If you're a KBIG Listener, you may win one of these wonderful prizes:

- All expense trips to romantic Honolulu, fabulous Las Vegas or scenic Catalina Island.
- 36 merchandise prizes every week.

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Drive in to any Golden Eagle Gas Station for your free sticker and registration coupon.

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6540 Sunset Boulevard, Hollywood 28, California
any way you look at it...

in Los Angeles, all eyes are on CHANNEL 2 for the best in television entertainment.

KNXT
Key Station in Hollywood for the CBS Television Network.
"Beautiful, beautiful music." How else can you describe the music from South Pacific, Oklahoma, Roberta, Show Boat, Porgy and Bess, Brigadoon, Kiss Me Kate, Rose Marie, the Merry Widow, Naughty Marietta, The Student Prince and other such great shows? Some call these songs semi-classics. They are also known as evergreens, standards, pop concert selections, light classics, show tunes and perennials. But KPOL listeners agree that, by any name, it's beautiful, beautiful music!

KPOL features this "beautiful, beautiful music" all day long from 8:30 AM until sign-off every day except Sunday. It's mostly music by such composers as Romberg, Rodgers, Kern, Friml, Gershwin, Porter, Herbert, Berlin... played by the orchestras of David Rose, Mantovani, Percy Faith, Leroy Anderson, Melachrino, Kostelanetz, Morton Gould, etc.

Actually, the music featured by KPOL is popular music of other years which somehow never lost its popularity. The emphasis is on melody. Classical music is avoided except where a selection is extremely tuneful and familiar. Current hit records are also avoided.

In other words, you don't have to be a musician to enjoy KPOL— but you don't have to be a moron either.


NORMA GILCHRIST, television's gift to radio. Beautiful, beautiful Norma plays beautiful, beautiful music on Time for Norma.

BOB SCOTT, program director who begs, borrows and even buys KPOL'S beautiful, beautiful music, is also The Tenor Who Sings With the Records.

JIM NERZ, cordial host on Musical Comedy A La Carte and Merchants Quiz emcee, spins beautiful, beautiful records.

JOE WHITE plays beautiful, beautiful music called American Masterpieces.

MARTIN SCOTT, producer of Merchants Quiz. Clever questions interspersed with beautiful, beautiful music.

HAPPY BIRTHDAY!

BANDSTAND REVUE
EASY LIFE  TELEFORUM
THE MOVIES  PLAY MARCO
GARDEN CHATS  FINAL EDITION
POPULAR SCIENCE  CITY AT NIGHT
WESTERN VARIETIES  JOE PALOOKA
FOLLOW THAT MAN  WESTERN THEATRE
HOMETOWN JAMBOREE  GIL MARTYN NEWS
OLYMPIC WRESTLING  THE GEORGE RAFT SERIES
HANS CHRISTIAN ANDERSEN  PLAYCRAFTERS CLUB
LAWRENCE WELK SHOW  THE ELLA RAINES SHOW
PALLADIUM DANCE TIME  HANDY HINTS  CHICO AND PABLO
SPADE COOLEY SHOW  WRESTLERS LAMENT  PRIDE OF THE FAMILY
BOLLAY WEATHER  TRICKS AND TREATS  BIFF BAKER, U.S.A.  EYE WITNESS
STRICTLY INFORMAL  ROLLER DERBY  CALL THE PLAY  TOP SECRET  CLOSE CALL

CHANNEL 5  KTLA
CONGRATULATIONS

and best wishes on your
15th birthday

ELEANOR POWELL

"Faith of Our Children"

KRCA-TV

Sundays 1:30-2:00 P.M.

BIRTHDAY GREETINGS

To the RADIO in TV-Radio Life

From all of us

at

K M P C

Dial 710
HAPPY 15th ANNIVERSARY

Jack Benny

Best Wishes to
TV-RADIO LIFE
on your 15th Anniversary
To TV-RADIO LIFE

HAPPY

15th ANNIVERSARY

Your success is well deserved

To OUR LOYAL FANS

who keep us among the top rated programs month after month ... Our Heartfelt Thanks

Sponsored by

Dodge Dealers of So. California

Lawrence Welk
and His Champagne Orchestra

KTLA Channel 5
Aragon Ballroom

8 P.M.
Lick Pier

Friday
Ocean Park
Then as Now... Always Good Music

Celebrating our birthday along with you—
Marking fifteen years of progress.

The Music Station for Southern California

1330 on your radio... 92.3 on your FM set

PRUDENTIAL SQUARE • LOS ANGELES
May you eat high on the hog always,

Congratulations

Tennessee Ernie Ford
May your next fifteen years be as healthy as your first fifteen.

Congratulations,

Cliffie Stone
Very Best Wishes on Your Fifteenth Anniversary from

Marian and Jim Jordan

Very Best Wishes on Your Fifteenth Anniversary from

KFI

Very Best Wishes on Your Fifteenth Anniversary from

KFI

CALIFORNIA PACKARD DISTRIBUTOR
TOPS IN PERSONALITIES—TOPS IN ENTERTAINMENT!

Whatever your taste in programs you'll find your favorites on NBC’S towering line-up of talent and shows...

CHILDREN’S SHOWS
PARTICIPATIONS
SPECTACULARS
ADVENTURE
MYSTERY
COMEDY
VARIETY
SPORTS
DRAMA
MUSIC
NEWS

NBC RADIO • TELEVISION
IT'S KGFJ ALL THE TIME
RADIO STATION KGFJ ... THE TWENTY-FOUR HOUR STATION
1230 on the Los Angeles Dial

MORNING
DAN REVELES
"SERENATA MEXICANA"
Mon. thru Sat.
6:00 A.M. to
6:30 A.M.

NOON
NEWS! NEWS! NEWS!
Mon. thru Sat.
9:00 A.M. to
6:00 P.M.

AND
Tom Regan
"Outdoor Broadcaster"
(Sports)
Mon. thru Sat.
6:45 P.M. TO
7:00 P.M.

NIGHT-TIME
"FIESTA LATINA"
Mon. thru Sat.
7:00 P.M. to
7:30 P.M.

TOO!
"HUNTER HANCOCK SHOW"
Mon. thru Sat.
9:00 P.M. TO
11:30 P.M.

KGFJ
"NIGHT CLUB"
Music All Nite
12 Midnight
to 6:00 A.M.

RADIO STATION KGFJ
6314 Sunset Blvd., Hollywood 28
Hollywood 4-0201
I was a mere child just learning to read . . .

. . . TV-RADIO LIFE, of Course!!

ART BAKER
to TV-RADIO LIFE
on its 15th anniversary

Congratulations
and best wishes from

BEKINS VAN & STORAGE CO.

now celebrating its 60th anniversary

Bekins invites you
to hear on radio

"BEKINS HOLLYWOOD MUSIC HALL"
Sunday at 9 p.m. — CBS Radio Network
KNX Los Angeles        KFMB San Diego
and 25 other CBS stations

And every week on TV,
Bekins presents

KEN MURRAY'S
"WHERE WERE YOU?"

a Bing Crosby Enterprises release

KTTV (11) Los Angeles  KFMB-TV (8) San Diego
Saturday at 9 p.m.       Saturday at 9:30 p.m.

Also released on the following stations...

KIDO—Boise
WFAA—Dallas
KOA—Denver
KMJ—Fresno
KPHO—Phoenix
KPTV—Portland
KCCC—Sacramento
KGO—San Francisco
KING—Seattle
KVOA—Tucson

JANET KERN OF THE CHICAGO AMERICAN SAYS THIS ABOUT "WHERE WERE YOU?"

"Although I had heard this unique show was great, discovering HOW great it is was a real thrill for this somewhat jaded and blase professional viewer.

"Where Were You?" turned out to be as original as "Person to Person," as dramatic as "Drag-net," as informative as "Omni-bus," and as entertaining as George Gobel. It represents a whole new youth—and a magnificent one of Television.

"Where Were You?" — This viewer is convinced this is the greatest program development since "Person to Person" and "Victory At Sea"—and it is bigger than both of us."
HAPPY, HAPPY 15th BIRTHDAY
to a girl’s best friend
TV-RADIO LIFE

15 years ago
I was dreaming of being a star

15th Anniversary of TV-RADIO LIFE

Still Dreaming!

MILLION DOLLAR MIRACLE

Some years ago, Gwen Seager was a featured Goldwyn Girl. While working on a picture, she developed make-up poisoning, aggravated by an adolescent skin problem. Helaine Seager, her mother, happily discovered the unique blend of ingredients that cured the skin condition. They named it PINK ICE HOME FACIAL. They decided to tell other women of this wonderful discovery so that they too might be helped. Slowly, the fame of the product spread.

Late in 1952 Gwen Seager appeared as half of a team on Jackson Wheeler’s program on KTTV, Channel 11 and since January 18, 1955, Gwen Seager has appeared with her Honeybear PinGo on "Jackson’s Theater." This latter commercial for PINK ICE HOME FACIAL was considered the most unique cosmetics commercial ever offered on TV. The demand grew and grew for PINK ICE and women all over Southern California responded to these TV demonstrations. 21 years of hard work promoting PINK ICE was finally rewarded for Helaine Seager and Gwen Seager when an Eastern syndicate headed by Morton Edell (boy wonder of the drug field) purchased PINK ICE HOME FACIAL for one million dollars in order to make PINK ICE available and bring radiant complexions to women all over the nation. Now, PINK ICE is available everywhere.

In celebration of this event and in honor of TV-RADIO LIFE’S 15th ANNIVERSARY, Gwen Seager is offering a generous 10 day supply of PINK ICE free to all TV-RADIO LIFE readers who fill in the coupon below and mail it to her. This free sample will be delivered to your door, free of charge, with no obligation.

MAIL THIS COUPON TODAY!

GWEN SEAGER
Special TV-RADIO LIFE
15th Anniversary offer!

355 So. Robertson Blvd., Beverly Hills, Calif.

Yes, I want a generous 10 day free supply of PINK ICE delivered to me.

My name ____________________________

Address ____________________________

City ____________________________ State _______

(offer void after July 15, 1955)
If we were to be born again: Given its choice of a time to advent and a fifteen-year period in which to grow, TV-Radio Life would probably choose exactly the span whose successful completion is now being celebrated with this Anniversary Issue. To those connected with the magazine, the past fifteen years have been the most exciting in airline annals.

When Volume I, Number I made its modest debut in March 1940, it filled a long-felt need in the radio industry which was by then firmly flourishing. We started with a 10,000 press run in a few dozen markets. There were four persons in the organization. The first issue, with Jack ("Buck") Benny on the cover, had twenty-four pages on newsprint and sold for one cent.

All the curiosity and attraction of radio in full bloom found expression in Radio Life and was passed on to a growing contingent of readers. This stimulation did not abate during the World War II days which followed all too soon. Along with our industry, the magazine experienced modification to conform to wartime exigencies and programming. With paper consumption curtailed, we cut from thirty-six to thirty-two pages rather than disappoint the 45,000 families depending on the publication.

Difficult adjustments of the post-war period gave us the rockiest traveling in our experience. Then television appeared. It required patience, good luck, insight and many bottles of red ink for Radio Life to become TV-Radio Life, to successfully walk the TV-radio tight rope and to achieve a balanced publication meeting its readers' approval.

But today we genuinely hope that the fifteen years just completed are only a forerunner of many more exciting and fruitful seasons, whose radio and television accomplishments will be duly chronicled.

In an effort to keep abreast of these challenging times, TV-Radio Life has undertaken successive improvements in the publication, its circulation and its staff. Size of the weekly issue ranges from forty-four to fifty-two pages, twelve in rotogravure and the cover in color. Compared with the original staff of four, we now have thirty-four. The press run of this issue is over 170,000, on sale in more than 2000 outlets.

We are not content to stop here. As we take a deep breath before plunging into another cycle, we reaffirm our original objectives, to produce the best possible magazine for the money and to give our readers the kind of magazine they want.

May we thank you for your interest and loyalty in the past. And may we hope that you'll echo the sentiments of one reader who recently wrote us, "Life is fun—TV is fun—Radio is fun—I know because I've been reading TV-Radio Life!"
Announces and Presents
Its 12th Annual

Distinguished Achievement Awards
For 1954

"Disneyland" ....................................... New TV Program
"Medic" .................................................. TV Documentary Drama
"The Search" ........................................ TV Educational Program
"Climax" ............................................... TV Dramatic Series
George Gobel ........................................ New TV Personality
"Nightwatch" ........................................ New Radio Program
"Faith of Our Children" ....................... Local TV Religious Program
"I Search for Adventure" ........................ Local TV Adventure Program
"Assignment America" ........................... Local TV Documentary Program
"Where Were You?" ................................ Local TV News-Quiz Program

In addition to the Top Ten for 1954, TV-Radio Life also conferred a Special Award on Station KNXT for outstanding public service.

By Mildred Ross

In making our Twelfth Annual Distinguished Achievement Awards, TV-Radio Life's editorial staff has given careful consideration, discussion and analysis only to new shows or personalities appearing on the TV-radio scene in the year 1954.

Television's growing pains were quite evident during 1954. The preponderance of new shows during this broadcasting year were richer in quality than they were in quantity. But it was a healthy sign of an adolescent industry. The viewing horizon widened significantly and fluctuated continually. The weak and inferior programs fell by the wayside, making way for better programs to meet the ever-growing discriminating public. Here are the shows we've selected as the "top ten" for 1954:

Disneyland
"Disneyland" emerged as the best new TV program of the year. Walt Disney, one of the greatest showmen of our generation, brings to the entire family entertainment that has no peer. Whether it is the thrilling Adventureland, exciting Frontierland, amusing Fantasyland or stimulating Tomorrowland seen on our television screens, "Disneyland" entertains superbly.

Documentary-Drama
"Medic," a bold experiment in television, based on actual medical histories, was chosen the outstanding documentary-drama of 1954. TV cameras focus on the grim realities of the medical profession. Operating rooms, where the life or death of a human being are in balance, have become familiar scenes to "Medic" viewers.

Richard Boone, who plays the lead role, and the rest of the "Medic" cast are prone to underplay, emphasis being placed on the medical case histories rather than human emotions. "Medic" is compelling television; it is absorbing, suspenseful and informative.

Educational
"The Search," our educational award winner, took more than two years of preparation and is a weekly series based on vital research projects currently in progress at leading universities.
The CBS television camera crews bring to TV audiences the thrilling and never-ending story of man's advance along his intellectual frontiers, from the University of California to the Massachusetts Institute of Technology. "Search's" educational tours cover projects from uranium prospecting and mining to new hope for the mentally ill.

Dramatic

"Climax," the hour-long live drama, was TV-Radio Life's selection as the best dramatic program of the year. Popular stories, books and plays, written by leading authors and playwrights with ability to capture the emotions of the audience, are dramatized on this series.

Many outstanding stars made their live dramatic video debuts on "Climax," including Dick Powell, Shelley Winters, George Brent and Michael Rennie. "Climax" offers viewers well-rounded theater, well staged and well produced.

New Star

George Gobel walked away with the new-personality award, for nowhere on the TV scene was there another personality who created such a sensation and success in so short a time. Gobel's quiet, wry sense of humor skyrocketed him to national prominence in the space of weeks. His combination of toe-stubbing and subtle satire captures viewers. He invents his own clichés and his gobbled-isms become popular instantly. Freshness is the essence of his entire presentation.

New Radio Program

Another winner in TV-Radio Life's Top Ten was "Nightwatch," CBS documentary of an actual police crime beat. Material is gleaned by reporter Donn Reed who rides a prowler car with Detective Sergeant Ron Perkins for on-the-spot recordings of crimes being committed. These edited tapes produced startling broadcasts. No actors or sound effects are used in these factual presentations of police work. This outstanding series is made possible through the cooperation of the Culver City Police Department.

Local Awards

"Faith of Our Children," the most distinguished local religious program, is conducted by lovely Eleanor Powell. In Sunday School fashion Miss Powell delivers a Bible lesson, presents a children's choir and interviews an outstanding guest who relates a personal, inspirational message for the children. "Faith of Our Children" is the finest program of its kind on the videofilms.

Adventure

KCOP's "I Search for Adventure," hosted by Jack Douglas, fulfills the wanderlust urge most of us harbor. Exciting films of far-away places covering thrilling expeditions and harrowing escapes are depicted. The interviews between Jack Douglas and the explorers whose adventures have been telefilmed add a vicarious thrill to "I Search for Adventure," the outstanding local adventure series of the year.

Documentary

"Assignment America," the best local documentary series, diligently holds up a mirror to occupations unlimited. "Assignment" documents these diversified enterprises and attempts to show that our free choice of endeavor is an important contributing factor to democracy.

Ken Murray

Ken Murray's "Where Were You?" was cited as the best local news-quiz program. It combines the elements of news and quiz by introducing, without identifying, a noted figure of the past, surrounds him with film clips representative of his era, and then lets the viewer guess his identity. The flashback pictures are wonderful fill-ins on the news of yesterday and the quiz aspect keeps viewers on their toes throughout the program.

Special Award

In addition to the Top Ten for 1954, TV-Radio Life also conferred a special award to station KNXT for outstanding public service in telecasting such programs as "Shakespeare on TV," "Psychology on TV" and "Introduction to Art."
FLASHBACKS

Remember when? Maybe a glimpse of TV-Radio Life's photo treasures will jog your faint recollections into warm glows of yesteryears.

When Don McNeil's "Breakfast Club" celebrated his ABC program's fifteenth anniversary several years ago, the cast rallied around. Left to right: Singer Patsy Lee, Clowning Sam Cowling, Don, Crooner Jack Owens and Fran ("Aunt Fanny") Allison.

Art Baker enjoyed Radio Life when it was only one cent, even though the baby magazine didn't begin to look like today's publication.

Favorite cle-time stunt of "Truth or Consequences" emcee, Ralph Edwards, was to dress up in this costume before going, "Aren't we devils?"

Looking academic (though puzzled), Bob Hope matched brains with the Quiz Kids of a decade ago.

Boys are Harve Fischman (rbova), Joel Kupperman.
Radio Life's files yield pictures evoking memories.

YEARS AGO ON KHJ, BEFORE "QUEEN FOR A DAY" was airborne, Jack Bailey used to go slightly mad during the early a.m. "Rise and Shine."

GENIAL NEWSMAN, Sam Hayes, heard on KHJ and KABC, was an ardent fan of Radio Life as far back as the 20s days. (Looks like Ben Bernie on the cover.)

THIS FLASHBACK is a very young one—only 1954—but it brings up happy memories for Mr. and Mrs. Lawrence Welk, dancing at their daughter's wedding.

HERE'S POPULAR CBS-KNX news reporter, Frank Goss, as he appeared when a 2nd Lieutenant with the Army Signal Corps during World War II.

JULY 25, 1941 is the date of this NBC—"One Man's Family" photo showing Page Gilman ("Jack"), the late Barton Yarborough ("Clifford") and Kathleen Wilson ("Claudia").

April 15, 1955

Page Twenty-three
K T T V ' S " W H E R E W E R E Y O U ? "
narrator, Ken Murray, unsuccessfully vies with the cameraman for attention of his small daughter, who'll no doubt be a TV actress.

DIMPLED BETTY WHITE rose from Al Jarvis's (right) telephone-answerer to star of her own shows. Being interviewed (center): Matt Weinstock.

MOLLY BEE, one of the sweetest little gels on airwaves, affectionately hugs Cliffie Stone of KTLA-"Hometown Jamboree" fame. He has abetted Molly's career.

BIGBOY MIKE ROY, KRCA, recently on a weight-losing binge, demonstrates his restraint with food as he dramatically shuns tempting dishes arrayed before him.

SPECTACULAR IS ONLY word suitable for career of piano artist Lee Liberace. Mom here gets helping hand in kitchen of KTTV star's $100,000 Royal Oaks home.
**In & Out of Focus (General Comment)**

**A-Bomb Telecast**

Although the A-bomb telecast on April 26 will be a pooled effort, NBC plans to take color films of the event which will be shown that night on their "News Caravan" show. For the first time in a method which complies right in the trench where soldiers and civilian defense workers huddle—only a mile-and-a-half from the blasts. Dave Gorroway will crouch there with them.

