<td>Morning Serenade</td>
</tr>
<tr>
<td>12</td>
<td>Ch. 13</td>
<td>Roy's Ragan Show</td>
</tr>
<tr>
<td>12:15</td>
<td>Ch. 4</td>
<td>Dave Garroway, News</td>
</tr>
<tr>
<td>12:30</td>
<td>Ch. 9</td>
<td>KTV-RTV Newsroom</td>
</tr>
<tr>
<td>12:40</td>
<td>Ch. 11</td>
<td>Film Oddities</td>
</tr>
<tr>
<td>13:15</td>
<td>Ch. 7</td>
<td>Notes and Keynotes</td>
</tr>
<tr>
<td>13:45</td>
<td>Ch. 4</td>
<td>Adventures In Food</td>
</tr>
<tr>
<td>14</td>
<td>Ch. 7</td>
<td>Dixie Showboat</td>
</tr>
<tr>
<td>14:30</td>
<td>Ch. 9</td>
<td>Mitchell, Jabe, Owen</td>
</tr>
<tr>
<td>14:45</td>
<td>Ch. 11</td>
<td>Instruction for Survival</td>
</tr>
<tr>
<td>15:30</td>
<td>Ch. 4</td>
<td>Paul Pierce</td>
</tr>
<tr>
<td>15:45</td>
<td>Ch. 11</td>
<td>Elmo D'Lago, News</td>
</tr>
<tr>
<td>16:40</td>
<td>Ch. 8</td>
<td>Tom Harmon Show</td>
</tr>
<tr>
<td>16:50</td>
<td>Ch. 13</td>
<td>Song Trails</td>
</tr>
<tr>
<td>17:15</td>
<td>Ch. 7</td>
<td>Pete Potter's Party</td>
</tr>
<tr>
<td>17:30</td>
<td>Ch. 8</td>
<td>Aqua Caliente Races</td>
</tr>
<tr>
<td>17:45</td>
<td>Ch. 4</td>
<td>Elmer Peterson, News</td>
</tr>
<tr>
<td>18</td>
<td>Ch. 7</td>
<td>Chevrolet Triple-Feature Twig</td>
</tr>
<tr>
<td>18:15</td>
<td>Ch. 9</td>
<td>Songs of the Wanderer</td>
</tr>
<tr>
<td>18:30</td>
<td>Ch. 11</td>
<td>Ray MacDuff's Open</td>
</tr>
<tr>
<td>18:45</td>
<td>Ch. 12</td>
<td>&quot;Circle of Death&quot;</td>
</tr>
<tr>
<td>19:15</td>
<td>Ch. 13</td>
<td>Major Film: &quot;Chew Up&quot;</td>
</tr>
<tr>
<td>19:30</td>
<td>Ch. 9</td>
<td>Stars Over Hollywood: &quot;Stepdaughter,&quot; Helen Parrish</td>
</tr>
<tr>
<td>19:45</td>
<td>Ch. 11</td>
<td>Major Film: &quot;Laugh at the Girls</td>
</tr>
<tr>
<td>20:15</td>
<td>Ch. 9</td>
<td>Mary Seale's Spotlight</td>
</tr>
<tr>
<td>20:45</td>
<td>Ch. 13</td>
<td>Major Feature Film: &quot;Chew Up&quot;</td>
</tr>
<tr>
<td>21:05</td>
<td>Ch. 11</td>
<td>Los Angeles, Ojai</td>
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<tr>
<td>21:15</td>
<td>Ch. 13</td>
<td>Arthur Godfrey's Talent Scouts</td>
</tr>
<tr>
<td>21:30</td>
<td>Ch. 5</td>
<td>Sam Wooster, Oxnard</td>
</tr>
<tr>
<td>21:45</td>
<td>Ch. 9</td>
<td>Lights Out: &quot;I'm With the Astrakhan Hat,&quot; Paul Stewart</td>
</tr>
<tr>
<td>22</td>
<td>Ch. 13</td>
<td>Garry Moore Show</td>
</tr>
<tr>
<td>22:15</td>
<td>Ch. 9</td>
<td>Ray Hennings Show</td>
</tr>
<tr>
<td>22:45</td>
<td>Ch. 11</td>
<td>Horns of Nebraska</td>
</tr>
<tr>
<td>23:15</td>
<td>Ch. 8</td>
<td>Pavilion Wrestling</td>
</tr>
<tr>
<td>23:35</td>
<td>Ch. 11</td>
<td>Leaving It to the Girls</td>
</tr>
<tr>
<td>23:45</td>
<td>Ch. 9</td>
<td>The Goldbergs</td>
</tr>
<tr>
<td>24</td>
<td>Ch. 11</td>
<td>Manhattan Melody</td>
</tr>
<tr>
<td>00:10</td>
<td>Ch. 8</td>
<td>Street Logger Lawton</td>
</tr>
<tr>
<td>00:20</td>
<td>Ch. 4</td>
<td>Voice of Firestones</td>
</tr>
<tr>
<td>00:45</td>
<td>Ch. 9</td>
<td>View at the Window: Jerome Benton</td>
</tr>
<tr>
<td>01:15</td>
<td>Ch. 9</td>
<td>Studio One: &quot;Chill on the Wind,&quot; John cont.</td>
</tr>
</tbody>
</table>
| 01:45 | Ch. 9   | Open House: "Backstairs with N.G."
| 02:15 | Ch. 11  | Closed House: "What Said That Girl"
| 02:45 | Ch. 8   | Show of Shows                    |
| 03:15 | Ch. 11  | Civil War: "Death Kiss," Berta Lupoli |
| 03:45 | Ch. 11  | Broadway Open House: "Merry Christmas"
| 04:15 | Ch. 9   | Orchard Park: "Merry Christmas"   |
| 04:45 | Ch. 9   | Dangerous: "Merry Christmas"      |
| 05:15 | Ch. 11  | KTV-RTV Televangelist            |
| 05:45 | Ch. 12  | Celeste Roberts, News            |
| 06:15 | Ch. 7   | Peter Potter's Party             |
| 06:45 | Ch. 11  | Goin' with Annie                  |
| 07:15 | Ch. 10  | Tonight's Headlines               |
| 07:45 | Ch. 11  | Final Edit                      |

#### This Week in TV—Continued

Household hints sent in by her audiences. By means of a large bulletin board, she displays the gadgets and gawgs in a clear and advantageous manner so that lookers can sharpen their perceptions with these innovations.

If she were looking for a housewives' public-service feature that was also interesting and informative, Mary McAdoo has found it, and so has her audience.

Typical example of the program's usefulness was Mary's recent three-day instruction course in how to upholster a chair. The lessons were pretty rudimentary, but with the aid of a master upholsterer, lent to the program by a local housewife, she was able to carry the ball for the trio.

---

### Second Glances

**Critical Comment**

#### We Point With Pride

To famous detective Raymond Schindler's appearance on the "Ruth Waterbury at Home" show, on which he debunked many misconceptions of fictional private eyes. It was rarity in new, where completely from a lot of local prattle and entertainment suggestions. Good guest-choice—good guest delivery.

#### We View With Alarm

Even though we are leery of bitting the hand that feeds us, whether the fare be entertainment or something more substantial, we can't refrain from viewing with alarm the increasing frequency with which automobile dealers pile onto the television channels give their own pitches. Nearly all of them sponsor movies. When a person untrained for commercial delivery pops up during a movie to tell the public at large about vehicle bargains—it comes more as a dull departure than a rude shock.

#### The Garry Moore Show

**We View With Alarm**

Even though we are leery of bitting the hand that feeds us, whether the fare be entertainment or something more substantial, we can't refrain from viewing with alarm the increasing frequency with which automobile dealers pile onto the television channels give their own pitches. Nearly all of them sponsor movies. When a person untrained for commercial delivery pops up during a movie to tell the public at large about vehicle bargains—it comes more as a dull departure than a rude shock.

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### The Garry Moore Show

**Monday through Friday, 9:15 p.m. CBT-TY, KTTV, Channel 11**

We always thought there was a limit to informality on any program. At any rate, in the Garry Moore show there seems to exist a limit that we think shouldn't be reached.

However, these remarks should be prefaced with the thought that since this is an East-Coast-kinetosed feature, which is allotted a half-hour local time spot each week day, part of the loose-at-the-seams feeling we got as we glimpsed it might stem from the fact that it is cut for local commercial breaks and is also cut short of its actual original time.

Garry Moore and friends Ken Carson and Durward Kirby sit at a table and banter; witticisms about the amusements (or in some cases boredom) of their looking audience. Once in a while they address their in-the-studio audiences, and then only do viewers realize that the off-stage noises they hear from time to time are coming from a sizable group of spectators.

Supposed piece de resistance of the program is a slightly contrived presentation by vocalist Denise Law,
who can sing, but many times should forbear acting out the overly dramatic song stylizations she attempts.

Moore himself retains the likable personality that he used to advantage on radio, but this type of TV show is not seemingly the best for him. There's not enough of the Moore humor, and not enough Garry Moore on his own show.

**Off Lens (Personalities)**

Bill Anson

Nearly every radio listener knows Bill Anson. And televisioners are catching up in number.

But did you know that Bill Anson is almost contest-happy? Without them he would probably still be working as a commercial artist in Chicago instead of being KTTV's top late-evening master of ceremonies. And his show on Channel 11 is seldom without one or two of them.

At the moment he is running a letter-writing contest to help singer Perry Como find the best answer to the question "How Do You Know That I'm in Love?" The winner gets a free trip to Paris, for two, as guests of the French government. By a strange coincidence, Como's latest song bears the same title as the contest question.

