EXCLUSIVE FEATURE!

My Husband's a Bargain!

By Mrs. Jules StrongBow

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Has TV Saved The Movies?

Story on Page 38
IN APRIL OF 1941, DIX DAVIS AND CONRAD BINYON (above) were two boys playing the roles of "Hank" and "Pinky" on NBC’s "One Man's Family." (Below) radio listeners who used to enjoy Fred Beck’s morning air column on KNX will recall this pair with warm joy. Here Beck poses zanily with stethoscope while his announcer-foil, Tip Corning, does research on celery.

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FLASHBACKS
Remember These Days?

The Years Bring Amazing Changes In All of Us. How Many of These Famous Personalities Do You Recognize?

(LEFT) GINNY SIMMS, PRETTY SONGSTRESS, looked like this when she paid a guest call on E. Bergen and C. McCarthy several years ago. (Right) "Date with Judy" cast members Bea Benadaret, left, Dix Davis, and Delli Ellis. (You see Bea now as "Blanche Morton" on the Burns and Allen TV show.)
The Clown Prince Of Westerns

Know the name of the company that produces a Western feature as welcome and as popular on the radios in swank suburbs as it is in cosmopolitan cities? RadiOzark Enterprises. If that doesn't smack of the hillbilly bit, nothing ever did.

And 300 radio stations find hillbilly the big item. Not only in the U.S., but in Canada and Mexico. Of course nearly everyone who can hear Smiley Burnette of "The Smiley Burnette Show" on radio has seen the comical "clown prince" of personal-appearance and movie fame. He's a friend. You hear him on KXLA, in Pasadena. You have not only seen him on innumerable occasions in pictures but at many a benefit and personal appearance in the company of Eddie Dean, Billy Strange, Tex Williams, Porter Johns, Pat Buttram, and all the rest who make Western music what it is today.

This Smiley Burnette, star of movies, Capitol records and radio transcriptions that play in over 300 towns, entered on his career as an entertainer at the age of nine. He got three dollars for playing "The Glow Worm" on a musical saw.

From this staggering sum and moment supreme, Smiley has gone on to become one of the States' best-known Western artists. You probably remember him best as "Frog," Gene Autry's comical sidekick. He's also played the fumbling but confident comic character who is variously the proprietor of hotels, drug stores, or groceries, and occasionally, a blacksmith, cook, undertaker, postmaster, gunsmith, cobbler, oculist — almost anything.

The odd thing is that as he appears in film roles to be a jack of all trades, in real life he is master of many of them.

In his San Fernando Valley workshop, Smiley repairs most of his own musical instruments and even builds some of the Rube Goldberg-type contraptions which he uses for instruments in some of his films.

Smiley Burnette and Gene Autry have ridden a lot of plains together. Smiley, as "Frog," added the comedy touches to Gene's films.

SMILEY MAY specialize in comedy but this is a man of many talents.

Bang!

At home he also has written the over 200 songs which you hear on his radio show. Smiley can at any time demonstrate complete dexterity on fifty-two instruments, although actually he is able to play well over 100. On only one unfortunate occasion has a home-made instrument not proven practical to the musician-comedian. It blew up in his face.

But the man who talks with the "frog's voice" is never too busy to share his entertainment proclivities with his own small fry, four in number. Smiley and wife Dallas MacDonnell, newspaper woman and columnist, have a nice distribution in Linda, Stephen, Carolyn and Brian.

One evening Smiley decided to show his children some home movies. When he found his portable screen too small, he decided to use the white side of a neighbor's house, knowing they were not at home. At the end of the picture, Smiley heard applause from outside his yard. He went out to investigate, and found ten cars lined up along the street. Passers-by had stopped to enjoy the free show.

Smiley just considered this the next in a new count of one-night stands. He had already chalked up 4,000.
ON THE STRONGBOW ACRE IN NORTHRIDGE with the boys' horse, Pocahontas. That's Jules kneeling, Gary on the horse, Stephen in the cowboy outfit, and Pat McCart (left), who is teaching the boys to ride. (Picture by Ramona StrongBow. Cover exclusively for TV Radio Life by Randolph, San Bernardino.)

ONE NIGHT when Jules and I were on one of our infrequent visits to a night club, the emcee looked over at our table and took in all six feet six and 315 pounds of Jules. "Lady," the emcee said to me, "is that your husband?"

I nodded.

"You got a bargain!" he answered.

I agreed in more ways than one. In fact, I'm afraid this story is going to sound prejudiced. So often people have stopped me to ask "Is your husband as nice as he is on TV?" My reply always is, "He's nice."

Jules doesn't like airs. He hates lies and hypocrisy and one thing he is always telling our boys is "Be honest." In lots of ways he's just a country boy—a shining example of "You can take the boy out of the country but you can't take the country out of the boy." He always keeps saying he likes the simple things of life, but on the other hand, he enjoys our pool and he enjoys his Cadillac (and he just about has to have a Cadillac—he's got to have room, that boy! Even with his big car he had to have the seat set back a few more inches).

Perhaps I can sum up Jules best by saying he can handle himself at the swankiest resort, and command the attention of the haughtiest maître d', and yet when we have dinner at home he always says grace at the table. We like to eat by candlelight and play dinner music records.

Dislikes

Jules hates gossip and doesn't listen to gossip he doesn't like. But he loves to talk and we just like to sit some evenings and hash things over. We'll gab and gab and gab, sometimes until three o'clock in the morning. He's a real Southerner who thinks people are enjoyable if you'll take time to enjoy them. Jules is a wonderful host, but we seldom entertain. We have no close friends as such—ours are mostly business associates—so our chief pleasure is staying home alone. We watch TV too much, Jules just doesn't like to read, he doesn't play cards and he doesn't gamble. He'll dance if forced into it.

About the only time he gets cross is when he's worn out. I have learned that's not the time for me to yakety yak. Jules doesn't lose his temper often, but it's like an atomic explosion when he does and the thing to do is keep your mouth shut and get out of the way. The thing I can do the worst is give an opinion without being asked.

Around the country he's noted as "the humorist," because he loves to rib people. His specialty is practical jokes, but I can't give you a very good example because you have to know the person involved. Jules teases me all the time. I think one reason he loves me is I'm such a stonge.

He says he doesn't believe in celebrating birthdays and Christmas, but he does anyway because he's supposed to. He'd rather bring things home when he wants to. He's not extravagant, but still he believes that we're not here for long, so let's enjoy ourselves—sort of a "spend a little, save a little" theory. Jules buys all my suits without my even being around. He has good taste in clothes and is considered one of the best-dressed men in the sports world. One of my friends bought a mink coat and suggested I try it on. The minute I did, I knew a Royal Pastel mink was for me. Next thing I knew, Jules came home with one. The same thing happened when he brought home my fur scarf.

One thing Jules isn't very good about is picking things up. But then we are both badly spoiled by each other. Though he likes to select my suits, he always leaves it to me to

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April 3, 1953
A Bargain!

By Ramona (Mrs. Jules) StrongBow

As Told to Evelyn Bigsby

lay out his clothes when he's dressing to go into Hollywood or some other place outside the ranch. I lay out his shirt, his socks, his tie, and am ready when he says, "Well, what am I wearing today?"

Likes Color

Jules's color is red—he likes laced things, not blah things. For suits he likes navy blue, or brown tweed, and he has a very becoming pale-blue glen plaid. Around the house he wears blue jeans and aloha shirts—loud shirts. Somebody gave him some red cowboy boots and he loves them. With his suit he wears or-and-one-half-inch necktie. He has to have everything custom-made except his hankies.

We call our house near Northridge "Hacienda de Felicidad," and it's as colorful as Jules's shirts. Both our bedroom and the dining room have flamingo walls and the living room has two nine-by-twelve rugs, one green and one red—Injun style (Jules has a small percentage of Cherokee blood mixed in with his Scotch, Irish and French).

Poor Jules! He just loves to eat, but he just as soon have simple things like chili beans, macaroni and cheese or hamburger. The only cooking he does is barbecuing—he likes to fix steaks. Up until the time he started his serious reducing, he merely made stabs at losing weight. What really sunk both of us was our trip to Hawaii—everything tasted so good and looked so good, orchids floating in the butter dishes and things like that, we ate too much.

Jules is definitely not a worrier. He's quite philosophical and he accepts things where I'll want to fight. But nobody pushes him around. He won't argue wrestling with anyone. What's the use? Most people have their minds made up and arguments won't change them. He's pretty good about being punctual and always telephones if he's going to be late.

Accepts Criticism

After he has done a TV show, his first question when he gets home is: "What did I do wrong?" I'm supposed to have a list of criticism, and if I don't Jules asks, "Weren't you watching? Didn't you see any criticisms?" He takes any suggestions agreeably.

Before I met Jules I had been in the publicity business for seven or eight years and actually I was working the night I met him in a dressing room with Gorgeous George. I had never been in a dressing room before in my life and I've never been in one since. Jules and I liked each other and soon I started doing his publicity, then I started handing his fan mail. Today his routine fan mail takes ten hours a week. If someone gets a

Jules Types while Relaxing by the StrongBow Pool. He was born in Arkansas, lived in Oklahoma until eighteen, is now Honorary Governor of the California Okies; is also running for Mayor of Sepulveda. Jules's parents and a younger sister live in Santa Monica.

We work in a large den adjoining our bedroom. Jules is on the phone hours on end and of course I am busy, too. In between phone calls we spend our time entertaining each other—just chatting, swimming or shuffleboard. Jules likes all kinds of sports and he can beat me at anything. He's just one of those well coordinated people.

Photography is one of his greatest hobbies—he has four good cameras and we're building a darkroom. Some of his colored movies are gorgeous. The boys—Gary is twelve and Stephen is ten—make good subjects. Right now they are learning to ride. Jules insisted that they learn correctly, so he hired an old cowboy to teach them. Both children attend public school, and they go to Sunday school at the First Baptist Church in Van Nuys. (The preacher is a terrific wrestling fan!)

Around the house Jules is not handy and he hates it if I keep up with him about things that need fixing. He's such a clever businessman he could do almost anything if he wanted to, but he just doesn't like to be a fix-it. One of the biggest hits he has ever made with the boys was just recently when he built a mouse house.

They say that the ideal mate should be a vision, a worker and a lover all rolled into one. Jules is my good friend. He's my good pal. And he's my good sweetheart. It that isn't a bargain, I'll put in with you!
Joan Davis

Can't Afford To Cry

It's More Serious Than You, Think If She Gets Red Eyes

If you were sitting in Joan Davis's French Provincial bungalow on the General Service Studio's lot in Hollywood waiting for her to punch in for lunch and if you were braced to welcome a rowdy dowdy, dim-brained Joan familiar to TV viewers, you would be wrong—quite wrong.

Joan's footsteps are almost gentle as they herald her rapid approach. She opens the door and comes into full view as a lady in pink—pink skirt, pink sweater and saucy pink hat with a poke bonnet brim. In a well modulated voice she overflows with apologies for being a few minutes late.

Her secretary hurries to dip up the waiting lunch comprising a variety of Chinese foods. Time element is important, for Joan now has two careers to squeeze into twenty-four hours: she is not only star of the Joan Davis TV Show, but as head of Joan Davis Productions, she owns the show, chooses the men who will direct, write, and work on the series and the men and women who will be cast in roles. Yes, she signs the checks, too.

Days Are Busy

Responsibility for this business venture weighs heavily on Joan, but she is assuming it because she wants to. She still finds time to play her cherished golf and pursue her painting, which has become a happy hobby. Joan also enjoys people. "She's one of the best listeners I know," observed her secretary, Jean Gordon. "I can always tell when Joan has something on her mind. If she's worrying about the TV show, she's very quiet, but when everything is running smoothly, she loves having people around, and relishing their conversations."

So far, since starting on her business career last fall, the star has not found it necessary to directly fire anyone in her organization. She finds working with her company stimulating, but is careful not to arouse any resentment that men might develop because of working for a woman.

Generally she is completely sold on the idea of producing her own tele-pix series. "The residual," she says, nodding her head sagely—meaning that by doing the teleshow on film she has something left after it has been aired once, whereas a live performance is gone with the wind. With many new TV stations opening in previously untouched markets, a producer with a filmed series can re-run a cycle again and again—all velvet, financially speaking.

Naturally, the velvet of re-runs has its opposite in the sackcloth of original production. Joan talks abhorringly about "running into double time," or grimly of "triple time," sandwiches these remarks between references to seeing the rushes, revising the script, or confering with her key assistants. Naturally, the push is to get a good show, and to do it as economically as possible.

Only infrequently does a woman in Joan's position find the going so rough that some vent to pent-up emotions must be given. One day she felt so upset that she started to cry. Suddenly, while the tears were trickling down her cheeks, she pulled herself up short. "Stop it!" Joan Davis said to Joan Davis. "If you don't, your eyes are going to be red, your nose will swell, and you'll hold up production because you won't be able to go in front of the cameras. You can't afford to cry!"

April 3, 1953
Ed Sullivan Cited

The first time a movie sketch was integrated into a TV program was on "Toast of the Town" in 1948. Since then Ed Sullivan, popular host of "Toast," has been demonstrating that both TV and the motion-picture industry can achieve their highest rate of progress by working together.

For his cooperation in helping to publicize movies through the medium of TV, Sullivan was made an honorary life member of the Association of Motion Picture Advertisers.

Ford Theater

NBC-TV (KNBH) Thursday, 9:30 p.m.

The "Ford Theater" presentations have been consistently hitting a good stride in entertainment values. Their film series, for the most part, stress enjoyment and usually skirt around dark drama. It's a show you can be sure affords you complete relaxation and enjoyment.

Recent airing entitled "Double Exposure," starring Dan Duryea, George Brent and Marvin Kaplan, was an interesting story woven about a newspaper's expose of corrupt municipal government. Reporter Duryea succeeds in getting timid Marvin a job on the "Bulletin" when Mr. Milquéto inadvertantly snaps the Mayor and the town's leading racketeer together. Editor George Brent is compromised into hiring the timid Marvin because he wants those "hot pictures." The expose is on and the fun begins.

The show was unequivocally Marvin Kaplan's and the stars supported him ably.—M. R.
This Week in TV—Continued

chores on "Western Varieties" on Friday on Channel 5, filling in for the ailing Doyle O'Dell.

Off Lens (Personalities)

Dennis Day

When Dennis Day graduated from Manhattan College in 1933, little did he think that he would be cited by his alma mater with its medal of honor.

The presentation will be made on April 11 with Cardinal Francis Spellman presiding. Dennis is being cited for "leading an exemplary life and for bringing into American homes a high calibre of wholesome and thoroughly enjoyable entertainment."

Winchell Protests

Walter Winchell is no different than millions of other TV viewers. Winchell has nothing against legitimate reputable sponsors. He has been on radio—and now on TV—for too many years to object to well-handled commercials.

But Winchell does object to the annoying, bellowing commercials which are now flooding our screens. He informed his listeners of this attitude last week by giving a publicity break to a new product, "Blab-Off." This clever device permits viewers to cut off annoying commercials right from their easy chairs.

For fuller details on this new item see page 25 in our HOME LIFE section.

Don't get us or Winchell wrong. We have nothing against commercials on TV. TV without commercials would be impossible. But we do object to the vulgar, boring and loud pitches which have become all too prevalent the past few months.

On Lens (About Studio Happenings)

CBS Lures Culture

CBS-TV is in a cultural and educational mood.

It has announced two new programs, "The Search," scheduled for the fall, and "Adventure," which bows on May 10. More than twenty-one leading American universities throughout the country, including our own University of Southern California and the California Institute of Technology, are joining CBS in presenting "The Search."

"The Search," explains producer Roy Lockwood, "will attempt to give a documentary feeling of what the university is like, to explore fully one particular activity of the university that it does outstandingly well or which is unique to that university. The decision as to what phase of each university's activity should be told was arrived at after confering at length with the faculty involved.... Each viewer must gain in some aspect of living."

Following is a cross-section of the subjects to be TV-documentized:

University of Iowa—"A Farm Boy Looks at Art," the university's integrated fine-arts program.

Cornell University—"Aeronautics."

Brown University — "Methods of Navigation."

Massachusetts Institute of Technology—"Labor-Management Institute."

Who said the networks were not programming educational programs?

"ADVENTURE"

The American Museum of Natural History, world-famous for its dramatic exhibits of scientific wonders, and CBS Television have contracted to dramatize the vast resources of the Museum and Hayden's planetarium through the television medium.

The Museum is perhaps the world's richest repository of scientific treasures. The series will give viewers throughout America the rare opportunity of seeing its treasures. "Adventure" aims to prove once again that truth is not only stranger but more entertaining than fiction.

Televising the Planetarium will enable viewers to take visual excursions to our neighboring planets.

CBS-TV newcomer Charles Collingwood, as anchor man for the program, will impart an atmosphere of sharp, timely news reporting to each visit.

The network's announcements for both of these shows are intriguing. If it's half as good as it sounds, viewers are going to learn a lot and what's more probably like it.—M. R.

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HOLLAND'S TUNNEL
BY JACK HOLLAND

It was a sad sight, seeing Red Skelton's isle this time since his illness. The humility and talent of this really great comic were there but the material certainly wasn't. The Ambulance skit was drilled to death and out and was notable for its complete lack of humor. It's hard to understand why a comedian of Red's stature has had such a difficult time getting the kind of show that had once made him such a terrific TV personality. He still has what it takes but he can't keep on with uninspired material. Granted that TV has a voracious appetite but are all comedy writers so tired?

TV has a voracious appetite but are all comedy writers so tired? Granted that what it takes but he can't keep on with uninspired material. Granted that what it takes but he can't keep on with uninspired material. What it takes but he can't keep on with uninspired material.

Red really starts hitting again!

Idle Thoughts: Do you feel better since changing to the smoke that says you will? I will until I've tried a package and have not had to stop using vitamin pills yet. Which reminds one of the noted surgeon's claim that a certain car in cigarettes is a cause of cancer. Will this go to the brands which claim curative powers for their cigs?

Bishop Fulton Sheen is still one of the most inspiring and interesting TV personalities on TV, and this comes from one who is not a Catholic but who believes that the good Bishop is performing a real service to TV audiences. Now watch the letters come in from certain groups who will have axes to grind.

The Mail Bag: Got some charming letters from some lovely little ladies who just didn't like me for feeling Drew Pearson was being given the pressure-group treatment. Why, one of these ladies even wrote the editor of this magazine saying I was credit to the book and that she hoped other complaints against me would pour in. These little epistles all had one thing in common—anybody who didn't go for Fulton Lewis, Senators McCarthy and McCarran, Paul Harvey, etc. was not an American. And that is what is wrong with Communism and is heartily in accord with all those who unsympathetically and sincerely are fighting it—for no personal gain or publicity. But it's frankly boring and dangerous to classify all those good Americans who disagree with the tactics of some as Reds and what-have-you. TV is doing an excellent service in televising the Un-American Activities Committee hearings. Every Red should be rooted out—but let's be careful that good Americans aren't thrown overboard with the red label without conclusive proof. And now let more mail come in.

Why can't CBS-TV find a decent time slot for Ed Murrow's "See It Now"? Sundays at 3:30 is a lousy time. And this show is too great to be tossed about as it has been.

Ken Murray is one of my favorite people, but didn't he go slightly overboard on his last TV show, plunging his picture "The Marshal's Daughter?" His enthusiasm for this production is understandable but too many plugs can kill it.

