ELIZABETH TAYLOR LEARNED the intricacies of Armed Forces radio broadcasting when she recorded a recent program for overseas transmission. Announcer Jimmy Wellington (left) and AFRS Master Sergeant Ruion Johnson were her willing mentors. (AFRS photo.)

SEEN ON THE RADIO SCENE

LOVELY MARY MAYO, a regular on ABC's Saturday night "Dancing Party," ably proves that radio still has a corner on the glamour market. (ABC photo.)
By Greta Greenfield

Through my radio program, as through my films and concerts, I try to bring about my life-long goal—of making opera live for more people. But this is a gradual process and so I hope that my future and the future of 'popular' opera will grow together.

Mario Lanza, who can “sing like Caruso and sell records like Crosby,” is currently thrilling Sunday afternoon listeners to one of the brightest summer shows on the airways. He's making musical comedy, popular ballads and opera live for a coast-to-coast audience who seem to be boosting his meteoric rise with the same overwhelming acclaim that greeted his films and concerts. And he's accomplishing all this as an eighteen-week summer replacement for the “Bergen-McCarthy” aier.

New Caruso? The “new Caruso,” as many people believe him to be, bears a real-life career parallel to his famed predecessor, whom he so successfully emulates in the current film. In 1921, when Lanza’s voice first issued from a New York City nursery, Caruso’s golden tones were heard for the last time. Both men had an Italian music-loving heritage, and Lanza was to share Caruso’s vocal coach, along with his tremendous voice range (Lanza, like Caruso, can sing either tenor or bass). Even Lanza’s impetuous, bubbling personality has been likened to Caruso’s—but just how far this parallel can be drawn remains to be seen. At the very least, Lanza is aiming for the same high pinnacle Caruso reached.

Like Caruso, Mario was the son of a poor family. His father, as six-day bike racer until he was incapacitated by World War I wounds, lived on a government pension which his mother augmented by working as a seamstress. Mario inherited a love for music from both his parents. Any spare money that could be scraped together went for records and concert tickets. “Caruso was Papa’s favorite,” and by the time Mario was ten he was thoroughly imbued with the plots and arias from scores of operas. At family gatherings, the teen-aged boy was often asked to “sing like Caruso.”

Stage Name

It was from his mother’s name—Maria Lanza—that Alfred Arnold Cocozza derived his stage monicker, Mario Lanza, as the first step in fulfilling his life-long ambition to become a singer. However, in Philadelphia’s tough “Little Italy,” where Mario grew up, it was safer to focus on athletics, so while training his voice, he also became Southern High School’s star baseball, football and boxing champ. This and some post-graduate semi-professional baseball and football account for the sturdy Lanza physique, which he keeps in trim today, despite a propensity for pizza pie. The sports life he led so successfully did not deter Mario from the thing he really wanted. He used his earnings for lessons. And how he began his singing career is a story that, in his own words, “has all the elements of a class B musical.”

“My grandfather thought I should exercise something besides my vocal chords, and got me a job as a piano mover in a music store.” It was while he was moving a piano into the Philadelphia Academy of Music that Mario encountered William K. Huff, director of Philadelphia Forum Concerts. Huff had heard Lanza sing and was enthusiastic about his talents. He advised Mario that Koussevitzky was in a nearby dressing room. “The walls are thin, why don’t you give him an aria?”

Koussevitzky

Lanza recalls that he was half way through “Vesta La Giubba” when Koussevitzky burst into the room and demanded to know his name. Another lucky break, after he was discharged, in 1945, brought Lanza to Sam Weiler, a New York businessman with a fervent love for opera. Weiler, today Lanza’s closest friend and manager, took him to Enrico Rosati, a famed vocal coach who,

POWER OF THE LANZA VOICE IS SO INTENSE that he stands well back from the microphone to avoid distortion. Below, he reaches for a tall tone with the backing of Ray Sinatra’s orchestra.

LANZA: Summer’s High Note

His Radio Debut Is Part of a Life-Long Dream

August 10, 1951
EDITOR'S NOTE: A few weeks ago, Hollywood was surprised when Mal Boyd, an energetic, clean-cut young man, announced he was giving up his lucrative and promising association in PRB (Pickford, Rogers, Boyd) to study for the Episcopalian ministry. A short time before Mal's announcement, he had asked TV-Radio Life's editor if she would be interested in a story about Buddy Rogers' comeback via TV. Mal had just barely turned in his yarn when news of his intentions was spread. Asked whether he still wanted his story to run, Mal replied, "I sort of planned it that way. When I wrote the story, I had made up my mind I was going to relinquish my showbusiness interests. I wanted to write it before my departure as an expression of my regard for both Mary Pickford and Buddy Rogers, and for our association which I shall never forget. It makes me very glad that you have liked the story well enough to include it in TV-Radio Life."

BUDDY ROGERS' great show-business comeback in radio and TV, which contributed an item to trade history during the past couple of years, made a lot of people very happy. And it made me, standing on the sidelines, as happy as anybody.

Buddy was the top box-office movie star in Hollywood in 1930. "Wings" catapulted him to sudden fame and he scored, again and again, with top pictures. Then, he deserted pictures and achieved equal fame as a band leader. His marriage to Mary Pickford was international news, uniting "America's Sweetheart" with "America's Boy Friend." Shortly after Pearl Harbor, however, Buddy Rogers disappeared from public view. He joined Uncle Sam as a ferry pilot and came out of service, four years later, as a Lieutenant Commander in the Naval Reserve.

Groping for the right thing to do, and perhaps a trifle unsure of the public's response to him after so many years away, Buddy turned to movie production. As a partner in Triangle Productions and Comet Pro-

BUDDY STILL FEATURES A MUSICAL ROUTINE where he plays all the instruments in the band. He's seen here in a scene from Paramount's "The Road to Reno," made in the early thirties, where his musical talent was used by the studio.

BUDDY BY HIS POOL, photographed for the women of America who kept him a top star. He was tagged "America's Boy Friend," a label which has lasted almost as long as the "America's Sweetheart" accolade granted to Mary Pickford.

BUDDY IN ONE OF HIS typical magazine photographs of the period (1931). He continued as one of the nation's top film favorites in "River of Romance" with Mary Brian.

August 10, 1951
ductions, he sat behind the desk and played producer on more than a half-dozen pictures.

It was at this stage in his career that I first met Buddy Rogers.

I remember our first meeting very well. I had been engaged to handle radio exploitation on "Sleep My Love," one of the films co-produced by Buddy and starring Claudette Colbert, Robert Cummings and Don Ameche. Working out my master plan for the campaign, I had come up with the idea of using Buddy Rogers, the co-producer, as a guest star on some top radio shows to help plug the film. His response, over the telephone, had shown interest and some reticence. But he was game. If any shows wanted him, he'd be happy to appear on them.

I was standing outside Earl Carroll's, on Sunset Boulevard, waiting for Buddy to appear for his first radio guest shot—on "Queen for a Day." I hadn't yet seen Buddy and I wasn't at all sure I could recognize him, so I was watching doubly hard.

Then, a Chrysler station-wagon slid up to the curb and the driver got out. It could only be Buddy Rogers. He was well-dressed, possessed great poise and his greying hair made him appear most distinguished. I greeted him, we went over the script together and, a few minutes later, he was called out onto the stage by Jack Bailey. The audience went wild.

I knew in that instant that Buddy Rogers was still a great public favorite. He needed only the right vehicle to come back.

A guest appearance with the late Tom Breneman on "Breakfast in Hollywood" followed a few days later, at Breneman's Restaurant on Vine Street. Buddy was planning to leave within a few days on an extended tour of principal U. S. cities to meet the press and tell the public about "Sleep My Love." At the last minute, his press agent to accompany him on the trip couldn't make it. Buddy was looking for someone to fill the bill, and I volunteered. At that time I was running my own exploitation business in Hollywood, but arrangements were concluded whereby the office could manage without me for a few weeks... and I was accepted.

On Trip

We flew from city to city in Buddy's twin-engine Cessna plane, accompanied by a co-pilot who helped Buddy at the controls. The marathon was on, and it was really a marathon. Buddy appeared on radio shows every day in Dallas, Houston, Detroit, Cleveland, Chicago, Minneapolis, St. Paul, Salt Lake, Denver, San Francisco... but you get the idea. One day in Detroit Buddy did eleven radio interviews in one day, plus, of course,

(Please Turn to Page 34)
Mechanical Memory for TV Talent

A strange looking gadget which looks like an outsized suitcase and is called the Teleprompter, is currently being hailed by harassed video actors as the greatest boon to television since the invention of fluorescent lighting took the performers out from under the blistering ordeal of hot lights.

This robot prompter, which mechanically performs for TV actors the traditional duties of the little man in the below-stage box at the opera or the whispering voice in the wings at the theater, already has made the assorted crude devices and huge, hand-lettered cards as old fashioned as button shoes. With three top-flight video shows, vastly dissimilar in format, already using the newest gimmick, other programs have indicated considerable interest in joining the parade.

Gnawing Fear

Any veteran actor will tell you that no entertainment medium poses such difficult problems to the performers as television. Over and above the bedlam and confusion which exists in the studio, is the gnawing fear of being left alone in front of the cameras without the slightest idea of what happens next. This frightening mental hazard of going completely blank in the middle of a scene can bob up in the minds of the most experienced actor or the veriest tyro with but a single line to speak. The opera, the stage, the movies and radio all protect their performers from this natural occupational fear in one way or another. But, until the invention of the Teleprompter, television put most of its actors on their own without any insurance against fluffs or blowing-up sky-high. Even the greatest stage stars, in the stress of a performance have been known to go up in their lines at the most embarrassing times. There is no explanation for it. It just happens in much the same manner as it happens to all of us in our daily lives. Ever had to stop and look foolish when trying to recall your home address or telephone number? Or your mother's maiden name?

