Bearded Badmen of the Ring?
A Special Feature
By Jules StrongBow

See Page 34

Cathy Lewis:
‘Who Am I?’
Answer on Page Three

Irene Dunne:
‘I Was Persuaded...’
Story on Page 5

Billie Burke:
‘I’m Out in the Open’
Story on Page 39
WHEN CBS's SUDS ER "Hilltop House" takes to the air, Jan Miner is "Julie," orphanage supervisor. Off mike she is a week-end farmer.

BUD COLLYER ADMITS to having fun as quizmaster of NBC's "Break the Bank." This is the show's fifth year on the air.

MERCEDES McCAMBRIDGE, who plays "Martha Ellis Bryant" on ABC's dramatic series "Defense Attorney," as she was caught in an informal mood.

KBIG, CATALINA'S NEW RADIO STATION, is the first new radio station in the West to go on the air using "45" discs on platter sessions. Carl Bailey, "world's tallest disc jockey," is shown here with other KBIG deejays (left), Gene McGehee and John Haradon.

SEEN ON THE RADIO SCENE

TV-RADIO LIFE
(Formerly Radio-Television Life)

Published Weekly at Los Angeles, California. Business and Editorial Offices: 6361 Selma Ave., Los Angeles 38 (Hollywood Station), California. Phone HIlleide 9575.

THIS PAGE

EDITED BY: Evelyn A. Beishy, Editor

Page Two
DON'T LIKE being only Jane Stacy ... it robs me of my personality," exclaims perplexed Cathy Lewis, CBS co-star of "My Friend Irma." Television has done her "wrong."

What heretofore has been primarily the guilt of motion pictures is now shared by television. It is guilty of casting an actor in the same stereotyped role, frustrating his versatility and submerging his identity. Although Cathy has played "Jane Stacy" on radio for about five years, it's far less time-consuming than television. Rehearsing for a weekly live television show leaves barely time for "Irma" radio rehearsals. Gone are the days when Cathy could satisfy her creative talents by accepting dramatic roles in both radio and motion pictures. "It's like involuntary putting all your eggs in one basket," comments Cathy.

Cathy plays "Jane" so convincingly that people almost expect her to affect Stacyisms off-camera. "Jane Stacy is much sharper, wittier, and more cynical than I," explains perplexed Cathy, "yet somehow people expect me to mirror her personality. That's what happens when you've played the same role for such a long time," she sighs.

Prior to Cathy's soloistic portrayal she had been a successful vaudeville performer, a band singer, and a motion-picture, stage and radio actress. She is married to CBS radio director-producer Elliott Lewis. They have collaborated at the microphone, having written several outstanding radio shows and having recorded two Columbia albums.

They love to entertain informally at home; night clubs and crowds no longer interest them. They have a joint fan club ... to the best of our knowledge the only one in Hollywood. The "Cath-Ells" are almost ten years old and their loyalty increases with the passing of years. Cathy's hobby of interior decorating has almost reached avocation proportions. She spent the past year furnishing their Provincial English home in Beverly Hills. "Elliott is a better cook than I," admits Cathy, "but I at least know a piece of authentic Wedgwood when I see it."

If auburn-tressed Cathy is perplexed about being TV-type-cast, she is also aware of its pleasanter aspects. Though it still seems strange, she is thrilled with the "public" recognition. "It's fun to step into a cab," she says, "and get that raised eyebrow of recognition from the driver. It happens in restaurants, on the street, in theaters. I love it ... but, of course, all hams do."

August 1, 1952
Roller Derby: All Sports Rolled Into One!

By Ted Hilgenstuhler

The Derby has hit Hollywood. Not the Kentucky Derby, nor the Brown Derby, nor the English "Derby," it's the Roller Derby, one of America's newest, fastest, and most dangerous pastimes.

The speeds were in Long Beach from June 27 until July 20. From now on, until August 17, the Westerners and the Panthers will be making nightly appearances at the Pan Pacific Auditorium.

An entire book can and should be written about this new sport. Here are some of the highlights.

Derby Dope

Strictly American, Roller Derby was originated by Leo A. Seltzer in Chicago in 1935. From the mid-30's to the war, "Father" Seltzer had a tough time selling his baby. Then TV came along.

In one full year before video, Roller Derby attracted 470,000 fans and had a gross gate of $50,000. In only the first five months after telecasts began, the roughhouse rollsters drew 650,000 and grossed well over $700,000. Contrary to the howl raised by other promoters, this was a sport that millions not only watched at home, but also went out to see for themselves.

KTLA Covers

The regular roller season is held back East from October until June. The current World Champions are the New York Chiefs.

All winter long, KTLA, Channel 5, shows films of the campaign. Comes the summer time, two "All-Star" teams (The Westerners and The Panthers) get together for a jaunt to the Pacific Coast. They've been doing this since 1937, and each year public interest—and the gate receipts—increased. As always, KTLA is on hand to bring all the "live," speedy action right into your own parlor.

Popular With Women

Roller Derby, like wrestling, has some sort of strange fascination for the women viewers. Even the quiet, domesticated type have been known to howl and scream at the rough-and-tumble antics.

Another oddity, as pointed out by Elmer "Elbows" Anderson, one of the game's all-time greats, is that "Roller Derby is really all sports rolled into one."

It requires the brawn of boxing and wrestling, the coordination of baseball, the stamina of track, and, of course, the skating speed of hockey.

Give the sport a try some night—either by watching KTLA or by taking advantage of TV-Radio Life's special fifty-cent reduction offer and going to the Pan-Pacific Auditorium.

If your family physician checks your blood pressure and your ticker, you might even try both of these.

August 1, 1955
She Needs TV Like A Hole in the Head
But TV Needs Her and More Like Her
By Arlene Garber

She also remarked on the video production accommodations. "I didn't expect to find such efficient wardrobe and make-up facilities. And it was most stimulating to be a part of the enthusiasm that exists with the television crew and cast."

In her sketches as hostess, Miss Dunne plays everything from tragedy to whimsy in the opening skits. She is a door-to-door salesman, an immigrant applying for citizenship, a night-club-hopping gossip columnist who travels with a chimpanzee, a newspaper woman and a society matron touring Singapore.

Before TV
Long before video moved into our lives, Miss Dunne started her career in New York as understudy to Peggy Wood in "The Clinging Vine." A season with the St. Louis Municipal Opera Company followed and then she returned to New York, where she was selected by the famous Florenz Ziegfeld to play Magnolia in "Show Boat." Some of her best-remembered films are "Cimmaron," "Love Affair," "Back Street," "Roberta," "I Remember Mama" and "The Mudlark." Her latest role is in "It Grows on Trees."

Show business is only one part of Irene Dunne's life. She is married to Dr. Francis Griffin and the mother of a seventeen-year-old daughter. Mary Frances. Most of her spare time is given to active work with civic and charitable organizations. She has been chairman of the National Women's Committee of the American Heart Association and a national vice-chairman for the Red Cross.

In 1949 she was awarded the Lazare Medal at the University of Notre Dame, which is the highest honor to be accorded an American Catholic layman. She has also received a citation from the National Conference of Christians and Jews for her contribution to inter-religious unity.

When she is away from the video cameras she spends her time with her husband and daughter in their French Provincial style house in Holmby Hills.

About her home life she said, "Our home is headquarters for Mary Frances's teen-age friends. It's great having a gang around, except when the TV goes dark. We were video-less for two days recently and the house was gloom." Maybe the pioneers in television think Miss Dunne was slow in entering the new medium, but she admits now that she will always be a part of it.

"Before I finished doing the prologues on the Schlitz series I was convinced," she said, "it's here to stay."
CLOSE-UPS ON KNBH

HANDSOME JEROME THOR plays the part of foreign correspondent "Robert Cannon" on KNBH's "Foreign Intrigue" series seen every Sunday evening at 9:30.

AN ON-THE-SCENE VIEW of production during "Foreign Intrigue," the exciting series made entirely in Europe. Sheldon Reynolds writes, produces and directs.

SYDNA SCOTT, AS "HELEN DAVIS," carries on a friendly rivalry with "Cannon" in their European adventures. She, too, is from Broadway theater.

EDITOR CARL SCHROEDER INTERVIEWS movie stars and gives filmland chatter on KNBH's informal 1:00 p.m. Sunday "Hollywood Hour." Lovely Anita Louise is hostess. Below, a co-star of "Paule," young Tommy Rettig and his dog visit with Anita and Carl. Left is Mrs. Rettig. (NBC-Smith photos.)

INSET, ANITA LOUISE. THE SETTING for "Hollywood Hour" is the beautiful terrace of Los Angeles "Town House," and weekly fashion shows featuring top models and styles, swimming exhibitions in the luxurious pool, and different fascinating guests help make the show a delightful behind-scenes Hollywood peek.

You'll See More on Channel 4
In & Out of Focus (General Comment)

Heard Around the Row

The station reports that a Mr. Wilbur Pennington of Liberal, Kansas, writes that he has been watching KNBH programs from 10:00 a.m. to 1:00 p.m. every day. We wonder what he does every day after 1:00. Go to work? CBS-TV's "Life With Luigi" will be on the air this September, with J. Carroll Naish, the radio "Luigi," playing the title role. You bought more TV sets this June than you did last year, with the Conventions credited. And as of June 30, the grand total of TV set distribution in the Los Angeles area, is 1,287,505. The Electric League keeps tabs, and they estimate saturation at seventy percent, which means only three out of ten families do not have a set. If you have noticed Bob Mitchell, organizer on Bill Stuio's daily KNBH "Parlor Party," wearing a mask, it's not a matter of hiding. Bob had his nose bobbed. In a week there will be a great unveling and much excitement over the new creation, or the new Mitchell?

Jolted Back to Radio

The big Los Angeles earthquake wasn't funny. And it's been milked pretty dry by this time. But we must recount one comical tale. A CBS publicist who lives in the Valley rushed from her home to a neighbor's comforting, lighted home after the shock. The man of the house was crouched in front of his TV set, nervously twisting dials and mumbling, too frantic to emerge in the picture as he ordinarily would. After watching this bumbling for a minute or so, the by-now amused visitor suggested, "Why don't you turn on the radio?"
The video slave turned a puzzled face around. "Radio?" Then, "Oh... radio!" and scuttled for the set. He got sound right away.

... and Pursuit of TV!

A civics teacher in a Brooklyn high school recently quizzed her new students to determine what they knew of certain historic American documents. She asked the class to identify the origin of "life, liberty, and the pursuit of happiness." Almost in unison they chorused, "Mr. District Attorney!"

"The long-popular radio show, now an ABC-TV program, opens with the familiar statement, 'Guardian of our fundamental rights of life, liberty, and the pursuit of happiness.' Small fans, weekly indoctrinated in this, logically remember it better than the once-or twice-a-school-year Constitutional Identification.

Had the teacher asked her charges to name the country's most prominent law-enforcement officer. J. Edgar Hoover would probably have come out a poor second to "Mr. D.A."

Big TV Plans

John H. Poole, energetic operator of radio station KBIG, recently disclosed that he is applying to the FCC for authority to build five count 'em five TV stations in California. One, which he envisions may become the most powerful TV station in the world, is for L.A. Proposed frequency, ultra-high frequency type, would be Channel 22. Fresno, Bakersfield, Stockton and the Monterey-Salinas area are the other locations Poole seeks.

Poole is currently operating KN2XAZ, an experimental ultra-high-frequency TV station.

Contents

FEATURES

Seen on the Radio

Scene

Who Am I?

Roller Derby

She Needs TV Like a... Hole in the Head

Around the Wrestling World

Will You Find Your Love at the Derby?

From Vaudeville to Video

"I Was a Communist for the FBI"

Billie Burke: Cheerful

Little Eyeful

Dick Whittinghill

NEWS

Ear, Eye Inspire

Flicker Foes

On the Ball

Pick of the Pies

Radio Precasts

Radio in Japan

Radio Program Finder

This Week in TV

Trick 'n Treats

TV Program Finder

TV Preview

Wrestling

We View With Alarm

... What seems to us a tendency on the part of that good-looking drummer-beater for beer during a mid-week early evening show, as an attempt to let himself sound more like "the Kingfish" than like the capable announcer he is! Down and down go the tones, until we expect "Andy" himself to pipe an answer.

The length and number of commercials on a late-at-night movie. Between parades of cars we were one night able to follow the picture's plot, but it wasn't easy. Later we discovered the same movie is shown next morning, on the same channel.

Off Lens (Personalities)

Died for Romance

By this time, probably everyone who enjoys "entertainment" has seen capable Raymond Burr. One of the busiest actors around, he has given multitudinous performances in radio, television, films and stage.

Early Burr fans remember him as an obese "heavy," as loaded with talent as with menace. Then suddenly Burr appears as a handsome, streamlined, but still savage menace of another kind. A romantic threat was born. As he discarded his poundage, his career underwent this curious change.

"In radio, after the 'Lost Horizon' role, with few exceptions, I played romantic leads, since the audience couldn't see the figure behind the voice." But now that I've gone to all the trouble of dropping from 330 to 190, all I get in radio are heavy roles. "Just the opposite is happening in films. Since I've thinned down, TV and movie directors are beginning to see me in another light. For exam-

(Place Turn to Page 9)
**“Mercedes Gaffney’s Kitchen”**

all new...

every weekday!

1:00-2:00 P.M.

**KECA-TV**

ABC Television Channel 7

---

**HOTEL Miramar**

**AND BUNGALOWS**

Overlooking the Blue Pacific where Wilshire Boulevard Meets the Sea...
Luxurious hotel guest rooms, apartments, charming bungalow suites — all with bath. Private swimming pool... Attractive dining room... Dancing nightly in lovely Garden Room... Unique Mirabar. Delightful resort atmosphere and excellent service. Ample free parking.

**SINGLES** FROM $8.00 TO $15.00
**DOUBLES** FROM $10.00 TO $25.00

"A MASSAGLIA HOTEL"

ON THE PALISADES
BY THE SEA

SANTA MONICA, CALIFORNIA
This Week in TV—Continued

ple, I play Frank Sinatra's rival for Shelley Winters' affections in the soon-to-be-released 'Meet Danny Wilson.'

"This shedding of over 130 pounds has been a boon in more ways than one. I'm able to get closer, both literally and figuratively, to the gorgeous actresses in both film and TV sequences!!"

On Lens (About Studio Happenings)

Commercial Record

While the four stations carrying the Democratic Convention vie to carry fewer commercials than one another, a certain enterprising young lady of radio-television row is scratching around to set a record of most commercials done in a week.

And she's set a record. Gypsy, small white Sealyham whose camera presence seems to act like a sterling endorsement among viewers, hied herself among sixteen commercials on four stations in one week! Sharing her wags were KHJ, KECA-TV, KTTV and KNXT.

Still Tops With You

Know what you watched most last month? Just about the same thing you watched most the month before! ARB-Teleque rates "I Love Lucy" first, then Red Skelton, Burns and Allen, Spade Cooley, "Dragnet," "Frosty Frolics," "New York Squad," "Comedy Hour," "All-Star Revue" and "Star Theater."

MEGLIN REVUE
"Cradle of Stardom"
5:30 P.M. Saturday
KLAC-TV CH. 13

AUGUST 2
Information Received From Stations Subject to Last Minute Change

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>KNX</td>
<td>Bingo</td>
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<tr>
<td>11:00</td>
<td>KNX</td>
<td>Bingo</td>
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<tr>
<td>12:00</td>
<td>KNX</td>
<td>Bingo</td>
</tr>
<tr>
<td>1:00</td>
<td>KNX</td>
<td>Bingo</td>
</tr>
</tbody>
</table>

See Page 17 for Movie Titles

7 Stu Erwin Show—30m.
8 Date With Judy—30m.
9 News—10m.

5:40 9 Feature Film—90m.
5:00 4 Learning ‘52—30m.
4 Youth Wants to Know—30m.
5 Man's Best Friend—Pots—30m.
7 Paul Whiteman TV Club—M—30m.
8 All Star Summer Revue—60m.
3:50 2 Whirling Wizard—30m.
4:00 4 Fearless Fosdick—30m.
5:00 4 Cowboy Thrills—Movie—60m.
6:00 7 Western Film—60m.