Bill also is hatching another contest idea. He will form an all-time orchestra and have his at-home viewers guess the identity of the musicians chosen.

Anson recently had a large bottle of beans on his show, the purpose being, of course, to guess the correct number. Bill always gets an avalanche of mail on such stunts.

He started on the contest kick several years ago when, as a successful artist, he entered a contest being run by Paul Whiteman to find a vocalist for the Whiteman band. Bill won it over many thousand other contestants. He stayed with Whiteman for a year.

Later, when he had become Chicago's top disc jockey, Bill had an idea of running a contest to find a personality to replace Al Jarvis. Anson entered that contest, too, and won it hands down.

He thinks most people enjoy contests of all kinds, whether actively participating in them or simply as observers. He has run many contests in the past few years, some that pulled 67,000 letters, so Bill is a pretty good authority on the subject.

**The Missing Mentalist**

We hate to fall prey to promotion stunts—yet we hate to ever let suspicion of a build-up keep us from printing news—especially news as different and entertaining as the bit that came out of the office which does publicity and promotion for Al Burton. That office swears to its truth.

For some months, it seems, Al Burton has been working toward bringing television viewers, "The Amazing Mr. White." Principal of this new KTLA-TV half hour, slated to start Thursday, March 22, at 9:30 p.m. on Lucky Channel 13, is Don White, an amazing mentalist. Al Burton says the viewers will refuse to believe Mr. White's stunts are leg-  

Annette Warren, lovely singer, and Hal Smith, announcer, are lined up as regulars with "The Amazing Mr. White."

But Mr. White has vanished. Not abducted—not lost. Apparently the run-out was just for the sake of a much needed break.

Al Burton is understandably upset, and has enlisted the aid of everyone he can in the big concentration campaign directed at Don. Maybe the mentalist will pick up the thought waves and get himself back onto radio-video now.

The scooters at things extrasensory needn't get in the act. The rest of you who can look forward to a half hour's entertainment by a mentalist without having to reconcile it to established science, start those thought waves!
**WEDNESDAY TV LOGS**

10:00—Ch. 12, Joe Graydon Show (to 12)
10:30—Ch. 9, Know Your Schools.
11:00—Ch. 8, KFI-AM News (to 12)
11:45—Ch. 11, Morning Serenade.
12:00—Ch. 11, Noonday with Bromley
12:30—Ch. 9, KFI-AM News Room.
13:00—Ch. 4, Notes and Raymonds.
13:45—Ch. 9, Adventures in Food.
14:00—Ch. 9, Bili-Battle.
14:30—Ch. 7, Buckskin Theater.
15:00—Ch. 5, Newsreel
15:30—Ch. 7, Hollywood Theater Time
16:00—Ch. 9, Star of the Film (to 3).
16:30—Ch. 7, Faye Emerson Show.
17:00—Ch. 4, News, Weather.
17:45—Ch. 5, Double Feature.
18:00—Ch. 7, Chance of a Lifetime.
18:30—Ch. 9, People in News.
19:00—Ch. 9, Rose Room Revue.
19:30—Ch. 11, KTV News.
20:00—Ch. 13, Inside Baseball.
20:30—Ch. 7, Stop the Music.
21:00—Ch. 8, Art Instruction.
21:30—Ch. 9, Artland.
22:00—Ch. 9, Eastside Theater.
22:45—Ch. 1, Cleo Roberts World Report.
23:15—Ch. 11, Ship's Reporter.
23:45—Ch. 12, Feature Theater.
24:00—Ch. 7, College Bowl.
24:30—Ch. 3, March of Time.
25:00—Ch. 12, K-Bau-F Corral.
25:30—Ch. 4, Four Star Feature Theater.
26:00—Ch. 7, Persimmon Quilt.
26:30—Ch. 13, Baseball, Seattle at L.A.
27:00—Ch. 12, Picture Platters.
27:30—Ch. 11, Hands of Mystery.
28:00—Ch. 11, Snow Crop Theater.
28:30—Ch. 4, Famous Phonies.
29:00—Ch. 3, The Web: "Finders Keepers"
30:00—Ch. 10, Theperadis: "Three Sisters"
31:00—Ch. 11, Olympic Games.
31:30—Ch. 9, Garden Chat.
32:00—Ch. 2, Foreman Phillips' Show.
32:30—Ch. 9, Pat Sloan Show.
33:00—Ch. 11, Ladies Matinee with Larry Cotton.
33:30—Ch. 4, NBC Tele-Comics.
34:00—Ch. 9, News-Mole.
34:30—Ch. 8, Nate Smith Show.
35:00—Ch. 12, Range Riders Roundup.
35:30—Ch. 11, Bobby Hayes Show.
36:00—Ch. 9, Quizzes and Quips.
36:30—Ch. 1, Newsroom: Meyers.
37:00—Ch. 12, Thunder Rabbit.
37:30—Ch. 7, Ch. 5, Sunday Strong.
38:00—Ch. 13, Hi-Lo.
38:30—Ch. 4, Western Cavalcade.
39:00—Ch. 9, Death Valley.
39:30—Ch. 4, Crusader Rabbit.
40:00—Ch. 12, Woman's World.
40:30—Ch. 4, Channel & Corral.
41:00—Ch. 7, KTV-AM University.
41:30—Ch. 12, Heart's Eye & News.
42:00—Ch. 1, Comedy Club.
42:30—Ch. 7, Tom Cobble, Space Caper.
43:00—Ch. 3, "Roots 'n' Saddle." With Eddie Dean.
43:30—Ch. 5, Time for Beans.
44:00—Ch. 7, Foreman Phillips Show.
44:30—Ch. 4, Action Packed.
45:30—Ch. 11, "Little Men," Kay Francis.
46:00—Ch. 11, Political.
46:30—Ch. 11, Film Oddities.
47:00—Ch. 16, Jim Jarrett.

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**ACTOR-TEACHER LOEB**

Philip Loeb, who plays the role of "Jake" on KTTV's "The Goldbergs," is not only a proficient actor, but also is well known in theater circles as an exceptionally fine drama teacher. He has been teaching at the American Academy of Dramatic Arts, Carnegie Hall, New York City, for the past thirty years and numbers among his pupils such outstanding thespians as Kirk Douglas, Gabriel Kamin, Ezra Stone, Rosalind Russell, Claire Trevor, and Martin Gol. Loeb devotes about fifteen hours a week to these classes.

Page Twelve  March 23, 1951

**TIME CHANGES**

**Pre Views of the Week ON TELEVISION**

**WHAT'S NEW**

**Film**

**TUESDAY, MARCH 27—"The Spanish Theater Hour," KFI-TV, Channel 5, 10:30 p.m. (1/2 h.). The best of Spanish films will be viewed weekly. Eddie Rodriguez will emce the film presentations.

**Varity**

**SATURDAY, MARCH 24—"O-Kay Show," KECA-TV, Channel 7, 11:00 p.m. (alternate Saturdays—30 min.). Kay Westfall, television actress, combines hostess and emce duties on a new variety show. Alan Baxter, musical-comedy star, and Ruth Desmond are her guests.

**Drama**

**THURSDAY, MARCH 22—"Jackson and Jill," KECA-TV, Channel 7, 6:30 p.m. (30 min.). A situation involving misadventures of television's number-one scatterbrain, who is invited to appear in a variety film series, is given a new twist. Betty White is the scatterbrain.

**SATURDAY, MARCH 24—"The Magic Slate," KNBH, Channel 6, 7:00 p.m. (30 min.). A dramatic series viewed on alternate Saturdays.

**Public Interest**

**FRIDAY, MARCH 23—"Pilc Pierce Show," KNBH, Channel 4, 1:00 p.m. (30 min.). Mr. Pierce speaks on different subjects of interest each day—orchids, nationalities, the date industry, or what have you. For varied information you can watch Mr. Pierce Monday through Friday.

**WHAT'S SPECIAL**

**Drama**

**FRIDAY, MARCH 23—"Good Friday Services," KNBH, Channel 4, 3:00 p.m. (to concl.). Dedication of the Hall of Crucifixion at Forest Lawn Memorial Park. Miss Helen and Mrs. Edward Godspeed and James W. Fifield, Jr., participate.

**SUNDAY, MARCH 25—"Easter Sunrise Services," KLAC-TV, Channel 5, 5:00 a.m. (50 min.). Remote telecast direct from Hollywood Bowl on Easter morning.

**SUNDAY, MARCH 25—"Easter Sunday Programs," KNBH, Channel 6, 11:00 a.m. (11/2 h hr.). "King of Kings," 9:00 p.m.; "Sunset Service," 5:00 p.m.

**SUNDAY, MARCH 25—"Family Theatre," KECA-TV, Channel 7, 3:30 p.m. (1 hr.). Presents "The Number One," based on the first Easter. Starring in the film are Ruth Hussey, Gene Lockhart, Joan Leslie, Lisl Erikson, Gordon Oliver and Regis Toomey. (This Easter film will also be viewed on KTTV, Channel 11, Saturday, March 24, and Sunday, March 25, at 5:00 p.m.)

**SUNDAY, MARCH 25—"Easter Drama," KTV, Channel 11, 7:00 p.m. (30 min.). J. Carroll Naish, Lloyd Cargian, Gene Lockhart, Joan Leslie, Sara Paddon, and others in "Michael Has Company for Coffee."