The first TV program to realize the inherent worth of the new machine was the CBS-TV daytime serial, "The First Hundred Years," and now it is used on the Arthur Godfrey Show, "Howdy Doody" and John Conte Show. On this show the actors were required to learn new lines each day, Monday through Friday—truly a

*Please Turn to Page 3*
**FRIDAY TV LOGS**

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<td>7:35</td>
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<td>Tom Harmon—Sports—5m.</td>
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<td>William Powell—8m.</td>
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<td>KTBV Weather—5m.</td>
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<td>Top Tunes—Musical—15m.</td>
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<td>Peggy Lee and Mel Torme—Star.</td>
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<td>8:00</td>
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<td>Industry—Comedy—30m.</td>
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**THE LIVING BOOK**

**KTBV Channel 4 Friday 8 p.m.**

- **4 Living Book—Rel.**—30m.
- **Frosty Frolics—Revue—60m.**
- **Art Talk** on the Polar Palate—30m.
- **Unidentified or Not—30m.**
- **TV Delegates News Conference—**30m.
- **Eight O’Clock Movie—**75m.
- **“The Last Journey,” Hugh Williams.**
- **“The Case of the Body Snatcher,” 75m.**
- **เนs in the World!**

**AUGUST 10**

**Channel 11**

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**FREE DOGS—FREE CATS**

See the most wonderful pets in the world!

**Calo Pet Exchange**
With FRANK WRIGHT
Every Friday, 7:30 p.m.
KTV-T—Channel 11

**In & Out of Focus (General Commentary)**

KTLA’s “Magazine of the Week” is back, after a well-earned vacation, and is again seen Sunday night at 10:30 on Channel 5. ... Doye O’Dell’s big birthday party at KTLA marked the pop cowboy’s second anniversary. The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on. ... The doings also came as a complete surprise to Doye, with not even the press being tipped as to what would be going on.
### TV-Radio Life

#### AUGUST 11

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<td>Beulah—Drama—30m.</td>
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<td>Feature Film—60m.</td>
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<td>Faith Baldwin Theater—60m.</td>
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<td>Go Show On—Revue—30m.</td>
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<td>Movie—75m.</td>
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<td>Stu Erwin Show—Com.—30m.</td>
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<td>Life Begins at 80—Quiz—30m.</td>
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**Stop, Listen, Look**

**"Faith Baldwin Theater Of Romance"**

- **Saturday, 12:30 p.m. (All)**
  - KCEA—CBS-TV Channel 7

Any reader of Faith Baldwin’s deathless and highly romantic prose is going to get just what he expects in her televised series. Romantic traumas, plenty of suffering on the part of the lovers, and a happy ending. The I-saw-you-last-night-and-got-that-old-feeling theme is as good as ever, and when well cast and cameraged, turns out as pretty good entertainment. The dialog is always amazingly good, and this isn’t easy when either requited or unrequited love serves unfailingly as the theme of a half hour. When this show comes we have a healthy respect for the production units behind this mush. As long as that is their product, they make the very best of televised mush.

Authorress Faith Baldwin narrates the dramas adapted from her stories, lending the last fine touch.

**"Man Against Crime"**

- **Friday, 8:30 p.m.**
  - CBS-TV, KSL, Channel 5

Robert Preston has taken over for Ralph Bellamy on this half-hour mystery rough-n-tumble. He plays “Pat Barnett,” the former private eye “Mike Barnett’s” brother. It’s a good trick, when a star goes on vacation, to run his substitute in on the play by means of a brand-new character who keeps everybody happy.

Pat continues to prove there are no perfect crimes, meeting fantastically menacing types and overcoming
hazards by the dozens weekly. The show is lively and suspenseful and well performed, and if mystery is your dish you can't ask for more. We like it—a lot.

"Mr. Wizard"

Don "Mr. Wizard" Herbert demonstrates to a small pal, "Willie" (Bruce Lindgren), what makes the world go round. He merely take a clock apart to find the tick. He may extend this to show the necessity for the international date line and time zones across the country, and the workings of pendulums. Or he may start with secrets of quiz shows.

"General Electric Guest House"

With panelists and guest performers reading like a roll call at an equity meeting, it's little wonder that G.E.'s quiz show is tops in its category. Durward Kirby, emcee, handles his chores admirably, without concentrating on having his personality dominate the program.

Thespians Wendy Barrie, William Gaxton, Barry Nelson and author Maurice Zolotow comprised the panel of experts. The performers were singer Maggie Whiting, Edie and Wright, duet pianists. Roland Young, dancer

"Hapalong Cassidy"

Lightning-Quick Action
Rip-Roaring Adventure

"Singing Rails"

Kirby Grant  Judy Clark

4 Meet the Press—Panel—30m.
  Sen. John Sparkman (D-Ala.)

5 Wild Bill Hickok—Juv'n—30m.

7 Bill Gwinn—Quiz—30m.

11 Sunday Movies—90m.
  
9:00  2 & 6 Luck—Revue—30m.
  Jan Murray hosts Nanette Fabray, Joan Rivers, John Hile.

11 Cameo Theater—Drama—30m.
  The Band and Revue—"Honeymoon."

11 Sunday Movies—90m.
  "To Be Announced."

7 March of Time—News—30m.

11 Double Feature—Playhouse—75m.
  Norman Foster, Elaine Shepard in "Cover Chinatown."

5 TV Recital Hall—30m.
  "Men of Mystery."

4 World Digest—30m.
  "News Review of the Week."

7 On Trial—Panel —30m.
  "Panel Discussions on Current Topics."

3:30 4 TV Recital Hall—30m.
  "Children's Church—Rel.—30m."

4:00 4 Mr. Wizard—Topics
  "Performance of Magic Tricks."

4:15 1  Stranger Than Fiction—15m.

1:00 5 Movie—90m.
  "Lae of the Screaming Men."

1:30 7 770 on the Air—45m.

2:00 5 Twin Movies—60m.

2:30 3 Film Oddities—15m.

2:45 11 Garden Chats—Tips—15m.

3:00 5 Movie—90m.
  "Ride of the Screaming Men."

3:30 11 Children's Church—Rel.—30m.

4:00 4 Mr. Wizard—Topics
  "Performance of Magic Tricks."

4:15 1  Stranger Than Fiction—15m.

4 TV Recital Hall—30m.
  "Children's Church—Rel.—30m."

5:00 4 Bel Air Grand Opening Today—60m.

5:15 11 Feature Film—75m.

5:30 2 Feature Film—60m.

5:45 3 The Movies—90m.
  "Midnight Warning."

6:00 4 Hapalong Cassidy—60m.
  "Riders of the Timberline."

6:15 11 Home Plate—15m.

6:30 2 Star of the Family—30m.

7:00 2 Singing Rails—Roundup—30m.
  Western Melodies with Kirby Grant, Judy Clark.
MONDAY TV LOGS

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

THE HOLLYWOOD-FASHION AND BEAUTY EXPERT

RITA LA ROY
In a Half-Hour Show

• "GLAMOUR SESSION"
  For—With—And About Women!

KBNH—Mon.—Mon.

7:00  2 Ghost Rider—Movie—60m.
  "Fighting Texan."

4  Boots 'n Saddle—Juv'n—15m.

5  News—Music—20m.

11  Range Riders—Roundup—90m.
  Tom Keene in "Where Trails Divide."

5:15  8 Views and Cues—10m.
  Fun Time—15m.

5:20  5 Police Calls—Info—10m.

5:25  8 Space Cadet—15m.

5:30  4 Howdy Doody—Juv’n—30m.
  "The Mailman's Song."

6:45  7 Chisholm Trail—Western—Wstn.—45m.

5:50  9 KFI-TV Univ.—Info—55m.

6:00  2 Telecomics—Juv’n—15m.

5:00  4 Komedy Klub—30m.
  "A Little Night Music."

5  Handy Hints—Tips—15m.

6  Boney Bill's—Juv’n—15m.
  "Bill's Big Idea."

7  Space Patrol—Juv’n—15m.

6:15  2 How To—Panel—30m.
  With Comic Roger Price and Panel of Witty Experts.

4  Junior Theater—Juv’n—15m.
  "Birth of a Volcano."

5, 8  Time for Beany—Juv’n—15m.

7  Foreman Phillips—Wstn.—30m.

13  Captain Video—Juv’n—30m.

11  Ed Lyon—News—15m.

6:45  4 Kelley & Moran—10m.

5  Handy Hints—Tips—15m.

9  Action Theater—65m.
  Harry Carey in "Wagon Trail."

13  Sports Book—10m.

6:55  4 Elmer Petersen—News—5m.

11  Film Fill—5m.

7:00  2 Bachelor's Haven—30m.
  Johnny Jacobs makes his Panel of Witty Experts.

4  Who Said That?—30m.

5  Newsreel—15m.

7  Chevrolet Triple Feature
  Theatre—4hrs.

11  Open House—Intrvw.—15m.

13  Child'rn. Should Be Heard—30m.

7:15  5 Dixie Showboat—Revue—45m.

8  Starlight Opera—15m.

6:15  11—15m.

7:30  2 Lee Wood—News—5m.

4  Newspaper of the Air—10m.

11  Cavalcade of Stars—60m.
  Guests: Sonja Henie, Lina Romay, Rudy Cardenas.

13  Christie Comedy—15m.

8  Tom Harmon—Sports—5m.

7:40  2 William Kenneally—News—5m.

MONDAY thru Friday

9:00 a.m. to 5 p.m.

AUGUST 13

7:45  4 KBNH Weather—5m.

2  TV's Top Tunes—Music—15m.
  Peggy Lee, Mel Torme.

4  Tex Williams—Music—15m.

5  Arden Varieties—10m.

13  This Week in Sports—15m.

7:50  9 Comedy Time—Film—10m.

7:55  8 News—Wstn.—15m.

8:00  2 Editor's Roundtable—30m.

4  Stars Over H'wood—30m.
  "Nor Gloom of Night" with Edmond Lowe, Ralph Morgan.

5  Double Thriller—75m.

7  Chevrolet Theater—2nd Picture
  —2hrs.

8  Faye Emerson—30m.

9  Eight O’Clock Movie—75m.
  "Fighting Texan."

8:15  13 In the Clubhouse—Sports—15m.

8:30  2 Talent Scouts—30m.