**Around TV Row**

Mario Lanza made headlines again last week and as we go to press CBS's Nat Perrin is frantically trying to reach Lanza, who apparently has gone into seclusion, to offer him a spot on the next "Shower of Stars" telecast. CBS may be willing to gamble on Lanza's appearance on "Stars" but publicity wise there's no gamble involved; it's sure to warrant space.

Alan Handley is readying "Jigger," a dramatic series. Van Johnson will sing and dance with Lucy in an upcoming episode... Bill Goodwin plays a street pitcher in a forthcoming "Pebble Defender" stanza... Spring is really here. James McClinton returns to Channel 9 with his "Fishing Flashes."

Dr. Frank Baxter has been named speaker of the year by Tau Kappa Alpha, national speech society.... When junior asks those multitude of questions he's apt to find the answers to many of them. Mr. Baxter has retired from CBS's new "Let's Take a Trip" series.... Roy Rogers has been renewed by his sponsor for eight more series.... Marv Miller and Stanley Davis have been assigned by NBC to write a situation comedy about a sailor for Paul Gilbert. To star, June Johnson. Idea came from Paul's first movie "So This Is Paris."

Don Dalley may do "Sons of Guns" for "Shower of Stars" in the fall.... *The Search,* TV-RL Award Winner, concludes it's series April 24 with a special telecast of highlights from the series.... Perry Como and "Father Knows Best" move over to NBC. Como will be slotted opposite Gleason.

Lloyd Nolan and chanteuse Line Renaud are slated for Bob Hope's April 26 telecast.... Parke Levy, creator of "December Bride" is abroad studying European TV techniques.

The press is going to view "Flight 951," starring Paul Douglas, Kathy O'Donnell and Robert Mitchum on "Climax" April 21 from aloft. CBS has chartered a TWA plane for the occasion.... The Crosbys are fast becoming the family of TV. Bing and Gary will be Joanie O'Brien's replacements next June when lovely Joanie takes a maternity leave.

*"Miss Pepperdine" is one of the most expensive pilots filmed to date. Julie Sze, daughter of the former Chinese Ambassador to Washington, was flown down here from New York to supervise the lavish $40,000 wardrobe to be used in the "Pepperdine" opener. Its star Marie Wilson, who plays a receptionist for a dress manufacturer, and eight lovely mannikins model the plush outfits. M.R.*

**Back Cover Boy**

Those brilliant KABC-TV ads you have been seeing on the back cover of our magazine are prepared weekly by a talented ABC artist named Alan Eldred. Alan has been an ABC staffer for ten years now and today is art director of the network's western division. He is responsible for all advertising art for both ABC radio and television. And if you think that's an easy job, just take a look at his worn-out art pencils and brushes after an easy day. It's enough to make an advertising artist wish he had stayed with clay.

Alan lives in Santa Monica canyon as a highly sought-after bachelor, and when he's not preparing art sketches he stalks the beach barefooted as a devoted sun worshipper. Give Alan a few hours on his paint and he'll head even deeper into the sun to his favorite haunts in Laguna.

It is clearly conceded around town that Eldred is one of the finest layout artists in the business. Give him an assignment today and he delivers it yesterday, and always with those certain "Eldred" touches that make for sparkling back cover. It's evident in Eldred's back-cover work that he works for the station with life.

**TV Plays Published**

This month six of Paddy Chayefsky's teleplays are being published in the first book of its kind. The book, simply titled "Television Plays" is bound to be a success with its pre-built audience. The author of "Marty" and other outstanding teledramas said in a recent Newsweek interview; "Television is a strange medium founded by a thousand technical problems, hemmed in by taboos and advertising policies, cheapened by the innumerable untalented people..." If he is correct, you will always find in a billion-dollar industry. Nevertheless, for the writers there is still area for deep and unprobed work."

**Out of the Kitchen**

Here's a letter which we received at TV-RADIO LIFE which our readers might be interested in.

"This is to answer a letter I wrote to you some time ago. I am glad you are still with us."

"If you haven't heard, I wanted to be sure you knew that on Monday, April 18, this 'man' is going to bite a dog."

"Studio One has bought Affairs of St. John for that one evening they have invited me out of the kitchen to star in the show. I am sure I needn't tell you I am delirious with excitement!"

"This will be my first appearance on the show itself in almost ten years. The last time I 'acted' on Studio One, I had a pretty sad part—seven lines—all of them bad. But the next morning, I had an invitation to the commercials;"

(Continued on Page 26)
As TV-Radio Life goes to press, we have received word that KTTV, Channel 11 in Los Angeles, has accomplished a "TV scoop" on the biggest medical story of the Twentieth Century.

On Tuesday, April 12, statisticians are announcing for the first time the results of the polio vaccine which was given a test last year involving 1,850,000 children.

KTTV is scheduled to go on the air at 6:45 a.m. and then at 7:00 a.m. will teletcast direct from Ann Arbor, Michigan, the results of this long-awaited test. The teletcast is scheduled to last until 11 a.m. If successful, the dreaded disease of polio will be wiped from the face of the earth. In the past seventeen years the National Foundation and Galen Laboratories have spent over twenty-two million dollars on research.

Now that victory is in sight it has been written every penny of that sum. If man, during the age, had spent the same amount of time and money for such purposes as this, instead of war and destruction, think of all the great things that could have been accomplished!

For now, let us all pray that the vaccine will be the knockout punch needed to destroy polio once and for all.

TV's First Family

The Barromores were the first family of the theatre. Now it appears as though the Ozzie and Harriet clan will be the first family of television.

With David in his first year at college, and Ricky at Hollywood High School, it's too early to predict for sure that the boys will continue on the "Adventures of Ozzie and Harriet."

"However, the way it looks now, David definitely does want to continue in show business. He tentatively plans to study law—not because he wants to practice, but because he realizes how invaluable the knowledge has been to me."

Ozzie obtained his law degree from Rutgers; never practiced a day in his life, but never forgot the fine points he learned which have aided him in negotiating contracts throughout his career."

"And we rather imagine that the boys will continue in some form of show business, definitively," he says, "I can see it all now," Harriet added dreamily. "First we introduce daughters-in-law on the show—our own, of course. And then we're Grandfather Ozzie and Grandmother Harriet. I might actually get around to finishing the knitting I do on the show every week. And our grandchildren show a tendency towards acting, why—this can go on for generations!" Harriet was joking, but the idea is not impossible.

How do Ozzie and Harriet feel about perpetrating their family before millions of onlookers each week?

"We think it would be a wonderful idea," they agree. And though it's certain the thought never occurred to them—the Nelson grandchildren will have more honorary godparents than any other youngsters in the world.

Color Series

"Hallmark Hall of Fame" becomes a monthly colorcast next fall with the noted actor-producer Maurice Evans at the helm. Participating in colorcast will be David Wayne, director; Ben Hecht, producer; and the cast of "Bandstand Revue." The series was announced earlier as a "Bandstand Revue" on Sunday night, April 15, from 9 to 10 p.m. via regulars Leighton Noble and his band, Anita Gordon, the McDonnel Sisters, the Mercer Brothers, the Hal Holmans, and top recording artists.

TV-RADIO LIFE Scoops Nation

"Dear Chef Milani:

"... please give me your recipe for tamale pie.

Mrs. Allie Rocha
1059 Alamedia Drive
San Diego 7, Calif.

TAMALE PIE

1 1/2 cups yellow corn meal
cups water
1 1/4 tsp. salt
1 med. onion
1 cup Chili pods pulp
3 tbsp. olive oil
1 tsp. chili powder
1 lb. ground beef
1 tsp. oregano
tbsp. chopped tomatoes
tbsp. chopped corn
Cook corn meal, water and salt in top of double boiler 50 min. Mince onion and saute with meat in the oil. When browned, add oregano, chili powder, corn meal and chili pod pulp. Simmer for 10 min. Add tomatoes and cook for 35 min. Season with 1 tsp. salt and stir well before cooking. When meat and sauce are done, grease casserole with bacon fat. Line with 1/4 of corn meal mush. Pour the mixture into the shell and cover the meat with corn meal mush. Brush the top with melted bacon fat and bake for 30 min. at 350°.

(Send your questions on food to Chef Milani, KCP, Hollywood 38, Calif. Watch CHEF MILANI'S QUIZ ON FOOD, 2:30 p.m., Channel 13.

This Monday, Tuesday, and Wednesday (April 11, 12, 13) The Chef's Show will originate from Shopper's Market, 825 W. Arbor Vitae, Inglewood.

Page Twenty-six

April 15, 1955
ALONG TV ROW EVERYBODY is assuming that the major motion picture studios are going to take the dive into television, but after considerable checking, Lifeliner found that at this stage things are too "iffy" to pin down all the plans. For sure, "Disneyland" will roll merrily along and there'll be another Disney Mouse Club, which sponsors are already snapping up.

This Monday a top bracket conference was being held to discuss the "M. M. Club" and also the Warner Bros. tie-up with ABC-TV about which I wrote a couple of weeks ago.

IT IS ALSO DEFINITELY ASSURED that 20th Century-Fox will make a new series for General Electric, which recently parted company with Joan Davis' A ROMANCE SEEMS TO BE PROGRESSING between NBC and Paramount and rumors are that the picture studio will fill the "Comedy Hour" slot on an alternating basis. On the other hand, NBC is dropping hints that there may be a change in program structure next season. Could be that the resounding success of Walt Disney's mid-week, "Disneyland" and Warner Brothers' scheduled series, a Tuesday night entry, may be responsible for the shifting of more plumpsy program away from the weekend.

Certainly no one could blame Colgate for scrambling that difficult spot opposite Ed Sullivan!

THIS PAST WEEK SAW DEVELOPMENTS at MGM and Republic. At Leo's lair the top executives were gathering data and conducting surveys preparatory to coming to a decision. At a stockholders' meeting at Republic, Herbert Yates indicated that the company might do a gigantic switch, dropping motion picture production entirely in favor of TV.

SO, AT LONG LAST, THE FLICKER MOGULS admit that there is such a thing as television! Columbia realized this ahead of the pack and started turning out video films through its subsidiary, Screen Gems. Such a move is a natural. A picture studio has all the facililities, the trained personnel and the properties, not to mention talent, some of which yet hasn't bowed to TV. But what's more, as Lifeliner pointed out previously, "Disneyland" has shown the other studios what a powerful selling weapon TV can be for pictures. A further example of this is "Lux," on which all the major studios except MGM have allowed their stars to appear. Film clips run at the end of each drama are given credit for appreciable boosts to the box office receipts of the pictures plugged.

THIS IS THE TIME OF YEAR WHEN sponsors are brooding and making up their minds about what next. There have been several cancellations—the one causing most distress among viewers seemed to be Robert Young's "Father Knows Best," which has now been reinstated by another bankroller. "My Little Margie" was given its slip, but may stay on, sustaining, and Mickey Rooney's antics may go begging. There are some who say that this season marks the decline of situation comedies, most of which were inspired by "I Love Lucy." I feel that good situation comedy (not the phony contrived kind) will always be a pleasant ingredient of our looking fare. If many of these fall by the wayside now, it could be that there were too many of them whipped up in the first place in hopes of duplicating Lucy and Desi's phenomenal success.

SPEAKING OF THE ARNAZES. I recently mentioned that editors were being asked for their favorites in the early "Lucy" releases. A reader from Encinitas, Leon Douglas Jr., wrote to say he thought one of the funniest was when Lucy was hired to demonstrate some tonic on TV. The tonic contained alcohol and by the time rehearsals were over—do you remember?

FOLLOWING ITS SPECTACULAR SPLURGE with its Spectacular, "Peter Pan," NBC-TV negotiated for a three-time re-run of the program. Let's hope when Mary Martin and her delight- ful cast return there'll be more color sets. If people went into ecstasy over the show done in black and white, I'm wondering what they'd have thought had they viewed it, as I did, in full color. On the color topic, it's rather sad to have Eastman drop its color series, "Norby." I'll admit the scripts weren't too good as a rule, but I enjoyed the programs just for their life and sparkle.

SEVERAL OF MY FRIENDS have complained to me about the poor TV on Saturday night. Outside of Gobel and a couple of other deals, they think the programming is exceedingly dull. If everyone feels this way, I'd suggest that radio build a super duper show for Saturday. Results might be surprising.

THERE'LL BE ANOTHER TELETHON SOON. City of Hope is making plans for June...Received a charming letter from Dell D'Oll, who used to work magic on KTLA, remember? She's busy headlining hotel and night club shows in the East and West, but says she expects to be back on TV in Hollywood. She keeps in touch—with TV-Radio Life, natch!

IN LIGHT OF HIS LAS VEGAS FIASCO it's a marvel that Mario Lanza ever appeared, even mouting his recordings, on CBS-TV's "Shower of Stars.

CONGRATULATIONS TO WONDERFUL "Fibber McGee and Molly," celebrating their twentieth anniversary in radio on April 17. And just to think if there'd been fresh milk in India, there'd probably never have been a kilocycle career for this peerless pair! Before they went into radio they turned down a foreign vaudeville tour, which was very tempting, because Marian Jordan ("Molly") had just had a baby whose little life depended on good milk. Incidentally, the "baby" is now NBC-TV director, Jim Jordan.

---

JARVIS PERSONALS

(These are "personals" which teen-agers send to each other through their mutual friend, Al Jarvis. Other "personals" are seen daily on Al Jarvis' "Make Believe Ballroom" daily on KABC-TV, Channel 7, at 4:30 p.m.)

Goldie Good

I still have eyes for you, no matter what I said.

—THE PUEBLO KID.

M. W.

Your name is on our coffee can—drip.

—T. J. and B. H.

Jackie S., Redlands:

Did you get my "get well" card? I hope you're feeling better (mentally of course). Boogie of Paloma:

It takes two to tangle.

—ALOMA.

Laugh and the class laughs with you but you stay after school alone.

—SHIRLEY C. DIANE of San Jacinto.

G. G. (South San Gabriel):

You have been replaced.

—L. L. of Monterey Park.

The "owls" of Tulunga are the coolest.

—A HOOT HOOT HOOOT HOOOT!

Marilyn Wright:

Thanks to me your name is in TV-Radio Life.

—Florence Hartunian of East L.A.

P. S.: Mine is too.

Mr. S.:

Why don't you learn us some English?

—Your 2nd Period English Class.
Her Luck Has Changed

The fascinating story of singer Mae Williams

Everyone is pulling for Mae Williams these days. And everyone is hoping her luck has finally changed.

Last summer Mae was going along very nicely with a good show on KNXT. And then came trouble. In four years, she was on the way to a big career when she got polio. She managed to recover from this disease and once more began her long climb up the ladder again.

Much more has happened to Mae. These are only a couple of the more dramatic incidents. There was also an attempt at suicide—but that’s another story. Now, as Mae looks back on all the events in her life she says candidly, "I’m the luckiest girl in the world."

This girl has pluck—or in plain words, guts!

Mae was making her first public appearance on stage since her accident, with a musical engagement at the Bilmore Bowl. She was soaking over numbers with all of her know-how. And there was a new happiness in her face. This tide was turning—she was sure of it.

The big break was Mae’s being honored recently on Ralph Edwards’ "This Is Your Life." Suddenly, her dramatic story has gained new meaning—past, present, and the damndest things have been happening to her since.

"I’ve had more letters and phone calls from all over the country," Mae said happily. "I had one call from New Orleans by Billy Williams, a band leader with whom I once worked in St. Louis. He used to introduce me as his ‘kissin’ cousin’ when we were working together. And I’ve had so many calls from people who say they’re relatives of mine. In fact, I’ve had relatives coming out of the walls. I got a card from a woman who was the maid at the Chez Paree when I played there in 1940. I’ve also had three proposals.

"I’ve had some very inspirational mail from people who are trying to get somewhere in one business or another and who have asked me for advice and guidance. Whenever I am asked how to gain courage in difficult times I can only say that out of such bitter experience there is a lesson to be learned. I have discovered you have to look within yourself for hope and confidence—and for strength. There must be the will to overcome any obstacle and the determination not to indulge in self-pity. The week succumbs to self-pity. The strong say above it."

It was her manager, Eli Schiff, who gave Mae the help she needed. He was always there when things were at their lowest ebb. It was for him that Mae determined to go on. She has gone from 210 to 130 pounds. Her deep affection for him has been her mainstay. Since Mae’s appearance on "This Is Your Life," she has had offers from Los Angeles, the Chez Paree in Chicago, and La Vie in New York. Interest is especially high on Mae in Chicago since the Edwards show.

Eli’s brother wrote him about an incident that happened the night Mae was on the show. It seems that the fights in Chicago are Ralph Edwards’ biggest competition. Well, on this night there was a knockout in the first few minutes of the first round so all sets were switched immediately to "This Is Your Life."

Mae is also very busy now making films for her own TV show. Arthur Weber told us about the TV show—and here is another interesting story, Weber has never been in show business at all, but he had so missed seeing Mae on TV that he decided the best way to get her back on was to present her with her own production.

"I have never forgotten how wonderful my fans from the KNXT days were—and still are to me," Mae went on. "When I was in the hospital after my accident I received sixty-eight bouquets from people who had liked my shows. And many wrote that they were thinking of me and sending flowers. For me. As for the letters I received, well, they were fabulous.

It’s wonderful to find that people really care about you and mean what they have been saying in their letters. I had to go hurt to find that people were listening to me and believing in me. Believe me, I owe them all a great debt."

Almost anyone admires a young woman who can smile and have hope when life seems to have been tossing the book at her. Nothing will ever knock Mae Williams down again.

The coming of the New Year has been a time of joy for Mae, for she got a big lift from a New Year letter from one of her great admirers. Mae has always received thousands of letters from all over the country and the world. And she has always been a bit of a mystery. Mae is one of the most private people you could ever meet. She has always been a mystery to the world.

But the mystery surrounding Mae is not the only one in her life. There is a mystery surrounding the love of her life, her husband, Eli Schiff. And it is a mystery that has never been solved.

But Mae is happy now. She is happy because she is in love and because she is a prisoner of romance.

Her Luck Has Changed
The winner...
for the second year... of the
Academy of Television Arts and Sciences "Emmy Award"

the U.S. STEEL HOUR
produced by the THEATRE GUILD

"The best TV dramatic show of 1954"
HAPPY BIRTHDAY TV-RADIO LIFE!
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WHO IS NEVILLE?

The untold story of KTTV's new and controversial personality

By Jack Holland

There is a man over KTTV way who is creating a good deal of talk. He is definitely offering something new and provocative — and something loaded with power. His name is Neville.

This very interesting man appears on Channel 11 at one o'clock on Sundays. Those who have listened to him have been more than intrigued. Many remember him when he was here last year and did one telecast — from which the station got 5,000 letters. KTTV was so impressed with him that they've brought him back for a series of talks this year.

It's hard to classify the kind of work Neville does. For want of a better definition you could call him a metaphysician. He also deals in thought; that go along with the power of positive thinking, although his approach is somewhat different from that used by the popular Norman Vincent Peale. Peale himself explained the difference when he was asked for an opinion about Neville. The renowned minister remarked that Neville was undoubtedly a fine man, but said, "However, bear in mind that he is a one hundred percent metaphysician, whereas I am a spiritualist."

Neville has one main philosophy. It is the power of affecting life rather than reflecting it.

"There is a wide difference in thinking of what you want and thinking from what you have," Neville explained recently. "Supposing there is something you want to accomplish, some situation you want to be in. I believe that instead of thinking how much you'd like to see that certain something, think of yourself as actually having it, of being in the middle of that desired situation. In other words, really put yourself into the reality of a fulfilled desire."