13 Meglin Revue—15m.

Famed Meglin Kiddies parade their talents before the TV cameras.

5:45 13 Hitching Post—45m.
5:55 11 KTV News—5m.
6:00 2 Saddle Tales—60m.
6:15 2 Dance Band Party—M—60m.
6:30 3 Late News—30m.
7:00 5 Tim McCoy Film—60m.
7:30 7 Space Patrol—30m.

SUNDAY TV LOGS

10:00 2 Feature Film—60m.
11:00 7 Feature Film—75m.
12:00 8 Charlie Wild—Drama—30m.
13:00 8 Man Hunt—30m.
14:00 5 Final Edition—15m.

REQUEST DEPARTMENT

The countless requests from tourists for tickets to see the half-hour Campbell funfest, Walker O'Keefe's "Double or Nothing," reveals that the average studio audience is from more than twenty-six different states and seven foreign countries.
TV-RADIO LIFE

AUGUST 3

7 Beulah—30m.
8 Film—30m.
11 Johns Hopkins Science Review—30m.
    "The Warm Turns"
7:20 9 KHJ-TV News—10m.
7:30 8 What's My Line—M—30m.
    Moderator: John Daly
    Panel: George Booth, Don Barry, King".
4 Summer Theatre—M—30m.
    "It-Plus," story of a great grandmother
    whose age has not withered nor custom staled.
5 "The Movies"—90m.
    Brought to you by Barbara Ann
    and Star Kist Tuna.
7 Lone Ranger—30m.
11 Feature Theatre—11/4 hrs.
    13 Film Playhouse—90m.
8:00 2 TV Jockey Club—30m.
4 The Big Payoff—60m.
    Popular quiz show with Randy
    Merriman and Bev Myersson.
7 Drew Pearson—15m.
8 Canine Corner—30m.
8:15 7 Feature Film—75m.
8:30 2 It's News to Me—30m.
8:45 3 Dragnet—30m.
9:00 2 Toast of the Town—60m.
    Ed Sullivan, with guests Roger
    Price, Pennescola Navy Choir,
    Marlo abundant, Maurice Callahan acrobats.
4 Boston Blackie—30m.
    Starring Kent Taylor, Lois Collier,
    and Frank Ors.
5 Bandstand Revue—60m.
8 Television Playhouse—60m.
13 Horace Heidt—15m.
    With His Youth Opportunity show.
9:15 11 Kolka Pandit—30m.
9:30 4 Foreign Intrigue—30m.
7 Straight From Shoulder—30m.
    Forum Panel Discussion Moderated
    by Dr. James W. Friel, Jr.
13 Movie of the Week—90m.
9:45 11 Roller Hockey—90m.
    Bill West from Bedford Skating
    rink.
10:00 2 Bachelor's Haven—30m.

4 First Time Voters—30m.
    Democracy at Work with Modepa-
    tor Paul Pierce.
5 Magazine of the Week—60m.
7 Hour of Decision—15m.
10:15 7 Feature Film—60m.
10:30 2 KNXT News—30m.
4 Cinema Carnival—60m.
8 Rocky King, Detective—30m.
11:00 2 Eleven O'Clock Movie—60m.
5 Final Edition—15m.
8 Racket Squad—30m.
13 Late News—15m.
11:05 13 Owl Movie—60m.
11:15 5 Tele-Vespers—30m.

TV'S TOP PICTURES

THE MOVIES CHANNEL
SUN.
KTAL 5
7:30 pm

PRESENTED
By
Barbora Ann BEARDO and Star-Kist Tuna

SUNDAY TV LOGS

Information Received From Stations Subject to Last Minute Change
G Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

8:15 7 Inspirational Hr.—60m.
9:15 7 Religious Film—15m.
9:30 7 Inspirational Hr.—60m.
10:15 9 Film Featurette—15m.
10:30 4 Frontiers of Faith—30m.
7 Western Movie—60m.
9 Church in the Home—60m.
10:45 2 Comedy Film—15m.
10:55 1 KTTV News—5m.
11:00 2 Feature Film—60m.
4 Super Ghost—30m.
5 In God We Trust—60m.
7 KTTV pays homage to different
8 Frontiers of Faith—30m.
11 Great Churches of the Golden
West—60m.
13 Hitching Post—60m.
11:15 7 Sagebrush Theatre—60m.
11:30 2 Mid-Day Movie—60m.
4 Cinema Carnival—90m.
8 Western Theater—60m.
9 Film Featurette—20m.
11:50 9 News—10m.
12:00 2 Film—30m.
5 Movie theater—60m.
9 Sunday Feature—75m.
11 Film Featurette—15m.
13 Hitching Post—60m.

See Page 17 for Movie Titles

12:15 7 Tootsie Hippodrome—15m.
    Highlighted are Bert Dero, slack-
    wire artist and aerialist Bert Con
    dine.
11 Polyzoa, Foreign Editor—15m.
12:30 2 8 Candy Carnival—30m.
7 Faith for Today—30m.
11 Garden Chats—30m.
1:00 2 Film—30m.
4 Hollywood Hour—60m.
9 Anita Louise from the Town House.
5 Western Feature—60m.
7 The Chimps—15m.
11 One to Live—In—30m.
1:15 7 'Blake of Scotland Yard'—15m
9 Dogtown Dope—10m.
1:25 9 Baseball Game.
    Oakland at Los Angeles.
1:30 2 Film—30m.
7 "Hurricane Express"—15m.
8 Let There Be Light—30m.
11 Film Featurette—30m.
13 Sunday Matinee—90m.
1:45 7 Mirandy's Garden Shop—15m.
7 Timely garden advice and Flower-
    of-the-Week.
2:00 2 Film—30m.
4 Mr. Wizard—30m.
5 Twin Movies—60m.
7, 8 Super Circus—60m.
11 770 on TV—30m.
    Series on controversial and interna-
    tional problems.
2:30 2 Lion Takes My Feet—30m.
    "The Creation.
4 Sky King—30m.
11 United—Or Not?—30m.
    Guest: Joseph L. Seer, chief of Cana
    dian delegation of the UN Economic
    and Social Council.
8 Mermaid of the Bee Bank—30m.
9 Major League Roundup—10m.
3:40 9 Doubleheader Doings—10m.
3:50 9 Baseball—2nd Game.
4:00 2 Film—30m.
4 Home Building Clinic—30m.
    With emcees Jim Bloss.
7 On Trial—30m.
8 Reserve—30m.
4:15 13 Sunday Matinee—60m.
4:30 2 Your Lucky Clue—M—30m.
    Mystery Quiz with Enore Basil
    Battele.
4 Castle of Dreams—30m.
7 Santag—Bill Russia.
5 The Comics—60m.
7 Buster Keaton Comedy—30m.
8 Your Lucky Clue—30m.
5:00 2 Five O'Clock Theater—60m.
4 World Big—90m.
5 News Review of the Week with Don
    Hickies.
7 Kellowst Western Theater—60m.
8 The Big Payoff—60m.
11 Public Serv. Film—30m.
5:25 13 Late News—5m.
5:30 9 Zoo Parade—30m.
    A tour of Lincoln Park Zoo taking
    in flamingo, pelican, crow, crane,
    turtles, gese and other water birds.
5 Flash Gordon—Juvenile—30m.
11 Bamboozle—30m.
7 Children's Panel Show emceed by
    Wally Sherwin.
13 Wrestling Workouts—2 hrs.
6:00 9 Information Please—M.
11 Panel show with Cliffon Fadiman.
    Guest: Dr. Gladwyne Jeff.
4 Goodyear Theatre—M—60m.
9 Wild Bill Hickock—30m.
    Starring Guy Madison & Andy De
    Syl.
7 California Life—30m.
9 Movietime—80m.
11 Cavalcade of Stars—M—60m.
6:30 2 Break the Bank—30m.
    Popular giveaway show with Quiz
    master Bert Parks and guest.
5 Eastside Kids—60m.
7 Hot Seat—30m.
9 KMBT-TV News Room—30m.
7:00 9 Celebrity Time—M—30m.
4 Reserve—30m.

Page Ten
THOR GLADIRON, GENUINE Mexican RELAXACIZOR-$90.00. FOR SALE MILADY'S WARDROBE SERVICE. ARE EASY JAMES EDMUND RATES:
Phone: ORchard
alterations
Delivered.

ARE YOU so worried that you can't see the tree for the forest? Tell your troubles in strict confidence to a friendly understanding person. I have faced most life's problems, but am not a doctor, hypnotist or fortune teller. Remember, every situation has an answer. Let me help you find it. Send complete details in first letter, enclose two dollars with your mailing address. Box 10, TV-Radio Life.

SPECIAL SERVICES
MILADY'S WARDROBE SERVICE. Repair, alterations—increase your wardrobe. Called for. Delivered. WHitten 6-896.

FOR SALE
RELAXACIZOR—$30.00. Perfect condition. Phone: ORchard 2-622.

GENUINE Mexican Jumping Beans, guaranteed to jump 25 for $1. Westward Ho, Encinitas, Calif.

THOR GLADIRON, never used, retails $25. Best offer over $40 gets it. Terms: ORchard 2-101.


Hit a Jack-Pot in Prizes and Surprises on "Bill Stulla's Parlor Party" Monday through Friday, 2 P.M.

TV House Calls 
$3.50
Including Parts!!!

With renewal factory parts warranty $15.00 per year.
Hudson 2-3341
DAY OR NIGHT
Television Industries, Inc.
4031 Wilshire Blvd.
Los Angeles 5, California

DAILY ON KNBH
Bill Stulla
2:00-3:00 P.M. 11:50-12 Noon
Monty Margrett

See Super-Charged Glamor Of America's Greatest City on "MATINEE IN NEW YORK" Monday through Friday, 1 P.M.

See Page 17 for Movie Titles

Monday—Friday TV 9:30 A.M. TO 5 P.M.

9:30 4 Cinema Carnival.
10:15 8 Film Short—15m.
10:30 8 Strike It Rich—M,W,F.
11:00 2 Women Are Wonderful—M,W,F.
11:15 2 Comedy Film—M,Tu, Th., F.
11:30 2 Mid-day Movie Theatre—60m.

4 Monty Margetts—30m.
4 Johnny Dugan Show—M
8 Search For Tomorrow.
11:45 8 Egg and I—M,W,F—15m.
12:00 4 The Big Payoff—M—30m.
12:15 2 Film—M—30m.
12:30 2 Summer Session.
12:30 7 Public Serv. Film—20m.
12:45 2 Guiding Light—15m.
12:55 7 News Summary—5m.
1:00 2 Garry Moore Show—

4 Montine in N.Y.—60m.
7 Mercedes Gaffney’s Kitchen—60m.
8 TV University—30m.
1:15 2 On Location—10m.
1:25 9 Suspects Wanted—M—5m.
11 KTTV News—5m.
1:30 8 Egg and I—Tu, Th.—15m.

11 Marjorie Heid’s Kitchen—60m.
1:40 9 Suspects Wanted—Tu—F.
1:45 2 Movie Matinee—Tu—F.
2:00 2 Guiding Light—15m.

4 Parlor Party—60m.
An hour of laughter and fun with Emce Bill Stulla.

TV-RADIO LIFE
AUGUST 1, 1952

CLASSIFIED

RATES: 30c per word per insertion. Minimum 10 words. All ads payable in advance. No charge for box number, replies forwarded daily. DEADLINE: Friday, noon for last box sale following Wednesday. Free checking copy to advertisers.

PERSONALS

PROFESSIONAL COSTUMES—radio, television, stage. Fine custom tailoring. WHitten 9-1906. 36 N. La Brea.


EASY SPANISH—shows you how to speak Spanish with English words in a rapid, fun-to-study manner. It’s easy—it’s sure to you postpaid for only $1.00. Order today, Easy Spanish, 341 Lucerne, Hollywood 4, California.

SPIRITUAL COUNSELOR—Love, money, health and personal problems solved by this gifted healer. Personal astrology. Occult students welcome. GET THE FACTS, Rev. George R. Downing, Christian Mystic, 2907 Laurel Place, South Gate. Phone: LUcas 4463.

ARE YOU so worried that you can't see the tree for the forest? Tell your troubles in strict confidence to a friendly understanding person. I have faced most life's problems, but am not a doctor, hypnotist or fortune teller. Remember, every situation has an answer. Let me help you find it. Send complete details in first letter, enclose two dollars with your mailing address. Box 10, TV-Radio Life.

SPECIAL SERVICES
MILADY'S WARDROBE SERVICE. Repair, alterations—increase your wardrobe. Called for. Delivered. WHitten 6-896.

FOR SALE
RELAXACIZOR—$30.00. Perfect condition. Phone: ORchard 2-622.

GENUINE Mexican Jumping Beans, guaranteed to jump 25 for $1. Westward Ho, Encinitas, Calif.

THOR GLADIRON, never used, retails $25. Best offer over $40 gets it. Terms: ORchard 2-101.


NEED SOMETHING?
SEE THE WANTADS!

Cloak and Dagger Thrills
Filmed In The Great Cities of Europe
on "FOREIGN INTRIGUE"
Sunday, 9:30 P.M.

The Spirit of Democracy
Makes Hot Political Debate
on "FIRST-TIME VOTERS"
Sunday—10 P.M.

NEED SOMETHING?
SEE THE WANTADS!

Bill Stulla's Parlor Party
Monday through Friday, 2 P.M.

TV House Calls

$3.50
Including Parts!!!

With renewal factory parts warranty $15.00 per year.
Hudson 2-3341
DAY OR NIGHT
Television Industries, Inc.
4031 Wilshire Blvd.
Los Angeles 5, California

DAILY ON KNBH
Bill Stulla
2:00-3:00 P.M. 11:50-12 Noon
Monty Margrett

See Super-Charged Glamor Of America's Greatest City on "MATINEE IN NEW YORK" Monday through Friday, 1 P.M.

TV-RADIO LIFE
AUGUST 1, 1952

CLASSIFIED

RATES: 30c per word per insertion. Minimum 10 words. All ads payable in advance. No charge for box number, replies forwarded daily. DEADLINE: Friday, noon for last box sale following Wednesday. Free checking copy to advertisers.

PERSONALS

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on "FIRST-TIME VOTERS"
Sunday—10 P.M.
MONDAY TV-LOGS

See Page 17 for Movie Titles

See Page 11 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

Information Received From Stations
Subject to Last Minute Change
M Indicates Microwave
K Indicates Kinescoped

5:00  2. McCay Wild West Cont’d—
45m.
4 Up to Peer—30m.
6 Guinn Zukack Peer—30m.
5 Playcrafters Club—25m.
7 Al Jarvis, Cont’d—30m.
8 Matinee in New York—15m.
9 News; Gene Norman Cont’d—
45m.
11 Billie Burke at Home—30m.
13 H’wood on TV Cont’d—30m.
5:15  6 Did Ja Know?—15m.
5:25  5 Program Preview—5m.
5:30  4 Howdy Doody—Juvenile—30m.
5:45  3 All’l in Tent Show—15m.
5:52  2 Magic Trolley—15m.
6:00  1 Cartoon Time—30m.
6:15  1 Punchline—30m.
6:30  0 Big Town—Drama—K—30m.
6:45  1 Adventures of Patchers—15m.
7:00  0 Adventure Time—30m.
7:15  9 Action Theatre—60m.
7:30  11 Welsh at the Airport—30m.