9  I Pay To Be Ignorant—30m.

11  Wrestling—21 hrs.
  Bill Wolfe in "The Wrestling Interview."

11  Boxing Ring—2hrs.
  "Confessions of a Boxer."

8  Chevrolet Theater—75m.
  "Klondike Fury."

9  It's News to Me—30m.
  "A Little Night Music."

4  Voice of Firestone—30m.
  "Shirley Temple."

5  So You Want To Be an Actor—30m.

9:45  13 Hadda Brooks—Musical—15m.

10:00  2 Summer Theater—Drama—60m.
  "His Grace Gives Notice."

4  Chef Milani—Home—30m.

13  Foreman Phillips—Wstn.—30m.

13  Ed Lyon—News—15m.

10:05  3 Listeners—Tips—30m.

10:10  12 Hollywood Flash—60m.

10:15  3 Novelty Theater—30m.

10:30  4 Story Theater—30m.

11:15  11 Club Eleven—15m.

11:00  2 Peter Potter—Records—60m.

5  Final Edition—5m.

7  KFI-TV Weather—5m.

4  KNBH Weather—5m.

8:30  13 Film Playhouse—75m.
  "Klondike Fury."

11:15  13 Clete Roberts—News—15m.

12:15  13 Clete Roberts—News—15m.

1:00  11 Billie Burke—Guests—30m.

1:15  4 Food for Thought—Home—15m.

2:00  11 Classified Column—30m.

2:30  13 Mike Roy—Home—90m.

3:00  11 Classified Column—30m.

3:30  11 Billie Burke—Guests—30m.

4:00  2 Steve Allen—Comedy—60m.

4:15  2 Public Service—2 hrs.
  "The Family Album."

5:00  2 Ralph Morgan—Records—60m.

5:15  2 Talent Scouts—30m.

5:45  13 Film Playhouse—75m.
  "Klondike Fury."

6  Boney Bill's—Juv'n—15m.
  "Bill's Big Idea."

6:00  2 Telecomics—Juv’n—15m.

6:15  2 Western Puppet Adventures.

7  Space Cadet—Juv’n—15m.

6:30  2 How To—Panel—30m.
  With Comic Roger Price and Panel of Witty Experts.

4  Junior Theater—Juv’n—15m.
  "Birth of a Volcano."

5, 8  Time for Beany—Juv’n—15m.

7  Foreman Phillips—Wstn.—30m.

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4  Newspaper of the Air—10m.

11  Cavalcade of Stars—60m.
  Guests: Sonja Henie, Lina Romay, Rudy Cardenas.

13  Christie Comedy—15m.

8  Tom Harmon—Sports—5m.

7:40  2 William Kenneally—News—5m.

PERMANENT GUEST SPOT
Rhonda Fleming made one guest appearance on Don McNeill's ABC-TV television program last season and this result has been a permanent "guest-star" status on the program next season.
sticking by Lorraine and the boys in her band for the full hour during which they entertain." The one good thing were the strains from that beautiful first trumpet.

The band may be all right (we had listened to "The Voice of Firestone" the evening before, so comparison stood in the way of an evaluation!), Miss Cugat is better-than-average good looking; and the stage was well set and lighted. But, in our opinion, this sixty something would offer much, much more in the way of "talent.

The comedian fell far short of being amusing, and the personable leader herself cannot, to our way of thinking, be called a singer. Furthermore, she detracts from her performance by supplanting poise with sinuous wrigglings and meaningful glances. The visiting set and lighted Miss Cugat stood in the way of an evaluation.

The band may be all right (we had listened to "The Voice of Firestone." Lovers of Latin rhythms will find a refreshing departure from many of the below-the-border formats through which the same tired tunes by the same tired Latinos are paraded.

After all, the name Cugat is synonymous with this sort of thing—and Lorraine displays capabilities for carrying the banner right along. We hope she does.

"I Want to Get Married"

Tuesday, 9:00 p.m. KTLA 5

"I Want to Get Married" is, in our opinion, based on the kind of sensationalistic premise that, in actual production, can't help but have a falsely contrived air to it. Personally, we felt that the idea of parading people's matrimonial aspirations in front of a video camera is bad taste to begin with and, unless handled with utmost discretion, is rendered extremely shoddy. We felt uncomfortably sorry for the contestants on the first program, although our sympathy was not the show's alone and the feeling that this had not gone unheared began to permeate our air.

Before a panel of "experts" which consisted of Bill Welsh, MGM actress Lisa Farriday and Stanley Gordon, four would-be marriageable discussed the problems barring their respective paths to wedded bliss.

Jack Rourke, "Master of Matrimony," someone in charge of a lovely professional model who needed a job, by making her his permanent assistant on the show. The glamour gal seemed to us to be "the most flagrant example of pre-show coaching. One obstacle to marriage in her life was, as we..."
said, the job that she didn’t have—she was newly arrived in the city; another “block” was the existence of a two-and-a-half-year-old daughter by a previous marriage. She candidly admitted her search for a kind and sympathetic mate who would also like her daughter. She questioned the panel as to whether or not she should jet her dates know, on first meeting, of her daughter. The “experts” advised her that any date was basically interested in her, had asked her out, not her daughter, and the fact of her daughter’s existence should be mentioned only in the most normal course of individual datings.

A seventy-year-old “Bernard Macfadden” type bachelor told the only amusing story of what we thought the rather soggy whole. He regaled the

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**TELEVISION COLOR**

Amazing New 3 Color TV Filter—Rests Eyes—Makes Pictures Clearer

*Inlay beautiful color vision now.

Eliminate glare and eye strain.

Easy to attach or remove. A child can do it.

Made on Eastman Kodak—Suits 8” to 20”.

Manufacturers special introductory offer.

$2.00 Postpaid

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**UNION PACIFIC RAILROAD**

**POLYZOIDS**

KTTV Channel 11

Wednesday 8:00 P.M.

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**SANDIEGO TV PROGRAM FINDER**

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his musician. Seems he wanted to learn to his childhood sweetheart to panel with the tale of how he had lost a mate. Accordingly, he was given a definite help in pressing his search for a mate. Accordingly, he was given a course of lessons.

Actually, the basic premise of Master of Matrimony Rourke is not to get the contestants married off, but to help them remove obstacles which they themselves believe prevent this. A not-at-all unworthy premise, but in this case, we'd say furtheened only by bad taste and bad format. However, the fine showmanship which Rourke and others have exhibited in the past should help to take the show's critics before too many more programs have been screened, so that both the show's contestants and its viewers may look forward to unusual and rewarding entertainment.

Another middle-aged woman believed that a course of beauty treatments, which she was awarded, would help her to get married, and a Hollywood photographer, Danny Rowser, felt that his lessons would be a definite help in pressing his search for a mate. Accordingly, he was given a course of lessons.

This choice time is turned over to the writers who have been looking at the show's contestants and to the viewers may look for-ward to unusual and rewarding enter-

Station KTSL, Channel 2

This choice time is turned over to the writers who have been looking at the show's contestants and to the viewers may look for-ward to unusual and rewarding enter-

"Bachelor's Haven"

Monday, 7 p.m.

This choice time is turned over to the writers who have been looking at the show's contestants and to the viewers may look for-ward to unusual and rewarding enter-

Television's Finest Western Offering "RANGE RIDER" Tonight 7 P.M.

KBKH, CHANNEL 4

7:00 2 Watch and Win-Quiz-30m.
7:15 3 The Ruggles-Comedy-30m.
7:30 4 Lee Wood-News-5m.
7:45 5 The Mark of Zorro-15m.
8:00 6 Buck Jones-Adventure-45m.
8:15 7 The Range Rider-15m.
8:30 8 The Green Hornet-30m.
8:45 9 Gunsmoke-15m.
9:00 10 The Lone Ranger-15m.
9:15 11 The Lone Rider-15m.
9:30 12 The Virginian-45m.
9:45 13 The Honeymooners-30m.
10:00 14 The Range Rider-15m.
10:15 15 The Virginian-15m.
10:30 16 The Lone Ranger-15m.
10:45 17 The Honeymooners-30m.
11:00 18 The Green Hornet-30m.
11:15 19 The Virginian-15m.
11:30 20 The Range Rider-15m.
11:45 21 The Honeymooners-30m.
12:00 22 The Green Hornet-30m.
12:15 23 The Virginian-15m.
12:30 24 The Range Rider-15m.
12:45 25 The Honeymooners-30m.
1:00 26 The Green Hornet-30m.
1:15 27 The Virginian-15m.
1:30 28 The Range Rider-15m.
1:45 29 The Honeymooners-30m.
2:00 30 The Green Hornet-30m.
2:15 31 The Virginian-15m.
2:30 32 The Range Rider-15m.
2:45 33 The Honeymooners-30m.
3:00 34 The Green Hornet-30m.
3:15 35 The Virginian-15m.
3:30 36 The Range Rider-15m.
3:45 37 The Honeymooners-30m.
4:00 38 The Green Hornet-30m.
4:15 39 The Virginian-15m.
4:30 40 The Range Rider-15m.
4:45 41 The Honeymooners-30m.
5:00 42 The Green Hornet-30m.
5:15 43 The Virginian-15m.
5:30 44 The Range Rider-15m.
5:45 45 The Honeymooners-30m.
Phil Silvers is doing a bang-up job show, while Bert Parks takes a summer hiatus. Wednesday night at 8.

Lawson's daily mail count averages between 700 and 800 during this summer weather. Miss Lawson's is used here as KTLA-TV-Radio Life Hint of the week.

Each week we pick the best Handy Hint sent directly to TV-Radio Life, 6331 Selma Avenue, Hollywood 28, and use it, with your name and address, in this column as well as on the air over KTLA. Friday evening at 6:45. A lovely gift will be sent to everyone whose hint is used here as KTLA-TV-Radio Life Hint of the week.

Here is this week's winner: Mrs. Harry Bougeno, Jr., 10106 Buri Ave., Inglewood 2, Calif. Her hint is:

If you have small children who aren't tall enough to reach the wash basin, make a small bench about nine inches from the ground. They can use the bench to stand on so they can reach the basin. If you put arms on the bench about twelve inches from the ground and make it so that it will fit over one of your breakfast chairs, it will also serve as a junior chair, thus eliminating another piece of furniture. It can be painted and decorated with a few decals to make it more attractive.