"In all the lectures and classes I have given I have stressed this philosophy — and I know it works. I have had countless people tell me how it has worked for them, and I know what it has done for my life. I always tell those who come to me with a problem to picture themselves in the situation they desire, to lie in bed before going to sleep and actively bring into being what they most want. For instance, a girl in New York wanted to go to Europe—Paris specifically. She had no money. I told her to get a real picture in her mind of walking along the Left Bank in Paris, to think of the people there, to hear the sounds of the city, and to concentrate on what she most wanted. And the time ago I got a letter from her — in Paris. She had been there six months."

"Another woman I know had been told by her daughter to stay in her house and never to return. For two years this woman hadn't seen her son or her grandson and had been carrying bitterness in her heart. She had sent the grandson repeated presents on every occasion but had received no acknowledgment. I told her that instead of concentrating on bit- terness she should actively put herself in the middle of the situation she desired. I advised her to write little letters each night to herself as though she should actively put herself there. In the middle of the situation she desired. I advised her to write little letters each night to herself as though she had been at her daughter-in-law's home and asking her to come to see the family. Before she went to sleep each night she kept this picture in her mind—of her walking into her son's home again. On the morning of the eighth day she got an envelope in the mail in which were three notes—she had been missed at her daughter-in-law's home and asking why she hadn't been to see them, how much she had been missed, and would she please come for a visit."

"These are only minor examples. But this same thing can happen to you, and your problem if you'll try my way."

Neville is unlike most people who deal in new theories. He asks no funds, he depends on no one for support. He earns his living by his lectures, which are always attended by packed houses, and by the eight books he has written. A friend of his wrote to the Idaho National Library and have Neville's books placed there under the "New Thought" department, but after checking the volumes the librarian said, "The author of Neville's bold use of the imagination, the books would have to be placed along with those of Emerson and other philosophers."

Neville became interested in this theory of his — which he calls an aroused interest in the use of the mind—in 1925. At the time he was a successful dancer. After eleven years on the stage he quit. His whole life had been taken over by this powerful new thought and he had no obstacles in my life since then."

"Of course, I have met opposition. There are those who have called me a heretic. Ministers have stormed out of my lectures on occasion. But most of those who oppose me are those who don't want to outgrow what they have already learned and who are afraid to learn anything challenging and new."

"I have only one thing to say to the doubters — try what I believe in. It won't fail any of you. You can fight something you haven't tried for yourself."

Neville is apt to blow up a storm here, but he's not one to dodge any fight.
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"The Best Dime Buy in Town"
At Your Market Checkstand

TV - RADIO LIFE
Monday-Friday Daytime TV Logs

<table>
<thead>
<tr>
<th>Time</th>
<th>Network/Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>The Little School House With Eleanor Hempel</td>
</tr>
<tr>
<td>9:11</td>
<td>2, 8, Art Linkletter's House Party--M-F</td>
</tr>
<tr>
<td>9:12</td>
<td>11, Sheriff John's Lunch Brigade With John Byock</td>
</tr>
<tr>
<td>11:00</td>
<td>2, 8, The Big Payoff--M-F</td>
</tr>
<tr>
<td>11:20</td>
<td>4, 10, Tennessee Ernie Ford Must see--M-F</td>
</tr>
<tr>
<td>12:00</td>
<td>2, 8, Bob Crosby Show</td>
</tr>
<tr>
<td>12:30</td>
<td>JACK ROURKE Productions 6331 Hollywood Blvd. Hollywood 3-7178</td>
</tr>
<tr>
<td>12:31</td>
<td>4, 10, Feather Your Nest</td>
</tr>
<tr>
<td>12:45</td>
<td>5, Music--Th</td>
</tr>
<tr>
<td>12:55</td>
<td>11, Call of the Billy--M-F</td>
</tr>
<tr>
<td>1:00</td>
<td>12, Patrol Calls--Th</td>
</tr>
<tr>
<td>1:05</td>
<td>12, Love of Life</td>
</tr>
<tr>
<td>1:15</td>
<td>13, Make Believe Ballroom</td>
</tr>
<tr>
<td>1:20</td>
<td>14, Secret Storm--M-F</td>
</tr>
<tr>
<td>1:25</td>
<td>15, News--M-F</td>
</tr>
<tr>
<td>1:30</td>
<td>16, Music--M-Tu-W-F</td>
</tr>
<tr>
<td>1:35</td>
<td>17, Matinee Curtain--M-F</td>
</tr>
<tr>
<td>1:40</td>
<td>18, Crime--M-F</td>
</tr>
<tr>
<td>1:45</td>
<td>19, News--M-Tu-W-F</td>
</tr>
<tr>
<td>1:50</td>
<td>20, 8, Garry Moore</td>
</tr>
<tr>
<td>2:00</td>
<td>21, News--M-Tu-Th</td>
</tr>
<tr>
<td>2:15</td>
<td>22, Robert Q. Lewis--W</td>
</tr>
<tr>
<td>2:30</td>
<td>23, Music--M-F</td>
</tr>
<tr>
<td>2:45</td>
<td>24, Road of Life</td>
</tr>
<tr>
<td>2:55</td>
<td>25, Headline Report--Sm.</td>
</tr>
<tr>
<td>3:00</td>
<td>26, Laurel and Hardy</td>
</tr>
<tr>
<td>3:15</td>
<td>27, 8, 9, Queen for a Day  With Jack Bailey</td>
</tr>
<tr>
<td>3:30</td>
<td>28, 8, 9, Queen for a Day  With Jack Bailey</td>
</tr>
<tr>
<td>3:45</td>
<td>29, Headline Report--Sm.</td>
</tr>
<tr>
<td>4:00</td>
<td>30, 8, 9, Queen for a Day  With Jack Bailey</td>
</tr>
<tr>
<td>4:15</td>
<td>31, 8, 9, Queen for a Day  With Jack Bailey</td>
</tr>
<tr>
<td>4:30</td>
<td>32, 8, 9, Queen for a Day  With Jack Bailey</td>
</tr>
</tbody>
</table>

TV LOCAL

Those scenes you see on "So This Is Hollywood" are not all stage sets but authentic sites. Much of the authenticity stems from the fact that the series is filmed not only at one of the historic Hollywood lots, Hal Roach Studios, where the "Our Gang" and Laurel and Hardy comedies and many other famous movies were made, but because the TV cameras roam all over Hollywood to pick up "color." This includes the famous streets, stores, and Hollywood tourist meccas.

On the Hal Roach lot itself, the cameras record for television, actually for the first time in such detail, the commissary where movie folks, big and small, eat lunch; the company streets--some modern, others Western ghost towns with sets of fake buildings and a movie set lively with activity. The TV cameras capture the everyday life at work on the Hal Roach lot itself.

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Page Thirty-three
### Baseball Game of the Week

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel 2 KNXT</th>
<th>New York Giants Philadelphia Phillies</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:55</td>
<td></td>
<td><strong>April 16</strong></td>
</tr>
</tbody>
</table>

#### TV TIPS

- **Baseball Game of the Week**
  - 10:45 a.m.: New York Giants vs Philadelphia Phillies.
  - **DONALD O'CONNOR SHOW** (4) p.m.: Johnny Mercer is guest tonight.
  - **DAMON RUNYON THEATER** (2): 10:00 p.m.: Kevin McCarthy, Robert Strauss, and Bruce Bennett star in "Pick the Winner." First of a new drama series bringing Runyon characters to life.

#### ADDED COLOR TO YOUR TV!


### SATURDAY TV LOGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45</td>
<td>The World Today</td>
</tr>
<tr>
<td>9:00</td>
<td>Mustang Movie</td>
</tr>
<tr>
<td>9:13</td>
<td>Film</td>
</tr>
<tr>
<td>9:18</td>
<td>This Is the Life</td>
</tr>
<tr>
<td>9:40</td>
<td>2 Program Previews</td>
</tr>
<tr>
<td>9:55</td>
<td>Give Us This Day</td>
</tr>
<tr>
<td>10:00</td>
<td>2 Child Psychology on TV</td>
</tr>
<tr>
<td>10:30</td>
<td>News-15m</td>
</tr>
<tr>
<td>10:45</td>
<td>2, 3, 8 Baseball Preview</td>
</tr>
<tr>
<td>10:55</td>
<td>Morning Serenade</td>
</tr>
</tbody>
</table>

#### Sports

- **Baseball** with John Garrfield and Lill Palmer.
- **Tennis** with Gene Kranes and Paul Goddard.
- **Basketball** with Bob Steele.

#### Other Programs

- **Cartoon Carnival**
- **Sports Mirror**
- **Short Story**
- **TV-Radio Life**
- **TV Tips**
- **Add Color to Your TV!**
**April 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30</td>
<td>Beat the Clock—30m. With Bud Collyer and Roxanne.</td>
</tr>
<tr>
<td>6:45</td>
<td>Jack Latham—15m.</td>
</tr>
<tr>
<td>6:50</td>
<td>Ames Brothers</td>
</tr>
<tr>
<td>6:55</td>
<td>Feature Film—90m.</td>
</tr>
<tr>
<td>7:00</td>
<td>2, 8 Professional Father With Tom Judson, Arthur Franchot to give his son Twig the money for baseball equipment insisting that he earn the money himself.</td>
</tr>
<tr>
<td>7:30</td>
<td>2, 3 The Morning Show with Clifton Stone, host, and Lennie Brien, Molly Bee, Billy Strange, Frank Currin and Caroline Bradshaw.</td>
</tr>
<tr>
<td>7:45</td>
<td>The Lighted Window—30m.</td>
</tr>
<tr>
<td>8:00</td>
<td>2, 3 Jackie Gleason Show Starring Jackie Gleason with Art Carney, Audrey Meadows, Joyce Randolph and the June Taylor Dancers.</td>
</tr>
<tr>
<td>8:30</td>
<td>4, 10 Mickey Rooney Show Mickey Mulligan (Mickey Rooney) and his pal Fredy (Joe Bonsall) pool their resources to buy a war surplus store. However, their merchandise turns out to be all &quot;left footed&quot; and the walls literally tumble down around their ears.</td>
</tr>
<tr>
<td>9:00</td>
<td>3 Stage Cooley—Variety—60m.</td>
</tr>
<tr>
<td>9:00</td>
<td>5 Texas Rasslin—60m.</td>
</tr>
<tr>
<td>11:00</td>
<td>Life of Riley</td>
</tr>
<tr>
<td>11:45</td>
<td>8 Ozark Jubilee—60m. Red Foley, host, with a full hour of country music, comedy and variety. Featured are Jean Shepherd, Harry Morgan, T. G. Sheppard, Tommy Shore, the Oklahoma Wranglers, Arlie Duff, Grady Martin, the Porter Boys, Porty Dupay and Pete Stamper.</td>
</tr>
<tr>
<td>12:00</td>
<td>11 Captain Midnight—30m. With Richard Webb in &quot;Countertit Feights.&quot; Captain Midnight solves mystery behind the millions of counterfeit bills which are wrecking the economy of the country from the middle west.</td>
</tr>
<tr>
<td>12:15</td>
<td>Road to Freedom</td>
</tr>
<tr>
<td>12:45</td>
<td>Beat the Clock—30m. With Bud Collyer and Roxanne.</td>
</tr>
<tr>
<td>1:00</td>
<td>3 Topper—30m.</td>
</tr>
<tr>
<td>1:30</td>
<td>8 Harold Keen—News</td>
</tr>
<tr>
<td>2:00</td>
<td>10 Talent Review—30m.</td>
</tr>
<tr>
<td>2:30</td>
<td>11 The Cisco Kid—30m.</td>
</tr>
</tbody>
</table>

**Help Thy Neighbor—30m.** Hall Stales helps worthy people in need of help.
SUNDAY TV LOGS

9:00  10  Frontiers of Faith
13  Film—90m.
    "Strangers In The Night" with
    William Terry and Virginia Grey.
9:15  2  Program Previews
9:25  2  Give Us This Day
9:30  2  Light of Faith—60m.
    "Doctor in the House" with
    Rock Hudson, Danyel and
    Kim Hunter.
10:00  2  Hi Jinx—60m.
10:45  8  Bible Class—15m.
11  Morning Serenade
11:15  11  KTTV News
10:00  2  Lamp Unto My Feet
12:00  4  Youth Wants to Know
    "Adm. Lewis S. Strauss, Chairman
    of Atomic Energy Commission is
    here".
7:30  8  Let There Be Light
11  Sunday With Sandy—30m.
10:30  2  Look Up and Live
11  Early Movie
    "Charley Brown in Dead Men Tell"
    with Sidney Toler and Sheliah
    Byrnes.
5  In God We Trust—30m.
7  Movie—90m.
8  What's Your Trouble?
10  Mr. Wizard
11  Daryl Harpo Show
13  Short Story—30m.
10:45  2  Faith for Today
11:00  2  News of the Day
7  Church in the Home
    Religious services from KTLA.
10  Oswald Cartoons—30m.
11  Great Churches of the
    Golden West—60m.
    From the Pilgrim Lutheran
    Church at Santa Monica.

Saturday TV Logs
(Continued from Page 35)
4  10  Your Hit Parade—30m.
5  Play Marco—90m.
    The new tv game that home view-
    ers can participate in. George
    Sanders is host.
7  Nitcap Theater—90m.
13  Latin Holiday—30m.
11:00  2  Juke Box Jury—60m.
12:00  4  Elevator Hour News
    With Jack Latham.
8  Masterpiece Playhouse—90m
    "Gentle Servant," with Lilli Palmer
    and Rosamund John.
9  Feature Film
10  Championship Wrestling
13  Owl Movie
    "Three’s A Crowd," with Pamela
    Blake and Charles Gordon.
11:15  4  Late Movies
    "Charlie Chan In Dead Men Tell"
    with Sidney Toler and Sheliah
    Ryan.
11:45  3  Late News
12:00  5  Final Edition
New  10  Mysto-Rama
12:05  2  Give Us This Day
    "How Many Be In Your Shoes,"
    with Don Castle and Elsey Knox.

5  Ask the Doctor—30m.
    Gil Martyn, moderator, with a
    panel of experts who discuss a
    medical problem.
7  "770" On TV—30m.
10  Western Trails/note
    "Gambling Terror" with Johnny
    Mack Brown.
11  John Wayne Theater
    "Frontier Horizon."
1:30  2  Let's Take a Trip—30m.
    Program for children featuring
    visits to places of immediate in-
    terest to young people.
4  American Forum—30m.
5  Garden Chats—30m.
7  Faith for Today—30m.
    A special musical program is of-
    fered today with the Washington
    Mission to Ethiole and the pro-
    gram's male quartet.
8  Contest Carnival
13  Congregation's 1/2 hrs.
    With Jack McNichol and
    Helen Reynolds.
12:43  9  How Does Your Garden
    Grow?
    John Ott, photographer, with help-
    ful hints on green-thumbers and
    time-lapse films of growing things.
    Today's subject is "Flower
    Boxes."
1:00  2  American Week—30m.
    Eric Severud with analysis of the
    weekly news.
4  Conversation—30m.
    Arna Tulbee, distinguished
    British historian and author of
    "A Study of History" speaks with
    Christopher Wright of Harvard
    University.
5  Movie Theater
    "Cheyenne Kid" with Jack Ron-
    sul.
7  Message of the Master—30m
    "Zoorama—30m.
11  Neville—30m.
    World-famous author, lecturer and
    teacher discusses the use of imagi-
    nation in man's dreams to com-
    pletion.
1:15  9  Baseball, Warm Up—10m.
    With Chuck Connors.
10  Dude Bob—Western Movie
    "Lucky Gun," with John Wayne.
1:25  9  PCL Baseball
    Hollywood Stars vs. Seattle
    Rainiers.
1:30  2  The Search—30m.
    Dr. Robert Heith of Tulane Uni-
    versity's Phisitrop Division of the
    Department of Medicine pre-
    sents "Cancer in Medicine's"
    most rapidly expanding and most
    vital front—that of the psychi-
    atric research on the human
    brain. Dr. Heath explains the
    brain's mal-function during a
    mental illness and shows how
    patients are tested and treated to
    overcome their problems. Of in-
    terest is the actual examination,
    testing and treatment of a pa-
    tient by members of the medical
    department where the doctor
    reveal how and why people break
    down mentally.
4  Faith of Our Children—30m.
    Eleanor Powell presents a religious
    program for children.
7  College Press Conference

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"KTLA CH 5"

"7:30 PM"

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"TV-RADIO LIFE"

April 17

"TV TIPS"
"CONVERSATIONS," (4) 1:00 p.m. Arnold
Toynbee, noted English historian, is in-
terviewed by John Dopierka, a recognized
authority on television.

"CAVALCADE OF BOOKS," (2) 3:30 p.m.
Today's guest is Mrs. Blanche Campbell,
authority on juvenile literature.

"HALL OF FAME," (4) 5:00 p.m. "The Man
Who Tore Down the Wall" is the story of
Dr. James Ewing, cancer fighter.

"PEPSI-COLA PLAYHOUSE," (7) 7:30 p.m.
Gordon MacRae, host, with Edgar Bergen,
Sue Caron, Ronni Graham, the Tenor
Twins and Carmen Dragon and his
orchestra.

"GENERAL ELECTRIC THEATER," (2)
9:00 p.m. E. E. Marshall stars in "On
Lonely Moon."

"STAGE 7," (2) 9:30 p.m. Lee Bowman
stars in "Emergency."

"8 Lone Ranger—30m.
11 A Home to Live In"
2:00  2  8 Adventure—60m.
4 This Is the Life—Film—30m.
7 Superhero—30m.
8 Sunday Matinee—90m.
10 Buster Keaton—30m.
1:30  4  Teen Age Trials—30m.
5 Twin Movies—90m.
    "Cry Danger," with Dick Powell
    and Rhonda Fleming.
7 Cowboy Roundup—60m.
    "Westward Bound," with Eddie
    Anderson.

10 Circle 10 Ranch
    "Prairie Outlaws" with Eddie
    Anderson.
11 Jalopy Derby—2½ hrs.
    Bill Welsh from Gardens Stadium.

3:00  2  To Be Announced
4 Get the Facts—30m.
13 Western Movie
    "Land of the Lawless" with
    John Wayne.

3:15  3  News
3:30  2  Cavalcade of Books
    Georgiona Handy and Turley
    Walker present Blanche (Mrs. Bob)
    Campbell, a recognized au-
    thority on books for children. For
    twenty years she has been advis-
    ing parents and children on the
    selection of titles that will make a
    worthwhile addition to a perma-
    nent library. Her selections for
    this program are "Book of Nur-
    sery and Mother Goose Rhymes"
    by Marguerite de Angelis and
    "Horton Wears a Who" by Dr.
    Seuss.
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SUNDAY TV LOGS

Hlicker Fare

Sunday, April 17

"STRANGERS IN THE NIGHT," William Terry, Virginia Grey—1944. (3) 9:00 a.m. A Marine in the South Pacific is torn between the will to live by a girl he has never met and the wish to die for his country and his wife.

"CHARLIE CHAN IN DEAD MEN TELL," Sidney Tolner, Sheila Ryan—1941. (4) 10:00 a.m. Charlie Chan and his number one son get involved in murder aboard a vessel sailing on a treasure hunt.

"MYSTERY OF MR. WONG," (7) 10:30 a.m. "MAJOR BARBARA," Wendy Hiller, Rex Harrison. (13) 11:00 a.m. George Bernard Shaw's comedy on the theme that poverty is the worst of all crimes. The heroine is an earl's granddaughter who becomes a Salvation Army lay worker.

"THERE IS NO ESCAPE," Stan Thurston, Patricia Hicks. (13) 12:30 p.m.

"CHEYENNE KID," Jack Randall. (5) 1:00 p.m.

"CRY, DANGER," Dick Powell, Rhonda Fleming—1951. (5) 2:00 p.m. A man is released from prison, and sets out to find the man who wronged him.

"RANGERS RIDE," Jimmy Wakely. (13) 2:00 p.m.

"WESTWARD BOUND," Hoot Gibson—1944. (6) 3:30 p.m. About the efforts of the Trail Blazers to cope with desperadoes and their treatment on the range.