**WHAT'S PLAYING**

**Easter Programs**

**THURSDAY, MARCH 22—"Royal Playhouse," KECA-TV, Channel 7, 8:00 p.m. (30 min.). "Lucy and the Stranger," with an outstanding cast.

**FRIDAY, MARCH 23—"Academy Theatre," KECA-TV, Channel 7, 7:00 p.m. (30 min.). Presenting "The Doll" and "Battle Scene," with an outstanding cast.

**FRIDAY, MARCH 23—"Pulitzer Prize Playhouse," KECA-TV, Channel 7, 9:00 p.m. (1 hr.). Produced by Alvin B. Britton, Constance Dowling and Howard St. John star in "The Haunted Heart.

**FRIDAY, MARCH 23—"The Ford Theater," KTTV, Channel 11, 9:00 p.m. (30 min.). "The Bishop's Experiment," with Ernest Truex in the leading role of Dan Dorgan, a retired policeman.

**SATURDAY, MARCH 24—"Story Theatre," KECA-TV, Channel 7, 7:00 p.m. (30 min.). "The Bishop's Experiment," with an outstanding cast.

**SATURDAY, MARCH 24—"Bigelow Theatre," KTV, Channel 11, 9:00 p.m. (30 min.). "Lady with Ideas" with Gig Young and Pamela Britton.

**SUNDAY, MARCH 25—"Philco Playhouse," KNBH, Channel 4, 9:00 p.m. (30 min.). "Lady with Ideas.""
TV RADIO LIFE

7:00 p.m. (1 hr.) “No Medals on Pop” with Father Frederick De Wilde and son Brandon De Wilde.

MONDAY, MARCH 26—“Lights Out,” KNBH, Channel 4, 8:00 p.m. (30 min.) “Steppedaughter,” presenting Helen Parish and Barton Yorkborough.

MONDAY, MARCH 26—“Mystic Light,” KNBH, Channel 4, 7:00 p.m. (30 min.) “Venetian Brown and Screen siren,” presenting Chestor Spadaro and John Gledenning dramatize “The Legion of Honor.”

TUESDAY, MARCH 27—“With Light on the Wind,” KNBH, Channel 4, 10:00 p.m. (1 hr.) John Conte in “A Chill on the Wind.”

TUESDAY, MARCH 27—“Billy Rose Show,” KECA-TV, Channel 7, 7:30 p.m. (30 min.) Walter Hampden, dean of American actors, stars in “The Old Magician.”

TUESDAY, MARCH 27—“Sarasota Pantomime Circle Theater,” KNBH, Channel 4, 10:00 p.m. (30 min.) Lucile Watson and John Newland star in “Partnership.”

TUESDAY, MARCH 27—“Fireside Theater,” KTLA Channel 5, 10:00 p.m. (30 min.) “Shifting Sands” with Gertrude Michael, Hugh O’Brien and George Wallace.

TUESDAY, MARCH 27—“Airflyte Theater,” KTTL Channel 11, 10:30 p.m. (30 min.) “The Professor’s Punch” with John Beal.

SUNDAY, MARCH 25—“Meet joe Press,” KNBH, Channel 4, 7:00 p.m. (30 min.) Walter Reuther, CIO-Actors Workers president, meets the fourth estate.

SUNDAY, MARCH 25—“On Trial,” KECA-TV, Channel 7, 7:30 p.m. (30 min.) Rex Stout, producer of the show, is the affirmative witness on the third “Can International Action Keep the Peace Against Major Powers?” His counsel will be Louis B. Disner, New York lawyer. youngest lawyer to be the opposing counsel to cross-examine Mr. Stout. The negative position on this issue will be presented the following week.

DOCUMENTARY

FRIDAY, MARCH 23—“Empire Europe,” KECA-TV, Channel 7, 7:30 p.m. (30 min.) Episode titled “Crossing the Rhine.”

SPORTS

THURSDAY, MARCH 22—“All-Girl Wrestling,” KTLA Channel 5, 11:00 p.m. (1 hr.) Wanda Crecelli vs. Maria Bernardi.

WHOS GUESTING

VARIETY

FRIDAY, MARCH 23—“Victor Borge,” KNBH, Channel 4, 8:30 p.m. (30 min.) Jane Morgan, songstress, and ballerina Dorothy Jones.

FRIDAY, MARCH 23—“Showtime, U. S. A.,” KECA-TV, Channel 7, 6:30 p.m. (30 min.) Joe E. Brown, King Cole Trio and a scene from “Angel in the Pawn Shop” with Joan McCracken and Eddie Dowling.

FRIDAY, MARCH 23—“Penthouse Party,” KECA-TV, Channel 7, 10:00 p.m. (30 min.) Eddie and Rack, pianists, Nancy Andrews, music-comedy star, and Arthur Blake, comic are a scene from “Angel in the Pawn Shop.”

SATURDAY, MARCH 24—“Mack Sennett’s Show,” KNBH, Channel 4, 8:00 p.m. (1 hr.) Paul Winchell and Jerry Mahoney, Vivian Blaine and Ben Berl.

SATURDAY, MARCH 24—“Show of Shows,” KNBH, Channel 4, 9:00 p.m. (1 hr.) Tom Ewell emcees for Sid Caesar and Imogene Coca.

SATURDAY, MARCH 24—“Ken Murray Show,” KTSL Channel 2, 8:00 p.m. (1 hr.) Bob Burns is guest star.

SUNDAY, MARCH 25—“This Is Show Business,” KTTL Channel 11, 7:30 p.m. (30 min.) Ella Raines, Robert Alda, Herb Shriman and Patricia Bowman.

SUNDAY, MARCH 25—“Toast of the Town,” KNBH, Channel 11, 8:30 p.m. (1 hr.) Eva Le Gallienne, Lawrence Winters and golfer Byron Nelson guest with Ed Sullivan.

SUNDAY, MARCH 25—“Comedy Hour,” KNBH, Channel 4, 8:00 p.m. (1 hr.) Abbe Lane, Costello, Lon Chaney, and Jarmila Novotna, Met singer.

SUNDAY, MARCH 25—“Fred Waring Show,” KTTL Channel 11, 9:00 p.m. (1 hr.) Abbe Lane, “In Your Banana.”

SUNDAY, MARCH 25—“Movietown,” KTTL Channel 5, 9:15 p.m. (1 hr.) “Bitter Rice,” Carol Mathews and Laurenti Luez with Dick Sullivan.

SUNDAY, MARCH 25—“Movie Time,” KTTL Channel 11, 10:00 p.m. (30 min.) Morton Downey and Luene McGrath celeb for this week.

TUESDAY, MARCH 27—“Frank Sinatra,” KTTL Channel 11, 6:30 p.m. (30 min.) Joan Blondell and Don Ameche are Frankie’s guests.

WEDNESDAY, MARCH 28—Jack Haley, KNBH, Channel 4, 8:00 p.m. (1 hr.) Colette Marchand guests.

WEDNESDAY, MARCH 28—“Four-Star Revue,” KNBH, Channel 4, 8:00 p.m. (1 hr.) Jack Carson, Lollyn, Jack LaRue, Honey Bros., Sweeney and March and Billy Sands.

THURSDAY, MARCH 29—“Paul Whiteman Revue,” KECA-TV, Channel 7, 7:30 p.m. (30 min.) Evelyn Knight, songstress, guest on “Popso’s” revue.

THURSDAY, MARCH 29—“Sam Levenson Show,” KTTL Channel 11, 6:30 p.m. (30 min.) Robert Alda and his guest with ex-teacher Levenson.

MUSIC

MONDAY, MARCH 26—“Voice of Firestone,” KNBH Channel 4, 10:00 p.m. (30 min.) Jerome Hines is guest soloist.

Page Thirteen
KECA

By Virginia West

The motion picture industry's event of the year... the Academy Awards... will be broadcast over KECA for the seventh exclusive year on Thursday night, March 28, starting at 9:15 o'clock. More than a hundred million people throughout the world will be able to hear this hottest "Oscar" race in history via ABC's coast-to-coast network, and by shortwave over the world-wide facilities of the Armed Forces Radio Service.

Important changes have been made in KECA's late afternoon news lineup, with the addition of Chet Huntley's popular commentary at 5:30 every Monday thru Saturday, and the move of Bob Garred and his late news summary to 5:45 p.m. The new "seven-star" lineup gives KECA listeners a well rounded picture of what has happened in the world. Starting at 4:45, we hear people who've made the news on "Headline Edition," then the Five O'Clock News, Elmer Davis commentary from Washington at 5:15, is followed by Huntley and Garred. At 6, Edwin C. Hill and his famous "Human Side of the News" comes on, and Hank Weaver's popular local edition of the news, "Main Street to Malibu," winds up the "seven-star" edition. "News of Tomorrow" sponsored by Sterling Drug, Inc., has moved into the 10 p.m. period vacated by Bob Garred, John Daly, ABC correspondent commentator, serves as editor-narrator on "News of Tomorrow."

Harrell Harris' "Happy Theater," aired every Monday thru Friday afternoon at 3:30 over KECA for Thirfty Drug Stores, has received an outstanding honor. The make-believe theater for the very young generation was selected as best children's program produced during 1950 by the California Association for Better Radio and Television. . . "News of Tomorrow" is the only one of KECA's Star Gazer, Frances Scully, will feature the important Easter brunch at the Beverly Wilshire Hotel for the sixth consecutive year.