This is a time-saver for you busy housewives. It's a clothespin jar nailed halfway up on your clothesline post. Use a three-pound glass shortening jar and nail the lid to the post. Fill jar with your clothespins and screw to lid. There you have your pins all clean, out of your way, yet still handy when needed.

Need a trellis for a potted plant? If so, one can easily be made out of a wire coat hanger. Form a figure eight and straighten out the hook, which is inserted into the ground far enough to give it balance.

The next time you want to paint flower pots, tie a string or cord around a stick and put cord up through the hole in the bottom of the flower pot. Then tie it to the clothesline, paint the pots and let them hang until dry.

Try using plastic material or oilcloth for your cupboard shelves; you'll find it's a lot easier just to take a damp cloth and wipe it clean, than to move about each time with shelf-paper. In fact, if you have an old plastic tablecloth, just cut it up to fit the shelves.

By Dorothy Gardner and Dick Garston, stars of KTLA's Handy Hints, Monday through Friday, 6:45 p.m.
NO impossible claims... REAL washing results!

KISS WASHDAY TROUBLES GOODBYE - USE WHITE KING’S new 1-2

Everybody’s talking about it . . . praising it. White King’s amazing new “1-2” washing method! The revolutionary NEW method that solves hard-water and automatic washing problems. The “1-2” method that helps rid clothes of spots, stains and chemical deposits which soap-substitutes may have left in them. . . . that banishes gray washes. . . . restores the original whiteness and color brightness to your clothes! Just try this new “1-2” method in your washing machine! When your eyes behold the difference . . . your lips are sure to say, “I prefer White King’s one-two washing way!”

White King WATER SOFTENER

1 SOFTEN the water with WHITE KING WATER SOFTENER until the water feels slippery to the touch! ADD enough WHITE KING SOAP to make a good 2 inches of standing suds!

2 QUICK DISSOLVING SOAP “IT TAKES SO LITTLE!”

Yes! It’s true - WHERE WATER IS HARD - the way to do is use the TWO!

YES - WHITE KING’S “1-2” KEEPS CLOTHES LIKE NEW!
WHAT'S NEW

Music
SUNDAY, AUGUST 12 - "Keyboard Concert," KNX, 6:15 p.m. (15 min.). Keyboard classics by various guest pianists.

FRIDAYS
SUNDAY, AUGUST 12 - "Fiesta," KNX, 4:30 p.m. (30 min.). Singers Ora San Juan and Eddie Grant provide music from south of the border.

SUNDAY, AUGUST 12 - "Private Party," KECA, 7:30 p.m. (30 min.). Bob Shannon emcees the show taking listeners partying at the most unusual party he can find.

Western Variety
SATURDAY, AUGUST 11 - "The Old Barn Frolits," KFI, 5:30 p.m. (30 min.). "The Old Barn Frolits" is a Western variety musical session.

WHAT'S PLAYING

Drama
WEDNESDAY, AUGUST 8 - "Family Theater," KHJ, 8:30 p.m. (30 min.). Joan Leslie and Stephen McNally star in "The Bid Was Four Hearts."

THURSDAY, AUGUST 9 - "Screen Directors Playhouse," KECA, 7:30 p.m. (30 min.). Dorothy Maguire and James Mason in "Wuthering Heights."

THURSDAY, AUGUST 9 - "Hollywood Star Playhouse," KECA, 7:30 p.m. (30 min.). Deborah Kerr stars in the lead in "A Wonderful Disposition."

FRIDAY, AUGUST 10 - "MGM Theater," KFI, 8:00 p.m. (1 hr.). Fredric March and Stephen McNally star in "The Citadel."

WHAT'S SPECIAL

Menuette
by KHJ's Norma Young

Salad Plate
(For that very hot day)

2 lbs. asparagus, fresh-cooked whole stalks
6 medium-sized beets, cooked
6 hard-cooked eggs
1 cucumber

Lettuce cups
Stuffed olives

Method:

Cut beets in thin slices. Spread asparagus and beets in shallow dish; pour French dressing over them and let stand in refrigerator for 1 hour. Remove shells from hard-cooked eggs; cut eggs in half lengthwise, remove yolks and press these through a sieve. Add asparagus; salt, pepper, dry mustard, half cup of chopped hard-cooked eggs, and mayonnaise to taste. Blend well, then refill egg whites with this mixture. Cover with wax paper and keep in refrigerator for several hours.

Arrange lettuce on luncheon plates, dividing into three sections. Place marinated asparagus spears on one section. Place alternating slices of beets and cucumbers in another section and two deviled-egg halves in third. Garnish with stuffed olives.

Note: If TV Radio Life readers have any cooking or household problems, call Norma Young, between hours 9 a.m. and 4 p.m. KHJ, 213-6123.

WHAT'S SPECIAL

Radio Precasts

SATURDAY, AUGUST 11 - "Stars Over Hollywood," KNX, 9:00 p.m. (30 min.). Dane Clark stars in "All Aboard for Reno."

SATURDAY, AUGUST 11 - "Crime Does Not Pay," KFI, 9:30 p.m. (30 min.). Charles Korvin in "Summertime Take."

THURSDAY, AUGUST 16 - "Philip Morris Playhouse," KNX, 6:30 p.m. (30 min.). Francess Tone and Wendy Barrie co-star in "Ball of Fire."

Music
SUNDAY, AUGUST 12 - "NBC Summer Symphony Concert," KFI, 5:30 p.m. Fritz Reiner, conductor, and Ezio Pinza, guest soloist.

WHO'S GUESTING

Music
MONDAY, AUGUST 13 - "Voice of Firestone," KFI, 5:30 p.m. (30 min.). Brian Sullivan, baritone, is guest.

MONDAY, AUGUST 13 - "Telephone Hour," KFI, 9:00 p.m. (30 min.). Eileen Farrell is guest soloist.

WANTED girl for general office work and light secretarial work. Must have high school graduate with business training and dictation. Apply at Selma, Hollywood 28. California.

THE ANSWER MAN

(Continued From Page 1)

When I got a Christmas card on the "Quiz Kids" show, and Anne Whitfield on "Make-Believe Town." Well, so long kids, see you in a couple of weeks, and remember, when there's news in your bean, call NOR-MA-JEAN.

THE ANSWER MAN

with 2 completely new shows each day

THE ANSWER MAN

MONDAY THRU FRIDAY

Hear your Don Lee "Answer Man" answer two completely different questions each day. He'll answer any ethical question of fact you send in!

TUNE IN TWICE DAILY OVER

KHJ dial 1930
dial 610 KFRC

CLASSIFIED

RATES: 10¢ per word per insertion. Minimum 10 words. All ads payable in advance. No charge for box number. Replies forwarded daily. DEADLINE: Friday noon for issue on sale following Wednesday.

WANTED girl for general office work and light secretarial work. Full or part time. Young high school graduate with business training acceptable. Write to Box 68, TV Radio Life, 6981 Selma, Hollywood 28, California.
"Sunset Boulevard," with movie stars Gloria Swanson and William Holden in the leads, will be the first radio offering of "Lux" when it returns September 17 to begin the fall season. . . . George Pembrooke, radio and TV character actor, has landed a role in an upcoming Gene Autry film. . . . Meredith Willson is the latest enter- tainer to turn down Hollywood's potpourri of platter and chatter for NBC, from here for four weeks, and possibly take the show back East when he returns there. . . .

Guy Della Croppa is CBS's new head of network programming. "When a Girl Marries" is now heard on ABC.

ABC's"Dietrich" has a different kind of star, Libby Holman, with Harry Becomes. For Miss Dietrich it has a
different kind of star, Libby Holman, with Harry Becomes. For Miss Dietrich it has a

Larry Dobkin has bowed out of the "Rocky Jordan"

Larry Dobkin has bowed out of the "Rocky Jordan"

Dramatizations will be based on actual cases adapted
Dramatizations will be based on actual cases adapted

Robert Young of NBC's "Father Knows Best" airshow
Robert Young of NBC's "Father Knows Best" airshow

For Love of Mike (General)
For Love of Mike (General)

Looks Like
Looks Like

"Father Knows Best"
"Father Knows Best"

Radio in Review
Radio in Review

For Love of Mike (General)
For Love of Mike (General)

Looks Like
Looks Like

"Father Knows Best"
"Father Knows Best"

Robert Young of NBC's "Father Knows Best" airshow
Robert Young of NBC's "Father Knows Best" airshow

Page Eighteen
Radio in Review—Continued
for the annual Fisher Body Company Scholarship Awards program. August 14. It will be a treat for Young, father of four daughters, for he will present eight scholarships to boys who have submitted the best car models to Fisher. This event ties in with the extensive campaigning for highway safety among teen-age drivers.

NBC’s Silver Jubilee

NBC’s news department, as part of the net’s jubilee celebration, is planning a special twenty-five-hour documentary, each of which will deal with the major news events of one year. In addition to the front-page coverage, there will be items on the year’s celebrities’ doings, human-interest yarns and other material catching the nostalgic flavor of the period.

Narcotics Rebroadcast

“The Truth About Narcotics,” a dramatic analysis of the nation’s dope problem featuring Malcolm Johnson, Pulitzer Prize-winning crime reporter of International News Service, will be rebroadcast by NBC on three successive Saturday evenings, August 11, 18 and 25 at 4:30 p.m. This came as a result of the many letters NBC has received urging another airing of the narcotics series. NBC corresponds around the world with the contributory information for the survey of dope from the poppy fields to big-city “pushers.” Fritz Littlejohn of the NBC News and Special Events Department spent six weeks talking with police and narcotics control officials in nine major American cities. The three programs include testimony of addicts, doctors and top-ranking federal officials. Joseph Meyers produced the series under supervision of NBC’s news department, as part of the net’s jubilee program.

“Double or Nothing”—Travels

Radio’s popular daytime quiz show, “Double or Nothing,” has accepted the invitation of USO Camp Shows Inc. and will make a three-week flying trip to military installations in the European Theater of Operations beginning August 10 to tape broadcasts for U. S. release. Headed by quizmaster Walter O’Keefe, a ten-man troupe will tape “Double or Nothing” airs during the ETO, half-hour programs being flown back to New York City for release coast-to-coast on NBC. Members of the armed forces and civilians employed by the U. S. overseas operations will be eligible to compete for the cash prizes by their appearances on the quiz sessions. “Double or Nothing” expects to tape broadcasts and entertain in England, France, Austria and Germany during the three-week jaunt through Europe.