TV-RADIO LIFE

AUGUST 4

9 Baseball Roundup—15m.
4 "Those Two"—15m.
7 Starring Martha Stewart and Pinky Lee.
5 Film Featurette—30m.
7 Kit Carson—30m.
8 People in the News—15m.
9 Paul Whiteman—15m.
7:45  8 Johnny Walker—15m.
9 Camel News Caravan—15m.
8 With John Cameron Swayze.
7:54  7 Arden Varieties—10m.
8 Jerome Robbins—5m.
8:00  2 Doug Edwards—News—
9:15  15m.
9 Coast to coast newscast from N. Y.
3 Quiz Kids—30m.
5 Dixie Showboat Revue—60m.
7 "Captain" Dick Lane and Music
6 with Benny Goodman.
7 You Asked For It—30m.
8 Featured are Reelie Ferrell, the
9 "Human Echo," Bert Fisher’s fife
7 and drums, Jack Lane, artist, and a
6 dancing grandma.
8 Jackson and Jill—30m.
9 Movie Express—75m.
11 Front Page Detective—30m.
9 Featured is "The Triangle"
11 Emmaloo and Her Father.
8:15  2 Eddie Arnold Show—M—15m.
9 Popular current hits and folk music
9 by Jimmy Johnson.
13 Million Dollar Movie—90m.
12 Lux Theatre—30m.
9 Angela Lansbury and Muriel Watkins
8 in "Two Pale Horsemen."
9 Voice of Firestone—K—30m.
7 Famous Players—30m.
11 Big Town—30m.
11 Wrestling—2½ hrs.
8 My Little Margie—30m.
8 Patric P. C. and Jane Hall star.
9 Channel 8 Corral—45m.
9:00  2 My Little Margie—30m.
9 Patric P. C. and Jane Hall star.
9:15  2 My Little Margie—30m.
9 Patric P. C. and Jane Hall star.
9:30  2 Files of Jeff Jones—30m.
9 "One for the Money."
9:45  2 Newspaper—30m.
10:00  2 KTTV News—30m.
9 Bill Walsh from the Hollywood
9 League.
10:15  2 KTTV News—30m.
9 Bill Walsh from the Hollywood
9 League.
10:30  2 The Big Picture—30m.
9 "The Thin Blue Line"—30m.
10:45  8 Summer Theatre—60m.
9 with Moderat Police Chief
9 Parker.
11:00  8 Summer Theatre—60m.
9 with Moderat Police Chief
9 Parker.
11:15  2 Peter Potter—30m.
8 "The Thin Blue Line."—30m.
11:30  2 Peter Potter—30m.
8 "The Thin Blue Line."—30m.
11:45  2 Peter Potter—30m.
8 "The Thin Blue Line."—30m.
12:00  2 Midnight Movies—75m.
8 "The Thin Blue Line."—30m.
12:15  10 Jackson’s Theatre—90m.
8 "The Thin Blue Line."—30m.
Ed as "The Handsomest Sports Announcer in Los Angeles."

Turn him on some night and you'll see what I mean.

THE BABE AND BIG AL

Here's a "fitting story" about Big Al Helfer, Mutual's topnotch baseball announcer.

In 1939, while handling the Brooklyn Dodger broadcasts, he was invited to pitch for the Dodgers in an exhibition game. The husky sportscaster (a shade under 300 pounds), a former four-letter man in college, couldn't fit into any of the Dodger uniforms.

Babe Ruth happened to be on the field that day and heard of Al's plight. Remarking that the "big fellows" had to stick together, he produced one of his own Yankee uniforms which fit Al perfectly.

The Babe gave Al the suit after the game, and it is now one of Helfer's most treasured baseball souvenirs. No one (except a guy of Al's stature) could fill the Babe's suit; and certainly no one, at any time, will ever be able to fill The Bambino's shoes.

ANOTHER ROBERTA LINV

Fans of Roberta Linn, the "Champagne Lady," show their admiration in many varied ways. Mr. and Mrs. Hunsinger of Bell Gardens, California, presented her with a namesake... on July 8 the Huntsingers became the proud parents of a bouncing baby girl which they named Roberta Linn Hunsinger... their favorite television star.

STEEN-CRAFT

Bill Steen, associate producer of The Open Road Productions, and Joy Craft of Flint, Michigan, will be married Thursday, July 31, at the First Presbyterian Chapel here in Hollywood. Miss Craft is a former model.

AUGUST 5

See Page 11 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>KNBH</td>
<td>Action Theatre-30m.</td>
</tr>
<tr>
<td>5:45</td>
<td>KNBH</td>
<td>Realtor's Report-15m.</td>
</tr>
<tr>
<td>6:00</td>
<td>KNBH</td>
<td>World News-10m.</td>
</tr>
<tr>
<td>7:15</td>
<td>KNBH</td>
<td>Weather-Gene Bolley-5m.</td>
</tr>
</tbody>
</table>

See Page 17 for Movie Titles

6:15 4 Comedy Klub-40m.
6:30 5 8 Time for Beany-15m.
6:45 8 Howdy Doody-Juvenile-30m.
7:00 7 Cowboy Thrills-Movie-60m.
7:15 11 Guy Runyon-News-10m.
7:30 8 Ralph Toomey-News-30m.
7:45 10 Jack Benny-Comic-15m.
8:00 11 Barbara Stanwyck-60m.
8:15 12 Parson's-30m.
8:30 13 The Singing Detective-30m.

TUESDAY TV-LOGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45</td>
<td>KNBH</td>
<td>Camel News-Caravan-15m.</td>
</tr>
<tr>
<td>8:00</td>
<td>KNBH</td>
<td>Doug Edwards-News-15m.</td>
</tr>
<tr>
<td>8:15</td>
<td>KNBH</td>
<td>Movie Theatre-60m.</td>
</tr>
<tr>
<td>8:30</td>
<td>KNBH</td>
<td>Football-60m.</td>
</tr>
<tr>
<td>8:45</td>
<td>KNBH</td>
<td>Baseball Game-2 hrs.</td>
</tr>
<tr>
<td>9:00</td>
<td>KNBH</td>
<td>Music Hall-15m.</td>
</tr>
</tbody>
</table>

4 Hapalong Cassidy-60m.
5 Movie Theatre-60m.
6 Wrestling-60m.
7 The Ruggles-30m.
8 Doug Dixie-10m.
11 Tuesday Night Movie-60m.
13 Public Service Film-30m.
15 Ten Minute Theatre-10m.
17 NBC Hour-15m.
18 The House in the Tree.

14 "Chimp Lady"-30m.
15 Lynne Bari stars in situation TV comedy involving a career woman's problems in romance. Nicholas Joy and Glenn Langan also star.

16 Ina Roy Hutton-Revue-60m.
17 America Votes Tonight-60m.
18 Front Page Detective-30m.
19 The Plainclothes Man-30m. "Model Secretary."
20 News of the Week-15m.
21 Yesterday's Newsreel-15m.
22 Suspense-30m.
23 Armstrong Circle Theatre-30m. "You're Wiser, " tele-comedy about a baby sitter who cares for infant's father and finds marriage no bed of roses.

24 Chevy Theater-30m.
25 Your Town's Talent-30m.
26 This Is the Month-15m.
27 Olympic Boxing-75m.
28 KNX-10 O'Clock News-30m.
29 Lee Wood and Dan Lundberg.
30 Gruen Playhouse-30m. Ruth Warrick in "The Corner Shopper."
31 Feature Film-60m.
32 The Greatest Fights-15m.
33 Bowling-60m.
34 Art Instruction-5m.
35 Film-10m.
36 2'Fur Fun-15m.
37 Roller Derby-90m.
38 Chance of a Lifetime-30m.
39 Newspaper of the Air-15m.
40 Film-15m.
41 Industry on Parade-15m.
42 Star Time-30m.
43 Ed Lyon-15m.
44 Film Short-15m.
45 Owl Movie-85m.
46 Eloise Salutes the Stars-15m.
47 Eleventh Hour News-15m.
48 Hank Weaver-15m.
49 Mr. District Attorney-30m.
50 George Putnam-News-15m.
51 Beulah-60m.
52 Cinema Carnival-60m.
53 KECA-TV News-5m.
54 Sports Shows-5m.
55 Novelty Hour-10m.
56 Jackson's Theatre-75m.
57 Final Edition-15m.
58 Gypsy and Ted-10m.
59 Jackson's Theatre-90m.
60
See Page 7 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change
\[ \begin{align*}
& M \text{ Indicates New Program } \\
& K \text{ Indicates Microphone } \\
& T \text{ Indicates Kinescoped }
\end{align*} \]

5:00 2 Tim McCoy—Cont’d—45m.
5:30 4 Mayor of Hollywood—30m.
5:50 5 Playwright’s Club—25m.
6:00 7 Al Jarvis, Cont’d—30m.
6:15 8 Matinee in New York—15m.
6:30 9 News; Gene Norman Cont’d
11 Billie Burke at Home—30m.
13 H’wood on TV—Cont’d—30m.
5:15 8 Did Ya Know—15m.
5:25 5 Program News—5m.
5:30 8 Howdy Doody—Juvenile—30m.
5:45 5 Cowboy Thrills—Movie—60m.
6:00 7 Guy Runnion—News—10m.
6:15 8 Space Cadet—K—15m.
11 Cartoon Time—20m.
13 Matching Post—60m.
5:40 7 Hank Weaver—Sports—5m.
5:45 2 Alibi’s Tent Show—15m.
6:00 3 Ricky and Magic Trolley—15m.
6:00 8 Channel 8 Corral—45m.
6:00 2 Strike It Rich—Quiz—M—30m.
4 Adventures of Patches—15m.

See Page 17 for Movie Titles

7 Adventure Time—30m.
9 Action Theatre—60m.
10 Howdy at the Airport—30m.
6:15 4 Komedy Klub—40m.
6:30 2 The Hunter—M—30m.
8 Time for Beany—15m.
7 Space Cadet—K—15m.
11 Sport News—Ed Reimers—15m.
13 KLAC Telepaper—15m.
6:45 5 Handy Hints—Tips—15m.
7 Space Patrol—15m.
8 Newsreel—15m.
11 George Putnam—News—10m.
13 Clete Roberts’ Report—15m.
6:55 4 Elmer Peterson—News—5m.
11 Weather—Gene Bollay—5m.
7:00 2 Blue Ribbon News—M—45m.
4 Laurel and Hardy Comedy—30m.
Title: “Scram”
5 Newsreel—15m.
6:15 7 Gene Autry—30m.
8 Range Rider—30m.
9 Newspaper of the Air—15m.
13 Feature Theater—2 hrs.
13 Invitation Playhouse—30m.
7:15 5 It’s Magic—15m.
Featuring Dell O’Dell, woman magician.
9 Fan on the Street—15m.
7:30 4 “Those Two”—15m.
Starring Martha Stewart and Pinky Lee

AUDIENCE
5 Jungle Adventure—30m.
With Osa and Martin Johnson.
7 Western Film—60m.
8 People in the News—15m.
11 The Big Picture—30m.
War Dept. film.
13 Liberace—30m.
Popular night club entertainer with his piano artistry.
7:45 2 Mel Allen—Sports—15m.
4 Camel News Caravan—15m.
With John Cameron Swayze.
8 Arden Varieties—10m.
7:55 5 News—5m.
8:00 2 Doug Edwards—News—15m.
4 Dick Tracy—30m.
“The Egyptian Mummy Case”
14 Fuzzy Frollicks—60m.
Artistry on ice from the Pasadena Winter Garden, with Nancy Strand’s orchestra, and vocals by Roberta Lynn.
8 Arthur Godfrey—K—60m.
9 Dugout—Quiz—10m.
13 The Big Picture—30m.
9:00 7 Baseball Game—2 hrs.
Hollywood—60m.
11 Eddie Arnold Show—M—15m.
9 Football Game—45m.
8:30 2 Who’s There—30m.
Arlene Francis enacts new quiz show, “Roger Price and Nancy Chaffee.”
7:30 7 Let’s Go Dancing—30m.
Emulation from the Hollywood Palladium. Ray Anthony and his orchestra.
11 Fishing’s Fun—30m.
13 The Big Picture—30m.
7:00 2 Arthur Godfrey’s Friends—K—60m.
4 Kraft TV Theater—60m.
5 Movie Theater—60m.
7 Feature Film—60m.
8 Wrestling—90m.
14 Buddy Martin’s Show—60m.
A tuneful, laugh-loaded TV variety show, slated to each member of the audience.
13 Kelimentor Carnival—75m.
10:00 2 KNXT 10 O’Clock News—30m.
Lee Wood, Dan Lundberg and Grant Holcomb.
8 Ask Me Another—60m.
Sports quiz panel show.
5 City at Night—Info—60m.
Camera Tour of Interesting Spots In Los Angeles.
7 Adv. of Ellery Queen—30m.
11 Amateur Boxing—60m.
Bill Welsh from the South Gate Arena.
10:15 3 Ed Lyon—News—5m.
10:20 2 Owl Movie—70m.
12 Man of the Week—30m.
4 Star Salon—30m.
7 Famous Americans—20m.
8 The Big Picture—30m.
9 Newspaper of the Air—15m.
10:45 9 Star Time—10m.
7 Travel Time—10m.
10:50 2 “Chronoscope”—K—15m.
Discussion of phases of current hit show.
Guest: Major Alexander P. de Evereux.
4 Eleventh Hour News—15m.
5 Final Edition—10m.
5 Hank Weaver News—15m.

WHAT’S NEW

Saturday, August 2—“NAVY NEWSBRIEFLY” (9), 1:30 p.m. A new Navy TV show, seen each Saturday, featuring both filmed combat interviews and news stories with military personnel here at home.
Monday, August 4—“UP TO PAAR!” (4), 5:00 p.m. A comedy-quiz show with Jack Paar questioning studio contestants on leading wire stories taken from the top newspaper coverage of the day.

WHAT’S BACK

Thursday, August 7—AL PEARCE SHOW, (9), 6:30 p.m. Al’s popular show is back on CBS-TV’s new Thursday night half hour which alternates with Burns and Allen.

WHAT’S SPECIAL

Friday, August 1—“WITHOUT FEAR” (11), 8:30 p.m. A dramatic documentary shot at the San Quentin State Prison, first actual inside the prison with actual settings. A prisoner and prisoner tells the story.
Saturday, August 2—“CAMPUS FARMERS,” (7), 4:00 p.m. The entertaining public-service agriculture program brings viewers an animal demonstration from Puente High School.

WHO’S GUESTING

Friday, August 1—“SCHLITZ PLAYHOUSE OF STARS,” (2), 7:30 p.m. Sir Cedric Hardwicke stars as a crafty cymric who gets caught in his own web of intrigue in “Crosroads,” story of the fall of the French Revolution.
Saturday, August 2—“YOUTH WANTS TO KNOW,” (9), 8:00 p.m. Senator Estes Kefauver is guest speaker. He will be questioned about politics and the convention by fifty Chicago teen-agers high school and college students.
Sunday, August 3—“HALLMARK SUMMER THEATRE,” (4), 7:30 p.m. “21-Plus” is the story of a great-grandmother who has not stalled. Sarah Churchill stars.

WED. NITE’S BEST TV BET! Sears Reebuck and Co.'s DUDE MARTIN SHOW with Dude, HANK PENNY, Sue Thompson, Dick Stewart, and other top variety acts.

kTV Channel 11
9:10 P.M.
Tricks 'n Treats

By Corris Guy

Corris Guy appears on KTLA (5) every Friday at 3:30 p.m. Her choice recipes will appear in this exclusive column for TV-Radio Life. For your TV "Tricks and Treats" listen to and read Corris Guy's helpful hints.

SUPPER MEDLEY ... A one-dish meal that is a time saver ... and delicious reheated. Call it Mushroom Medley if you add the mushrooms!

4 tablespoons shortening
1 pound ground beef
2 medium onions, chopped
3/4 cup salad oil or
1 green pepper, chopped
1 small can sliced mushrooms and pieces
3/4 cups canned tomatoes
1 teaspoon salt
Pepper to taste

Mix the shortening in a large skillet which has a tight-fitting cover. Brown the meat; add onions, green pepper, and mushrooms. Mix. Arrange dry noodles over top of meat and vegetables. Sprinkle with the grated cheese. Pour the tomatoes over the whole mixture and add salt and pepper. Cover. Place over high heat. When steam is evident, turn to simmer flame and cook for about one hour. Yield: six servings.

CORN RELISH ... An uncooked, quick treat. Delicious with fried chicken, cold meats or sandwiches.