"ONCE A THIEF," Cesare Romero, June Havoc, Marie McDonald—1950. (5) 3:00 p.m. The story of a young girl who falls in love with a hermit who takes her money and gets her thrown into prison.

"THE CHARGE IS MURDER," Les Padowich. (7) 4:30 p.m. The story of a woman who turns her home after 6 years of imprisonment to a training school.

"THAT UNCERTAIN FEELING," Merle Oberon, Melynn Douglas. (13) 4:30 p.m. The story of a young man who tries to break up the home of a staid business man.

"THE SOUTHERNER," Zachary Scott, Betty Field. (13) 5:30 p.m. The life of a sharecropper and his endless battles with life and the elements.

"THE BIG NIGHT," John Barrymore, Jr., Preston Foster—1951. (7) 7:00 p.m. The story of a boy who faces reality and becomes a man on his 17th birthday.

"UNTAMED FURY," (6) 7:30 p.m.

"SHIPS WITH GUNS," Michael Wilding—1942. (6) 10:30 p.m. This picture recreates the exciting and inspirational role behind the Navy carrier.

"VOLANDE," May Britt. (7) 10:35 p.m. The Black Pirate's daughter joins forces with some of her father's friends to avenge her death.

"RHUMEN HITS THE ICE," Ellen Drew, Jerry Colonna. (11) 11:00 p.m. A combination of spectacle and light frothy comedy.

"DANGEROUS MILLIONS," Kent Taylor, Dorothy Drake. (4) 11:30 p.m. A group of people, each owning a gold coin, arrange to find one by one, when they try to collect a legacy.

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Page Thirty-seven
April 17

11 Adventures of Kit Carson
Kit Carson attends the funeral of his pal El Toro, only to find the supposedly dead man alive and well.
6 Kiernan's Kaleidoscope
5:45 3 Father, Noel Mahoney-15m.
6 Kiernan's Kaleidoscope
6:00 2 You Are There-30m.
Walter Cronkite presents "The Completion of the First Transcontinental Railroad," a recreation of May 10, 1869, when the wedding of the rails was accomplished by hammering a golden spike to unite America with hands of steel at Promontory Point in Utah. Two locomotives, one from the East and one from the West stand head to head ready for the final links of track.
4 Meet the Press
Lawrence Spivak, host, interviews people in the news.
5 To Be Announced
6 Hopalong Cassidy-30m.
7 Wild Bill Hickok-30m.
Guy Madison and Andy Devine star in "School Teacher Story."
8 Fred Waring Show
Special Easter Show. Songs include "Narcissus," "Blue Bell," "Golden Bells," "Robin Hood of the Bumble Bee," "While You Are Young," "It's a Lovely Day" and others. Featured are Roberta Orignian, Patti Beams and Bob bands.
10 This Is Your Music
Byron Palmer and Joan Weldon sing songs from Tin Pan Alley.
11 Ramar of the Jungle
With Jon Hall in "Tiger's Claw."

6:30
13 Rocky Jones-30m.
2, 8 Lassie-30m.
Against the advice of his doctor, Jeff and Gail's Aunt Milly Gran Phase, with his usual duties on the Miller farm after suffering a heart attack. He almost brings it on disaster.
3 Halls of Ivy-30m.
4, 10 Royal Range.
Dale sends the aid of Roy to help a young girl who is accused by a FBI man of having information about a young bank robber and fugitive with whom she is in love.
5 Chico and Pablo
With Dennis Renaldo in "South of the Rio Grande." Chico and Pablo learn that Chico's foster father has been murdered by a government enemy. Chico disguises himself as a member of the criminals gang and exposes him to the government.
6 Rocky Jones-30m.
7 Prize Award Theater
"Mother, Was A Bookkeeper" with Don Bowers.
8 The Cisco Kid-30m.
11 Letters to the Editors
7:00 2, 3, 8 Jack Benny Show-30m.
Jack appears on a guest show tonight with Mel Blanc, Artie Auerbach, Rochester, Don Wilson and the Sportscaster. He appears on a train trip to New York, and all the things which usually happen to him from the Southron in Los Angeles to New York happen tonight.
4 Dateline Europe-30m.
Hey Duke Bogard as an assassin after he reports his identity to the wrong person. He then becomes the target as his next victim.
6 Front Page Detective
7 You Asked For It
7 feature Film-front.
9 People Are Funny-30m.
11 Hopalong Cassidy-60m.
13 Telerama-30m.
7:30 2, 8 What's My Line
With John Daly, Arlene Francis, Bennett Cerf, Fred Allen and Dorothy Kilgallen.
3 Cisco Kid-30m.
4, 10 Mr. Peepers-30m.
5 "The Movies"-90m.
"Brought to you by Barbara Ann Breed and Dean Jagger. " "The Big Night" with John Barrymore, Jr, and Preston Foster.
6 Movie Parade
"Untamed Fury."
7 Pepsi Cola Playhouse
Ian Keith and Josephine Hutchinson star in "The House Where Time Stopped." The story of a brother and sister's attempt to preserve a certain moment in their lives forever. The obsessed pair seem to have succeeded in their plan when a man's long-lost daughter appears on the scene to become acquainted with her father, and, in the process, gives time an assist in marching on.

8:00 13 Dan Lewisberg-30m.
2, 8 Toast of the Town-60m.
3, 4, 0 Comedy Hour
Gordon MacRae, host, with Edgar Bergen, Sue Carson who makes her debut, Ronnie Graham, the Trapp Family and the London Symphony Orchestra. From Hollywood.
7 Six Gun Theater
"Raiders of the Border."
11 Swanton's Crown Theater
With George Macready and Marj. Lord in "Man's Hand." The strange story of a couple who are servants in a wealthy household, and of the mysterious happenings that occur on their account.
Now 13 Hour of Faith-30m.
8:15 9 Feature Film
8:30 11 Voice of Victory
Choir from Victory Baptist Church directed by Thornton Fincher with a short message of faith by Dr. Arthur Atlas Peters.
13 Church in the City-60m.
9:00 2 General Electric Theater
E. G. Marshall stars in "Oh, Lonely Moon."
3 Toast of the Town-60m.
4, 10 TV Playhouse-60m.
5 Bandstand-90m.
With Leighton Noble and Anita Gordon and guest stars featuring the thirty top songs of your choice.
6 Guy Lombardo-60m.
7, 8 Watcher-90m.
11 Stories of the Century-30m.
With Jim Davis, Kristine Miller and Marj. Lord in "Belle Starr." The story of a horse stealing, feline-eyed woman for the finest clothes, and an even better eye for a mating target, if human.
9:15 7 Sidney Skolsky's Hollywood
Hollywood's popular columnist with news of the film capital's famous folk.
8 Tomorrow's News-15m.
9:30 2, 8, Stage 7-30m.
Lee Bowman stars in "Emergency," the story of a man who receives a message from a distraught friend that he is going to kill himself and his frantic efforts which involves him in a world-wide search around the world to keep the man from carrying out his threat.

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TV-RADIO LIFE

April 17

6 Inner Sanctum—30m.
7 Stork Club—30m.
8 Danger—30m.
Conrad Janis and Barbara Nichols star in "Pete River Blues," the story of a jazz musician in a Greenwich Village nightclub who becomes involved with a society woman.
10 News Briefs
2 Late Movie
"Stage Coach" with John Wayne and Claire Trevor and Thomas Mitchell.
13 Answer for Americans
14 Outlook—15m.
With Elmer Petersen.
11:20 Ten Star Theater
"Mandarin Mystery" with Eddie Quillan.
4 Late Movies
"Dangerous Millions" with Kent Taylor and Donna Drake.
1:00 The White Coats
Dpared by Taylor Ford Co.
13 Answer for Americans
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13 Answer for Americans
14 Outlook—15m.
With Elmer Petersen. **TV's "ALICE Gobel"**

Jeff Donnell, who portrays Alice Gobel during her frequent appearances on the George Gobel Show, is the wife of screen actor Aldo Ray in private life.

In addition to her role of George Gobel's wife, Alice, Miss Donnell's television experience includes appearances on most of the major dramatic and comedy shows, including "Hallmark Hall of Fame," "Omnibus," "Schlitz Playhouse," Ethel Barrymore Theatre, Gloria Swanson Theatre, and "Ford Theater."

Born on July 10 in South Windham, Maine, Miss Donnell was educated in Towson High School in Maryland and at Yale University.

She gained her initial stage experience in summer stock in New Hampshire where she was discovered by producer Max Gordon. He brought her to Hollywood for the stage role of Helen in the comedy "My Sister Elleen."

Shortly thereafter she was signed to a contract at Columbia Pictures where she remained for six years and appeared in a total of forty-eight pictures. She also has appeared in RKO and M-G-M releases.

**TONITE Sunday at 10 p.m.**

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MONDAY TV LOGS

Information Received From Stations Subject to Last Minute Change

See Page 33 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

6:45

2, 8 Perry Como Show


3 World News-Weather

4 Jack Latham

5 Handicaps-Tips-10:10

6 Ranger West-5:00

5 Studio One-Drama-60:00

20 Affairs of State" starring Betty Furness. A plain, young school teacher comes to Washington, D.C. to catalogue the library of her uncle, an elder statesman. When a young friend of his is up for removal, the senator, the older man convinces him he should have a wife and arranges that his niece marry him, but convinces his hostess only and provide with the necessary domestic back ground to win him votes. But when the senator's young, unassuming church wife she reveals herself to be a woman of rare accomplishments which the older man and chemical husband never suspected she possessed.

20 Ramar of the Jungle

4 People Are Funny-30:00

Art Linkletter picks out a shy guy to join a girl and bring her to the show. He also conducts a quick, funny essay with a young father as his "victim." The

9:00

9 Newsreel-15:00

8 Superman-30:00

9 The Ruggles

10 Coke Time-15:00

11 Victory at Sea-30:00

12 Target Suribachi. The global pinning of US forces on Japan as the Allies move toward the home islands from the east and west forms the theme for this episode.

13 The Golden Voyage-30:00


7:15

7 Popular Science-15:00

10 San Diego '55

8 Bishop Fulton Sheen-30:00

10 Tony Martin Show

Tony Martin stars in a musical tour of the "old hometown." He opens with "Back in Our Own Back Yard." An old flame promises to sing "That's All I Want From You." He closes with "More Than You Know," from "Hit the Deck." The Interlude appears in a production number of "Give Me the Simple Life." Written and produced by Bud Yorkin.

5 Hans Christian Andersen

"The Wild Swans," the charming story of a young princess and her sisters, who are changed into swans. In order to free her brothers from their spell, she spins clocks for them, meets a handsome prince who reunites her with her father.

6 Cisco Kid-30:00

7 The Name's the Same-30:00

Bob and Rudy meet with (and sometimes dis- plement) Jane Alexander and Hy Gar-

8 People in the News-15:00

9 Big Game Hunt-30:00

TV TIPS

"STUDIO ONE," (2), 7:00 p.m. Betty Furness stars in "Affairs of State," a TV adaptation of the Broadway play by Louis Verneuil.

"TV READER'S DIGEST," (7), 8:00 p.m. Hugh Reilly opens "The Lonesome" and Merry Andersen in "Honeymoon in Mexico."

"VOICE OF FIRESTONE," (7), 8:30 p.m. Robert Roundtree, tenor, in guest with Howard Barlow and the Firestone Orches-

"THE MEDIC," (4), 9:00 p.m. Jeanne Broid and Linda Sterling star in "My Child's Keeper."

"ROBERT MONTGOMERY PRESENTS," (4), 9:30 p.m. Robert Montgomery stars in a TV adaptation of F. Scott Fitz-

11 Eddie Cantor Show-30:00

12 Starring Eddie Cantor and guest, Marion Berlind. The amusing story of a young wife who tries too hard and her husband get a new account, and in the process almost ruins his job and their marriage.

13 Florian ZaBach-30:00

I. the wizard of the violin with Harry James and his Orchestra.

14 News Caravan-15:00

With John Cameron Swayze.

15 News Journal-15:00

16 8 Burns and Allen Show

"Grace" surprises George with a gift of a wall safe and then dhikisk sticks the directions for opening it inside the safe. To retrieve it she has to seek the help of a "reformed safe cracker."

17 Masquerade Party-30:00

18 Caesar's Hour-60:00

With Howard Morris and Carl Reiner.

19 Telegraph-30:00

International figures discuss critical world issues, Rufus B. Von Klein Smidt is the moderator.

20 All Star Theater

21 TV Reader's Digest-30:00

Hugh Reilly, host, presents Richard Long and Mary Anderson in "Hollywood In Mexico," a TV adaptation of the novel by John and Peggy Wilhelm. In it are a delightfule account of a young Texas who looks for his Rodeo bride to Mexico for their honeymoon, and adopted ten Mexican youngsters.

22 Life is Worth Living

13 Bishop Fulton J. Sheen with subjects of his own choosing.

14 Abbott and Costello-30:00


3:00 2, 8 Godfrey's Talent Scouts- Arthur Godfrey presents talented performers.

3:30 2, 8 Jimmy's Gang-30:00

3, 8 Roper-Derby-2:15 hrs.

3, 8 Movie-75:00

"Hannah Lee."

7 Voice of Firestone-30:00


7 Down You Go-30:00

Dr. Deren Evans and celebrity panelists.

Page Forty
April 18

11 Willy the Wolf—30m.
Bob Clampett presents a comedy-action variety program for adults.

13 Wrestling—2 hrs.

9:00

2, 8, 11 All Lucy's plots lead to Corpel Wilde, who seeks a badly needed rest in the hotel penthouse.

4, 10 Medic—30m.
Jeanne Baird and Linda Sterling star in "Child's Keeper." The story of two small children who are burned, pasted, and stuck in when they accidentally set fire to kitchen curtains after being left alone briefly by their mothers. One child is saved, but the mother of the dead child gives way to an unreasoning hatred of the surviving child's father, and this is the problem with which the doctors deal. Richard Boone is host.

7 Double With Father—30m.
Starring Ernie Warne.

9 Fulton Lewis Exclusive—15m.
Filmed news show from Washington with reports on current political happenings.

11 Royal Playhouse—30m.
With Mary Wick and Douglas Dick in "Treasure of the Heart." The romantic comedy drama of life and love in an orphanage.

9:15

9 General Sports—15m.

10, 13 8, 11 December Bride
When the Porters and Henshaws plan a weekend trip, Hilda agrees to come and stay with Lily. However, the two women have a mis-understanding and the trip has to be called off. They agree to make up and just when the two couples are leaving Hilda puts her foot in it again.

4, 10 Robert Montgomery Presents—30m.
Robert Montgomery stars in "The Great Gatsby," a TV adaptation of F. Scott Fitzgerald's story, of an ill-fated man. The story concerns Gatsby, a man of mystery who moved to a mansion on Long Island Sound across from the house of a woman he loves and then attempts to win her from her husband who is not only unfaithful, but also somewhat of a snob. He is portrayed by Ed Blong, Phyllis Kirk and John Newland.

11 What's the Name of That Song
Bill Gwin with a song identification quiz.

9 Boxing Films—75m.
Paddy DeMarco vs. Libby Manzo in a ten round lightweight bout from St. Nicholas Arena.

11 Secret File U. S. A.—30m.
With Robert Alda in "Mission Masterpiece." Major Morgan goes to Italy to get the plans for his harbor defense through the contact of a well known artist.

10:00

2 Mr. District Attorney—30m.
Starring David Brian.

3 Preview Theater

6 Ten O'Clock Movie
"Late Extra."

7 Wanderlust—30m.
Bill Burrid and Slim Bearden. Automotive Editor of the L. A. Examiner, with films of 29 Palms.

8 Douglas Fairbanks Presents
11 Boston Blackie—30m.
With Jeanne Taylor, Lois Calvert and Frank Orth. Boston Blackie and Mary pick up a hitchhiker who is being chased by a gang whom he stole valuable jewels from.

10:30

2 City Detective—30m.

4 Big Town—30m.
Editor Steve Wilson spearheads a new, modern medicine in the medical examiner's office. The editor checks a complaint that a suicide is the death of a man whose widow claims was accidental. His investigation points out the way in which conditions in this public office.

7 News—15m.
With Hank Weaver.

8 Political—10m.

10 Don Liebig News
With Lee Wood, Bill Brundige, Sam Hays, Charles Arlington and Ted Meyers.

11 Ella Raines Show

11 Sherlock Holmes—30m.
"Passage at Arms." A romantic adventure involving Olly Zabrodsky, captain of Czechoslavakia's champion hockey team. After his country is annexed by Russia he and his wife decide to escape. Their opportunities come when the hockey team is sent to Switzerland and they plan a surprising and daring way to stay in a free country.

10:45

7 Baseball Hall of Fame—15m.

9 Weatherton—60m.
Report by Charles Arlington.

10:50

11 TV Juke Box

11 The Big News
With Bill South, Gil Stratton, Jr., and Austin Green.

11 Eleventh Hour News—15m.
With Jack Latham.

11 Eye Witness—30m.
With Ken Grave, Tom Hatten and Jay Elliott.

7 Night Theater—90m.
"Killer At Large" with Robert Lowery.

10 News Briefs
With Lionel Van Deerlin.

11 George Putnam—News—15m.

13 Crisswell Predicts—15m.
TV's most provocative program.

11:15

4 Cleve Hermann—Sports

10 Ten Star Theater
"Pittsburgh Sleuth" with Billy Conn and Jean Parker.

11 Rocket Squad—30m.
With David Hedley in "Bill of Sale Rocket." The story behind the advent of small business men through fraudulent bills of sale.

13 Owl Movie
"Send For Paul Temple."

11:25

4 Late Movie
"Hurricane At Pilgrim Hill" with Cecil Kellaway and Virginia Grey.

11:30

2 Musical Nitecap

3 Late News

8 Strange Experiences—5m.

11:35

8 Night Final—10m.

11:45

11 Jackson's Theater
"The Turnabout" with King Donovan and "Cassius in Brussels" with Joe E. Brown.

12:00

4 Late Show
"Curl On The Pipe" with Veronica Hunt and Ron Bandell.

1:30

2 Give Us This Day

THE LOS ANGELES EXAMINER PRESENTS

WANDERLUST
KABC-TV CHANNEL 7
10:00-10:30 P. M. MONDAY
Tonight
"29 PALMS."

HICKER FARE

Monday, April 18
"FIGHTING BACK," Paul Langton, Joe Sawyer. (4) 1:05 p.m. The innocence of an ex-convict is proven by a mongrel pup.

"SEE NAPLES AND DIE," Maria Canale. (7) 2:00 p.m.

"MEN ARE SUCH FOOLS," Leo Carrillo. (6) 4:45 p.m.

"MYSTERY BROADCAST," Frank Albertson—1943. (11) 3:45 p.m. A girl on a radio show tries to solve crimes on her program and gets into serious trouble.

"THE HUNTED," Preston Foster, Pierre Watkin. (5) 4:30 p.m. A young woman is released from prison and tries to get even with the man who loves her but led her put in prison.

"WEST OF EL DORADO," Johnny Mack Brown. (13) 5:00 p.m.

"TWO GUN MAN," Ken Maynard. (5) 8:30 p.m.

"HORAH LEE," John Ireland, Joanne Dru. 1953. (6) 8:30 p.m. The story of the vicious crimes committed in the early days of the West to prevent settlers from taking over land which rich cattle men believe is theirs.

"KILLER AT LARGE," Robert Lowery—1935. (1) 8:45 p.m. A hit man dug up the scandal behind swindling veterans on housing projects.

"END OF PAUL TEMPLE," (13) 11:15 p.m.

"HURRICANE AT PILGRIM HILL," Cecil Kellaway, Virginia Grey. (4) 11:25 p.m.

"O R A N G O V , IN THE WOODS," June Havoc. 1944. (11) 11:45 p.m.

CHEM-CAN DISPOSABLE never needs emptying. Let us tell you how it works.