ON THE TV SCENE: "Boys Will Be Men," a play which deals with the problems of juvenile delinquency, will be seen on "Royal Playhouse," over KECA-TV next Thursday at 8 p.m. . . This important drama features Stephen Salas, Kenneth Surney and Muriel Mansell. . . Tell the youngsters to watch KECA-TV for "Half-Pint Party" every Tuesday and Thursday at 6:15 p.m. . .

---Advertisement---

Page Fourteen

MARCH 23, 1951

TV-RADIO LIFE

RECORD

Notes

to You

By ANDY MANSFIELD

Mal Blake (Capitol) does one of his most humorous characterizations in a revival of World War I ditty, "K-K-K Kat". It's novelty from start to finish with "The Sportsmen Quartet" and Billy May's orchestra lending good assists. . . The Dinning Sisters' (Capitol) first platter in many a moon "Shenandoah Waltz" and "The Kissin Song" in a beautiful blending of voices for good commercial platter. . . Rex Allen (Mercury) has a good discing of "Sparrow in the Tree Top," but shows better advantage on the pop version of the Tschaikowsky "Bourree". "Love, You With a Good Finishing by Harry Geller's Orchestra. . . Vic Damone (Mercury) could have a goodie in "Mama," an Italian-flavored ballad done to a turn and top of Damone's Italian flavor. . . Bing Crosby (Decca) is featured with Tommy Dorsey on rhythm tunes "Then You've Never Been Blue" and "You Glow Show Me" and the Andrews Sisters on "Sparrow in the Tree Top" and "Forsaking All Others," plus "Sentimental Music" and "Any Town Is Paris When You're Young"—all top tunes, with "Sparrow" and "Music" having the better positions. . . Louis Armstrong (Decca) does the ballad "If" in his own individual style, and with Melba Liston, the swingy "You Just in Love"—both good material for Ol' Satchmo as you like him. . . Here is Decca and the Andrews Sisters' promotional effort, "You Know You Belong to Somebody Else" and a fine waxing of Columbo's "I'm Yours to Command." . . Even Les Brown has a different sound since switching to the label. . . With danger emphasis on dance rhythm and orthodox arrangement for "If I Loved You" and "Will Be Around," both standards. . . Woody Herman Croat (MG) has an unusual exotic ballad called "Searching" that features the maestro's Italian chorus in sultry mood. . . Billy Williams Quartet (MG) has a great vocal version of "Gaucho Serenade" and the mellow ballad "I Won't Cry Any More," both good reasons why the boys are a favorite TV show. . . Doris Day (Columbia) and the Luboff Choir, with Buddy Cole's Quartet, have a top discing of "Lullaby of Broadway"—one of the sides from the new album of the same name. . . P.S. . . . Watch for a new Decca album featuring some of the last recordings by Al Jolson. . .

A.M.]

Handy Hints

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

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

Here is this week's winner: Frances Mueller, 10231 Grevillea, Inglewood 2, Calif.

The hint is: Three or four gay colored pottery flower pots filled three-quarters full of sand and placed in convenient locations near your lawn furniture, will make excellent ash trays for your patio. Family and friends will be quick to follow your example of sniffing their smokes in the sand, rather than "stepping them out" on the grass or walk. Sand can be screened through a household sieve to keep it clean.

IF YOU'RE PLANNING ON PAINTING THE ROOMS IN YOUR HOME—while mixing the paint, add a teaspoon of vanilla. You'll find that it will take away most of the unpleasant odors from the paint.

FOR THE MEN: If there is a hole in the wall that will not hold a screw because it is too large, just take a small screwdriver and pack it full of steel wool, then either plaster over it or screw in the screw and it will not come out.

HERE IS HOW YOU CAN ADD A PERSONAL TOUCH TO YOUR FIREPLACE SCREEN. If you have any silver or brass handbag initials, clamp the small points in back of the initial through the screen, at the center or upper corner. You'll find this will make the screen very decorative.

THIS HINT IS FOR CHILDREN WITH TRAINS, who have the trouble of the tracks never staying together. Nail the tracks on boards. They stay together and the train does not jump any more.

IF YOU'RE TAKING A TRIP, here is how you can arrive with your neckties still in good shape. Lay the ties flat between the pages of a magazine to protect them from becoming wrinkled in your suitcase.
Remember where water is HARD—the way to DO is use the TWO

1. SOFTEN — the water with White King Water Softener until the water feels slippery to the touch.

2. ADD — enough White King Soap to make a good 2 inches of standing suds.

NOW—wash your clothes. The continuous use of the White King “1-2” washing method helps get rid of the chemicals, spots and stains which soap substitutes leave in your clothes. It helps restore the natural softness and original colors of your washables. It saves much of the soap you have been using.

YES—WHITE KING’S “1-2” KEEPS CLOTHES LIKE NEW!
WHAT'S GOING ON THE AIR AND SCREEN this summer is uppermost thought in program departments these days. However, there is a trend apparent in the thinking about "placements," a term we have often been requested to avoid while designating free-spending choice time slot warm by scheduling a hot-weather show. In skimpier times, the networks have had to "fill." 

ENERGETIC PROGRAMMERS HAVE OFTEN SEIZED on open summer time to try out new show ideas, some of which have clicked. But now they figure that if a show is good enough to go on and stand up during dog days, it is a smart bet for the other thirty-nine weeks, too.

A PLENTY GOOD ENOUGH SHOW IS JACK WEBB'S new starrer which NBC’s Homer Cofield has on wax. Titled "Pete Kelly's Blues," it is a "roarin' twenties" crime series, set in a night club with music that will pull fans all by itself. Jack breaks away from his factual "Dagney" type role and plays an aggressive guy of that hectic era. Hope this one sells and soon.

THE OTHER NIGHT I WATCHED A CBS AUDITION of a new detective series based on the files of Raymond Schindler, a very shrewd gentleman as you all know, but also a very pleasant one as I discovered upon meeting him in the control booth. Ralph Rose threw cues and if the final waxing came out as well as the dress rehearsal (the dress lasted until 10:30 p.m. and I was too tired to stay longer) they've got something. Paul Frees, who won our Supporting Player Distinguished Achievement Award last year, carried the lead.

LET'S SEE HOW PROGRAM IDEAS come about, here's the way "The Private Files of Raymond Schindler" developed.

THE RALPH ROSES LIVE IN THE VALLEY. On the lot next to them a contractor built a house. It remained vacant for so long that the Roses began to wonder when and if someone was going to move in. The suspense snowballed to quite a thing, so that when a moving van finally backed up next door to the Roses, Ralph and his missus had more than ordinary curiosity about their new neighbors. They were Schindler Jr. and his wife!

THE ROSES AND SCHINDLER JR. BECAME acquainted, and as the two men grew in friendship Schindler Jr. told Rose about some of the fabulous cases his father solved (there are 10,000 of them in the elder Schindler's files). It occurred to Rose that no one had ever considered the material in these files in the light of a series—some had been filmed, some published as separate cases. Finally, since the idea of a series was heartedly endorsed by Schindler Jr., Schindler Sr. was approached, and he, too, was enthusiastic. From all of which, Rose selected three upon which to write scripts: one of these was a murder, the second, a Brinks' case (not the Boston one), and the third was the one finally cut the other night. This particular case was chosen (Please Turn to Page 2).

“Animal Fair” Is Fun Fare

(Continued from Page 3)

Jimmy Stewart and Paulette Goddard. Larry appeared in the movie, and his taste for California developed while he was working in the picture. He vowed that some day he would return to its sunshine. And that is exactly what he did when he was beckoned from Oklahoma City to Hollywood to emcee "Animal Fair."

Billy Barty

Our story would not be complete without mentioning lovable, diminutive Billy Barty, who assists Larry. Billy literally was raised in the theater. At the age of three he portrayed "Mickey (Rooney) McGuire's" kid brother in the series of "Our Gang" movie shorts. In addition to having 120 pictures all to his credit, Billy has also played the vaudeville circuit and made night-club appearances. Meanwhile he attended college, where he made his letter in basketball and was a "dribble-happy specialist," he informed us, "and since action speaks louder than words come on over to our alumni games and watch me strut my stuff." Billy finds that the children are fascinated with his clown get-up and they are very cooperative and wonderful to work with.

It's All in Fun

Both Larry and Billy agreed that regardless of whether or not the pets obey and perform their tricks they are amusing. Under normal conditions pets will perform consistently, but after all, they have feelings too, and when they're placed in front of an audience with bright lights and cameras staring at them there's no telling how they will react. Of course the little four-year-old mistress is frustrated beyond words when her pet fails to show off. But that's part of the fun of "Animal Fair," and that's the way Larry Cotton likes it.

Stuffy Singer led the all-star parade in recent days with such honors as Best," "Lux," "Screen Guild Players," and Jack Benny, not forgetting a dubbing job at Walt Disney.

Frank Seeley has just managed a radio program, "Linda Joy and Her Record Players," which stars the youngest disc jockey in America, five-year-old Linda, the darling of the discs. This should be very cute.

Ten-year-old Joy Sharbutt, son of "Club 15" announcer Del Sharbutt, is back from the hospital where he has been recuperating. Little Jay broke his leg while playing baseball at school.

"Quiz Kid" Harvey Dyricht is the happiest boy in all the world. One of his many fans, Mr. Montie Richer, owner of one of Texas' biggest ranches, the J. A. Ranch, presented Harvey with a beautiful little fun-filled column called "One Man's Family," but she'd rather work in movies than eat, I guess. She just finished a very nice part in Warners in "So You Want to Be a Bachelor." Her little brother in the picture, by the way, is played by Patrick (brother of Michael) Miller. Pat hasn't come into radio yet, but he's doing a lot of TV.

