Roy Rogers: 'You Can't Fool the Kids'
Story on Page 3

Does Groucho Get in Your Hair?
Story on Page 36

ROBERTA LINN:
'Why I Sing'
PINKY LEE AND Martha Stewart, who moved to the Coast this fall to originate their NBC-TV "Those Two" (Channel 4), get re-acquainted with the Southland by going to the Los Angeles County Fair. (NBC-Bailey photos.)

AT THE LEFT, Pinky shows his good right arm that won a cage of canaries for Martha at one of the Fair's midway games of skill. Above, an apprehensive Pinky waits for Martha to blast at a clay pipe.

AS "THOSE TWO" prepare to take their leave after a day at the Los Angeles County Fair exhibits and midway, poor Pinky shows that it is the man who ultimately pays—and also carries!

A FORLORN PINKY looks at his trusty old favorite of a checkered hat, long one of his trademarks, while Martha attempts to interest him in a jumbo cap, Fair style. (Pinky stuck by the little hat!)

---

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TV-RADIO LIFE
(Formerly Radio-Television Life)

Dec. 12, 1952 44 Vol. 26, No. 16

CARL M. HIGHLY, Publisher
Published Weekly at Los Angeles, California. Business and Editorial Offices: 1691 Selma Ave., Los Angeles 28 (Hollywood Station), California. Phone HILLSIDE 9255.

TV-Radio Life was entered as Second Class Matter September 11, 1918, at Los Angeles, under Act of March 3, 1897. Subscriptions are payable in advance. Single copies on sale at all leading Independent Grocers in Southern California. Subscription by mail $4. Address all remittances and correspondence to TV-Radio Life. Subscriptions please allow two weeks for change of address or to start a subscription.

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December 12, 1952
HERE THEY GO, Pat," shouted Roy Rogers, "let's get 'em!" With that Roy and his comic side-kick, Pat Brady, rose to their feet and broke after five fleeing desperados.

Roy ran a short distance, stopped and fired seven fast shots at the fleeing outlaws.

Did you catch the error in the preceding bit of dramatic Western action? Well, if you didn't hundreds of Roy Rogers's fans, all across the country, did. "Heck," a little fan might remark, "anyone knows you can't get SEVEN shots out of a six-gun... without reloading, that is."

Just such small technical slips as this set off hundreds of letters by the small fry asking their favorite NBC Western star, Roy Rogers, to get on the ball. And Roy is constantly checking with the writers, directors and technical assistants on both his radio and TV shows to be sure such slips don't occur. In one instance his lovely wife and co-star, Dale Evans, was supposed to tell the difference between a stock pony and a thoroughbred horse by saying, "Roy, look at the markings on that horse's forehead. He sure don't look like a quarter horse to me." Roy immediately suggested a correction.

"That's got to be changed. The only way to tell the difference is by the over-all conformation of the horse. A quarter horse or stock pony is especially trained to run at top speed for a quarter of a mile and also to turn on a dime. He makes a great cow pony but he can't last at the longer racing distances. He's usually smaller and has a narrower rib span than the more powerful thoroughbred. That'd be the only way you could really tell the difference from a distance."

Now you might well say here, so what? After all, it's only a show. But if you want to keep faith with the youngsters and save yourself a barrage of letters you'd better make sure that what you're doing is right. And Roy and his entire production crews do just that. But sometimes slips do occur. Take for instance a letter from a little nine-year-old from Waco, Texas.

"I live on a ranch and I watch your show all of the time. How come when the stage comes running into town after a long ride, the horses don't ever sweat? I know horses sweat if you run 'em hard..." Well?

But for the most part, the slips are caught before they happen. Roy pays attention to even the most minute detail. And not only does Roy have to be sure of the content of his radio and TV shows, but he must actually portray his part in everyday life to the hilt. During a recent party which Roy attended in Hollywood, he came without his guns strapped to his side. Immediately a small fry approached and tapped him on the hip:

"How come you're not wearing your guns?"

Roy countered with, "Well, this is a friendly gathering and I didn't think I'd have to shoot anybody. Besides, you got on your cowboy hat but where are your guns?"

"The little shaver, not more than eight, came back with, "Well, I didn't figure on shooting anybody either."

Some youngsters have become almost technical experts where Western films are concerned, and Roy respects their judgment. Whenever his attention is called to any detail, however small, it becomes a thing to watch for in the future. However, there are some things which cannot be corrected, for propriety's sake, if nothing else. This was brought home when a bunch of eight- and nine-year-olds came as a group to lodge a complaint to the daughter of the show's producer, Jack Lacy.

"Look! Every week we watch your dad's Roy Rogers show. Now how come, when they spend a whole day in Mineral City with hundreds of horses going around the streets all the time, there's no horse manure? Don't they feed those horses?"

Cowboy on the Defensive

Roy Rogers's Severest Critics Are His Young Fans. They Are Sticklers for Authenticity
They Put Their Eggs in Other Baskets

Some of Your Favorite TV and Radio Stars Have Commercial Enterprises That Pay Off

If you glance through the roster of TV and radio personalities, you're apt to find scores of them with business investments that pay off. The extensive Bing Crosby enterprises, which we hope to describe at a later date, are a story in themselves. However, here we have picked at random five personalities who have invested their "mike" earnings in various enterprises. Whether it's intentional or purely coincidental we can not say, but usually these investments are not in any way related to the entertainment business.

Lawrence Welk, KTLA Star

Before Lawrence Welk settled down to become a TV star, he braved one-night stands and suffered gastronomic insults by the food he found along our highways. Duncan Hines would have run a mile from some of the eating establishments Welk and other touring bands have had to stomach.

Deciding that he and his conferees in the music world deserved something better than highly seasoned hash and rank coffee, he opened the Lawrence Welk Diner in Mason City, Iowa, at the intersection of U. S. Highways 65 and 18.

The specialty of the house is the Squeezeburger, served on a rhythm roll (accordion-shaped) with piccolo pickles, fiddlestring fries and vibrant vegetables. The glorified hamburger became a Squeezeburger when Welk concocted a special seasoning for the ground beef. A meat packing firm in Chicago prepares and freezes the meat, then ships it to Welk's restaurant. His Mason City site is full of souvenirs and novelty items, emphasizing his champagne glass and accordion trademarks. Even the exterior of the diner is designed like an accordion.

Twenty-one eateries throughout the Midwest and East have franchises to serve Welk's specialties.

Al Pearce, CBS-TV Star

Al Pearce is in the prune business—not ordinary prunes, mind you, but fancy prunes that are pitted and processed by a special method worked out by Al.

Al got into the business when he retired from radio about nine years ago and settled down on a ranch and plum orchard at Marysville, California. He began processing and pitting some of his own plums, and found such a ready acceptance that he bought up the output of neighboring ranchers.

Now Al has his own plant at Sunnyvale and is opening one in Glendale. He doesn't grow 'em any more, but buys the best Double Grade A plums he can find. As for sales, he can't turn out enough produce to meet the demand, but hopes to increase production next year.

Although he has a manager, he is most active in the business, ranging from buying of plums to continued experimentation with pitting machines and new processing, selection of material for packing and wrapping, and sales to wholesalers and retailers.

"Anybody," says he, "who talks to me about retiring again is talking to the wrong man."

(please turn to page 31)
Will This Formula Solve Radio's Problems?

Music-Sports-News

By Ted Hilgenstuhler

NOT ONLY is it an overused metaphor, but it is an absurdity to say that "radio is dead." Five minutes in the typical American home, or in the average American automobile, or at your favorite beach or picnic ground, will prove to anyone that radio still is and always will be, a powerful factor in the American system of communications.

A recent independent survey by TV-Radio Life, plus many hundreds of individual letters and phone calls, have convinced us that people not only listen to their radios constantly, but they want to know more and more about various radio personalities. Because of this, TV-Radio Life will continue to be just that—a TV and radio magazine.

There are certain irrefutable facts to be considered, however. The impact of TV has not necessarily killed radio; but it has changed radio. Because of TV, radio stations have found and must continue to find new formulas for success.

The Big Three

The latest trend, as one can tell by tuning to several local outlets, has materialized in a stress upon three main categories: Music, Sports, and News. The thinking on the part of radio program directors seems to be that people not only want to hear more of these Big Three, but they can enjoy and absorb them just as easily by listening as by watching and listening.

In the local area, independent station KLAC offers an excellent example of how the M-S-N formula has been applied.

First of all, the Fedderson-managed frequency featured and promoted five outstanding disc jockeys: Alex Cooper, Dick Haynes, Peter Potter, Bob McLaughlin, and Gene Norman. Known as the Big Five, they can be heard all day long on KLAC, seven times a week, spinning your favorite tunes and pushing (for a profit) your favorite products.

Sportswise, Director of Sports Sam Balter airs hourly flashes, has three of his own commentary programs, and does an occasional special athletic event. Congenial baritoned Balter, through his many years of Pacific Coast coverage, long ago established himself as one of the most competent, capable, and conscientious sportscasters in the entire country.

News broadcasts, handled by Ed Lyon, Marx Hartman, Hal Goodwin, and Sam Benson, are provided every hour on the hour, and whenever special bulletins are deemed necessary.

The KLAC crew emphasize Music, Sports, and News. No big names. No big shows. No dramas. No murders. No comedies. What have been the results?

Poll Proof

The Radio Hooper Ratings for the past few months, as published by C. E. Hooper Inc., show conclusively that KLAC has higher over-all ratings than any other independent station in Southern California. In many cases, it also has higher ratings than the big-budgeted network outlets.

Other local stations, with variations, are employing the same formula.

This Music-Sports-News formula (with, we hope, a greater emphasis on special news events) may or may not be the solution for the successful operation of small, independent stations for many years to come. At any rate, it's being used now—and it's working!

What about the major networks? Will they be content with what they have? Will they, too, have to rely eventually on the M-S-N formula? Or will they have to go out and get new names and new ideas in order to retain their supremacy of the airwaves?

Keep listening. It'll be interesting to hear what happens.
A GENTLEMAN FROM IOWA and a gentleman from Florida battle it out on electric cycles, while the audience at Jack McElroy's daily KNBH funfest cheer them on—and laugh at their antics. (NBC-Holloway photos.)

EACH DAY JACK interviews people from different states, allowing each to play up the old home stand. This visitor is undoubtedly telling the audience how much better things are in Texas!

JACK, WHO SERVED in World War II as a flying instructor, was much more recently named an Honorary Recruiting Sergeant by the U. S. Army and U. S. Air Force Recruiting Service. (NBC-Bailey photo.)

ROBERT CUMMINGS is established as a bungling, ineffectual real-estate salesman on NBC-TV's "My Hero," seen locally on KNBH. Julie Bishop, as "Miss Marshall," his girlfriend-secretary, urges him ever on.

IN ONE EPISODE, the "Hero's" boss is so furious he threatens to feed "Robert S. Beanblossom," boy bungler, to the ants. Cummings's imagination shows him how this is done. Sand burial is the best way.