Breathless Item: Laurie Anders is a cowgirl for real. Her mare, "Twinkie, Twinkle," recently debuted a colt which Laurie named "Little Star." The young lady is getting quite a stable since she already has another young horse, "Little Lulu III."

Bob Cummings' "My Hero" show is getting better because Bob has a chance to do the kind of light comedy for which he is noted. The slapstick and corn have gone out the window—and one is happier over the change than Mr. C, who is a real fine fellow, by the way.

Question of the week: Why doesn't Sunnsett change its commercials on the Charles Laughton show? As for Laughton, he is merely great.

Dorothy Price:
Housewife Turns TV Star

Dorothy Price has stepped before the cameras on the Jimmy Wakely Show, she has verified what her singing teacher once told her: "The greatest thing you have to sell in your being happiness."

Dorothy should be happy. She has talent, a cute figure, June Allyson looks and personality. A career in TV seems certain; Dorothy's own fifteen-minute TV show has been "packaged" by Jimmy Wakely. To crown her happiness, Dottie has a fiancé and two youngers, Pam (eight) and Patty Kay. (eighteen months.) The TV show is something that snatched in the back door just one year ago. Here's what led up to it: childhood in Minneapolis ("Don't mention it, but I sang in a kiddy re- view"); graduated in Pasadena, where she attended Pasadena J.C. ("I sang with the high-school band, was a song and cheer leader"); ambitions of going to college ("But when I looked around my friends who were coming out of college, they were all taking bus courses to get jobs or were just plain old getting married"). So through a friend with influenceful MCA, Dorothy snagged a job sitting in the Zebra Room of the Town House. She wrangled with The Four Squires, with The Rhythm Rascals, with Jud Conlon's aggregation, with camp shows during the war, with Ray Noble, Jan Garber; with Gordon Jenkins' orchestra at NBC, with Matty Malneck on theater dates.

Then along came Paul Price, whom Dorothy met one night through a mutual friend. Marriage shelved the singing career.

Developments

Last fall (nine years later) Mr. and Mrs. Price were enjoying a week end at The Last Frontier in Las Vegas where the name of a dance band recognized Dorothy and asked her to sing a little number. A friend of Jack McElroy's who was there asked Dorothy if he could arrange a guest appearance for her on Jack's KNB show. Her TV spot went over excellently. "This was all I needed to intrigue me with TV," Dorothy now confesses. "Everyone who heard me and gave me a compliment added to my enthusiasm. I was just bouncing for joy."

Guest shots were followed, then a chance meeting with Jimmy Wakely. Sitting in Naples restaurant across from Columbia Square, he turned to Dorothy and said, "How would you like to come on my TV show?"

"I'd like that fine," she replied.

"Can you sing "Carolina in the Morning?"

For answer, she started the song. Jimmy joined in while the other customers perked up their ears at the duet.

Since then, the pretty Mrs. Price has been successfully juggling a home job and rebudding career. Here is where her solid perspective and sense of values come in handily. Dorothy knows how to utilize short cuts in housework. knows how to slash through to important things, peaceful, by not letting down on her good cooking. Her mother, who used to make all Dorothy's formals for the road, is again busily turning out original, designer-type clothes for Dorothy's TV appearances. Since wardrobe is very important to a TV performer, Dorothy is especially appreciative of her mother's creations. "I always used to say that twenty-five cent of my career was due to Mother," she explains, "and I feel it's as true now as it ever was."

One important factor not to be overlooked in Dorothy's success is her position as Mrs. Paul Price, wife of the TV-radio columnist for the Daily News. Paul's expert eye and ear always take in her performances and his resulting opinions are extremely helpful. "He's quite frank in his criticism, but he doesn't go overboard in his praise. From him a 'you looked good' means something special."

As for the audience she may enjoy because of Paul, "I don't kid myself when I'm asked on a show the first time," Dorothy observes, "It may be on account I'm Mrs. Price. But when I'm asked back, I believe it's because they want ME."

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Flicker Fare

Saturday, April 4

"SONG OF THE RANGE," (5), 10:30 a.m.
"RING DOORBELLS," Roscoe Karns, Anne Gwynne, (2), 12:00 n.
"THE DEVIL BAT'S DAUGHTER," Rosemary DeCamp, John James, (7), 12:00 n.
"HOW DO YOU DO?" Harry VonZell, Cheryl Walker, (9), 12:45 p.m.
"THE RED DESERT," Don Barry, Tom Neale, (5), 1:00 p.m.
"IN OLD SANTA FE," Ken Maynard, (7), 1:15 p.m.
"RED RIVER RENEGADES," Sunset Carson, (11), 1:30 p.m.
"HIGH TIDE," Lee Tracy, (4), 2:00 p.m.
"WILD CAT," Richard Arlen, Arline Judge, (5), 2:30 p.m.
"SHERIFF OF CIMARRON," Sunset Carson, (11), 2:45 p.m.
"TOMORROW THE WORLD," Fredric March, Betty Field, (5), 3:15 p.m.
"ALIAS THE BADMAN," Ken Maynard, (7), 4:00 p.m.
"THUNDERING TAXIS," Billy Gilbert, (11), 4:30 p.m.
"ENCHANTED VALLEY," Alan Curtis, Anne Gwynne, (8), 4:45 p.m.
"SUNDOWN SAUNDERS," Bob Steele, (2), 5:00 p.m.
"UNION RON," Freddie Stewart, June Preisser, Judy Clark, (5), 5:00 p.m.
"BORDER BANDITS," Johnny Mack Brown, (6), 5:30 p.m.
"SUNRISE IN PARK LANE," Anne Nagel, Michael Wilding, (5), 6:30 p.m.
"HABIT OF SHOULDERING," Tom Neale, Pamela Blake, Allen Jenkins, (9), 7:00 p.m.
"ICE CAPADES," James Ellison and Dorothy Lewis, (11), 7:30 p.m.
"FOREIGN CORRESPONDENT," Joel McCrea, Laraine Day, (5), 8:00 p.m.
"STRANGE IMPERSONATION," Brenda Marshall, William Gargan, (8), 9:30 p.m.
"TODAY I HANG," Walter Woolf King, Vonda Barrille, (9), 9:30 p.m.
"ADVENTURES OF MICHAEL STROGOFF," Anton Wolbrick, Fay Bainter, (10), 10:30 p.m.
"SHADOWS OVER CHINATOWN," Charlie Chaplin, (8), 10:30 p.m.
"LUCKIEST GUY IN THE WORLD," Gordon Oliver, Marjorie Reynolds, (11), 10:30 p.m.

Sunday, April 5

"CRIME SMASHER," Gale Storm, (7), 11:00 a.m.
"MURDER IS NEWS," John Gallaudet, Iris Meredith, (11), 11:30 p.m.
"POLICE BULLETS," John Archer, Joan Marsh, Warren Hrymer, (13), 11:30 p.m.
"TOMBSTONE TERROR," Bob Steele, (2), 11:00 a.m.
"WHY GIRLS LEAVE HOME," Lola Lane, Sheldon Leonard, Pamela Blake, (13), 12:00 noon.
"ADVENTURES OF MICHAEL STROGOFF," Anton Wolbrick, (4), 12:00 noon.
"HOLLYWOOD AND VINE," James Ellison, (12), 1:00 p.m.
"LITTLE PAL," Mickey Rooney, Ralph Bellamy, (9), 12:00 noon.
"SPRINGTIME IN TAIWAN," (5), 1:00 p.m.
"AN OLD FASHIONED GIRL," Gloria Jean, Jimmie Lydon, John Howard, Irene Ryan, (9), 1:00 p.m.
"BIG SHOWOFF," Arthur Lake, Dale Evans, (10), 1:15 p.m.
"WIFE OF MONTE CRISTO," John Loder, (12), 2:15 p.m.
"WAGONS WESTWARD," Chester Morris, Anita Louise, Ona Munson, (5), 3:15 p.m.
"HIDDEN ENEMY," Warren Hull, (13), 3:30 p.m.
"I BEHELD HIS GLORY," Special Easter Film, (7), 4:00 p.m.
"KNICKERSOCKER HOLIDAY," Nelson Eddy, Charles Coburn, (5), 4:30 p.m.
"MYSTERY-JUNCTION," (7), 6:00 p.m.
"BLUEBEARD," John Carradine, Jean Parker, (9), 6:00 p.m.
"DROLLY BROTHERS," Ritz Brothers, (11), 6:30 p.m.
"SLIPPY McGEE," Donald Barry, Dale Evans, (13), 6:30 p.m.
"RHYTHM ON THE CLOUDS," Warren Hull, Virginia Ellis, (11), 7:30 p.m.
"BOWED HERO," Alan Baxter, Florence Rice, (13), 8:00 p.m.
"HELL BOUND," Leo Carrillo, Lloyd Ingvoldsen, (11), 10:00 p.m.
"DECAY," Jean Gilley, Ed Norris, (4), 11:15 p.m.

* Monday, April 6

"I COVER THE WATERFRONT," Claudette Colbert

(Additional information here)

TV Previews

TIME CHANGES

Sunday, April 5—THE LUNDBERG SHOW, (7), 11:00 p.m. Dan Lundberg, correspondent, commentator and news reporter, moves from KNX to KHJ. Where he continues his tips for better living.

WHAT'S SPECIAL

Saturday, April 4—JUNIOR PRESS CON¬CERNS, (7), 11:30 a.m. Senator Price Daniel (D., Tex.) speaks with a collegiate student panel on "The Battle for Iden¬tity." The question: Should the Federal government have "Federal or State tidelands ownership?"

Sunday, April 5—PONTIFICIAL HIGH MASS, (4), 8:00 a.m. A special Easter service from St. Monica's Basilica in Cincinnati, Ohio.

Sunday, April 5—EASTER IN NEW YORK, (4), 9:30 a.m. The Easter Parade on Fifth Avenue, New York.

Sunday, April 5—AMERICAN FORUM, (4), 11:30 a.m. Senators Estes Kefauver (D., Tenn.) and Russell B. Long (D., La.) debate the question: Should we have "Federal or State tidelands ownership?"

Tuesday, April 7—PACIFIC COAST LEAGUE BASEBALL, (6), 8:00 p.m. The Hollywood Stars vs. Oakland Oaks. (Tuesday through Friday.)

Friday, April 10—GREATEST FIGHTS OF THE CENTURY, (4), 8:00 p.m. One of the most famous fights in the history of boxing—Jack Dempsey and Gene Tunney.

WHAT'S NEW

Thursday, April 2—FISHING TIPS, (13), 8:00 p.m. Program for fishing enthusiasts will provide helpful hints to new and old alike. (Bowed April 2.)

Saturday, April 3—THURSDAY NIGHT WOODS-DE-DO, (13), 10:00 p.m. Cliffie Stone and friends bring impromptu entertainment from El Monte Stadium. (Bowed March 28.)

Sunday, April 5—DOUBLE PLAY, (3), 1:30 p.m. Laraine Day and Leo Durocher appear between games of the Los Ange¬les Angels and the New York Yankees. (Bowed April 1.)

Sunday, April 5—PLATTER PANEL, (2), 10:30 p.m. Frank DeVol, with permanent panelists Johnny Grant, Bill Illis and Ronnie Kemper and guests, choosing records, to be placed in the "Platter Panel Hall of Fame."

Thursday, April 9—CRAIG KENNEDY, CRIMINOLOGY, (9), 7:30 p.m. A fast-moving dramatic series starring Donald Woods and Sidney Mason. (Debuted April 2.)

Friday, April 10—THE BUSTER CRABBE SHOW, (5), 7:00 p.m. Buster Crabbe rides the danger trails of the West in a new series of action-packed stories. (Bowed April 3.)

Friday, April 10—QUICK AS A FLASH, (7), 7:30 p.m. Bobby Driscoll emerges as an au¬dience-participation show in which con¬testants identify dramatized events. (Bow¬ed March 27. Alternate Fridays.)

WHAT'S BACK

Friday, April 10—LIFE WITH LUIGI, (2), 8:30 p.m. The lovable Luigi returns to de¬light his audience once more.

WHAT'S PLAYING

Sunday, April 5—YOU ARE THERE, (2), 3:00 p.m. You will see "The Salem Witch Trials," which recorded in the death of twenty and arrest of hundreds in 1692 in Salem.

Sunday, April 5—HALLMARK HALL OF FAME, (4), 5:00 p.m. Sarah Churchill stars in "A Queen Before Born," a film that por¬trays an important episode in the life of Queen Elizabeth in 1555.

Monday, April 6—STUDIO ONE, (2), 7:00 p.m.
April 4

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

10:00 5 News; Music—30m.
12:00 7 Thrill Theatre—30m.
10:15 7 Test Pattern—30m.
10:30 5 Giant Movie—One—60m.
10:45 8 Televisers—15m.
11:00 7 Rootie Kazootie—30m.
11:30 4 Cinema Carnival
5 Smillin' Ed McConnell—30m.
7, 8 Jr. Press Conference
11:57

12:00 4'A Conversation with Dr. Louis McFarland—30m.
5 Giant Movie—Two—60m.
7 Movetime—75m.
8 Rootie Kazootie—Kids—30m.
11 Test Pattern
12:15 9 This Is Your Navy—30m.
12:30 8 This Is Your Life—30m.
With Ralph Edwards.

1:00 4 Industry On Parade—15m.
11 KTTV News—5m.
12:45 4'State Income Tax—15m.
9 Feature Film—75m.
11 Afternoon Serenade—10m.
4 Farms and Gardens—30m.
Agri-cultural tips and new.
5 Giant Movie—3—75m.
8 Armed Forces Talent Patrol
Steve Allen with Armed Forces Band.

1:15 11 Afternoon Serenade
7 Sagebrush Theatre—65m.
1:25 11 KTTV News.
1:30 4 Big Picture—Documentary—
Janice and Ed Bulien.
8 Wrestling Films—60m.
11 Saturday Afternoon Movie—
2:00 4 Cinema Carnival—90m.
9 Baseball—2½ hrs.
Los Angeles Angels vs. Portland Beavers.
2:15 5 Giant Movie—4—90m.
2:20 7 Set of Seven—10m.
2:30 7 Campus Farmers—30m.
Horticulture Demonstrations.
8 I Married Joan—Comedy—30m.
Starring Joan Davis in comedy series.
3:45 11 Saturday Afternoon Movie—
3:00 7 Stu Erwin Show—30m.
With Stu Erwin and June Colyer.
Stu's family gives him a hang-up birthday by presenting him with a
snagging.
8 Date With Judy—30m.
3:30 4 American Inventory—30m.
7 Beulah—30m.
Starring Louise Beavers in "Wires"
8 Fireside Theatre—30m.
3:45 5 Giant Movie—Two—60m.
4:00 4 Outdoors with Wengenheim
7 Western Theatre—60m.
8 Super Circus—K—30m.
11 How Does Work?—30m.

4:15 2 Program Previews—15m.
13'State Income Tax—15m.
4:30 2 Learning, "53—30m.
4 Dick Tracy—30m.
7 Junior and the Sapphire Mystery, "
8 Trouble With Father—30m.
11 Comedy Cameos—15m.
Classic movie comedies.
13 Film Short—15m.
4:45 9 Dugout Dozen—10m.
11 Feature Film—75m.
9 Auction City—15m.
With Sam Mansfield.
5:00 2 Saddle Tales—75m.
4 Teletoon Reporter—30m.
4 Featuring teen-age revue with editor, Al Burton.
5 Man's Best Friend—Pets—30m.
7 Paul Whiteman's TV Club—K—
Featuring teen-age musical.
8 All Star Revue K—60m.
13 Saturday Matinee—B5m.
4 Animal Panel—30m.
5 The Fighting West—60m.
7 Space Patrol—K
"The Laughing Allen,"
9 Action Theatre—60m.
6:00 4 Your Show of Shows—M—90m.
9 Fearless Fosdick—30m.
11 Red Ryder Feature—60m.
11 Iphone Tax Survey—15m.
6:15 2 Late News—5m.
6:25 2 Meet Millie—M—Comedy—30m.
With Eileen Verdugo.

MOVIE TITLES -- PAGE 10

5 Movie Theatre—90m.
8 Lone Ranger—Variety—K
9 Timmy O'Toole—30m.
12 Who Knows This?—30m.
13 Jacky Gleason—Variety—K
7 Fearless Fosdick—30m.
11 Red Ryder Feature—60m.
10 Feature Film—30m.
9 Hollywood Theatre—90m.
11 Film Featurette—30m.
13 Dinner Theatre—30m.
7 Hollywood Road to Fame—
NTG with group of hopeful talent.
4 Hit Parade—Music—M—30m.

11 First Run Movies—90m.
"Ice Capades," with James Ellison and
Dorothy Lamour.
9 How Does Work?—30m.

7 Boxing Previews—15m.
8 Groucho Marx—Quiz—30m.
13 Home Town Jamboree—60m.
With "You Bet Your Life' quiz.
8:15 7 Hank Weaver—Under the
Pepper Trees—15m.
8:30 4 My Hero—Comedy—30m.
9:00 1 Our Miss Brooks—Comedy—
Starring Eve Arden in "Lute the Pin-up Girl.
4 The Sky's the Limit—30m.
9:30 2 International Wrestling—60m.
From the Valley Gardens Arena, North Hollywood.
4 All-Star Revue—K—60m.
Ben Blue stars with Dorothy Lamour, Connee Hollins and Mickey Rooney.
8 Chevron Theatre—30m.
11 Mystery Theatre—60m.
9 Mystery Theatre—30m.
13 Adventurers—B—30m.
8 Boxing—60m.
13 Saturday Whoop-De-Do—60m.
With Cliffie Stone.
10:30 2 Juke Box Jury.
Peter Foster and guest rate latest records. Appearing are Georgie "Horn,"
Johnny Johnston, Don Wilson, Ann Robinson and Amanda Randolph.
4 Cinema Carnival—75m.
7 Sat. Night Movie—75m.
8 Mystery Theatre—75m.
13 Saturday Whoop-De-Do—60m.
10:45 7 Major Movie Theater—75m.
8 Danger—30m.
11 Murder Before Midnight—60m.
9 Late News—5m.
13 Owl Movie
8 Hit Parade—60m.
During the film, energy of Lanson and June valyx.
11:45 5 Final Edition—10m.
Tom Hartig reports.
12:00 2 Mel Baldwin Show—15m.

COMPLETE
TV SERVICE PLAN
Any Set $15 A Year
Only

Replaces All Parts
ELIMINATES EXCESSIVE CHARGES—
ALL WORK GUARANTEED
HUDSON 2-3341
DAY OR NIGHT
Telephone Industries, Inc.
401 Catalina Ave.
Los Angeles 5, California
SUNDAY TV LOGS

Information Received From Stations Subject to Last Minute Change

1  Indicates New Program
2  Indicates Microwave
3  Indicates Kinescoped

5:15 8 Sunrise Service from Mt. Helix
8:00 4 Artificial High Mass--1 1/2 hr. From St. Boniface's Basilica in Cincinnati, Ohio.
7  Test Pattern--15m.
8:15 7 Inspiration--Guest Hour--15m.
9:15 7 God's Story Book--15m.
9:30 4 Easter in New York--60m.
9:45 7 Inspirational Guest Hour--15m.
10:00 8 Let There Be Light--30m.
10:30 4 Frontiers of Faith--30m.
10:45 7 Cactus Playhouse--15m.
11:00 5 In God We Trust--60m.
11:15 7 Church in the Home--60m.
11:30 4 Mr. Wizard--Science--K--Don Herbert demonstrate "Gases."
11:45 1 Great Churches of the Golden West--60m.
12:00 8 Western Theatre--60m.
12:15 9 The Big Picture--30m.
12:30 8 U.N. This Week--30m.
12:45 4 Cinema Carnival--90m.
1:00 5 Movie Theatre--60m.
1:15 7 Lundberg Show--30m.
1:30 9 Let's Go to the Movies--75m.
1:45 11 Voluntarily Speaking--15m.
2:00 12 Polyzoaides, Foreign Editor--Weekly political analyses.
2:15 7 Western Theatre--60m.
2:30 8 The Big Picture--30m.
2:45 8 Garden Chats--30m.
3:00 11 Film Short--30m.
3:15 10 State of the Union--M--30m.
3:30 5 Western Theatre--60m.
3:45 7 Western Film--45m.
4:00 11 Auction Park--30m.
4:15 11 Sunday Matinee--75m.
4:30 9 Baseball--Sun-warm-up--10m.
4:45 9 Baseball--2 hrs.