Henry Blair has completed the narration of a technicolor film titled "My Island" and directed by Lela Rogers. He's also heard as the voice of one of the film's characters.

Fifteen-year-old Lonny Lunde is the second "Quiz Kid" to win a full scholarship at the Chicago Musical College this year, and the only pre-college and younger to be awarded a scholarship in composition under Vittorio Rietti, Italian composer who has studied with Respighi. Dorice Richman, mentioned in last "Quiz Kid" to win this scholarship.

Rosemary and Patricia Iannone, child stars of "Fantastick Studios, Inc." TV show, will make a personal appearance at the May Company or March 22.
For Love o' Mike (General)

Looks Like

"Play Ball," a new recording by Frank DeVol, bids fair to become the theme song of the nation's favorite sport. Only current tune written about baseball, the song will be used as a musical introduction to TV and radio coverages of forthcoming diamond tilts.

Gloria De Haven will begin a twice-weekly half-hour disc-jockey show on Radio Luxembourg, in May. Her paychecks for the platter-spinning chores will all be turned over to European charities.

Met opera star Bob Merrill is preparing his own weekly half-hour show for NBC's summer line-up. Merrill will double in brass as both singer and emcee on the proposed series which is slated to emanate from Hollywood.

The Modernaires will be a Monday-through-Friday feature on Bob Crosby's "Club 15" series for CBS-KNX, beginning March 26, and songstress Jo Stafford will fit into the revised club schedule with appearances on Tuesdays, Wednesdays and Thursdays. An as yet unnamed female vocalist will appear on the Monday and Friday shows. Crosby, of course, continues to host the five-a-week 9:45 p.m. programs and Jerry Gray still wields the musical director's baton.

Lowell Thomas, CBS newscaster, will be taking some unusual trips to far-away places this spring. As writer and narrator of a documentary film feature on well-known and unfamiliar places, Thomas will collaborate with cameraman Robert Flaherty on picture production. Films will be shot with the revolutionary Cinemar.

Clete Roberts

KFOW sent its ace news commentator and foreign correspondent, Clete Roberts, on a Far East juncture to get radio and TV coverage of what is happening in some of the world's hot spots. His first stop will be Honolulu; from there he will visit Wake Island, Guam, Manila, Tokyo, Hong Kong, Formosa, Korea and Australia. A television and tape recording crew will accompany him, and recordings will be flown back to Hollywood daily for his nightly broadcast, exclusively over KFOW at 5:00 p.m.

On this important trip, Mr. Roberts will interview countless world figures such as: General Douglas MacArthur, Chiang Kai-shek, General Ridgway, commanding general of all allied ground forces in Korea, Syngman Rhee, South Korean president, and many more.

Roberts has many foreign news coverages and on-the-spot special-events newscasts to his credit. He made the first broadcast from the beachhead with MacArthur when the General made the famous "I have returned" speech, he covered the air lift in Berlin the night when the blockade was lifted, and at the Bikini atom bomb tests he served as pool broadcaster for the four American networks. He also has won many awards for his coverage—among some of these are: The Southern California Association Award for Better Radio and Television; Fortnight Magazine's Award for "Outstanding Californian" and "Best TV News Commentator"; and Roberts is currently nominated for the George Foster Peabody Award.

Baseball Coverage

KALI, Pasadena, which carried Liberty Broadcasting System Major League baseball last year, has again signed with Liberty for the 1951 Exhibition and Major League season. The Pasadena station has made arrangements with KFOX, Long Beach, and KGFL, Los Angeles, for simultaneous release to insure complete coverage of Los Angeles County. The series, which begins March 10, will continue Monday through Saturday, with verbal pictures of the exhibition schedule. On April 17, KFOX will join the Los Angeles County Network to bring the entire Major League season through October 1. The first game will start at 10:15 a.m., between the Los Angeles Cards and the New York Giants, direct from St. Petersburg.

Academy Award Broadcast

When the movie giants gather at Hollywood's Academy Award celebration, March 29, John Lund will be doing the running commentary for the broadcast over ABC-KECA at 9:15 p.m. Ken Carpenter will announce ABC's seventh exclusive world broadcast, originating from the Pantages Theater.

Movie star John Lund will share a special glass-encased statuette with announcer Ken Carpenter, with Carpenter opening and closing the program and Lund filling in with ad-lib running commentary during presentation lulls on stage. Master of ceremonies will be MGM star Fred Astaire.

ABC has pulled out all stops, in cooperation with Academy officials, to bring to its vast listening audience the full excitement of the event. Sid Goodwin, who will be in charge of the Academy broadcast production for the sixth successive year, has been in conference with Oscar executives, and he reported that the coronation of movie royalty is being geared more thoroughly to radio than at any time in Academy Award history.

Tom Baxter, six-year veteran of Academy broadcasts, will be engineer. Richard Breen is general executive in charge of production for the Academy, while Mitchell Leisen is directing the staging and art for the extravagant Oscar celebration. Arthur Freed and his Hollywood movie studio orchestra will be in the Pantages pit to supply the music.
Your Cue (Shows You May Like)

"Ladies Fair"

Monday through Friday
KJIM-MBS, 11:00 a.m.

Mrs. "Ladies Fair" is an audience-participation program originating from Chicago, which scores high in spontaneity and compares favorably with our West Coast shows of the same type.

It is unfortunate that commercial cut-ins from the local station spoil the pattern of the show. These commercials have the same effect as if a listener were awaiting the naming of an election winner, but instead heard a musical commercial about heartburn.

Moore's personality is a good one for his "ladies fair." He lets them do the talking, and when their regional differences account for it or not, the women participants are far more eager to talk about themselves and to compete in the various contests of feminine prowess. In fact the majority of West Coast show-goers appear to be. On many participating programs, the emcee has to pry information from his guests, Moore comes close to having the opposite difficulty.

Such features as the expectant fathers' diaper-pinning competition, the prize-balloon-busting, and the name-the-song-letters are good for the laughs. And Moore's in-the-audience interviews are also excellently handled.

Altogether, this is a fine daytime show that could offer fine competition to its local counterparts if it were given half the chance.

"Eleanor Roosevelt Show"

Monday through Friday, 9:30 a.m.
KFWB

The gracious former First Lady of our land, Mrs. Eleanor Roosevelt, broadcasts a most interesting and enlightening program daily. During this all-too-brief half hour she informally discusses various topics of public interest.

They may range from an improved school system in a rural community to the black market that exists in Yugoslavia. She is, undoubtedly, one of the best-informed women in the world. This program is a showcase for the thinking woman, and most of her listeners enjoy knowledge. Her friends and contacts are world-wide and her position with the U.N. affords her keen insight into international affairs. Many individuals who have never broadcast hold important and trusted offices. Their first-hand information on domestic or foreign affairs is authentic. Their personal contacts for the listening, and do listen before they are exposed to distortion or misinterpretation by other mediums.

Mrs. Roosevelt usually devotes her first fifteen minutes to some personal comment, in which her son Elliott participates. We enjoyed one morning in particular her reminiscence about her fulfillment of a wish for a dear elder-

"Danger!" He gets the danger—you get a chance to hear a good mystery or chae script that is just a little bit different and just a little bit better than a good share of its radio brothers.

International Disc Jockey

Monday through Friday, 2:05 p.m.; Saturday, 3:15 p.m.

The world of music really takes on global aspects for listeners to Paul Masterson's fine show. In one twenty-minute program, we got quite a comprehensive measure of his musical tastes. We learned what hit tunes the people of Stockholm, Bombay, and Phoenix, Arizona, are humming, and their musical choices certainly made for good listening.

From answers to cables he sends to leading night clubs and hotels all over the world, Masterson compiles a program of truly entertaining music that ranges from electrifying big band music to straight disc-jockey fare. When he inquires, via cable, what song leads a given establishment's hit parade, Masterson sometimes gets a record that is not otherwise available and provides some more unusual listening.

Sandwiched in between records and a mite too many commercials, Masterson also has another interesting feature which places his show high on our list of favorites. It's a sort of musical travelogue which he uses to preface a recording that's popular in other countries. A good example of this was "Tom Thumb's Sketch" on Romney's acceptance of Americanized music which he gave on a recent show.

The popularity, late and soon, of hit-parade ballads we're now singing or were singing as long as two years ago in different parts of the world, is an interesting thing to hear.

Masterson himself projects a warm and likeable personality which gains a listener's interest enough to stay tuned in, and once he's heard a few of the well-chosen, quality selections reporter is not going to return again and again to hear both Paul Masterson and his International Disc Jockey broadcasts.

"Spotlight on Sports"

Monday through Friday, 5:15 p.m.

In a clear, decisive voice the sports events of the day come to you via "Lippy" Runyon's backat. And listening in the sports field make his authoritative comments most interesting. "Lippy" played second base on California's semi-pro All-Star team.

Although your reporter is not a sport fan, she found this up-to-the-minute news of the sporting world held the listener's attention, partially because of his clear and logical presentation.

Baseball spring training seemed to take the spotlight on a recent broadcast. We were informed of local exhibition games played at Gilmore, Burbank Memorial Stadium, and Wrigley Field. Here is an opportunity
to see some of the major teams play on our local ball fields. We also gleaned some interesting information on wrestlers and their art.

Mr. Duckat, during his weekly interviews with top sports personalities, airs interesting, little-publicized facts to the listener. He has interviewed such names as Joe Louis, Glenn Davis, Jackie Robinson (with whom he played baseball), Bobby Riggs, and many more.