1 No. 2 can whole-kernel corn, or
3 ears fresh corn on the cob, cooked
1/2 medium green pepper
1 large onion
5 stalks celery
2/3 tablespoons plmiento
3/4 cup salad or olive oil
3 tablespoons wine vinegar
2 tomatoes, sliced
1 teaspoon paprika, or more
1/4 teaspoon dry mustard

Drain canned corn. (If fresh corn is used, cook until tender, and when cool cut from cob with sharp knife.) Combine all the ingredients. Let stand, covered, several hours in refrigerator to mellow. Yield: About four cups Corn Relish. (Should be used within a week.)

See Page 17 for Movie Titles

AUGUST 7

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change
1 Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

5:00 2 Tim McCoy—Cont'd—60m.
4 Iowa Trappers—30m.
Starring Jack Paar.
5 Playcrafters Club—25m.
7 Al Jarvis, Cont'd—30m.
8 Matinee in New York—15m.
9 News; Gene Norman Cont'd
11 Billie Burke at Home—30m.
13 H'wood on TV—Cont'd—30m.

5:15 8 Didja Know—15m.
5:30 4 Howdy Doody—Juvenile—30m.
5 Cowboy Thrills—Movie—60m.
7 Guy Runyon—News—10m.
8 Film Short—15m.
11 I've Got a Secret—30m.
13 Hitching Post—60m.
5:40 7 Hank Weaver—Sports—5m.
5:45 7 Ricky and Magic Trolley—15m.
14 Channel 8 Corral—45m.
6:00 2 America's Fighting Champions
4 Adventures of Patches—15m.

7:45 4 Camel News Caravan—15m.
With John Cameron Swayze.
8 Arden Varieties—10m.
7:55 8 News—5m.
8:00 2 Doug Edwards—News—15m.
4 The Best of Groucho Marx—
17 Islander Show—30m.
5 N.Y. Hit Hit Hotties—30m.
7 Date With Judy—30m.
9 Royal Playhouse—30m.
9 Dupout Dope—10m.
11 Stormy Theater—30m.
"Showdown."

8:10 9 Basketball Game—2 hrs.
Hollywood at Los Angeles.
8:15 2 Music Hall—15m.
Featuring Pati Page
7 Public Service Film—15m.
8:30 2 Al Pearce Show—30m.
4 Dangerous Assignment—30m.
Starring Brian Donlevy in
"The Submarine Story."
5 Wrestling—2 1/2 hrs.
7 Chance of a Lifetime—30m.
Dennis James subs for vacationing
one, K.T.G.
8 Premier Theatre—90m.
11 Startime Theatre—30m.
Alan Ladd appears in "It Happened in
Heaven."
13 Action Fishing—15m.
8:45 13 S. Ernest Roll, D.A.—15m.
9:00 2 Amos 'n' Andy—30m.
4 Gong Busters—30m.
5 Wrestling—1 1/2 hrs.
7 Mystery Banker Movies—2 hrs.
11 Korla Pandit—30m.
12 You're Never Too Old—60m.
9:30 2 Racket Squad—K—30m.
"The Fire Eater."
4 Mr. Peepers—30m.
Starring Wally Cox as a mild-mannered
general science teacher in
a small-town junior high school.
11 Film Featurette—30m.
11 Film Featurette—15m.
13 Freedom Forum—60m.
10:15 11 Fishing Facts—15m.
10:30 2 Film—30m.
4 Star Saloon—30m.
8 Beat the Clock—30m.
9 Newspaper of the Air—15m.
11 Opinion Please—30m.
Jack Rourke moderates panel
discussion.
10:45 5 Sports Parade—15m.
9 Fishing Pals—30m.
11:00 2 Treasure Chest of Talent—30m.
With Buddy Clark.
4 Eleventh Hour News—15m.
5 Final Edition—15m.
7 Hank Weaver—News—15m.
8 R. Montgomery Presents—60m.
11 George Putnam—News—15m.
13 Ed Lyon—News—5m.
11:05 13 Commercial—30m.
11:15 4 Cinema Carnival—60m.
7 KECA-TV News—5m.
11 Sports Shots—5m.
11:20 8 U.P.—Movie News—10m.
11 Jackson's Theatre—75m.
12:00 8 News reel—10m.
1:00 11 Jackson's Theatre—90m.

See the West on the OPEN ROAD
WITH
Lynn Rogers and Bill Burrud
7:30 P.M. Thurs. KTTV

Regal Pale and Dick Lane bring you the evening's main event in this "Tops in Wrestling" show.

11 Film Featurette—15m.
11 Film Featurette—15m.
13 Freedom Forum—60m.
10:15 11 Fishing Facts—15m.
10:30 2 Film—30m.
4 Star Saloon—30m.
8 Beat the Clock—30m.
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5 Final Edition—15m.
7 Hank Weaver—News—15m.
8 R. Montgomery Presents—60m.
11 George Putnam—News—15m.
13 Ed Lyon—News—5m.
11:05 13 Commercial—30m.
11:15 4 Cinema Carnival—60m.
7 KECA-TV News—5m.
11 Sports Shots—5m.
11:20 8 U.P.—Movie News—10m.
11 Jackson's Theatre—75m.
12:00 8 News reel—10m.
1:00 11 Jackson's Theatre—90m.

See "The Main Event" WRESTLING

10 P.M. EVERY THURSDAY
KTAL Channel 5
YOUR TREAT FROM

www.americanradiohistory.com
FRIDAY TV LOGS

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change

1) Indicates New Program
2) Indicates Premiere
3) Indicates Kinescoped

5:00 2 Tim McCoy—Cont’d—45m.
5:15 8 Did Ya Know—15m.
5:25 5 Program Preview—5m.
5:30 5 Howdy Doody—Jun’nl—30m.
5:40 7 Hank Weaver—Sports—5m.
6:00 2 Film—30m.
6:15 4 Comedy Klub—40m.
6:30 2 Footlight Theatre—30m.
6:45 5 Handy Hints—Tips—15m.
7:00 2 ’Hood Road to Fame—30m.
7:15 5 Your Town—Info—15m.
7:15 5 Song of the Streets—15m.
7:30 2 Schlitz Playhouse—30m.
8:00 4 Sports Inter—30m.
8:15 2 Eddie Arnold Show—M—15m.
8:30 2 Arthur Murray Party—30m.
8:30 2 Arthur Murray Party—30m.
9:00 2 Pantomime Quiz—30m.
9:00 2 Pantomime Quiz—30m.
9:30 2 Police Story—30m.
10:00 2 KNX T.O. Movie—News—30m.
10:00 2 KNX T.O. Movie—News—30m.
10:30 2 Take My Advice—30m.
11:00 2 Western Movies—30m.
11:00 2 Western Movies—30m.
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11:30 7 Movie Mart—60m.
I was in rare error last week. I reviewed a picture called "Ball of Fire," instead of "Lady in the Lake." Unfortunately, I am now reviewing Barbara Stanwyck, the film version of Gypsy Rose Lee's whodunit, "The G-String Murders." First mistake I ever made in my life.

Some 12,306 inquiries have been directed to this department requesting information as to when some new pictures, new, that is, to television, will be shown on the home screens. Rumors of deals and near-deals are in the air and it appears that as soon as the political hubbub subsides and the summer hiatus passes, quite a few films will be made available. I shall stay glued to my two-inch screen for further developments.

"The Wooden Horse." Previously recommended, this picture deserves further mention. It is the true account of the escape of a trio of British soldiers from a Nazi concentration camp in World War II. Leo Genn is the star of this exciting and suspenseful movie.

"Young Widow." This is about a young widow, name of Jane Russell, who falls in love against her better judgment with a dashing Air Force pilot, name of Louis Hayward. After an interminable courtship, they clinch.

"Jack of Diamonds." A British picture whose main asset is Nigel Patrick, the excellent actor who does such good work in the current "Encore" and the memorable "The Browning Version."

"Moon and Sixpence." Shown several times on television, this film nevertheless is of interest to the many who wish to see it again. It is the Somerset Maugham tale of the snobbish businessman who leaves his family and lavish career to devote his life to art. With George Sanders and Herbert Marshall.

"Two Wise Maids." This will bring back pleasant memories to the moviegoers who remember these two lovable harridans, Alison Skipworth and Polly Moran.

"There Goes My Heart." Fredric March, Virginia Bruce and Eugene pallette in a comedy telling the efforts of an heiress to escape the dreary life imposed by an excess of respect, and the cynical reporter who tracks her. A perfect imitation of "It Happened One Night."


"Treasure of Monte Cristo." This one can't be too old, inasmuch as Adele Jergens and Steve Brodie are still young and pretty. It's about a stack of dough.

---

**Flicker Fare**

**TV-RADIO LIFE**

**AUGUST 1, 1952**

---

**PICK OF THE PIX**

by Aubrey Dahl

---

**BUD STEFAN'S STEPPING**

KTLA's loss is someone else's gain. Affable Bud Stefan, who graced our TV screens for four years, will now be behind the scenes in BBD & O's television department.

---

**Saturday, August 2**

"PARADISE." 2:30 and 6:30 a.m. (5).

"THE MISSING MILLIONS," John War-

"THUNDERING GUNSLINGERS," (5),

"FATAL HOUR," Boris Karloff, Marjorie

"TAKE THE HAIR OF Harriet Hill-

"WHERE BUFFALO ROAM," Tex Ritter,

"LAND OF FIGHTING MEN," (13), 5:49

"CODE OF THE MOUNTED," Kermit May-

"PIONEERS OF THE WEST," Three Mes- Quisters, (5), 2:00 p.m.

"PHANTOM RANGER," Tim McCoy, (5),

"LONE TEXAS RANGER," Red Ryder,

"VALLEY OF FEAR," Johnny Mack Brown,

"DARK CURRENT," Vivien Leigh, Conrad

"EXILED TO SHANGHAI," Wallace Ford,

"FLIGHT TO NOWHERE," Alan Curtis,

"TREASURE OF MONTE CRISTO," Steve

"SKYWAY," Red Skelton, Kathrynn Craw-

"PENAL CODE," Robert Ellis, (11), 10:30 p.m.

"PHANTOM OF CHINATOWN," Keye

"MOTOR PATROL," Don Castle, Jane

"BLACK GOLD," Franklin Scroc, Gloria

"LADY IN SCARLET," Reginald Denny,

**Sunday, August 3**

"LIFE RETURNS," Valerie Hobson, On-

"RIDING HOME TO TEX," Tex Ritter,

"SKYWAY," Red Skelton, Kathrynn Craw-

"WATERFALL LADY," Ann Rutherford,

"WHERE THE NORTH BEGINS," Russell

"BRAND OF THE DEVIL," (3), 1:00 p.m.

"REVIVAL," Edmond O'Brien, Con-

"SWAMP FIRE," Johnny Weissmuller,

"FRENCH LEAVE," Jackie Cooper, Jackie

"SHADOWS OF THE ORIENT," (15), 4:15

"PHANTOM SHIP," Bela Lugosi, Shirley

"TEN CENTS, 19 PARIS," Leo Genn, Rex

"WHO KILLED O'KEEFE," Wally Ford,

"BLACK WIDOW," (13), 7:30 p.m.

"SUNSET TRAIL," John Carradine, Gela

"LET EM HAVE IT," Bruce Cabot, John

"SCARLET CLUE," Sidney Toler, Mantan

**Monday, August 4**

"THIRTEENTH MAN," Weldon Hayburn,

"DARK MURDERER," Vivien Leigh, Conrad

"RIOT SQUAD," Richard Cromwell, (15),

"SAINTS BARON," Gordon Harker, (5), 4:00 p.m.

"ALIAS THE BADMAN," (9), 6:00 p.m.

"SHERIFF OF HARRISON," Sunset Car-

"GIRL FROM MANHATTAN," Dorothy La-

mour, George Montgomery, (13), 7:00

"THERE GOES MY HEART," Fredric

"JOHNNY ONE EYE," Pat O'Brien, Wayne

"SHES BLONDE, SHE MURDER," Derik de

"MONTE CARLO NIGHTS," Mary Brian,

"MONTE CARLO NIGHTS," Mary Brian,

"LAUGHING AT LUCK," Grant Withers,

"WHERE GOES MY HEART," Fredric

"FEAR," Ann Gwynne, (13), 2:30 p.m.

"SHADOW OF SUSPICION," Peter Cook-

"ARIZONA TERROR," (9), 6:00 p.m.

"WOMAN WHO CAME BACK," John

"HIGH COMMAND," James Mason, (13),

"JACK OF DIAMONDS," Nigel Patrick,

"JOURNEY," 7:30 p.m. (13), 11:30 a.m.

"RAFFLES," Dennis O'Keefe, Bruce Cobil-

"DANGERS OF THE DEEP," Lee Rue,

**Tuesday, August 5**

"MONTE CARLO NIGHTS," Mary Brian,

"BROOKLYN," John Darrow, Yola D'Avril,

"LAUGHING AT LUCK," Grant Withers,

"BROOKLYN," John Darrow, Yola D'Avril,

"SHES BLONDE, SHE MURDER," Derik de

"MONTE CARLO NIGHTS," Mary Brian,

**Wednesday, August 6**

"TREASURE OF MONTE CRISTO," Steve

"SKYWAY," Red Skelton, Kathrynn Craw-

"PENAL CODE," Robert Ellis, (11), 10:30 p.m.

"PHANTOM OF CHINATOWN," Keys

"MOTOR PATROL," Don Castle, Jane

"BLACK GOLD," Franklin Scroc, Gloria

"LADY IN SCARLET," Reginald Denny,

**Sunday, August 3**

"LIFE RETURNS," Valerie Hobson, On-

"RIDING HOME TO TEX," Tex Ritter,

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"REVIVAL," Edmond O'Brien, Con-

"SWAMP FIRE," Johnny Weissmuller,

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"PHANTOM SHIP," Bela Lugosi, Shirley

"TEN CENTS, 19 PARIS," Leo Genn, Rex

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"SUNSET TRAIL," John Carradine, Gela

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**Monday, August 4**

"THIRTEENTH MAN," Weldon Hayburn,

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"RIOT SQUAD," Richard Cromwell, (15),

"SAINTS BARON," Gordon Harker, (5), 4:00 p.m.

"ALIAS THE BADMAN," (9), 6:00 p.m.