JOHN LITEL, in grass skirt, as "Beanblossom" imagines him in a horrid dream. On the show Litel is the constantly infuriated boss. Cummings has dreams of his wrath often, and with good reason, during the series.

You'll See More on Channel 4

Close-Ups on KNBH
The "Foreign Intrigue" series starring Jerome Thor in exciting battles of wits and fists in foreign countries, which you are now watching, is a brand-new run of film just made and shipped to these shores and KNBH's Channel 4, No reruns.

That "Miss Easy Vision" you saw crowned on Gene Norman's interesting KHJ-TV show last week came to America five years ago as a Polish DP. She is now only eighteen, and a perfect 36. She is now only eighteen, and a perfect 36.

Piggy Bank Parade

This week you will be seeing short films on your TV sets, during which some of our top stars will make a plea for donations. Please don't groan: "What, again!"

This time it will be for funds as a Christmas gift for the Children's Hospital, and it is called the Piggy Bank Parade.

All donors who send in a dollar or more will be sent a piggy bank. All change (and bills) saved in this bank during the year will also be used for next year's Christmas contribution. The Children's Hospital really needs your help, desperately. So make it a Merry Christmas for the kids—as well as yourself—by sending your donation to Piggy Bank Parade, Children's Hospital, Los Angeles 51.

On Our Cover

The excellent and eye-catching photo of Roberta Linn on this week's cover of TV-Radio Life was taken by Bill Hall. It is just one of many fine photos that Bill has taken for our magazine.

Light-Heavyweight Title Bout

Joey Maxim (left) of Cleveland, popular light-heavyweight champion, defends his title against Archie Moore of St. Louis, Mo., in a 15-round battle to be broadcast exclusively over the CBS Television Network on "Pabst Blue Ribbon Bouts," Wednesday, December 17, at 7:00 P.M. Russ Hedges describes the action in the title go in the St. Louis Arena.

Page Seven
HERE SHE IS! YOUR VERY OWN

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The head, arms and legs are completely movable. To add to the realism, each doll has glassine, sleeping eyes, with long lashes and beautiful long golden blonde Saran "hair", which is not just sewed to a cloth foundation, but each strand penetrates the scalp and is firmly anchored inside the head of soft, resilient, fleshlike vinyl, which will not crack, peel, or harden with age. This enables the "hair" to be shampooed, combed and curled. Her dress is a beautiful red and white organdy, trimmed with white lace.

Please include 52c State and City taxes (47c outside L.A. area) with your remittance.

Now Appearing on "Tex Williams Show" Every Sunday 3:00 to 4:00 p.m.—KBNH, Channel 4
go on, and no reason to half the hits
on the sound track almost drowns out
in the head, breaking chairs, wander-
weekly feature as a "comedy series."

wonderment for a full half hour. --.1.11
mouth stuff we watched with reap
at the stand-up, fall -down, slap -in -the -
and whenever the names Abbott and
who bob up to play punching bag
no explanation of the antics that do
is nothing' but comedy! No special plot,
An understatement, we feel. The show
lies in its brevity.-J.P.

pertinent percentages.
of the key figure pictured, or
incorporates an at-home
KTTV, Channel 11
Tuesday, 7:30 p.m.

This is the very sort of thing that
Our only complaint about the show
is not only it fine
The brief show is not only it fine

This Week in TV Continued
Helldorado, 1952."
In addition to plots, comedy is

Second Glances ( Critical Comment )
Abbott and Costello
Tuesday, 7:30 p.m.
KTTV, Channel 11

The station press release types this
weekly feature as a "comedy series."
An understatement, we feel. The show is nothing but comedy! No special plot, no explanation of the antics that do go on, and no reason to half the hits in the head, breaking chairs, wandering simians and extraneous characters who bob up to play punching bag with Costello. Yet audience laughter on the sound track almost drowns out the humor (this is humor?) uttered by the principals.

This is the very sort of thing that has quickened pulses long whenever and whenever the names Abbott and Costello go up on a marquee. The duo's fans, all million upon million of them, should be delirious with joy at the stand-up, fall-down, slap-in-the-mouth stuff we watched with red-wonderment for a full half hour.-J.P.
**This Week in TV—Continued**

*We Point With Pride*

To the San Francisco coverage of the Rams-'49ers game KECA-TV carried on Sunday, November 30. The viewer was practically on the field most of the time, and we hope everyone who sat on the seventy-second row the week before (like we did) got a chance to see this second tilt between the old rivals. To Johnny Carson’s brand of humor. He parades it Sunday nights on Channel 2 under the title “Carson’s Cellar.” That appellation put us in mind of a Lugosi series, and we skipped it until a kindly friend insisted upon watching. It’s good comedy, and if Carson’s clean good looks don’t mitigate his comedic appeal, in this day when the Ritz Brothers and Abbott and Costello are big stuff, he should wind up a top TV name.

**Off Lens (Personalities)**

*Kingfish Chosen by Bigwigs—Almost*

One thing shared in common by President Truman and General Dwight D. Eisenhower two years ago was an interest in the casting of CBS-TV's “Amos 'n' Andy” series when it was

***TV-RADIO LIFE***

**DECEMBER 12, 1952**

<table>
<thead>
<tr>
<th>MONDAY—FRIDAY TV 9:30 A.M. TO 5 P.M.</th>
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**N.T.G.'S HOLLYWOOD ROAD TO FAME**

**FRIDAY 7 pm**

**KNXT CHANNEL 2**

**Page Eleven**
**MONDAY TV LOGS**

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

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<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Peanut Circus -15m.</td>
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<td>6:05</td>
<td>KICA-TV News -15m.</td>
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<td>6:10</td>
<td>Action Theatre -60m.</td>
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<td>6:15</td>
<td>Comedy Klub -40m.</td>
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<td>6:20</td>
<td>Jack Owens Show -30m.</td>
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<td>6:25</td>
<td>Howdy Doody -Juvenile -30m.</td>
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<td>6:30</td>
<td>Cowboy Thrills -Movie -60m.</td>
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<td>6:35</td>
<td>Ladies' Matinee -30m.</td>
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<td>6:40</td>
<td>Jack's Magic Shop -15m.</td>
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<tr>
<td>6:45</td>
<td>Cartoon Time -45m.</td>
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<td>6:50</td>
<td>Program Preview -5m.</td>
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<tr>
<td>6:55</td>
<td>Welcome Traveler -15m.</td>
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<tr>
<td>7:00</td>
<td>Howdy Doody -15m.</td>
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<td>7:05</td>
<td>Jump Jump -15m.</td>
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<td>7:10</td>
<td>Holiday -15m.</td>
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<td>7:15</td>
<td>Lutheran Hour -30m.</td>
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<tr>
<td>7:20</td>
<td>Howdy Doody -30m.</td>
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<td>7:25</td>
<td>Telaventure -60m.</td>
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<td>7:30</td>
<td>Channel 8 Corral -45m.</td>
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</table>

See Page 17 for Movie Titles

**DECEMBER 15**

7:30  
7 Ads. of Kit Carson -30m.  
8 People in the News -15m.  
9 What's Name of Song? -30m.  
10 Howdy Doody -Juvenile -30m.  
11 March of Time -30m.  
12 Newsreel -15m.  
13 Camel News Corvair -15m.  
14 Arden Varieties -10m.  
15 News -5m.  
16 Harry Owens Show -30m.  
17 Telaventure -60m.  
18 What's Name of Song? -30m.  
19 Million Dollar Movie -11/4 hrs.  
20 Movie News -15m.  
21 I Love Lucy -30m.  
22 Welcome To The Airport -15m.  
23 Morning Log -5m.  
24 Meet the Press -30m.  
25 Million Dollar Movie -11/4 hrs.  
26 Movie News -15m.  
27 I Love Lucy -30m.  
28 Movie News -15m.  
29 Million Dollar Movie -11/4 hrs.  
30 Movie News -15m.

**EXPENSIVE RAT RACE**

One day as a guest-with-a-specialty feature, Jack McElroy had on his KBNH afternooner a young lady with a tiny chinchilla. Tiny or not, the animals range in price from $1,000 to $2,500. Hers was in the $1,800 class. A little beauty.

The wee, furry one was safely locked in his cage, pending an appearance, and Jack escorted the early-arriving guest about the studio, to the Coke machine and on other stages. A behind-scenes tour.

Near camera time the duo returned to Jack's set. From behind stage they heard a terrible banging and clamor. Rushing back, they found a prop man, armed with a broom, swatting at curtails and corners and hopping madly about. "There's a huge rat loose here - look out!" was his shouted admonition.

The guest knew immediately what had happened. Her expensive pet, whose resemblance to a rat lies in the fact that it is small, gray and can scoot, had liberated itself and fled, past eyes, toward a corner. A behind-the-scenes tour.

The hunt was stopped, the frightened bit of luxury fur found and comforted, and the show went on.

Only Jack stayed pale beneath his makeup. Insurance was on his mind.

announced that the show was being prepared for TV.

The President suggested to creators Gosden and Correll that they look for an actor in the drama department of Texas State University for Negroes. They looked, but found no one suitable.

General Eisenhower, while playing golf with Gosden one day, suddenly remembered a Negro GI who had been on his staff in Europe, and who might fit the "Kingfish" role. Through Army records the man was located and auditioned, but failed to make the grade.

Of course the man finally chosen after one of show business's greatest manhunt was Tim Moore.
**TV Previews**

**TIME CHANGES**

Saturday, December 13—THE BIG PIC- TURE, (4), 12:00 noon. Widely acclaimed series moves to this new time from former Tuesday and Thursday showings.

Saturday, December 13—HOPALONG CAS- IDY, (4), 5:00 p.m. Formerly seen one half hour earlier.

Sunday, December 14—THIS IS THE LIFE, (11), 1:30 p.m. The lives of the Fishers, a typical Christian family who solve their problems through faith, were formerly seen at a later hour on Sunday.

Sunday, December 14—HALLMARK HALL OF FAME, (4), 5:00 p.m. Miss Sarah Churchill makes her first appearance of the season in the title role of "Joan of Arc" on the show seen at this new time.

**WHAT'S NEW**

Friday, December 12—JACKSON'S LATE NEWS, (11), 1:00 p.m. Monday through Friday, a news reveiw show, with Jack Wheeler rolling it up for presentation.

Saturday, December 13—FLORENCE SCHADWICK, (4), 5:00 p.m. The Channelswimming Florence starts her new series of interview-sports-interest shows on KNBH.

**WHO'S GUESTING**

Saturday, December 13—ALL-STAR RE- VUE, (4), 9:30 p.m. Martha Raye is joined by Dorothy Lamour for comedy and song.

Saturday, December 13—PETER POTTER'S JUKE BOX JURY, (2), 10:30 p.m. Jurist Nineteen, Red Cameron, Rose Marie, Bill Ballance, Joan Lovejoy and Monty Hale, with Beryl Davis as a "special."