The amusing, heart-warming human-interest story at the conclusion of each day's sportscast is a very delightful segment of his format. "Lippy" also dabbles in precasts and predicts race results, winning teams and contestants. Time will tell whether his predictions last evening were correct.

For a round-up of local, national and international sports tune in to "Spotlight on Sports" aired over the Pacific Regional Network.

Playbacks ( Critical Comment )

We Point With Pride

... To the excellent "Suspense" ailer, "Vision of Death," which scored plaudits for both its star, Ronald Coleman, and scripter Jerry Hausner. Hausner is as good a writer as he is a radio actor, and Coleman's always fine acting came through in his convincing role as a mind-reader whose talents caused him unexpected and exciting applications.

To the successful change of pace on NBC's "Big Show" last week, Talullah played a female to a group of vaudeville greats who took listeners back in years and fond memory to the times when they were doing "two or three a day," Jimmy Durante and Eddie Jackson, Smith and Dale, Jack Pearl and Cliff Hall (in a Baron Munchausen imitation) and Bob Burns were among the entertainers adding their talents to a truly delightful "Big Show."

... To the way Jack Berch (most of you hear him early mornings via NBC on KFI) handled the letter he recently received from a houseful of long-time listeners. He read the sorrowful tale with a dignity that kept a family's story of the loss of their pet from being maudlin. Then Berch and cast pledged to replace the cat that had been such fun for the writers. Not an extraordinary act of circumstance in any aspect, but it was handled in such a way as to stand out sharply for just plain niceness and good taste.

... To Fredric March's excellent performance in "Foot in Tornado," a special dramatic program presented by NBC in cooperation with the United Jewish Appeal.

We View With Alarm

... The remarks which a well-known disc jockey made concerning the possible loss by a musician friend of the old homestead. Seems the home may be taken in payment of taxes. Anyone hates to lose a home and everyone grouses about taxes and the weather. But we think it's risky to try any defense on the air, and becomes pointless when you have to qualify any remarks so they won't be risky.

On Mike ( About Studio Happenings )

Wheel-Chair Disc Jockey

In keeping with the back-to-the-GI-camps march that has gained imputes since the beginning of the Korean War, Richard Denning of "My Favorite Husband" fame appeared as a guest with disc jockey Harry Rosefield. Harry Rosefield is a wheel-chair platter spinner who is aired over station KCAC, Veterans Administration Center at Sawtelle, each Tuesday and Thursday from 10:35 to 11:00 a.m. Besides each of the beds in the Center there are ear phones, and each of the lounges is equipped with a television set. Harry Rosefield, who does a fine job of carrying on show business from his wheel chair, has his welcome mat out to bring more radio and TV personalities to his mike.

A Father's Plea

The reading of a simple but tragic letter by CBS newscasters Dave Vaile and Bill Kenneally on their respective broadcasts is evoking heartfelt response. Written by a grieving father whose little son is dying, the letter read as follows: "My little son, Robert Hittline, six years old, is slowly dying of cancer. He is just a little boy and can not go out into the world and make friends for himself; do you know of a few kind people who would be glad to send him a card? Our farm is about 100 miles from Santa Monica, so I am very lonely for Bobbie now that he is ill, and the mailman is a big event in our day. He is so brave and good." (Signed) L. Hittline, Fairlane Farm, Jasper, Michigan.

Heavenly Days!

"Fibber and Molly" will add another member to their radio family. It's "George Nothing," who will be played by George Pirro, who is also heard as Egbert Gillon on "Life of Riley." This is the first new character to be introduced on "Fibber and Molly" in years.

Off Mike ( Personalities )

A Cowboy's Secretary

She may find herself on a plane en route to a dozen Eastern cities, on a Western desert location set taking dictation in the shade of a Joshua tree, or in a radio studio playing a violin. Anything is likely to happen in Louise Heising's day.

As Gene Autry's "Molly," Friday, Louise has an unusual and exciting job which demands her full-time attention and that of a staff of four whom she supervises.

Louise was playing her violin in a girls' band in Phoenix when Autry wanted her. She got her break in 1943. They met when they were both on an Armed Forces Radio show there. During rehearsal breaks, when the gang would eat lunch together, Autry discovered that Louise had considerable business experience in addition to her musical talents. Autry remarked to her that he needed a secretary in Hollywood and offered her the job. For a time she was commuting between Filmtown and Phoenix, as she took on secretarial duties and continued to play violin on Autry's radio shows.

She still plays for his CBS broadcasts, often putting down her fiddle to take a letter from Gene while the rest of the cast is out for coffee.

Unmarried, Louise keeps house for herself in a Sunset Strip apartment. She has little time for hobbies, but always has loved raising and training German shepherd dogs. Her parents, who live in San Gabriel at Idyllwild, California, raise these dogs and Louise can be found there in her "spare" time.

Despite the fact that she works for the nation's number-one cowboy, horse, Louise senses that he is not taking her seriously. Only she was taking a letter from Gene while they were on a desert location trip. Gene's wonder horse, Champion, kept backing closer and closer to her as she tried to keep her mind on her pen and pencil. "Nobody else seemed to take any notice, but I was definitely nervous," she said. "Finally the horse turned around, much to my relief, but then he began kibitzing over my shoulder, as though he were checking up on my shorthand! It was all in a day's work," she laughed.

Menuette

By KFLJ's Norma Young

Baked Avocado

(Now don't raise your eyebrows)

Allow one-half Calavo in half lengthwise, remove seed and sprinkle cut portions with salt and lemon.

Make a white sauce, out of 1/2 T. each of flour and butter and 1 cup milk. Season well.

To this sauce, a variety of foods may be added, such as canned mushrooms, flaked crab meat, shrimp, lobster, salmon, tuna, oysters or any left-over boiled fish; cubed cream cheese, chopped beef, chicken or turkey.

Have this hot, then fill cavity of Calavo with mixture and be sure to hold more of the filling, top with buttered bread crumbs put into a shallow pan, with just enough water in the pan to prevent burning, and bake at 400 degrees for five minutes.

For a luncheon, have the baked Calavo, jellied beef salad, green beans with silvered brown almonds, hot rolls, angel pie and coffee.

Note: If TV Radio Life readers have any household or cooking tips, call Norma Young, between hours 5 a.m. and 4 p.m. Hudson 2-1133.
RADIO-TV Lifelines

By EVELYN BIGSBY

(Continued From Page 16)

because it showed Schindler in the light in which he is so often—that of a man helping someone NOT guilty. It also presented him as the mastermind of a large organization, as opposed to the many "small" private eyes who go out and crack all kinds of cases single-handed.

I hope this show, too, goes and soon. Incidentally, a rather clever party last week honored Mr. Schindler. Among specially invited guests were radio's private eyes including Vincent Price, Edmund Lowe, and Steve "Spade" Dunne.

ALAN MARTNEY OF NBC, WHO WAS RECENTLY promoted to Station Relations head but is still handling Guest Relations until a successor takes hold, told me last week that already 700 requests have been received for tickets to the next "Big Show" emamoration from Hollywood on April 1. Don't say we didn't warn you.

TICKETS HAVE BECOME SUCH A problem for the Gaynor-Farrell "Seventh Heaven" broadcast on Lux that it has been decided to allow a studio audience for the dress rehearsal on Easter Sunday. Janet Gaynor is arriving this week from New York to start rehearsals.

TWENTY-YEAR-OLD TOMMY COOK was PASSING out cigars last week. His sister, Nancy Cook Thomas, had a boy baby and Tommy was one of the proudest uncles ever. Too bad we don't hear him offered on the air. Besides being a solid American young man and actor, he is exceptionally accomplished with Italian, French and English parts.

BLYTH CHARMED HOLLYWOOD WOMEN'S PRESS CLUB at its annual Men's Day gathering at Ciro's. She was the ultimate in appearance, modesty, and singing ability. She and Dick Contino appear to be very serious. Both are sincere Catholics, so no huddles there.

FORMER HOLLYWOOD PUBLICIST NOEL CORBET is very ill in a San Francisco hospital, according to word winging this way. He will be convalescing for about a month.

CBS-TV (KTSF) and MUTUAL-KHJ have just about finished dividing the 1300 North Vine Street premises. CBS has the basement. The remaining lot is shared, they divvy the ground-floor studios: KTSF is on the second floor and Mutual-KHJ has the third floor and the penthouse. The penthouse has a sitting room, kitchen, and two bedrooms, was designed for the late Thomas S. Lee and any visiting executives. Mutual headman Willett Brown is now ensconced in the former living room and program chief Ned Tollinger has what used to be one of the bedrooms, complete with white satin damask draperies, taken from the gorgeous Mutual board room, now containing the offices.

P.S. As I recall, even the penthouse kitchen had a superb view.
SUNDAY, MARCH 25

10 pm—KFOX—Tabernacle Benedictions.

9 pm—Radio Gallery.

8 pm—KFOX—Telephone Store.