SATURDAY, AUGUST 11

Your Cue (Shows You May Like)

“The Sheriff”

Saturday, 5:30 p.m.
KBE-AKEA, KMFB

Adventure via the mike, tailored especially for teen-age listeners and yet not offensive to adult set-siders who go in for action radio drama, is wrapped up in ABC’s “The Sheriff,” which takes care of the latter half of this new Saturday night story hour which begins with “The Lone Ranger.” “The Sheriff” is built around the idea that the old-time Western law enforcer who has gone modern today has some interesting escapades to relate. Each story line sticks rather closely to the scientific approach used in solving the crime. One broadcast entitled “Throw Another Corpse on the Fire” concerned the operations of a criminally inclined firebug. Danny, the guilty man, was involved in a love affair with his best friend’s wife, and tried to pin the crime on him. The script followed in an elementary way the steps taken by “Sheriff Chase” to trace the murderer who had set fire to a couple Page Twenty

SATURDAY, AUGUST 11

Indicates News Broadcast
Indicates Highlight

1-KECA, KFMF—No School Today.
2-KFI, KFSD—Hollywood Love Story.
3—KXU, KFWX, KWW, KJY, KLAC, KMP, KXLA—News.
4-KFVD—Wakeup Ranch.
5-KFW—World Bible Hour.
6-KOWL—Spanish Hour.
7-KKW—Rilman Latin-Americans.
8-5:30 KNX, KCBQ—Let’s Pretend.
9-5:30 KNX, KCBQ—Secret Society.
10-5 KNX, KCBQ—Make Believe.
11-5 KFSD-Billy Byrd.
12-5 KFW-Bill Lazey.
13-5 KFVI—Time Flies.
14-5 KLAC—Haynes at the Reins.
15-5 KRW—Friends of Israel.
16-5 KFSD—My Secret Story.
17-5 KFW, KFB, KGB, KVOF—Fun.
18-5 KNX, KCBQ—Secret Society.

Major League Baseball

Monday thru Saturday

KGFJ 1230 Kc.

KGFJ—Major League Ball.
KFI—Discing With Dick.
KFW—Discing With Dick.
KMP—For You.
KFW—Spanish Hour.
KFR—Songs of Yesterday.
KFW—Secret Society.
KXLA—Western Music.
KGER—International Soccer.
KGFJ—Music of the Day.

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Review the latest releases on

NOW HEAR THIS

Saturday, 12:00 to 2:00 P.M.

KGFJ—KFW—KFR—KGD—KGB—KGOI—KGFJ—

Major League Baseball

Monday thru Saturday

KGFJ 1230 Kc.

KGFJ—Major League Ball.
KFI—Discing With Dick.
KFW—Discing With Dick.
KMP—For You.
KDF—Spanish Hour.
KFR—Songs of Yesterday.
KFW—Secret Society.
KXLA—Western Music.
TV-RADIO LIFE

Saturday Radio Program Highlights
A.M. Programs in Lifelight Type / P.M. Programs in Boldface.

Mystery-Detective
9:30—This is Higgins, Sir, KFI.

Mystery
9:45—A Night in Paris, KFWB.

Drama
9:00—Theater of Today, KNX.
10:00—I'm Your Huckleberry, KFSF.

Features
8:00—L. A. In Motion, KFWB.

Music
8:30—Music to Remember, KMPC.
9:30—Music for You, KFWB.
10:30—Music for Humming, KFWB.
11:30—Music for Casually, KMPC.

Sports
9:00—KFI—L.A. Mariner.
10:00—KFWB—L.A. Dodgers.

Children's Programs
8:30—KXL—Boys League.
9:30—KFI, KFSD—Boys League.
10:30—KFWB—Young Readers' Hour.

Singing
8:00—Music of Today, KECA.
9:00—Music of Tonight, KMPC.
10:00—Music of Tomorrow, KFAC.

KLAC—570 Club.
11:15—Are You From Dixie?, KFI, KGB.
12:15—Bandstand, KHJ, KFWB.
1:15—Bands for Bonds, KHJ, KGB.

KLAC—Baseball.
2:15—KACE—ABC Late News.
3:15—KLAC—Baseball.
4:15—KLAC—Top in Pops.
5:15—KLAC—Kodak Filmstrip.
6:15—KLAC—Kodak Show.
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Radio in Review—Continued

of business houses. Just enough, but not too much, was
made of the love intrigue, and this part of the story was
kept simple and is set in a small-town sheriff's territo-
ry.

Adults would be able to follow with little effort all
the weak points in the solution of the crime and no doubt
turn to other arts on the radio story. Youngsters, how-
ever, would be able to keep one step ahead of the sheriff
at times, but that would only create interest in the action
drama for them, because they like to solve puzzles of any
kind. The Sheriff is not up to the finer dramatic pro-
ductions aired for adult audiences, but then that is
doubtless action to be expected under its banner of appealing to younger
kind. "The Sheriff" is not up to the finer dramatic pro-
drama for them, because they like to solve puzzles
ever, would be able to keep one step
in good taste so as not to mislead young listeners

"Musical Merry-Go-Round"

Saturday, 8:00 p.m.

Eloise McElhone, a femme frequently heard over a
number of radio programs, does very nicely as hostess on
this platter party. There is much that can be
done to give appeal to musical radio as offered by the
disc jockey. Eloise McElhone seemed to use care in select-
ing her records, which at times were far off the hit-
 parade beaten path, but were refreshing to hear.

This is a platter show which aims to offer "music
America loves best with everything from the classics to
the comics." A recent program included a Hugo Win-
halter arrangement of "Wind of the Seas," a number
which, although not spectacular in any fashion, caught
the fancy of the islands. A new slow-paced Perry Como
love ballad, "Cara Cara, Bella Bella," was also put on
which, although not spectacular in any fashion, caught
her records, which at times were far off the hit-
 nine number of radio shows, does very nicely as hostess on
in arrangements which might well make them your top
choice for repeat spillings.

Maybe you won't hear your favorite melody every Sat-
saturday night on the "Musical Merry-Go-Round" (not, by
the way, to be confused with "Manhattan Merry-Go-
Round") but you will hear some of the better new tunes
in arrangements which might well make them your top
choice for repeat spillings.

Subs for Godfrey

Monday, 8:30 p.m.

Arthur Godfrey, one of the first men to be caught by
color TV and the radio man with one of the largest fol-
lowings in Mike history, left his "Talent Scouts" in charge
of Hoosier hustler Harold Cunningham. Godfrey, when he went off
spinning, Herb Shriner, judging from his last week's air-
show, stepped into Godfrey's shoes without any fuss or
bother and with a fist full of folksy laugh lines.

It was the same slow-times jokes and casual approach
to the serious which have made him a feller from Indiana
and playing comic on radio, TV and the Broadway stage,
that emanated from the mike last week. He had no trouble
getting the laughs with his talk about Congress, taxes,
and mostly about the folks "back there in Indiana." Not
withstanding, he promoted his priceless routine, "Listen-
ning swimmers in the Hoosier state, where, he said, "We
had to boll water before we could swim in it . . . and the only
swimming hole was the mirage at the end of town that
"HARLEM HOLIDAY"
BLUE-BOOGIE-BOP
3:00 P.M.
KFJ 1230 Kt.

Sunday Radio Program Highlights
A.M. Programs in Lifeline Type: P.M. Programs in Radiolife Type.

Comedy-Variety
1:00-Don Ameen, KNX. 1:00-True Detective, KHJ. 1:00-Organization of Happiness, KFWB.
2:30-Brigham Young, KFWB-First Presbyterian Church.
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Radio in Review—Continued
was really a sort of gravel pit... and about the vaca-
tions where "the girls were looking for husbands
—and, of course the husbands were looking for girls.

Once Herb Shriner got started with his jokes he seemed
reluctant to bring on the talent scouts and their talent,
but he did manage to point the spotlight on four con-
testants. He followed Godfrey's format in handling the
scouts and the hopefuls, by kidding them a little and
twisting their serious statements into funny ones. Two
country singers, a violinist and a young feminine ventri-
quilt were in the entertainment line-up. As usual, they
performed with varying degrees of capabilities, but at all
times put on a good show.

Some may prefer Godfrey to Shriner when it comes to
comedy, but that is a public question to be settled here or
or on this replacement series with the "Talent Scouts." It's
a sure thing that whichever one of these casual joksters
takes to the mike, you are assured plenty of laughs.

"Martin Kane, Private Eye"

Sunday, 3:00 p.m.

This pipe-smoking master of mystery, as portrayed by
Lloyd Nolan, often ranks among radio's more polished
private policemen. His cigarette case that makes him
appreciate a nicely turned murder, because he always
gets his man (or woman) and in a logically suspenseful
manner.

A woman psychiatrist, who "had a somewhat unbal-
anced, though not insane, man patient, was a case of
"Kane's" recent customers. She called "Kane" in to pro-
tect her from the patient, whom she wished to cure of his
fixations. In the process of being cured, the man had
fallen in love with his doctor and refused to take "no"
for an answer.

The plight of this woman doctor was not as unplausi-
able as it appears on first reading, and scripters struck a nice
balance between believable characterization and imagina-
tion, in portraying both the doctor and her furiously
tous byplay. But when the patient was murdered, "Kane"
dropped his light-hearted bantering about playing body-
guard to an attractive and admired medico, and got down
to cases.

"Kane" uncovered the existence of another wife that
the patient just happened to have, a wife which, he it
appeared, was just as jealous as her mate and who had
sought to murder her husband. The patient succeeded in
knocking off his doctor, too. "Kane" drew the case to a fine conclusion
and, with humor intact, began thinking about taking
psychanalysis for himself, naturally from an attractive
and admired doctor.

Nolan's fine acting and an exaggerated plot are but
two of the features of "Martin Kane, Private Eye" that
make it one of our favorite listening habits.

"Marines Pass in Review"

People often forget or are unaware of the fact that
men in the armed forces do more than march, shoot guns
and salute officers. It takes a program like "Marines
Pass in Review" to make listeners aware that the men
in uniform are very busy making music and generally
putting on a good show.