Sunday, December 13—AMERICAN FORUM OF THE AIR, (4), 3:30 p.m. Paul Van Zeeland, Belgian minister for foreign af- fairs, and Senator Arthur Watkins (R-Utah), discuss "How can the U.S. best help the free world?"

Sunday, December 14—HOLLYWOOD OPENING NIGHT, (4), 10:00 p.m. Ethel Barrymore is in a religious drama, "Mysterious Ways."

Monday, December 15—WINCHELL-MAC- HONEY SHOW, (4), 10:30 p.m. Jane Langley of Georgia, Miss America of 1952, visits Paul and Jerry.

Monday, December 15—ROBERT MONT- (Continued on Next Page)

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**DECember 16**

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

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**WHAT'S UP FOR PRESENTATION.**

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**WHAT'S NEW**

Friday, December 12—JACKSON'S LATE NEWS, (11), 1:00 p.m. Monday through Friday, a news reveiw show, with Jack Wheeler rolling it up for presentation.

Saturday, December 13—FLORENCE SCHADWICK, (4), 5:00 p.m. The Channelswimming Florence starts her new series of interview-sports-interest shows on KNBH.

**WHO'S GUESTING**

Saturday, December 13—ALL-STAR RE- VUE, (4), 9:30 p.m. Martha Raye is joined by Dorothy Lamour for comedy and song.

Saturday, December 13—PETER POTTER'S JUKE BOX JURY, (2), 10:30 p.m. Jurist Nineteen, Red Cameron, Rose Marie, Bill Ballance, Joan Lovejoy and Monty Hale, with Beryl Davis as a "special."

Sunday, December 13—AMERICAN FORUM OF THE AIR, (4), 3:30 p.m. Paul Van Zeeland, Belgian minister for foreign af- fairs, and Senator Arthur Watkins (R-Utah), discuss "How can the U.S. best help the free world?"

Sunday, December 14—HOLLYWOOD OPENING NIGHT, (4), 10:00 p.m. Ethel Barrymore is in a religious drama, "Mysterious Ways."

Monday, December 15—WINCHELL-MAC- HONEY SHOW, (4), 10:30 p.m. Jane Langley of Georgia, Miss America of 1952, visits Paul and Jerry.

Monday, December 15—ROBERT MONT- (Continued on Next Page)

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**7-Piece Set**


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**SLEEP IN A WIGWAM**

The most famous motel in the West. Recommended by ARA & Duncan Hines.


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**TUESDAY TV LOGS**

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**FOOTBALL PROGNOSTICATIONS**

Norman Sper, who makes predictions like mad on his "Football This Week" TV show, long ago, before this season's first pigskin went into play, picked Wisconsin and the University of Southern California as Rose Bowl contest-
**WEDNESDAY TV LOGS**

<table>
<thead>
<tr>
<th>See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings</th>
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Information Received From Stations Subject to Last Minute Change

<table>
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<tr>
<th>Indicates New Program</th>
<th>Indicates Microwave</th>
<th>Indicates Kinescoped</th>
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### DECEMBER 17

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<tr>
<th>Time</th>
<th>Program</th>
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<tr>
<td>6:15</td>
<td>9 Action Theatre-60m.</td>
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<td>7 Jack Owens Show-30m.</td>
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<td>11 Welsh at the Airport-15m.</td>
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<td>2 Doug Edwards-News-15m.</td>
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<td>12 Time for Beauty-15m.</td>
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<td>13 Sport News-Ed Reimers-15m.</td>
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<td>6:45</td>
<td>2 Perry Como-15m.</td>
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<td>5 Handy Hints-Tips-15m.</td>
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<td>7 Space Patrol-15m.</td>
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<td>6:45</td>
<td>11 Newsreel-15m.</td>
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<td>6:45</td>
<td>13 George Putnam-News-10m.</td>
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<td>6:45</td>
<td>13 Cleo Roberts' Report-15m.</td>
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<td>6:58</td>
<td>4 Elmer Peterson-News-5m.</td>
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<td>7:00</td>
<td>11 Weather-Gene Bollay-5m.</td>
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<td>7:00</td>
<td>2 Blue Ribbon Bouts-M-45m.</td>
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<td>7:05</td>
<td>14 Dear Old Moola U.-30m.</td>
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<td>8:00</td>
<td>1 Strike It Rich-30m.</td>
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<td>8:00</td>
<td>13 I Married John-30m.</td>
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<td>6 Frosty Frolics-60m.</td>
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This week's column starts here... "Stand-In." (5) Dec. 14, 7:30. A stand-in is a person resembling a movie star in general physical characteristics, and whose job is to take the place of the star while the camera angle and lighting set-up are figured out. Playing the title role in this entertaining comedy about the financial difficulties of a major studio is an attractive young lady closely resembling a movie star named Joan Blondell. A fellow who looks quite a bit like Leslie Howard gives a very humorous performance as an efficiency expert, and I'd swear it's Humphrey Bogart who plays the part of a film director. While not the best picture by Hollywood about Hollywood, "Stand-In" does present some rather farcical glimpses of the "industry" in action, and provides quite a few laughs in the process.

"They Came to a City." (5) Dec. 16, 7:30. This is a fantasy by the British author J. B. Priestley about some people who are dissatisfied with their various ways of life, and are given a chance at a new existence in a new world. They are gathered together at the entrance to a city which to some of them seems like a Utopia, and to the others like a Hell. The former enter the new city to stay and work, and the latter go back to their conventional, and unhappy, modes of life. Mr. Priestley is implying, among other things, that a Utopia, even if it existed, would be a hard thing to sell the public. It would probably take something like a good audience-participation show to make it go.

"Wings of the Morning." (9) Dec. 13, 7:00. This is all about a great horse named "Wings," a great young horse trainer named Henry Fonda, and a great little girl named Annabella. The action covers a hundred years or so.

See Page 17 for Movie Titles

11 Open Road—Travel—30m.
11 George Putnam—News—15m.
11 Cemetery—30m.
11 Yes My Darling Daughter—30m.
12 Monday Doubleheader—75m.
12 Thursday Doubleheader—75m.
12 TV-Radio Life—30m.
12 The Main Event—30m.

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

Indicates Microwave
Indicates Kinescoped

5:00 2 Tim McCoy—90m.
5:00 4 Film—15m.
5:00 7 Al Jarvis Cont'd—30m.
5:00 8 Film—15m.
5:00 9 Gene Normal Cont'd
5:00 11 Movieland Matinee, Cont'd—30m.
5:15 13 Webster Webfoot—30m.
5:15 15 Jump—15m.
5:30 4 Howdy Doody—Juvenile—30m.
5:30 7 Ladies' Matinee—30m.
5:30 8 Jack's Midget Shop—30m.
5:45 11 Cartoon Time—45m.
5:45 13 Televenture—60m.
6:00 8 Channel 8 Corral—45m.
6:00 14 Peanut Circus—15m.

See Page 17 for Movie Titles

7 KECA-TV News—15m.
7 Action Theatre—60m.
7 6:15 4 Comedy Klub—40m.
7 6:30 11 Welsh at the Airport—15m.
7 6:30 2 Snap Edwards—News—15m.
7 6:30 5 Time for Beany—15m.
7 6:30 11 Sports News—Ed Reimers—15m.
7 6:30 13 KLAC Telepap—15m.
7 6:45 11 Heaven For Betsy—15m.
7 6:45 13 Handy Hints—Tips—15m.
7 6:45 13 Clete Roberts' Report—15m.
7 6:45 13 Norris Wheeler—15m.
7 6:45 13 Your Town's Talent—30m.
7 6:45 10:00 11 KNX 10 O'Clock News—30m.
7 6:45 10:00 11 Martin Kane—K—30m.

7 Jack's Midget Shop—30m.
7 The Main Event—30m.
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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

FRIDAY, DECEMBER 19

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

FRIDAY

11 Pet Exchange—30m.
- Frank Witter brings back animals and offers free pets on tonight’s “Calto Pet Exchange.”

13 Horace Heidt—60m.
7:45 4 Camel News Caravan—15m.
6 Top News of Week—10m.
7:55 2 News—30m.
8:00 2 Schlitz Playhouse—30m.
Richard Carlson in “The Juniper Man.”
4 Greatest Fights—15m.
Pop Stiple.
5 Lawrence Welk—60m.
7 Adv. of Ozzie and Harriet—30m.
TV, “Mom Pays Boys Earn Some Christmas Money.”
8 Death Valley Days—30m.
9 Ted Healy and the Mountain Men—15m.
11 Friday Night Movie—60m.
8:15 4 Those Two—15m.
9 Star Time—15m.
8:30 2 Reserve—30m.
4 Herman Hickman—15m.
Famous grid coach with guests from all walks of life.
7 Affairs of China Smith—30m.
Don Duryea stars in “Phantom Samson.”
8 Cross Theatres—30m.
9 TV University—30m.
13 Wrestling, Ocean Park—21/2 hrs.
8:45 4 Short Story Dramas—15m.
“The Light Touch” is the drama of a convict who is trying to go straight and his wife who urges him to continue life of crime.
9:00 2 My Friend Irma—30m.
With Marie Wilson and Cathy Lewis.
4 The Big Story—30m.
TV, “James Daly portrays Salt Lake (Utah) Tribune reporter who put duty above consideration for his own family.”
7 Insip. Mark Saber, Mômicide—60m.
Tom Conway and James Burke match wits with beautiful models in the death of a celebrated painter in “The Case of the Missing Heads.”
8 Craig Kennedy—30m.
9 Feature Film—90m.
11 How Did We Meet—30m.
9:30 2 Mr. and Mrs. North—30m.
Starring Barbara Britton and Richard Denning in “The Nobles.”
4 The Aldrich Family—30m.
Starring Bunny Ellis.
5 Playhouse—30m.
8 My Friend Irma—30m.
7 Tales of Tomorrow—30m.
11 Dude Ranch Varieties—60m.
Leo Carrillo and Carole Richards.
11 Donna Moore—30m.
8 Dennis Day—30m.
9 Star Time—15m.
11 George Putnam—News—10m.
13 Ceto Roberts’ Report—15m.
6:15 4 Komedy Klub—40m.
7 Jack Owens Show—30m.
11 Welsh at the Airport—15m.
6:30 2 Doug Edwards—News—15m.
5 8 Time—15m.
13 KLAC Telepaper—15m.
6:45 2 Perry Como Show—15m.
5 HandyHints—Tips—15m.
7 Spaces—15m.
8 Newsreel—15m.
11 George Putnam—News—10m.
13 Ceto Roberts’ Report—15m.
6:55 4 Elmer Peterson—News—5m.
11 Weather—Gene Bolley—5m.
7:00 2 N’wood Road to Fame—30m.
7:10 4 Gillette Fights—45m.
5 Newsreel—15m.
7 This Is My Melody—30m.
Audience participation show with Bill Gwinn.
8 Stranger Than Fiction—15m.
9 Newspaper of the Air—15m.
11 Success Story—30m.
13 Dinner Theatre—30m.
7:15 5 Your Town—Info—15m.
8 Headlines on Parade—15m.
9 Movie Quick Quiz—15m
7:30 2 Jerry Fielding Show—30m.
With vocalists Tony Fontanesi and Ruth Olay, the singing Morgen Sisters and Company — entreé Bob Sweeney.
8 Charle Chase—Film—30m.
9 Steur Ein Show—30m.
8 People in the News—15m.
9 Touchdown—30m.