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<th>Time</th>
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<td>3:15</td>
<td>KGIL—Concert Bi-Lites.</td>
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<td>KRWK—Letter From London.</td>
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<td>3:20</td>
<td>KECA, KFPM—John Cameron</td>
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<td>KNX, KRCQ—Nemo From Minneap.</td>
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<td>KFOX—Pioneering.</td>
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<td>KFYO—Hollywood Tonight</td>
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<td>KGER—Dr. Harry Burner</td>
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<td>KALL—Gal Pared.</td>
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<td>KFOX—Music Masterpieces</td>
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<td>KFOX—Sunshine Mission</td>
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<td>KGER—Sister of the Air</td>
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<td>3:40</td>
<td>KFWB—Old-Time Revival</td>
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<td>KGER—Quadruplet.</td>
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<td>5:30—5:45: KRCQ—</td>
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<td>5:45—6:00: KFPM—</td>
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<td>9:45—10:00: KRCQ—</td>
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**TV RADIO LIFE**

**SUNDAY RADIO LOGS**

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>9:00</td>
<td>KFSD—Concert Bi-Lites.</td>
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<tr>
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<td>KGJ, KFMM, KG, RVDO—</td>
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<td>KNX, KRCQ—Nemo From Minneap.</td>
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<td></td>
<td>KALL—Bitter Lament.</td>
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<td>KFOX—Pioneering.</td>
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<td>KFYO—Hollywood Tonight</td>
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<td>KGER—Dr. Harry Burner</td>
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<td>KGJ—HKJ—Harmony House</td>
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<td>KALL—Gal Pared.</td>
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<td>KFOX—Music Masterpieces</td>
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<td>KFWB—Old-Time Revival</td>
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<td>KGER—Quadruplet.</td>
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**Recorded Highlights Sunday**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:30</td>
<td>KGIL—Concert Bi-Lites.</td>
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<td>KGJ, KFMM, KG, RVDO—</td>
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<td>KNX, KRCQ—Nemo From Minneap.</td>
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<td>KGER—Quadruplet.</td>
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**Academy Award Voice**

Marvin Miller, announcer of NBC's "The Railroad Hour" and other top programs, has the distinction of being the "voice" of two current Academy Award nomination films. He did the narration for Warner Brothers' "My Country 'Tis of Thee" and was all of the voices in "Gerald McBoing-Boing."

**Busy Sisters**

It was strictly a coincidence that the Andrews Sisters, while celebrating their fifth year as stars of NBC's "The Railroad Hour," committed themselves for eight airshows during one week. These included six "Club 12" performances (three of them taped for future airings), an appearance with Bing Crosby and, finally, a spot Sunday on a network other than CBS.

Page Twenty-seven
TUESDAY VARIOUS PROGRAMS

12:00 — RECA — Herb Allen Show
12:30 — RECA — Musical Comedy of America

9:45 — RECA — Monitor Station

10:00 — RECA — News of the Day

11:00 — RECA — National News

AFRS RECORDINGS

Jack Webb, star of NBC's prize-winning documentary series "Dragnet," was profiled as "AFRS Confidential," in this series dramatic shows for distribution to the GI's overseas and Continental points.
WEDNESDAY, MARCH 28

* Indicates News Broadcast.

8:00 — KLAC - Don Gardner's Breakfast Club.
8:15 — KLAC — Ron McNeil's Breakfast Club.
8:30 — KFMI — Jack McNeil's Breakfast Club.
8:45 — KIIE — The Breakfast Show.
8:50 — KRSC — Rye Rye's Breakfast.
9:00 — KFMI — Breakfast with Bill.
9:15 — KFMI — Breakfast with Bill.

11:00 — KFMI — Breakfast with Bill.
11:15 — KFMI — Breakfast with Bill.
11:30 — KFMI — Breakfast with Bill.
11:45 — KFMI — Breakfast with Bill.

* Indicates News Broadcast.

WKW — The Morning Show.

* Indicates News Broadcast.

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* Indicates News Broadcast.

WKW — The Morning Show.

* Indicates News Broadcast.
Helen Morgan Tells All

(Continued from Page 6)

story should up to the seventh. She had intended getting off on the third floor.

Scripts Are Born

Helen Morgan has been called a "hack" writer because she grinds out so many daily scripts. (On January 16 the count had reached the 152 mark by now.) She has an inflationary spiral, of a state of national emergency. Helen Morgan says, "I never really stop working on a story. It's with me twenty-four hours of the day whether I am listening or in writing." The writing time for each of the daily episodes varies, as does the emotional flavor of laughter or tears. She tries to bring in the snark right through the scenes. "With ideas that just live," she said. "Unless the leading character is revealing her secret is real to me, I can't feel sympathy toward the story, and in that case it quickly finds its way into the wastebasket," she told us. So effective are some of her stories that the radio audience often bitch into tears over the whole thing, or comes dangerously close to it. Once both actress and announcer were sobbing when the show went off the air. "That is a sure sign it is good," said Helen Morgan, who writes so the women listeners can feel the pathos and heartache found in many a feminine secret.

All the mail received from listeners who are interested in a particular true confession is answered by Emil Kendall of San Francisco, who, the writer says, "knows the show backwards and forwards."

Helen Morgan waxed most enthusiastic about women. She said, "I have always written expressly for women. I think they're wonderful— the more interesting people I have ever known. They try to do so many things, and above all they express their feelings."

"Frustrated Housewife"

This woman who can tell a young and old wives' tale labels herself a "frustrated housewife." She does all her own baking, is a cooking addict, makes all the pictures in her home, besides doing as much of the ironing and mending as possible. However, she spends spare moments knitting or embroidery. She told us, "I'm nuts about animals. And we believe it, after watching her fiddle with some glitter, the pet skunk she mothered for four years. It was a skunk which she acquired after moving into a flat where no dogs were allowed. Now that she and her husband have their own home, she has a Kerry blue terrier named Kelly Green. This seems most appropriate, as her husband—the man who is responsible for the production of "This Woman's Secret"—is Ivan Green.

Her home is her hobby. For working on her scripts she has a canyon-pink, old-fashioned roll-top desk. All her scripts are prepared four weeks in advance, in case she sends her to thinking about Easter when most of us are still thinking about Christmas.

"This Woman's Secret" is a woman's radio show, written by a woman who knows her audience and loves delving into the feminine mind. It is written for delivery by an actress, and has been narrated by some of the finest, a few of whom are Gwen Delano, Mary Lansing, Barbara Luddy, Janet Logan, Lillian Buyeoff, Georgia Backus, Irene Tedrow, Lurene Tuttle, and G. E. Pearson.

Helen Morgan has many, many secrets up her sleeve. She does not solicit women who send their secrets to her, but she overhears them on the elevator and on the escalator, in the corner drug store, and in the market and over a cup of coffee or a cool cocktail. There is no way of knowing, the next time you reveal the secret in your life, that it will not reach the alert ears of the veritable grapple of "This Woman's Secret."

From Academics to Comedies

(Continued from Page 5)

appropriately enough titled "The Sam Levenson Show." His droll wit and homey flavor are back-sack through the entire period, and certainly promised an answer to the question: Sam's good as a guest, but can he carry a whole show? That Benny, with the attendant Levenson show, went from coast to coast. So did the acclaim.

Variety said of his solo on TV: "It was asock bow of a highly likable personality."

Billboard said: "Levenson is certainly one of the best to come along quite a while."

The New York Times said: "Sam Levenson may very well prove to be the freshest and most literate humorist yet discovered by TV."

No Glamour

The funny thing about Levenson as a show-business personality is that he is utterly without glamour—the traditional sort of glamour, anyway. He is not saddled with double-breasted suits and ties, and gets out there to just smile and talk. But he seems to be enjoying his own stories more than anyone in the audience.

And what is so funny about his talk? It's this. He sees the humor in the most ordinary situations of average family life—about childhood, about parents and relatives. And the
Radio and Religion

By Arlene Garber

Radio Starlet Finds Place for Religion in Her Life

March 23, 1951
COMBINED THOUGHT BY ARMY AND NAVY COMMANDS

is responsible for Armed Forces Radio Service, as exemplified by Hollywood headquarters chiefs Captain B. A. Robbins, Jr. (left), and Colonel William Mason Wright, C. O., who monitor shows prior to their overseas transmission.

From Frankfort, Germany, around the globe to Singapore, Americans outside the U.S. have been using the world's largest radio network to "take them home" every day for nearly ten years.

Beaming the best in American entertainment and information to a world-wide audience is the job of Armed Forces Radio Service, whose broadcasts, while aimed strictly at American overseas units, manage to pick up, along the line of transmission, an estimated ninety million "eavesdroppers"—listeners in countries where AFRS stations have been established.

Through seven powerful West Coast transmitters, for thirteen hours a day, AFRS feeds short-wave news, sports, music and top variety shows to every corner of the Pacific. These programs are planned, written and executed by one vast operational unit head-quartered in Hollywood. Here all components, from a complete newsgathering service down to a radio repair shop, are joined in the constant task of keeping the servicemen in touch with home.

On Record

Equally as vital as the "live" short-wave broadcasts are the impressive libraries of transcriptions, some 40,000 of which are sent out monthly, to aid in twenty-four-hour operation of overseas AFRS stations. These sixteen-inch discs contain every conceivable form of entertainment, from popular song requests done for AFRS by top artists to especially "decommercialized" programs taken from major network shows. "Decommercialization" is a process done by monitors who take out every broadcast reference except the pure entertainment features found in such shows as Bob Hope's, Jack Benny's, and other major variety programs. In a week, an average of forty hours of top network features are monitored for AFRS.

The monitors are specialists in their field, just as are all the AFRS workers. Included on the staff are exponents of classical music, devoted to arranging special transcriptions of concerts by the nation's top instrumentalists. An equally active sports-news section, headed by noted commentator Hal Berger, keeps overseas listeners up to date on the latest happenings in baseball, football and other seasonal athletic events. And there are countless other experts who create a vast variety of programs beam'd to sailors on Pacific patrol boats, to Marine forces in teeming harbor centers, or to any branch of the U.S. overseas forces anywhere.