"SHERIFF OF HARRISON," Sunset Car-

"GIRL FROM MANHATTAN," Dorothy La-
San Diego TV Program Finder

All Star Revue. 7:30 a.m. Sa
Allen, Steve 7:30 a.m. Sa
Amazing Mr. Malone 11 a.m. alt. Tu
Arden Varieties. 7:45 a.m. M-F
Baseball 9:30 a.m. M-F
Beat the Clock 10:30 a.m. Tu
Berk, Milton 8 a.m. Sa
Beverly 6:30 a.m. Sa
Big Payoff 12 n M-F. E
Big Picture 10:30 a.m. W
Big Town 9:30 a.m. M
Boss Lady 10 a.m. F
Break the Bank 5:30 a.m. Sa
Burns and Allen 9 a.m. Alt. Sa
Candy Carnival 11:30 a.m. Sa
Chance of a Lifetime 10:30 a.m. Tu
Channel A Voyeur 9:30 a.m. M
Charlie Wild 11 a.m. Sa
Cinnamon 7:30 a.m. Tu
Chevron Theater 9:30 a.m. Tu
City Hospital 10 a.m. Alt. Sa
Crest Theatre 8:30 a.m. Tu
Crime Spidralate 10 a.m. Alt. Sa
Cruise in the Pacific 10 a.m. F
Curtain Call 11:30 a.m. F
Date with Julia 5:15 p.m. M-F
Doorway to Danger 8:30 a.m. alt. F
Dragnet 8:30 a.m. alt. F
Front Page Detective 9 a.m. Sa
Frontiers of Faith 11 a.m. Sa
Godfrey, Arthur 8 p.m. W
Greatest Fight 12:15 a.m. Sa
Grum Theatre 9 a.m. Alt. Sa
Gunder Light 12:15 a.m. M-F
Hollywood Off Beat 9 a.m. F
I've Got a Secret 11 a.m. M-F
Kern, Rube 10:30 a.m. Sa
Lone Ranger 7 a.m. Th
Lor Video Theatre 8:30 a.m. M
Man Hunt 11:30 a.m. Sa

Women Are Wonderful KLAC-TV, 10:30 a.m. M-F
World Digest KNBH, 5 p.m. Su
Wrestling, KLAC-TV, 8:30 a.m. Sa
KLTV, 8:30 p.m. M; KTXG, 8:30 p.m. M; RECA-TV, 7 p.m. Su; 8 p.m. Tu; KNBH, 10 a.m. W; 2:30 p.m. Sa;

Marlin Kane. 10 p.m. Th
Marx, Groucho 5 a.m. Sa
Masterpiece Playhouse 9:15 p.m. M-F
Melville in New York 7:30 a.m. M-F
Mooney, Garry 11:15 a.m. M, W, F
Mr. District Attorney 11 alt. Tu
Mr. Wizard 12:30 p.m. Sa
My Little Margie 8:30 a.m. Sa
Norton, Cliff 4:30 p.m. M-F
O'Donnell, Leffy 11:30 a.m. Sa
Pentimento Quiz 9:30 a.m. F
People in the News 7:30 a.m. M-F
Philco TV Playhouse 9:30 a.m. Sa
Police Story 11:15 a.m. W
Premier Theatre 8 a.m. Th
Program Finder 8:30 a.m. M-F
Rage Rider 7 p.m. W
Rocky King Detective 10:30 a.m. Su
Search for Tomorrow 11:30 a.m. M-F
See It Now 11:15 a.m. Su
Skein, Red 7 a.m. Su
Smoke, H. B. 11:15 a.m. M-F
Space Cadet 8:30 a.m. M-W-F
Stranger Than Fiction 7 p.m. F
Strike It Rich 10:30 a.m. M-F
Summer Theatre 10:30 a.m. M-F
Super Circus 11:30 a.m. M-F
Television Playhouse 8 a.m. Sa
The Hunter 10:30 a.m. M-F
The House of the Seven Gables 8:30 a.m. M-F
This Is Show Business 7:15 a.m. F
This Week in Sports 9:30 a.m. F
Time on Our Hands 8:30 a.m. M-F
Top News of the Week 7:45 a.m. F
Trouble With Father 6:30 a.m. Sa
Treasure Hunt 12:30 a.m. M-F
War of the Worlds 8:30 a.m. M-F
Welcome Aboard 5:30 a.m. Th
Who's on First 11 a.m. M-F
Woods, Without Fear 8:30 a.m. F
Wrestling 9 p.m. W
Your Lucky Clue 4:30 a.m. Su

TITO GUIZAR

Sensational Latin-American vocalist and guitarist headlines the new variety show in an International Supper Club setting typical of modern day Mexico.

with . . . .

JEAN BARTEL, International song stylist and Musical Comedy Star.

BEBE ALLAN AND BARRY ASH-TON, famous dance team.

THE GALLION BROTHERS, popular music combo.

every Tuesday evening at 7:30 p.m.
on

KTTCV Channel Eleven
WHO'S YOUR FAVORITE COVER GAL...GUY?

Every week the mail floods into TV-RADIO LIFE'S office and among the many requests are those for covers and feature stories on favorite personalities. In an effort to make happy as many readers as possible, we are asking you to cast your vote for your star. Simply fill out this blank and mail to

COVER CHOICE
TV-RADIO LIFE
6361 Selma Avenue
Hollywood 28, Calif.

Please run a cover and feature on

(first choice) ........................................
(second choice) ......................................

(your name)

(your address)

TV-Radio Life's classified advertising column is a low-cost market place for the exchange of ideas and material goods. Current advertisers report good results. At the low cost of 10c per word, why don't YOU try it today? See page eleven.
COLOR TV

Since we first started advertising this magazine, thousands of people have purchased Great Western's TV-Color Filter. Many of those people have re-ordered and sent this filter to friends and relatives. To those of you who have not purchased a filter, this is what it is: Made on Eastman Kodapak film, this 3-color filter is easily attached to your TV set by means of Scotch tape, and can be just as easily removed. This TV color filter gives the ILLUSION of color (green, yellow and blue) and is a temporary answer to the Government's ban on the manufacture of TV color sets. Great Western's TV color filter will do this for you: reduce "snow" and "ghosts"; make the picture clearer, improve "fringe area" reception; eliminate glare and eyestrain. Send check or money order for $2.00 in an envelope addressed to: Great Western, Dept. 81, c/o TV-Radio Life, 6361 Selma Ave., Hollywood 28, Calif. We'll put your filter in the mail within 48 hours. Please allow one week for delivery. Specify screen size with order—sizes 8" to 21". Send your order today. Sold on money-back guarantee.

Advertisement

YOU CAN'T SAY NO TO A DO-CI-DO...SO CHANGE YOUR DIAL TO A WESTERN SHOW

The BILL RING Show 1:00-1:15 p.m. every weekday

The CAL TINNEY Show 3:00-3:30 p.m. every weekday

Sponsored by GENERAL MILLS on

KECA DIAL 790
ABC Radio

COLOR TV

RADIO Precasts

TIME CHANGES
Sunday, August 3—FRANK FONTAINE, KNX, 9:00 p.m. Rosemary Clooney. (Formerly heard at 5:00 p.m.)

WHO'S GUESTING
Saturday, August 2—"STARS OVER HOLLYWOOD," KNX, 9:30 a.m. "Two Pairs of Green Shoes," Dennis O'Keefe.
Saturday, August 2—BILL GARR SHOW, KWIK, 1:00 p.m. Stan Freberg ("Ceci") subs for vacationing Bill.
Saturday, August 2—NEB SUMMER SYMPHONY, KFI, 6:00 p.m. Maestro Toscanini conducts.
Sunday, August 3—DORIS DAY, KNX, 4:30 p.m. A couple of Jacks-Smith and Kirkwood, that is.
Sunday, August 3—"MUSIC ROOM," KFI, 5:00 p.m. Meredith Willson hosts Dick Powell.
Sunday, August 3—BILL TUSHER IN HOLLYWOOD, KECA, 7:15 p.m. Marilyn Monroe.
Monday, August 4—"RAILROAD HOUR," KFI, 8:30 p.m. "A Thousand and One Nights," Gordon MacRae and Dorothy Ward, Bjorn.
Monday, August 4—"TELEPHONE HOUR," KFI, 9:00 p.m. French pianist Nicole Henriot.

GOODBYE FLAMINGO
Singer Herb Jeffries spent the past week in bed due to catching the virus from both of his children.

"EVERYTHING"
Elmer Peterson, the KNBH and KFI commentator, has been signed to play a news commentator in the MGM picture "The Girl Who Had Everything."

Wonder Tray Coupon No. 7

How you can get this Beautiful Tray ($2.00 regular retail price) for only $1.00.

We will publish 10 coupons, numbered 1 through 10, one to an issue, starting with the issue dated June 20, ending with the issue dated August 22. To receive your WONDER TRAY, you must remit these 10 coupons clipped from TV-Radio Life, along with $1.00 (cash, check, money order) and your WONDER TRAY will be mailed postpaid within 10 days of receipt by us of coupons and money.

NOTE: You must send in coupons from ten consecutive issues numbered from one through ten. Ten coupons from any one issue not acceptable. All ten must be mailed together.

Mail your ten coupons and $1.00 for each WONDER TRAY ordered or present them in person at our office: TV-Radio Life, Summer Bonus Dept. 6361 Selma Ave., Hollywood 28, Calif.
For Love 'o Mike  (General Comment)

Convention Hijinks

To help soothe the ruffled Convention feathers, ABC's Roger Price came up with some of his humorous predictions.

"I predict it will come to light that Senator Kefauver does not and never did wear a coonskin cap. He just used too much tonic and his hair grows like that...I predict that television will have a great effect on politics. Now, with TV pan-cake make-up, politicians are able to look different than they look. I predict that Senator Taft will not make a final effort to get the Democratic nomination. Those pamphlets his supporters have been handing out were just a few tons they had left over...I predict that a woman will not be elected vice-president. No need. Who runs the country? Men. Who runs the men? Women."

"In One Ear"

Eric Sevareid, chief Washington correspondent of the CBS Radio Network, has written a new book entitled "In One Ear." It contains 107 "commentaries" of men and events which Sevareid has featured on his broadcasts.

"Irma" Bond Drive

The "My Friend Irma" monthly comic book, based on CBS's radio and TV shows, has an important message...selling defense bonds. But only "Irma" could and does get bonds mixed up with blondes, ball players and vitamin pills.

Playbacks (Critical Comment)

We Point With Pride

...To Bob and Roy and the delightful nonsense heard on their NBC-KFI air. An outstanding parody on a recent show was devoted to modernizing the public libraries by use of quiz shows, talent contests and other features typical of the broadcasting business. It was one of the funniest of the farcical pair have ever done.

Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Address</th>
<th>Call Letters</th>
<th>Time</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>KALI</td>
<td>756 E. Colorado Blvd., Pasadena</td>
<td>KALI</td>
<td>10:00</td>
<td>Classical Music</td>
</tr>
<tr>
<td>KBLA</td>
<td>15150 Oxnard Blvd.</td>
<td>KBLA</td>
<td>9:00</td>
<td>Variety</td>
</tr>
<tr>
<td>KCAK</td>
<td>ABC Television Center, Hollywood</td>
<td>KCAK</td>
<td>9:30</td>
<td>National News</td>
</tr>
<tr>
<td>KFAC</td>
<td>645 S. Mariposa Ave., Los Angeles</td>
<td>KFAC</td>
<td>8:00</td>
<td>Country Music</td>
</tr>
<tr>
<td>kWFL</td>
<td>1411 N. Vernon Ave., Los Angeles</td>
<td>kWFL</td>
<td>6:00</td>
<td>Country Music</td>
</tr>
<tr>
<td>KFMC</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFMC</td>
<td>5:00</td>
<td>Country Music</td>
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<tr>
<td>KFNB</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNB</td>
<td>4:00</td>
<td>Country Music</td>
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<tr>
<td>KFND</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFND</td>
<td>3:00</td>
<td>Country Music</td>
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<tr>
<td>KFNF</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNF</td>
<td>2:00</td>
<td>Country Music</td>
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<tr>
<td>KFNH</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNH</td>
<td>1:00</td>
<td>Country Music</td>
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<tr>
<td>KFNI</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNI</td>
<td>0:30</td>
<td>Country Music</td>
</tr>
<tr>
<td>KFNN</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNN</td>
<td>0:00</td>
<td>Country Music</td>
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</table>

SUNDAY, AUGUST 2

Radio in Review

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</tr>
<tr>
<td>KFAC</td>
<td>645 S. Mariposa Ave., Los Angeles</td>
<td>KFAC</td>
<td>8:00</td>
<td>Country Music</td>
</tr>
<tr>
<td>kWFL</td>
<td>1411 N. Vernon Ave., Los Angeles</td>
<td>kWFL</td>
<td>6:00</td>
<td>Country Music</td>
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<tr>
<td>KFMC</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFMC</td>
<td>5:00</td>
<td>Country Music</td>
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<tr>
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<td>641 Hollywood Blvd., Hollywood</td>
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<tr>
<td>KFND</td>
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<td>3:00</td>
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</tr>
<tr>
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<td>KFNF</td>
<td>2:00</td>
<td>Country Music</td>
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<tr>
<td>KFNH</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNH</td>
<td>1:00</td>
<td>Country Music</td>
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<tr>
<td>KFNI</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNI</td>
<td>0:30</td>
<td>Country Music</td>
</tr>
<tr>
<td>KFNN</td>
<td>641 Hollywood Blvd., Hollywood</td>
<td>KFNN</td>
<td>0:00</td>
<td>Country Music</td>
</tr>
</tbody>
</table>

SATURDAY, AUGUST 2

Radio in Review

Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Address</th>
<th>Call Letters</th>
<th>Time</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>KALI</td>
<td>756 E. Colorado Blvd., Pasadena</td>
<td>KALI</td>
<td>10:00</td>
<td>Classical Music</td>
</tr>
<tr>
<td>KBLA</td>
<td>15150 Oxnard Blvd.</td>
<td>KBLA</td>
<td>9:00</td>
<td>Variety</td>
</tr>
<tr>
<td>KCAK</td>
<td>ABC Television Center, Hollywood</td>
<td>KCAK</td>
<td>9:30</td>
<td>National News</td>
</tr>
<tr>
<td>KFAC</td>
<td>645 S. Mariposa Ave., Los Angeles</td>
<td>KFAC</td>
<td>8:00</td>
<td>Country Music</td>
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<td>0:00</td>
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</tr>
</tbody>
</table>

We Point With Pride

...To Bob and Roy and the delightful nonsense heard on their NBC-KFI air. An outstanding parody on a recent show was devoted to modernizing the public libraries by use of quiz shows, talent contests and other features typical of the broadcasting business. It was one of the funniest of the farcical pair have ever done.

Satuday Radio Program Highlights

A.M. Programs in Lightface Type; P.M. Programs in Boldface

Public Interest

11:00-Nat'l Farm Hour, KFI
11:30-Man on the Farm, KFJ
12:00-Summer Symphony, KFI

Juvenile

7:00-Let's Pretend, KNX
8:00-Service Patrol, KFAC
9:00-KFAC
10:00-Gene Autry, KNX
Radio in Review—Continued

Bill Balance Show
ABC-KECA
Monday-Friday, 9:00 p.m.

If you don't succeed at first try, try again is a proverb which Bill Balance is putting into practice.

A fresh recruit from Chicago, Bill has been on KECA for several weeks now, and he is apparently trying to hit on the best format. His line of chatter, a cross between Dave Garroway and Steve Allen, is often amusing but sometimes his timing could be improved and his ad libs brightened.

If Bill's forte doesn't lie in his monologues it does in his casual treatment of the studio audience. If Aunt Mary and Uncle Jim are in town, Bill's glad hand is stretched out to meet them. He'll quiz the audience in an affable manner and turn the tables by giving them an opportunity to quiz Bill's guest stars. Turnabout is fair play and many of the out-of-towners exhibit composure equivalent to that of the celebrities they are quizzing.

Bill can take a bow for his relaxed, easygoing handling of the pros and non-pros. His guests are usually members of the music world, providing an opportunity to segue from chit-chat to so-and-so's latest record release.

On a recent broadcast, opera star Josephine Antoine guested. Unfortunately Bill was unable to clear the singer's records due to insufficient time, but Miss Antoine was very gracious.

Since Bill Balance is so flexible, we feel that he is bound to come up with a sock format, one that West Coast as well as EC listeners will enjoy listening to.—M.R.

Off Mike (Personalities)

Radio Ramblings

Hal March, the suffering son-in-law of CBS's "December Bride," writes short stories in his spare time. Ozzie and Harriet will be on television as well as radio this fall. Their radio show made its debut in 1944. Paige Glison, the perennial "Jack of One Man's Family," is writing a manual on typesetting which will be a guide for newspaper advertisers. Bill Balance, KECA's new DJ, cut-up, extends a glad hand to all visitors at the Vine Street studios of ABC on week-day evenings at nine. Darr Hawthorne, Jim's three-year-old, greets the mailman with: "Will you be on my show tonight? I'm going to have Margaret Whiting." CBS's Doris Day always arrives at the studio with something to eat tucked under her arm. KECA's Iron Cook took a busman's holiday to portray himself in the movie "The Stars Are Sing-

Subscription Order Form

TV-Radio Life, 6361 Selma Ave.
Hollywood 28, Calif.

Please enter my subscription to TV-Radio Life for
☐ 1 Year $4.50  ☐ 6 Months $2.50
All Subscriptions Payable in Advance

Name
Address
City
State

NOTE: When you send in your subscription money, please allow a couple of weeks to start your magazine. Clerical details must first be discharged before you begin receiving your copy. Your subscription will start with your first issue, not with the date check is received.