DECEMBER 19

In the perfect Xmas stocking gift for the man you love...

PICK of the PIX

(Continued from preceding page)

and winds up with the horse having a go at the Grand National. Of interest to music lovers is the brief appearance of the late tenor, John McCormack, who obliges with a few songs.

"Dear Murderer," (5) Dec. 19, 10:00. Eric Fortman suspects his wife, Greta Gynt, of trifling with another man, Dennis Price. He removes Mr. Price by thrusting his tossed head into a bag filled with gas, and then discovers he has made an ‘orrible mistake. So, he pins the murder on his wife’s real lover and sits back to await results. Greta wraps things up by serving him a glass of poisoned milk, but I won’t tell you whether he drinks it. Recommended for kiddies.

"Tex Rides With the Boy Scouts." (7) Dec. 16, 11:45. This must be a hoax of some kind.

and ends here.

TV House calls...

FREE DOGS—FREE CATS
See the most wonderful pets in the world CAL PET EXCHANGE
With Frank Wright
Every Friday, 7:30 p.m.
KTTV—Channel 11
DECEMBER 12, 1952

Flicker Jare

Saturday, Dec. 13

"THUNDERING GUN SLINGERS," (5), 10:00 a.m.
"G.I. HONEYMOON," Gale Storm, Peter Cookson, (5), 12:00 n.
"FIGHTING MAD," James Newell, (7), 12:00 n.
"PARADISE CANYON," (5), 1:00 p.m.
"FACE AT THE WINDOW," John Carradine, Marla Wrixen, (4), 1:00 p.m.
"SPOTLIGHT SCANDALS," Billy Gilbert, (3), 3:00 p.m.
"SILVER MAN," John James, (2), 8:00 p.m.
"WILD CAT SAUNDERS," Jack Perrin, (7), 10:15 a.m.
"LAW AND DISORDER," Diana Churchill, Barry Barnes, (13), 10:00 p.m.
"GIRL OF MY DREAMS," Mary Castle, Artie Ander- son, (4), 11:00 p.m.

Monday, Dec. 15

"THUNDERING GUN SLINGERS," (5), 10:00 a.m.
"OLD SWIMMIN' HOLE," Jackie Moran, Marcela Jones, (4), 9:30 a.m.
"MANHATTAN TOWERS," Mary Brian, (7), 11:45 a.m.
"SPRING MEETING," Sarah Churchill, Basil Sydney, (7), 1:00 p.m.
"UNKNOWN GUEST," Victor Jory, (7), 12:30 p.m.
"GUNS BUSTERS," Neil Hamilton, (7), 2:05 p.m.
"SCATTERHOUND SURVIVES MURDER," Guy Kibbee, (13), 1:00 p.m.
"DON'T SAY DIE," Charles Starrett, (7), 11:45 a.m.
"ALIAS JOHN LAW," Bob Steele, (9), 7:00 p.m.
"ZIS BOOM BAH," Peter Lind Hayes, (7), 9:00 p.m.
"ALIAS JOHN LAW," Bob Steele, (9), 11:00 p.m.
"STRANGE IMPERSONATION," William Gargan, Hillary Brooks, (7), 7:30 p.m.
"MELODY MASTER," Jon Massey, Binnie Barnes, (13), 8:30 p.m.
"WHY GIRLS LEAVE HOME," Jeanne de Casalis, (9), 11:15 p.m.
"THEIR'S IS THE GLORY," British armed forces, (7), 10:45 p.m.
"KING KELLY OF THE USA," Guy Robertson, Irene Ware, Edgar Kennedy, (7), 11:00 p.m.

Tuesday, Dec. 16

"WOLVES OF THE SEA," Hubert Bowers, John Carradine, (2), 11:00 a.m.
"CHINESE CAT," Sidney Toler, Mantan Moreland, (4), 10:30 p.m.
"SHADOW OF TERROR," Richard Fraser, (3), 10:45 p.m.
"UNDERCOVER MAN," Johnny Mack Brown, (11), 11:00 p.m.

Sunday, Dec. 14

"WOLVES OF THE SEA," Hobart Bosworth, Jean Carmen, (2), 11:00 a.m.
"SILVER MAN," John James, Marcela Jones, (4), 12:00 n.
"NEAT ARIZONA SKIES," (6), 1:00 p.m.
"HELLFIRE AUSTIN," Ken Maynard, (7), 10:00 p.m.
"DREAMS COME TRUE," Frances Dee, Nelson Kelly, (7), 11:00 p.m.
"QUEEN ENP BURLESQUE," Evelyn Ankers, Carlton Young, (5), 2:00 p.m.
"CRIME, INC," Tom Neal, Martha Titon, (7), 2:30 p.m.
"PARADISE EXPRESS," Grant Withers, (3), 3:15 p.m.
"HOLLYWOOD STAGE MYSTERY," Neil Hamilton, (7), 4:00 p.m.
"ROAR OF THE PRESS," Jean Parker, Wallace Ford, (9), 6:00 p.m.
"TREASURE OF MONTE CRISTO," Adele Jergens, Steve Brodie, Glenn Langan, (5), 4:45 p.m.
"THE GIRL WHO DARED," Lorna Grey, Robert Lowery, (7), 6:00 p.m.
"MILLION DOLLAR KID," Eastside Kids, (5), 6:30 p.m.
"INVISIBLE ENEMY," Alan Marshall, (7), 7:00 p.m.
"THE GIRL WHO DARED," Lorna Grey, Robert Lowery, (7), 6:00 p.m.

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"CRIME, INC," Tom Neal, Martha Titon, (7), 2:30 p.m.
"PARADISE EXPRESS," Grant Withers, (3), 3:15 p.m.
"HOLLYWOOD STAGE MYSTERY," Neil Hamilton, (7), 4:00 p.m.
"ROAR OF THE PRESS," Jean Parker, Wallace Ford, (9), 6:00 p.m.
"TREASURE OF MONTE CRISTO," Adele Jergens, Steve Brodie, Glenn Langan, (5), 4:45 p.m.
"THE GIRL WHO DARED," Lorna Grey, Robert Lowery, (7), 6:00 p.m.
"MILLION DOLLAR KID," Eastside Kids, (5), 6:30 p.m.
"INVISIBLE ENEMY," Alan Marshall, (7), 7:00 p.m.
"THE GIRL WHO DARED," Lorna Grey, Robert Lowery, (7), 6:00 p.m.

"VENDANGE IS MINE," Ann Firih, Valentino Dyal, (3), 4:00 p.m.
"LAST OF THE WARREN'S," Bob Steele, (8), 6:00 p.m.
"LADY CONFESSIONS," Mary Beth Hughes, (9), 9:00 p.m.
"NO ESCAPE," Dean Jagger, Mary Brian, (7), 11:00 p.m.

Wednesday, Dec. 17

"THUNDERING GUN SLINGERS," (5), 10:00 a.m.
"OLD SWIMMIN' HOLE," Jackie Moran, Marcela Jones, (4), 9:30 a.m.
"MANHATTAN TOWERS," Mary Brian, (7), 11:45 a.m.
"SPRING MEETING," Sarah Churchill, Basil Sydney, (7), 1:00 p.m.
"UNKNOWN GUEST," Victor Jory, (7), 12:30 p.m.
"GUNS BUSTERS," Neil Hamilton, (7), 2:05 p.m.
"SCATTERHOUND SURVIVES MURDER," Guy Kibbee, (13), 1:00 p.m.
"DON'T SAY DIE," Charles Starrett, (7), 11:45 a.m.
"ALIAS JOHN LAW," Bob Steele, (9), 7:00 p.m.
"STRANGE IMPERSONATION," William Gargan, Hillary Brooks, (7), 7:30 p.m.
"MELODY MASTER," Jon Massey, Binnie Barnes, (13), 8:30 p.m.
"WHY GIRLS LEAVE HOME," Jeanne de Casalis, (9), 11:15 p.m.
"THEIR'S IS THE GLORY," British armed forces, (7), 10:45 p.m.
"KING KELLY OF THE USA," Guy Robertson, Irene Ware, Edgar Kennedy, (7), 11:00 p.m.

Thursday, Dec. 18

"SUSPECTED PERSON," Patricia Roc, John Karras, (2), 11:00 p.m.
"GIRL OF MY DREAMS," Arthur Lake, Mary Castle, (9), 11:00 p.m.
"PAINIRED FACES," Joe E. Brown, (7), 1:15 p.m.
"CRIMINAL INVESTIGATOR," Robert Lowery, John Miljan, (12), 11:00 p.m.
"PARKADE 187," Warren Hull, Movita, (7), 11:15 p.m.
"SCATTERHOUND PULLS STRINGS," Guy Kibbee, (13), 11:20 p.m.

Friday, Dec. 19

"THE NIGHT HAS EYES," James Mason, (Please Turn to Page 20)

"THE BEDCO METHOD"

BR. 2-6503 SU. 1-5141
HO. 9-3521 CR. 5-1271

MAIL COUPON TODAY

Bedco Method
355 N. Beverly Drive, Beverly Hills

Name...

Address...

City...

Phone No ...

Age...

TVRL 12-13
The Weather

Stevens, Herb

Sharp, Benny

Shriner, Albert

Saturday Night at CFC

Sullivan, Edward

Sunday Service

Sunday Service

Table at CFC

Twist, Bill

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TV Universi...
THE PRESENT MRS. SKELTON would probably be unhappy to know one of the first questions asked when news broke of Red's moving out of their home. It was, "Do you think Red and Edna will go back together again?" The fans seem to admire Red's first wife, who did so much to boost him to the top of the ladder. I believe I was one of the first persons to interview Red and Edna Skelton when they came to Hollywood in 1941, and they gave me an interview that rocked with tear-jerkers and hilarious anecdotes. They had gone through a lot of rough times, but always saw a funny side, even to being broke. One time they sported a big Packard for which they couldn't afford a garage, so they parked it in front of their hotel in New York. It finally was plastered with tickets. Red used to hide behind the hotel window as the police tried to figure out whose car it was, and when the Skeltons were down to their last cent, rather than straighten up the traffic tickets they practically gave the car away.

MAKING THE ROUNDS, THEY WERE kicked out of one agency after another, one of their neatest boots in the derriere occurring when an agency man said, "If you go through that door, Mr. So-and-So is waiting to see you." Red and his wife rushed through the door and found themselves in front of the elevator!

I'M REMINDED OF MANY OTHER ANECDOTES that there isn't room to relate, but the reason I mention any is that I feel that entirely apart from any marital association with Red, Edna was tops as his manager and career-counselor. It's my opinion, expressed here before, that one of the reasons he is having woes with his TV show is that Edna has been out of the management picture ever since she was hospitalized a couple of years ago. I don't know the final outcome to Red and Georgia Skelton, and though talk is that they've had it, I hope the marriage holds for the kids' sakes. But I do wish Edna Skelton and Red would get back together on his career.