Unified Thought

Long before the services were officially joined under a single command, the AFRS was a unified operation serving all overseas military and naval personnel. The Hollywood headquarters are long-time proof of this unification. For example, just as when AFRS began, back in 1942, the commanding Army officer, Colonel William Mason Wright, is assisted by a Navy captain, B. A. Robbins, Jr. and from the higher echelon
GOING ON RECORD AND SHORT WAVE WITH TOP ENTERTAINMENT requires the constant operation of AFRS's recording section, where Navy and Army personnel (left) are on hourly duty along with a civilian work staff. Overseas record and transcription shipments (right) leave Hollywood at the rate of forty thousand a month to form a vital lifeline between home and Americans abroad.

down, Army and Navy personnel work side by side.

This unique radio lifeline, although on a less strenuous schedule than during World War II, has never ceased to be a full-scale operation. And its importance to the servicemen has been recognized by every top artist in the entertainment world. The list of AFRS workers who have contributed their time and talents to the network heard around the world reads like a history of show business itself. A case in point is the roster of "Command Performance" stars.

The AFRS workers and guest stars look to servicemen's requests as the index of the types of programs which rate their popularity vote. In constant vogue is Western music, and in line with the trend AFRS has talented Western balladeer Red Harper waxing weekly programs, complete with guest stars, such as Jane Russell and the Sons of the Pioneers, who recently did a set of recordings.

There is also a weekly dramatic series, "American Heritage," taped specifically for overseas by radio and screen stars.

While short-wave programs originate directly from AFRS headquarters, Universal Recorders, bought

BOB HOPE'S OVERSEAS ENTERTAINMENT JAUNTS are backed up by his regular stints at the AFRS mikes. Here he lines up a program with engineer V. McKinney and Jack Brown, who emcees the radio outfit's remote airers. (Official AFRS photos.)

By Greta Greenfield

March 23, 1951
Like all magicians must—Eddie Silverman started as an amateur to learn the secrets of prestidigitation, but he's no amateur any more in any sense as he goes about making a living through a series of trades that truly prove the title of his Channel 2-KTSL weekly quarter-hour show, "It's a Neat Trick."

Eddie's not one to let any grass grow under his feet, as witness the many professional facets to his busy life. When not engaged in showmanly gyrations in his Thursday night TV stilt, Eddie is otherwise occupied (1) as a special-delivery postman in his home town of Pasadena, (2) as a three-instrument maestro of a small combination playing at the Town House, San Gabriel, week ends, (3) putting on club date and benefit shows, (4) being a busy husband and father, too, as the breadwinner of a family including wife and sometimes assistant Bobbie, and sons Phillip, eight, and Donald, two and a half.

A real local boy making good in more ways than one, thirty-three-year-old Eddie very, recently entered into his third year on TV with the same show and on the same station—something of a record in these days of change, especially for a one-man program.

As if he weren't already executing some pretty deft manipulations in his multifarious life, Eddie must also work magical tricks around the commercials in his show. That, indeed, is really a neat trick.

**"Tricky Eddie"**

Eddie Silverman Juggles Careers Without Trouble

---

**AS MAILMAN, A JOB** he has held for ten years, Eddie delivers "specials" in Pasadena and East Pasadena. As musician (he plays clarinet, saxophone and vibraphone), he leads his small combo every week end.

**AS GUEST AT BENEFIT SHOWS**, Eddie (left) entertains veterans at Sawtelle. As magic man, with able assistance from Bobbie, his wife, Eddie pulls a fast trick.

Page Forty-two
Radio and Religion
(Continued from Page 39)

And when I looked around at the world, I saw it was an awful mess." Then she discovered that God had been missing and that's why she personally found help and happiness in her religious activities and belief. Thus, Radio has a special significance for the Temple because she has incorporated religion in her life.

Enlarging Horizons

With her church work Rhoda has found her horizons enlarging. She claims that through church duties she has met many more people and has become interested in their lives. She had grown up in an environment of show business, with circumstances constantly directing her toward radio.

When she was a five-year-old she stepped up to the mike for the first time when she did a stint on "Music Hall." Ever since, she has been on the airwaves almost constantly, taking her out of her studies. Even though she accumulated an impressive list of radio credits, including most of the top shows emanating from Hollywood ("Screen Guild Players," "Lux Radio Theater," "The Life of Riley" and others) she also was able to add films to her career.

Most recently she has appeared with Shirley Temple in "That Hagan Girl" and with Clifton Webb in "Mr. Bevedere Goes to College."

Rhoda's version of how she got started as a mite in front of the mike goes something like this. "Whenever neighbors came over I'd drag out my stool and say, 'I'm going to recite 'Jack Be Nimble,' Jack Be Quick, Jack Jump Over the Candlestick,'" and people would have to listen. When I got my first radio job I would haul out a large box to stand on. Then I went through smaller and smaller box stages until now I have dispensed with one entirely.

After playing a teen-age daughter in "Father Knows Best" for two years, Rhoda, we thought, could speak from experience about parents and growing up. Her opinion was, "It's amazing how much parents learn when you are between the ages of eighteen and twenty. I believe that grown-ups are really interested in our happiness, but we have to help them bridge the gap between our generation and theirs, by being as kind and understanding as possible."

Uses Talents Generously

Rhoda uses her dramatic talents generously when she takes part in the young group at the First Presbyterian Church in Hollywood. She has the greatest admiration for the job being done by Dr. Louis Evans at the church. Often she joins other veteran Hollywood stars in lending their attrital talents to reading the scriptures and making religion more attractive for those who attend church.

Rhoda spends her time away from the studio, when she isn't busy with church activities, at her home in Hollywood, where she lives with her mother and grandmother. She lists her new car as her top hobby at this time. After taking her adopted father, Robert Young, for a ride (and me, by the way, took her for a ride driving license in the Dad to Daughter Club. It bears the proud signature of Robert Young. For recreation Rhoda turns to sewing, swimming, tennis and horseback riding.

About her future, Rhoda is not making any decision at present. When asked about her plans for marriage and her boy-friend, Rhoda laughed and said only, "No comment."

"I'll Take TV"

(Continued from Page 38)

their appearance the way radio does.
There was no doubt in the individual's mind who said rashly. "Oh, I'll take TV. I never listen to radio any more."

With a man questioned as to which medium was running in first place, we got this answer: "It's television for me. I like sports, wrestling, boxing, football, all of them. That's the reason I bought my set. You can't see it on radio."

A lady viewer knows which she prefers, but also admits it is a temptation she can't resist at times. She puts her video set first because "You see what's going on. But I'd better take radio when I'm home during the day. Like the day I watched the Rose Parade and forgot to get my dinner ready... that's when I should have preferred radio."

"I'll take TV because it's more entertaining... more revealing." This is what a gentleman viewer had to say. An office girl behind a typewriter expressed her viewing advantage this way: "I'll take TV. Seeing to me is the most important of our senses."

A man whose daily life is spent in and out of the entertainment world said he preferred television because it has "better over-all entertainment potential." One young lady's reply was. "It's TV for me, because it's more complete. You can hear and see at the same time, that's why TV has it all over radio."

Seven Stations West
(Continued from Page 41)

by the government when the AFRS program was initiated, is the main transcription outfit whose studios and equipment are utilized, making the discs sent out each month. Also turning out a portion of the forty-thousand-a-month quota is the C. P. MacGregor lab.

Reluctant to admit any diminishing of activity since World War II, AFRS workers do agree that, since the onset of the Korean crisis, they have an ever-growing list of artists who eagerly await the opportunity to entertain our armed forces, no matter how remotely.

Successfully and continuously catering to the largest radio audience in the world, Armed Forces Radio Services, the voice heard around the globe, is "America" to ninety million listeners.

Entertainment... more revealing." This is what a gentleman viewer had to say. An office girl behind a typewriter expressed her viewing advantage this way: "I'll take TV. Seeing to me is the most important of our senses."

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ALL IS PEACEFUL ON THE DOMESTIC FRONT when Anne Seymour (center), wife "Lily," serves as arbiter between husband "Edwin" (Monty Woolley) and maid "Agnes" (Pert Kelton) in the NBC comedy-satire about a radio actor, "The Magnificent Montague." It seems that "Uncle Goodheart" (Woolley) isn't always his serene and kindly self away from his fictional microphone.

March 23, 1951
1. There’s fun for everyone on KTTV’s “HOLLYWOOD STUDIO PARTY” each Monday through Friday. Emcee JACK WHEELER keeps the show rolling at a fast, laugh-studded pace. JACK MEAKIN gives with the music, and ANITA GORDON joins in the songs. (Rothschild photo.)

2. Without a Mandarin costume, KECA-TV’s BILL GWINN helps two contestants enact a scene and song that changed the course of their lives, on “IT COULD HAPPEN TO YOU.”

3. Pretty CANDY MCDOWELL, popular co-hostess of many of the TV airshows, is now seen with PETER POTTER on his late-night KTSI show.

4. “PRINCESS SUMMERFALL WINTERSPRING,” new puppet introduced on KNBH’s “HOWDY DOODY SHOW,” wears a feminine good-luck necklace representing the four seasons. But the Texas-drawling heroine of the muppet show possesses a rare streak of the tomboy and won’t take any sass from any other pint-sized players.

5. The one with the suit on is DICK LANE, TV favorite from KTLA. The becurled, hands-on-hips fellow with him is LORD BLEARS, wrestler and personality whose fans are legion and loud whenever he appears in a match.