Page Twenty-Four

SUNDAY, AUGUST 3

* Indicates NewsCast/Indiecast Highlight

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ABC-KECA
Monday-Friday, 9:00 p.m.

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TV-Radio Life, 6361 Selma Ave.
Hollywood 28, Calif.

Please enter my subscription to TV-Radio Life for
☐ 1 Year $4.50  ☐ 6 Months $2.50
All Subscriptions Payable in Advance

Name
Address
City
State

NOTE: When you send in your subscription money, please allow a couple of weeks to start your magazine. Clerical details must first be discharged before you begin receiving your copy. Your subscription will start with your first issue, not with the date check is received.

Page Twenty-Four
"LETS PROVE IT"

Scientifically—the origin and authority of the Bible. Written and produced by Dr. Milton St. John, speaker at the Missionary. Sun. 3:00 P.M. KGIL 1260 kc.

“Good Morning America”

KFOX—Brockway Church, KGIL—Millard Bishop, KGIL—Christian Echoes.


KFOX—Youth in Action, KGIL—Old Fashioned Revival. KGIL—Evening Serenade.


KFOX—KMB-FM—Piano Program. KGIL—Friday Evening.

KFOX—Prison Ministry. KGIL—Sung in the Home.

KFOX—Parish Church. KGIL—Randall Bishop, KGIL—Christian Echoes.

KFOX—Rbird's Call. KGIL—redeemer Lutheran Church. KGIL—Request Performance.

KFOX—Radio News; Bob McMahon.

KFOX—Monday Night Concert. KGIL—Sing Praises to Our Health. KGIL—Don Pancho Hour. KGIL—Palm Chicago.


KFOX—Mississippi Union. KGIL—Healing Service. KGIL—Red Cross.

KFOX—News. KGIL—Benny Goodman.

KFOX—The Preacher. KGIL—Proudly We hail. KGIL—Music of the Manger.

KFOX—The Thistle. KGIL—Palm Chicago.


"CAREER THEATRE"

KECA Sundays 10:30-11 P.M.

FREDERICK H. SPEARE


KECA—Chautauqua Symphony. KGIL—Sadist in the Streets. KGIL—Word of the Day.

KECA—Dr. Charles E. Fuller.

"BRIEFLY CRITICIZED"

Copper Brite invites you to "Help Yourself To Happiness" 5:45 P.M. Sunday KFOX—Help Yourself to Happiness. KGIL—Immanuel Christian Assembly.


KFOX—Don Pancho Hour. KGIL—Lincoln Avenue Church.

KFOX—People's Independent. KGIL—Wide Open Window. KGIL—Waltz Concerts.

KFOX—KGIL—The Gospel Readies. KGIL—Breakfast Time.


KGIL—KMB—Sunny and Warm.

KFOX—KMB—Sermonettes. KGIL—Father Lawrence. KGIL—Message to Israel. KGIL—Our Sacred Church.

KFOX—Chautauqua Symphony. KGIL—Radio Church. KGIL—Howard Miller.

KFOX—KGIL—Stuart Church. KGIL—KGIL—Chicago.

KFOX—KMB—Stuart Craig. KGIL—KMB—Chicago.

KFOX—Morning Headlines. KGIL—When They Have Lived. KGIL—Today's Western Novelties.

KFOX—KMB—Theological Remembering.

KFOX—KMB—Stuart Craig. KGIL—KMB—Stuart Craig. KGIL—KMB—Stuart Craig.

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Monday–Friday Daytime Radio Logs

**Midnite to Dawn**
"Platter Party"
12 Mid-3 A.M. "Nightowl Special"
3-6 A.M.
"Morning Almanac"
6-6:30 A.M.
"News" 6:50 - 7:30 A.M.
The Original Twenty-Four Hour Station

**KBGF**
1230 Kc.

*Indicates News Broadcast

---

**Friendliest Show on Radio Wes Tuttle's "TUTTLETIME"**
7 A.M. Daily

---

**SANDERS MEANDERS**
George Sanders
at the mike
8:30-11 daily

---

**KBGF**
1230 Kc.

**KBGF**
10:30-10:30 A.M.
"Remember When"
2 - 2:30 P.M.
Monday thru Saturday

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**TV-RADIO LIFE**

---

**Sell It**
**Trade It**
**Want It**
**Buy It**

---

TV-Radio Life's classified advertising column is a low-cost market place for the exchange of ideas and material goods.

Current advertisers report good results. At the low cost of 10 cents a word, why don't you try it today? See page eleven.

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www.americanradiohistory.com
**Monday-Friday Logs**

(Continued)

**Monday, August 4**

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**THE ART LABOE SHOW**

"Everybody's Listenin'"
4 P.M. Mon. thru Fri.

**KGFJ 1230 Kc.**

**MONDAY, AUGUST 4**

---

**Lucky Lager Dance Time**

**KMPC**

---

**Monday Radio Program Highlights**

A.M. Programs in Lightrance Type: P.M. Programs in Boldface

**Drama**

6:00 - Romance, KNX.
7:00 - Neighborhood, KMPC.
7:30 - Command Theatre, KNX.

**Mystery-Detective**

7:30 - Mysterious Traveler, KJH.
7:45 - Dangerous Assignment, KJH.
8:00 - Let George Do It, KNX.

**Comedy-Variety**

7:30 - Arthur Godfrey, KNX.

**Sports**

5:15 - Tom, KNX.
5:45 - Sam Bailey, KLA.
5:30 - Dixieland

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**KGFJ**

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Garroway Awards

On a recent broadcast of his "Dial Dave Garroway Show," Monday through Friday, 3:35 p.m. NBC, Dave voiced his opinions on some of our unsung heroes:

"I don't think proper recognition is taken of people who perform public services. They give Nobel Prizes, Academy Awards, Pulitzer Prizes, various scholarships, but the unsung heroes of our daily life are never rewarded."

"Hereby institute the Garroway Awards. These awards will be presented annually to a public service performer who performs an act beyond the call of duty. Here are a few examples:"

"An elevator man who passes your floor and upon being reminded that he did, does not turn around and say, 'Why ya call it out,' instead he'd say, 'Sorry sir, I guess I didn't hear you.'"

"The doorman of any building who gets a cab, and on the one day out of fifty when he has no change he will not slam the taxicab door off its hinges but still smile as though he remembered the previous forty-nine days."

"Cafeteria counter-men who won't scowl when you ask for gravy on the mashed potatoes, who won't remind you that they only work in the cafeteria."

"And especially cab drivers who, upon driving you to Seventy-Third Street and are told you said Seventy-Third Street, will laugh merrily and say, 'Ho, ho! That's rich! I thought you said Twenty-Third Street.'"


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Ear, Eye Inspire the Pen

Eileen Wasserman, 351 N. Terreno Ave., Los Angeles, Calif.

I have never enjoyed an afternoon as much as the one recently at Lawrence Welk's concert at the Aragon Ballroom. His "Champagne Music" will always be tops with me. Could we have a feature on the boys in the band? A story, with individual pictures and information, on each and every member of Lawrence Welk's orchestra, will appear shortly in our magazine.

Joanne Kennedy, 1365 Dazahal St., Los Angeles, Calif.

Let's help Betty White and Mary Sampley stay pals by clean criticism and not dirty punches.

Myrna Bicknell, 7025 S. Lock Ahave Ave., Riverside, Calif.

We all like the Ewing Sisters very much. I have a fan club for them. I also belong to their National Fan Club.

Katie Kaku, 1319 First St., San Fernando, Calif.

I thought The Foreman Phillips Show was the best of all TV shows.

E. M. Smith, 720 Fay Drive, Glendale, Calif.

If the fans, like me, want "Dave and Charlie" back on TV in an evening slot, will write a card to NBC, now I think we will get them back this summer.

Mrs. O. A. Haslitt, 346 N. Glassell St., Orange, Calif.

Recently we saw the Pickard family on Marilyn Hare's program. It was truly a treat.

Mrs. E. L. Clark, 208 E. Imperial, Los Angeles, Calif.

I think Gary Goodwin is one of our finest TV announcers and he is always polite.

Mrs. R. D. Gray, 129 Morningside St., Long Beach, Calif.

Let's hope that when the Miss Universe Pageant is held again next year, it will receive an all-out response from radio and TV.

Mrs. Ethel Mann, 4279 Campbell Dr., Culver City, Calif.

We think the McDaniel Brothers are very nice and do hope they will return to California real soon.

Mrs. May Volles, 249 N. Chantry Ave., Fontana, Calif.

I like Ina Ray Hutton's gowns.

(Prices Renew to Next Page)

Wednesday Radio Program Highlights

A.M. Programs in Lightface Type: P.M. Programs in Boldface.

Comedy-Variety
3:00—Arthur Godfrey, KNX.
5:00—Great Gildersleeve, KFI.
5:30—Grace Field, KNX.
8:00—Groucho Marx, KFI.

Quiz, Participation
8:00—McNeil Bicknell Club, KECA.
9:00—National Schools, KNX.
11:00—Double of Defense, KNX.
12:00—Letter for a Day, KNX.
12:30—Art Linkletter, KNX.
3:00—Welcome to My Friends, KFI.
7:00—What's My Line?, KFI.
7:15—KFI, KNX.
9:10—Name That Song, KJH.

Drama
6:00—Johnny Dollar, KNX.
6:30—Fifty Million Frenchmen, KFI.
6:30—Loyal Theater, KFWB.
6:30—Majestic Theater, KHJ.
6:30—Sparta Theater, KNX.

Mystery-Detective
9:00—Inspector Tiffany, KNX.

Comment-Narration
4:30—Brett Keller, KFWB.

Sports
5:15—Tom Harmon, KNX.
5:45—Sam Butler, KFWB.

Popular-Western Music
6:30—What's the Score?, KFI.

"MUSICAL DIGEST"
Family Dinner Hour Concert
7:00 to 8:00 P.M.

Nightly including Sunday

KGGF—Musical Digest.

KGGF—L.A. City News.
KMCN—To Your Health.
KROW—Fidelis for Defense.
7:05—KNX, KBCQ—Fights.
7:15—KFI, KFWB—Musical Digest.
7:30—KNX, KBCQ—Fights.
7:45—KFI, KFWB—Portrait of a City.
8:00—KNX, KBCQ—Fights.
8:15—KFI, KFWB—Musical Digest.
8:30—KNX, KBCQ—Fights.
8:45—KFI, KFWB—Musical Digest.
9:00—KNX, KBCQ—Fights.
9:15—KFI, KFWB—Musical Digest.
9:30—KNX, KBCQ—Fights.
9:45—KFI, KFWB—Musical Digest.
10:00—KNX, KBCQ—Fights.
10:15—KFI, KFWB—Musical Digest.
10:30—KNX, KBCQ—Fights.
10:45—KFI, KFWB—Musical Digest.
11:00—KNX, KBCQ—Fights.
11:15—KFI, KFWB—Musical Digest.
11:30—KNX, KBCQ—Fights.
11:45—KFI, KFWB—Musical Digest.

Wednesday, August 6

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

KGEF—Musical Digest.

KNX, KBCQ—Fights.
KMCN—To Your Health.
KROW—Fidelis for Defense.
7:05—KNX, KBCQ—Fights.
7:15—KFI, KFWB—Musical Digest.
7:30—KNX, KBCQ—Fights.
7:45—KFI, KFWB—Portrait of a City.
8:00—KNX, KBCQ—Fights.
8:15—KFI, KFWB—Musical Digest.
8:30—KNX, KBCQ—Fights.
8:45—KFI, KFWB—Musical Digest.
9:00—KNX, KBCQ—Fights.
9:15—KFI, KFWB—Musical Digest.
9:30—KNX, KBCQ—Fights.
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10:15—KFI, KFWB—Musical Digest.
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11:00—KNX, KBCQ—Fights.
11:15—KFI, KFWB—Musical Digest.
11:30—KNX, KBCQ—Fights.
11:45—KFI, KFWB—Musical Digest.

Page Twenty-nine

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THURSDAY, AUGUST 7

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

5. **KECA** - Ira Cook
   - KEA - Feature Wire
   - KFDM - More of Ma, Ma
   - KXW, KSH - Ed W. M. Y. News
   - KFAC - Sunset Serenade
   - KFDR - Boats and Bicycles
   - KFBD - Del Mar Races
   - KGDR - Music Mission
   - KECA - L.A. Los Angeles Today
   - KFWB - Tuna Traders
   - KFW - News
   - KFWB - Selectivity
   - KFW - News
   - KECA - L.A. Los Angeles Today
   - KFWB - Tuna Traders
   - KFW - News
   - KECA - L.A. Los Angeles Today
   - KFWB - Tuna Traders
   - KFW - News

5:35-7:30 KFIV - Piano Party

7:00 - 9:00 PM KFIV - Piano Party

Clyde Cadwell's PIANO PARTY
7:00 PM Daily

KFWB - Del Mar Races
KFW - News
KFWB - Selectivity
KECA - L.A. Los Angeles Today
KFWB - Tuna Traders
KFW - News

7:30 - 8:30 PM KFIV - Piano Party
8:00 - 10:00 PM KFIV - Piano Party

10:00 - 11:00 PM KFIV - Piano Party

TV-RADIO LIFE

Ear and Eye Inspire—(Continued)

Mrs. P. W. Schmidt, 255 Calle de Madrid, Redondo Beach, Calif.

I recently 'found' TV-Radio Life again. Can't imagine now why I ever stopped buying it. But since I'm again in the loyal reader category, though I'd send along a request. I'd love to see a story on "Casey" (Darren McGavin) and "The Cow Photographer" TV show. Can do? Here's hoping.

Can and will do.

Irene Carson, North Hollywood, Calif.

I wish to inform you that contrary to your answer about Les 'Carrot-Top' Anderson, he can be seen on TV. Monday through Friday on the Jack McElroy shows on KNBH, Channel 4.

Thank you. One of our reporters got wrong info somewhere.

Nola MacHale, 3755 S. Meyler St., San Pedro, Calif.

I am eleven years old. Liberase and I were born on the same day. Could you tell me his address?

We are not permitted to give out home addresses of TV or radio stars. However, if you write to him at KLAC-TV, 1600 S. La Cienega Blvd., Hollywood 3H, Calif., Liberase will receive your correspondence.

Billy Rubsamem, 5040 Lincoln Ave., Los Angeles, Calif.

As far as I am concerned, Ina Ray Hutton's show is of the cheapest quality and should be taken off TV. I think Red Skelton is wonderful and wish that he could have stayed on all summer.

Mrs. H. Beck, Compton, Calif.

Mary Sampley is a real lady.

Mrs. Chuck Maxim, 1191 Rialto Ave., San Bernardino, Calif.

"Hooray" for the Duke Martin Show. Hank Penny is a super duper. I especially like the show's introduction, real clever!

Jeanne Sanders, 732 N. Lucile, Los Angeles, Calif.

I continue to enjoy your wonderful magazine. I have sold several of my neighbors on buying it each week and now I tell me if they had known how good it was they would have been buying it long ago. It sure makes me boogie mad for anyone to criticize an artist like Liberase I stood in line at the bank for tickets to see him in person and the audience was so thrilled you could hear a pin drop. He really is wonderful, and we all should be thankful for the privilege of hearing him.

MARGARET MORRIS, 341 W. Beachwood Dr., Los Angeles, Calif.

Leroy Thor, star of "Foreign Intrigue" TV films, is such a fine actor and the plots are interesting and timely.

Fern Allen, Ventura, Calif.

With Baron Michelle Leone would not talk so long on TV.

Skipper Palmer, Altadena, Calif.

What are you going to have another story on "Space Patrol"?

We have a story scheduled to appear very soon.