MAIL THIS COUPON CHEM-CAN DISTRIBUTOR
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City:
**TUESDAY tv LOGS**

**Information Received From Stations, Subject to Last Minute Change**

See Page 33 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

5:00 2 Space Funnies—60m.

4, 10 Pinky Lee Show—30m.

5 Cartoon Carousel—Con't

6 Ranger Hal—30m.

“Man’s Country.”

7 Make Believe Ballroom

8 Road of Life—15m.

9 Gene Norman’s Campus Club

11 City Assignment—30m.

13 Cowboy’s West—Con't

“Gun Talk” with Johnny Mack Brown.

5:15 8 Smokey Rogers

13 Dear Crisswell—30m.

5:30 2 The Little Rascals—30m.

3 Frank Webb Show

4 Uncle Archie—30m.

5 Western Feature—60m.

“Cyclone Ranger” with Bill Cody.

7 Jack Owens Show—40m.

Music, fun and variety for the whole family.

5:45 11 News—15m.

13 News—15m.

Thunderbolt—15m.

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**April 19**

**TV TIPS**

**FIRESIDE THEATER.** (4), 9:00 p.m. Stephen Bekassy, Hillary Brooke and Jack Rice star in “Luxurious Ladies.”

**ELGIN HOUR.** (7), 9:00 p.m. Ernst Truex, Jerome Courtland, Jung Lockhart and Kathy Nolan star in “Midsummer Melody.”

6 Waterfront—30m.

Stirring Preston Foster in adventure story of a tugboat captain in a Los Angeles port.

7 Stop the Music

Emo Williams Perry in “The Search.” Capt. John is assigned to pilot another double-docked ship while the intense search for counterfeit plates is under way.

11 Waterfront—30m.

With Paul Witten in “The Search.” Capt. John is assigned to pilot another double-docked ship while the intense search for counterfeit plates is under way.

13 Adv. of Ellery Queen—30m.

Hugh McLorrie stars in “Deaths of a Waxed Doll.” Ellery works on the case in which a re-encounter murder in wax nearly leads to the death of a boy who was witness to the crime.

7:45 3 Ames Brothers—15m.

4, 10 Camel News Caravan

John Cameron Swayze reports.

News—15m.

8:00 2 Life With Father

Clarence Mr. parts with his tonsils, and the nurse sent to attend the young patient during the night proves to be “all starch and none sense” as she bars the entire family including Father Day from the young man’s room.

3, 4, 10 Milton Berle Show

5 Follow That Man—30m.


6 Favorite Story—30m.

7 Studio ‘57—30m.

8 Wild Bill Hickok

9 Baseball Warmup—10m.

With Chuck Connors.

---

New 11 Science Fiction Theater

Dramatic stories with scientific background.

William Lundigan stars in “BEYOND” on

SCIENCE FICTION THEATRE

8 P.M. Tuesday

Co-sponsored by Olympia Brewing Company and General Foods

KTTV 11
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>8:10</td>
<td>Passport to Danger—30m. S t r i t t a r i a     Cesar Romero in, &quot;Havana&quot;</td>
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<td>8:30</td>
<td>7 P.L. Baseball</td>
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<td>9:00</td>
<td>2, 3, 8 Meet Millie—30m. A charity bazaar, &quot;Mama&quot; Bronson's histrionic and a sticky-fingered</td>
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<tr>
<td>10:00</td>
<td>10 Fireside Theater—30m.</td>
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<tr>
<td>11:00</td>
<td>13 Inner Sanctum—30m.</td>
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</tbody>
</table>

**April 19**

**Flicker Fare**

Tuesday, April 19

"HURRICANE AT PILGRIM HILL," Cecil Kellaway, Virginia Grey. (4) 1:05 p.m. The story of a man who plays golf and his friend who designs hurricanes.

"STEPCHILD," Brenda Joyce—1947, (7) 7:00 p.m. A divorced mother tries to have the second time to provide a home for his children and finds that he was better off with his first wife.

"BIG BOY," Susan Shaw, Sidney Tafner. (6) 6:45 p.m.

"THE MANDARIN MYSTERY," Eddie Quillian—1937, (11) 3:45 p.m. Eillery Queen is involved in two murders and a $50,000 Chinese mandarin postage stamp and a gang of Oriental counterfeiters.

"STAMPEDE," Gale Storm, Rod Cameron—1949, (5) 4:30 p.m. Cattlemen and outlaws all try to settle on land they believe is theirs.

"GUN TALK," Johnny Mack Brown. (13) 5:00 p.m.

"CYCLONE RANGER," Bill Cody. (5) 5:30 p.m.

"MISS ROBINHOOD," Margaret Rutherford. (6) 8:30 p.m.

"THE LIE," Lee Bowman, Ramsey Ames. (13) 8:30 p.m. A young diamond importer is squaring lovey young Londoner around town and is framed by a frame artist who also wants her.

"LADY IN THE MORNING," Preston Foster, (6) 10:00 p.m. A private detective proves that a nubile girl didn't commit suicide but was murdered.

"THE LADY CONFESSES," Mary Beth Hughes—1945. (7) 11:00 p.m. A woman is found murdered soon after her husband and he tunes out on her.

"ON APPROVAL," Bea Lily—1930. (13) 11:00 p.m. An English girl and an American girl become romantically involved with the Duke of Bristol and his batelle friend.

"WILLIAM COMES TO TOWN," William Graham—1949. (4) 11:15 p.m. Boy gate crashes the Prime Minister's
camp and a boy gate crashes the Prime Minister's

"TRAIN TO ALCATRAZ," Donald Barry, Janet Martin. (11) 11:45 p.m. The hard hitting story of a boy gate crashes the Prime Minister's


"ROCKET SQUAD—30m. "Red Barley" with Reed Hadley in "Accidentally on Purpose." One of the crooked used car dealers.

"LATE SHOW," "William Comes To Town" with William Graham, (13) 1:15 p.m. A musical play concerning an ingratesing young man with the soul of a poet whose urge to pull up stakes and leave his small Mid-West town is interrupted when a young girl

**CONTACT LENS DEMONSTRATION**

Tonight 10-10:30 P.M. on "Inner Sanctum" 

**KCOP CH. 13**
WEDNESDAY TV LOGS

Information Received From Stations Subject to Last Minute Change

See Page 33 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

4:30 2 Barke Bill Cartoon Show
4, 10 Pinky Lee Show-30m.
5:30 2 The Rascals
5:35 2 United-30m.
5:45 2 Thunderbolt-30m.
6:00 2 Beverly On 2-30m.
6:05 2 Stu Erwin Show-30m.
7:15 2 Thunderbolt-15m.
7:30 2 Odyssey Theater-30m.
7:45 2 Range Rider-30m.
8:00 2 Beverly On 2-30m.
8:15 2 Doug Edwards-5m.
8:30 2 Mike Morgan-15m.
8:45 2 Michael Morgan-15m.
9:00 2 Mike Morgan-30m.
9:15 2 The Ruggles-30m.
9:30 2 Stu Erwin Show-30m.
9:45 2 Range Rider-30m.
10:00 2 Weather News-5m.
10:15 2 Newsreal-15m.
10:30 2 The Jungle Starring Jon Hall.
10:45 2 Rich Little Show-30m.
11:00 2 The Jungle Starring Jon Hall.
11:15 2 The Ruggles-30m.
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5:00 2 The Jungle Starring Jon Hall.
5:15 2 Space Funnies
5:30 2 Smokey Rogers
6:00 2 Fur Price-30m.
6:15 2 Hank Weaver-15m.
6:30 2 Weather News-5m.
6:45 2 Tom Morgan-5m.
7:00 2 Newsreal-15m.
7:15 2 Bolly Weather-5m.
7:30 2 Stu Erwin Show-30m.
7:45 2 Range Rider-30m.
8:00 2 Beverly On 2-30m.
8:15 2 Mike Morgan-15m.
8:30 2 Corvette-30m.
8:45 2 The Ruggles-30m.
9:00 2 Stu Erwin Show-30m.
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7:00 2 Newsreal-15m.
7:15 2 Bolly Weather-5m.
April 20

Justine, Miss Morgan portrays the Empress who disguises herself as a commoner and wins the love of (the) Emperor to whom he plots his murder.

7 Monterey Civic Party-30m.
Peter Donald, host, with Biff Cobb, Ilka Chase and Ogden Nash, partners who try to uncover the disguises of costumed celebrities.

11 My Hero-30m.

11 The Playhouse-25m.

11 Fishing Tips-30m.

11 International Theater-30m.

11 United Aircraft presentation with Ronald Reagan in "Breakfast in Zanzibar".

11 Barnard's "A"-15m.

13 Television Industries in San Diego Area-30m.

13 Playhouse-15m.

13 TV Juke Box-15m.

13 The Big News-30m.
By Bill Stout, Gil Stratton, Jr. and Allen Carriage.

13 Nineteenth Hour News-15m.
Jack Laham reporting.

13 Eye Witness-30m.

13 Nitecap Theater-90m.
"Love and Poison" with Lois Maxwell.

18 Public Defender-30m.

18 News Briefs-15m.

21 Televising Industries with Ann Richards and William Bishop.

21 9:30, 2, 3 I've Got a Secret-30m.
With Garry Moore, host and emcees.

21 6:00, 7 Who Said That? The new quiz show with John Daly, moderator, Bob Considine, June Lockhart and guests Gil Hodges and Geraldine Brooks.

21 8:00, 8 Eddie Cantor Show

21 8:30, 11 Flashback-30m.
With Paul Whiteman and guests.

21 11:00, 2 Now and Then-30m.
Dr. Frank C. Baxter in explora-
tion of U.S. literary heritage. Dr. Baxter discusses the 18th century English poet Thomas Gray and reads from "Elegy in a Country Churchyard.

21 11:30, 3, 4 10 This Is Your Life

21 11:30, 5 Ten O'Clock Movie

21 11:30, 6 Fugitive-30m.

21 11:30, 7 Baguley 74–30m.

21 11:30, 8 The Playhouse

21 11:30, 10 Big Town-30m.

21 11:30, 12 Sherlock Holmes-30m.

21 11:30, 13 Criswell Predicts-15m.

21 11:30, 15 Wrestling-15m.

21 11:30, 17 Blackstone Ball of Fame

21 11:30, 19 Weiderize With Charles Arlington.

WEDNESDAY TV LOGS

Flicker Fare

Wednesday, April 20

"WILLIAM COMES TO TOWN," William Graham-1949. (4) 1:05 p.m. A small boy crashes the gates of the Prime Minister's home.

"QUEEN OF THE YUKON," Mary Beth Hughes-1940. (7) 2:00 p.m. A Jack London story about a woman who ran a boat and ruled the Yukon with an iron hand.

"RAVEN ROMANCE," Nancy Burne. (6) 3:45 p.m.

"A SCREAM IN THE DARK," Robert Low-
son covers (11) the $30,000 mystery sur-
rounds a woman whose marriage ends with the sudden death of each husband.

"Cry Danger," Dick Powell, Rhonda Fleming-1951. (5) 4:30 p.m. A man is released from prison and sets out find the real robber and murderer, for whom he took the blame.

"TRAILING DANGER," Johnny Mack Brown. (13) 5:00 p.m.

"WHISTLIN' DANNY," Ken Maynard, (5) 5:30 p.m.

"POWERS IV," Richard Arlen, Jean Parker. (6) 6:30 p.m.

"BREAKDOWN," Ann Richards, William Bish-
ness. (13) 8:00 p.m. Shocking expose of true conditions in boxing laid against a dramatic background which involves five lives.

"BLACK DRAGON," Bela Lugosi. (6) 10:00 p.m. The story of a doctor who changes his mind and turns Jap im-
posters over to the Japanese government.

"LOVE AND POISON," Lois Maxwell. (7) 11:00 p.m.

"G-MAN," Dean Jagger, John Carradine. (13) 11:00 p.m. An undercover tracks down jewel smuggler and uncovers a series of murders.

"HOME OF DARKNESS," Leslie Brooks, Lawrence Harvey-1952. (4) 11:25 p.m. The story of a boxer who tries to uncover a haunting melody but instead becomes murder and madness.

"STEPPIN' IN SOCIETY," Edward Everett Horten-1945. (11) 11:45 p.m. The story of what happens when a rusty judge takes a vacation from the bench and mingles with people on less lofty terms.

Ear, Eye Inspire the Pen

Mrs. Lulu M. Jones, Hollydale

Please advise the program, date and time of Ina Ray Hutton's performance. She is one of my favorites and I can't find her name on the Program Finder.

Ina Ray is not currently on TV. However, she is now in the process of making TV films, which should be distributed for release at a later date. When and if it happens, you'll read about it in TV-RADIO LIFE.

Mrs. L. J. Skinner, Santa Barbara

Among all the interesting letters I have read in your magazine the past year or so, I don't believe there has been any about my favorite show. I always look forward each week to "Life With Father." Everyone concerned with this show is commended for putting on a half-hour of good entertainment every week. I'm sorry I can't say anything nice about the commer-
cials, however. A change of word-
ing and action from the department would help tremendously.

Antoinette Kangas, San Gabriel

I wonder how many TV-RADIO LIFE readers have seen and heard "Suzabellie" on the Pinky Lee Show? This gal has looks, personality and a won-
derful voice.

Mrs. Tucker, LaVerne

I am writing for not only myself but for seven hundred and fifty wom-
en from the Maywood Bell and Bell Gardens for the Women's Club. It is regards to the Bob Crosby show. Why do they have to keep Carol Richards and not keep Joanie O'Brien instead? If Carol Richards ever thinks she can take Joanie's place she is so badly mistaken as Joanie has her beat all the way around in singing, looks, personality and everything else. If Bob Crosby wants anyone to watch his show he had better put Joanie back.

Page Forty-Five
Information Received From Stations
Subject to Last Minute Change
See Page 33 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

5:00 2 Space Funnies—60m.
4 Cartoon-Carousel—Con't
4, 10 Pinky Lee Show
5 Movie Theater
6 Ranger Hall—90m.
7 "Dead Line"
7 Make Believe Ballroom
8 Brighter Day—15m.
9 Gene Norman's Campus Club
11 City Assignment—30m.
13 Cowboy's West—Con't
15 S.A. Rogers
15 Dear Criswell—15m.
5:30 2 The Little Rascals—30m.
3 Frank Webb Show—30m.
4 Uncle Archie—30m.
5 Western Feature—60m.
"Lawless Border" with Bill Cody.
7 Jack Owens Show—40m.
9 Howard Doody—15m.
10 Sheriff John—15m.
11 News—15m.
5:45 11 Thunderbolt—15m.
5:50 2 Range Rider—30m.
With Jack Mahoney and Dick West.
6:00 3 Beverly On—3—30m.
4 Jack Latham
8 Ray Bolger Show
Ray saves a showboat from sheriff.
9 Carton Express—45m.
With Bill "Casey" Stilwa.
10 Johnny Downs—25m.
11 Ranger of the Jungle
Starring Jon Hall.
6:05 Sean O'Keefe
With Tom Frandsen and Cleve Hermsen.
6:15 7 Hank Weaver—15m.
6:20 2 Weather News—5m.
With Austin Green.
6:25 2 Tom Harmon—Sports—5m.
10 News and Sports
With Lionel Van Deerlin.
6:30 2 Doug Edwards and the News
3 Theatrical Hour
4 Movie Museum
Movie shorts telling the birth of the movie industry and showing
little known performers who light the movie halls of fame.
5 Easy Life—15m.
Dorothy and Ken with hints for easy living.
6 Johnny Jet—30m.
7 Pond's TV Theater—60m.
8 Newsreel—5m.
10 Life of Riley—30m.
11 Time for Beany—Kids—15m.
13 Tales of the cortex—15m.
6:40 3 Costantino's Column—5m.
8 Weatherword
6:45 2, 8 Jane Froman Show—15m.
4 Day Pears in the background for tonight's show. Jane
sings "April in Paris," "Danger, Heartbreak, Ahvah," and "I Love
Paris." The Trio sings "Stella Jane" and "What's That World
Means in Me." Peter Birch and the stars do a number to "Mimi."
3 World News—Weather
4 Jack Latham—15m.
5 Handkerchief Hints—15m.
11 George Putnam—News—15m.
6:55 5 Bolley Weather—5m.
7:00 2 Death Valley Days—30m.
Terri Hunt and Sina Cogdon star in "Love 'Em and Leave 'Em." The
story of a "rolling stone," who embarks on a gold prospecting trip to Nevada,
eventually forgets about his "lovely girl" back home, and his shock when his
fiancée appears in a Nevada camp, married to his best friend.
3 All Star Theater
4 Meet Corliss Archer—30m.
When Corliss and Dexter decide to build a sailboat they don't
count on the help of their fathers who prove after supervising the job
this is the father of the background knows the difference between the bow
and the sterns of a boat.
5 Newsreel—15m.
6 9 For the Theater, "(4)", 7:00 p.m.
With Bill English.
8:10 9 PCL Baseball
L.A. Angels vs. Oakland A's.
8:30 2, 8 Climax—60m.
William Lundigan, host, presents Paul Douglas, Barbara Britton, Irene Harvey and Cathy D'onnell in "Flight 951," the story of
a doctor who has given up his medical practice and assumed another
name after a sensational court trial. Returning from a business
trip from Europe on a plane, a fellow passenger becomes sick
and the ex-doctor realizes the man will lose everything if medical
aid is not given. He is faced with the problem of helping the man
or saving himself from an attack from an inept witness. The
man also boards the plane who wonders where he has seen the ex-doctor before. Sponsored by Chrysler Corporation.

April 21

13 I Search for Adventure
Jack Douglas, host, interviews world-famous adventures, and features
those who are planning their most thrilling expedition. Sponsored
by Fine Home Products.
7:45 3 Serenade Time—15m.
4, 10 Camel News Caravan
John Cameron Swayze reporting.
8 News—15m.
8:00 2, 8 Ray Milland Show—30m.
In performing his duties as drama director of the Mount Holyoke College, Pro-
Fessor McNulty unwittingly creates a situation that raises the ire of
foreign power. For two prize roles, two exchange students from countries
far-flung become embroiled in what is in the end a tender scene.
Jan Nigris, John Abbott and Leondi Kimsey are featured.
3, 4, 10 You Bet Your Life
With Groucho Marx, quizmaster.
5 Movie Theater—90m.
8:10 PCL Baseball
L.A. Angels vs. Oakland A's.
8:30 2, 8 Climax—60m.
William Lundigan, host, presents Paul Douglas, Barbara Britton, Irene Harvey and Cathy D'onnell in "Flight 951," the story of
a doctor who has given up his medical practice and assumed another
name after a sensational court trial. Returning from a business
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man also boards the plane who wonders where he has seen the ex-doctor before. Sponsored by Chrysler Corporation.

HINSHAW'S: ASSIGNMENT AMERICA
"Olympic Champions"
KTTV, Ch. 11, 8:30 P.M.
April 21

4, 10 Justice—Drama—30m.
Joe Maros, star of "The Wire-Tap Case," as a family man who succumbs to the lure of easy wealth. To supplement his income as a TV repairman he accepts a job to service wire-tapping equipment which leads to the near break-up of his family.

6 Movie—75m.
"High Fury."

7 T-Man in Action—30m.
A young criminal who strangles and robs of U. S. Savings Bonds is the subject of an intensive investigation by Government Agents.

11 "Assignment America"
With Bill Burrud. Presented by Hinshaw's Department Store.

13 Olympic Boxing—1½ hrs.

3, 4, 10 Droget—30m.
Jack Webb as Sergeant Friday is assigned to investigate a series of burglaries believed to be committed by a juvenile. The outstanding piece of physical evidence is an unusual footprint. When they find the boy who owns the shoes they hold him but he denies knowledge of the crimes and when they discover another robbery the boy is held they track down a man who has been following the boy.

7 Star Tonight—30m.
Pat Sully stars in "Treasure Trove," a drama of crime and revelation, a modern day version of a Biblical story. Wesley Addy features.

11 Heart of the City—30m.

9:30 2, 8 Four Star Playhouse
Iva Lamper stars in "Sunday Morning." A man who is a professional assassin and who loves a child and his acquaintance even after he marries another woman. The unhappy girl volunteers to care for the child resulting from the marriage, after the wife meets her death in an auto accident, and the more results in unexpected complications. Featured are Walter Coy, Noreen Nash and Natalie Darby.

3, 4, 10 Ford Theatre—Drama
Marjorie Reynolds stars in "A Star is Born." A young man who is a musician returns to his former home where he finds that his former girl friend is marrying another man. The young man then kills the law-shying man and no one has the courage to testify against him but the man who is to be his victim.

5 Film Featurette—30m.
7 Film Theater—60m.
"The Conquerors" starring Jay Novello and "Magic Interlude" with Damian D'Oliveira, Jeanette MacDonald and Russ McNichols.

11 Colonel March—30m.
With Boris Karloff in "Passage at Arms." Col. March returns via a fencing match and intervenes at a critical moment, uncovering a murder.

10:00 2 Public Defender—30m.
Public Defender Matthews helps a police captain find whose career and marriage are threatened by a vindictive teen-age stepson.

3, 4, 10 Lux Video Theatre
James Mason, known for "An Act of Murder," its TV adaption of the 1948 Universal International picture. The story of a man who discovers his wife is dying of an incurable disease decides to stop her suffering by an automobile accident which he hopes will take both lives. However, he recovers and his conscience forces him to confess the murder. A young attorney who has fallen in love with the man's daughter, becomes his defense and makes a startling disclosure which brings the case to a suspenseful climax.

5 City At Night—50m.
The tour of interesting institutions of the city.

6 Ten O'Clock Movie
"High Command" with James Mason.

8 Masquerade Party—30m.

11 To Be Announced

13 Ten O'Clock Theater

10:30 2 Interlude—30m.
7 Hank Weaver—News—15m.
8 I've Got a Secret—30m.
9 Don Lee World News
Lee Woodruff, and Bill Brundige.
11 Sherlock Holmes—30m.
13 Crisis Predicts—15m.
10:45 7 Baseball Hall of Fame—15m.
Weatherwise—5m.
With Charles Evers.
13 Playhouse—15m.
10:50 9 TV Juke Box
11:00 2 The Big News
3 Jim McHugh's Time
4 Eleventh Hour News—15m.
Jack Latham reporting.
5 Eye Witness—30m.
With Ken Graue, Tom Hatten and Jay Elliott.

Thursday, April 21

"HOUSE OF DARKNESS," Leslie Brooks, Lawrence Harvey—1958. (4) 1:05 p.m. The story of a comeback video tries to capture a haunting melody, but instead uncovers murder and a revenge.

"YOLANDE," Marc Lawrence. (7) 2:00 p.m. The Black Pirate's daughter joins forces with some of her father's friends to avenge his death.

"WHO KILLED COCK ROBIN," Virginia Grey, George Zucco. (6) 3:45 p.m. A man is blown up, but then supposedly killed, while an innocent man's life is at stake.


"STRIKE IT RICH," Rod Cameron, Bonita Granville—1948. (5) 4:30 p.m. Three men, all in love with the same girl, try their luck at striking oil.

"PRAIRIE EXPRESS," Johnny Mack Brown. (13) 5:00 p.m.

"LAWSLESS BORDER," Bill Cody. (5) 5:30 p.m.

"PARK ROW," Gene Evans—1951. (6) 8:00 p.m. The story of the lawyer family between two men and how one rises to the top of the newspaper business in spite of this.

"HIGH FURY," Madeleine Carroll, Ian Hunter. (8) 9:00 p.m. The story of the Swiss Alps and the efforts of a young Swiss miner to adopt a French war orphan entrusted to her care during the war.

"HIGH COMMAND," James Mason—1938, (6) 10:00 p.m. The story of the tangle of lives of several people of Army life.

"LIGHTHOUSE," June Lang. (7) 11:00 p.m.

"BLUE SHELTER," Margaret Lindsay. (13) 11:00 p.m. A college professor falls in love with a nightclub entertainer who is responsible for his degradation and destruction.

"RIVER OF DESTINY," Buster Crabbe, June Martel. (4) 11:35 p.m. Two friends attempt to return the loot taken in a bank holdup, but are mistaken by the Sheriff for the gangsters.

"SHANTYTOWN," John Archer, Marjorie Lord—1943. (7) 11:45 p.m. A tomboy in a tougher section of the city endeavors to become a lady.

7 Nitcope Theater
"Lighthouse" with June Lang.

8 Stop the Music—30m.

10 News Briefs

11 George Pearson—News—15m.

13 Owl Movie
"Blue Angel" w/ Marlene Dietrich.

11:15 3 Late News

4 Cleve Herrmann—Sports

10 Ten Star Theater
"Swing Your Partner" with Vera Vague and Ransom Sherman.

11 Racket Squad—30m.
With Reed Hadley in "Sick Old Man." The story behind a racketeer who takes advantage of religious customs for their own gain.

11:23 4 Late Movies

River of Destiny" with Buster Crabbe and June Martel.

1130 2 Musical Nitcope
"Clamp" Butte, with Tony Romano, Joe Venuti and his trio and Chic Ke Bennett.

8 Newsreel

11:45 11 Jackson's Theatre
"Top Kick" with Clancy Cooper, "Shantytown" with John Archer and Marjorie Lord.

12:00 2 Late Show
"Ship Wives" with Michael Wilding and Michael Rennie.

1:30 2 Give Us This Day

Page Forty-seven
### April 22

**TV TIPS**

"GILLETTE FIGHTS," (4), 7:00 p.m. Ernie Durando of Bayonne vs. Willie Pastrano of New Orleans, middleweights.

PCL BASEBALL, (6), 8:10 p.m. L.A. Angels vs Oakland.

"SCHLITZ PLAYHOUSE," (2), 9:00 p.m. Don Taylor stars in "Who's the Blonde?"

8:10 9 PCL Baseball

L.A. Angels vs Oakland Oaks.

8:30 2, 8 Topper—Comedy—30m.

3 So This Is Hollywood

4 Eddie Fisher Show—15m.

4 Gordon MacRae subs for Eddie tonight with June Hutton, guest Fred Bessin as host with Axel Stordahl and his orchestra.

6 Movie—75m.

7 Ray Bolger Show—30m.

Ray migrates from the hill country as the result of a contest promoted by Ray's parents.

10 Lucky Sport Time—30m.

Up-to-the-minute news in the world of sports.

11 Man Behind the Badge

13 Big Star Theater

"Johnny Cade" (4), 8:10 p.m. Conway and Margaret Hamilton.

8:45 4 To Be Announced

9:00 2, 8 Schlitz Playhouse of Stars

Don Taylor stars in "Who's the Blonde?" When a mysterious blonde appears, $15,000 disappears and bank teller Don Taylor is in trouble. He is accused of taking the money then his crush account turns up $6,000 short and when other clues point to a beautiful blonde appeared at his window at closing time, his accusers believe that the teller planted her there to receive the money.

3, 4, 10 Big Story—30m.

5 Western Varieties—60m.

Doye O'Dell, host, with Eddie Dean, Rosene Ales, Dickie Wiggers, the Palladi Sisters, Gliss Mosier, John Norton and the K-kay Twirlers.

7 Dollar a Second—30m.

11 Mr. and Mrs. North—30m.

With Barbara Hale and Richard Denning in "House Behind the Wall" and Jerry go chase hunting and find a murdered man in an eerie country house.

9:30 2, 8 Our Miss Brooks—30m.

Teacher Connie Brooks, tries to evoke some attention from romance-ah Mr. Boyton by changing her hairdo with theatrical wigs which only convinces him that it is the inside of her head which needs attention.

3 Break the Bank—30m.

10 Dear Phoebe—30m.

Starring Peter Lawford and Marcia Henderson in a bright fast-moving situation comedy series concerned with the adventures of a columnist who also gives advice to the lovelorn.

7 The Viper—30m.

11 Star Showcase—30m.

With Edward Arnold as host in "Here Comes a comedy about a vaudeville performer who, not content with his present life, takes a lease on 'the old oil properties.'"

10:00 2, 8 The Lineup—30m.

A San Francisco woman is found severely beaten on a street and L.L. Gurney and Inspector Gehr uncover the criminal responsible for the crime in a novel way.

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**FRIDAY TV LOGS**

Information Received From Stations Subject to Last Minute Change

**See Page 33 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings**

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Description</th>
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<tbody>
<tr>
<td>5:00</td>
<td>2 Barker Bill's Cartoon Show—15m.</td>
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<tr>
<td>5:15</td>
<td>2 Space Funnies—45m.</td>
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<tr>
<td>5:30</td>
<td>2 The Little Rascals—30m.</td>
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<td>5:45</td>
<td>2 Thunderbolt—15m.</td>
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<td>6:00</td>
<td>2 Range Rider—30m.</td>
<td>With Jack Mahoney and Dick West.</td>
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<td>6:15</td>
<td>2 Hank Weaver—15m.</td>
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<tr>
<td>6:20</td>
<td>2 Weather News—5m.</td>
<td>With Austin Green.</td>
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<tr>
<td>6:25</td>
<td>2 Gill Stratton Sports News</td>
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<tr>
<td>6:30</td>
<td>2 Doug Edwards—News—15m.</td>
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**TV OR RADIO CONTROL**

FROM YOUR ARMCHAIR

Turn Down Loud Commercials

ADJUST VOLUME SIMPLE TO INSTALL

Complete Instructions Included

Postpaid when purchase price accompanies order.

Calif. residents add 3% sales tax

**$395**

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**T-V CONTROLS**

2992-8th St., Riverside, Calif.
April 22

4 Foreign Intrigue—30m.
5 Modern Movies—90m. "Captive City" with John Ford.
6 Star Showcase—30m.
7 Theater Party—30m. "Another Harvest" with Ruth Warrick.
10 Break the Bank—30m.
11 The Star and the Story—30m.
11 George Putnam—News—15m.
13 Short Money—30m.
14 Cleve Herrmann—Sports
10 Ten Star Theater "Hi Neighbor" with Jean Parker and John Archer.

FRI DAY TV LOGS

Hlicker Fare

Friday, April 2

"RIVER OF DESTINY," Hunter Crabb. June Martel. (4) 1:05 p.m. Two friends attempt to return the loot taken in a bank holdup, but are mistaken by the Sheriff for the gangsters.

"WHERE ARE YOUR CHILDREN," Jackie Coogan—1956. (7) 2:00 p.m. A girl becomes innocently involved in a crime and ends up in jail.

"MRS. HAWKINS," Dinah Shore. (5) 3:45 p.m.

"STRANGERS IN THE NIGHT," William Terry—1944. (11) 3:45 p.m. A marine in the South Pacific is given the will to live by a girl he has never met.

"SONG OF MY HEART," Sir Cedric Hardwick, Audrey Long. (5) 4:30 p.m. The life story of Peter Tschakowsky.

"BACK TRAIL," Johnny Mack Brown. (15) 5:00 p.m.

"FIGHTIN' THROUGH," Ken Maynard. (5) 5:30 p.m.

"NIGHT TRAIN," Paul Muni, Margaret Lockwood. (13) 7:00 p.m. A background of World War intrigue and espionage, this is the story of the dangerous and thrilling route of a gang of assorted group of travelers.

"THE GOOSE STOPS OUT," Will Hay. (5) 8:30 p.m. A comedy involving an English schoolmaster teaching Nazi lads as he would English schoolboys.

"CAPTIVE CITY," John Forsythe—1952. (5) 10:00 p.m. The story of how fear and force can terrorize a country and take hold of honest citizens.

"KILL OR BE KILLED," Lawrence Tierney. (6) 10:30 p.m. A man dodges justice for a murder he didn't commit, and at the same time carries on a romance with another man's wife.

"LIVING GHOST," James Dunn. (7) 11:00 p.m.

"THURSDAY'S CHILD," Stewart Granger. (4) 11:15 p.m. The story of the effects of a child actress's career on her family.

"IMPACT," Brian Donlevy, Elia Rust. (11) 3:45 p.m. A heavy rain from his wife makes him murder his family and go on the run, taking a job as a pretender's garage worker.

"SHERLOCK HOLMES FACES DEATH," Basil Rathbone, Nigel Bruce. (6) 10:30 p.m. Holmes and Watson discover a mysterious cry, an ingenious trap to spring at midnight.

Ear, Eye, Inspire the Pen

Mrs. W. S. Stevens, Long Beach.

There seems to be common complaint from radio and TV listeners about "too many commercials" on programs. We listen every Sunday night 9:15-9:30, to Art Johnson on radio KXL, a delightful program of good singing and comments, with no commercials whatsoever. It is put on by Aircraft Insurance Group. We heartily commend it.

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Mrs. W. S. Stevens, Long Beach.
On this festive fifteenth occasion (it's our crystal anniversary, is that clear?) I should like to congratulate my editor and employer, Evelyn Bignsby, without whose assistance I could not possibly get paid, nor could I go away with whatever it is I get away with in this shaft. As an example, I like to congratulate Germany on the 4836th anniversary of the invention of beer, and Frankie Darro, for his 734th appearance on television, without pay. I wish I had his agent.

"The Big Night." (5) April 17, 7:30. John Barrymore, Jr. is the son of a fine actor, but I'm not going to burden his story with comparisons. As is he, he is going to have trouble enough becoming competent in his craft. In this movie, released in 1951, John, Jr. is type cast as a seventeen year old the best of his father's films best with the ladies, and finally gets involved in a gun fight with the columnist, who is so bored Preston takes the blame, because the cops don't believe the boy's confession, and everything ends with more understanding between father and son. A grim, murky little turkey, with such low key lighting that you'd better turn the brightness on your set to full, or better still, turn it off. Boy, I'm nasty this week.

"The Blue Angel." (13) April 21, 11:30. Here is a film of considerable historical significance. It catapulted, catapulted, I said, Marlene Dietrich to international fame, and she arrived in Hollywood soon after to catapult around some more. Surely, you've heard of her. "The Blue Angel" is the name of a nightspot in Germany where lifting, and where Hope, Elissa Jannings becomes enamored of her and throws up everything to marry her and join the act. She ruins him, of course, and at the end even has him imitating a chicken, a pathetic humiliation actor Jannings (sounds like Time mag., eh?) invested with all the weltenschmerz at his command. "Falling in Love Again" is a somewhat higher register than she now employs, but I think you'll find her just as provocative as ever and her legs are pretty good.

"The Lie." (13) April 19, 8:30. All right, Hilgenstuhler, I ain't sayin' nothin', so you can censor nothin'.
Not long ago Philco Playhouse did a show called "Play Me Hearts and Flowers." It created quite a stir. And yet it was a gamble.

It was a gamble because it gave a well-known singing star, Johnny Desmond, his first solid crack at a dramatic role. It was a risky venture, too, because the sponsor agreed to go about $15,000 over budget, to do it at the Century Theatre in New York before the art opened in the usual studio, and to hire a fourteen-piece orchestra instead of using records as is the custom in most cases. The gamble paid off. The show received terrific response, the next morning over 100,000 copies of the record, "Play Me Hearts and Flowers" done by Johnny sold across the country instead of using records as is the custom in most cases. The gamble paid off. The show received terrific response, the next morning over 100,000 copies of the record, "Play Me Hearts and Flowers" done by Johnny liked it so much the title of the play was changed to that of the song. Everything has happened.

"I've had several night club engagements lined up as the result of the show," Johnny explained, "the first at the Latin Casino in Philadelphia. There has been an enormous interest in the show. I'm going into a Broadway show called 'Tinsel Town' next fall, and I'll also have my own TV program next season for Philco—plus a possibility of a show on NBC this summer.

"I'm actually more interested in acting now than I am in singing. But I don't want to do a picture, for instance, unless there is a good script. I'm not interested in just being in pictures. The Russ Columbo story is, of course, huge ambition—and I already own all the rights to the songs Russ sang.

"I've had plenty of lessons that should stand me in good stead from here on in. One of the biggest, Glenn Miller taught me. I was with his band overseas during the war and one day he told me he hadn't used me because I sounded like Crosby or Sinatra or some other singer. He had hired me to sound like Johnny Desmond—and he said if I didn't stop using the tricks and sound like Desmond he'd have to send me back. I hadn't realized I was doing any imitating but I guess I was. This brought me up short and made me be myself.

Whenever any young person asks me now for advice on how to be a singer I can say with authority that I learned much from being with Don McNeill's Breakfast Club for five and a half years. I learned poise and confidence there. Being with Don enabled me not to have to accept jobs I didn't want to do because with him I had a certain financial security. I also learned how to judge an audience by working with Don. You get some tough customers when you're singing in a show and when I was with Don I used to go around to the table and sing, "It's Nice to Be Nice to Your Neighbor" and I'd shake hands with the people. If anyone was not being too polite, this disarmed him right away. I've used the gimmick on night club appearances, too.

"I'm a grateful guy for all that has happened. When I came out of the Army I had all kinds of breaks. I was paid $72 a month to $360 a week in three months—and I laid a pretty good sized egg because I wasn't ready for such opportunities. I'm like the written in the chips now. His wife, Ruth, to whom he has been married for twelve years, and his daughter, Patti and Diane, are rightfully proud of him. It takes a lot of jobs back up after having been knocked down—and this, Johnny did. He won't get tossed for a loss again.
What Was Radio Like Fifteen Years Ago?

Here's what was going on at the major radio networks when TV-Radio Life first went to press.

The broadcasting industry reached a rapid stride fifteen years ago, just about the time Radio Life made its debut. But in honor of its fiftieth anniversary, the networks have culled from their files incidents in radio a decade and a half ago.

**NBC**

Many new series were started on NBC in 1940. Bob Hope, "Fibber McGee and Molly" and "One Man's Family" were as popular on NBC then as they are now.

Outstanding among NBC's dramatic events of 1940 were the radio debut of Katherine Cornell in scenes from "The Barretts of Wimpole Street" and two readings of Alice Duer Miller's long narrative poem "The White Cliffs" by Lynn Fontanne and Alfred Lunt.

During the summer Maestro Toscanini and the Symphony Orchestra made musical history with a month-long tour of South American music centers including Argentina, Brazil and Uruguay. Dr. Walter Damrosch, NBC Music Counsel, continued unique broadcasts of NBC Music Appreciation Hour.

NBC's 1940 news schedule was dominated by European War. American radio's two most experienced overseas reporters, Fred Bates in London and Max Jordan in charge of the continental headquarters, directed NBC's European activities.

**ABC-KABC**

Under different call letters and different ownership, KABC was a straggling eleven-year-old when Radio Life came out with its maiden edition fifteen years ago. Owned and operated by the American Broadcasting Company since August 1, 1944, in 1940 the station bore the call letters KECA, and was the Los Angeles affiliate of the Blue Network, then owned by the National Broadcasting Company.

Even before the ABC Network was as much as a gleam in the eye of the FCC, the station that was to become its owned and operated outlet for the greater Los Angeles area was an established and respected communications medium in the community, bringing to its listeners many of the outstanding stars and programs of the day. Who can ever forget the laughter that greeted Sheridan's domineering women's hats on his "Breakfast at Sardi's" show? Or the sustained interest in the Irene Rich dramatic series, in which Joan Loring as a little girl got her start in American radio? Or the hilarious "Captain Flagg and Sergeant Quirt" series starring Eddie Cantor.

**CBS-KNX**

Gleaned from the CBS files of fifteen years past, Gracie Allen was waging a "bitter" campaign for President on her "Surprise Party" with help from her efficient straight-man, George Burns. Frank Parker and the Ray Scott Orchestra were featured on the show at that time.

Tom Hamilton played a particularly beautiful recording of "Autumn in New York" and received a call of thanks for the melody from Jerome Kern, who had been listening at his home.

"Lux Radio Theater" was originating its broadcasts on KNX-CBS Radio. Errol Flynn, Joan Bennett, Ralph Bellamy and Mary Astor starred in "Trade Winds" on a March, 1940 broadcast.

"Amos 'n Andy" celebrated their 12th year of broadcasting the famous show with their program of March 19, 1940, "Professor Quiz," first of the big-time quiz-and-charity prize shows, originated from Hollywood for three weeks during March, 1940. Bob Trout announced the shows, flying back and forth between Hollywood and New York, to meet his other announcing assignments.

Les Tremayne and Barbara Luddy were co-hosting in the popular "First Nighter" dramatic series, and "Lum and Abner" came on the air each night in the quarter hour period right after "Amos 'n Andy."

**MUTUAL-DON LEE, KHJ**

Let's take a look at 1940 and see what was going on at KHJ. The studios and transmitter were located in the big Don Lee Cadillac building at the corner of 7th and Bixel Street in downtown Los Angeles. The two radio towers on the roof of the building were landmarks in Los Angeles and the studios, located on the third floor had the reputation of being the finest in the country.

Don Lee Television studios were located on the top or 6th floor of the building and the many thousands of square feet in the rest of the structure were devoted to the sale and maintenance of Cadillac automobiles.

To give you an idea of just a few of the many pioneers who were entertaining Los Angeles fifteen years ago, let's go back and imagine we are listening to KHJ's "Mid Morning Mattinees." It's 10:00 a.m. any Monday through Saturday, and Norma Young has just finished her 9:30 program telling home makers about their daily trip to the produce market to get a line on the best food buys for the day.

Knox Manning and Norman Nesbitt are preparing their news broadcasts for later in the day and Stu Wilson is sound asleep in the employee's lounge. He went on the air at 9:30 a.m. with KHJ's "Rise and Shine" and now that all of Los Angeles is working Stu finds time to catch up on his sleep before he Knox Manning does his next program.

The second hand on the big studio clock points to twelve and the singing strings start to play "Mid Morning Mattinee's" theme song. J. C. Lewis, the producer and handy man on the program points his finger at Andy and Virginia Mansfield as they introduce the program. After the opening commercial Hal Hodge sings one of the 1940 hit parade songs, Chico faces a number on his harp, Virginia and Andy do a comedy shot, ably assisted by J. C. Lewis, and so it goes until 11:00 a.m. There were no such things as Hopper Ratings back in 1940 but KHJ's "Mid Morning Mattinee" was faithfully listened to by thousands of Los Angeles area residents every day.

Although Radio Life was young in 1940, you can see that the networks had had plenty of experience in the broadcasting field. But as we have grown so have they and we believe that listeners and readers both have been served by conscientious networks and an equally concerned magazine.

![Grazie Allen](image1.png)

![Don McNeil](image2.png)

**OVER 38,000**

Guests at Wigwam Village, San Bernadino, so far — Were you one of them? Get more of your hometown — and the paparazzi will love it.

2 people, $5 — 4 people $8

Rt. 66, San Bernardino

Page Fifty-three
Radio in Review

Radio Ramblings

A summer radio show for Tony Travis and Joyce F. Morgan is in the offering. . . . KHJ celebrated its thirty-third anniversary April 13 . . . KABC airs the official report on the Salk Polio Vaccine, April 12 at 11:00 a.m.

Roy Rogers and Ray Sharpe have formed the Dalejean Company, a Big Bear fishing resort. . . . "Capitol Clockroom" starts its eighth year of broadcasting. . . . Peter Donald subs for the vacationing Don McNeill. . . . CBS has banned Lena Horne's latest disc, "I Love to Love," as being too offensive.

Actor Alan Soulé was re-elected president of AFTRA. . . . Janet Whrang, Korean representative for Meals for Millions, turns over her share of the "You Bet Your Life" jackpot to the M.M. Foundation.

Winners of "Metropolitan Opera Auditions of the Air" were Louis Quillico, baritone; Madelaine Chambers, soprano; and William Lewis, tenor. . . . Gale Storm is set for a three-week stint in Las Vegas. . . . Chet Huntley covers the African-Asian Thirfty-Nation Conference. He will send back on-the-spot tape recordings for his news show.

"Nick Carter" celebrates thirteen years on Mutual. . . . Margee Phillips, KBIG's news writer, plans a working vacation in Europe, where she can get on-the-spot Continental homemaker news items.

"21st Precinct" was cited by the New York Police's Benevolent Association. . . . Prices are apt to go up in the "S and 10" when F. W. Woolworth sponsors an hour-long musical series on CBS starting June 5. MacDonald Carey hosts and Percy Faith's orchestra will provide the music.

Dave Parker, director of KNBQ, Chicago, has checked out to complete work on his dissertation for his Ph.D. degree. Subject of the doctoral tome: "A Cultural Analysis of the Lone Ranger as a Form of Popular Art." So there you are, parents, the "Lone Ranger" has reached cultural stature. M.R.

Korean Radio

A half-hour American disc-jockey program has been added to the weekly program schedule of the Korean Broadcasting System through the cooperation of the U. S Information Agency.

The new program, featuring both classical and popular music, is being recorded in Washington by the Information Agency's Voice of America to meet requests from Korean music lovers. The recordings are then air-shipped to Seoul for broadcast on the Korean Broadcasting System. The weekly musical program supplements the Voice of America's regular daily short-wave broadcasts in the Korean language of news and features.

Off Mike (Personalities)

Ira Cook

By parental decision, Ira Cook, KMPC disc jockey, was slated to be a doctor—the Cooks—that is prior to his own father—had been doctors. But Ira's own father owned a theater chain in Duluth, where Ira was born, and his mother was a piano teacher—so music and entertainment, rather than medicine, were in Ira's blood.

As a teenager, he haunted radio stations in Duluth, but came time to go on to college he submitted to his parents' wishes and went to Stanford where he earned a degree in Basic Medical Science. He was graduated in 1938 and his transition from the medical profession into radio took place during the summer of that year.

Ira served in the infantry during the World War II. After the war he returned to Hollywood and entered radio for keeps. His keen personality and sincere delivery made him a "natural" as a record spinner and he has since become one of Hollywood's most popular and beloved disc jockeys.

Early in his radio career, Ira was assigned to broadcast from Music City, Hollywood's big music store at Sunset and Vine, and from this developed a relationship that has established Ira, virtually, as the official broadcaster for this store which now has the largest single store volume of record sales in Southern California.

Clyde Wellichs, head of Music City, credits Ira with contributing materially to the amazing success of the store through his Music City Shows over a number of years.

In nine years of broadcasting since the war, Ira has missed just two shows—one while on vacation—the other when baby Susan, less cooperative than her older brother Terry, arrived when Ira was due to be on the air.

In addition to his daily shows on KMPC, Ira is also heard on KABC on Saturdays. Hour for hour, and listener for listener, he is one of the most popular deejays in Southern California.

Ira Cook
Radio in Review—(Cont’d.)

Scott Out

Mark Scott and station KFWB owner Harry Maizlish differed on program origins and hence Scott is out. Because of his night-time ball game broadcasts, Scott had been doing his early-morning show from his home for the past two years. When the boss decided to have Scott come to the studio to do the morning show there was a difference of opinion and a parting of the ways. Separation, however, does not affect Scott’s broadcasts of the Hollywood Stars Game, as he is under contract to the ball team.

Remember Denny?

George V. Denny Jr., originator of radio’s “Town Meeting of the Air” and its moderator for seventeen years, runs a shopping center and an inn in West Cornwall, Connecticut. In 1935, then a little-known actor, Denny started “Town Meeting” teeing off with a hot debate. These hot debates kept Denny at the helm of “Town Meeting’s” mike until 1951 when they parted company.

Outstanding Turf Events

“Feature Horse Race,” the outstanding turf event in the New York Metropolitan Area, will be broadcast over the ABC Radio Network each Saturday from 1:15 to 1:30 p.m., PST, 2:15 to 2:30 p.m., MST, beginning April 16.

The series is an ABC co-op feature. Jack McCarthy, noted turf broadcaster, who has handled these races for ABC in past years, will again be at the mike for the color and race call.

The first event to be broadcast in the series is the $25,000 Excelsior Handicap from Jamaica race track on April 16. The 3-year-old and up event will be contested over a mile and one-sixteenth distance. Social Outcast, top handicap horse of last season, heads the list of eligibles.

Some of the other Feature Races to be broadcast on the series are—April 23, Jamaica’s $100,000 Wood Memorial for 3-year-olds at a mile and one-eighth.

April 30—the $20,000 Swift for 3-year-olds at seven furlongs from Belmont Park.

Bill Ballance Says:

There’s a television press agent in Hollywood who has a great sense of rumor. He’s quite a big man, too. Right now, he’s having his office redecorated — he’s having his hat blocked.

I know one television actor who is such a ham he uses cloves for shirt studs; he’s the star of a new veterinary program, VEDIC.

Did you ever stop to think that if the string on Benjamin Franklin’s kite had broken and he’d never invented electricity, we’d be watching television by candlelight?

I imagine they’ll sell a lot more color television sets when they figure out some way of making those antennae look different from the regular kind so that people can tell you have a color set.

Hear Bill Ballance on CBS-KNX M-F, 9:15 p.m.; Mon. Midnight; M-F 3:15 p.m. & Sat. 6:30 n.m.

Congratulations to

Evelyn Bigsby

and her fine staff

for serving radio

and the public so

ably for 15 years . . .

KABC
SUNDAY, APRIL 17

Music you like
Just enough news

For help in writing your classified ad
Phone
TV-TALK RADIO
Holly 4-275
THE ADVERTISING DEPARTMENT

Page Fifty-seven
Monday–Friday Daytime Radio Logs

**Don't miss “SERENATA MEXICANA”**
6–6:30 A.M.
Start Your "Good Morning" with BUENOS DIAS 10:00–7:15 Mon. thru Sat. Eddie Rodriguez

**More Music Every Minute for You On**
Earl McDaniel's SPIN & WIN 7:15–10:30 a.m. M-F

**MONDAY**

| 8:00 | KFAC—Breakfast Club, W. |
| 8:15 | KRII—Cliff Singe, W. |
| 8:30 | KDFM—Bob Greene, W. |
| 8:45 | KFAC—Bob Greene, W. |

| 9:00 | KFAC—Breakfast Club, W. |
| 9:15 | KDFM—Bob Greene, W. |
| 9:30 | KFAC—Bob Greene, W. |
| 9:45 | KFAC—Breakfast Club, W. |

| 10:00 | KFAC—Breakfast Club, W. |
| 10:15 | KDFM—Bob Greene, W. |
| 10:30 | KFAC—Bob Greene, W. |
| 10:45 | KFAC—Breakfast Club, W. |

| 11:00 | KFAC—Breakfast Club, W. |
| 11:15 | KDFM—Bob Greene, W. |
| 11:30 | KFAC—Bob Greene, W. |
| 11:45 | KFAC—Breakfast Club, W. |

| 12:00 | KFAC—Breakfast Club, W. |
| 12:15 | KDFM—Bob Greene, W. |
| 12:30 | KFAC—Bob Greene, W. |
| 12:45 | KFAC—Breakfast Club, W. |

**FM STATIONS**

| KCRW | 89.9 |
| KFAC | 92.3 |
| KNX | 93.1 |
| KFMB | 94.7 |
| KBIG | 96.3 |
| KWKW | 98.3 |
| KCBH | 98.7 |
| KUTE | 101.1 |
| KFOX | 102.3 |
| KNOB | 103.1 |

**Monday Precasts**

**WHO'S GUESTING**

"VOICE OF FIRESTONE," KABC, 8:30 p.m. Robert Rounsville appears as guest artist. Mr. Rounsville sings "My Beautiful Lady," "Flower," "Guita o Dulce," and "April in Paris." Howard Barlow conducts the Firestone chorus and orchestra.
THURSDAY, APRIL 21

Outdoor Sportsmen

TOM REGAN

FISHING NEWS
6:45 to 7:00 p.m.

Monday thru Sat.

KGFJ – 1230 kc.

See Page 58 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

FRIDAY, APRIL 22

See Page 58 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

New Show

A colorful series, "Travel Time," recognizing that Americans are the most traveling people in all the world, is new this week on KABC-Radio, heard from 10:15 to 10:30 p.m. It presents two travel experts—Henry Milo and Philip Andrews—with guests.

Dana simulation
Since moving to California from Nebraska six years ago, your wonderful magazine has been a weekly companion with its full and varied editorial. Two of the highlights of my life and I have a raft of TV favorites including Liberace, Jack Bailey, Art Linkletter and Bob Crosby. I understand that Liberace, J. Bailey and Art Linkletter don't need a boost, they've already arrived.

However, I'm very happy that at last someone has seen the possibilities in Bob Shannon and that he's now emcee of "Lucky 7-11" on Friday nights. I used to listen to him on the radio and watch him in a very little TV variety program and I always thought he had a great deal "on the ball" as far as advertising is concerned.

This boy is very smooth and when some producer gets smart and puts him on a network program, I'm sure he'll have another Art Linkletter or Jack Bailey on his hands.

Also, I don't agree with these people who write about commercials. Thank goodness for them because without commercials I'm sure we'd be without TV.

Mrs. W. Ludlow, Whittier.
I was surprised to read what Mr. and Mrs. Rankin wrote about Margaret Truman. As everyone has the privilege of disagreeing with others upon whom they dislike and don't like, I want to say that Miss Truman Is, in my opinion, a very good actress and her voice is good. One can understand her words well, and her expression is quite a relief from the kiddish, wiggly screams and false emotions most of the Hollywood "song and dance girls" give out to. Miss Truman is very good on TV. The question is whether you like sense or nonsense on TV. I am so tired of the false attitudes and foolish actions that everyone seems to feel they must display in order to be "different" and be able to please the crazily-viewing audience.

E. Henry, Los Angeles.
Only recently have I tuned in on Channel 13 on Mondays, but I want to say a few words about Florian ZaBach. Now, there is a real artist, not only with his fingers, but in his soul. His quiet, modest manner is such a contrast to so many of the people who think that they have to give you so much noise, posturings and pyrotechnics all the time in order to impress you.

Mr. ZaBach knows fine music and plays it beautifully, and to those people, such as myself, who are able to get away from home only seldom, whose only contact with good music and fine shows is through the medium of television and radio, it is a boon. Here is a pianist of the first rank. I hope you will give Mr. ZaBach on this program for a long, long time.

F. E. Riggle, Sun Valley, Calif.
Ordinarily when I read "Ear and Eye Inspire" whether I agree or not, I do nothing. This time I have something to say. The criticism of "Medic" reminded me of others I've heard, whose delicate constitution couldn't withstand another "certain degree" of suffering.

It seems comparable to war times, when people thought some of the news reels of the fighting and death, without the romantic aspect of pretty girls and flags flying in the clear blue sky, was "horrible and should not be forced on the public."

At that time, I felt that if our boys could face the actual fighting—we could at least have the intestinal fortitude to watch some of the things they faced daily.

That goes now, for "Medic." Granted the program on epilepsy was not pretty. It was somewhat on that level, sugar-coated. I know! My son became an epileptic at the age of ten years (he is now twenty).

It was difficult to watch the seizure and I caught the attention of my head on the facial closeup. It was my son's face to me.

However, if people would watch these programs with a little horse sense and a will to learn something, I feel we'd all be better fitted to face life, which has all these things in it. We could understand others or ourselves if we should come to face with tragedy—physical or mental. If we can't stand a picture—would we ever be able to face the reality of bombings—or anything that wasn't "pretty."

Mrs. R. Taylor, Alhambra.
You'd think that a child's program would cater to children and their immature minds. What have you seen "Beany" and some of the others lately? On programs like Uncle Archie or Major Dom, I feel I can leave the room and not worry about "monsters" or other frightening things fascinating my children so that they will have nightmares. We have stopped watching these so-called children's programs, as we don't believe small children should be subjected to such stupid "entertainment."

We have quite a few friends who agree with us—and wonder if any of your readers do. We have written to "Beany" and "Howdy-Doody" about this, but doubt if they care what five or six families think! Enjoy your magazine.

A. H. Constantian, Pasadena.
With TV wracking its brains to bring us programs that we will enjoy and watch, why are there no, I repeat, NO weekly band concerts that feature good old traditional Dixieland jazz and blues? Of all the programs that are available to us living in the Los Angeles area and among all the various and sundry programs offered, it is strange they have never once in a while get a little of this type of entertainment. All I'm asking for is that some sponsor present a fifteen or thirty minute period, just once a week, featuring some group such as Pee Wee Hunt or Eddie Condon with that 'out-of-this-world' pianist, Ralph Sutton. Some of the old programs that ARE being done that cost as much and to many of us are just short of boredom.

Mrs. Edward E. Kunce, Lakewood.
We have purchased your magazine for several years, and my entire family and I have enjoyed every issue. I have never written about a show before, but at this time I feel that I must. My reason for this is that recently Spade Cooley had two very comical and entertaining young men on his show. They were the team of "Hong and Parker."

These fellows seem to be so relaxed and at home on the stage. With their great ability and wonderful personalities, I am sure that they will be great if they are given a chance.

By writing this letter I hope to find that many people feel the same as I; and that they too would enjoy seeing this wonderful team of "Hong and Parker."

Edna G. Gleed, Long Beach.
We know you have nothing to do with the "Emmy" Awards or nominations, but we would like to register a great big pet peeve that the Arthur Godfrey Daytime Program was not even listed in those who were nominated for 'Best Daytime Programs,' and here silly Robert Q. Lewis was. Such politics? We never miss Godfrey's program and consider his daytime program and his talent or cast far, far superior to Robert Q. Lewis, Garry Moore Show, Bob Crosby Show and even Art Linkletter's show—although Art Linkletter is our second choice and Garry would be our third choice and we like Bob Crosby.

Amos'n Andy Music Hall
Mon.-Fri. 6:30 to 6:35 p.m.
Dial 2070 KNX CBS Radio

Come one, come all!
Enjoy this great new series with your old friends, plus surprise guests and hit songs.

AMOS'n ANDY MUSIC HALL
Mon.-Fri. 6:30 to 6:35 p.m.
Dial 2070 KNX CBS Radio

Presented by SEABOARD FINANCE CO.
"Your Friendly Lending Neighbor."

Page Sixty-three
There has been some criticism leveled at the Last Word in Sports (KRCA, 4, 11:15 p.m., Monday through Friday) for its failure to rise to the defense of the Hollywood Stars’ controversial Carlos Bernier in his effort to live down his disgrace of last year.

It is the impression of the rock-ribbed Twink fans (than whom there are none more rockier-ribbed) that this sportscaster offers their outlet only for favorable treatment.

"Yet," one of the rockiest of the ribbed told me the other day, "Bob Kelley, of all people, has been the kindest to Carlos since his return."

Well, first of all, the Last Word in Sports is not necessarily a crusader for the cause of Gilmore Field. It has taken, on several occasions, a definite stand against the abuse that has from time to time been handed the Hollywood manager, Bobby Bragan.

That was done because it was felt that injustices were being done to at least one of the most colorful personalities ever to appear in the Pacific Coast League uniform.

The Last Word in Sports’ fascination with Bragan’s fire and imaginativeness has been matched by similar fascination for Sacramento’s hilarious left hander, Chet Johnson; for San Diego’s incredibly good-hitting Earl Rapp; for San Francisco’s mountainous miracle man, Tommy Heath; and for the Angels’ lovable Uncle Bill Sweeney and their spark plug second sacker, Gene Mauz.

All guys who play the greatest of all games with a will to win are deserving of that kind of fascination.

Bernier is a fascinating figure, too. But he made more than one mistake.

In fact, it’s easier to forgive him for what is generally considered to be his greatest error than it is for another that preceded it.

After all, he was suspended for hitting a bad umpire who may have made a bad call... an act committed in the heat of action against a man who had been the joke of many of the league’s best players and who later kicked a player out of a game for no other reason than that the player chided him with a nickname that he’d been tagged with by countless others.

Don’t misunderstand that this excuses the action.

Nothing can excuse a violation of baseball’s most basic tenet.

But prior to that incident Bernier had allowed his name to be involved in an unwarranted attack on one of the game’s nicest guys... an attack that could have been tragic had it been voiced before an audience of any appreciable size.

In other words, Carlos was a bad boy last year.

He’s entitled to a second chance. But there’s more than one count against him.

He’ll have made up for the Black Night of August 12th when he slapped Chris Valenti when he proves he can keep his temper within bounds on the playing field.

But he won’t make up for his other transgression until he shakes the hand of the man he so grievously wronged, says he’s sorry, and means it.

The Last Word in Sports hopes he does.

There’s room on the fascination list for a guy like Bernier.

** JAY ELLIOTT

The latest addition to KTLM’s popular announcing staff is a reasonable young man by the name of Jay Elliott.

Born in Lansing, Michigan, in 1924, Jay went on to receive his complete schooling—high school and college—in the state of Michigan. In fact, as far as schooling goes he never even left the city. He graduated from Eastern High School, in Lansing, where in his senior year he worked part-time as an announcer at WJIM, a local station. Upon graduation Jay traveled to the other side of town where he enrolled in Michigan State. But his first attempt at college life was, in fact, as he doted the khaki colors of Uncle Sam’s Army.

After receiving his Government diploma—an honorable discharge from the Army—Jay re-entered Michigan State. While still in college, in 1946, he and the pretty girl he dated ever since high school decided to be married. His wife, Dorothy, encouraged him to finish his college education, which he did in 1947 with a degree of journalism.

After graduation, Jay worked for one year as a staff announcer at WBBF in Flint, Michigan. From there he joined WSPD in Toledo, Ohio, where he was able to work at "free lancing" as well as being one of the station’s favorite "staff" announcers. He remained at WSPD until the latter part of 1954, when he "got tired of the cold weather and wanted to see what was West of the Mississippi River."

Jay attended an audition for announcers at KTLM and was recommended to Klaus Landsberg, Vice-President of Paramount Television Productions, Inc. and General Manager of KTLM—as having the finest qualifications. Soon after, he joined Channel 5.

Jay and Dorothy are the proud parents of two children: Timmy, eight years old, and Becky, who is three. His favorite hobby is golf.
Seen On
The Video-Radio Scene

IN MUDDLE for CBS-KNX's award-winning "Nightwatch" are Donn Reed, Chief W. N. Hildebrand of Culver City, producer-director Sterling Tracy and Det.-Sgt. Ron Perkins.

THEIR ASSIGNMENT, AMERICA!
Here Bill Burrud, right, producer-narrator, and Rick Spalla, prepare to shoot a scene for KTTV's "Assignment America."

“CAPT. JET” (DAL McKENNON) wears helmet he designed. Top light revolves, flashes different colors. (Below). Clever actress Jane Morgan enacts role of "Our Miss Brooks" landlady.

CLIFFIE STONE LOOKS dubious. Tennessee Ernie looks hopeful, as latter gingerly places new hat on his mentor's head.

April 15, 1955
FLASHBACKS

Here are pictures of the decade and a half past.

JACK BENNY (remember "Buck Benny rides again?") posed for this picture fifteen years ago (looks 24, doesn't he?). Jack's picture as Buck Benny was on the first cover of Radio Life.

IN THE MID-FORTIES, MR. AND MRS. JIM JORDAN ("Fibber McGee and Molly") were honored with a party on occasion of their tenth air-year for NBC and their wax sponsor. Celebrating are Alice Faye, Phil Harris, Marian Jordan, Dennis Day, Jim Jordan, Dinah Shore, Art Linkletter, George Montgomery.

FLASHBACK NAME CERTAIN TO BRING CHUCKLES is that of Frankie Remley, played on the Harris-Faye show by Elliott Lewis, left. The real Remley smiles, right.

EARLY DAYS OF TELEVISION are called to mind with this shot of Marvin Miller, who had role of Dr. Yat Fu, amateur sleuth, on "Mysteries of Chinatown."
A song, a laugh, a character—more pix from the good old days.

CAPABLE THESPIAN EARLE ROSS here makes like "Judge Hooker," the important role which he initiated on situation comedy, "Great Gildersleeve."

SIX YEARS AGO Anne Whitfield was a demure ten-year-old who already had three years in radio and 500 roles to her credit.

OF THE COUNTLESS PARTS MEL BLANC has successfully done, one of the best was his Unhappy Postman, a highlight of Gracie Allen's (left) and George's show.

JOHNNY MERCER STARRED on his own Monday through Friday NBC song show a decade ago. His "Dream" and "Atchison, Topeka and Santa Fe" were in top popularity.

JOHN GUEDEL AND ART LINKLETTER have cooked up many a stunt on "People Are Funny." This is typical. Woman thought she was on husband's lap. 'Twas Romero's.
These pictures, to which time has given added value, must be worth twice 1,000 words.


LONG BEFORE HE GAINED fame in Hollywood, Jack Webb appeared on radio in San Francisco as star of “Pat Novak for Hire.”

DALE EVANS SCINTILLATED and smiled even in her early days in Hollywood, where she came to appear as Edgar Bergen’s vocalist.

MARIAN RICHMAN, well known TV-radio actress, in 1945 at an “Opportunity Theater” rehearsal. At left is Don Dillaway, RKO talent scout.

TWO YEARS BEFORE TV-Radio Life was founded, Mary McAdoo, now a KRCA star, and Bob Hussey were married. Here they’re on their honeymoon.

April 15, 1955
FLASHBACKS

Lovely ladies of show business as they appeared in former roles.

WHO COULD EVER FORGET
Eleanor Powell in the days when she was MGM's brightest dancing star? Now she has hung up her shoes and has turned her attention to her inspiring "Faith of Our Children" show on KRCA.

Marilyn Hare was decorating the scenery on "You're Never Too Old" back in 1951. The cane was merely a prop she used when she revived old songs.

ABOVE: Tallulah Bankhead (who else) scored a riotous hit when she appeared at the TV-Radio Life awards party a few years ago. She was one of the award winners for her "Big Show" on radio. Below: Linda Leighton may be having her troubles on "One Man's Family," but they're nothing compared with what she went through in western movies.
FLASHBACK into the radical past shows Danny Thomas giving a big hug to the kids' cycles' "Baby Snooks" (Fanny Brice). Below, June Havoc "Willy" star, as she appeared in 1945.

RECOGNIZE "Waterfront's" captain in this suave Preston Foster? Man-about-town pose was taken in 1937.

Past and Present

KTTV's Pretty School Ma'm, Eleanor Hempel, demonstrates with the paintbrush for absorbed pupils, right. Sarah Churchill chats with Albert McCleary, director-producer of NBC-TV's "Hallmark Hall of Fame."
CONGRATULATIONS!

WATERFRONT

Roland Reed Productions

Guy V. Thayer, Jr., M. Bernard Fox, Preston Foster

KTTV Channel 11... Tues., 7:30 to 8:00 P.M.
Happy Birthday TV-Radio Life!

From

“Willy”

Starring June Havoc

Produced by Bill Spier

New Time: Thursdays 7:30-8:00 P.M. CBS-TV

Sponsored alternately by General Mills and CBS-Columbia
“Have tux, will travel.”

—Bob Hope
TV-Radio Life, long a champion of honesty in advertising, and having pointed out in its pages some of the most flagrant misuses of TV and radio advertising, has felt compelled to stipulate that items to be advertised on this page to its readers shall be submitted for inspection. Each of the items illustrated on this page has been examined and passed for consideration of TV-Radio Life readers.

1000 Name & Address Labels $1
Your name and address printed on 1000 fine quality gummed labels. PACKED IN PLASTIC BOX. Use them on stationery, checks, books, greeting cards, records, etc. Your choice of 3 lines printed on fine quality gummed paper. 1000 labels for only $1.00 postpaid. Six orders for $5. THIS IS A SPECIAL OFFER. A sensational bargain. Ideal for gifts. Makes a wonderful, useful present. Satisfaction guaranteed. Handy Labels, Dept. 2360, 11440 Washington Blvd., Culver City, Calif.

SNUF-ODOR ASH TRAY
NO UNSIGHTLY BUTTS—NO ODOR—NO FIRE HAZARD—NO SMOKE—Snuf-ODor fills the office and household needs for attractive, yet practical Ash Trays. Distinctively fashioned of fireproof plastic, Snuf-ODor comes in assorted colors to match the decor of any room. Cigarettes will not fall off. When cigarette burns to edge of holding slot it snuffs itself out, eliminating fire hazard. Merely lifting tray top deposits ash and burning stubs. No smoke or odor can escape, and burning stubs snuff out, when lid is replaced. Colors: Red, Black, Green, Walnut. PRICE: $1.00 tax incl. Postpaid. J. F. Herrington Co., P.O. Box 1056, West Arcadia, California.

ATOMIC ATTACK PROTECTION!

NAME AND ADDRESS STAMP $1
Print your name and address (or any 3 lines—25 characters per line) in gold, silver or black on stationery, checks, envelopes, books, cards, records, etc. Personalizes, protects cherished belongings. Saves you dollars galore on printing. Automatic inker and case included. Keep in desk, pocket or purse. Makes wonderful gift. Only $1 each postpaid. Special—6 for $5. Order direct by mail today—please specify colors. HOME SHOPPER, Dept. TV-1, 667 N. Fairfax, Hollywood 36, Calif.

Any Name on 2 Ballpoint Pens $1
Schools are ordering thousands of these new Zaner-type ballpoint pens with proper length (6 1/2 in.) and grip for easy writing. Same name (up to 20 letters), personal or company, stamped in gold on both pens. Your two pens (choice of red or black ink) at a price you'd expect to pay for refills. $1 for 2 personalized pens. SPECIAL OFFER 6 different PAIR (12 pens) for $5. Please PRINT name, Guaranteed to write and delight. National Industries, 2360 Jasperon Blvd., Culver City, Calif.
AN ANNIVERSARY INVITATION

Gift FOR YOU!

Yes, we cordially invite you to help us celebrate the birth of our first dance studio which opened eight years ago. Today, nineteen Veloz and Yolanda branches are bringing fun into the lives of many hundreds of people on the West Coast.

And, when fun’s the question, dancing’s the answer. You’ll enjoy the wonderful weekly parties . . . the new friends . . . the confidence and popularity which go hand in hand with good dancing.

Our EXCLUSIVE Master Key Step method of dance instruction guarantees to QUICK-LY teach you all the popular social dances, whether it's mambo, fox trott, tango, rumba, samba, waltz or smooth swing. Yes, even 'bop.'

Be sure to celebrate with us by taking advantage of our special anniversary gift offer, while this offer is in effect. See coupon below.

Veloz and Yolanda
8th ANNIVERSARY CELEBRATION GIFT TO YOU

This coupon entitles me (and a companion) to two (2) free dance lessons at my nearest Veloz and Yolanda dance studio. It is understood that I am under no obligation to take more than the two free dance lessons this coupon guarantees and I also understand that one coupon per adult person (or couple—teenagers included) will be honored by Veloz and Yolanda. Be sure to bring this coupon with you for your free lessons at Veloz and Yolanda. This offer expires July 15, 1955.
This piano player NOT at liberty . . . presently working for:

**PEOPLE ARE FUNNY!**

- **KRCA** | Monday nites | 7:00 P.M.
- **KFI**  | Tuesday nites | 8:30 P.M.

*Also nationally on Sunday nites*

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**ART LINKLETTER’S HOUSE PARTY**

- **KNXT** | Mon. thru Fri. | 11:30 A.M.
- **KNX**  | Mon. thru Fri. | 12:30 P.M.

*(Also nationally)*

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**ART LINKLETTER & THE KIDS**

on 86 TV Stations nationally — night-time

also sharing office and phone with a producer named John Guedel
CONGRATULATIONS
TV
RADIO LIFE!

Jack Owens
Mary Ann Owens

1940, the year TV-RADIO LIFE began, is the year Jack introduced 5 year old Mary Ann to L.A.’s radio listeners on KECA.

Today, TV-RADIO LIFE is one of our top publications and Jack and Mary Ann are stars of CHANNEL 7’s “Jack Owens Show”, Mon. thru Fri. at 5:30 p.m.

CRISWELL PREDICTS
“TV-RADIO LIFE will still be your Best Dime Buy in 1999!”

10:30 P.M.
Monday thru Friday
KCOP — Channel 13

Criswell Productions
Dec Lewis — John Kabateck

BUT EVERYONE
In 1940
Listened to
“JACK
THE BELLBOY”
on KFVD

★
in 1955

WHAT IS IT?

Why, The

“RED
BLANCHARD
SHOW”
OF COURSE!

★
SATURDAY
NIGHT
10 P.M.
Dial your radio to 1020 kilocycles and you, too, will pronounce it ‘Zorch!’ or ‘Dimph!’

KFVD
LOS ANGELES
HAPPY BIRTHDAY

to the Most
Interesting Teen-ager
in Town!

from

"Fifteen years ago
this was me."

Marilyn Hare

March 17, 1940—Sperry Breakfast News—NBC—7:45 a.m.
March 17, 1955—Sixteenth year, Sperry Flour News—ABC—12:30
Fifth Year DLBS, 4:45 p.m. and 6:45 p.m., Daily News for Studebaker, Chase & Sanborn, Peter Paul Candy and National Biscuit Company.
TV—Channel 9—KHJ—"Thru the Sports Glass" for Alemite CD-2, 10:45 p.m.

Sam Hayes

Best Wishes
on your 15th

Cathy & Elliott Lewis
The VOICE OF PROPHECY'S H.M.S. Richards, now celebrating his twenty-fifth anniversary of radio-broadcasting, congratulates TV-RADIO LIFE on its fifteenth anniversary of splendid service to the fields of broadcasting and telecasting.

Hear The Voice of Prophecy
Sundays On

Mutual and ABC
HEADQUARTERS AT 1500 EAST CHEVY CHASE DRIVE, GLENDALE, CALIFORNIA
DANNY THOMAS

"Make Room for Daddy"

ABC-TV

Sponsored by
THE AMERICAN TOBACCO CO.
and
DODGE
(Division of Chrysler Corp.)

Hallmark Hall Of Fame
Devised and Directed by

DANNY THOMAS

* "Make Room for Daddy"
ABC-TV

Sponsored by
THE AMERICAN TOBACCO CO.
and
DODGE
(Division of Chrysler Corp.)

Congratulation on your 15th Anniversary

ROY ROGERS
"King of the Cowboys"

Dale Evans
"Queen of the West"

Roy Rogers, Dale Evans, Pat Brady and Bullet
HAPPY 15!

From

"Uncle Ugly"

ON KGB (San Diego)
in March, 1940
to

Ugly's Uncle

ON

TRUTH OR CONSEQUENCES

AND

QUEEN FOR A DAY

* for and from jack bailey

McCADDEN PRODUCTIONS

- The George Burns and Gracie Allen Show
- The Bob Cummings Show
- The Jack Benny Show  (Filmed Episodes)
- Life With Father

General Service Studios  Hollywood, Calif.
"I'M GETTING ALONG, TOO!"

1940

15 years of thanks to
EVELYN
AND HER STAFF

Linda
Leighton
"Hazel"
ONE MAN'S FAMILY
TV

1955

Anne Whitfield
and leading men

1940—Tommy Feagin, Oxford, Miss.
1955—Glen Vernon—"Mac"—
One Man's Family—TV

Martin Dean

Congratulations, TV-RADIO
LIFE, on your 15th Anniversary. I've just celebrated my 1st
Anniversary as "Jack" on "One
Man's Family."

TV—Channel 4—KRCA
3:30 P.M. Daily

"Marty" Dean

Halliburton Agency
CR. 5-5575

CARLTON E. MORSE
Writer-Producer
presents:

ONE
MAN'S
FAMILY
(Radio)

THE
WOMAN
IN MY
HOUSE
(Radio)

I
LOVE
A
MYSTERY
(Radio)

ONE
MAN'S
FAMILY
(TV)

CARLTON E. MORSE
ENTERPRISES
1680 No. Vine St. Hollywood
Ron Perkins
Technical Advisor
He's a cop—not an actor. Ron is featured on NIGHTWATCH in actual job as a detective.

Donn Read
Police Recorder
Donn is the man who rides with the Detective Unit and records the action as it happens. He is the originator of NIGHTWATCH.

Jim Hadlock
Co-Producer
Jim is the “trouble-shooter” who coordinates the business of the production.

W. N. Hildebrand
Chief of Police
The head man of the Culver City Police Department and the official NIGHTWATCH censorship officer.

Sterling Tracy
Co-Producer
“Trace” is the man who coordinates program production.

Ray Gerhardt
Tape Editor
Ray is the man who edits thousands of feet of recorded action.

Marian Richman

Start the day right... listen to Allin Slate's
"The ALARM CLOCK CLUB"
featuring genial Chuck Whitten at the controls of the coffee pot

Three hours of MUSIC - TIME SIGNALS NEWS - WEATHER
6:00 to 9:00 A.M.

THE CHOICE SPOT ON THE DIAL

Success from 'Nightwatch'
and Hadlock & Associates

"In Southern California the only independent located between four major networks—two on each side"
102 NORTH GLENDALE AVENUE
GLENDALE, CALIFORNIA
1940

PICTURES
"You’ll Find Out" with Kay Kayser
"Second Chorus" with Burgess Meredith and Paulette Goddard

SONGS
"Fools Rush In"
"Love of My Life"

RECORDS
"On Behalf of the Visiting Farmer"
(with Bing Crosby)

1955

JOHNNY MERCER

---

LIVE LIKE A MILLIONAIRE - FUN ALL YEAR 'ROUND . . .

You don't have to have much money! For only $15.00 a month, you can OWN a beautiful wooded full size lot at MOONRIDGE MOUNTAIN ESTATES the Bel Air of Big Bear. You'll also enjoy the privilege of MOONRIDGE GOLF and MOUNTAIN CLUB'S year round activities. Club members enjoy liberal discounts on all Club facilities.

One of many luxury type cabins at Moonridge.

Moonridge ski tows and toboggan slope.

Projected plans for community development, Moonridge Village.

Moonridge club house.

Year round facilities available to Club members at special discount rates are:
skiing  fishing
golfing  riding
tobogganing etc.

For further information write to:
MOONRIDGE MOUNTAIN ESTATES, Dept. TVRL
3457 West 6th Street
 Los Angeles, 5
THE SMART WAY TO TRAVEL EAST!

DELUXE Domenlner

"City of LOS ANGELES"
Daily to Chicago
NO-EXTRA-FARE

GLAMOROUS NEW ASTRA-DOME OBSERVATION-LOUNGE CAR

- featuring panoramic view
- "upper deck"
- luxurious lower lounge
- separate, modern cardroom
- chic club lounge

and... COMING SOON
DOME DINING CAR!

THRU, ALL-ROOM PULLMAN SERVICE TO NEW YORK
No change of cars... no baggage transfer! Also thru Pullman to Chicago and to St. Paul-Minneapolis via Omaha.

YES, Family Travel Plan also good on Domeliners
In Southern California, Many Convenient Union Pacific Ticket Offices To Serve You.

UNION PACIFIC

HAPPY 15th from Mel Blanc and his gang

Congratulations on your Fifteenth; may you have A MILLION more!

Marvin Miller
your host, "Michael Anthony" on "THE MILLIONAIRE" CBS-TV for COLGATE

"BEHIND THE STORY" — DON LEE — 6th YR.
A World of Entertainment
AT YOUR FINGER TIPS

KLAC
HOME OF
THE
BIG FIVE
DISC
JOCKEYS

3 Years Continuously Southern California's
Based on C. E. Hooperatings Leading Independent Station
KLAC 570 on the dial
“Hollywood Is My Beat”...Now comes to TV on...

"SIDNEY SKOLSKY’S

HOLLYWOOD'
sponsored by PHIL HALL BUICK

9:15 pm Sunday on CHANNEL 7
KABC-TV
the station with "life"