MAYBE IT'S WISFUL THINKING, but was Robert Cummings' show last week better? Seemed so. Ever since Lucy and Desi blazed a new trail, the gold rush for "unbelievable" comedy has been on. Some of the aspirants show promise or have clicked, but others miss the boat. I have a funny theory about Lucy and Desi and that is that they caught on bigger and better because, besides being charming persons and performers, they are married—to each other, that is—and this fact makes some of their situations more believable. Same as George and Gracie have always gotten away with crazy stuff that others couldn't carry off.

WOULDN'T YOU KNOW IT WOULD HAPPEN? The very week after TV-Radio Life's editorial columns lambasted bad English on the air, the magazine let an ad slip through which read: "Gifts for Men That Women Use."

Some soul virtuously writing in to point out the error said the line should have read: "An Ideal Man's Gift That Women Use."

Sorry, lady, but how do you know he is an "ideal man"?

After batting the idea around awhile, guess it should read, "A Man's Ideal Gift That Women Use." Or have you any versions?

THIS REMINDED ME OF THE DELICIOUS boner when I was writing for the Compton News-Tribune. Some guy in the composing room pulled out a line to be corrected and inserted another line (wrong, natch) which announced a gal's engagement to three different men. Besides the bride-to-be dressing us down, the item was picked up by The New Yorker. It was run (and where else but?) in the Department of Utter Confusion.
WHAT'S NEW
Saturday, December 13—SYLVAN LEVIN'S MUSIC MEETING, KHJ, 10:45 a.m. Music for moppets is aim of new music series.
Monday, December 15—MERRILL-PIAZZA-WILLSON SHOW, KFI, 7:00 p.m. Robert, Marguerite, and Meredith make with the music.

WHAT'S SPECIAL
Tuesday, December 16—AMERICA'S TOWN MEETING OF THE AIR, KECA, 8:00 p.m. War correspondents in Tokyo answer pertinent questions about Korea.
WHO'S GUESTING
Friday, December 12—BOB HOPE SHOW, KFI, 11:45 a.m. Ann Blyth is fern editor of the week.
Tuesday, December 15—HOLLYWOOD MUSIC HALL, KNX, 7:30 p.m. Paulena Carter, pianist, visits Lucille Norman.
Saturday, December 13—STARS OVER HOLLYWOOD, KNX, 9:30 a.m. Virginia Mayo in "Beloved Barbarian."
Saturday, December 13—METROPOLITAN OPERA, KECA, 11:00 a.m. Dorothy Kirsten and Ferruccio Tagliavini in "Tosca."
Sunday, December 14—CARNIVAL OF BOOKS, KFI, 8:15 a.m. Author Ann Well, writer of children's books.
Sunday, December 14—HOLLYWOOD STAR PLAYHOUSE, KFI, 2:00 p.m. Cornelia Wilde in "End of Aunt Delia."

YELLOWなぜ
Sunday, December 14—BEST PLCAYS, KFI, 3:00 p.m. Judith Evelyn and John Beal in "Craig's Wife."
Sunday, December 14—BERGEN-MCCARTHY, KNX, 5:00 p.m. Zsa Zsa Gabor bats the breeze with Charlie.
Sunday, December 14—THEATRE GUILD, KFI, 5:30 p.m. Joan Fontaine and Francois Tone in "The House of Mirth."
Sunday, December 14—HALLMARK PLAYHOUSE, KNX, 6:00 p.m. Ann Blyth stars in "Home for Christmas."

GIRLS OF ALL AGES WILL LOVE CANDY SUGARPINE DOLL SEE HER PICTURE ON PAGE 8

"WEBSTER WEBFOOT" AND JIMMY WELDON
TOP FUN AND FROLIC FOR KIDS!
MONDAY thru FRIDAY from 5 to 5:30 P.M.

KLAC-TV LUCKY CHANNEL 13
Radio in Review

Irene Tredow, who portrays the motherly Mrs. Archer in the "Meet Corliss Archer" series, is slated to appear as a femme fatale on some forthcoming Dragnet stanzas... Ralph Story's definition of a bald mink is "a suede coat that's shed its fur... Larry Finley, KFWB d.j., takes his show over to Korea in January. His unit includes Herb Jeffries, June Christy, Champ Butler, The Top Notchers, Dottie O'Brien and Georgie Auld... Pretty Arlene Francis, radio femme and a frequent lecture platform speaker, addressed the American Brotherhood's Silver Jubilee dinner in Chicago... Happy days are ahead now that Dave Garroway has returned to his old format... GALEN night was described as the week: "Silence is one of the most beautiful, impressive, inspiring things known to man. Don't break it unless you can improve on it."

For Love o' Mike (General Comment)

Radio Ramblings

Bob Hope isn't new to radio, but he is to an across-the-board daytime stanza. With the able assistance of Bill Goodwin, the effervescent announcer, Bob sells six delicious Jello flavors Monday through Friday.

The show fluctuates with whomever his visiting personal-ity might be. As editor, Hope, Bob interviews his guest of the week in five segments. This past week Academy Award winner Ann Baxter was his visiting lady editor. The laughs were loud and hard when Ann demonstrated, with Bob, the Stanislavski method of emoting.

Although Bob's frequent editors fall into the category of beauteous belles such as Zsa Zsa Gabor and Arlene Dahl, it takes more than beauty to quip successfully with the comedian in the ether medium. The week Zsa Zsa was Bob's guest the show would have fallen flat on its face had it not been for Bob's voracious gowns.

Other ingredients in the stanza include letters from listeners with an anecdote illustrating that truth is funnier than fiction. Bob also manages to work in what might be described as his "thought-for-today message."

There are times when the lead-in commercials become highly preposterous. But if you like Hope and his brand of comedy there is enough of it spotted throughout the week's scripting to make for pleasant listening.—M.R.
On Mike

Jack Owens Cries

There is apt to be plenty of pathos on the new Jack Owens Show (KECA 11:30 a.m.), especially since Jack has inaugurated a new feature he calls the "Adopted Mother" of the day.

Every day he selects a motherly-type woman from the studio audience, invites her to sit in a rocking chair on stage and, after interviewing the woman, gives her a gift.

The other day he chose Mrs. Cora Tерwilliger, 66, of Humboldt, Iowa, who was in town visiting her granddaughter. She told Jack that she does washings for a living and has lived in the same house since the day she was married 49 years ago.

Jack presented her with a wrist watch and Mrs. Terwilliger was so overcome with emotion that she broke down and cried. This moved Jack to copious tears and when he looked over at Harfield Weeden, the show’s producer, he, too, was crying!

The woman said it was the first time in her life she has owned a watch.

Off Mike

Cowboy-ting Is Profitable

Roy Rogers has made a highly successful business out of merchandising his name to top manufacturers for use as tie-ins with their many varied products.

Starting in 1944, Roy began to build up his name in (Please Turn to Page 38)
1.2:05-KFAC-Plane Parade.
12:45-K PICA -Dramatic Show.
1:55*KIL
2:15-KFOX-Healing Waters.
2:55*KNX. KCBQ-Larry Lesueur.
2:45-KFI-Pro and Con.

Enjoy dinner—see a broadcast

CHILDREN'S HOUR
4 to 4:30 P.M. Sunday

ELEDA RESTAURANT
4296 Crenshaw

Dorothy is short, but sweet.

KFWB-Blind Artists Guild.
7:05-KNX-The Choraliers.
7:15*KECA-Main St. to Malibu.
8:45-KECA-Stewart Craig.
9:45-KFI-Trouble Is My Business.
10:15-KRE-This I Believe.
1:05-KNX-This I Believe.
2:15-KHJ, KGB, KVOE—A Life Worth Living.
3:15-KFI, KFSD—Standard Hour.
4:15-KFSD-Phil Harris.
5:15-KFB-Radio Opera House.
6:15-KFRC—Top Story.
7:15-KFAC—Evening Concert.
8:15-KHJ, KGB, KVOE—Where Are They Now?
9:15-KFSD—Real Radio Programme.
10:15-KRE—Romance of the Sea.

KFWB: The Reporters
KJL, KM, KGB—Chicago Theatre.

KCBQ-10 O'clock Wire.
KAC—Music You Want.
KSN—Post of the Pioneers.
KGM—H'wood House Parties.
KAC—News; Gene Norman.
KMP—Lucky Dance Time.
KXLA—Voice of Calvary.

HOW TO FIND PEACE IN:

BY DR. FRANKLIN BUCKNER

KBEA—Lavender Lane.
KFWB—Blind Artists Guild.

KRE—This I Believe.
KFB—Radio Opera House.
KRE—Romance of the Sea.

KXLA—Voice of Calvary.
KCM—Music of Romance.
KFWB—Edith Wood.
KAC—Music You Want.
KBEA—Lavender Lane.
KRE—Romance of the Sea.

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KXLA—Voice of Calvary.
KCM—Music of Romance.
Andy Mansfield Gets His Santa Claus

When Andy Mansfield, KFI record spinner, asked his listeners for a record dating back to circa 1925 the response was overwhelming. Mrs. O. E. Kelly of San Bernardino sent her disc of "Santa Claus Hides in the Snow" via the Santa Fe's crack train, the "Phonograph" to Andy via the Santa Fe's crack train, the "Phonograph" to Andy Mansfield, KFI record spinner, asking for a record dating back to circa 1925. The response was overwhelming. Mrs. O. E. Kelly of San Bernardino sent her disc of "Santa Claus Hides in the Snow" via the Santa Fe's crack train, the "Phonograph" to Andy Mansfield, KFI record spinner, asking for a record dating back to circa 1925. The response was overwhelming. Mrs. O. E. Kelly of San Bernardino sent her disc of "Santa Claus Hides in the Snow" via the Santa Fe's crack train, the "Phonograph" to Andy Mansfield, KFI record spinner, asking for a record dating back to circa 1925. The response was overwhelming. Mrs. O. E. 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**Ear, Eye Inspire the Pen**

**Mrs. M. Brown:** 2052 Jeanette Pl., Long Beach, Calif.

I sure have missed Monty Margets' program on Channel 4.

We have received many letters expressing the same sentiments.

**Sylvia Bell:** 6640 Peach Ave., Van Nuys, Calif.

I think that "I Married Joan" is a very good program for children and adults. I am eleven years old, and never miss that program.

**Mrs. E. E. Goode,** Los Angeles, Calif.

Why don't you list the program as Betty White's show instead of "Hollywood on Television"?

We do not have the authority to name shows. That's up to the individual stations. KLAC-TV calls it "Hollywood on Television." Consequently, we do agree with you, it would be easier to identify the program.