Thursday Radio Program Highlights

A.M. Programs in Lightface Type. P.M. Programs in Boldface.

| 3:00 | Arthur Godfrey, KNX.
| 3:10 | Tom Harmon, KNX.
| 3:30 | Bob Kelley, KNBC.
| 3:40 | The King of the Senators, KNX.
| 4:00 | palmolite, KNX.
| 4:10 | quilt, KNX.
| 4:20 | Mystery-Detective.
| 4:30 | Mrs. Chaney, KNX.
| 4:40 | Tom Harmon, KNX.
| 5:00 | Mystery-Detective.
| 5:10 | Tom Harmon, KNX.
| 5:20 | Mystery-Detective.
| 5:30 | Tom Harmon, KNX.
| 5:40 | Mystery-Detective.
| 6:00 | Tom Harmon, KNX.
| 6:10 | Mystery-Detective.
| 6:20 | Tom Harmon, KNX.
| 6:30 | Mystery-Detective.
| 6:40 | Tom Harmon, KNX.
| 7:00 | Silver Saloon, KECA.
| 7:10 | Silver Saloon, KECA.
| 7:20 | Silver Saloon, KECA.
| 7:30 | Silver Saloon, KECA.
| 7:40 | Silver Saloon, KECA.
| 8:00 | Silver Saloon, KECA.
| 8:10 | Silver Saloon, KECA.
| 8:20 | Silver Saloon, KECA.
| 8:30 | Silver Saloon, KECA.
| 8:40 | Silver Saloon, KECA.
| 9:00 | Silver Saloon, KECA.
| 9:10 | Silver Saloon, KECA.
| 9:20 | Silver Saloon, KECA.
| 9:30 | Silver Saloon, KECA.

Sports

| 3:00 | Los Angeles Angels.
| 3:10 | Los Angeles Angels.
| 3:20 | Los Angeles Angels.
| 3:30 | Los Angeles Angels.
| 3:40 | Los Angeles Angels.
| 4:00 | Los Angeles Angels.
| 4:10 | Los Angeles Angels.
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| 8:30 | Los Angeles Angels.
| 8:40 | Los Angeles Angels.
| 9:00 | Los Angeles Angels.
| 9:10 | Los Angeles Angels.
| 9:20 | Los Angeles Angels.
| 9:30 | Los Angeles Angels.

Commentary

| 3:00 | Bob McAllister, KNX.
| 3:10 | Bob McAllister, KNX.
| 3:20 | Bob McAllister, KNX.
| 3:30 | Bob McAllister, KNX.
| 3:40 | Bob McAllister, KNX.
| 4:00 | Bob McAllister, KNX.
| 4:10 | Bob McAllister, KNX.
| 4:20 | Bob McAllister, KNX.
| 4:30 | Bob McAllister, KNX.
| 4:40 | Bob McAllister, KNX.
| 5:00 | Bob McAllister, KNX.
| 5:10 | Bob McAllister, KNX.
| 5:20 | Bob McAllister, KNX.
| 5:30 | Bob McAllister, KNX.
| 5:40 | Bob McAllister, KNX.
| 6:00 | Bob McAllister, KNX.
| 6:10 | Bob McAllister, KNX.
| 6:20 | Bob McAllister, KNX.
| 6:30 | Bob McAllister, KNX.
| 6:40 | Bob McAllister, KNX.
| 7:00 | Bob McAllister, KNX.
| 7:10 | Bob McAllister, KNX.
| 7:20 | Bob McAllister, KNX.
| 7:30 | Bob McAllister, KNX.
| 7:40 | Bob McAllister, KNX.
| 8:00 | Bob McAllister, KNX.
| 8:10 | Bob McAllister, KNX.
| 8:20 | Bob McAllister, KNX.
| 8:30 | Bob McAllister, KNX.
| 8:40 | Bob McAllister, KNX.
| 9:00 | Bob McAllister, KNX.

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TV-Radio Life

Name and address withheld by request, Magnolia Ave., Long Beach, Calif.

... Now this isn't intended to be a catty letter. It is just the honest opinion of a lot of your readers who enjoy reading your column but don't care to read fiction.

We were surprised when your magazine took the bait.

Unfortunately, because of the extreme length of this lady's letter, we are unable to reproduce it in full. The "ball" that she refers to concerns correspondence we have received lately about Betty White and Liberace. Our Ear and Eye column, naturally, survives on the comments and criticisms of our readers. As usual, most of our letters have the same number of words because of obvious space limitations. However, we do try at all times to capture the meaningful parts of our readers' letters. In this particular case we did not run the Betty White-Liberace correspondence, or any other letters for that matter. The Ear and Eye column in TV-Radio Life is YOUR column. Unless the material is obviously libelous (for libel it is the publisher, not the reader or reporter who has to pay), we print exactly what our readers write in, whether it be good, bad, or indifferent. Call it democracy; call it fair journalism; call it "just good copy"; call it what you will. We honestly believe that is the only way to conduct a letter column for a public medium of expression. And as long as our readers continue to write us (and we love you for it), the Ear and Eye column will continue to be that way.

T. Allington, San Diego, Calif.

The Al Jarvis Show in two months has become my favorite TV program, and we seldom miss it if possible.

Mrs. B. F., Los Angeles, Calif.

I think all this convention coverage is boring and monotonous. Also, now I know how ridiculously stupid all these people are. Groucho could make more intelligent speeches.

Mrs. Olive Taylor, 1441 South Hoover St., Los Angeles, Calif.

Just listening to "Hollywood on Television" program and heard F. X. McDonald sing "Danny Boy." Why can't we have more of Mr. McDonald? I think he has a wonderful voice.

Mrs. Wallace Pratt, Route 1, Box 14, Perris, Calif.

Why do so many stations have to carry the convention? Would not one station be enough so that those who wanted to watch it could? Don't seem like they use any reason. Just like having beets three times a day, seven days a week.

Mrs. S. Cutting, 3345 Stoker, Los Angeles, Calif.

Only another "tied to the home mother" who is slipping a little with the new grooming departments can realize that it means to have Rita LaRoy back on TV with her Glamour Session." Bless KTTV for bringing us something besides cooking or useless "cute" interviews in the daytime. My hair looks better already!

Mrs. G. A. R., Lomita, Calif.

Horace Heidt, Jr., is precious.

elen Cornwell, 238 E. Holst Ave, Pomona, Calif.

I think the Duke Martin Show would be very dead if weren't for Hank Penny. They should have more of him.

Izabeth Dillon, Glendale, Calif.

I think Bill Stulla is the gentleman of TV—courteous, and considerate of everyone's feelings.

Friday Radio Program Highlights

A.M. Programs in Lightface Type: P.M. Programs in Boldface

Comedy-Variety
3:00—Arthur Godfrey, KNX.
3:30—Bob and Ray, KFI.

Quiz, Participation
8:00—McNeill Ekström Club, KECU.
8:15—Grand Slam, KFOX.
11:00—Double or Nothing, KFI.
11:15—The Voice of Broncho Billy, KFAC.
12:00—Art Linkletter, KNX.
1:00—Welcome Travelers, KFI.

Variety
3:15—Burruss & Ward, KFI.
4:00—Davy Crockett, KAPP.
7:00—Capitol Circle, KNX.
7:30—Womens' Forum, KAI.

Sports
5:15—Amer. Radio History, KDI.
5:25—Hollywood Bowl, KFOX.
5:35—Los Angeles Rams, KJL.
6:15—San Diego Sports, KFL.
6:45—Wives of Sportsmen, KBB.
7:45—Women's World, KGB.
8:05—Women's Basketball, KBL.
8:30—Women's Baseball, KHP.
9:00—Women's Golf, KRL.
9:30—Women's Basketball, KGR.

Public Interest
1:00—Women's Forum, KNX.
1:30—Women's Forum, KAL.
2:00—Women's Forum, KFI.
2:30—Women's Forum, KBW.
3:00—Women's Forum, KDL.
3:30—Women's Forum, KLB.
4:00—Women's Forum, KAL.
4:30—Women's Forum, KFR.
5:00—Women's Forum, KGB.

Friday, August 8

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

5:00—KCAL—Coxy Cook.
5:35—KCLA—Bob McLaughlin.
6:00—KCBS—M. Thompson.
6:15—KKF-AM—G. Thompson.
6:45—KGER—G. Thompson.
7:15—KBIG—W. Thompson.
7:30—KFI—KFD—F. Thompson.
7:45—KMA—W. Thompson.
8:00—KFWB—KFD—F. Thompson.
8:15—KFWB—F. Thompson.
8:30—KFWB—W. Thompson.
8:45—KFWB—W. Thompson.
9:00—KFWB—W. Thompson.
9:30—KFWB—W. Thompson.
9:45—KFWB—W. Thompson.
10:00—KFWB—W. Thompson.
10:15—KFWB—W. Thompson.
10:30—KFWB—W. Thompson.
10:45—KFWB—W. Thompson.
11:00—KFWB—W. Thompson.
11:15—KFWB—W. Thompson.
11:30—KFWB—W. Thompson.
11:45—KFWB—W. Thompson.
12:00—KFWB—W. Thompson.
12:30—KFWB—W. Thompson.
12:45—KFWB—W. Thompson.
1:00—KFWB—W. Thompson.

Page Thirty-Eight
Wrestling
Is My Business
by Jules StrongBow

Are the Bearded Men Really Bad?

There is a popular belief among wrestling fans that a bearded man is a bad man. There is nothing to substantiate this opinion except perhaps that a few of the rugged, to say the least, bearded grapplers have given all men with facial foliage the name. It is so easy to associate characteristics with characters.

Since wrestling is one of the oldest sports, in the early days all wrestlers wore beards—it was the usual, not the unusual.

Beards are hard to explain to anyone who doesn't have one. Some men grow them because they feel whiskers are a natural insulation, cool in summer, warm in winter. Others wear them to hide a scar or other facial imperfections. Some men wear them because they just plain like them and feel it enhances their appearance. To a few, it is a tradition of their profession, as in the case of doctors wearing Van Dyke type beards.

The Smith brothers, John and Al, wear beards for a common reason and then each has a personal reason. Both claim that the Smith clan has always had a shaggy face and it is a matter of family honor with them.

Al will tell you that he also likes his beard because it makes him even more handsome and distinguished looking. John imitates the old painting above the family mantel of his great-grandfather, whom he admired. John vowed when he grew up that he would have mutton-chops exactly like his honorable ancestor.

Some of the other wrestlers tell me, and I pass it along to you for what it is worth, that John was badly scarred in a battle in Alaska with a wolf and wears the beard as a cover-up. They say that is where John got the nickname, “Wolfman.”

Moto Root of Trouble

I believe that one wrestler has done more to turn wrestling fans thumbs down on bearded wrestlers than all others in the long history of the sport. He has incensed hatred in their hearts, rioted in their actions—yes, that Japanese strongman, Mr. Moto.

Mr. Moto, with his Oriental rituals, colorful tobes, sumo war dances, sleeper hold and Billy-goat goatee has almost ruined every man who sports a beard.

About a year and a half ago, due to a popular vote, Mr. Moto was stopped from using his sleeper hold in Long Beach, which is televised Thursday nights over KTLA. Many fans thought we had failed them because he would still put the fearful sleeper on his opponents. If you will remember, the referee always broke the hold and never let him use it to finish a wrestler. The sleeper hold is not illegal but promoter Harry Rubin refused to book Mr. Moto unless he promised not to apply the sleeper.

Now John J. Doyle, popular Southern California wrestling booking agent, tells me that Mr. Moto is coming back in the middle of August and I am wondering what you will have to say about this. One thing I am sure of, the medicine cabinets will be restored with aspirin and sleeping tablets.

Thank goodness, all bearded wrestlers aren't like Mr. Moto and the Smith boys. The majority are well liked by fans. Men like Enrique Torres, Rito Romero and Blackie Guzman all sported mustaches.

Another favorite who sports heavier foliage is the giant HOMBRE MONTANA. This man mountain is quite a fellow with a lot to overcome among the fans. His 325 pounds make him so much larger than his opponents that the sentiments would naturally go for the little fellow. His heavy black beard also is a stigma. For the most part, this big good-natured giant has overcome both and has won a great many supporters.

Through the years there has been a steady trend on bearded men among Southern California—all were favorites of the crowd.

Such as Big Ben Morgan from Houston-Texas—who tilded the scales at 310 and stood six feet four and had a beautiful beard and resembled Biblical figures so greatly that he appeared in several religious pageants hereabouts.

Remember big Serge Kalmikoff? He was a real sweat bucket individual with his old-country uniforms and Cossack regalia. Perhaps he wouldn't be popular today, but yes years ago when he was here he was a real crowd-pleaser.

How about the Boyd County, Kentucky, sculler, Daniel Boone Savage? The streets of Los Angeles don't seem the same without Daniel and his two coon dogs and his lantern going home after a match at the Olympic. You would never find Daniel without his lantern for he just couldn't adjust himself to doing without his electrical gadgets. I heard from him not too long ago. He is still in the South, says he likes it because there are so many coons still there—also he said he has yet to find a man that he didn't trust and like.

All bearded wrestlers aren't badmen. Probably the best-known of all was the Great Emancipator himself, Abe Lincoln, who wrestled professionally before he became an immortal statesman.

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At a saving of 50c per person
On Any Price Seat
Roller Derby every night at:
Hollywood (Pan Pacific Auditorium) July 22-August 17

Courtesy of TV-Radio Life

Page Thirty-four
DICK LANE is not only a capable announcer but he really knows his wrestling. Here he gives a few pointers to Lord James Blears (left) and George Becker.

LOU THESZ (UPPER RIGHT), heavyweight champion wrestler, dropped by at the KNX-CBS studios to chat with Tom Harmon, sport director (lower right), and pro golfer Ralph Guldahl (upper left) and Kenny Washington (lower left). There's lots of talent in this athletic quartet. (CBS photo.)

Around the Wrestling Circle With Jules StrongBow

ALI BEY, POPULAR TURK grappler, traded a career as a linguist for following the sport of wrestling around the world.

ARGENTINE ROCCA is seen only periodically in Southern California, but when he does come everyone loves it—except his opponents.

DR. LEE GRABLE is undoubtedly one of the most popular wrestlers in Southern California. (Bob Perkins photo.)
Will You Find Your Love at Avalon?

Maybe Yes, Perhaps No . . . But You're Bound to Meet KBIG's Official Host, Carl Bailey, the World's Tallest, Most Versatile Disc Jockey

By Donna Scott

W E HAD VISIONS of an impractical assignment upon learning that popular disc jockey Carl Bailey was happily ensconced on Catalina Island. However, no assignment is too difficult to handle. When it comes to pleasing our readers, we'll even face mail carrier and jeep paralysis for your enlightenment.

After long and careful consideration, lasting a split-second, it behooved us to accept an invitation to interview Carl on the Island. The rigors and hardships of piloting the waters on John Poole's sleek forty-two-foot cabin cruiser, La Belle, were obligingly shared by Stu Wilson, Cliff Gill and other members of KBIG's Hollywood contingent.

Mr. (K) Big

Six-foot-ten Carl Bailey, now spelled with a "K," was on hand to greet us when the boat docked. KBIG's official host to Island visitors was tailor-made for the job. He not only represents the station with the tricky call letters, but he is BIG, big in size, heart and personality. After twenty-odd years in the broadcasting business, Carl feels that he has at last found his Utopia. Laughingly he claims, "I've done everything in the radio business but make money." We'll vouch for his radio activities.

"My interest in stamps," he continued, "started me in radio. I was naive enough to think that our local 1000-watt station would receive mail from far-away places, so I haunted the station for foreign postage stamps. I didn't find the stamps, but I did develop an interest in radio." For almost a decade Carl reported the Rose Parade; using his height to advantage, he gave authentic first-hand coverage.

Jeeps

Carl's transition from colorful rose parades to America's Isle of Capri was made via the aid of his jeep. Riding in his jeep up to the 1400-foot summit where the KBIG transmitter is located was for us nothing short of suicide for a featherweight who was afraid of sliding out with every turn Carl made. As a questionable special treat, Carl and his mountain-goat jeep detoured across uncharted knolls so that we might admire the bird life hiding in the tall grasses.