This particular airshow is backed by the Camp
Pendleton Marine band, which can put any group of pop
performers in the shadow any day. The musical arrange-
ments are very fine, plus the fact that they have a vitality
and sparkle to them. When the Marines from Camp
Pendleton take to the bandstand in this broadcast there
is nothing haphazard about their presentations. Such
songs as "Hullabaloo" and "The Tenth Regiment March"
were included in one night's selections. Vocalizing was
done on "I Apologize" by Sergeant Jack Daley, and a
male chorus offered an interpretation of Jerome Kern's
"Old Man River." Well integrated in the musical programming are dra-
Page Twenty-Four
THE MAN FROM MUSICAL MOUNTAIN with EDDIE KIRK
Songs from the Hills and Plains
3:15 to 4:30 P.M.
K X L A
Monday thru Friday

K X L A - Music Mountain.
3:30 to 4:00 P.M.
K X L A - Eddie Kirk.
4:00 to 4:15 P.M.
K X L A - Jack Glenn Hardy.
4:15 to 4:30 P.M.
K X L A - The American Way.

Monday Radio Program Highlights

AM Programs in Lightface Type: P.M. Programs in Boldface.
Comedy-Variety
3:00 - Arthur Miller, KNX.
4:00 - Meet Millie, KNX.

Quiz, Participation
5:00 - Box-Book Blast, KNX.
6:00 - Meet Millie, KNX.

Raffles, Sweepstakes
7:00 - Roy Rogers, KFWB.
8:00 - Pulp Fiction, KFWB.

Teen Timers Matinee

K T F J - Teen Timers Matinee.
K R J - Dining With Dick.
K F W B - Bill Adams.
R K R D - Spotlight on a Star.
K R W W - Fire Facts.
K R J - Pick the Winner.
K R J - Boast a Rich.
K R F X M - Bob Keller.
K F W B - Peter Potter.

LUCY LUGER
DANCE TIME
EVERY NIGHT 9:00 TO 12:00 P.M.
K M P C - LUCY LUGER DANCE.

SPADE COOMLEY TIME
"King of the Disc Jockeys"
GEORGE SANDERS
NOW 11 P.M.

MUSICAL BUFFET
With Carl Bailey and Alex Cooper
Mon. thru Sat.
11:15 P.M. - 1 A.M.
K X L A
LAUGHING AND CHEERING, APEX OF US WE CAN'T UNDERSTAND THE MURDER'S "PHILO" COMES UP WITH THEM, BECAUSE "VANCE" BOtherED WITH THE WHOLE COMMITTED INDICATED THAT HE WAS THE KILLER. THE CITY'S MAYOR, BEN WEST, ISSUED A PROCLAMATION
TUESDAY RADIO LOGS

9 KECA, KFMD—News.
10 KLAC, KFSD—News.
11 KECA, KFMD—News.
12 KECA, KFSD—News.
13 KLAC, KFMD—News.
14 KLAC, KFSD—News.
15 KLAC, KFMD—News.
16 KLAC, KFSD—News.
17 KECA, KFMD—News.
18 KECA, KFSD—News.
19 KECA, KFMD—News.
20 KECA, KFSD—News.
21 KECA, KFMD—News.
22 KECA, KFSD—News.
23 KECA, KFMD—News.
24 KECA, KFSD—News.
25 KECA, KFMD—News.
26 KECA, KFSD—News.
27 KECA, KFMD—News.
28 KECA, KFSD—News.
29 KECA, KFMD—News.
30 KECA, KFSD—News.

FORGERS BEWARE

Mary Margaret McBride, ABC's columnist of the air, has at least six different types of penmanship she uses and admits that on one occasion a check was returned by the bank because, according to the teller, the signature was not in her handwriting. 

SUNDAY JOINSDPH

The Screen Director's Playhouse, heard on NBC every Thursday at 7:00 p.m., has taken unto itself a permanent Friday, fast-rising screen director George Sidney, who will be heard each week as moderator-emcee.
Radio in Review—Continued

designating Friday, July 28, as “Phil Harris Day” throughout the city: And Nashvillians did celebrate. All of the festivities were for the benefit of the Kiwanis youth funds, and Harris headlined an all-star show as part of the giant affair.

A commission as a “Tennessee Colonel,” presented by Governor Gordon Browning, was among honorsaped upon the popular comedian during his visit home.

In thanking the crowd for their hospitality, Harris remarked, “Coming here was the happiest note of my life. I’ve never received such a wonderful reception.”

“Horse-Doctor”

Don MacLaughlin, “Dr. Jim Brent” on NBC’s popular daytime drama “The Road of Life,” is possibly the only man in broadcasting who got his start by neighing like a horse. His first network radio role was cut out of the script during rehearsal and MacLaughlin was assigned to help the sound-effects man make it sound like a nag.

But that incident marked the first and last exhibit of his equine ability. From that beginning he went on to become one of today’s most successful radio actors.

Prior to his first mileside appearance, however, MacLaughlin had chalked up another distinction—he had actually taken a slow boat to China! MacLaughlin was born in Wabash, Ind., but his father’s serious health his family moved frequently during his childhood. He spent many of his growing summers at various health resorts as a timekeeper in a dial-telephone company, and once as a butcher.

He majored in English and dramatics while at the University of Arizona and graduated to teach high school in his Iowa home town during the depression days. He then headed for New York, where he spent another year as a commercial booking office. This too, was unsatisfying so Don decided to visit a cousin in Singapore. He signed on as a seaman on a slow freighter.

A couple of years later he returned to New York, also by slow freighter, and married Mary Prugh, a young miss who worked on a newspaper.

While an undergraduate at college, Don had made a successful radio debut on the Tucson NBC affiliate, so he decided to try his acting future further. His first radio audition was for a job as an announcer on a local New York station. Convinced of his reading cast. When it was over, Don learned that he had actually been on the air all the time. “That blessed experience,” he says, “kept me from ever developing mike fright.”

Next came a season of one-night stands touring with Little Jack Lillie’s band, as road manager. After that, the young actor joined a group which did a great deal of unpaid work, for “experience.” He and Kenny Delmar, best known as “Senator Clagorn,” were members of a radio stock company which evolved from this search for experience.

Then followed a year of radio work in San Francisco, from which Don managed to land a solid part in an NBC serial. Besides his role in “The Road of Life,” which he says, “kept me from ever developing mike fright.”

“Torban”

MacLaughlin’s most loyal audience now includes his wife, and three children, Douglas, twelve, Jeannette, nine, and Britton, six.

Corset History Aired

Mary Margaret McBride, who has had many an interesting personality on her ABC programs, found herself delving into the history of the corset when she had historian Earl Newton as a guest. Mr. Newton, editor of the American Heritage Magazine, informed Mary Margaret that Cleopatra was not the first woman to resort to the corset effect.

The Mesopotamian women wore corsets centuries earlier, but they established the custom of having them from the waist up, and not allowing them to reach the waistline at all. So it was that Cleopatra was not the first woman to resort to the corset as a means of warping one’s figure.

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**Wednesday Radio Logs**

**WEDNESDAY**

**TV-RADIO LIFE**

**11:00-** KLAC—Sports, KLAC-Sports, KLAC—News.
**11:15-** KLAC—Health.
**11:30-** KLAC—Health.
**11:45-** KLAC—Health.

**7:00-** KGJT—Sports.
**7:15-** KGJT—Sports.
**7:30-** KGJT—Sports.
**7:45-** KGJT—Sports.

**WEDNESDAY**

**MUSICAL DIGEST**

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

**MUSICAL DIGEST**

Nightly including Sunday

**12:00** KGJF 1230 K.

**TELEVISION PROGRAMS**

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

**6:00-** KFVD—Marlattine.
**6:10-** KFVD—Bill Anson.
**6:20-** KFVD—Long Horn Band.
**6:30-** KFVD—Meet the Band.
**6:40-** KFVD—Sports on Parade.

**7:00-** KFVD—Sports.
**7:10-** KFVD—Sports.

**8:00-** KFVD—Sports.
**8:10-** KFVD—Sports.

**9:00-** KFVD—Sports.
**9:10-** KFVD—Sports.

**10:00-** KFVD—Sports.
**11:00-** KFVD—Sports.

**11:00-** KGJT—Sports.
**11:15-** KGJT—Sports.
**11:30-** KGJT—Sports.

**12:00-** KGJT—Sports.
**12:15-** KGJT—Sports.
**12:30-** KGJT—Sports.

**1:00-** KGJT—Sports.
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**1:30-** KGJT—Sports.
**1:45-** KGJT—Sports.

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**3:30-** KGJT—Sports.

**4:00-** KGJT—Sports.
Radio in Review—Continued
waist down because they wore no clothing at all above
the waist," he said.
"Then came the days when they were made with
wrought iron by the same craftsmen who built the medi-
 eval torture-instruments. Some women might suggest that
there isn’t much difference between a corset and a torture
instrument," Newton concluded.

Mary Margaret feels that many women from personal
experiences can agree with the above statement.

On Mike

About Studio Happenings

Modern Romances
Peter Martin, script supervisor for "Modern Romances" (KECA, 12:30 p.m., Monday through Friday) avoids soap-
 opera situations in "romance" scripts. "People have
eough to depress them without listening to misery and
despair on the airwaves," claims Peter. "That’s why I
ask my writers to avoid soap-opera situations and draw
on down-to-earth problems that people face every day
and solve sensibly without tearing their hair out or
crying in a state of despair." The staff of "romance" writers includes Vera Oldham, Michael Sklar and Don Witty, who use no "formulas." Don Witty has emerged as a very versatile writer on the
lighter side of life. Vera Oldham and Michael Sklar have
done exceptional scripts, according to Martin. In relating
their realistic and credible experiences in real-life dramas.
Their characters are drawn from people who hold ordi-
inary working jobs as well as people whose backgrounds
are more unusual. Their problems and the decisions
they make are similar to the problems and decisions all
have in day-to-day living: or their amusing experiences pleasantly remind us
of our own or those of friends.