10:00 8 The Bible--Variety--M--60m.
11 770 on TV--30m.
2:15 7 Sunday Matinee--75m.
2:30 4 This Is the Life--30m.
3:15 11 Jalopy Derby--2 1/2 hrs.
3:30 7 You Are There--30m.
4:00 11 Jalopy Derby--2 hrs.
4:15 11 M. Mouse--30m.
4:30 5 Twin Movie--90m.
4:45 7 See It Now--M--30m.
5:00 11 Baseball--2 hrs.
5:15 8 The Bible--Variety--M--60m.
5:30 7 Comedy Curtain Call--K--30m.
5:45 11 Captain Midnight--30m.
6:00 8 Honey in the Horn--30m.
6:15 11 Freedom Forum--60m.
6:30 11 Baseball--2 hrs.
6:45 11 Movie Theatre--60m.
7:00 8 The Bible--Variety--M--60m.
7:15 11 Captains at Work--30m.
7:30 7 Earl Scheib Theatre--60m.
7:45 11 Our Little Town--60m.
8:00 11 Twenty Questions--K--Quo--Florence Rinard, Herb Polesie, Johnny NePhee and guest Marguerite Plaza.
8:15 7 Miranda's Garden Shop--15m.
8:30 7 Get the Facts--30m.
8:45 7 Twin Movies--75m.
9:00 9 Canine Corner--30m.
9:15 11 Jalopy Derby--2 hrs.
9:30 7 Double Play--15m.
9:45 11 Sunday Matinee--2 hrs.
10:00 7 Baseball--2 hrs.
10:15 9 Cavelcade of Books--30m.
10:30 7 Coach's Corner--15m.
10:45 7 Movie Theatre--60m.
11:00 8 Classic filmed television--15m.
11:15 11 Western Theatre--60m.
11:30 8 Movie Theatre--60m.
11:45 7 The Bible--Variety--M--60m.
12:00 7 Cactus Playhouse--15m.
12:15 7 Cactus Playhouse--15m.
12:30 7 Western Theatre--60m.
12:45 7 Cactus Playhouse--15m.
1:00 7 Western Theatre--60m.
1:15 7 Cactus Playhouse--15m.
1:30 7 Western Theatre--60m.
1:45 7 Cactus Playhouse--15m.
2:00 7 Western Theatre--60m.

April 5

6:30 2, 8 Time to Smile--Variety--Ken Murray
4  Roy Rogers Show--30m.
5  Eastside Kids--60m.
11  Youth on the March--30m.
13  Movie of the Week--75m.
7:00 2 Stark Club--30m.
4  Red Skelton--Comedy--30m.
7  Lunt and Fontanne--Progress and Poverty.
13  Short Story--30m.
7:30 2, 8 What's My Line--M--30m.
11  Canteen--2 hrs.
4  Movie of the Week--75m.
11  Junior Canteen--2 hrs.
4  Movie of the Week--75m.
11  Youth on the March--30m.
13  Short Story--30m.

TV'S TOP PICTURES

THE MOVIES EVERY SUN. KTLA CHANNEL 5 7:30 PM

PRESENTED BY Barbara Ann Edwin and Star-Kist Tuna
MONDAY–FRIDAY TV 9:30 A.M. TO 5 P.M.

8:00 4 Assembly Session—M–F
9:00 5 News and Music—25m. F
9:05 11 Bill Leyden’s Theatre—
9:10 2 Program Previews—15m.
9:15 2 KNXT Early News—5m.
9:20 4 Film Short—M, W, Th.
9:25 5 News Reel—15m.
9:30 2 There’s One in Every Family—15m.
9:35 8 Neantime Movie—75m.
9:40 8 News Reel—15m.
9:45 9 Sheriff John—60m.
10:00 9 Suspects Wanted—10m.
10:05 8 Guiding Light—15m.
10:10 7 Noontime Movie—75m.
10:15 11 KTTV News—5m.
10:20 7 News—15m.
10:25 11 KTTV News—5m.
10:30 9 Garry Moore—Tu, Th.
10:35 2 Search for Tomorrow—M–F—15m.
10:40 7 News—15m.
10:45 2 Love of Life—15m.
10:50 4 Mary McAdoo—M, W, F.
10:55 6 Brendan Behan—Tu, Th.
11:15 7 Gaffney’s Kitchen—45m.
11:20 8 Midnight Matinee—60m.
11:25 11 Mama Weiss—55m.
11:30 11 Star Shoppers—M–F.
11:35 5 Time for Music—60m.
11:40 11 Broadway Theatre—
11:45 13 Dr. Ernest C. Wilson—
12:00 2 The Big Payoff—M–F—
12:15 7 News and Farm Reports

Movie Titles — Page 10

1:30 2 Bride and Groom—15m.
1:35 8 Double or Nothing—M, W, F.
1:40 5 Garry Moore—Tu, Th.
1:45 2 Search for Tomorrow—M–F—15m.
1:50 7 News—15m.
1:55 2 Love of Life—15m.
2:00 4 Mary McAdoo—M, W, F.
2:05 6 Brendan Behan—Tu, Th.
2:10 7 Gaffney’s Kitchen—45m.
2:15 8 Midnight Matinee—60m.
2:20 11 Mama Weiss—55m.
2:25 11 Star Shoppers—M–F.
2:30 5 Time for Music—60m.
2:35 11 Broadway Theatre—
2:50 5 News and Music—25m. F.
3:05 2 Feature Film—75m.
3:10 9 Headline Report—5m.
3:15 11 Bill Cullen Show—15m.
3:20 2 Double or Nothing—M, W, F.
3:25 11 Bill Leyden’s Theatre—
3:30 4 Donald Novis Cooks—M–F—30m.
3:35 5 News and Music—25m.
3:40 7 Tricks & Treats—30m. F.
3:45 9 Lucky U—30m.
3:50 11 Gwen and Lorraine—M, W, F.
4:00 2 Afternoon Show—60m.—M, Tu.
4:05 11 Nancy Dixon—15m.
4:10 5 Police Calls—5m.—M–Th.
4:15 2 Afternoon Show—45m.—M, Tu.
4:20 6 Spanish Film—W.
4:25 11 Movieland Matinee
4:30 6 Spanish Film—M, Th, F.
4:35 9 Gene Norman—90m.
4:40 4 Gabby Hayes—15m.
4:45 6 Spanish Film—Tu.
4:50 13 Dr. Ernest C. Wilson—

Sunday TV Logs

(Continued from Preceding Page)

5 Magazine of the Week—45m.
7 Hour of Decision—15m.
8 Crime Syndicated

9 Wolf Movie—90m.
10 Platter Panel—45m.
10:30 2 Platter Panel—45m.
11:00 4 Bill Henry Show—15m.
11:30 5 Your Income Tax
12:00 8 My Little Margie—30m.
12:30 5 Final Edition—15m.
1:00 11 Cinema Carnival—90m.
1:30 5 Tele-Vespers—30m.
2:00 8 Rocky King, Detective—30m.
2:30 8 Club Embassy—15m.
3:00 13 Late News—10m.

watch the ladies
talk their way into
valuable prizes....

LADIES ALWAYS WIN

Friday 2:30

KNXT channel 2

Page Thirteen
Information Received From Stations Subject to Last Minute Change

See Page 13 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

MONDAY TV LOGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>2 T. McCoy Wild West—30m.</td>
</tr>
<tr>
<td>5:00</td>
<td>Junior Crossroads—75m. (a juvenile film series)</td>
</tr>
<tr>
<td>5:15</td>
<td>2 Playcrafters Club—25m.</td>
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<tr>
<td>5:25</td>
<td>2 Al Jarvis Amateur Show—30m.</td>
</tr>
<tr>
<td>5:30</td>
<td>2 Kate Smith—15m.</td>
</tr>
<tr>
<td>5:45</td>
<td>9 Gene Norman Cont’d—60m.</td>
</tr>
<tr>
<td>6:00</td>
<td>11 Movieland Matinee, Cont’d—10m.</td>
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<tr>
<td>6:00</td>
<td>13 Webster Webfoot—30m.</td>
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<tr>
<td>6:05</td>
<td>2 Jump Jump—15m.</td>
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<tr>
<td>6:15</td>
<td>8 Welcome Traveler</td>
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<tr>
<td>6:30</td>
<td>5 Program Preview—5m.</td>
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<tr>
<td>6:30</td>
<td>3 Space Funnies—30m.</td>
</tr>
<tr>
<td>6:45</td>
<td>4 Howdy Doody—Juvenile—30m. (Bob Smith’s Puppets)</td>
</tr>
<tr>
<td>7:00</td>
<td>6 Western Movie</td>
</tr>
<tr>
<td>7:15</td>
<td>7 Ladies’ Matinee—30m. With Jack Roark.</td>
</tr>
<tr>
<td>7:30</td>
<td>8 Jack’s Magic Shop—15m.</td>
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<tr>
<td>7:45</td>
<td>11 Cartoon Time—45m. Film cartoons and fables told by John Rovick.</td>
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<tr>
<td>8:00</td>
<td>13 Televenture—60m.</td>
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<tr>
<td>8:15</td>
<td>8 Channel 8 Corral—45m.</td>
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<tr>
<td>8:30</td>
<td>6 Laurel and Hardy—30m.</td>
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<tr>
<td>8:45</td>
<td>4 Peanut Circus—15m.</td>
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<tr>
<td>9:00</td>
<td>7 KECA-TV News—15m.</td>
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<tr>
<td>9:15</td>
<td>9 Action Theatre—60m.</td>
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<tr>
<td>9:30</td>
<td>4 Comedy Klub—30m.</td>
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<tr>
<td>9:45</td>
<td>7 Go Toons Show—30m. With Mary Ann and models.</td>
</tr>
<tr>
<td>10:00</td>
<td>11 Welsh at the Airport—15m. Interviews with international travelers.</td>
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<tr>
<td>10:15</td>
<td>12 Doug Edwards—News—15m.</td>
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<tr>
<td>10:30</td>
<td>5 Fly Bay—15m.</td>
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<tr>
<td>10:45</td>
<td>6 Movie—75m.</td>
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<tr>
<td>11:00</td>
<td>8 Time for Beany—Kids—15m.</td>
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<tr>
<td>11:15</td>
<td>11 Sheriff John’s Clubhouse—30m.</td>
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<tr>
<td>11:30</td>
<td>13 KLAC Telepaper—15m.</td>
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<tr>
<td>11:45</td>
<td>2 Perry Como—Music—K—15m.</td>
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<tr>
<td>12:00</td>
<td>4 Hawthorne—Weather—5m.</td>
</tr>
<tr>
<td>12:15</td>
<td>5 HandyHints—Tips—15m. Dorothy and Rose present helpful suggestions for the home.</td>
</tr>
<tr>
<td>12:30</td>
<td>7 Space Patrol—15m. Adventures in outer space with Carol, Buddy, Happy and Tonga.</td>
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<tr>
<td>12:45</td>
<td>8 Newsreel—15m.</td>
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<tr>
<td>1:00</td>
<td>11 George Putnam—News—10m.</td>
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<tr>
<td>1:15</td>
<td>13 Cleo Roberts Report—15m. Special news slants.</td>
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<tr>
<td>1:30</td>
<td>6:15 Sports News—5m.</td>
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<tr>
<td>1:45</td>
<td>6:15 Elmer Peterson—News—5m. Newscaster Peterson with the late world happenings.</td>
</tr>
<tr>
<td>2:00</td>
<td>11 Weather—Gene Bollay—5m.</td>
</tr>
<tr>
<td>2:00</td>
<td>7:00 Studio One—Drama—M—60m. (&quot;Shadow of the Devil,&quot; a melodramatic study of the contrasting characteristics of a beautiful young widow and an evil man.</td>
</tr>
</tbody>
</table>

M O N D A Y T V R A D I O L I F E

April 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>8 Masterpiece Playhouse—90m. From the Wilmington Bowl.</td>
</tr>
<tr>
<td>9:30</td>
<td>9 Boxing—30m.</td>
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<tr>
<td>10:00</td>
<td>2 Red Buttons—Comedy—30m.</td>
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<tr>
<td>10:00</td>
<td>4 Robert Montgomery Presents Chester Morris as Bobo Nolan in &quot;Big Night,&quot; the story of an air corps colonel’s misadjustment to civilian life.</td>
</tr>
<tr>
<td>11:00</td>
<td>5 Your Town—30m. Mayor Dreyfus gives an insight into the running of a big city.</td>
</tr>
<tr>
<td>1:15</td>
<td>7 Hank Weaver—News—15m.</td>
</tr>
<tr>
<td>2:15</td>
<td>8 Studio One—60m.</td>
</tr>
<tr>
<td>3:15</td>
<td>13 Million Dollar Movie—1¼hrs.</td>
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<tr>
<td>4:30</td>
<td>2 KNXT 10:30 News</td>
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<tr>
<td>5:00</td>
<td>4 Your Jeweler’s Showcase—30m.</td>
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<tr>
<td>5:30</td>
<td>7 Moonlight Movietime—60m.</td>
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<tr>
<td>5:30</td>
<td>9 Newspaper of the Air—15m. Jack Garnder, reporting.</td>
</tr>
<tr>
<td>5:45</td>
<td>11 Locker Room—15m. Wrestling interviews by Bill Welsh</td>
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<tr>
<td>6:00</td>
<td>2 The Late Show—90m. By Bob Lengenheiser, host.</td>
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<tr>
<td>6:30</td>
<td>4 Eleven Hour News—15m. Frank Barton reports.</td>
</tr>
<tr>
<td>6:30</td>
<td>5 Final Edition—15m.</td>
</tr>
<tr>
<td>6:30</td>
<td>7 TV Jake-box—30m.</td>
</tr>
<tr>
<td>6:30</td>
<td>11 George Putnam—News—15m.</td>
</tr>
<tr>
<td>7:00</td>
<td>11:15 Cinema Carnival—60m.</td>
</tr>
<tr>
<td>7:15</td>
<td>11:15 The Late Late Show—90m.</td>
</tr>
<tr>
<td>7:30</td>
<td>11:30 Bing Baker, host.</td>
</tr>
<tr>
<td>7:45</td>
<td>11:45 Ed Lyons’ Headlines—5m.</td>
</tr>
<tr>
<td>8:00</td>
<td>11:50 13 Owl Movie—75m.</td>
</tr>
<tr>
<td>8:30</td>
<td>12:00 Newsreel—10m.</td>
</tr>
<tr>
<td>8:30</td>
<td>12:30 2 KNXT Late News</td>
</tr>
<tr>
<td>8:45</td>
<td>1:00 News, Sports—10m. With Jackson Wheeler.</td>
</tr>
<tr>
<td>9:00</td>
<td>1:10 11 Late Late Jackson Theatre—2:30 11 Wrestling Films—30m.</td>
</tr>
</tbody>
</table>

TV House Calls $350

INCLUDING PARTS!!!

With complete Service Plan only $150.00 per year (two year basis).

Hudson 2-3341

Day or Night

Television Industries, Inc.

4031 Wilshire Blvd. Los Angeles 5, California
April 7

Information Received From Stations Subject to Last Minute Change

See Page 13 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

5:00  2 Tim McCoy—60m.
     4 Junior Crossroads—15m.
     5 Playraver's Club—30m.
     7 Al Jarvis Amateur—30m.
     8 Kate Smith—15m.
     9 Gene Norman Cont'd
11 Movieland Matinee, Cont’d
13 Webster Webfoot—30m.
5:15  4 Jump Jump—15m.
     With Mary and Harry Hickox.
     8 Welcome Traveler—15m.
     2 Space Funny—30m.
     4 Howdy Doody—Juvenile—30m.
     With Bob Smith.
     5 Cowboy Thrills—Movie—60m.
     7 Ladies' Matinee—30m.
     9 Jack's Magic Shop—15m.
11 Cartoon Time—45m.
13 Televendte—60m.
5:45  6 Movie—60m.
     8 Channel 8 Corral—45m.
6:00  2 Laurel and Hardy—30m.
     4 Peanut Circus—15m.
     7 KECA—TV News—15m.
     9 Action Theatre—60m.
6:15  4 Komedly Klub—30m.
     7 Jack Owens Show—30m.
     11 Welsh at the Airport—15m.
     Interviews from International Airport.
6:30  2 Doug Edwards—News—15m.
     5 Flyboy—15m.
     8 Time for Beany—Kids—15m.
     13 Sheriff John's Clubhouse—With John Roveik.
11 KLAC Telepaper—15m.
6:45  2 USA Canteen—15m.
     Starring James Frawnan.
     4 Hawthorne—Weather—5m.
     5 Handy Hints—Tips—15m.
     Dorothy Gardner and Ken Graue.
     6 Movie—75m.
     7 Space Patrol—15m.
     Broadcast from outer space with Carol, Robbee, Buzz, Happy and Tanga.
11 George Putnam—News—10m.
13 Cleo Roberts' Report—15m.
     International news events.
6:50  4 Sports News—5m.
     Cleo Hornam Reports.
6:55  4 Elmer Peterson—News—5m.
     12 This Weather—Gene Bollay
7:00  2 Rebege Rider—Western—30m.
     With Jack Mahoney and Dick Jones.
     It's a Good Idea—15m.
     Helen Parrish with guests.
     5 Newsreel—15m.
     Gil Martin with the news.
     7 Beulah—Comedy—30m.
     Louise Beavers stars in "Alice and the Actor."
     8 Cisco Kid—30m.
     9 Newspaper of the Air—15m.
     Jack Gardiner, reporting.
     10:00  7 Movie of the Jungle—30m.
          "Unknown Terror," with Jon Hall.
     13 Film Playhouse—90m.
7:15  4 Shorties—15m.
     "Follow Up" with Frank Albertson and others.
     5 Time for Beany—15m.
     Poppy's Adventures with Beany, Cecil and Friends.
     9 Little Theater—15m.
7:30  2 Palladium Party—30m.
     Harry James and his orchestra.
     4 Dinah Shore—Music—15m.
     5 The Gypsy Show—30m.
     With Roberta Linn.
     7 Name's the Same—Panel—
     8 People in the News—15m.
     Harold Reen and people of renown.
     9 Your Town's Talent—30m.
     Bob Morgan, mc.
     11 Chevroll Theatre—30m.
     "The Dear Departed," with Gertrude Michael and Ian MacDonald.
7:45  4 Camel News Caravan—15m.
     With John Cameron Swayze.
     8 Arden Varieties—10m.
     7 News—5m.
     9 Film Featurette—15m.
8:00  2 The Web—Mystery—K—30m.