Facts and Figures

After reaching the transmitter we caught our breath and learned some interesting facts. Not all radio engineers sit in air-conditioned studios twisting dials. The consultant engineer and his crew, including record spinner Carl Bailey, explored virgin territory atop Catalina's mountains, finding travel on foot faster in most instances than on horseback. Conquering the rugged terrain was quite a feat. Building materials and engineering equipment were delivered via boat, horseback, mule packs and jeep. Forty-two million pounds of dirt had to be moved before the transmitter towers could be erected. Insects, snakes and weather conditions hampered installations. "Ah for the life of a disc jockey who 'volunteers' to help radio engineers," Carl sighed.

When off duty, Carl devotes much of his time to the Catalina Central Lines, plush model-train setup in the Avalon Casino. As assistant superintendent in charge of maintenance, he keeps those tracks in lickety-split condition for the roaring expresses. Of one may find Carl and his two young sons scampering over Catalina's lofty unexplored regions searching for eagles' nests. Carl's love of the outdoors - his hunting, fishing and nature lore find ample expression on the Island.

The tallest and most enterprising announcer in the business transported his entire music library, comprising almost 10,000 fragile records, from the mainland across Catalina's rugged terrain to KBIG's transmitter-studios with nary a breakage. If he can do this, Mr. (K) Big can do anything.

THE MAINLANDERS ENJOY an orientation trip to Avalon aboard KBIG's cabin cruiser, "La Belle." Station owner John Poole (top, extreme left) has 10,000-watt station whose power is increased fivefold due to the excellent transmission properties of salt water.

Page Thirty-six
From Vaudeville to Video

With "Popcorn and Peanuts"

By Arlene Garber

August 1, 1952

When KTLA’s "Popcorn and Peanuts" caved in front of the video cameras, they bring to the new medium a bunch of old jokes. These old jokes, which made audiences laugh years ago when these two minstrel men were playing vaudeville, still click for spectators who are regulars at KTLA’s "Dixie Showboat."

It was a good number of years ago that both John Swor, "Peanuts," and Harry Cody, "Popcorn," ran away from home to join the local touring company. "Peanuts" was only twelve years old when he left his home in Dallas, Texas, to follow Doctor Clifton’s Medicine Show. At that time he had one and a half minutes in which to sell the bottles of medicine to the crowd. He traveled with Doctor Clifton long enough to get a taste of show business in the raw. And he hasn’t been out of it for fifty-five years.

Always a Minstrel Man

Although he has always played a minstrel man, "Peanuts" never quite boarded a river showboat, where the blackface comedians got their fame. Once he was engaged to go aboard "The Cotton Blossom," but the engagement was canceled before the famous showboat pulled up anchor.

At one time "Peanuts" was part of the popular vaudeville team, "The Two Black Crows." He spent nine years in this comic duo with George Moran, the other "Black Crow."

After years of hitting the boards in touring companies from coast to coast and far into the South, "Peanuts" tried radio in 1937. His comic act was put into an air show then called "Gilmore Circus." About the same time he was on this coast doing some film roles and on the verge of joining hillbilly Bob Burns in his comedy routines for the movies.

When TV Came

"Peanuts" and "Popcorn" were back playing vaudeville when television became the leader in the entertainment field. At this time vaudeville was thought to be losing ground and certainly didn’t have the attractive future to offer minstrel men that it had when these two comics were entering it.

Television offered a new chance to these two veterans, as it did to many other show-business greats who had traveled the theater circuits all their lives. Now "Popcorn and Peanuts" don’t consider TV much different than vaudeville. Anyway, they approach it in about the same manner, except for the space limitations and cameras.

"Peanuts" likes to play a game of golf with his video sidekick "Popcorn," when they are away from the KTLA studios. He also is active in the Hollywood Comedy Club, where he claims "you’ll find all the old-timers from vaudeville."

Television is home now to "Popcorn" and "Peanuts." They have no ambitions to own a chicken farm in the country, as is said to be the dream of every vaudevillian. They’re just as happy today cracking jokes for viewers as when they used to stand on the theater stages across the country.
"I Was a Communist For the FBI"

Dana Andrews Tells Why He Feels Privileged To Portray Matt Cvetic, Former FBI Agent

GET A big thrill out of enacting the character of Matt Cvetic, because I know what a dangerous assignment he had and how successfully he carried it out," says Dana Andrews, star of KNX's radio series, "I Was a Communist for the FBI."

"There is a place in radio for a program like this to put all of us on our guard," he continued, "and to make certain that the work done by Matt won't be forgotten. I feel that it is a privilege to portray the role of so great an American." Rugged, handsome Dana Andrews has adopted the crusading spirit of his minister father in his portrayal of the former FBI agent who turned Communist for nine years.

Facts vs. Fiction

The authentic experiences of Cvetic are scripted into dramatic episodes, vividly revealing the vile, cunning treachery of the Communists. Although at times it's hard to draw the line between fact and fiction, the facts stand out boldly and the fiction is merely the incidental framework. The insidious methods of the Communists are deadly, and as Dana commented, "It's a series to put us on our guard."

Although Dana reached prominence on the screen, he is still a preacher's son at heart. Despite the material affluence with which his life is now endowed, Dana remains unpretentious. Carver Dana Andrews, one of nine children, bears the surnames of three eminent clergymen. His father named him after two professors - Drs. Carver and Dana - under whom he studied while in a theological seminary. But clergy-men's sons seldom become clergymen themselves, and Dana followed the fairly uniform pattern of any average American boy.

Drama School-Movie Studios

He graduated from Sam Houston College in Texas, but after a brief experience in the business world he hitchhiked to Los Angeles, hoping to get started as a singer or screen actor or both. He ended up getting a job at a gas station in Van Nuys. Subsequently he enrolled in the Pasadena Playhouse for dramatic schooling and experience. Beginning as a spear carrier in a Shakespearean production, Dana built up to speaking parts and later to feature roles. A Goldwyn talent scout saw him and placed him under contract. He made his debut in "The Westerner," starring Gary Cooper, but his big break came in "Laura," when he played the role of a tough detective.

Dana is a family man, living with his wife and four children in Toluca Lake. He collects Van Gogh and Grant Wood paintings, dabbles in photography, and listens to his favorite music - Rachmaninoff's Piano Concerto No. 2 in C Minor . . . at the least provocation. If it weren't for the extravagance of his two yachts, one might say that his tastes were simple and his wants few.
its strength lies in its penchant for on-the-spot news coverage. Whether it be Senate crime investigations or the signing of a peace treaty, I have to pinch myself whenever I see a history-making telecast."

Miss Burke has been tagged a cheerful earful, and rightly so. Her friendly repartee on endless subjects is offset by delightfully frequent lapses of reminiscing about her husband, the great Flo Ziegfeld. To many, Billie Burke is the personification of femininity.

Her appreciation of today's sweater-skirt set was rather surprising. "When I was a young girl," she remarked, "we wore frills and laces to enhance the illusion of beauty. However, the modern girl must stand on her own good grooming. There are no bustles, plumage, ornate hairdos or endless yards of crinoline and satin to flatter the modern miss. Her smooth figure, sleek hair and uncluttered clothes make her attractiveness speak for itself. As far as feminine mannerisms are concerned," Billie continued, "Miss 1952 still has them, but they are not quite as obvious as they were in the early 1900's."

As far as we're concerned Billie Burke is the most charming babysitter in the world. People have fussed over Miss Burke most of her life, but now she delights in fussing over her four grandchildren. Keeping up with the Brownie activities of her two eldest granddaughters has become her major preoccupation. Beneath her fluttery mannerisms lies a sedate, sturdy character.

To some degree Miss Burke's vitality may be credited to her diet and exercise. She has been a vegetarian for several years and exercises religiously every morning. "Why, I can even stand on my head," she exclaims.

By Donna Scott

Dick Whittinghill

Dick Whittinghill is a blue-eyed disc jockey, five feet seven and a half inches tall, with sandy hair, who looks like the tweed-coat type and is. He is known as the "Clock Watcher" with his early-morning sessions at KMPC.

He is married to Wilamet, who, he said, "is as Swedish as can be. She is a wonderful seamstress ... makes all my shirts and all her own clothes. I'm really proud of her."

Dick was featherweight boxing champ of Montana and now has one ambition. "To be an actor." He sang second tenor and baritone with the famous singing group "The Pied Pipers" when they were seven men and one girl, Jo Stafford. His favorite recordings are the four sides - "Polly Wolly Doodle All the Day," "What Is This Thing Called Love," "In a Little Spanish Town," and "Dixieland Stomp," which he did with the "Pied Pipers." He doesn't own the recordings, but wishes he did.

This KMPC deejay would rather he known as an announcer who spins records than be called a disc jockey. He makes up all those crazy anecdotal introductions to his records.

His future? Radio and TV ... acting and more acting ... once he gets the chance.

Turntable Tintypes

No 2 of a Series

Dick Whittinghill

Billie Burke: Cheerful Little Eyeful

GRACIOUS GRANDMA and television personality are Billie Burke's newest roles. She daintily crossed the threshold from an era of lavish extravagance to contemporary television.

"I was kept somewhat cloistered backstage during my theatrical heyday," she explains, "but on TV you're out in the open ... your own front office, and I rather love it. I'm fascinated," she continued, "by the guests who appear on KTTV with me. It gives me an opportunity to meet people in every walk of life. Aside from the entertainment value of TV.
Entertaining and educational

KTLA's

"Man's Best Friend"

Saturdays, 5:00 p.m.

1. Herb Wegner, dog expert, breeder and obedience trainer, stars in the thirty-minute teleshow. 2. A scene from "Dogtown, USA," the filmed series which screens during the program at least once a month. 3. Dick Garton, Walter Kendall and Herb Wegner receive a citation from the Anne Street Shelter of the Humane Society. 4. Pancho poses in front of his house for the KTLA cameraman.

—Advertisement
August 1, 1952
TO BE OR NOT TO BE

A Blonde

Elena Verdugo Is Faced With a Peroxide Dilemma

By Mildred Ross

ONE QUICK visit to Elena Verdugo’s domicile is enough to convince you that here is a facsimile of “You Can’t Take It With You.”

Pert Elena and two members of the “Meet Millie” cast, Marvin Kaplan and Ross Ford, were chinning about the previous day’s radio airing, while Elena’s three-year-old, Richard Anthony, entertained a host of his friends. Twenty small fry constantly streamed in and out of that living room to harass further the charming but utterly confused Elena.

In sheer desperation Elena finally shoed little Richard out of doors and Marvin was “drafted” to keep an affectionate eye on the energetic youngster. Ross was hurried off to the store for groceries. Elena figured as long as he was staying for dinner he might as well do the marketing.

Peroxide Problems

The auburn-haired beauty became a blonde to meet the requirements of the “Millie” role.

“I’m just getting used to the idea of being a blonde. I was never called ‘cute’ in my life until I had this bleach job,” she said dubiously. “My friends would rather be frak than gallant, and none of them found my Millie-blonde hair to their liking. At first this gave me an inferiority complex.

“I began to wonder if there was any truth to the phrase … ‘gentlemen prefer blondes.’ Quite obviously my family (especially my husband) and friends didn’t agree. Instead of acquiring poise and self-confidence as a blonde I felt awkward and self-conscious.

“Frankly, I was miserable and wanted out until Frank Galen, creator of the series, talked to me like a Dutch uncle. ‘The boat has sailed,’ he cautioned, ‘get hold of yourself and act like a blonde.’ So I did.

“Now that I’m out of my peroxide dilemma,” Elena continued, “I feel like my old self even though I don’t look like it. But truthfully if it weren’t for ‘Millie’ I’d never go blonde again. You can have it.”

Before “Millie,” Elena had been in and around motion pictures since her teen-age days. Her education was acquired in studio schoolrooms where her classmates included Anne Baxter, Linda Darnell, Peggy Ann Garner and June Haver.

Typed

Due to her Spanish dancing and her authentically Spanish name she found herself typed in native roles. Many of you may remember her as the lovely Polynesian girl in “The Moon and Sixpence.”

Elena was so conditioned by her typecasting that when CBS executives requested her to make a test for the role of “Millie” she begged off and suggested a close friend who would probably be better in the role of a wise-cracking Brooklyn secretary. However, CBS persuaded Elena to make a pilot film and the results were so successful that even Elena admitted she might be “all right.”

And “all right” she is. When Audrey Totter resigned from the radio version of “Millie” Elena was assigned the radio role in addition to the TV stanza.

To prove that “Millie” was doing all right by her, Elena modeled her first mink stole. “See, six months of TV and I’m wearing mink,” she smiled.

At this point Ross returned with the groceries, and Marvin and Richard returned with a batch of fresh-freckled faces. Taking the hint, we departed before the confusion began anew. Hugging the mink about her shoulders, Elena called, “As a blonde, I’m not quite sure yet just what type I am. But it must be the right one.” She grinned, “because I’m working.”

ROSS FORD, ELENA AND MARVIN KAPLAN ponder over a bit of dialogue in the script. Impromptu rehearsals are frequently held at the Verdugo home. The former brunettes confides, “As a blonde, I’m not quite sure just what type I am. But it must be the right one, because I’m working.”

IS IT THE SCRIPT or the delicious tidbit that causes the far-away look in Marvin Kaplan’s eyes? Regardless, pretty Elena is being completely ignored. (CBS-Holmes photos.)
Movies on TV are Headaches

WHEN YOU SIT down in your easy chair and give a look at some of the movies on television, most of them rather antique, you may have a right to grumble at the fare but your headache is nothing compared with that of the men who have to line up the movies you see.

George Burke of KNBH is one of the men who have such unenviable jobs. He looks surprisingly healthy considering his many headaches in purchasing pictures.

How Films Are Bought

"Films are bought usually in packages according to the station's needs," George explained. "At KNBH even though we run a movie every night and repeat it the next morning we don't have to supply films for large blocks of programming the way stations like KTLA and KLAC do. KTLA, which runs five in a row on certain days, recently bought twenty-six Lippert pictures for a figure which I understand runs around $30,000.

"On all pictures purchased, stations are allowed to show them only a specified number of times, three or four runs being the average. They are bought generally from the Motion Pictures for Television organization. In some cases, however, distributors arrive from the East and offer package lots to the station which puts forth the best bid."

Any New Films Possible?

Most TV viewers complain about the poor pictures and the ancient numbers displayed. The biggest problem is getting newer product and good releases, because the films made in 1950, 1951, and 1952 command such a high price that they are almost prohibitive. If a really good movie is offered for sale, the station which buys it tries to work a deal whereby it will be allowed as many runs as possible in order to realize some kind of profit on its investment. With the rights for three or four runs, the station can then offer the picture to various sponsors at lower prices. KTTV, however, recently bought some prestige films in a package that cost them a good penny. Knowing it was impossible to break even, KTTV was content to use the pictures for prestige and to attract large audiences to the station.

"Network stations like KNBH don't have to worry about losses incurred by films," George went on, "since the network writes them off. This is only another instance in which our problems are different from the independents."

"All of us are trying very hard to get newer pictures but there is still a very definite stumbling block—the studios' refusal to release their better product to television. Unfortunately, there seems little chance of any change in this set-up, and I do not think that the switch to 3-D by most of the major motion-picture companies is going to change anything. There is little reason to believe that the studios will now turn over their 'flat' movies to TV."

The only serious break in this stand by the studios came recently from Republic, which suddenly released 26 films to television. This brought a terrific uproar from the other companies and some stations were actually afraid to buy any of the Republic product because of the studios' attitude.

English Pictures

The British companies, however, still have little reluctance towards giving their newest and finest pictures to TV. This explains why there are so many more British films being shown than Hollywood movies. So those who complain about certain English productions should be glad that they can at least see something made more recently than 1940.

There are other problems, too, in buying pictures. Censorship is always a big item to ponder. This will be dealt with in more detail in the next article. Then there is the precaution necessary so that no films are bought that are involved in any kind of litigation. There is, in addition, the necessity of clearance of all kinds of rights, especially the right to play the music involved in the picture scores. In some cases, such permission had to be secured from Europe before the film could be played.

It's a popular pastime to gripe about current movie fare but still the public seems to relish going bleary-eyed over the old and tired movies. When you face the cold facts, though, you're lucky to be able to see any pictures at all.

(Page Four)

May 15, 1953