**Mrs. Dorothy Leach:** 12524 E. Rush; El Monte, Calif.

How much longer do we have to wait for the Charlie Aldrich Show to return? He had a fine bunch of entertainers, also the best dance band in Western style. Aldrich Show to return? He had a fine bunch of entertainers. Also the best dance band in Western style.

**Mrs. Joan Long:** 8104 Warren Ave., Venice, Calif.

Everyone writes you about the TV stars themselves. Well, I would like to give a well deserved "plug" to one of your staff, Aubrey Dahl. I look forward every week to "Pick of the Pix." Of your staff, Aubrey Dahl.

**Alma Hawthorne:** 820 N. Pickering, Whittier, Calif.

At our house we have wrestling six nights a week, and all winter we have to stay Wednesdays too. I get so tired of it I could scream, so I go to the kitchen and listen to the radio. There are many men who are crazy about ball games and boxing, so the wives must resort to radio.

**Elna Mae Duffy:** Whittier, Calif.

In every issue that the Spade Cooley show is talked about, how come no mention is made of the fine vocalist, Freddie 'Careless' Love? Are you avoiding his name purposely, and if so why?

Freddie has a fan club that has over 4,000 active members of which I am president, and we think as do many others that 'Careless' is tops. He is sincere in his work and has certainly been grand to all of us.

We can assure you most emphatically that the omission has not been intentional, it has merely been a matter of space limitations. and of requests for so many other stories. If our schedule permits, we will do a feature on Freddie.

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**Wednesday's Radio Program Highlights**

**Wednesday, Dec. 17**

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>5:00</td>
<td>KGCA-Ely Bivins, KGKA-Two Passengers on the Way, KJH-&quot;Songs of the War&quot;.</td>
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<td>5:00</td>
<td>KGKA-Ed R. Morrow.</td>
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<td>5:15</td>
<td>KHJ-Sunset Suntine.</td>
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<td>5:20</td>
<td>KFOX-Sunshine Mission.</td>
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<td>5:25</td>
<td>KFWB-Red Roses.</td>
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<td>5:30</td>
<td>KGER-Commuter's Carousel.</td>
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<td>5:35</td>
<td>KLAC-Live at Five.</td>
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<td>5:40</td>
<td>KRTL-News; Sam Halter.</td>
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<td>5:45</td>
<td>KMPR-KWJ; News.</td>
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<td>5:50</td>
<td>KKD-Josephine Hull.</td>
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<td>5:55</td>
<td>KJF-Harry Wood.</td>
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<td>6:00</td>
<td>KGKJ-KVOX; Bill Hickok.</td>
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<td>6:05</td>
<td>KJQG-KLAC; Carroll Alcott.</td>
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<td>6:10</td>
<td>KFCM-Vietnamese Varieties.</td>
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<td>6:15</td>
<td>KFWB-News; Red Rose.</td>
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<td>6:20</td>
<td>KGER-Tubacque Honeymooners.</td>
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<td>6:25</td>
<td>KMP-Rocks of Song.</td>
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<td>6:30</td>
<td>KSWD-Drama; Italian Hero.</td>
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<td>6:35</td>
<td>KJWT-Nancy's.</td>
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<td>6:40</td>
<td>KWJ/Q-Doctors of Song.</td>
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<td>6:45</td>
<td>KFOX-Xylestas.</td>
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<td>6:50</td>
<td>KJH-Jimmy Bannister.</td>
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<td>6:55</td>
<td>KKKJ-KVOX; Top Tunes.</td>
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<td>7:00</td>
<td>KJH-Lovely Joan.</td>
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<td>7:05</td>
<td>KGKJ-Guido Di Grazia.</td>
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<td>7:10</td>
<td>KJY-KFCM; Elmer Peterson.</td>
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<td>7:15</td>
<td>KFBQ-News.</td>
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<td>7:20</td>
<td>KECA-Music.</td>
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<td>KECA-Elroy Hirsch.</td>
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<td>KECA-Lovell Thomas.</td>
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<td>KECA-Voice of China.</td>
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<td>KECA-Doing The Great Gildersleeve.</td>
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<td>KECA-KBCO-Dr. Christion.</td>
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<td>KECA-News; Kennedy Peterson.</td>
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<td>KECA-Music.</td>
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<td>8:05</td>
<td>KECA-Chet Huntley.</td>
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<td>KECA-Lucky Dance.</td>
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<td>KECA-Lucky Lager Dance.</td>
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See Page Twenty-Nine
THURSDAY, DECEMBER 18

TV-RADIO LIFE

Ear and Eye Inspire—(Continued)

Mrs. S. Gunter, Rt. 1, Box 396, Mira Loma, Calif.
Ina Ray Hutton is wonderful, my favorite in popular
music. I never miss her. June was nice too, but not over
her. I too wish the women would wear clothes up above.

Sharon Rawlinson, 1395 N. Fairfax Ave.,
Hollywood, Calif.
I gave up watching the program "Hollywood on Television" when Eddie
Albert left, but recently I tuned in and
watching little girl called Charlie
Lynn. She looked like a beautiful doll.

N. D. Samuel, 1222 S. Dewey Ave., Los Angeles, Calif.
I've finally come to a quick decision that KTAL tops
all other Southern California TV channels combined for the
most commercials being sponsored on Channel 5.

Mrs. Philip Jackson, 3255 W. Bay St., Costa Mesa, Calif.
It's true that quite often tacitless things are said or
done on both radio and TV. But as long as people are
easy, errors will be made; and as long as a performer
sincerely tries, he should not be condemned.

Mrs. Florence K. Boehm, 1836 W. Compton Blvd.,
Gardena, Calif.
Why not print an article on Jack Owens and his family life?
We are preparing a special feature on Jack Owens.

Mildred Johnson, 8756 E. Ardendale, San Gabriel, Calif.
I don't agree that Myron Floren is the only decent one of
the Welk show. He is indeed a fine accordionist, but
Lawrence Welk himself is above average on the instrument
and personality plus. George Aubry is an excellent
saxophonist, Bob Pilot is tops in bass viol. Roberta Linn
has made up in personality and good voice. Personally.
Jerry Burke is my favorite.

Mrs. E. A. Wilson, 659 20th St., San Pedro, Calif.
I'm sure one of your recent correspondents can read,
she won't find anywhere by Lawrence Welk that contends
he is one of the world's greatest accordion players:
He wouldn't feature another accordion player as fine as
Myron Floren if he thought he was great himself. Please
don't throw your jack beaks away, Lawrence, and
don't stop your pleasant smile. We love all of your band.

Dick Lane, 4081 N. La Cienega, Los Angeles, Calif.
I recently received a letter from a Miss Rita Kipp, 3516
Copeland Place, Los Angeles, containing the following
paragraph, which we thought you might want to include
in your publication for the many, many fans of Black
Guzman:

"We have received some very sad news to the effect
that Black Guzman is once again dangerously ill, and
after numerous blood transfusions in a Houston hospital,
has been sent back to Mexico to begin the toughest fight
of his life. He probably will never wrestle again. An old
throat injury and a recent stomach ailment are reported
to be the causes of his illness. We know it would cheer
Black Guzman if his fans would write him, care of
Sportsmen-10000 N. Main St., Dallas, Texas.
The mail will be forwarded to him in Mexico."

Thursday Radio Program Highlights

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

8:00—2:00—Arthur Godfrey, KNX.
9:00—Welcome Travelers, KFI.
7:00—Philip Norman, KNX.
8:00—What's My Line? KNX.
9:00—Father Knows Best, KECA.
10:00—Larry Flynn, KNX.
11:00—Aliquippa of Air, KECA.
TV-RADIO LIFE

Arthur Pollyea, 1526 S. Crescent Heights Blvd., Los Angeles, Calif.

Just recently I saw some of Gisele MacKenzie's radio shows. Then I saw her on the "Colgate Comedy Hour." I know that many people enjoy her. I wish she would and would like to see her on TV regularly.

Mrs. John Anderson, 826 First St., Redlands, Calif.

We do so miss the very lovely June on Gene Nor- man's afternoon show on Channel 9. Very intelligent and very jolly—and also miss her beauty. So many of my neighbors miss her too.

Martha Elkins, 2224 Valley St., Los Angeles, Calif.

One of the nicest and most popular persons on TV is Rita La Roy, who is rather high-hat to anyone on her show, and always helpful.

Jane Lou Theardon, Bronson Ave., Hollywood, Calif.

How old is TV-Radio Life?

I watch the Ray Racket show every Tuesday night and particularly enjoy the five Roguettes. However, my husband and I have been having an argument for some time now about the brunette girl in the group. I say she is the same girl, but he says she is new. In any case and particularly enjoy the five Roguettes. However, my

Mrs. Walter Reeno, 270 N. Atlantic Blvd., Monterey Park, Calif.

How many agree with me that Horace Heidt is acting outrageous on his Friday night show around Liz Lynch? His program is really good if he would only get hep.

MOLLY MAKE-BELIEVE

They come in all sizes, shapes and ages these days, but the latest edition is little ten-year-old "Molly Make-Believe," the youngest female DJ on the air. Each Saturday afternoon on KGFJ Molly takes the kiddies through "Make-Believe Land" with clever presentation of records for the little ones. It isn't surprising that this talented youngster should enter the entertainment world—she's the last of the family to do so. Her grandfather plays in motion pictures, her father is a local radio announcer, her mother works in radio and her two-and-a-half-year-old twin brother and sister are the youngest twins to have appeared in a radio picture. They made their first, "Ma and Pa Kettle Back on the Farm," at the age of forty days.

FRIDAY, DECEMBER 19

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


Mrs. John Anderson, 826 First St., Redlands, Calif. We do so miss the very lovely June on Gene Norman's afternoon show on Channel 9. Very intelligent and very jolly—and also miss her beauty. So many of my neighbors miss her too.

MOLLY MAKE-BELIEVE

They come in all sizes, shapes and ages these days, but the latest edition is little ten-year-old "Molly Make-Believe," the youngest female DJ on the air. Each Saturday afternoon on KGFJ Molly takes the kiddies through "Make-Believe Land" with clever presentation of records for the little ones. It isn't surprising that this talented youngster should enter the entertainment world—she's the last of the family to do so. Her grandfather plays in motion pictures, her father is a local radio announcer, her mother works in radio and her two-and-a-half-year-old twin brother and sister are the youngest twins to have appeared in a radio picture. They made their first, "Ma and Pa Kettle Back on the Farm," at the age of forty days.

FRIDAY, DECEMBER 19

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


**KECA**

- Encores.
- "REAL CRAZY" SHOW
- KFOX-Excursions in Science.
- KGER-Bible Treasury.
- KGER-Bible vs. Communism.
- KFOX-Excursions in Science.
- KGER-Bible Treasury.
- KGER-Bible vs. Communism.
- KFOX-Excursions in Science.
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TV-Radio Life Readers to Select First TV All-American Team

Here it is, you TV fans. Here's your chance to select your TV All-American football team. For years now you have had to read All-American lists about players you never saw or heard. But this year you have seen them on TV.

Please remember that the only players you can pick are those which you yourself have seen on TV this season.

To our knowledge this is the first TV All-American football team ever picked by fans who have seen each and every candidate in action.

Send in your entry today to The Sports Editor, TV-Radio Life, 6361 Selma Ave., Hollywood 28, Calif.

SOLID COMFORT

Vaughn Monroe has purchased a $50,000 bus with all the comforts of home for his touring radio orchestra. The vehicle is complete with shower and built-in TV set.

ALMOST TOPPED SANTA

Last week letter openers were flying in Bill Stulla's office as his KNBH daily telecast, "Parlor Party," received 10,168 letters.

TV-ALL-AMERICAN TEAM

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KTTV's BIG FAMILY FUNFESTS

... television entertainment for everyone...

MONDAY

7:00 & 8:00

TOWN HALL PARTY


WEDNESDAY

9:00

THE DUDE MARTIN SHOW starring the Dude, Hank Penny, Sue Thompson, Dick Stewart, John Rovick and the Gallion Brothers.

FRIDAY

9:30

Dude Ranch Varieties starring LEO CARRILLO, with Carole Richards, Eddie Dean, Les "Carrot Top" Anderson and Bob Sheppard.

SEPARATE CAN CONTAINER...

Clip onto your regular kitchen waste basket a smaller container for cans only. This can be accomplished with the aid of the old standby—the wire coat hanger—hooked through the small basket and slipped over the lip of the larger basket. This eliminates the messy job of separating the cans from the rest when emptied into the incinerator.

THIS ONE IS FOR THE LADIES, those of you who have the problem of where to keep your shoes in small clothes closets. Well, if you have an old open-face bookcase, it can easily be converted into a shoe closet. First paint to match your bedroom furniture. Then bend two tubular metal curtain rods to conform with the contour of the front view of the bookcase. Nail the four ends of the curtain rods in such a manner that one end of each rod meets in the top center of the front view of bookcase. Sew two drapes and hang them on rods. The drapes when closed will completely conceal the contents of the shelves.

THIS HINT IS FOR THE MAN OF THE HOUSE. When extra hinges are kept in the home workshop for future use, often the screws are mislaid. To be sure that there is a complete set of screws for each hinge when it's needed, here are two ways of storing the screws so that there is no chance of their being lost. One way is to insert the screws in the holes of the hinge leaves, close the leaves fully and slip a rubber band over them to hold together. The other way is to place the screws in holes and merely stick a strip of cellulose tape over the heads to keep them from falling out of hinge leaves.

THIS IS ANOTHER GOOD IDEA TO KEEP IN MIND. Those of you who have children know how often the gripper-type snaps seem to lose their grip. Instead of replacing them, just take a hammer and give a couple of taps to the stud half of the snap (that is, the half that fits into the hole in the other half). You'll find they will be as good as new. It helps to have the stud lying on something hard. Naturally the taps of the hammer will make the stud wider, thus it fits into the hole tighter.
SAN DIEGO (Special) — DECEMBER 12 IS THE BIG DAY FOR RADIO IN SAN DIEGO. As of that date KFMB becomes affiliated with the CBS Radio Network. At 550 on your dial you will be hearing such famous personalities as Bing Crosby, Jack Benny, Arthur Godfrey, Amos 'n' Andy, Edgar Bergen and Charlie McCarthy plus many, many more of your favorite shows.

This big switch in networks means that both KFMB radio and KFMB-TV are basic affiliates of CBS Radio and Television Networks respectively. CBS formerly had station KCBQ as an outlet.

Thousands of people viewed themselves on Channel 8 at the Electric Show which was held this past week in Balboa Park. The people's reactions were wonderful — I hope they enjoyed it as much as Channel 8's cameramen did. Some people were horrified and others were pleased and some even found features they didn't know they had. A movie of their reactions would be priceless.

Here's a switch: Producer Earl Meredith was introduced to television three years ago by Jack Lueken, who now has Jack's Magic Shop. This was shortly after Earl had been discharged from the service. They worked together for a few months and then Lueken was called into the service. Now Lueken is again a civilian and is back on Channel 8 and Earl is his producer.

Some sixty teachers in the San Diego area visited Channel 8's studios to watch the inner workings of TV shows during the observance of the annual Business and Education Day.

Paul W. White, executive news editor of KFMB-TV and KFMB, addressed the National Association of Radio News Directors in Cleveland December 1.

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On the Ball
With Ted Hilgenstuhler

Think Nothing of It!

Christmas cometh. Lo and behold, the spirit of good will hath overtaken me, and I hereby bequeath the following exclusive items to the following columnists:

Quote for Coates: KJH informs me that if no ties ensue in either conference of the National Football League, the "World Championship Football Game" will be broadcast over the Mutual network on December 21 from either Cleveland or New York. If there's a two-way tie in either conference, the game will be December 28. If there's a three-way tie, it will be January 4. If there's a four-way tie, they're going to call the whole darn deal off and take up ping-pong.

Calling Collin: Channel 9 teeevees all USC and UCLA home basketball games this year, and KLAC will try to broadcast as many as possible on radio.

Early advice for Lait readers: CBS-TV, with Red Barber mike-side, goes to Miami, Florida, on New Year's Day to cover the Orange Bowl tilt between Alabama and Syracuse. NBC-TV does likewise for the Rose Bowl game and the parade.

What's Price's price for the precious pugilistic prognostication? CBS-TV, Channel 2, informs me exclusively that they will be back in the Maxie Moore brawl for the light heavyweight title on Wednesday, December 17 at 7 p.m. from St. Louis.

Finally, here's a feature, a double feature aimed at Ames. It co-stars Wendell Niles, Sr., prominent TV-radio announcer, and his son, Wendell Niles, Jr.

The Niles family has always been very athletic. Wendell himself is a former boxing champion from Montana.

The family was pleased when young Niles won his letter on the tennis team during his freshman year at the University of California. When he switched to the University of Washington this fall, and tried out for the football team, the coach didn't see much hope for the slightly built 149-pounder.

However, when the regular place-kicker for the Huskies complained of a foot ailment one afternoon, Niles substituted for him—and did right well for himself.

Since then he was made a regular and ended the season as the third highest scorer on the squad with 27 points.

Naturally both Niles Senior and Niles Junior got lots of kicks out of the whole affair.

Okay, now I've done my duty. And like any other good Christian, all I want to know is: what are you guys gonna send me?

(Continued from Page 4)

Walter O'Keefe, NBC Star

"Oh, for the life of a wrestler!" people exclaim as they visualize that all a wrestler does is loll in the sun, play golf, eat steaks and collect $100,000 per year. Sure, it isn't a bad life, or I wouldn't have put in twenty years of it, but there's more to it than that. Like any other business, you have to keep working to make a buck.

Three of the highest paid matmen in the world are Lou Thesz, Baron Michele Leone and Gorgeous George. By no coincidence at all, they are the most traveled men. In a column not too long ago I told you of the pace Lou keeps in defending his championship.

Take Baron Leone's schedule this week. Monday he wrestles in Phoenix, Arizona, Tuesday he has a big match in Indianapolis, Indiana, and Wednesday he is on the main event in the Olympic Auditorium in Los Angeles. Three states in three days—and he will travel around 6,000 miles in forty-eight hours. On Friday he is in Los Angeles for a plane Monday afternoon at 4 at International Airport and arrive Wednesday at 4.

In that short time, it will cost $500 for transportation. Since July the smiling Continental nobleman has wrestled in forty-two of the states as well as in Honolulu. So you see, his high income is far from all profit, and how many people would like to keep up that pace? The Baron, basically, is a home-loving fellow who likes nothing better than to get out in his kitchen and whip up a delicious meal for his guests. Maybe the fact that he is such a good cook accounts for the fact that he has been a bachelor so long.

Gorgeous George, the beautiful blond from Beaumont, is another man who really keeps on the move. No wrestler travels more miles per year than he does. During the past month, Gorgeous and his valet, Jeffries, flew approximately 30,000 miles on a round-the-world tour. He wrestled eighteen matches, which means that he traveled nearly 4,000 miles per match.

George's plane scarcely touched the ground before he took off again for Texas for three days. He will be back here before Monday night for a match at Hollywood Legion Stadium.

How do they keep it up and stay in condition? For one thing, wrestlers learn to sleep when they can—and they are usually asleep before the wheels of the plane leave the ground. They eat well—but carefully, as they have to keep it up and be in top condition for their matches.

They earn a lot of money—but it takes a lot to make it.
ONE NIGHT BEFORE A MATCH, George Bollas, "The Zebra Kid," explained to me with words and with gestures just exactly what he thought of his opponent and how he would handle him. George, more often than not, lives up to his word when in the ring. (Knapp photo.)

THE ABOVE GENT'S name is "Shoulders" Newman. And for good reasons! He has a fifty-three-inch chest set on a not-too-tall frame. (Heath photo.)

Around the Sporting Circle

With Jules StrongBow

COACH RED SANDERS of UCLA explains a tricky play to his pretty secretary, Charlene Hardey. Red's own show on KECA-TV gave grid fans a lot of inside dope this past season, and we hope to see him return next year. (ABC photo.)

LARRY BERRILL (center) of KBIG, aided by Lois Haszillo and Erland Kyllonen, recently sent a huge petition, filled with signatures, to the International Boxing Commission protesting a ban on broadcast of fight results. (Green & Tillisch photo.)

LOCAL GRID FANS were sorry to see Loyola drop football and lose Coach Jordan Oliver. But as the season progressed, they were equally glad to see the marvelous job he accomplished with the Yale Bulldogs during the current football year.
Groucho Doesn’t
Get in His Hair

But Could You Take Being Casually Referred to, on a Coast-to-Coast Hookup, as “an Idiot From Stanford”?

By Jane Pelgram

WHY SHOULD Groucho get in my hair? I’ve heard him make the same sort of acerbic remarks to people like Tallulah Bankhead — even Ethel Barrymore. I’m actually nothing but lucky to work with him, whether he calls me ‘idiot’ coast to coast or not.

The Title

That’s the way good-looking George Fenneman sums up the sometimes rough treatment he experiences at the hands of quizmaster Groucho Marx, a man whose first name is the story of his on-stage personality.

Of course Groucho has never called Tallulah or Miss Barrymore “an idiot.” But those stars have never found it their unlucky lot to quickly add such sums as $27.23 and $29.76 in their heads while an impatient quizmaster sits waiting, relishing the time spent as a nifty opening for some Marxist classics of cutting down.

You see, George Fenneman, by open audition, a marvelous voice and the just-right personality, won a spot some years ago as announcer on Groucho Marx’s “You Bet Your Life.” Weekly on NBC, for both TV and radio, he introduces contestants to Groucho and the audience, keeps track of their earnings throughout the game played for camera and audience, and does the commercials. When the betting and earnings reach odd sums, Fenneman is in line for that crack... “Look at this idiot. He can’t even add two and two, and he went to Stanford!”

The Lesson

And around that academic reference hangs a tale that taught George a lesson. “Never get in Groucho’s hair — and he won’t get in yours. Too badly, that is,” George grins.

“That Stanford crack was the only one I have ever tried to get Groucho to retract. You see, I actually wanted to go to Stanford, badly. But I didn’t have the money, so registered at a funny little twelve-dollar school called San Francisco State. And I like my school.

“I didn’t want any viewers who might remember me to think I was playing it real big with this Stanford stuff, so I told Groucho one night after the show that I hadn’t gone there at all. I thought he would next time use the name of San Francisco State when he commented on my alma mater and its obvious failings with me.

“I should have left it alone. He made a retraction all right — made it worse. He said ‘Here’s this idiot who can’t add two and two and who couldn’t get into Stanford!’"

The Torture

Another way Groucho tortures George is to interrupt continuously while Fenneman is struggling valiantly to read the opening billboard. He needs only to leer sardonically and the announcer collapses with laughter. Or to suggest “Show ‘em your teeth, George. Those all your own?”

George is merely surprised at anyone siding with him. “I don’t consider it rudeness. Here I am working with a man whom I admire very much, and this is his stock in trade.

“Oh, at the very beginning I would sometimes go to him after a show and want him to tell me he didn’t mean the things he’d said, but it only seemed to make him uncomfortable. Or surprised.

“Really hurt by Groucho? Yes... I guess I was once. Just about the time I started on his show, and didn’t realize that anyone around him is prey to his wit. He’s busy with that rapier wit all the time, not just on stage.”

The First Blow

“I went up to him after the first, or maybe the second show, and sincerely meant it when I told him, ‘Mr. Marx, you have no idea what a thrill it is working with you. Whenever I did an act as a kid it was with a painted mustache and big cigar. And all through high school and university dramatics I imitated you. I’m mighty happy to be on your show.’

“He just bit on his cigar, leered at me and said, ‘A likely story.’”

George shrugged and smiled. “But that was five years ago. Today I wouldn’t be bothered by him — but I’m still mighty happy to work with him.”

ALL MARX HAS TO DO IS AD-LIB, leer and pause... while Fenneman apparently loses control. Groucho takes the keenest delight in throwing the announcer off balance, and it looks, below, as though he had just delivered a jibe that George is taking quite in stride.

GEORGE FENNEMAN was born in Peking, China, in 1919. He came to the United States as an infant, and was educated in San Francisco. He began a radio career in 1942, his first assignment being the role of an early California bandit named Joaquin Murietta in “Golden Days.” Two years later he was announcer on “Parade of Spotlight Bands.” Subsequent acting and announcing led to a winning audition for the Groucho Marx program. (Eng- stead photo.)

December 12, 1952
"This Is the Life" is a twenty-six-week dramatic series, being shown over fifty stations to the tune of $500,000. The Lutheran Church, Missouri Synod, has spent the money well.

"This Is the Life" Is a Venture in Faith...
It's Designed for the Unchurched Millions

By Mildred Ross

THE FISHER FAMILY are churchgoers, but they are far from being saints. They are, however, a happy family facing everyday experiences and believable situations.

Through the medium of television, the Lutheran Church has devised a rather revolutionary means of disseminating the concepts of Christianity. They ruled out a sermon delivered in droning sanctimoniousness because the TV audience is not a captive one. A mere switch of the dial could replace the sermon with a symphony. Consequently, members of the Lutheran Church, Missouri Synod, formulated the dramatic series "This Is the Life," basing it upon the "real" experiences of the Fishers. The series is viewed locally over KTTV.

The response to "This Is the Life" has been tremendous. Even though it is a public-service program and not available for sponsorship, the program is scheduled in costly preferred time slots on more than fifty TV stations throughout the nation. The Lutheran Church has applied to television the know-how gained from twenty years of radio broadcasting. Without taking too much for granted it seems quite apparent that "This Is the Life" will influence some viewers to return to their respective churches.

Fisher Family

The setting of the program is a natural one for television viewers. The viewers can project themselves, with relative ease, into the situations experienced by the Fisher family. Grandpa Fisher, Mr. and Mrs. Carl Fisher and their two children, Emily and Peter, try to live as Christians and they do not hesitate to tell others about Christ. At the same time they are normal Americans, leading normal lives in an average American city.

Each telefilm tells a complete story. The scripts have every dramatic element — suspense, crisis and conflict. Honesty, forgiveness, brotherhood and love are interwoven into dramatic episodes that not only entertain but also lead to a specific evangelistic application.

Family Films

Family Films, a Hollywood firm which has been producing films for various religious denominations for five years, can take a bow for its excellent productions. It has successfully avoided contrived situations in its scripting and the casting is expertly handled. As producer of the series it must exercise the utmost discretion to combine good taste in entertainment with sugar-coated preachment, meanwhile sustaining the viewers' attention. It has met the challenge nobly.

Evangelical Application

The Missouri Synod submits religious themes to Family Films' staff of writers, who in turn develop a dramatic sequence, embodying a specified Christian principle. The films adhere to inspiration rather than crusading to increase church attendance. For example, a college student replaces snobbery and contempt with understanding and love after living with and observing the Fishers' way of life. In another episode, Emily Fisher and her family help a woman find herself and as a climax to the story her ill-fated love is replaced by a greater one.

Granted the Fishers are not angels, but more of their kind would make this a heaven on earth.
It may sound kind of fantastic, but there are two interrelated stories explaining how Jimmy Wakely first became interested in music.

Here's Jimmy's version—and he swears it's the truth:

"When I was a kid back in Oklahoma, one of my elder brothers got the urge to become a barber. From one of those Sears Roebuck catalogues, he sent away for a pair of clippers. Well, before he knew what happened, everybody in town was dropping around our house for a haircut.

"Finally, it got to be just too much for him. In order to quit, and in order not to lose out completely on the deal, he finally managed to trade the clippers for an old beat-up guitar."

Second Story

"A little later, my sister Effie started to receive regular visits from a gentleman caller. His name was Lee Weeks.

"Naturally, Lee wanted to spend quite a bit of time alone with my sister, especially on Sundays. He never seemed to get a chance, however, because I, the kid brother, was always around. Just by coincidence, Lee knew how to play the guitar.

"In order to get rid of me, he started to teach me how to play on that old, beat-up guitar, which was still lying around the house. He taught me three basic chords. I can remember that the first song I ever learned was 'Nearer My God to Thee.'

"No fooling, that's how I first became interested in music.

"My actual singing experiences also began as a child when I sang as a choral director and church organist.

"I've been singing ever since, and I do it because I love it. I wouldn't want to do anything else. And I've given up a lot of other opportunities just to sing.

"For example, back in 1949 I gave up a steady starring role in motion pictures because they wanted me to make action pictures only. I made, and could have continued to make, between $500 and $600 a week for fifty-two weeks a year, and I would have had to work for actually only six of those fifty-two weeks.

"But when you take my songs from me, you take all the pleasure out of it for me. That was the beginning of the end of my career as a straight actor, and I still would make the same decision today.

"I get more kick out of singing for a big crowd, such as GIs, than before a small group who will pay big money.

"You must enjoy your singing first. The money comes automatically. If you sing with a dollar bill in your mind, your audience will sense it."

Money Comes Second

"Money as a consideration comes second to me. I make only short trips for three or four days on tour. In this way I feel I can give better performances.

"And I can sing only when I really feel like it. Otherwise I cannot do justice either to myself or to the listening audience."

The singing cowboy must really "feel like it" lately, because at the present time he's on the top of the music world, with best-selling records, his own KNXT TV show, and a CBS radio show heard on the entire Pacific Coast.

And all this came about because of his sister, a boy friend, a pair of barber's clippers, and an old beat-up guitar.

P. S.: Jimmy must have been able to play a pretty romantic tune even at the age of seven. His sister Effie is now known, and has been for quite some time, as Mrs. Lee Weeks.
Why I Sing

By Roberta Linn

WHY DO I SING?" The answer to that question has always been very perplexing to me. Although it's a natural reaction for people to inquire continuously about almost every subject under the sun, it has always seemed to me that most of the difficult questions begin with the word "why."

This is what I mean. You ask me, "Who?" And I reply: "Roberta Linn." You say, "What?" And I reply: "A singer." Or, if I want to be formal, "A vocalist." You ask, "For whom?" And I reply: "For the Lawrence Welk orchestra, and 'Frosty Frolics,' and the Jimmy Wakely Show, and for the Coral Recording Company."

You ask, "Where?" And I reply: "At the Aragon Ballroom, the Pasadena Winter Gardens, Columbia Square, and wherever else I am asked to appear."

You ask, "When?" And I reply, without hesitation: "Six nights a week with Welk; all day Wednesday with 'Frosty'; Sundays with Wakely; and all the rest of my waking hours, making guest appearances and recordings, taking singing lessons, and rehearsing, constantly."

But Why?

You may even ask, "How do you sing?"

In all sincerity, and without meaning to be trite, I must reply that I try to sing each and every song, no matter where or when, with all my heart and to the very best of my ability. In the end though, it's the viewing and listening public who have the final answer to this question.

To the above questions, then, I can give direct and emphatic answers. But when you ask: "Why do you sing?", I have to grope for a reply. There's no single answer, but many, just a few of which I'll attempt to explain.

Music, all kinds of music, from progressive to popular, from symphonies to street songs, is a major part of my life. If there were no music in the world, I would be like a blind man walking in a valley of glittering sunshine.

Yes, I also sing for money, because I must eat and live as others do.

No, I do not sing for the glamour and the glory and the exciting life that it is wrongly supposed every girl vocalist so lavishly enjoys. I have sung far too long, and in too many places, to harbor any such illusions.

Other Reasons

Perhaps it's only a display of our own ego, but I think that each and every one of us feels a certain sense of satisfaction when we know we have done something to make other people happy. Naturally, my voice and my style may not appeal to everyone. But if it provides certain people with entertainment and relaxation, and possibly, for special ballads, even creates a little nostalgia or remembrance of things past, then my work takes on added meaning and purpose.

I have read and heard of many artists, such as writers and painters and composers, who keep repeating that they "must" write, or "must" paint, or "must" compose. It might be presumptuous on my part to classify myself as an "artist," especially in the highest sense of the term. Nevertheless, I do know that I am a singer, and I "must" sing.

As long as I am able to do so, I'll always sing.

I am sorry to close now, leaving you with these varied and indefinite answers. But didn't I say at the very beginning that this was a difficult question?

I do hope, however, that at least a portion of these printed thoughts have helped to explain to you "why I sing."
The most popular children's show on television

Bob Clampett's

"TIME FOR BEANY"

Monday Through Friday,
at 6:30 p.m.

ON KTLA

1. Beany is the young leader of the band of world travelers.
2. Captain Huffenpuff skippers the Leakin' Lena along its course.
3. Cecil, the Sea Sick Sea Serpent, hero by trade, is chief trouble-stopper.
4. Always with an intelligent outlook is the Little Caboose Goose.
5. Clowney carries on his feud with "Uncle Fatty.'
6. Bob Clampett is producer and creator of "Time for Beany."