The stories dramatized on the daytime dramatic series
are narrated by Helen Gregory. As story editor she
presents them as a friend would tell of their experiences,
and they are enacted by top-flight radio actors. Bill Mar-
shall is director of "Modern Romances" program and
George Henninger scores the original dramatic music.

DAVIS REPORTS FROM EUROPE
Noted ABC commentator Elmer Davis will fly to Eu-
rope on a fact-finding and reporting trip, during which
he will visit the Atlantic Pact countries and report on
the state of defenses of the Western world.

NEXT WEEK

Our cover feature story next week definitely proves that
three is not a crowd, especially when the trio includes
KNBH’s popular stars Monty Margetts, Stu Wilson and Bill Stulla, as you will read.

Walter Brennan is bringing us the delight of "You
Can’t Take It With You" on radio, and our interview
with this colorful and talented actor turned up some
delightful reading, too. KLAC’s lovely Betty White
and her co-hosts are provided with a charming profile, next week.

A yarn about one of radio's most unusual fami-
lies, "The Whistler's Children," and one on "Seta
Grogg's engrossing comeback tale are features you
won’t want to miss in next week’s magazine.

The latest news, reviews and pictures plus COM-
plete video and radio logs, all guaranteed to bring
you an evening’s good reading and a week’s good
looking and listening are, as always, included in your
copy of TV-Radio Life, available at your mar-
ket checkstand. More (forty pages) for the money
(ten cents) than any other TV-radio publication.
back-breaking schedule. Seeking to give aid, comfort and peace of mind to the harried actors, as well as to insure uniform good performances, the producers of the pioneer detergent drama experimented with the Teleprompter and found it worked. Since the program went on the air last December, one of the problems that has vanished into thin air is the problem of fluffs, missed cues and anxiety ridden actors. The thing works and works well.

Basically, the Teleprompter, four of which are used on a program, is a rectangular box about two-and-a-half feet high and a foot-and-a-half wide. The entire script, printed in inch-high letters by a special typewriter, unwinds electrically on two rollers, the pace is controlled by an operator seated at a master machine in an unused corner of the studio. This operator, following the dialogue through earphones, regulates the speed of the script through the other machines by a series of buttons, much like working an electric train set.

At Eye Level

Just off the studio set itself, the other three Teleprompters are placed in the most strategic locations for the actors. Set at eye level, all actors in the scene can see at least one of the other machines, which never could contain everything necessary anyway. Toy cards, which never could contain everything necessary anyway. Toy cards, which never could contain everything necessary anyway.

The large cast of "The First Hundred Years," many of whom are veterans of stage, screen and stock company grinds, readily admit that the Teleprompter has done wonders for their performances. "It's not that we rely on it exclusively," said Robert Armstrong, former featured player on Broadway and Hollywood, "in fact, we memorize our lines carefully each day. But we always know the thing is there when we want it, which is only once or twice a week at most. You know, chuckling Armstrong, "it gives me the wonderful sensation of having money in the bank. It's there when I need it."

Lanza: Summer's High Note

(Continued from Page 3)

after Mario's first lesson remarked: "I have waited thirty-four years for you to come along. Now you are going to work so hard you'll wish we had never met!"

The results of that hard work were evident in the twelve minutes of applause which greeted Mario's Hollywood Bowl debut, some fifteen months later. The applause fell on the ears of Louis B. Mayer, who was in the audience, and he quickly arranged a command performance for the studio's top producers which launched Mario on a film career to the tune of Mayer's extravagant comment: "You're going to be a singing Clark Gable!"

"Fame Is the Spur"

Mario hopes for more than that. His ever-growing talents have brought him fame in films, concerts, and now radio, "where I am grateful able to reach a greater number of people with his broadcasts, as in the other mediums," he says he's "bringing more and more opera, specking each show with a touch of his plan, the exclusion of other types of music."

With his guest vocalists and Ray Sinatra's orchestra, Lanza manages to run a weekly gauze of musical types and invariably includes a liberal helping of opera.

TV-RADIO LIFE

Buddy Rogers' Big Comeback

(Continued from Page 5)

the usual press interviews and meetings with exhibitors. But the quality of his work never faltered. No matter how tired he became, he kept right on. Slugging to a wall behind the scenes of a success as he possibly could. My admiration for him couldn't have been exceeded. He was a real trouper.

After the trip, and a long, rest, I organized a radio package show built around Buddy as star. The principal involved, including Buddy and myself, flew to San Francisco to cut the audition record at NBC there. Mary Pickford accompanied us, and made a guest appearance on the program. There was intense interest in the show, and sales prospects were hot, when Horace Heidt was signed to headline an almost identical format. Heidt had been working a long time on a talent format, and neither party had any idea what the other was doing! Call it fate, or bad luck, or the breaks; but my plans for Buddy came to a standstill.

I lined up a couple of isolated dramatic guest appearances for Buddy on "Stars Over Hollywood" and "Skippy's Hollywood Theatre," but I had no over-all plan in mind.

A year must have passed, and I became interested in a musical who didn't? and plans were made to produce a video show with Benay Venuta. But she was suddenly unable to go on with the project and we had no idea who could take her place. I remember, in the middle of our conversations, that I telephoned Buddy to thank him for his offer to help me out, and left for me at the Goldwyn Studios. He said, "If any radio or TV guest appearances come up that I might be able to do, please call me."

I said I would, and hung up. At the same time the phone touched the cradle of the receiver, the light dawned. I dialed Buddy's number (To be Continued Next Week.)
GI FANS undoubtedly detect the glowing beauty reflected by the lovely voice of their favorite disc jockey, Rebel Randall, the gal behind AFRS’s most popular program, “Jukebox, USA.”

The “Dear Voice”

By Greta Greenfield

From Southern kin, among whom the rebel cry was familiar, Rebel Randall took her showbusiness moniker. The green-eyed beauty has most recently been supplying fighting spirit for more than two million Americans stationed in foreign countries. Her “Juke Box USA” is Armed Forces Radio Services’ most popular program and Rebel is in the unique position of being both the GI’s favorite entertainer and pin-up girl.

More important to this warm-hearted beauty, who has three brothers of her own in Korea, is that the more than a thousand letters she receives from GI’s every month reflect the fact that she symbolizes home to them and that through her they actually feel closer to their own wives, sisters, mothers and sweethearts.

Into her daily disc jockey sessions, heard by an estimated ninety million people around the world, Rebel spins the essence of home that is so vitally treasured by fighting men in Korea and those sitting out the so-called “police action” on such remote powder kegs as China and Berlin. Her fervent hope is that she can continue to do so “as long as there is an American fighting man overseas.”

Morale Builder

As far as the production staff at AFRS is concerned, she will. They are as pleased with Rebel’s morale-building show as are the men on the receiving end. When they signed Rebel to her initial series, in September, 1950, as a sequel to the earlier “GI Jill” programs, the AFRS staff, in the words of “Juke Box USA’s” writer-producer, Rudi Burns, knew that Rebel possessed that “indescribable inner warmth” they were looking for.

The lovely miss, who hails from Chicago, is not only unusually comely, but has talents equal to her beauty. She’s been seen and heard in over thirty-two films; admired as a cover girl on dozens of magazines; celebrated on billboards and illustrated in “Esquire” annals as the typical American beauty. Her collection of beauty titles would give royalty an inferiority complex.

A scholarship in the Max Reinhardt Workshop brought Rebel to Hollywood from Chicago where, in school years, her beauty had already begun to register. Classmates at Forest High school could look out the window at her likeness gracing a Coca-Cola billboard, and she was a top model in that city. Fashion-plate jobs made her seek a modellike name, since she didn’t favor her real one, Alaine Brandes. The Randall portion of her name came from a chance encounter in a telephone directory.

In Hollywood, Rebel developed a list of radio credits as long as her well-turned arm; did a personal appearance tour with Bob Hope, and gave movie camera men pause for thought. She ventured into TV via an East coast videoing entitled “Auction-Aire.” One glimpse of her on their screens caused fans to label Rebel “the most beautiful girl in television.”

Brains and Beauty

Rebel’s brains match her looks—she paints and writes in her spare time. Three of her paintings are in a local exhibit and “The Lying Lion” and “Daffy Daffodil” are two children’s books she penned.

All this could not be apparent to her GI fans, but her great sincerity is. And she has had some touching experiences which prove it. AFRS pipes her shows to all military bases and hospitals in and outside of the country and to all her listeners she has become known by a title given her by one of her earliest listeners—“Dear Voice” is the salutation most often used in letters sent her.

A group of eight or nine GI’s will request a pin-up picture and as always, Rebel will answer them personally. Often, they will answer her in turn, only instead of eight or nine signatures, the writers will explain that a few of their buddies are no longer with them.

“That sort of thing is what brings this war home to me,” she explains.

“Seoul City Sue,” who was captured recently, and the newer “Minnie Pearl” are “the other side’s” versions of Rebel Randall with which they try to jam AFRS’ broadcasts—another proof of the potent power behind Rebel’s popular discing which is felt even by the Communists.

Deep Responsibility

Rebel feels a deep responsibility toward her audiences, especially when she receives stateside letters.

August 10, 1951

(Please Turn to Page 39)
I Defend Singing Commercials!

One Man's Jangle Is
Another Man's Joy

JUD CONLON (at right) is an Iowa boy who went from piano to accordion to vocalizing on his way to musical arranging for top song men and doing singing commercials with his "Rhythmaires." (above left to right, from top to bottom) Loulie Jean Norman, Gloria Wood, Jud, Charlie Parlato, and Max Mac McLean.

It takes a man in the singing commercial business like Jud Conlon, director of "The Rhythmaires," to justify the clang, clatter and bombast that frequently accompany musical plugs. Jud is truly the father of many sponsor's melodious messages. He takes the jingles, for beer, toothpaste, cigarettes, drinks, bread, or transportation, sets them to music and then labors over an arrangement that will be music to the sponsor's ears.

Why singing commercials, anyway? Jud put it very simply when he said, "They pay off . . . singing the jingle keeps money jangling in the sponsor's pocket. It's the only reason you can get Crosby, Groucho Marx, 'Life With Riley,' or any of your favorites on radio or TV. We don't have subsidized radio like they do in Britain, and somebody has to pay the bill . . . so the man behind the man at the mike or camera can not go unnoticed or unheard."