Movie Titles -- Page 10

4, 8 Texaco Star Theater—60m.
     Milton Berle and guests.
5 Movie Theatre—60m.
7 Wrestling—60m.
9 Pontiac News—15m.
11 Abbott and Costello—comedy
8:10  9 Baseball—2½ hrs.
8:30  2 It's News to Me—K—30m.
     11 Death Valley Days—30m.
     "The Bandits of Punishment."
13 Olympic Boxing—2½ hrs.
9:00  2 Crime Syndicated—30m.
     4 Fireside Theatre—Drama—K—
     5 Ina Ray Hutton—Revue—60m.
     All girls entertainment.
     7 Play of the Week
     8 Telesports Digest—30m.
     11 Feature Film—90m.
9:30  2 Suspense—Drama—30m.
     4 Final Days in the Cave" Zachary Scott.
     4 Armstrong Circle Theatre—
     6 Movie—90m.
     7 Sagebrush Theatre—60m.
     8 Man Against Crime—30m.
     2 Danger—30m.
     2 Inside Straight," with Veronica Lake.
     4 Two for the Money—Quiz—K—
     Herb Shriner emcees comedy quiz.
     5 Movie Theatre—90m.
     8 Star Playhouse—30m.
     2 KNXT—15m.
     4 Embassy Club—15m.
     Mindy Carson and cast.
     7 Hank Weaver—News—15m.
     8 Chance of A Lifetime—30m.
     11 Tito Guizar—30m.
     With the Gallion Brothers.
     10:45  2 Fur Fun—15m.
     2 Bob Condine—15m.
     9 Newspaper of the Air—15m.
     Jack Gardner reporting.
     10:55  7 Moonlight Movietime—60m.
     11:00  2 The Late Show—60m.
     8 Eleventh Hour News—15m.
     Final Edition.
     8 The Doctor—30m.
     9 Mystery Theater—60m.
     11 George Putnam—News—15m.
     13 Ed Lyons' Headlines—5m.
11:05  3 Owl Movie
     11:15  4 Cinema Carnival—60m.
     11 Sports Shots—5m.
     With Jack Van Wheeler.
     13 Owl Movie—60m.
11:20  11 Jackson's Theatre—90m.
11:30  5 Final Edition—15m.
     8 Martin Kane—30m.
12:30  2 KNXT Late News
     1:00  11 Late Late News—10m.
     1:10  11 Jackson's Theatre—90m.
     2:30  11 Wrestling Films—30m.

C O R R I G A N V I L L E

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Clip for Reference

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Camera Film Club

TVRL

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Los Angeles 46, Calif.

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Name _______________________________

Address _______________________________

City ____________________________ Zone....

CAMERA FILM CLUB of AMERICA
## Movie Titles - Page 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:40</td>
<td>8 People In The News</td>
<td>Harold Rea and People of Rea</td>
</tr>
<tr>
<td>7:45</td>
<td>2 Mel Allen—M—Sports—15m.</td>
<td>With John Cameron Swayze.</td>
</tr>
<tr>
<td>7:55</td>
<td>5 Frosty Frolics—60m.</td>
<td>Artistry on ice from the Passadena Winter Club, with Wally Strand's orchestra.</td>
</tr>
<tr>
<td>8:00</td>
<td>4 I Married Joan—Comedy—30m.</td>
<td>Directed by John Davis.</td>
</tr>
<tr>
<td>8:15</td>
<td>7 The Unexpected—30m.</td>
<td>Arthur Godfrey and Marge star in &quot;Eclipse.&quot;</td>
</tr>
<tr>
<td>8:30</td>
<td>9 Pontiac News—15m.</td>
<td>With Ted Myers.</td>
</tr>
<tr>
<td>9:00</td>
<td>11 Life of Riley—30m.</td>
<td>William Bendix in &quot;Riley's Family Reunion.&quot; H. J. Caruso sponsors.</td>
</tr>
<tr>
<td>9:15</td>
<td>13 I Am the Law—30m.</td>
<td>George Raft stars.</td>
</tr>
<tr>
<td>10:00</td>
<td>6 Movie</td>
<td>&quot;It's Different!&quot; Sports Car News With John Foster Wed., 10:00 P.M. KLAC-TV—Channel 13 Sponsored by Wells Motors, Van Nuys</td>
</tr>
</tbody>
</table>

## Wednesday TV Logs

Information Received From Stations Subject to Last Minute Change

- Indicates New Program
- Indicates Microwave
- Indicates Kinescoped

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>2 Tim McCoy—30m.</td>
<td>A Junior Circus—15m. Filmed series for the kiddies.</td>
</tr>
<tr>
<td>5:15</td>
<td>1 Playmaker's Club—25m.</td>
<td>Al Jarvis Amateur Show—30m.</td>
</tr>
<tr>
<td>5:30</td>
<td>3 Kate Smith—15m.</td>
<td>Gene Norman Cont'd</td>
</tr>
<tr>
<td>5:45</td>
<td>4 Movieland Matinee, Cont'd—13m.</td>
<td>Web Foot—30m.</td>
</tr>
<tr>
<td>6:00</td>
<td>5 Jump Jump—15m.</td>
<td>With Mary and Harry Hickox.</td>
</tr>
<tr>
<td>6:15</td>
<td>6 Western Movie—60m.</td>
<td>Welcome Traveler—15m.</td>
</tr>
<tr>
<td>6:30</td>
<td>7 Program Preview—5m.</td>
<td>Western Movies—30m.</td>
</tr>
<tr>
<td>6:45</td>
<td>8 Howdy Doody—Juvenile—30m.</td>
<td>Cowboy Thrills—Movie—60m.</td>
</tr>
<tr>
<td>7:00</td>
<td>9 Ladies' Matinee—30m.</td>
<td>Jack Youngmen's</td>
</tr>
<tr>
<td>7:15</td>
<td>10 Jack's Magic Shop—15m.</td>
<td>Cartoon Time—45m. Film cartoons and fables told by John Revoir.</td>
</tr>
<tr>
<td>7:30</td>
<td>11 Televventure—60m.</td>
<td>Channel 8 Corral—45m.</td>
</tr>
<tr>
<td>7:45</td>
<td>12 Laurel and Hardy—30m.</td>
<td>Peanut Gallery—30m.</td>
</tr>
<tr>
<td>8:00</td>
<td>13 KECV TV—News—15m.</td>
<td>Action Theatre—60m.</td>
</tr>
<tr>
<td>8:15</td>
<td>14 Comedy Klub—30m.</td>
<td>With Uncle Archie.</td>
</tr>
<tr>
<td>8:30</td>
<td>15 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>8:45</td>
<td>16 Jack at the Airport—15m.</td>
<td>Interviews with international travelers.</td>
</tr>
<tr>
<td>9:00</td>
<td>17 Doug Edwards—News—15m.</td>
<td>Flyboy—15m. Puppet show for the youngsters.</td>
</tr>
<tr>
<td>9:15</td>
<td>18 Time for Beauty—Kids—15m.</td>
<td>Sheriff John's Clubhouse—15m.</td>
</tr>
<tr>
<td>9:30</td>
<td>19 KLAC Teleshow—15m.</td>
<td>Televentures—60m.</td>
</tr>
<tr>
<td>9:45</td>
<td>20 The Late Show—60m.</td>
<td>Channel 8 Corral—45m.</td>
</tr>
<tr>
<td>10:00</td>
<td>21 Time for Beauty—Kids—15m.</td>
<td>Sheriff John's Clubhouse—15m.</td>
</tr>
<tr>
<td>10:15</td>
<td>22 KLAC Teleshow—15m.</td>
<td>Televentures—60m.</td>
</tr>
<tr>
<td>10:30</td>
<td>23 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>10:45</td>
<td>24 Jack at the Airport—15m.</td>
<td>Interviews with international travelers.</td>
</tr>
<tr>
<td>11:00</td>
<td>25 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>11:15</td>
<td>26 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>11:30</td>
<td>27 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>11:45</td>
<td>28 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>12:00</td>
<td>29 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>12:15</td>
<td>30 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>12:30</td>
<td>31 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>1:00</td>
<td>32 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>1:15</td>
<td>33 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>1:30</td>
<td>34 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>1:45</td>
<td>35 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>2:00</td>
<td>36 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
<tr>
<td>2:15</td>
<td>37 News—5m.</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>2:30</td>
<td>38 Movie—75m.</td>
<td>Jack Owens Show—30m.</td>
</tr>
</tbody>
</table>

## April 8

1. Man In the Black Hat—60m. Jay Cooke presents mystery drama. Paid for by Dick Stewart and other top variety acts.
2. Neighborhood Theater—30m. Paid for by Dick Stewart.
3. This Is Your Life—30m. Paid for by Dick Stewart and other top variety acts.
4. City at Night—Info—60m. Camera Tour of Interesting Spots in Los Angeles.
5. Boxing—45m. Bill Walsh from the South Gate Arena.
6. Sports Car News—30m. Interviews and discussions of sports car world brought to you by Wells Motors.
9. AM to PM Daytime Log Listings
10. Action—60m. Paid for by Dick Stewart.
11. KTLA TV—Radio Life
**TV-RADIO LIFE**

April 9

Information Received From Stations Subject to Last Minute Change

See Page 13 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

- Indicates New Program
M Indicates Microwave
K Indicates Kwespeod

5:00 2 Tim McCoy-30m.
4 Junior Crossroads-15m.
5 Playcrafters' Club-25m.
7 Al Jarvis Amateur Show-30m.
8 The Christophers-15m.
9 Gene Norman Cont'd
11 Movieland Matinee, Cont'd-
13 Webster Weekend-30m.
5:15 4 Jump Jump-K-15m.
6:00 2 Space Funnies-30m.
4 Howdy Doody-Juvenile-30m.
5 Cowboy Thrills-Movie-60m.
6 Western Movie-60m.
7 Ladies' Matinee-30m.
8 Jack's Magic Shop-30m.
11 Cartoon Time-43m.
13 Televenture-40m.
5:45 8 Channel 8 Correl-45m.
6:00 2 Leuel and Hardy-30m.
4 Peanut Circus-15m.
7 KECA-TV News-15m.
9 Action Theatre-60m.
6:15 4 Komey Klub-30m.
11 Welsh at the Airport-15m.
7 Jack Owens Show-30m.

8:30 2 Doug Edwards-News-K-15m.
6 Flybby-15m.
7 Movie-75m.
8 Time for Beany-Kids-15m.
11 Sheriff John's Clubhouse-15m.
13 KLAC Telepepper-15m.
6:45 2 USA Canteen-15m.
Jane Froman with guest, Richard Easham.
4 Hawthorne-Weather-5m.
5 Handy Hints-Tips-15m.
7 Space Patrol-15m.
8 Newsreel-15m.
11 George Putnam-News-10m.
13 Cleve Roberts' Report-15m.
6:50 4 Sports News-5m.
6:55 4 Elmer Peterson-News-5m.
11 Weather-Gene Bollay-5m.
7:00 2 Home With Peggy Wood.
4 Luer Theater-Drama-30m.
'The Money,' With John Doucette, Elizabeth Fraser and Herb Vigran.
5 Newsreel-15m.
7 The Ruggles-Comedy-30m.
Charlie's daughter, Sharon leaves for New York and gets advice from
father and mother.
8 Lone Ranger-30m.
9 Newspaper of the Air-15m.
Jack Gardner, reporting.
11 Stars on Stage-60m.
Musical with Art Baker and Frank DeVol's Orchestra.
13 Hank McCune-30m.
7:15 5 Time for Beany-15m.

Movie Titles - Page 10

9 Little Theater-15m.
"Bon Voyage," Cary Forester, Ed
Hinton; "Requiem," Suzanne Dalbert.
7:30 2 Rocket Squad-30m.
4 Dinah Shore-Music-15m.
5 Hollywood Opportunity-60m.
7 Lone Ranger-Juvenile-30m.
8 People in the News-15m.
9 Craig Kennedy, Criminologist
-Jim-30m.
Donald Woods and Sidney Mason
in "File 1313."

Life With Elizabeth-30m.
Wholesome situation comedy for
the entire family presented by Sears.
7:45 4 Camel News Caravan-15m.
John Cameron Swazye reports.
8 Movie
8 Arden Varieties
7:55 8 Big Town-30m.
Starring Patrick McVey and Jane
Nichols.
8 You Bet Your Life-Quiz-30m.
Groucho Marx and contestants.
7 Acton Fishing-30m.

8 Superman-30m.
9 Pontiac News-10m.
Ted Myers Reports.
11 Open Road-Travel-30m.
A special show for trailer enthusiasts.
13 Fishing Tips-30m.
8:10 9 Baseball-2½ hrs.
Hollywood.
11 Coolidge-30m.
Oakland Oaks.
8:30 2 Lux Video Theater-30m.
"Broooh," William Faulkner.
4 T-Men in Action-K-30m.
5 Wrestling-2½ hrs.
7 Chance of a Lifetime-K-30m.
Ouida Maenzien, Pat O'Day, the
Barrett Brothers and Dudderop.
8 Lux Video Theater-30m.

11 Before Your Eyes-30m.
Semi-dramatic documentary series:
Tour of the Sister Kenny
Foundation.

13 Successful Homes-30m.
9:00 2 Four Star Playhouse-30m.
Dick Powell in "An Inferno,"
exciting story of gambling.
4 Drogon-30m.
Jack Webb as Joe Friday.
7 Premiere Movie-90m.
"Achab the Over" with Lois
Collier, Skippy Homeler and Jerome
Cowan.
8 Life Begins At 80-30m.
11 Jackson's Major Theater-90m.
13 Film Playhouse-60m.
9:30 2 My Little Margie-Comedy-
4 Ford Theatre-Drama-K-30m.
"Just the Doctor Ordered."
8 Drogon-30m.

10:00 2 Harry Owens Show-30m.
With the Royal Hawaiians and
Hilo Hattie. Brought to you by
United Airlines.
4 Martin Kane-K-30m.
Lee Tracy stars.
5 "The Main Event"-45m.
8 Ozzie and Harriet-30m.
13 We're Having A Party-30m.
Starring Kathryn Steel.
10:30 2 KNX-T News-15m.
4 Foreign Intrigue-Drama-
7 Hank Owens News-15m.
8 Beat the Clock-30m.
11 Scoop the Writers-30m.
News identification program.
13 Western Opportunity-30m.
5 Sports Parade-15m.
7 Moonlight Movietime-60m.
9 Newspaper of the Air-15m.
Jack Gardner reporting.
11:00 2 The Late Show-60m.
4 Eleventh Hour News-15m.
With Reporter Frank Barton.
5 Final Edition-15m.
8 R. Montgomery Presents
-30m.
9 Mystery Theater-60m.
11 George Putnam-News-15m.
13 Ed Lyons' Headlines-5m.
11:05 13 Owl Movie-75m.
11:15 4 Cinema Carnival-60m.
11 Jackson's Theatre-90m.
12:00 8 Newsreel-10m.
12:30 2 KNX Last News
1:00 1 News and Sports-10m.
1:10 11 Late Jackson Theatre-75m.
2:30 11 Wrestling Films-30m.

Page Seventeen
FRIDAY TV LOGS

Information Received From Stations Subject to Last Minute Change

See Page 13 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

FRIDAY TV LOGS

11 Success Story—30m.
13 Film Playhouse—90m.
7:15 5 Time For Beany—15m.
Puppet adventures for children.
8 Greatest Fights—15m.
9 Little Theater—15m.
"What's the Pickins Pop?" Gene Roth; "Three on a Match," Tom Neal, Ann Rutherford.
7:30 2 Beat the Clock—Quiz—K—30m.
Red Collier and Roxanne with time-racing contestants.
5 Charlie Chase—Film—30m.
7 Stu Erwin Show—Series—30m.
Jackie's Newspaper.
8 People in the News—15m.
9 Buster Crabbe Show—30m.
Action-packed western adventures.

11 Pet Exchange—30m.
Frank Wright presents trick animals and offers free pets on tonight's "Ciao Pet Exchange."

10:45 2 Chronoscope—15m.
7 Hank Weaver—News—15m.
9 Newspaper of the Air—15m.
Jack Rourke emcees.
13 Locker Room Interviews—15m.

11:00 2 The Late Show—60m.
4 Eleventh Hour News—15m.
Frank Barton reports.
7 Major Movie Theater
8 Dennis Day Show—30m.
8 Mystery Theater—60m.
11 George Putnam—News—15m.
13 Ed Lyons' Headlines—5m.

11:05 13 Owl Movie—90m.
11:15 4 Cinema Carnival—60m.
11 Jackson's Theater—90m.
11:30 5 Final Edition—15m.
Gill Mooney's reports.
8 It's News To Me—30m.
11:45 5 Police Calls—5m.
12:00 8 Newsreel—10m.
12:30 2 KNXT Late News—10m.
1:00 11 News and Sports—10m.
With Jackson Wheeler.
1:10 11 Late Jackson Theatre—75m.
2:30 11 Wrestling Films—30m.

KMPC'S BILL STEWART SAYS:
"YOU'VE SEEN THEM ON TV, NOW REALITY YOUR HOME OR PATIO WITH "FLAME OF THE WEST" CANDLES."
Wonderful summer gifts. Original creation by Candies of California.
These black-cored beauties burn more than 100 hours... glow when lit. In pastel green, yellow, blue and Easter white. $1.25 each, $3.00 pair, 9"—$4.25 each, $8.00 pair. Postpaid. Send cash, check, or M.O. to CANDLES OF CALIFORNIA, 6018 West Magnolia Blvd., Burbank, No C.O.D.

FREE DOGS—FREE CATS
See the most wonderful pets in the world!

TV-RADIO LIFE

April 10

11 Adelph Menjou—30m.
Adolphe Menjou plays host to weekly stars.
11 In Our Times—30m.
Roy Slapower.
9:30 2 Mr. and Mrs. North—30m.
Starring Gordon Britton and Richard Denning.
4 The Aldrich Family—Series K—30m.
7 Quick As A Flash—30m.
Bobby Sherwood, emcees and guests.
8 My Friend Irma—30m.
11 First Run Movies—60m.
10:00 2 Johnny Mercer Show—30m.
4 RCA Victor Show—30m.
Starring Dennis Day.
5 Swingshift Theatre—90m.
7 Beauty Parade—45m.
With Jack Rourke.
8 Mr. and Mrs. North—30m.
10:30 2 KNXT 10:30 News
4 Dangerous Assignment—30m.
8 The Big Story—K—30m.

8 The Big Story—K—30m.
10:45 2 Chronoscope—15m.
7 Hank Weaver—News—15m.
9 Newspaper of the Air—15m.
Jack Rourke emcees.
13 Locker Room Interviews—15m.

11:00 2 The Late Show—60m.
4 Eleventh Hour News—15m.
Frank Barton reports.
7 Major Movie Theater
8 Dennis Day Show—30m.
8 Mystery Theater—60m.
11 George Putnam—News—15m.
13 Ed Lyons' Headlines—5m.

11:05 13 Owl Movie—90m.
11:15 4 Cinema Carnival—60m.
11 Jackson's Theater—90m.
11:30 5 Final Edition—15m.
Gill Mooney's reports.
8 It's News To Me—30m.
11:45 5 Police Calls—5m.
12:00 8 Newsreel—10m.
12:30 2 KNXT Late News—10m.
1:00 11 News and Sports—10m.
With Jackson Wheeler.
1:10 11 Late Jackson Theatre—75m.
2:30 11 Wrestling Films—30m.

FREE DOGS—FREE CATS
See the most wonderful pets in the world!

CALO PET EXCHANGE
With FRANK WRIGHT
Every Friday 1:30 p.m.
KTVX—Channel 11

Page Eighteen
I have made several promises about movies this week, and in order to forestall any unpleasantness, I hereby do so; in alphabetical order, naturally: Annette, Barbara, Billie Burke, Dorothy Elune, Inez, Lorna, Pat, Rebecca, Sondra, Whiffton and Wanda. These names, for the record, represent my creditors, old family retainers, fellow lodge members, and girl friends.

"Foreign Correspondent." (5) April 4, 9:00. Alfred Hitchcock has long been noted as the most able purveyor of suspense in the motion-picture field, and this film stands as a foremost example of his work. Joel McCrea is sent to Europe on a journalistic assignment and there stumbles into a typhoon of espionage, involving the kidnapping of an important diplomat by agents of the Axis before World War II. Although the plot is familiar, the handling of it is imaginative in the best Hitchcock manner, and the windmill sequence is a model of movie excitement. The excellent cast includes Lorelei Lee, George Sanders, and Herbert Marshall.

"I Married a Witch." (13) April 10, 7:00. Fredric March's ancestors were responsible for burning a couple of alleged witches, Virginia Lake and Cecil Kellaway, who retaliate by coming back to haunt March during his campaign for governor of Massachusetts. March finds himself in a hocus-pocus, the lovely Susan Hayward, a fine comic performance by the late Robert Benchley, and a very amusing bit by Mr. Kellaway as a warlock with a penchant for the grape.

"Jack of Diamonds." (2) April 8, 11:00. This is a mildly comic tale about a fellow who has a sunken cache of diamonds that someone else has a better claim to. The ensuing complications are pleasantly diverting, mainly about Mr. Nelson as a petulant cad, a characterization he has done so well in such pictures as "Trio" and the "Browning Version."

"I Cover the Waterfront." (2) April 6, 10:05 p.m. This is quite a famous old film about a smuggler, a reporter who sets out to unmask him, and the smuggler's daughter. Claudette Colbert made this picture twenty years ago and she looked nearly as beautiful then as she does today. Her costar is Ben Lyon, a quite good leading man of the time.

"Strange Woman." (11) April 7, 9:00. Heddy Lamarr is the woman in this version of Ben Ames Williams's novel about an eighteen-century New England witch. lamarr is billed in a tawdry pursuits as breaking men's hearts and marrying for money. With George Sanders.

Art Baker has come up with a novel idea for his "You Asked for It" show on "Pick of the Pix." He invites the audience to come on stage immediately after each show and meet the performers personally.
TV PROGRAM FINDER


5—KTLA—5451 Marathon St. (38). HO. 9-3181.

6—KXSTV (Experimental)—4233 Park Blvd, Sand Diego. 3.0

7—KECA—Prospect and Talmadge Ave. HO. 9-7211.

8—KFMB-TV—San Diego, Calif. M2114.


2:00—KNXT, 1500 No. Vine St., (28), HU. 9-1212.


2:30—KHJ TV, 7777 Sunset Blvd, HU. 2-7311.

2:30—KXSTV, (Experimental), 3000 Park Blvd, Sand Diego, 9-3800.

2:45—KFMB, Sand Diego, Calif, M2114.

3:00—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

3:15—KNXT, 1500 No. Vine St., (28), HU. 9-1212.

3:30—KECA, 1010 A. Pacific, HO. 12-1111.

3:45—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

4:00—KXSTV, (Experimental), 3000 Park Blvd, Sand Diego, 9-3800.

4:15—KFMB, Sand Diego, Calif, M2114.

4:30—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

5:00—KNXT, 1500 No. Vine St., (28), HU. 9-1212.


5:30—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

5:45—KXSTV, (Experimental), 3000 Park Blvd, Sand Diego, 9-3800.

6:00—KFMB, Sand Diego, Calif, M2114.

6:15—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

6:30—KNXT, 1500 No. Vine St., (28), HU. 9-1212.

6:45—KECA, 1010 A. Pacific, HO. 12-1111.

7:00—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

7:15—KXSTV, (Experimental), 3000 Park Blvd, Sand Diego, 9-3800.

7:30—KFMB, Sand Diego, Calif, M2114.

8:00—KHJ TV, 777 Sunset Blvd, HU. 2-7311.

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11:00—KFMB, Sand Diego, Calif, M2114.

11:15—KHJ TV, 777 Sunset Blvd, HU. 2-7311.
They Say

Dawn Addams: It's a friendly medium.
People get to know you better on TV than they do from the movies.

Paul Coates: I'd rather be on it than watch it.

Johnny Carson: Can't stand wrestling.

Margaret Whiting: I love to do guest spots on TV but I'm not ready for my own show yet. TV has too big an appetite so far.

Eve Arden: It's given me a chance to have a real home life—so all hail TV. Besides, I love it.

**BED WETTING STOPPED**

- For Adults, Children Over 4
- Doctor-Approved. No drugs or embarrassment.

For free information Mail coupon or phone:

The BEDCO Method

Call Collect

Crestview 6-6297

(Ask for Mrs. Thomas Day or Nite)

**MAIL COUPON TODAY**

Bedco Method

355 N. Beverly Drive, Beverly Hills

Name

Address

City

Phone No.

Age

Western Varieties

- KTLA, 8 p.m. F
- Wild Bill Hickock
- KTLA, 6 p.m. M
- What's My Line?
- KTLA, 7:30 p.m. M
- What's the Name of That Song?
- KTLA, 8:30 p.m. M
- What's Your Trouble?
- KTLA, 9 p.m. M

Sandra White, Betty KLAC-TV, 12:30 p.m. 3 p.m. M-F
- Whittam, Paul
- KLAC-TV, 8 p.m. M-F
- Bill Bill Hickock
- KLAC-TV, 5:30 p.m. M-F
- Wilson, Dr. Ernest C KLAC-TV, 4:30 p.m. M-F
- Winchell, Walter
- KLAC-TV, 5 p.m. M-F
- Women's Ag Little Wonderful KLAC-TV, 12:30 p.m. M-F
- Words and Music
- KNBH, 9 p.m. M-F
- KTLA, 8:30 p.m. Tu.; KTTV, 8:30 p.m. M-F
- KTLA, 7 p.m. S; KTTV, 7 p.m. Tu.; Tu.
- KLAC-TV, 8:30 p.m. M-F

**SPECIAL OFFER**

You Are There
- KTLA, 8 p.m. M-F

You Asked For It
- KTLA, 8 p.m. M-F

Your Income Tax
- KTLA, 10:15 p.m. M-F

Your Show of Shows
- KTLA, 8:30 p.m. M-F

Your Town's Talent
- KLAC-TV, 7:30 p.m. M-F

Your March on the March
- KLAC-TV, 8:30 p.m. M-F

Your 800 Parade
- KNBH, 4:30 p.m. M-F

Page Twenty-one
USED-CAR TRICKS EXPOSED!

We all know there are some used-car businesses which are legitimate. This article does not apply to them. It applies to those trying to cheat the public.

Barnum is famous for telling the world there's a sucker born every minute. If our weeks of investigation are any criterion, there's also someone born every minute who is ready to "take" that sucker.

Hundreds of these "takers" make their headquarters on acres of used-car lots in the Southern California area. Employing showmanship technique, using banners, pennants, bright-hued paint and other attention-getting devices, these firms try to outdo their competitors and undo their customers. Salesmen slily await the arrival of victims lured there by cleverly contrived, smooth-sounding advertising claims.

Yet this same advertising is partially responsible for the fact that used-car dealers are now experiencing one of their worst unseasonal business slumps in their history. Advertising claims grow more fantastic daily. Somehow, we've never been able to figure out how a business firm can pay high rental and interest to advertise real estate, employ salesmen, pay for secretarial and maintenance help, purchase office and other supplies, pay for lights, phones, used expensive newspaper, television and radio advertising, then buy your car and "give" you up to $300 more than it's worth. How long would even a million dollars last at that rate?

But let's see how they "lose money" with a profit, said profit coming out of your pockets!

That is, they won't sell you that $995 sedan for $995 cash. They'll give an all-cash customer the cold shoulder. Try it and see! But for the guy with just a down payment, the red carpet is rolled out and the fancy shenanigans begin.

How many times do buyers sign a contract of any kind without reading the fine print? Failure to read the fine print on a used-car contract may cost you money.

Not only do these outfits resort to the use of fine print, but abbreviations are used as well. Take an example: you are handed a contract and the notation "D and H, $20" can be found in the purchase agreement. Question it, and the explanation is DELIVERY and HANDLING. WHAT delivery and handling? You're lucky if they took the trouble to brush the car out well before you buy it. Grease and oil heavily applied can cover a multitude of squeaks and major repair is avoided like the plague.

Then there is the license transfer charge. You can send $2, the usual fee, and the Department of Motor Vehicles in Sacramento takes care of it for you. But the unscrupulous dealer advises you that the fee of anywhere up to $50 he charges is for "paper work," necessary to transfer the car to your name.

Beware of the lot that says "we handle our own paper" unless you are particularly fond of the idea of paying the absolute within-the-law maximum State allowable interest charges of roughly 12% yearly.

If you must make a contract, go to your own banker. There you know the interest rate, and the bank will examine your papers to see that all is in order. "Handling our own papers" is the biggest disadvantage you can run up against, despite the salesman's smooth-toned assurance that this is a protective device thought up by the dealer to save you time and money.

Before making any deal, shop around. Then, if you find a car you want, check with the Better Business Bureau and the Los Angeles Police Commission. Ask them how reliable the firm is that you intend doing business with. Find out how many complaints, if any, have been entered against the firm.

Watch out for those guarantees! You may find out, on close examination, that you have some high-sounding phrases that let you have the privilege of turning the car in on another car of more value; that you must pay for half of the repair work; in the dealer's own shop; and other limitations that make the guarantee practically worthless.

One of the top dealers advertising today and one of the most pious on the air on his own show was recently picketed by an unhappy family for an entire week end. They gave up in despair. This same firm has had many complaints against them, but they are still in business.

Theoretically, the Police Commission can take away the license of such firms. But the burden of proof is with the customer, and time and effort involved discourage most people.

Newspapers carry pages of advertising from used-car dealers, but have you ever noticed the fact that Los

(Please Turn to Page 24)

YOU'RE IN GOOD COMPANY

When you own property at MOONRIDGE MOUNTAIN ESTATES at Big Bear Lake.

Stars of TV, radio, and the entertainment field, as well as directors, executives and personnel of stations and allied fields own property at Moonridge Mountain Estates. Among them are: Jackson Wheeler, Hank Penny, Roy Lenhem, the Stefford sisters, Pat Bishop, Andy Devine, etc.

You, too, can let the altitude change your attitude, and you don't need a million dollars! For only $10.00 a month you can own a beautiful wooded lot, and for a membership fee of only $10.00 a year you can enjoy the million-dollar luxury of this famed mountain resort.

Page Twenty-two
This is Living

We're starting early this year on that old tug-of-war . . . the urge to enjoy spring fever vs. an itching green thumb that hankers to dig in warm dirt. If gardening wins the decision with you, take a quick scan over our

GARDEN CHECK LIST

ONE: Save summer lawn-mowing by removing grass from that little-used area and planting a "ground-cover"—a low-growing plant that spreads quickly, needs no mowing and little care. Most popular: Ajuga, English Ivy and "Creeping Charlie." A real step toward a lazy man's yard!

TWO: No longer are Shasta Daisies old-fashioned. Plant experts have cross-bred entirely new strains, with blooms several inches in diameter, double flowers and good freedom from disease. Best white daisy is the Esther Reed; for a yellow center pick the Chiffon, and order the Marconi if you want a shaggy flower like the spidery chrysanthemums. Give them a sunny spot, plant seeds or bedding plants, and count on them to multiply every year.

NOTES FROM THE HOME FRONT

Newest Southland fad — decorating auto bumpers with luminous red plastic tape. It makes a distinctive warning device—shines brightly in head-lights. Many Junior Chambers of Commerce are promoting the tape sales, and using the profits to purchase more tape for the bikes of local school children.

The year's biggest boon to homes without lawn sprinklers is a plastic hose with tiny holes every few inches. Lay it out and water an entire strip without once moving the hose. We'll make you lazy yet!

First aid for overcrowded bedroom closets—a set of heavy cardboard hat boxes. They're square, stack neatly on the shelf, and you see the hats through a plastic window in front. The window opens, and you can take out the one you want without upsetting the rest.

Garden tools will last far longer if the wood handles are sanded and painted with a mixture of linseed oil and paint thinner (half and half). Otherwise handles tend to swell, split and splinter if they get wet—as they all do! For the metal—a rubdown with coarse steel wool and a wipe-down with an oil-soaked rag. Garden . . . here we come!

What's new in the bathroom? John Kewell and Eugene Choy, who just designed a prize-winning bath for small houses, will visit me and tell all, next Saturday (April 4).

Tune in Maurie Webster on "THIS IS LIVING" Saturdays 2-2:30 p.m.
Station KNX.

Note: Hat boxes: 3 for $2.79—Downs & Co., Evanston, Ill.

Shame, Shame On Lazy Ol' Soaps!

Wide-Awake "Hustle-Bubble"

EASE GOES TWICE AS FAR IN WASHING CLOTHES!

It's a fact! HALF as much EASE goes TWICE as far in automatic and conventional washing machines. EASE gets things TWICE as clean, too! That's because EASE is NOT puffed up with lazy good-for-nothing "filler"; not fluffed-up with do-nothing AIR. Every single grain of EASE is packed with active "hustle-bubbles"——engineered to get clothes cleaner with half the amount!

TRY THE EASE "HALF-AS-MUCH" TEST.
YOUR COMMON SENSE TELLS THE REST.
OUNCE-FOR-OUNCE EASE IS TWICE THE BUY!

"Mothers, Grannies, Junior Misses!
A DASH of EASE Will Do The Dishes!"
EASTER RECIPES

Deviled Easter Eggs

Hard-cook one egg each for serving. Peel shells from eggs and immersion eggs in vegetable coloring and water until desired tints are reached. Split eggs in half lengthwise. Remove yolks and devil. Fill centers of eggs with deviled mixture and replace halves together. Cover split egg with ruff of softened cream or pliemente cheese forced through a pastry tube. Chill. Serve on a bed of shredded lettuce.

1 hard boiled egg
1 tbsp. dry mustard


Don’t Miss “The Show” — Let “TURN-IT-ON” Remind You

IT’S HERE—AT LAST! . . . the “thingamajige” you have been waiting for—“TURN-IT-ON.” The amazing 52-week CALENDAR that reminds you—in time—to turn on your TV or Radio set. . . . No more fits over having missed something important. With special REMINDER or near your set, you will always be there, ready when it happens. Just relax—“TURN-IT-ON” tells you when to turn it on. . . . It’s a great idea! It adds color and distinction to your TV corner. Makes a novel, trip gift too . . . SEND ONLY $2.50 (in checks, money orders). FULL and IMMEDIATE REFUND if not DELIGHTED!

BIJOU HOLLYWOOD STUDIO, Box 1727-TV, Hollywood 28, Calif.

TV TABLE

Swivel Top

Now! See Television from any place in your room, simply by turning the swivel top of table. Clear-finish blond hardwood top is attached to heavy-duty ball bearing swivel, resting on sturdy smart-looking wrought iron legs.

Table height 21” for best viewing. Table top 22” square. Legs and edge of top in decorator dull black finish. Plastic glides to protect floor. Shipped prepaid. No CODs. Calif. residents add sales tax. Write for catalog of other “Build Your Own” furniture.

E. F. Lawrence Iron Works, Dept. RL-2
2913 Whittier Blvd., Los Angeles 23, Calif.

$1.25
Post paid
Reg. $2.00

$15.95
ppd.

TV RADIO LIFE EASIER RECIPES

Deviled Easter Eggs

Hard-cook one egg each for serving. Peel shells from eggs and immersion eggs in vegetable coloring and water until desired tints are reached. Split eggs in half lengthwise. Remove yolks and devil. Fill centers of eggs with deviled mixture and replace halves together. Cover split egg with ruff of softened cream or pliemente cheese forced through a pastry tube. Chill. Serve on a bed of shredded lettuce.

1 hard boiled egg
1 tbsp. dry mustard


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E. F. Lawrence Iron Works, Dept. RL-2
2913 Whittier Blvd., Los Angeles 23, Calif.
WHY BE A "CAPTIVE AUDIENCE" TO ANNOYING TV COMMERCIALS?

It had to come... 

BLAB-OFF® the amazing new device that permits TV without commercials

During the past 60 days a group of 100 television set owners has been enjoying something every TV owner has dreamed about—television without annoying commercials! These viewers have been testing a clever little device that permits them to cut out annoying commercials from their easy chairs.

The new product, an invention of a Cincinnati sound engineer, is now thoroughly proven and available for your TV set. The invention, called BLAB-OFF®, permits instant control of all TV commercials, without raising from your chair or sofa. BLAB-OFF cuts off the sound, without affecting the TV picture.

Now, at last, you can stop those long, loud, vulgar, boring commercials that force their way into your living room, insulting your intelligence, spoiling your viewing pleasure. With a flick of the finger, you can cut off these and bring the instant they start. You "click off" commercials and "click on" entertainment, easily and without effort.

Stop TV Commercials from your Easy Chair!

New Era of Viewing Pleasure

In as little as three minutes, you can attach BLAB-OFF to your set and begin to enjoy television that is 100% pleasure. No longer can the "annoying medicine man" interrupt your program, ordering you to run to the drug store to buy his sponsor's hair oil or salve. In an instant you can silence the lip-smacking beer drinker who tells you and your children that you must drink his beer because it is the "elixir of the world." With BLAB-OFF you can chase the bankers and the Coney Island atmosphere of "bling-blin" out of your living room.

Never again will you have to pay the high price of their annoyance to watch your favorite television programs.

Other Uses, Too

BLAB-OFF is a remote control sound switch that allows you to control television, wherever you are; just about anywhere in the room. Sound goes off, picture stays on. Use it to cut the sound when the phone rings, if you want to talk to your friends; at any time, when you want to talk to your friends, etc.

Order BLAB-OFF Today

You'll never know how wonderful television can be until you try BLAB-OFF. Mail the coupon today and start enjoying 100% TV entertainment. BLAB-OFF is guaranteed to perform as advertised. The postman delivers your BLAB-OFF.

BLAB-OFF (Registered in U.S. Patent Office) is a product of AUDIO CONTROLS CORP. 439 Race St., Cincinnati 2, Ohio. Manufacturers of sound control equipment for home and industry.

Which of these TV Commercials do you Detest the Most?

- The PHONY DOCTOR who peeks into your bathroom.
- CONFIDENTIAL CHARLIE who whispers his spin.
- BEYOND BILL who shortens your ear drum.
- DROOLING DANNY who slaps your living room rug.

GUARANTEE

CANT HARM ANY TV SET
BLAB-OFF is a precision made appliance, each unit thoroughly tested and guaranteed by Audio Controls Corp. Each part Underwriter's laboratory approved. Guaranteed not to harm or impair any TV set when direct connections are followed. Money Back If Not Delighted!

Click OFF COMMERCIALS

Remote Control TV Sound Switch

TV - RADIO - LIFE

CLASSIFIED

RATES: 10¢ per word per insertion. Minimum 10 words. All ads payable in advance. No box numbers. All box numbers expire forward daily. DEADLINE: Friday noon for Monday sale. Publication Wednesday. Free checking copy to advertisers.

PERSONALS

"To the Men, Lose your Excess weight with SELF-HYPNOSIS method. $1.00. Box 891, TV-RADIO LIFE.

FIRE INVESTIGATIONS—Joe Jobbins, Retired Detective Inspector, San Diego Police Dept., 2126 3rd Street, San Diego, Calif. 92110.

FOR SALE

HOME FIRE EXTINGUISHERS, conventional, Inexpensive. COPEMAN SALES, Box 1479, Long Beach, Calif. 90801

OLD AZTEC ART from OLD MEXICO. Feather bird pictures, 5 xl, hand carved cedar frame. $11.50. Grace Sellers, 4825 Snowden, Long Beach, California.

GRANDFATHER CLOCK, WESTMINSTER Chimes. Diaphragm movement, imported hardwood case. Reasonable. See before 7 p.m. 4051 Locust Avenue, Long Beach.

WRESTLERS' PHOTOS. Stamp brings list. Box 1672, Lemon Grove, Calif.

COLOR TELEVISION FILTER gives beautiful picture. $1.15. See Page 14.

AT LAST, EMERGENCY RADIO for home, camp, boat, boy scouts, etc. Tunes broadcast band plus short wave police, ship-shore, aircraft, and other amateur band. This is the world's smallest tube radio with short wave. Weighs 8 oz, with batteries, etc. Reception and your complete satisfaction guaranteed. Money back. EKE-Radio, 816 N. Fair Oaks, Pasadena 2, Calif.

OFTEN OF INTEREST TO WOMEN

MAKE EXTRA MONEY. Compelling mailing lists for advertisers. Stamped addressed envelopes brings details. Box 209, Bell, California.

WE PAY CASH FOR BOXTOPS, LABELS, ETC. Decorative for fireplace, lanterns, etc. 15c each. Particulars free. TV-583-E Main, Columbus 8, Ohio.

SPECIAL OFFERS

SPECIAL OFFER, CORNET Magazine, 7 months subscription, $1.00. Box 53, e/o THE STORE.

SPECIAL SERVICES

INVESTIGATORS. Any time—any place. Anywhere. LIPON and KORSNER Detective Agency, Sunset 1-3055.

COMMERCIAL CARTOONIST, from latest stock of original cartoons ad that certain touch to your ad, window or wall. Free samples. E. L. McCrory, 432 11th Ave., New York City, and call—Bob Barton, RE 2-7999, after 10:00 p.m.

SCHOOLS AND INSTRUCTIONS

FREE LANCE CARTOONIST, illustrator, now accepting private students. High or advanced, call me. Bob Barton, RE 2-7999, after 10:00 p.m.

SPECIAL OFFER


CONTEST

Sorry—the judges were unable to complete their analysis of contest letters in time to publish names of winners in this issue. Next week, sure!

KMPC's BILL STEWART SAYS,

"YOU'VE SEEN THEM ON TV. NOW BEAUTIFY YOUR HOME OR PATIO WITH WONDERFUL EASTER GIFTS AND CANDIES!"

Wonderful Easter gifts. Original creation by Gloria of California. These block-frosted beauties are more than 100 hours old when you get them. In pastel greens, yellow, blue and Easter white. $6.50 a dozen, $6.00 each, $2.00 pair. Postpaid. Send check, cash, or M.O. to: CANDLES OF CALIFORNIA, 4011 West Magnolia Blvd., Burbank, No. C.D.C.

Entire Ad. Copyright, 1953, by A.C.O.
NOW THAT OFFICIAL BLESSING has been given the marriage of ABC and Paramount Theaters, the new union begins to look as if it will live happily ever after. What makes it appear this way is the recent signing of four performers, three of them outstanding in the comedy-variety field: Georgie Jessel, Ray Bolger, Danny Thomas and Martin Block. Announcement of Thomas's contract is the news (the boy) is up to three pounds three ounces. Doctors are noncommittal but quite encouraged. It's all keep hopping for good reports.

NOW WE'RE REALLY GOING TO LIVE! RCA has announced a TV camera arrangement which, through a visual intercom system, will enable a woman to see a picture of any part of the home flashed on the screen. The camera is attached to the TV set and the lady of the house picks the picture she wants by turning a dial. Won't it be great? No more running into the bedroom to see if Junior has kicked off the blankets, no more stubbing your toe in a frenzied trip to see whether the spuds are boiling over in the kitchen. Just punch the button and save your strength.

A SPRING POSY TO KECa for its commendable safety campaign tied in with its own call letters: "This Is Easter Week. Drive carefully. Keep Every Child Alive."

DON'T PAY FOR YOUR TV SET TWICE through overpriced repair service calls

WORRY - FREE MAINTENANCE AND REPAIR for every TV set owner now available on a fixed price WARRANTY BASIS by . . .

LCH TELEVISION SERVICE PLAN
(Member Los Angeles Chamber of Commerce)
BEFORE YOU INVEST—INVESTIGATE!
Your name and address on a 2-cent postal card to address below, or a phone call to HEmstead 7109 will bring you an illustrated 4-page brochure outlining in detail the service and warranty offered, including an actual reproduction of the contract you sign. You are under no obligation if you do not find the LCH Service Plan the finest TV warranty to be had anywhere.

LCH TELEVISION SERVICE
1309 No. Highland Ave., Hollywood
We cover entire Los Angeles Co.
TV Previews

(Continued From Page 10)
p.m. A strong contrast in characters is revealed in "Shadow of the Devil," a dramatic story of Americans in Rome.

Monday, April 5—VICTORY AT SEA, (4), 7:00 p.m. The savage ground fighting for Luzon and ultimate capture of Manila by the Allies are shown in "The Return of the Allies." Japanese Kamikaze attacks on the U.S. fleet are also shown.

Monday, April 5—ROBERT MONTGOMERY PRESENTS, (4), 9:30 p.m. Chester Morris appears in the leading role of "The Big Night," the exciting story of a restless former Air Corps ace who has not made an adjustment to civilian life.

Tuesday, April 7—FIRESIDE THEATER, (4), 6:00 p.m. Ralph Faulkner plays the leading role in "A Man of Peace."

Tuesday, April 7—ARMSTRONG CIRCLE THEATER, (4), 9:30 p.m. In "The Checkboard Heart," Betsy von Furstenberg plays the role of a young girl who must decide whether she loves a young man her own age or an older man with whom she is impressed.

Wednesday, April 8—KRAFT TV THEATER, (4), 9:00 p.m. Estelle Winwood plays the title role in "Miss Mabel," the story of a kind and gentle old lady who involves herself in a slight case of forgery and murder.

Friday, April 10—SCHLITZ PLAYHOUSE OF STARS, (2), 8:00 p.m. Star Victor Jory plays a successful man whose smug wall of self-assurance crumbles in a crisis in "The More," supported by Eve McVeagh and Ian MacDonald.

WHO'S GUESTING

Saturday, April 4—ALL-STAR REVUE, (4), 9:30 p.m. Ben Blue fills in as host for Marta Raye, who is ill. Guesting are Dorothy Lamour, Connie Haines and Mickey Rooney.

Saturday, April 4—JUKE BOX JURY, (2), 7:00 p.m. Dick Haymes will portray Christ, Ken Robinson in the role of The Padre, narrator.

Friday, April 10—BOXING BOUTS, KECA, 7:00 p.m. Rocky Marciano and Jersey Joe Walcott meet in the Chicago stadium for a 15-round heavyweight title battle. Don Dunphy gives blow-by-blow commentary.

WHAT'S NEW

Monday, April 5—FRIEND IN NEED, KECA, 9:30 a.m. Mon.-Fri. Audience participation show. Dennis James emcees.

WHAT'S SPECIAL

Sunday, April 5—CATALINA EASTER SUNRISE SERVICES, KBIG, 5:30 a.m. Chimes from Avalon and a re-enacting of 1849 Easter services. Capt. Edward Harrison portrays the former Air Corps ace who has not made an adjustment to civilian life.

Sunday, April 5—KUKULA, FRAN AND OLLE, (4), 4:00 p.m. H. V. Kaltenborn is the special Easter guest of Kukula, Fran and Olle.

Monday, April 6—CALIFORNIA LIVING, (2), 12:30 p.m. Harrison Slott appears as guest and demonstrates Japanese cookery.

Monday, April 6—VOICE OF FIRESTONE, (4), 8:15 p.m. Basso Jerome Hines joins Howard Barrow and the Firestone Orchestra in a group of Easter selections.

Sunday, April 5—TOAST OF THE TOWN, (2), 9:00 p.m. Ed Sullivan, host, presents Ripe Stevens, Mario de Monaco and the Harlem Globetrotters, famous basketball team.

Wednesday, April 8—SCOTT MUSIC HALL, (4), 8:30 p.m. Patti Page hosts to Dick Haymes and The Modernaires. Also appearing are ballerinas Mary Ellen Terry and the Herb Ross dancers.

Radio Precasts

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you want the latest and best in news*

CHET HUNTLEY for instance

(8:15 pm Sun.; 9:15 am & 5:30 pm Mon. thru Fri.)

you want top listening in ... music

... mystery ... comedy ... drama

OZZIE & HARRIET for instance

(9:00 pm Fridays)

you want to close your eyes and relax

... drive your car ... do your housework ...

read a book ...

GET IN TUNE

* TV-Radio Life 10th annual distinguished achievement award for best news coverage.

KECA DIAL 790
ABC Radio

Page Twenty-seven
Radio in Review

For Love o’ Mike (General Comment)

Radio Rambling

Ralph Edwards’s own town, Truth or Consequences, New Mexico, holds its fourth Annual Rodeo and Fiesta in honor of Ralph. ... KECA's Mirandy has had another flower named in her honor. It's the Pelargonium or Lady Washington Geranium, which will be on the market next year. ... The racing season is on and ABC’s "Cavalcade of Sports" covers turfdom’s events, starting April 18. ... Anniversary time: Curt Massey starts his 200th week. ... "Captain Courtroom" celebrates its fifth anniversary. ... "Rosemary" sunder sets its ninth year. ... "Our God Sunday" begins its second year on radio. ... KLAC’s d. J. Gene Nerman presents "The Biggest Show of ’53" at the Olympic Auditorium, Saturday, April 4. The ’Show" stars Elke Fitzgerald, Frankie Laine and Louis Armstrong. ... The "Clyde Beatty Show" returns to Don Lee (KJL). ... Virgil Pinklely expands his news commentary coast-to-coast. ... Little nine-year-old Helen Strohm (NBC’s "Father Knows Best") won top honors in a charity dance contest. ... John Lund exits "Yours Truly, Johnny Dollar," to tour with a Shakespearean company.

CBS-American Airlines Platter Plans

CBS and the American Airlines are negotiating a post-midnight broadcasting deal, which calls for AA to back (Please Turn to Page 34)

EASTER PROGRAMS

KECA, 7:30 a.m.—Sundial Chorus of North Hollywood will offer Easter songs and hymns performed by the renowned Fisk Choir from Nashville, Tenn. 2:30 p.m.—THE GREATEST STORY EVER TOLD will dramatize the story of the Resurrection. 11:30 a.m.—TIME CAPSULE—the program destined to be rebroadcast 100 years hence leads off with an interpretation of Easter in Europe, stories and music of Holy Week. Hattie Carnegie will discuss Easter fashions and Mr. John will design a special hat.

KFI, 8:30 a.m.—Sunrise Services from Mirror Lake, Yosemite National Park.

KHJ, 6:00 a.m.—Sunrise Services from the Pasadena Rose Bowl will spotlight a 500-voice choir. Invocation will be by the Rev. Rev. W. Ross, President of the Pasadena Association of Evangelical Churches.

6:00 p.m.—TRIUMPHANT HOUR, featuring Ann Blyth, Jimmy Durante, Irene Dunne, Jeff Chandler, Loretta Young and other Hollywood stars, will as well as top soloists from the Metropolitan Opera. Presented by Family Theater.

KNX, 4:00 a.m.—Sunrise Services from Natural Bridge, Va.

4:30 a.m.—Garden of the Gods, Colo.

5:00 a.m.—Hollywood Bowl, Roger Wagner Chorale and address by Dr. Lewis H. Evans of the First Presbyterian Church of Hollywood. Kathryn Grayson, vocalist.

9:00 a.m.—St. Bartholomew’s Choir

KBIG, 3:30 a.m.—Catalina Sunrise Service. Chimes from Avalon herald the re-enactment of the sunrise services of 1849.

SATURDAY, APRIL 4

Indicates News Broadcast

8:00—KECA—Flying Feet, KJL—Golden Gait, KLG—Pig-Uary Show, KNX—KFWB, KGB, KCLA—News.

KAL—Dr. R. Baird.

KBGB—Jack the Firefox Bird.

KFWB—Business Review.

KFOX—Christmas Books.

KFVH—Tuttle Time.

KGKR—Mupid.

KGFJ—World Bible Society.

KJL—All Star.

KBLA—News; Stock Reports.

KDIM—News; Business News.

KBOI—News Headlines, Guest Star.

KROW—Spanish Hour (eont’d)

KRRD— messenger Testimonies.

KFWB—Latin Rhythms.

8:05—KNX, KFMB—Grand Central.

KFMB—Mark Scott.

8:13—KJL—Music in the Morning.

KJL, KGB—NEWL—News.

KJL—Police Stations.

KFMB—Musical Varieties.

KJL—The White House.

KFWB—Bill Leyden.

KJL—Time Tune.

KBLA—Sam Hailer.

KPOI—Letters of Foreign Wars.

KCLA—Sacrificed Records.

KFWB—Hayden and the Relax.

KRRD—Member.

9:00—KECA—Strangers.

KJL—MAN—Ann and His Music.

KJL, KFMB—Give and Take.

KJL— oral Stories.

KPOI—FAC, KTVD, KGL—KPMC.

KFOX—Gospel Tabernacle.

KJRL—Voice of Church.

KJL—Pretroleum.

KPOL—John MacShane Show.

10:15—KPMC—City.

11:15—KECA—Garden of Eden.

KAL—Union.

KJL—Welcome Inn.

KFWB, KCFJ—News.

KGER—On Your Face, World War.


KJL—Southland.

KJL—Zany.

KJL, KGB—Mostly Dixie.

KNX, KFMB—Theatre of Today.

KAL—Rev. Julius.

KBB—Band Review.

KJL—Blues Barrit.

KFOX—Pentecostal Tabernacle.

KFMB—Music of the Hills.

KFWB—Bill Leyden.

KJL—William Nickerson.

KJL—Big Sing.

KJL—Allin Male.

KRAL—News, Haynes at the Rails.

KJL—Bill Stewart Show.

KROW—Italian Christian.

*KPOI—News; John MacShane Show.

KRRD—Modern Melodies.

KFWB—Angel Lingers, Voice of So. America.

KJL—SUN.—Sacred River Show.

9:10—KECA—Mirandy’s Garden

10:00—FAC—Federation of Churches.

KJL—Wendy’s News.

KROW—German Hour.

KXLA—Adventure Time.

KJL—Space Patrol.

KJL—Joseph Mears.

KBD—Here’s to Victoria.

*KNX, KFMB—Stars over Hollywood.

KJL—Beautiful Music.

KPOI—Calliope Tunes.

KFXO—Gospel Friends.

KJL—NEWL—News.

KJL—Bill Brown.

KFR—Southside People.

KJL—Roy Szechy.

KPOI—John MacShane Show.

KJL—Joel’s Frolic.

KSF—Consumer Information.

KRRD—News.

TBI—Recap.

KGB—News.

KJL—National Guard.

KRRD—Lawrence Welk.

12:00—KECA—Metropolitan Opera.

9:00—KFWB—Non Farm Review.

12:30—KJL—Gib—Sid Fuller, News.

10:30—KBB—Band Review.

*KFAC—Luncheon Concert.

KTVH—Husseinian Time.

KFWB—Al Jarvis.

KGER—Luncheon Serenade.

KCFJ—Continental Gems.

KGER—Rex Bell.

KAL—News.

KPOI—Peter Potter.

KXLA—Breakfast.

KJL—Joe Adams Show.

KRRD—Western Music.

KJL—Bill Stewart.

KJL—Music.

12:15—KJL—Ray Lewis.

Sat[day Radio Program Highlights

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

Public Interest

11:30—(Next) Farm Home, KJL

12:30—Man on the Farm, KHJ

1:00—Golden Horizons, Sweepstakes, KECA

9:15—NEWL—Symphony, KFC

Quiz, Participation

8:30—Breakfast in HY, KPI

7:30—True or False, KJL

Juvenile

9:30—Rome Patrol, KECA

10:30—Let’s Be Friends, KECA

11:30—(Next) Farm Home, KJL

12:30—Man on the Farm, KHJ

8:30—Gene Autry, KECA

Mystery-Detective

11:00—(Next) Farm Home, KJL

12:30—City Police, KNX

10:00—Dangerous Assignment, KNX

Drama

8:30—Count Central Sta., KNX

9:00—Teletor of Today, KNX

8:00—Stars Over Hollywood & 4

10:30—Tales of Tomorrow, KECA
s e p a r a t e m i d n i g h t - t o - 5 a . m . p r o g r a m s o n a t l e a s t s e v e n

Easter Parade

On-the-spot coverage of New York's famous Easter Parade will be provided by ABC newscasters Julian Anthony and George Gunn. The two will report the colorful pilgrimage from vantage points up the Avenue. They'll highlight their interviews with commentaries and recent personalities.

"Suspend" on Wing

Van Johnson and Elliott Lewis wing their way to New York for a special broadcast, re-creating the historic auto race.

Most U. S. motorists, who take their super highways and 100-m.p.h. cars for granted, probably would be startled to learn that as recently as forty-five years ago there were no roads at all across most of the country (except railroads) and that a record of forty-two days for a motor race from New York to San Francisco was hailed as a phenomenon by the press of that day.

Motorists may find extra reasons to count their blessings in the special broadcast to be presented by "Suspend," on Monday evening, April 6, on CBS. The "theatre of smiles" usually starring in Hollywood will be moved to the display room of the Easter Parade of Stars Automobile Show, in the Grand Ballroom of New York's Waldorf Astoria Hotel, to present a dramatic recreation of the trial of the World's Greatest Auto Race. "Suspend" will star Van Johnson in the unusual documentary drama, to be presented before the crowds drooling over sleek '33 models on display at the auto show. On hand, also, will be at least one of the original drivers in the international race which started in New York, continued across the United States, Japan, Siberia, Russia and Germany, and crossed the finish line before cheering crowds in Paris.

Playbacks (Critical Comment)

Friend in Need

A listener writes in about a problem, usually about something he needs. He's invited to be on "Friend in Need" and if all questions are answered correctly he gets the needed object. Sound familiar? Well, it is! It's another audience-participation show that goes heavily sentimental and also, on occasions, tries to be humorous. The only difference in this show is that the person with the problem chooses one "friend" from a group on stage and that lady or gentleman has to answer all the questions.

The first program was uninspired, to put it mildly. It went from corn to heavy emotion. The corn was supplied by a man who wanted twin beds because his wife kept pulling the covers off him at night! Can you tie that one? The emotion was supplied by a woman who wanted a device to help her two deaf children to hear. There was drama in this one, although it got a little hysterical. There was, however, no denying the human tear to this case.

"Friend in Need" says it hopes to help many people. It might have had a better chance to be of help if it had come up with a more strikingly original format. Also, since the "friend" does all the work, how he gets some uninteresting prizes?

This show took over "Break the Bank's" spot, which poses one potenital question: "Why?"

Page Thirty

TV RADIO LIFE

Radio in Review—Continued

separate midnight-to-5 a.m. programs on at least seven CBS radio stations. Airing will be a platter show with a different commentator in each city. KNX, Los Angeles, and KCBS, San Francisco, are slated for West Coast shows.

SUNDAY, APRIL 5

11:00—Beverly Hills Hotel, KNX—Gospel Hour.
1:00—San Fernando Baptist Church, KNK—Gospel Hour.
3:00—Vallejo, KMB—Gospel Hour.
5:00—Oakland, KHEL—Gospel Hour.
7:00—Fresno, KFCA—Gospel Hour.
9:00—Sacramento, KOG—Gospel Hour (with管sistant Preacher, KXLA—Gospel Hour.
11:00—Palm Springs, KBB—Gospel Hour.
12:00—New York City, KFRA—Gospel Hour.
1:00—Los Angeles, KTY—Gospel Hour.
3:00—San Francisco, KCB—Gospel Hour.
5:00—Portland, KBO—Gospel Hour.
7:00—Seattle, KHN—Gospel Hour.
9:00—Chicago, KCH—Gospel Hour.
11:00—Philadelphia, KBT—Gospel Hour.
1:00—Boston, KBT—Gospel Hour.
3:00—Washington, KBT—Gospel Hour.
5:00—New York, KBT—Gospel Hour.
7:00—Los Angeles, KBT—Gospel Hour.
9:00—San Francisco, KCB—Gospel Hour.
11:00—Chicago, KCH—Gospel Hour.
1:00—Philadelphia, KBT—Gospel Hour.
3:00—Washington, KBT—Gospel Hour.
5:00—New York, KBT—Gospel Hour.
7:00—Los Angeles, KBT—Gospel Hour.
9:00—San Francisco, KCB—Gospel Hour.
11:00—Chicago, KCH—Gospel Hour.
1:00—Philadelphia, KBT—Gospel Hour.
3:00—Washington, KBT—Gospel Hour.
5:00—New York, KBT—Gospel Hour.
7:00—Los Angeles, KBT—Gospel Hour.

Sunday Radio Program Highlights

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

Public Interest

8:00—Invitation to Peace, KNX—Easter Cantata. KXLA—Easter Cantata.
9:00—Bible Study Hour, KBB—Easter Cantata.
10:00—Los Angeles, KBB—Easter Cantata.
11:00—Palm Springs, KBB—Easter Cantata.
12:00—San Francisco, KBB—Easter Cantata.
1:00—Sacramento, KBB—Easter Cantata.
2:00—Oakland, KBB—Easter Cantata.
3:00—Fresno, KBB—Easter Cantata.
4:00—San Bernardino, KBB—Easter Cantata.
5:00—Fresno, KBB—Easter Cantata.
6:00—Modesto, KBB—Easter Cantata.
7:00—Sacramento, KBB—Easter Cantata.
8:00—San Francisco, KBB—Easter Cantata.
9:00—Los Angeles, KBB—Easter Cantata.
10:00—Sacramento, KBB—Easter Cantata.
11:00—Oakland, KBB—Easter Cantata.
12:00—San Francisco, KBB—Easter Cantata.
1:00—Sacramento, KBB—Easter Cantata.
2:00—Oakland, KBB—Easter Cantata.
3:00—Fresno, KBB—Easter Cantata.
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11:00—Oakland, KBB—Easter Cantata.
12:00—San Francisco, KBB—Easter Cantata.
1:00—Sacramento, KBB—Easter Cantata.
2:00—Oakland, KBB—Easter Cantata.
3:00—Fresno, KBB—Easter Cantata.
4:00—San Bernardino, KBB—Easter Cantata.
11:15 — KECA — Mail Order.

14:55 — KTG — Topsail Story Ever Told.

15:40 — KTG — Voice of the Cathedral.

15:50 — KFSC — Time to Remember.

16:15 — KECA — Herald of Truth.

16:30 — KFSC — The Sunday Serenade.

16:45 — KECA — Pulse Pointers.

17:00 — KFSC — Voice of the Chateau.

17:45 — KECA — Voice of the Chateau.

18:30 — KFSC — Voice of the Chateau.

19:30 — KECA — Voice of the Chateau.

20:15 — KFSC — Voice of the Chateau.

20:45 — KECA — Voice of the Chateau.

21:00 — KFSC — Voice of the Chateau.

21:30 — KECA — Voice of the Chateau.

22:00 — KFSC — Voice of the Chateau.

22:30 — KECA — Voice of the Chateau.

23:00 — KFSC — Voice of the Chateau.

23:30 — KECA — Voice of the Chateau.

00:15 — KFSC — Voice of the Chateau.

01:15 — KECA — Voice of the Chateau.

01:30 — KFSC — Voice of the Chateau.

02:15 — KECA — Voice of the Chateau.

02:30 — KFSC — Voice of the Chateau.

03:00 — KECA — Voice of the Chateau.

03:15 — KFSC — Voice of the Chateau.

03:30 — KECA — Voice of the Chateau.

04:00 — KFSC — Voice of the Chateau.

04:15 — KECA — Voice of the Chateau.

04:30 — KFSC — Voice of the Chateau.

05:00 — KECA — Voice of the Chateau.

05:15 — KFSC — Voice of the Chateau.

05:30 — KECA — Voice of the Chateau.

06:00 — KFSC — Voice of the Chateau.

06:15 — KECA — Voice of the Chateau.

06:30 — KFSC — Voice of the Chateau.

07:00 — KECA — Voice of the Chateau.

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08:00 — KFSC — Voice of the Chateau.

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23:00 — KFSC — Voice of the Chateau.


23:30 — KFSC — Voice of the Chateau.
Monday–Friday Daytime Radio Logs

**ALL NITE LISTENING**
"Patter Party" 12 Mid-3 A.M. "Nightow! Special"

Indicates News Broadcast as well as Highlights

**KFWB**—Bill Price, Joy, News.
**KJQF—Backstage Wife, Joe Whipple.
**KJZ—Chet Hunter, KGIL—KTXL—Tommy Edwards, WCUL—Tracy's Choice.
**KJQF—Backstage Wife, Joe Whipple.
**KJZ—Chet Hunter, KGIL—KTXL—Tommy Edwards, WCUL—Tracy's Choice.

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

**KFWB**—Tut but Time.
**KFWB, KLAC, KMPC, KXLA—News.
**KGER—Magazine.
**KGM—World Wide Budget.
**KGL—Musical Clock.
**KXW—Spanish Hour.
**KXW—Living Word.
**KFWB—Latin Rhythms.
**KFWB—Mark Scott.
**KLAC—Stock Market Report.
**KRIJ—KXW, KXO—KVOE.
**KRIJ—Heather Alvarado.
**KXW—Heavenly Voice.
**KXW—Voice of the Blind.
**KFWB—Bill L vandal.
**KFWB—Bill L vandal.

Start your "Good Morning!" BUENOS DIAS 6:7 Mon. thru Sat.

**KXW**—Church of Hope.
**KFWB**—Church of Alternate.
**KXW—Haynes at the Reins.
**KFWB—Holland Park.
**KXW—Common Edition.
**KFWB—Pat Bishop Reports.
**KXW—Kensington Institute Hour.
**KFWB—Grand Slam.
**KXW—World Cup.
**KFWB—Breakfast Club.
**KXW—Dr. Murphy.
**KFWB—Red, Black, KXW.

**KFWB—Romanesque.
**KFWB—Broken Hearts.
**KXW—Kensington Road.

**KFWB—Dr. Murphy.
**KXW—Women in News—Talk.

**KFWB—Norman Neubert.
**KXW—Prelude to Memories.
**KVOO—John MacMahan Show.

Page Thirty-Two

**KFWB—Morning Serenade,
**KXW—Haven of Rest—M. W. F.
**KFWB—Modern Melodies.
**KXW—Andy and Virginia.
**KFWB—Beverly.
**KXW—Beverly.

**KFWB—KVOE—Beverly.
**KXW—Beverly.

**KFWB—KVOE—Eva Berman.
**KXW—Beverly.

**KFWB—KXO—News.
**KXW—Beverly.

**KFWB—KVOE—Beverly.
**KXW—Beverly.

**KFWB—KVOE—Beverly.
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**KFWB—KVOE—Beverly.
**KXW—Beverly.

**KFWB—KVOE—Beverly.
**KXW—Beverly.
**Daytime Logs**

**MONDAY, APRIL 6**

See Page 32 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

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**Lucky Lager Dance Time**

**KMPC**

- **9:00 AM**: KMPC—Lucky Lager Dance Time
- **11:00 AM**: KMPC—Practical Questions

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Monday Radio Program Highlights

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

**A.M. Programs**

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Radio in Review—Continued

Off Mike (Personalities)

Alex Cooper

Radio fans hear the voice of Alex Cooper daily over KLAC from four to six in the afternoon, and during the night from midnight to six in the evening, from the corner of Hollywood and Vine. Many have heard him, but few know the facts of his life. Here they are:

According to Alex, it all started when he was ten years old. Alex at this chipher age got the radio bug. He used to sit in his room and make believe he was doing radio broadcasts of football games, newscasts and the like. The actual opportunity to turn his ambitions into reality did not present itself until 1945 while he was working in the industrial relations department of Lockheed Aircraft.

Alex at that time got a job as a Saturday and Sunday announcer on KW Kw, Pasadena. He worked himself into a full-time slot after VE Day, being given the title of News and Sports Director.

Cooper relates that it all went well until he became professionally interested in records. This changed the course of his life. He has since become so used to working nights and sleeping days that he has learned on the trails of an owl. Night visibility is all that could be wished for, but Cooper does have trouble peering into the sunlight. He spent six years spinning platters for the late-minded, working from midnight to six in the morning. He now spins the same hours for KLAC-TV listeners, having started there three months ago.

Cooper studied at Pasadena JC and later at the University of Pennsylvania, majoring in personnel and industrial relations. He is the only member of his family who did not work his way through school by driving a cab.

Cooper was born in Los Angeles on September 1, 1920, and soon moved to Philadelphia, remaining until 1936 before returning to his home grounds. In 1940 Alex married Abbie Mae Jenks, whom he met while attending Pasadena JC. They now live in Pasadena.

The platter spinner is a once-a-week golfer shooting in the Los A's, a group of ex-car enthusiast, attending all the races and rallies. He now owns a Jaguar XK120 roadster which is his pride and joy.

In keeping with his English car, Cooper adorns himself in British-cut clothes and finds nothing more enjoyable than prime rib of beef.

Dough vs. Do-Re-Mi

Preston Foster, guest star host In “Manhattan Robin Hood,” a “Schilz” TV story, started out to be a singer. He got as far as the Met before deciding to switch from singer to actor. Then, when he was thus a double-threat man, his first acting role was as a deaf mute.

Tuesday Radio Program Highlights

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

Comedy—Variety

2:30—Arthur Godfrey, KNX
8:00—People Are Funny, KNX
9:00—Martin and Lewis, KNX
9:30—Red Skefton, KFI
10:00—Mr. and Mrs. North, KFI

Sports

2:55—Tom Harmon, KNX
4:40—Sam Balter, KLAC
6:00—Bob Keeney, KI
6:15—Frank Perdue, KI
7:00—Mr. and Mrs. North, KI
7:30—Mr. and Mrs. North, KI
8:00—Humphrey Wheeler, KI

Classical, Semi-Classic Music

7:30—Hollywood Bowl Hall, KNX

Drama

7:30—Mr. President, KCA
8:00—High Adventure, KJH
9:00—Cavalcade of America, KJH
9:30—Captain Monte Cristo, KJH
Zella Bennett, 11618 Garvey Blvd., El Monte, Calif.

We have always enjoyed "Juke-Box Jury" until lately. It was bad enough when Peter Potter started calling every one his "buddy", this kid or his "mother," and saying he stayed up all night crocheting on the gal's blouse, but it's getting stale. We bore up under his slushy affection for his wife. But, when he starts getting hot under the collar when he gets a good guess, that is not only entertaining and gives a lift to the show and gets attention, Peter cuts them off short, makes remarks, and wants them to agree with his choice of a record. He did it with Sam Friedman and Mickey Rooney. This is not our opinion alone; our friends have also noticed it.

Susan Coffman, Santa Ana, Calif.

Our TV group has wondered if Roberta Linn is interested in any man. We've never heard anything about her private life. We all hope that she and Garth Andrews are "that way about each other." Can you tell us?

We have received several letters on this subject. As far as Roberta and Garth are concerned, it's "that way" about each other—except when they're tryling to sell a song, Garth is happily married; Roberta is single. We are getting another special feature on Roberta. Don't miss it!

Paul Ryder, 1128 W. 6th St., Los Angeles, Calif.

Recently there appeared in your magazine the fact that a monkey had done much to improve the "Western Variety" TV show. It did much to ruin the show in our estimation. Recently, there were about ten people in our home and we all agreed that the station seemed to be "making monkeys" out of their artists by allowing the monkey in on every act.

Phyllis Merrifield, 2437 Ridgley Dr., Los Angeles, Calif.

I am writing to say that my family and I enjoy Red Skelton's show very much both on radio and TV. We think that he is the best. His show is not cheap or lowbrow as was stated in a recent letter.

Mrs. G. W. Felt*, 335 E. 23rd St., Costa Mesa, Calif.

Why overlook and waste the talents of Joe Graydon, who should certainly be brought back on TV? I never turn on my set in the morning any more since he left his show months ago. He gave me a lift each morning as I did my daily work, just to see his handsome face and hear his relaxed and pleasant talk and singing. Carol Richards and Doris Carr also made things nice.

Mrs. R. L. Thomas, 791 N. Citrus, Vista, Calif.

God bless Sheriff John! He always seems to "tell" my kiddies the right thing at just the right time. A bouquet for Channel 11 too, for recognizing the importance of good programs for the pre-school kiddies.

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**WEDNESDAY, APRIL 8**

See Page 32 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

**5:00—KGEA—Elnor Strach.**
**6:00—KCLA, KGB—Songs of the Mar—B.**
**6:30—KNX, KFMB—Ed B. Murrow.**
**7:00—Trancenstein, KNX.**
**7:30—Sunrise Serenade, KNX.**
**8:00—Sunsational Selections, KNX.**
**8:30—Art Linkletter, KNX.**
**9:00—Welcome Travelers, KGER.**
**9:30—That's My Line, KXLA.**
**10:00—Waltz, KBL.**
**10:30—Dear Marty, KGB.**

*Story of the Future.*

*Local News.*

*Today In Parts.*

*Vienna Varieties.*

*Sports Digest.*

*Hal's Memory Room.*

*Back to the Bible.*

*Ralph Stewart Show.*

*Barney Kove."*

*Local News.*

*Visit."*

*From The King's.***

*My Family.*

*McFadden & Stone.*

*Sports Digest.*

*Clark Howerton.*

*Philips Family.*

*Fay Robinson.*

*Mark Scott.*

*News.*

*Race Results.*

*KABC—Hank Word,

*KFI—Record Album Review,

*KBC, KGB—Gurgle-Burgle.

*KFMB—Philip Morris House,

*KFAC—News: Showtime,

*KCLA—News.*

*KFMB—Red Row.

*KFWB—Sports Digest.

*KFFA—Vesuvius Delano.

*KFI—Elmira Peterson.

*KFAM—Visitation Service.

*KLIT—Top Ten Tunes.

*KFI—Elma Davis.

*KLIT—Youth Helps.

*KKJ, KGB—Mutual Newscast.

*KMP—Race Results.

*KCLA—Handicaps Edition,

*KFAC—"KPMF—Wood" Interest.

*KFI—Behind the Story.

*KXLA—What's My Line?

*KFMB—Musical Milestones.

*KFOX—Hall's Memory Room.

*KGER—At Los Angeles Drama.

*KGER—Back to the Bible.

*KFFA—Bill Stewart Show.

*KWCM—Today's Hour.

*XLA—Frank Simon.

*KBC—Mark Scott.

*KFWB—Los Angeles.

*KGB—RV—News.

*KFI—Bill Henry.

*KFI—Robbie Holf.

*KBC—Bill Henry.

*KFFA—On Stage.

*Cathy & Elliott Lewis.

*KGER—Music at Seven.

*KFMB—Report from Wash-

*KFWB—America Dance.

*KGER—Family Bible Hour.

**MUSICAL DIGEST**

*Family Dinner Hour Concert From 6:00 to 6:00 P.M.*

**Nihtly including Sunday**

**KGF—1230 Kc.**

*ROJ—Musicial Digest.

*KCL, KIR, KGB, KI—McDowell's Grosh.

*KGER—Bill Stewart.
Woody Kaplan, 1459 Canfield Ave., Los Angeles, Calif.

We have two TV sets in our house. One is in the living room, a seventeen-inch set; the other is in my room. So you can see how much your TV-RADIO LIFE helps me out. If I didn't have it I would have to buy a Sunday paper to get the week's programs, and still I probably would pay twenty cents. But with TV-RADIO LIFE I only pay ten cents and get all the latest facts on TV and radio.

B. A. K. 16:30

Mrs. Edna M. Barber, 9717 Third Ave., Inglewood, Calif.

Hooray, "Juke-Box Jury" is back on Saturday night. Even we old married women get up early Monday mornings and those of us who love records and Pete Potter had to get up watching his program when on Sunday, "cause it made it too late going to bed and oh, so tired in the morning."

Just a few words about my one and only "Why did Peggy Lee put on such a distasteful performance when she appeared on "JBJ" several weeks ago? I've always thought her lovely and her singing wonderful and can't understand how she could have treated Peter, the way she did when he has never been anything but kind and gracious to everyone that's appeared on his program.

Fren Dawson, 411 Armada Rd., Arcadia, Calif.

"Frosty Frolles" is one of the best on TV. Never have I seen such wonderful skaters on any ice show.

Thea Booth, 4339 Alhama Dr., Woodland Hills, Calif.

I think television is a gold mine, but I have one complaint. Jane Froman's "U.S.A. Canteen" should be back on the half-hour program.

Mrs. D. H. Jensen, 4403 Dale Ave., Le Musa, Calif.

I've been thinking a TV program in the morning of exercises for the average housewife would be appreciated.

S. Alexander, 340 Estronino Lane, El Cajon, Calif.

According to your article on Sheldon Reynolds, It seems Jerome Thor of "Foreign Intrigue" is the current heart-throb in the East. As far as I am concerned, he should be also on the West Coast. What more could a girl want?

Barbara and Bill Kemp, Los Angeles, Calif.

Our congratulations to a fine flapper spinner — Bill Stewart.

David Garcia, 1712 Santo Domingo, Duarte, Calif.

We watch "Momentos Alegres" every Saturday evening and think it's a swell Spanish program on television.

FRIDAY, APRIL 10

Music you like
Just enough news

KBIG DIAL 740

The Catalina Station

KBIG—Rev. Al Hurkan.
KBFD—Fall & Fiendgrounds.
KFRD—Dr. Richardson.
KBAL—Join La Hornia Club.
KXLA—Property Owners.

11:30—KBIG—Eight Bits and Eucorres.

KFRD—Reserve.

14:30—KFRD—Reed Shows.

15:30—KBIG—Bow Hoon Hour.

16:30—KBIG—Women's Clubs.

17:30—KBIG—Needed.

See Page 32 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

FRIDAY Radio Program Highlights

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

Comedy—Variety

12:15—Lawrence Welk, KFWB.
12:30—KFRD—Bob Trout.
3:00—KBIG—The Answer Man.
4:00—KFRD—Musical Interludes.
5:00—KBIG—The Answer Man.
6:00—KFRD—Musical Interludes.

Sports

11:15—KFRD—Sports.
12:45—KFWB—Sports.
1:15—KFRD—Sports.
2:45—KFRD—Sports.
3:15—KFRD—Sports.
4:45—KFRD—Sports.

Comment—Narration

12:45—Curtis Arca, KFAC.
12:45—KFRD—Sports.
12:45—KFRD—Sports.
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Public Interest

1:00—KFRD—Sports.
1:00—KBIG—Football.
1:00—KFRD—Sports.
1:00—KFRD—Sports.
1:00—KFRD—Sports.
1:00—KFRD—Sports.
Wrestling
Is My Business

By Jules StrongBow

For the past five weeks, since I have been on this weight-losing campaign, I have come in contact with between thirty and forty thousand wrestling fans. At the various daily public appearances I have an opportunity to talk with people and get an added insight on the trial and tribulations of wrestling fans.

While we were far from unaware of the opinions of spectators about various individuals, I never realized how strongly they felt. Now, more than ever before, I know that a wrestling fan's life is not an easy one and things that decide turn for the worse since Mr. Moto and Joe Zarandak joined forces as a tag team.

Spectators are suffering bigger headaches, stomach ulcers, insomnia and indigestion from the efforts of watching the Japanese sandman, Mr. Moto, and burly Zarandak ply their trade and talents on the local favorite matmen.

While Zarandak certainly doesn't conform to my ideas of an ethical, clean sportsman, we must give every devil his due. And Joe will go down in wrestling history as one of the greatest of the present day wrestlers—not only for his ability but for his knack of Coaching young wrestling aspirants. Joe's proteges are some of the greatest in the world. Most outstanding right now is Verne Gagne.

Right away maybe you say, "Why do those young, nice fellows want to have anything to do with that awful sadistic brute?" There's a simple answer. The only way a wrestler can be great is either to train with or meet great wrestlers. You can't learn anything about playing tennis or golf by playing with people who know less about the game than you do. So eager youngsters are happy to have the opportunity to learn from a man as great as Joe, a hard but talented tutor.

I don't believe matdom has ever produced a man who is hated and despised as strongly as Mr. Moto. Even Zarandak has to take a back seat when the big bearded Japanese makes his bow. While Mr. Moto is not considered as tough a wrestler as Joe, he is rated one of the best matmen ever to come out of the Orient.

The reason for the strong feeling against Mr. Moto is probably public resentment of his use of Oriental cursing and nerve holds. Fans, accustomed to American catch-as-catch-can style, don't think it is fair to Moto to work on the nervous system and apply his infamous paralyzing "Moto sleeper." He also mixes his knowledge of sumo, judo and jiu-jitsu in with catch-as-catch-can which wins him a lot of matches—and makes him more enemies than you would care to count.

On the bright side, two newcomers began making their bids for fame and favor with Southern California fans—Pepper Gomez and Wilbur Snyder. Snyder is 25 years old, six feet two inches tall, weighs 240 pounds. He played football at the University of Utah '48 and '49 and for the Rams last year. His first appearances here looked excellent and his career will bear watching.

Gomez is another good looking promising star. He attended local schools and played fullback for Los Angeles City College. He won many weight-lifting honors, taking second place in the junior nationals. His well-conditioned and well proportioned physique won him titles of Mr. California, Mr. Los Angeles, Mr. Muscle Beach and placed him in the top five in the Mr. America contest in Cleveland in 1949.

Fan Fax

Editor Evelyn Bigsby received a very nice telegram from Mary Lee Schaefer, 1295 S. Cochran Ave., Los Angeles, Calif., president of the Roberta Linn fan club, which read as follows: "Congratulations TV-RADIO LIFE on your thirtieth anniversary. On behalf of the officers of our club, many, many thanks for the achievement award to Roberta Linn, and the write-ups about our club."

The Ewing Sisters have a fan club for them called "Doings for the Ewings." For info write to Miss Marion Hernandez, 21700 S. Wilmore Ave., Long Beach, Calif.

For persons interested in joining a club for Don Martin and Jerry Lewis write to Nancy Offley, 1522 N. Roosevelt, Pasadena, Calif. "For the people who live in Pasadena, they can call me after 7 p.m. The number is SY 7-3653," writes Nancy.

There is a brand-new club started for Annis Jensen, Roller Derby star. Anyone interested write to Miss Dianna Griffith, 9736 Lemona Ave., Sepulveda, Calif.

Page Thirty-eight
Now for a dog's-eye view of the news. All I can say is that if dogs could run things, humans wouldn't be in such a mess.

FLASH IS a dog. But he's not just any kind of a dog. He's the star and light of KNBH's "Animal Panel."

No matter how unobtrusive he tries to be, Flash simply can't hide his personality. His fellow panel members, Emily Pickens (monkey) Sneaky Ferguson (raccoon) and Colonel Featherby (rooster) have a tendency to rely on his wisdom and experience. After all, he is Flash Fitzpatrick, world traveler, adventurer and novelist.

These highly trained members of "Animal Panel" have an edge over their human counterparts, possessing none of their frailties. In a sense they rather "sit out" their telecast while off-camera voices of Dick Rand and Dal McKennon do all the talking. Representing the highest form in the animal kingdom is emcee Jack McCoy, who deftly moderates the light-hearted poses tossed at the panel.

"No poodle cut, please! I have told Jack over and over again that I'm more the sophisticated type." (All photos by NBC.)

"Look, bub! I don't want to be difficult, but you've got the wrong hat. You should know that homburgs are my speed."
He LIFE OF RILEY is a very funny TV show. And William Bendix in his famous role as "Chester A. Riley" is a very funny guy.

But don't let "Riley" lead you astray if you want to know what Bill Bendix is really like.

Although the KTTV star considers his TV characterization his "best vehicle," any relation between Bill and his zany, likable, slightly wacky counterpart is purely coincidental. Actually, it is a further tribute to a man who played diversified roles in such outstanding pictures as "Detective Story," "The Babe Ruth Story," "Woman of the Year," and many others.

Not Naturally Funny

Offstage, the New York-born actor is not a funny man or a natural comedian. During a TV-Radio Life interview, he himself, his producer, Tom McKnight, and even Hal Roach, head of the TV film studio, all agreed on this point. Bill's own life, with its many ups and downs, substantiates this.

Born January 14, 1906, at 41st Street and Third Avenue in New York City, he was the only son of Mr. and Mrs. Oscar Bendix, Bill's late father, a Spanish-American war veteran, and his father's two brothers were accomplished musicians.

But Bill said nix to the musical notes. Like most kids, his first love was baseball. Unlike most kids, he tried to make a living out of the national pastime.

First young Bill worked as a batboy for the New York Giants. Second he played semi-pro baseball. The Channel 11 star soon found out that he didn't quite have the stuff to crack the big leagues. Instead of waiting for the third strike, Bill decided to quit the game and went into the grocery business.

Family Life

At this time the stocky, serious-minded actor married his childhood sweetheart, Therese Steganotty. Today they have two lovely children, Lorraine, nineteen (she wants to be an actress), and nine-year-old Stephanie. They live happily on a small farm in Encino, where between acting chores Bendix enjoys the work of a gentleman farmer.

Life hasn't always been this pleasant for the Bendix clan. Back in 1936, Bill's grocery business folded quicker than a one-night stinkereroo. Ever since the age of sixteen, when he played amateur shows at the Henry Street Settlement House, Bill always had it in the back of his mind to be an actor. "Might just as well be a poor actor as a poor grocer," thought Bill.

Six Flops

For three years he did absolutely nothing sensational, but he did get some invaluable experience with the New Jersey theater project. Then he made some sort of record for the theater. He had six good parts in six straight plays—and all six of them were very colossal flops.

Finally, in 1939, at the age of thirty-three, Bill Bendix hit the big time on Broadway with his role of "Krupp," the policeman in William Saroyan's "Time of Your Life."

In May, 1941, he signed a movie contract, and three years later he made his radio debut as "Chester A. Riley."

Now he's on TV, too. "Riley" he is.
Horace Heidt Explains

Why He Switched From Radio to TV... How 'The American Way' Was Born... It's Easier to Crack Show Biz Today

EVERYONE is switching to TV these days. Stars of stage, screen, and radio are all TV-bound. Horace Heidt proved to be the exception to the rule recently when he cancelled his local TV show and went to CBS for "The American Way."

Why? This is the reason Horace gave us for the unusual switch:

"For the past twenty-four years, or as long as we have been in radio and TV, my first obligation is to my sponsors as it directly affects their sales. I have always felt that merchandising their product is just as important as the actual radio or TV show.

"This is borne out with and proven by many of our presidential elections -regardless of their ratings, if the nominees didn't tour the country as well as appear on radio and TV, they would not have a ghost of a chance.

"We can all remember when Truman in 1948 was picked a sure loser, but by barnstorming he won the election. It is much the same with radio and TV... It was felt by my present sponsors, Lucky Strike, that it would be well to make a swing around the country with radio only, not only to receive the benefits of merchandising but also for people to forget my association with another cigarette."

Birth of a Program

"The American Way" idea started in Europe two years ago when Mr. John McCloy, High Commissioner of Germany, asked Horace to entertain in some of the heavily bombed sections where the German people were antagonistic and would not co-operate with the government.

"We set our platform up in the middle of the village square," the CBS star explained, "and gave our show to fifteen or twenty thousand people.

"It was interpreted by the American attaché, who explained how under the American way of living, the people in this show could have chosen any profession they desired; how Ralph Sales could sing any religious song and how we could speak and say anything we wished."

"The shows were so successful that from this was born the idea of "The American Way," a program designed to show the American way of living and to tour the world under the auspices of the United States Air Force and State Department and sponsored by Lucky Strike.

"When we realize that Russia has fifteen or twenty shows doing this same thing, then we know where our country has been lagging in this aspect. Many high officials in our Government told me that more was accomplished with the people of Europe by our show than by all the round-table meetings."

What About Newcomers?

Horace also believes that it is much easier for a newcomer to crack show business in recent times. This has been increasingly so with the wonderful new developments in show business.

"Remember the old vaudeville days when we would have to tour America for two or three years before our name was built? Now look at it, the fabulous Heidt points out. "One TV shot and you are seen and heard by millions."

The California-born maestro misses TV, but for the present he's going to stick to his traveling radio show.

"We hope to start a trend for this type of work with our new great president, working tirelessly for peace.

"We feel a type of show such as "The American Way" is the coming trend in our nation and that many artists will be doing the same thing when they see how successful and how well it is being received."
Has TV Saved The Movies?

What Has TV Done to the Movies? Has It Hurt Them—or Saved Them? Hollywood Is Now Asking Itself These Questions and Is Coming Up With a Few Surprising Answers

The motion picture industry, which has for so long been vehement in its dislike of television, may never admit it but TV has actually saved the movies. Think this sounds fantastic? Take a look at the facts. TV Rushed 3-D

As everyone knows, the big news in Cinemaville has been the switch to three-dimensional pictures. Almost overnight studios turned the major parts of their program from the conventional “flat” film to the new 3-D. There is little question that this radical change was considerably hastened by the healthy competition being offered by television. Without that competition the studios could easily have remained in their lethargic state.

Yet there are signs now that the movies and TV will actually work together for mutual benefit—in spite of the very natural competitive spirit. The big indication that a change in attitude had appeared on Hollywood’s part came when all the studios but MGM (at least at this writing) had okayed the telecasting of the Academy of Motion Picture Arts and Sciences’ awards March 19. In previous years there wasn’t a movie company in town which would even think of such a thing, let alone agree to it. The opinion was held for a long time that the best way to fight TV was to refuse to acknowledge it and to keep all motion-picture stars off the medium. Consequently, to televise the awards affair was completely out of the question.

TV Sold Movies

There were several steps that led up to this agreement to telecast the awards. Stanley Kramer, enterprising young producer, was the first to believe that television could actually help “sell” a picture to the public. When he released his “High Noon,” he began an extensive publicity campaign via TV. Not only did he allow scenes from the picture to be shown on the channels (an unheard-of thing at the time) but he agreed to the appearances on television programs of several featured players from the picture. The result—dumb-founded the town. “High Noon” opened all over the country to the highest grosses seen in years. Some tried to explain this away by saying that Gary Cooper was a big draw. Maybe he was, but it would have proved a futile search to find another of his pictures that had racked up such tremendous receipts. Television had actually instilled in the home viewers a desire to go to the theater.

Joan Crawford was the next to try out Kramer’s ideas when she used TV to sell her “Sudden Fear.” Hollywood gasped again when her picture opened in New York and as a direct result of a concentrated television campaign grossed over $50,000 in one week in a house that had been averaging about $7000 a week.

The shocker, though, was still to come. One calm Sunday evening on “Toast of the Town,” MGM, the most vigorous opponent of TV, actually let Robert Taylor appear on the show in person and permitted scenes from his “Above and Beyond” to be run on the program. The following week Universal-International added more dynamite when Piper Laurie made an appearance on “Toast” and scenes from her picture “Mississippi Gambler” were shown. All this was given an impetus, of course, by Sullivan’s “The Goldwyn Story,” which was a great public-relations job for Hollywood and also helped skyrocket the box-office receipts on “Hans Christian Andersen.” Recently “The Walt Disney Story” was done on “Toast.”

Three-dimension movies and the telecasting of the Oscar affair...the use of TV to sell pictures—all these things prove that at long last Hollywood is going to recognize the obvious fact that television and Hollywood can work together and drop the business of cutting each other’s throats. Let’s hope Cinemaville knows now that TV has actually bettered it by saving it from its own smug complacency.

April 3, 1953
Two Reasons Why Radio Is Tops

Third Dimension, TV, Color TV—Nothing Will Ever Take the Place Of Radio as Long as Its Backbone Is Made Up of People Like This

IRENE TEDROW and Howard McNear were, respectively, the best feminine and masculine supporting radio players of the year 1952. That's all that could go on our Distinguished Achievement Scroll.

Actually, the two of them are the same kind of good performers—possessors of ability that give radio a backbone.

Irene might never have come to radio had Denver, Colorado, society not been so strict. Crazy to go on the stage, the child was allowed to attend the Elieh's Garden presentations as long as Mrs. Elieh, an old friend of her granny's, was on hand. This led to Mrs. Elieh's chaperoning Irene right into training for the famous troupes that included such names as Douglas Fairbanks and Lewis Stone. Paradoxically, one of her first roles was the part of a tortured young thing in a Chinese opium den.

Ducky Trip

In 1939 Irene, by now an established actress of the stage, with a decided preference and talent for things Shakespearean, visited Hollywood. She met William E. Kent, a handsome insurance broker. She never returned to Denver. Mr. Kent didn't mind at all that Irene continued with her successful career. He was a principal attendee at her one-woman show, "Shakespeare Our Contemporary," and has always listened to her myriad weekly Radio portrayals on such programs as "Life With Luigi." "My Friend Irma." "Suspense," and "Stars Over Hollywood." The attractive redhead with the brown eyes also played "Corliss Archer's" mother in the TV and radio series built around this miss's juvenile antics.

The mother of two, Enid, eight, and Roger, four, and the manager of her own Hollywood hillside home, the competent Irene well understood "Mrs. Archer's" problems.

Irene says her biggest thrill in radio was playing opposite Charles Boyer in a "Suspense" play. A great wearer of greys and yellows, Irene avoids brown so she "won't look all one color." She adores Ma Griffe perfume. She's a completely non-superstitious actress who doesn't even use a red pencil to mark her scripts. Completely at ease at the mike, she uses any old pencil that will make a mark.

Her own feeling about radio? "I go with the conversation around the tables," she laughs. "Isn't radio wonderful!"

"Live TV is a day's work in a week. Filmed TV is a week's work in a day. Radio is an hour's work in an hour."

Masculine Winner

Howard McNear, the outstanding radio supporting actor of 1952, got a tremendous hand from the TV, radio and advertising group gathered at our Awards luncheon. A seasoned actor, Howard was so undone by the demonstration that he muttered thanks and flew to his seat. A few minutes later he told us in dead seriousness, "I was so shy when I was a child that my mother put me on the stage, thinking it would do me good." The "stage" was the famous San Diego "Savoy" boards. The "former-ly shy" Howard took to it like that proverbial duck, and some years later played a new show every single week for six years at the Savoy.

Looks Back

"I don't know why the people stood for it," he ponders today. San Diego is very dear to McNear. He remembers the years when a tired young actor used to turn out after these week-in and week-out shows and take a walk to the waterfront, then go poking into the harbor reporter's office and sit talking of the depression, movies and radio that were killing the live theater. When the live theater gave up its ghost, locally, this same young man came to Hollywood radio. After a peek around he shoved on to San Francisco and did some hilarious shows from there.

Back in Hollywood Howard continued in radio most successfully. It built his beautiful hillside home, helped raise his handsome eight- and-a-half-year-old Christopher William McNear, and won for himself the nickname "Rabbit." Another radio well-known, Jaime Del Valle, will never forget the time Howard did the rabbit in "Alice in Wonderland."

Some of McNear's best-known roles are marked by a delightful "Peepers-like" whissey. These were "Professor Higgins" on the old "Bill Lance" show; "Mr. Peters" on the Sweeney and March show; and "Uncle John" on the Burns and Allen show. He, incidentally, is mad about TV's "Mr. Peepers."

While the ad men and radio bigwigs handicapped like crazy when Howard's talent was recognized by us, it doesn't hold a candle to another recognition the modest McNear received. When the neighborhood children who happily frequented the McNear yard to play with Kit heard of Howard's award, they quietly got their heads together and their little allowances. Nina Marino, Kit, and another hill-playing chum of theirs stole down to the corner Barham Boulevard flower stalk to buy a bouquet for their older friend in radio.

We don't mind one bit Howard's forgetting our lovely scroll when he talks about the children's bouquet.
Cast members of STARS ON STAGE get a lesson in astronomy from Professor Art Baker (above). Seen every Thursday at 7:00 p.m., this big new musical variety show features singer Peggy King (left above), Charles Lind, Bill Norvas and the Upstarts, and The Martins.

Art Baker (left above) testifies that STARS ON STAGE music, as played by Frank DeVol and his orchestra each week, is strictly on key. Co-hosts Lynn Rogers and Bill Berrud visit many of the Southland's scenic wonders, such as Death Valley (left below), to bring you THE OPEN ROAD, presented by Los Angeles Times Classified Ads each Thursday at 8:00 p.m.

Producer Bill Berrud and narrator Bill Steen (left below) look over film footage for the new semi-documentary series, BEFORE YOUR EYES, presented each Thursday at 8:30 p.m. by Hinshaw's Department Stores. Jackson Wheeler (below), KTTV's night-into-morning movie host, has added JACKSON'S MAJOR MOVIES, Thursdays at 9:00 p.m., to his busy schedule.

Lovely femme Rose Marie (below) moderates the all-male panel on the lively SCOOP THE WRITERS quiz show presented Thursdays at 10:30 p.m. by National Wardrobe Plan.

Emcee Art Baker (above) introduces Meryl Hale, "swing" harpist who gives an unusual twist to current pop tunes, to the STARS ON STAGE audience. Hour-long musical extravaganza is presented by the Bank of America.

That good-looking channel eleven!

KTTV 11