Businessman's Minstrel

As a minstrel for the American businessman, Jud faces only one problem when he notes the sharps and flats for pitches . . . that is, "Will it sell?" Sometimes the business men admit they know little about music and only say, "we want it pretty" . . . "we want more girl voices" . . . or "we want it high at the end." Singing commercials may jar your ear drums or your mental processes, but that's what pleases the man with the bankroll. A music man, like Jud, who has long ago lost count of his own musical arrangements for some of the hit tunes of our time, believes in selling by singing because, "It's more alive than hearing a monotonous moaning of a male voice drooning out the glorious attributes of a certain drug store specialty." But what about the people who find these tuneful rhymes irritating? "One man's jangle may be another man's joy. If the listener remembers the jingle, he'll remember the product . . . and maybe he'll go away humming the commercial."

Jud added the sponsor's peculiar twist to his musical arranging soon after the war when he organized "The Rhythmaires." Before he became part of this vocal aggregation, he had raised his bass voice in tune with the well-known singers, "Six Hits and a Miss." No, he doesn't have a complete collection of all the singing commercials he has been responsible for, but hopes to put more than 500 of them on platters someday. That would mean digging up arrangements he has done for such airshows as "Life of Riley," Groucho Marx, Phil Regan show, Bing Crosby, "Our Miss Brooks," Dennis Day, "The Blandings," and the Kay Kyser show.

Arrangements

Jud said there was little difference between arranging a jingle for radio or TV. For TV, musical accompaniment is never used as they are almost sure of visual help to sell the product. His toughest job was working out the plug for "Ice Cycles" into a singing commercial. Every time he would get "The Rhythmaires'" going, he heard a soprano or tenor trying to say "cles" and it would come out anything but that. Each set of lyrics must have special

By Jud Conlon as told to Arlene Garber

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August 10, 1951
Action on the Stage

Young Bob Finkel Cracks The Directorial Whip
For Top-Draw Drama On Hollywood Theater Time

By Mildred Ross

It was a toss-up whether we were discussing "Hollywood Theater Time" or the merits of the Carnegie Institute of Technology, during our interesting interview with Bob Finkel, alumnus of Carnegie and director of KECA-TV's "Hollywood Theater Time." Bob holds a drama degree from this outstanding university, which offers a fine arts curriculum, as well as its renowned engineering courses.

Television's role in the Kathy Fiscus tragedy inspired Bob to enter the television field. "I feel that my experiences in the various entertainment mediums, plus my academic training have been of invaluable assistance in my directing "Hollywood Theater Time,"" earnestly informed Bob. "We have twelve hours to rehearse and prepare a weekly half-hour telecast. Ours is the only local dramatic show viewed on kinescope in New York, and we try not to let the Easterners find any faults with our productions."

Genius at Work

Bob is budget conscious and works out the minutest details prior to air time. His wife, Janie, and three-year-old daughter, Terry Lee, are obliging props. After rearranging his living room, he sets the stage and the family fill in as actors as he puts them through their paces. The salt and pepper shakers are commandeered whenever additional cast members are needed. Bob maps every camera shot and actors move with the assistance of his family "cast." He cheerfully exclaims that he enjoys this segment of preparation to the hilt because it's the one time he can boss the family and get away with it.

Bob also memorizes all the cue lines and action to save time. One glance at the script might mean the loss of several valuable seconds. The absence of a prompter in the wings insures memorized parts, as psychological crutch theory is taboo here.

Director's Problems

"Hollywood Theater Time" has encountered some unusual problems. An actor, who had the second lead, cancelled out the eve of the telecast. Finkel, with the help of the production crew, invented a "Tel-a-Cue" (Please Turn to Page 39)
LAYING CHARADES on KTLA's "Movietown" video show is no cinch for the "Adams" and "Eves" who appear each week. It has even stumped an Academy Award winner. "Movietown" has given some of Hollywood's stars more than a chance to play a game, it has been their debut on TV and has in some cases led to a video show of their own.

Charades are played each week when genial Dick Lane emcees the parlor-room fun when he invites three "Eves"... either service women or three movie stars... and the three "Adams"... actors or service men... to the telecast. Top Hollywood names like the Andrews Sisters, Mel Torme, Ann Rutherford, Leo Carillo and Stuart Erwin have put aside their dignity to get in the act.

Childhood Game
Charades, if you recall your childhood experiences or party frolics, consists in opposing teams acting out the title to a song, movie, play, book or such, while the other team attempts to guess what it is. On the show the "Adams" or "Eves" are asked to pantomine the charade for a "board of experts," who are situated in another studio. The experts see the sometimes desperately awkward antics of the players over a television set and via an ingenious sound device, the viewers can hear the board's guesses, but not a sound comes from the studio where the guests are enacting the charade. If the experts can guess the title of the book, song, etc. being enacted within three minutes, the sender of the charade receives a nominal gift, but if they don't guess it within the time limit, a valuable watch is on its way to the smart senders.

Back Stage
That's all there is to the game, but there's a lot more back of the telecasting of such fun fare. Its producer claims that "Movietown" has the most vocal viewing audience of any program—a viewing audience which sends in an average of 5,000 charades a week, ninety-nine percent of which are duplicates of others submitted that week or a previous week. This similarity in the charades submitted makes it increasingly hard to stump the experts, especially since each title must have a visual interpretation. At the beginning, the series was called, "An Invitation to Movietown, RSVP," then public usage made it "Movietown, RVSP," and after a flood of letters asking what RVSP meant, it was renamed simply, "Movietown." During its early history, all the video performances were set in the actual home of a movie star, but because of high production cost, lack of suitably located homes, and the complexities involved when movie people's contracts were at variance with television appearances, this format had to be discarded.

One of the experts, Carroll Carroll, laid an egg when he failed to guess the title, "Baby Me," which happened to be a song he wrote. Dick Lane was caught napping when he couldn't make sense of the act which spelled out "I Can Get It For You Wholesale," a movie which he had just finished.

In the producer's office there are miles of files which record each charade used, its date of entry, the name and address of the sender, and any duplicates received. Before any charade is used its origin is traced for accuracy. When varying quotations of MacArthur's "I Shall Return" statement came pouring in, a mad scramble ensued to make sure it was not "I Will Return" or "I Am Going To Return."

When a toughie, "Amphitron 38" came up, the experts were baffled... the "Adams" and "Eves" frantic... but the viewers were enjoying it to the hilt.
Action on the Stage

(Continued from Page 37)

machine for the substitute actor. The script was written on a giant typewriter and projected on a 3x5 foot screen. All parts were rearranged so that the substitute actor was constantly facing the screen, from which he read his unhearsed lines. The telecast went off without a hitch and the audience was none the wiser.

In order to create an authentic setting, Bob had cobwebs sprayed on the set of "The Spectre." The script called for objects to mysteriously move about. This was accomplished by hands hidden from the camera's eye. However, viewers mistook the fine cobwebby sprays for strings pulling the objects. Sometimes effort is expended for naught.

Bob's weekly challenge of directing a different live dramatic show, varying in pace, has been prefaced by hard work in other entertainment mediums. As juvenile entertainer, Bobby Blue, he was billed as a tap dancer. Those were the days Dick Powell emceed, and the late Joe Pen- ders. At Carnegie Tech, he directed at Rhode Island's famous Providence Playhouse. Giving vent to his frustrated acting desires, he frequently crossed the footlights to show actors how to read their lines. City-bred Bob read every available Western pulp magazine for his first Hollywood assignment, and turned out top-western scenarios for the "Range Buster" series. An assistant directorship on Republic's "Ice Capades" followed.

A new phase of activity presented itself when Bob was stationed in the China-Burma-India theater of operations with the famed Merrill's Ma-

The "Dear Voice"

(Continued from Page 35)

from families whose fighting men have asked that they send them musical-type greetings via Rebel's show. Often requests are from servicewomen overseas, who dedicate songs to their Korean and Japan-stationed pals.

On the personal side, Rebel, who is unmarried and lives with her mother and sister, in Hollywood, has become acquainted with a few especially "dear voices" of her own through her show. One in particular, a Marine Corps sergeant, has called her, from Kobe, Japan, every Saturday evening for the last two months. There's also an Air Force man whose letters, wisely addressed to Rebel's mother, have piqued the lovely brunette's curiosity about him.

Careerwise, Rebel hopes to augment her GI discing with network radio and TV shows through which she will deliver messages from overseas to stateside relatives. These programs, currently in negotiation, should bring the "Dear Voice" to our eyes and ears very soon.

raiders. In civies once more, he became associated with the Las Palmas Theater's "Lend an Ear" and "Glass Menagerie" productions.

In Person

Bob Finkel is full of enthusiasm, of slight, wiry stature, penetrating intelligent eyes and has smooth dark brown hair. He has a strong dislike for the negative, and like the old Army saying, he believes the impossible takes a little longer. One only has to look at his television accomplishments for proof of this theory.

I Defend Singing Commercials!

(Continued from Page 36)

treatment with accents and tonal qualities on specific syllables to get the message across and yet sound like music. In one TV beer commercial he used fourteen voices and no musical accompaniment, while for the same radio plug he got results by using six voices with an orchestra in the background.

When asked about a singing commercial for "TV-Radio Life" magazine, Jud said as he cocked his head to one side—humming all the while—"TV-Radio Life... hum, that would have to be something explosive... or you might do it with a jazz tune, or a musical impression of showbusiness sounds."

Jud has ambitions to take "The Rhythmaires" on a concert tour... go on writing fine arrangements for more of the same as he did in Disney's "Alice in Wonderland," and "Peter Pan,"... and to match music and messages so they pay off for both the sponsor and himself.
not just MEN--
Altho 7 of the 'Top 10 Men's Shows' are on KTLA

not just WOMEN--
Altho 8 of the 'Top 10 Women's Shows' are on KTLA

not just Teenagers--
Altho 6 of the 'Top 10 Teenagers' Shows' are on KTLA

not just CHILDREN--
Altho 4 of the 'Top 10 Children's Shows' are on KTLA

* Tele-Que, February 1951

IN LOS ANGELES
ENTERTAINS THE WHOLE FAMILY — OR ANY PART OF IT!

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK