We Corner Sid Caesar

For an Exclusive Interview

Why Do You Like YOUR TV Set?

Your Answers May Win a Contest

A Story About:
FROSTY FROLICS'
DOROTHY McCUSKER

www.americanradiohistory.com
MAL BOYD, RIGHT, former business partner of Mary Pickford and Buddy Rogers, smiles at conclusion of testimonial affair given at Ciro's by TV and radio associates. Telling Mal goodbye as he left to study for Episcopalian ministry were CBS comedian Jim Hawthorne and Hedda Hopper's manager. Longtime friends of Mal, they both gave talks at the luncheon. (Perkins photos.)

PRESIDENT MIKE STOKEY of the Academy of TV Arts and Sciences presents plaque of appreciation to Mal, the organization's first president. More than 100 friends witnessed the presentation, among them Roy Rogers and Bob Welch, producer of new Bob Hope starrer, "Son of Paleface."

ART BAKER, EMCEE OF THE TESTIMONIAL AFFAIR, ADMURES plaque, along with Dale Evans, who appeared on program, and the Rev. Edward McNair of St. Michaels and All the Angels, Boyd's home parish.

PROVIDING MUSICAL CLOSING to the luncheon program was Connie Haines, who sang Meredith Wilson's "May the Good Lord Bless and Keep You." CBS maestro Dick Aurandt accompanied.

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Page Two

www.americanradiohistory.com
What Makes a “Perfect Husband”? 

Monday through Friday, 4:00 p.m.

We asked Mrs. George Fenneman, formerly Peggy Clifford, wife of the emcee of KECA’s “Perfect Husband” airshow, who her ideal “perfect husband” was. Understandably, she replied quickly: “George.”

“Why?” we asked, teasingly.

“He is understanding, loves the children, helps build a home and a marriage—and he’s such a nice guy,” she said.

That’s a sure endorsement for any man who has been married for nine years to his college sweetheart.

George interviews four women on each airshow and asks them pointed questions about their courtship days, married life and why they believe they have the “perfect husband.” He then awards the winner and her spouse some valuable prizes and sends them on a gay whirl about Hollywood. He denies flatly getting any “perfect husband” tips from his show contestants, and un-Hollywood, strange as it may sound, he has found almost all his guesting couples to be very proud of their marriages.

When we turned the tables and asked George what were his qualifications for a perfect wife, he had the answer in a moment. “There’s only one qualification as far as I’m concerned...that is, that she be Peggy Clifford.”

October 12, 1951
AGIC OF A three-ring circus plus the glamour of all the national ice shows you have ever seen combine to bring viewers KTLA's exemplary "Frosty Frolics."

Recently nationalized over Paramount stations, "Frosty Frolics" is the unusual venture masterminded by KTLA's Klaus Landsberg, who as a youth spent many winter seasons skating and skiing in Switzerland. His knowledge of blade and ski sports and the acclaim which greeted KTLA's telecasting of portions of "Ice Follies" and "Icecapades" shows led Landsberg to put "Frosty Frolics," a complete hour-long revue, on ice every week.

Headlined by such well-known skaters as Roy and April Schramm, fifteen-year-old national men's amateur champion skater Evey Scotvold, Buff, Joan, and Dorothy McCusker, and a host of other champions who cut more than mean ice figures, "Frosty Frolics" is set in a make-believe Swiss chalet. The setting is so realistic that many reviewers have called asking for information on reservations and accommodations.

Off-Camera

Behind-the-scenes accomplishments of the "Frosty Frolickers" are as startling as their finished product. Since the show originates from the Polar Palace here in Hollywood, rehearsals are held every week-day night at eleven, after rink patrons have left. On Wednesday the cast and KTLA crew work from 5:00 p.m. to show time, weaving costumes, lights, scenery and talent into uniquely different rink revues.

Activity

In three short hours, Jerry Maddon and his KTLA scene setters erect an outdoor chalet; Bob Turk, choreographer, supervises final dance details; emcee Stan Chambers practices the one fall on ice that he makes each week; and then the crew of approximately sixty is ready to go on with the show.

Manny Strand, musical director, adds another unusual feature to "Frosty Frolics." His "Tyrolean Troubadours," a sextet of musicians many of whom are Europeans, play authentic German beer-garden airs, utilizing typical musical instruments. Strand and his crew have received many invitations from the show's viewers to revive this type of music at functions other than "Frosty Frolics."

New Slant

Skaters themselves look to "Frosty Frolics" as both a demanding and a fulfilling type of show. Shirley...

October 12, 1951
ROY AND APRIL SCHRAMM met at an ice rink when April was just learning how to skate. They were married in 1947. Roy, who started skating at the age of seven, comes from Beach, North Dakota, and plays the saxophone and clarinet as hobbies. April is a native of Burbank and accompanies her musical-minded hubby on the piano.

Landers, an accomplished mistress of the blades who spent five years with Sonja Henie's troupe before joining the frolics, registered a typical reaction. “When we work on national shows, we skate the same routines for a whole year. On TV, we get a chance to do new ones each and every week. It’s hard but rewarding work.”

The variety of specialty numbers in any one “Frosty Frolic” provides a clue to the diversity of talent and imagination possessed by these skaters, each of whom originates his own choreography. Evey Scotvold and Shirley Landers skate “Tennis on Ice”; specialty skater Penny Edwards curves her way through an Oriental dance; Roy and April Schramm and a bevy of icequeens do a fancy waltz production number; the McCuskers (husband-and-wife team of Buff and Joan, and Buff's talented comedienne sister) do an amusing comedy sequence; and finally, in a spectacular “South-of-the-Border” type production all the cast blend skates, color and talent into a typical “Frosty Frolics” production.

One reviewer has said of Frosty Frolics: “The ice may be cold, but the show is hot.”

October 12, 1951
AFTER SHE WAS SEATED in the "Lemac Box," the all-important question arose: "Can you name the only state of the forty-eight which contains none of the letters in 'L-E-M-A-C'?" Mrs. Navlet pondered her correct answer, "Ohio." Her G.I. competitor was puzzled.

A HAPPY MRS. NAVLET, scarcely able to believe her fortune, was declared winner of the big jackpot and congratulated by an equally happy Bob Hawk.

MRS. JEWEL NAVLET, FORTY-SEVEN-YEAR-OLD DIVORCEE of Seattle, Washington, smiles as she answers one of the questions which entitled her to a seat in Bob Hawk's "Lemac Box." Eventually she won jackpot of $3250. (CBS-Braslaft photos.)

Lemac Question: Is It Worth $3000?

Monday, 7:00 p.m.
CBS-KKNX, KCBQ

Bob Hawk, sharp-witted emcee of the Bob Hawk Show, has it easier than most of his "Lemac" contestants. At least he doesn't have to shiver 'n' shake over the answer to a question which may win as much as $3250. That was the sum of the jackpot prize which Mrs. Jewel Navlet recently took home. It started out on April 9 this year as a $250 award for the correct answer to the Lemac question, which participants are eligible for only after answering five other questions correctly.

Some Are Scared

One contestant admitted she was "pretty scared" and that her son had pushed her up to the mike to win the $3000 Lemac money. At the very moment when Hawk was about to hurl the first question at her she even asked, "Can I quit right now?"

Another lady said she was nervous before she stepped in front of the mike, but became calm immediately after Hawk started chatting with her in his casual fashion. Most persons who get in the Lemac box admit to feeling funny sensations in the pits of their stomachs, forgetting everything they ever knew, or dreaming.

WAS IT WORTH IT? Mrs. Navlet certainly thinks any loss of composure and mental strain was well worth winning that $3250 check Bob Hawk is putting into her hands. She plans to use the money to send her young son to college.

(From a 1951 issue of American Radio History)
This Week in TV

In & Out of Focus (General Comment)

On Our Cover

On our cover this week is youthful Dorothy McCusker of KTLA "Frosty Frolics." A native Californian, she is regarded as "the greatest comedienne on skates today."

Dorothy started skating at the early age of ten. One of her favorite teenage pastimes was seeing all the Sonja Henie movies, some of them as many as ten times.

With the "Ice Capades" for three years, she entertained everyone in the east, including, in one skit, the back end of a horse. Producer John Harris was instrumental in making a star out of Dorothy in her own right.

Dorothy loves to travel and the back just that, appearing in various hotels in skating revues throughout the United States. Later, she also toured with the "Hollywood on Ice" show and "Ice-landia."

Now Dorothy seems to be at home with the "Frosty Frolics" shows, which has just been contracted for a coast-to-coast showing. The whole nation will now be able to laugh at—and applaud—Dorothy's antics on ice.

Frosty Frolics New Time

A change in time and place has occurred since our story on KTTLA's "Frosty Frolics" went to press. This video ice show is now viewed on Wednesday at 8:15 p.m. and comes to you direct from Pasadena's Winter Garden.

KTTLA's New Name

During the month of September we received word from KTTLA that soon the show would be called "KNTX" to denote CBS television just as KNX means CBS radio out here. We quickly changed many of our logs to conform.

A few days later we received word that the big name change would not take place until later in October. Well, it's almost "later in October," so we left KNTX in print by way of getting us all ready for the switch. (Remember, though, KNX is really KTTLA!)

First "Kine"

The very first kinescope film of a network TV show to be shown to members of the armed forces overseas was presented by an NBC Vice President, Sylvester Weeber, to Lt. Lowell Orr, Usn, chairman of the Armed Forces Television Film Recording Selection Group, recently. The show was a chapter of "Assignments from H.Q." (seen here on KNBH on August 4) and marked the culmination of an industry-wide effort of six months' duration to make many more "kines" available to overseas troops so that they may enjoy TV too.

Looks Like

... Rhonda Fleming is personally designing her own television wardrobe, which includes a unique "plunging" neckline sweater...... Robert Merrill doesn't need his own television show. The popular baritone has signed for a total of eight appearances on the Ed Sullivan "Toots of the Town" TV show (seen in the East); two guest shots with Milton Berle, and a possible "Show of Shows" visit.

TV station XELD-TV, in Matamoros, Mexico, has affiliated with ABC-TV and is the first foreign television station to become an ABC-TV affiliate. The addition will make available to set owners in the vast Rio Grande Valley the network shows of the American Broadcasting Company.

What a fertile spot for the right show idea.

KNBH's Gene Norman again tops the list of disc jockeys west of Chicago in the annual Billboard poll recently released. He was number one nationally, and preceded only by other men who are heard on coast-to-coast shows, giving them an infinitely broader field for votes. . . . KNBH on October 6 set some sort of a sports record in the annual third game of the World Series; then the Illinois-Wisconsin football classic live on the microwave; the wrestling matches and finally the Loyola-U. of Florida game. Those telecasts from the Southland's popular "The Oasis," which we rumored recently as being about to commence, are now signed and ready to go, with Channel 4 doing the picking up of Lionel Hampton and crew as an opener.

Dennis Day, long a fixture with NBC, because of his own radio show on the net, is now enjoying "an agreement" with CBS for both TV and radio. The word "contract" was not mentioned in any news release we have seen or received. Hawthorne goes to a new CBS-TV time, you know, starting this Friday, October 12, at 10:30 p.m. Don't blame us if you miss him. Art Linkletter on film not only looks better, but his show seems to go at a somewhat faster pace. Here's one example of a spontaneous show not losing any of the flavor as it takes the country through taking to celluloid.

Beimers, KTTV announcer on "You Asked for It," "Calo Pet Exchange," "Come Into the Kitchen," and "KTTV's Open House" underwent major throat surgery last week and is convalescing at Queen of Angels hospital.

Rumors Are Flying

Jack Benny will do a half dozen more TV shows this winter if sponsor Lucky Strike has its way. . . . NBC-TV is scouring the country for new comics, preferably young ones. At the same time, it is reported that he has signed William Bendix, who, while always good, is scarcely young or new; and Al Pearce, who has been heard of, and his "Gang" were a big thing on radio.

Stop, Listen, Look (Shows You May Like)

"Crime Syndicated"

Tuesday, 9:00 p.m.

CBS-TV, Channel 2

This new series possesses a diversity of interests. The stories provide one; Rudolph Halley's own odd personality the second; and the ghastly quality of the Schick comedy the third. During these last-mentioned, we almost called a repairman, thinking our set had cooked out. But no, when the paper gun resisted the black-and-white took over for light-gray tones and phantom forms. Interesting.

The show is presumably dedicated to the problem of closing down crime syndicates, with stories of how this has been done and where. Rudolph Halley himself introduces each chapter, reading from a sheet before him. If Mr. Halley is getting the legendary salary rumored about earlier this year, he should be made to learn his lines,
CONTEST ANNOUNCEMENT

On October 14, TV-Radio Life is starting four weekly contests for its readers. The contest is to be called "Why I Like My TV Set." All it entails is a letter to TV-Radio Life telling as briefly but completely as possible why you prefer the set you have.

Entries will be judged weekly by the staff. Each week will have a new contest and fresh winners. To get under the wire for any week's entry should be by TV-Radio Life office, 6361 Selma Ave., Hollywood 28, no later than 6:00 p.m. Saturday. First week begins Sunday, October 14, and ends Sunday, October 20. For the best letter each week we will award four tickets to Red Skelton's new NBC telecast. (For those outside the immediate area, first prize, on request, will be a six-month subscription to TV-Radio Life.) First winning entries will be printed in the October 26 issue.

Get busy, folks. Jot down your ideas. It will be fun for other readers to compare notes with yours. And if you win, what exciting fun to see Red go through his TV antics! If you wish, enter today. Simply fill in the coupon below, tear out and mail to TV-Radio Life.

Name

Address

City State

I like my TV set because:

Face Flight
teletcast dealt with Skelton as "Clem Kadiddlehopper," a concert tenor, assisted by Dave Rose at the grand. Show could also have used Maestro Rose and orchestra more at the beginning—one of our few minor complaints about the program was its sign-on; we sadly missed the familiar Skelton theme and did not react well to Red coming on immediately with no build-up.

Compared with the Eddie Cantor show, which preceded Skelton by two hours on relay, Red's half hour clearly showed the advantage over a sixty-minute telecast. Sixty is too long for one star, no matter how good, to carry. Somehow or other, too, even well executed commercials in an hour show seem to intrude more than in a half hour.

West Coast TV has a tremendous asset in Skelton and TV has a sure winner. Milton Berle may have to change his billing as "America's Number-One Television Star":—E.B.

Second Glances (Critical Comment)

We Point With Pride  
To the camera work on the part of pick-up station WPIX during the three playoff games between the Giants and Dodgers carried on KNBH last week. (Just this one mention and we'll rest the case forever!) On the second day, everything happened on the baseball field that could happen. It rained. Microwave difficulties arose. The light over the diamond was awful. But in the third inning, Duke Snyder barrel-haired house and was declared out by umpire Larry Goetz, the big rhubarb was on, with the camera picking up not only the attempted homer but the umpire-Dodger's beef. Quick thinking and good work on the part of production. This was the day we were watching on a regular twelve-inch RCA, and could not only see everything, despite the elements, but could identify players. The next day, when the big blow-up of the top half of the ninth inning made the Giants pennant winners and made baseball history, we were watching on a huge nine-by-eleven-foot screen at NBC's El Capitan theater. Nothing. We could hardly see the homer hit. For sports, we'll take the small screen, where a natural diffusion doesn't render all the participants of a red-hot game anonymous.

Arden Presents the  
Gene Autry Movie—30m.  
Arden Presents Gene and Trigger with family entertainment

9 Serial Theater—60m.  
"Black Cog" and "Quilting Hand" and "Custer's Last Stand."

10 Joe Palooka Feature—60m.  
"Gentlemen Joe" and "Joe the Kid."

11 Sambo Movie—30m.  
Comedy Vignettes and Amateur Bandleaders.

12 Tim McCoy Movie—90m.

13 Soapbox Theater—Juv—30m. Youngsters get a chance before the cameras.

14 Ken Murray Show—60m.

15 Action Theater—45m.

16 Beat the Clock—Quiz—30m. John Reed, kids, Roman, Time-Racing Contests.

17 Your Hit Parade—30m. With Sid Wilson.

18 United—Or Not?—30m.

19 Request Theater—90m.  
"Merely We Live," Brian Aherne, Constance Bennett.

20 Hometown Jamboree—60m.  
Cliff Stone and His Gang.

21 Football Review—15m.

22 Ken Murray—Revue—60m. Guesting is Thomas Mitchell.

23 One Man's Family—30m.  
"Sly Lyaners"—Junior Watson in family drama.

24 Paul Whiteman TV Club—60m.  
A special tribute to the Police Athletic League of Philadelphia.

25 It Pays to be Ignorant—30m.  
Junior College Football—2 1/2 hrs.

Bakersfield vs. El Camino.

26 Wrestling Matches—60m.

27 Spade Cooley—Variety—60m.

28 Film Playhouse—60m.

29 Faye Emerson's Wonderful Town—30m.  
This week is Westport, Conn.

30 Adventure Time—30m.

31 Playhouse of Stars—60m.  
"15 Hrs. in Not a Chance."

32 Shadow of the Cloak—30m.  
Melodrama with Helmut Doine.

33 Show Girl—60m.  
Bill Goodwin subs for Robt. Q. Lewis.

34 First Run Feature—75m.  
"It's Darling."

35 Saturday Night Movie—75m.  
"You Only Live Once." Henry Fonda, Sylvia Sidney.

36 Feature Film—75m.  

37 Hands of Destiny—30m.  
"Al Jarvis Show—60m.  
Amateur show with name artist, winner receives week's engagement on A's daytime show.

40 Feature Film—90m.  
"Racing Luck."

41 Paul Whiteman Revue—30m.

42 Cavalcade of Bands—60m.  
Guy Lombardo, Kitty Kellen, Al CORE, The Nat King Larks.

43 Man Against Crime—30m.

44 Mayfair Movies—75m.

45 Owl Movie—60m.  
"Federal President."

46 Movie—60m.  
"Larceny in Her Heart," Hugh Beaumont.

47 Feature Film—75m.  

48 Crime Candidated—30m.

49 Murder Before Midnight—75m.
This Week in TV—Continued

We View With Alarm

The absence from our screens of Michael Darrin, popular singer of ABC-TV's Johnny Dows show. Mr. Darrin is not only considered a real fine guy and good singer by those who actually know him—he has also been plucking up poll points and fan mail at a great rate from fans. To replace Darrin the show is having a different vocalist each week, leading off with Johnny Bradford and following this week with Georgia Lee.

“Suspense”
Tuesday, 9:30 p.m.  CBS-TV, KTLZ, Channel 2

This Auto-Lite video series has managed for the most part to come up with some corks, following in the footsteps of its radio counterpart. A week or so ago the story was built around the early days of showman Joey Lewis, as exciting a chronicle as any fictioneer’s pen ever laid down.

Apparently searching for another departure, production powers on “Suspense” put Walter Slezak in an 1885-London setting as a poison murderer. The “Dr. Cream” shown in a London rooming house had come from Liverpool, home of an exciting and unexplained wife-poisomning murder.

No viewer has any special reason to assume the young ladies of England during this era were complete imbeciles. Yet the story cast all the subsequent victims of the “Doctor” in just that role. Gigglng girls who just couldn’t say “no” to a clandestine

TV-RADIO LIFE

OCTOBER 14

7:00  2 Celebrity Time—30m.
Confused Naylor, host and emcee of the Don and Georgia Lee show.

4 Red Skelton—30m.
Red with his impersonations, Dave Garroway as his guest.

5 Wild Bill Hickok—Juv’n—30m.
Cavalcade of Stars—60m.

7 Dell O’Dell—Show—30m.

10 Film Featurette—30m.

13 Golden State Theater—90m.
“Daughter of the West.”

7:30  2 Singing Rails—30m.
Union Pacific’s Surfrance, entertainment starring Kirby Grant, Judy Clark, Don Shaw, the Ranch Hands.

5 Sunday Night Movies—90m.
Another first run picture, tentatively announced, presented by Barbara Ann Bread and Star Kid.

7 Feature film—75m.

8 The Ruggles—30m.

11 You Asked for It—30m.
Viewers request entertainment. Art Baker gets it.

8:00  2 Feature Film—60m.
“Vengeance Rides the Sea.”

4 30m.

5 Pentagon Story—30m.

11 Wrestlers & the Ladies—30m.
Charades with wrestling stars, co-starring Hayley Westenra, Dan Tobey and guests.

8:30  8 Western Film—30m.

11 Ada Leonardi—30m.

13 Clete Roberts—Review—30m.

7 Adventure Time—75m.

9:00  2 Star of the Family—30m.
Comedy variety show with hosts Peter Lind Hayes and Mary Healy. Guests: The Three Suns, Joan Edwards, Dave Barry.

4 Sunday Night Feature—75m.
“Three Silent Men.”

5 Bandstand Revue—Music—60m.

7 Marshall Plan in Action—30m.

11 Freedom Forum—Info—60m.

13 Freedom Forum—60m.

9:30  7 Bandstand Revue—Music—60m.

2 CBS World News—30m.

5 Movietown—Charades—30m.
Guests, in the program’s pen & inkettes: Raymond Burr, Jeff Chandler, Jerry Nicholom.

7 Hour of Decision—30m.

11 Plainclothes Man—Drama—30m.

13 Dudes Ranch—Roundup—60m.
With Leo Carrillo.

2 What’s My Line?—Panel—30m.
Bennett Cerf, Dorothy Kilgallen, Arline Francis, Nat King Cole are the panelists.

5 Magazine of the Week—45m.
Readers take page by page through the magazine.

7 Youth on the March—30m.

8 Break the Bank—30m.

11 In Our Times—30m.
Roy Kondrath Presents Unusual News.

2 Eleven O’clock Theater—75m.
“Swing It Professor.”

8 Film Featurette—30m.

11 KTTV Weekly News—30m.

5 Astrology for You—30m.
With Marjorie Ruggles.

5 Finish Edition—News—15m.

5 Tele–Vespers—15m.

drink of poisoned hooch with a total stranger! Of course they couldn't say "no" even once because "Suspense" runs out in thirty minutes, and time wouldn't allow any better dressing of the plot.

But that point is minor. What showed up brilliantly during this stanza of an ordinarily good show is the fact that the psychological story of a man obsessed by fear of age can't be crammed into a half hour, even with Walter Slezak hustling the title role along.—J.P.

"The Thing Is the Play"

Wednesday, 9:00 p.m.

KLAC-TV Segment

Shakespeare had it "... the play is the thing." The new package being seen on KLAC-TV inverts this classic statement to fit the gimmick of tossing a random object or situation to a group of players and having them build a play around "the thing." When Tallulah Bankhead and colleagues spend time on a session of the same sort, it is known as "extemporaneous theater."

Frank DeVol serves as host, and a group of dramatic aspirants from the Batoni Schmidt School entertain. The audience suggestions found a television camera, a diving board and a news stand being suggested as "things" around which plots were conceived. Generally, the ensuing playlets are well thought out and well conceived. Paul Livermore, Bob Richards, Jean Vohn, Maggie Lord, Dorothy Arnolde and Sy Marsh were the players. Marsh undertook to "help" DeVol with audience work and the comedy element and managed to make DeVol (always a likable, poised guy and a fine musician) stand out, by comparison, as a superior dramatist, host, wit, comic and moderator. The only person, it seemed to us, who slowed down the proceedings more than Marsh was the very poor choice of audience who came on stage to serve in one of the sample skits. Marsh undertook comedy bits that would have given even Milton Berle pause, and the inevitable result that a good many of his moments didn't pan out. The audience seemed to love him, so maybe we are hypocritical. Players whose performances and good looks certainly will result in either further TV employment or screen work for them were Irene Vohn and Joan Vohn, it seemed to us.

The program is an hour which undoubtedly with further practice and grooming will develop into a popular viewing spot. The public will probably take it as a new and super sort of charades game, and it is about time the well-worn device of charades on TV bowing something new and super. This is the spot to take over. —J.P.
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<th>Time</th>
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<tr>
<td>8:00</td>
<td><strong>OCTOBER 16</strong></td>
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<tr>
<td>8:15</td>
<td>13 Cafe Continental—15m.</td>
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<td>8:30</td>
<td>12 Stork Club—15m.</td>
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<td>8:45</td>
<td>11 District Attorney—15m.</td>
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<td>9:00</td>
<td>10 Film Serial—2nd Pic.</td>
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<td>9:15</td>
<td>9 Campus Orch. &amp; Chorus—30m.</td>
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<td>9:30</td>
<td>8 P.C.C. Football—Film—60m.</td>
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<td>9:45</td>
<td>7 Young Musical America—30m.</td>
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<td>10:00</td>
<td>6 Film Serial—3rd Pic.—20m.</td>
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<td>10:15</td>
<td>5 Time for Beauty—Juvn.—15m.</td>
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<td>10:30</td>
<td>4 Captain Video—Juvn.—30m.</td>
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<td>10:45</td>
<td>3 Clete Roberts Report—15m.</td>
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<td>2 Football—Film—30m.</td>
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<td>11:10</td>
<td>1 theater of Intrigue—90m.</td>
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<td>11:20</td>
<td>10 Theater of Intrigue—90m.</td>
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<td>11:25</td>
<td>9 Football—Film—30m.</td>
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<td>11:55</td>
<td>4 Football—Film—30m.</td>
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**NIGHTLY LISTINGS**

**WEDNESDAY**

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<th>Time</th>
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<tr>
<td>9:00</td>
<td>Joe Graydon-Donny—90m.</td>
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<tr>
<td>10:00</td>
<td>Miko Ray—Home—90m.</td>
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<tr>
<td>11:00</td>
<td>Strike It Rich—30m.</td>
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<td>12:00</td>
<td>Miss Susan—Drum—15m.</td>
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<tr>
<td>13:00</td>
<td>Adventures in Food—90m.</td>
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<tr>
<td>14:00</td>
<td>Vacation Wonderland—90m.</td>
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<tr>
<td>15:00</td>
<td>Armchair Traveler—15m.</td>
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<tr>
<td>16:00</td>
<td>Bride and Groom—Tu.</td>
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<tr>
<td>17:00</td>
<td>Backstage with N.T.G.</td>
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<tr>
<td>18:00</td>
<td>Bill Goodwin—30m.</td>
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<tr>
<td>19:00</td>
<td>Bill Goodwin—30m.</td>
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**THURSDAY**

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<tr>
<th>Time</th>
<th>Program Description</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Joe Graydon-Donny—90m.</td>
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<tr>
<td>10:00</td>
<td>Miko Ray—Home—90m.</td>
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<tr>
<td>11:00</td>
<td>Strike It Rich—30m.</td>
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<tr>
<td>12:00</td>
<td>Miss Susan—Drum—15m.</td>
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<tr>
<td>19:00</td>
<td>Bill Goodwin—30m.</td>
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</tbody>
</table>
This Week in TV — Continued

Off Lens (Personalities)

"Super Circus" Safari

A few weeks ago three husky elephants were on their way to the ABC Civic Theater for a rehearsal of the following day's "Super Circus." The pachyderms were brought in trucks to a parking lot at the corner of Washington and Wacker—just across the street from the theater. To be taken into the theater, the animals had to file across Washington Boulevard, pass under the theater marquee, enter a truck entrance backstage of the Civic Opera House and pass on into the Civic Theater.

All went well until the trunk-toters were filing across Washington Boulevard and suddenly came to a sudden, noisy halt. It so happened that Wacker Drive is currently being torn up for construction of a new underpass. It also happened that the workmen got just as far as the Civic Opera Building in their digging, leaving a tremendous width-of-the-street pit in front of the theater.

The elephants, on seeing this,

"THE STARS OF TOMORROW" Westinghouse Presents
"YOUR BIG MOMENT" KNBH Channel 4, Wed. at 7

spend a fascinating half hour with

jeanne gray

mondays thru fridays

3:30 pm

KTSL channel 2

See Page 12 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

OCTOBER 17

4 Newspaper of Air—15m.
8 Arden Varieties—15m.
7:55 8 News—5m.
8:00 2 Doug Edwards—News—15m.
8:15 2 Perry Como—15m.
8:30 2 Bachelor's Haven—30m.
7:15 5 H'wood Reel—15m.
7:30 4 Roberts Quimlin—Music—15m.
11:45 12 Midnight Movies—75m.
12:00 8 Newsreel—10m.

SCHLITZ CORNERS TALENT
Schlitz, sponsors of "Playhouse of Stars" (2), heretofore known as "Pulitzer Prize Playhouse," is cornering the market by signing leading thespians to exclusive video dramatics. Walter Hampden, Helen Hayes, Ronald Reagan, John Payne and Margaret Sullivan are inked to exclusive contracts.
### OCTOBER 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
<th>Channel</th>
<th>Format</th>
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<tbody>
<tr>
<td>8:15</td>
<td>Bob Shannon's Varieties</td>
<td>ABC</td>
<td>60m.</td>
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<tr>
<td>8:30</td>
<td>Fishin's Fun</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>8:30</td>
<td>Garry Moore-Comedy</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>8:45</td>
<td>Football-Film</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>8:45</td>
<td>The Masked Ranger</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>9:00</td>
<td>Reserve</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>9:00</td>
<td>The Lone Ranger</td>
<td>ABC</td>
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<tr>
<td>9:15</td>
<td>James Melton</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>9:30</td>
<td>Reserve</td>
<td>ABC</td>
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<tr>
<td>9:45</td>
<td>Football-Film</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>9:50</td>
<td>The Cases of Eddie Drake</td>
<td>ABC</td>
<td>30m.</td>
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<tr>
<td>10:00</td>
<td>A Time to Remember</td>
<td>ABC</td>
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<tr>
<td>10:00</td>
<td>Guest Spot</td>
<td>ABC</td>
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<tr>
<td>10:15</td>
<td>Gaylord Carter-Organ</td>
<td>ABC</td>
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<td>10:30</td>
<td>Racket Squad-Drama</td>
<td>ABC</td>
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<td>10:45</td>
<td>The Ruggies-Comedy</td>
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<td>10:50</td>
<td>Globe Trotters</td>
<td>ABC</td>
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<td>The Clock</td>
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<td>Alert For News</td>
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<td>Clete Roberts Report</td>
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<td>Owl Movie</td>
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<td>11:45</td>
<td>Beat the Champ</td>
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<td>11:55</td>
<td>Football This Week</td>
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<td>Ed Lyon</td>
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<td>Walt Disney-Quiz</td>
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<td>Musical Telescisions</td>
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This Week in TV—Continued

One of the major problems facing every television packager or producer is the high cost involved in preparing TV film for audition purposes. Stanley Cowan, a Hollywood independent publicist and packager of TV shows, hit on what he thinks is a novel idea for putting over auditions for new TV programs. Instead of an expenditure which may run between $5,000 and $10,000 to get a dramatic television production on film for the purpose of selling it to likely prospects, he makes a transcription of the show, which costs only $1,000. This is, of course, the way many radio shows jumped from a tryout stage to a sure thing on the airwaves. He now has a new television format called "Write Your Own Ticket," which touts unknown writers who want to sell their product on TV and a comedy-giveaway-with a title like "It's Deductible." In the first-mentioned TV-audition transcription which is co-produced by Margaret Rhodes, Carol Ann Beery, daughter of Wince Beery, fences the show with a critical panel consisting of Walter Ames, Anna Sten and Bert Douglas. "It's Deductible" was put on the edge of a card by Ukie Sherin and Sam Mannis entertainment. Cowan claims that with a transcription of a TV idea, he can leave the record with the prospective buyer to play at his convenience, where a costly film would presumably kill the bidding of many a bright TV idea before it could ever reach the ears and eyes of a would-be sponsor or millions of set owners.
Dear Reader,

This week things will be better, we are sure. We mean the logs, both radio and TV. First, the fall shows came back. Then the microwave came through and with its completion, live TV.

As we told you last week, we aren't leaving a stone unturned to get and keep our logs in order. Every detail is checked and rechecked. The information we give you is the latest the networks and stations had just before our presses rolled. Please do not blame us if last-minute changes beyond our control upset schedules. This transitory period is drawing to a close. We ask your patience meantime.

SAN DIEGO TV PROGRAM FINDER

<table>
<thead>
<tr>
<th>Program</th>
<th>Channel</th>
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<tr>
<td>All-time</td>
<td>KFMB</td>
<td>7:00 p.m.</td>
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<tr>
<td>All-time</td>
<td>KUSI</td>
<td>7:00 p.m.</td>
</tr>
<tr>
<td>All-time</td>
<td>KFSD</td>
<td>7:00 p.m.</td>
</tr>
</tbody>
</table>
Flicker Fare

Saturday, Oct. 13

"Gentleman Joe Palooka," Joe Kirkwood, Jr. (13) 6:30 p.m.

"Wanda McCall," Brian Aherne, Constance Bennett (11) 7:30 p.m.

"Dark Light," 4: 8:30 p.m.

"You Only Live Once," Henry Fonda, Sylvia Sidney (9) 7:15 p.m.

"The Cardinal," Eric Portman (7) 9:10 p.m.

"Racing Luck," (2) 10:00 p.m.

"Federal Bullets," (15) 10:30 p.m.

"Scene in Her Heart," Hugh Beaumont (5) 10:45 p.m.

"Rogues Tavern," Wallace Ford (7) 10:45 p.m.

Sunday, Oct. 14

"Father Steps Out," Frank Albertson, 7:30 p.m.

"Shadow of Suspicions," Marjorie Weaver, Peter Cookson (5) 2:00 p.m.

"Sisterhood of the Teets Broadway," Guy Kibbee (13) 3:00 p.m.

"Rose of the Rio Grande," John Carroll, Movita (15) 5:00 p.m.

"Her Private Life," 4:00 p.m.

"I Cover Chinatown," (11) 5:00 p.m.

"Neath Canadian Skies," (13) 5:30 p.m.

"Vengeance Rider the Sea," (2) 6:00 p.m.

"Three Silent Men," (4) 9:00 p.m.

"Swing It Professor" (2) 11:00 p.m.

Monday, Oct. 15

"Drums of the Desert," Ralph Byrd (5) 4:00 p.m.

"Docks of New Orleans," Cheryl Chan (13) 7:00 p.m.

"So Ends Our Night," Glenn Ford, Fredric March, Margaret Sullavan (13) 8:00 p.m.

"Voodoos Men," Bela Lugosi (5) 8:00 p.m.

"The Temptress," (13) 8:45 p.m.

"City Without Men," Linda Darnell (11) 11:45 p.m.

Tuesday, Oct. 16

"Leave It to the Irish," James Dunn, Brenda Meek (5) 4:00 p.m.

"Becky Sharp," Miriam Hopkins (13) 5:00 p.m.

"Vacation Days," June Preisser (5) 7:30 p.m.

"Curse of the Wraydons," (13) 9:00 p.m.

"Flight to Nowhere," (15) 10:50 p.m.

"Condemned to Live," Ralph Morgan (11) 11:45 p.m.

Wednesday, Oct. 17

"Riding Avenger," (13) 8:15 p.m.

"The Man Who Lost Himself," Brian Aherne, Kay Francis (11) 7:00 p.m.

"Prejudice," (13) 7:30 p.m.

"Club Havana," Tom Neal (8) 9:00 p.m.

"Marriage Bond," (15) 10:30 p.m.

"Captured in Chinatown," (11) 11:45 p.m.

Thursday, Oct. 18

"Shock," Ralph Forbes (5) 4:00 p.m.

"Heart Punch," (2) 8:00 p.m.

"Acquitted," Douglas Fairbanks Jr., Dolores Del Rio (13) 8:30 p.m.

"The Beautiful Bachelor," Lum & Abner (13) 10:00 p.m.

"Laughing at Luck," (2) 11:15 p.m.

"Confidential," Donald Cook (11) 11:45 p.m.

Friday, Oct. 19

"Make a Million," (5) 4:00 p.m.

"Bed Blood of Courage," (2) 5:00 p.m.

"Smiley-Laugh and Hardry," (4) 6:30 p.m.

"East Meets West," George Arliss (5) 9:00 p.m.

"Hangmen Also Die," Brian Donlevy, Walter Brennan (11) 11:45 p.m.

Page Sixteen

TV Previews

TIME CHANGES
FRIDAY, OCTOBER 12—Stu Erwin Show (2), 7:30 p.m.
FRIDAY, OCTOBER 12—Hawthorne Here Tonight (2), 10:30 p.m.
SATURDAY, OCTOBER 13—Stu Erwin Show—Repeat (7), 11:00 a.m.
SUNDAY, OCTOBER 14—Ada Leonard Show (9), 8:30 a.m.
M O N D A Y , OCTOBER 15—"Cisco Kid" (7), 7:00 p.m. Formerly viewed on KNBH.

WHAT'S NEW
THURSDAY, OCTOBER 11—"Garry Moore Show" (2), 8:30 p.m. Telecast on alternate Thursdays.
SUNDAY, OCTOBER 14—NBC Variety Show (4), 4:00 p.m. Bob Hope in initial ailer.
MONDAY, OCTOBER 15—"The Adventures of Kit Carson" (7), 7:30 p.m. Historic and exciting stories of the Old West, starring Bill Williams.
MONDAY, OCTOBER 15—"I Love Lucy" (2), 9:00 p.m. Desi Arnaz and Lucille Ball in situation comedy.
TUESDAY, OCTOBER 15—"Personal Appearance Theatre" (7), 7:00 p.m. Featuring Miss "Pears of Plenty" with an outstanding cast.
WEDNESDAY, OCTOBER 17—"Strike It Rich" (2) 6:00 p.m. Warren Hull adds night time segment to "SIR."

WHO'S GUESTING

Drama
FRIDAY, OCTOBER 12—"Playhouse of Stars" (2), 7:00 p.m. "Bellingham," with John Payne.
MONDAY, OCTOBER 15—"Bigelow Theatre" (2), 8:30 p.m. "Charming Billy" with Spring Byington.

FOOTBALL GAMES OF THE WEEK

Saturday, October 13
Army vs. Dartmouth.................. KMPC, 10:45 a.m.
"Game of the Week".................... KECA, 11:45 a.m.
Notre Dame vs. SMU................... KAFL, KGFJ, KFOX, 12 n.
Big Ten Football........................ KLAC, 12 n.
USC vs. Oregon St.................... KFI, 1:45 p.m.
UCLA vs. Stanford.................... KJH, 1:45 p.m.
Univ. of Cal. vs. Wash. State....... KMPC, 1:45 p.m.

Sunday, October 14
Los Angeles Rams vs. Detroit.......... KMPC, 10:45 a.m.
Santa Clara vs. Loyola............... KLAC, 2:15 p.m.

TELEVISION

Saturday, October 13
Notre Dame vs. SMU................... KNBH, 11:30 a.m.
Bakersfield vs. El Camino............. KJH-TV, 8:00 p.m.

Sunday, October 14
Loyola vs. Santa Clara................. KNBH, 2:30 p.m.

Tuesday, October 16
PCC Football Films.................... KTTV, 8:30 p.m.

Thursday, October 18
PCC Football Films.................... KTTV, 8:30 p.m.

Friday, October 19
Pasadena vs. Fullerton................ KHJ-TV, 8:00 p.m.

DAVE GARROWAY SAYS:
"There are seven reasons why a woman buys things. First, because her husband says she can't have it. Second, because it makes her look thin. Third, because it comes from Paris. Fourth, because her neighbors can't afford one. Fifth, because nobody else has one. Sixth, because everybody else has one. And seventh, just because."

Variety
SATURDAY, OCTOBER 13—"All Star Revue" (4), 5:00 p.m. Danny Thomas, Kay Starr, Bunny Lewel.
SATURDAY, OCTOBER 13—Ken Murray Show (3), 10:30 p.m. Stan Kenton and the Bob Fosse Company.
SUNDAY, OCTOBER 14—Fred Waring Show (2), 8:00 p.m. Barbara Bel Geddes, Barry Nelson and the Beaux Arts.
SUNDAY, OCTOBER 14—"Celebrity Time" (2), 7:15 p.m. Peggy Lee is panelist.
SUNDAY, OCTOBER 14—"Star of the Family" (2), 9:00 p.m. Joan Edwards, Dave Barry.

Monday, October 15—"Studio One" (8), 7:00 p.m. "Colonel Judas," Irja Jensen.
MONDAY, OCTOBER 15—"Lux Video Theatre" (2), 8:00 p.m. "Cafe Ami," Maria Riva and Robert Preston.
TUESDAY, OCTOBER 15—"Suspense" (2), 9:00 p.m. Mary Sinclair, "High Street."
WEDNESDAY, OCTOBER 17—"Gellenes Theatre" (7), 7:30 p.m. Rachel Crothers, "Susan and God."
WEDNESDAY, OCTOBER 17—"Glen Theater" (13) 10:30 p.m. Bonnie Gravine and Robert Hutton, "Hit and Run."

www.americanradiohistory.com
Joe—"The Champ"—Pazandak Lives Up to His Reputation

JOE IS a champion's name. There's Joe Louis, former world heavyweight champion for so many years. (And Joe Palooka, too, king of the rubberheads in the comic strips.)

In baseball, Joltin Joe DiMaggio has been the idol of the diamond ever since he first came to the World Champion New York Yankees.

During World War II, and in Korea today, G.I. Joe is the symbolic name for all the fighting men.

Not to be outdone, the wrestling world also has a champion. Oddly enough, his name is also Joe.

We are speaking, of course, of Joe Pazandak, better known as "The Champ."

A mammoth figure at five feet nine inches and weighing a solid 240 pounds, Joe is originally a native of Minneapolis, Minnesota. As a matter of fact, he still owns a seed company in the Gopher metropolis.

A professional for more than ten years, Joe was introduced to the mat racket by Joe and Tony Stecher. At present Tony is still managing Pazandak, and is also a boxing and wrestling promoter in Minneapolis. Joe Stecher has long been recognized as one of the greatest matmen of all times.

As a part of their business, some wrestlers are prone to spout off a few five-syllable words, the meaning of which they have no cognizance of. But when Joe puts on the intellectual front, he's not kidding.

Like so many other American boys during the depressive thirties, Joe had to work his way through the University of Minnesota. He has a slick diploma at home to prove that he holds a degree in Art and Science from that university.

Undefeated as an amateur around the Minneapolis area, Joe entered the ring as a professional to foot some of his college expenses.

"The Champ" was all set. He had a degree, and was making good money on the mat. But then Pearl Harbor came, and as with so many other millions of Americans, his career was interrupted. Instead of his opponents in the ring, Joe now began to give the Nazis a bad time.

All told, Joe spent four years in the Army. He saw action—plenty of it—as a member of the famed 34th Infantry Division. In the North Africa campaign his field-artillery gun fired the first shell against the Germans.

Only seven men stayed with the 34th during that entire rugged year—and "The Champ" was one of them. One day of actual combat would be enough for any man. But Joe put in a total of 600 days on the front line.

After his discharge, "The Champ," who is of Bohemian descent, took to the ring again and toured throughout the United States, making friends (and enemies) wherever he went.

As Joe puts it: "Other men who have met me, named me 'The Champ.' And as long as I'm in the game, I intend to live up to that reputation."

---

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Page Seventeen

www.americanradiohistory.com
CAN'T LET ANOTHER WEEK go by without commenting on Alan Young's amusing teleshow. His wistful brand of comedy is right down the center this season. I still get a chuckle just thinking about his Grauman's forecourt routine when Alan recently played cement mixer; Bob Crosby's guest appearance this past week was delightfully entertaining and nicely integrated; and to hear the Bob Cats was something special. Alan doing a fine job in his unilingual way; wish more viewers would appreciate it.

IF YOU THINK YOU HAVE TROUBLES, give Dr. Paul Popenoe's Institute of Family Relations a look 'n listen. Last Tuesday night there appeared a young woman who had married a Navy man just before he left for Korea. He is coming home soon, and she has A Problem: she and her employer, a married man with a family, became involved and now have a baby daughter about whom the Navy man knows nothing.

THE PANEL HAS DELIBERATED some real toughies recently, but the other night's poser takes my cake as the most complicated TV tangle the program has yet been asked to unwind.

THE EMPLOYER, WITH NO notion of breaking up his own family, was all for putting the baby out for adoption, figuring it best for baby and everyone else. The mother wanted to keep it "because I love her." The panel indicated she might be right, but advised she tell her husband the whole truth, putting no pressure on him whatsoever regarding his decision, and warning the woman that she might have to go away with the child and start all over again. Sometimes I'd like Dr. Poponeo to bring some of these "cases" back to show how they were solved. As it is, now I am thinking about this woman and left wondering whether her husband will come through magnificently, as she hopes, to establish a home with her and the baby, or whether some other solution will be reached. (And people scoff at daytime serials, claiming their goings-on are fantastic!)

But aside from the human-interest angle, major contribution of this program is in pointing out the fine, dignified work of the Institute. Puzzled people see that there are solutions to problems; and the diagramming of some of these also deters other lookers from making the same mistakes as the Mr.'s and Mrs. Y.'s.

EDDIE SILVERMAN'S "IT'S A NEAT TRICK" (22) will introduce something new in the way of contests. He will magically produce a dove during his telescript and ask viewers to submit a suitable name for his feathered friend. All entries should be sent to him, care of P.O. Box 88, Pasadena 8, and must be postmarked on or before October 24. Winners will receive two prizes--coffee table for the household and a bicycle for the Junior member of the house.

The amiable Eddie will be seen at his best in the Parody of a Speech. When Arlene is not looking, he will ask the saleslady, "Are you kiddin'? If I had a few more I could screw my hat on!

Ed Silverman's "It's A Neat Trick" (22) will introduce something new in the way of contests. He will magically produce a dove during his telescript and ask viewers to submit a suitable name for his feathered friend. All entries should be sent to him, care of P.O. Box 88, Pasadena 8, and must be postmarked on or before October 24. Winners will receive two prizes--coffee table for the household and a bicycle for the Junior member of the house.

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Radio Precasts

TIME CHANGES
SATURDAY, OCTOBER 13—KFI, 9:00 p.m. “Inside Bob and Ray,” which was formerly aired at 6:30 p.m. Features Bob Elliott and Ray Goulding.
MONDAY, OCTOBER 15—“Strike It Rich,” KFI, 10:30 p.m. Warren Hull emcees Monday through Friday.
TUESDAY, OCTOBER 15—“Kings Row,” KFI, 10:15 p.m. Aired Monday through Friday, formerly heard on KNX.
WEDNESDAY, OCTOBER 15—“Hollywood Hills Hall,” KNX, 7:30 p.m. Lucille Norman airshow, formerly heard at 7:00 p.m.

WHAT’S NEW
Drama
FRIDAY, OCTOBER 12—“King of the Cowboys,” KFI, 8:30 p.m. Roy Rogers and Dale Evans, his wife, enact thrilling adventures of the West.
SATURDAY, OCTOBER 13—“Space Patrol,” KECA, 9:30 p.m. “Buzz Corry” and his cadet, “Happy,” start on a new air series.
SUNDAY, OCTOBER 14—“Hollywood Stars on Stage,” KECA, 6:30 p.m. A famous Hollywood motion picture star takes the dramatic lead.
MONDAY, OCTOBER 15—“Stage 52,” KECA, 9:00 p.m. Canada’s top dramatic series debuts.
WEDNESDAY, OCTOBER 17—“Mystery Theater,” KECA, 7:30 p.m. Robert Carroll as “Inspector Mark Sabat,” solves the case.

Variety
SATURDAY, OCTOBER 13—“Talent Search, Country Style,” KFI, 6:30 p.m. A search for talented performers can sing and play American folk and country songs, with Tom George as emcee.
SUNDAY, OCTOBER 14—“Sing Along With Arthur Godfrey’s Round Table,” KECA, 2:00 p.m. Top humor and songs recorded from Arthur Godfrey’s daily show.
SUNDAY, OCTOBER 14—“Eddie Cantor—Show Business,” KFI, 6:30 p.m. Eddie takes to the air to talk about performers he has known and to play some of their records.

Music
FRIDAY, OCTOBER 12—“Big Time,” KNX, 8:00 p.m. Featuring a cavalcade of the great days in show business and the hit tunes of the vaudeville era.
FRIDAY, OCTOBER 12—“Paul Weston Show,” KNX, 9:00 p.m. Paul, vocalist Art Merton and weekly guests.
SUNDAY, OCTOBER 14—“Frankie Lane Show,” KNX, 1:30 p.m. The pop vocalist calls on Freddie Martin’s band and guest Peggy Lee for pop music.
MONDAY, OCTOBER 15—“Mario Lanza Show,” KFI, 7:00 p.m. Gleene MacKenzie and Ray Sinatra with Lanza in a new series.

Sports
SATURDAY, OCTOBER 13—“Game of the Week,” KECA. Time varies according to the Eastern game being broadcast; Harry Wiser will follow the game with a five-minute football summary.

WHAT’S BACK
Variety
FRIDAY, OCTOBER 12—“Duffy’s Tavern,” KFI, 6:00 p.m. Ed “Archie” Gardner again greets “the elfas they meet to eat.”

Music
SUNDAY, OCTOBER 14—New York Philharmonic Symphony, KNX, 11:30 a.m. Dmitri Mitropoulos will conduct at the concert, which will be broadcast live this season.

Drama
SUNDAY, OCTOBER 14—“Tail of the Texas Rangers,” KFI, 3:00 p.m. Joel McCrea returns as star of the ranger series.

SHOW OPERA
MONDAY THROUGH FRIDAY, OCTOBER 15—“Against the Storm,” KECA, 11:30 a.m. Peabody award-winning radio drama telling story of “Prof. Jason McKinley Allen,” of Harper University and Deep Pool Farm, his family, friends and associates.

Comedy
WEDNESDAY, OCTOBER 17—“Halls of Ivy,” KFI, 6:30 p.m. Mr. and Mrs. Ronald Colman playing the roles of “Dr. and Mrs. Hall.”

WHO’S GUESTING
Music
MONDAY, OCTOBER 15—“Telephone Hour,” KFI, 9:00 p.m. Lucile Cummings, centrist, guest soloist.

WEDNESDAY, OCTOBER 17—Bing Crosby, KNX, 6:30 p.m. Bob Hope and Martha Tilton.

Drama
THURSDAY, OCTOBER 11—“Hollywood Star Playhouse,” KECA, 7:30 p.m. Cornél Wilde plays the lead in “Peggy O’dell.”
FRIDAY, OCTOBER 12—“McM Theatre of the Air,” KFI, 6:30 p.m. With Madelaine Carroll returning to the mike in “Riptide.”
MONDAY, OCTOBER 15—“Suspense” KNX, 8:00 p.m. Stars Cornél Wilde in “The Flame.”
TUESDAY, OCTOBER 16—Marsha Hunt has lead in “Kid sister,” KNX, 11:30 p.m. over “Crime Does Not Pay.”

WHAT’S PLAYING
Drama
SATURDAY, OCTOBER 13—“Stars Over Hollywood,” KNX, 7:00 p.m. MacDonald Carey in “Filler to Adventure.”
MONDAY, OCTOBER 15—“Lux Radio Theatre,” KNX, 6:00 p.m. “Mr. Smith” with Edmund Gwenn, Dana Andrews and Maia Powers.

FOLLOWING WIFE’S FOOTSTEPS?
William Riva, husband of CBS Television Network contract star Maria Riva, made his television debut as star of the network’s “Danger” drama recently. He’s a teacher of scenic design at Fordham University.
On the Ball
with Bob Kelley

More than a year ago, I was rather surprised to receive a letter that went something like this: "Dear Mr. Kelley: I just wanted you to know that in our house we always turn on the Los Angeles baseball broadcasts that you do over KMPC while we are watching our television.

Well, I didn't actually understand the full connotations of that letter until I received many hundreds more just like it. It seems that some people were actually turning off the audio on their TV sets and were listening to my radio play-by-play while watching the picture on television.

Now, the last thing I want to do is make this sound as if I'm tooting my own horn. I'm sure the same thing would happen if Hal Shideler or Bill Welsh or Jim Healy were doing the radio broadcasts. But the fact is, you just can't tell fans too much about a sporting event.

People were tuning in on me because the telecaster wasn't describing enough of the play-by-play action. And as I learned when I started broadcasting sports events seventeen years ago, there's no such thing as giving too much description.

Actually, the reason for all those hundreds of letters is very simple. When play-by-play telecasts of sports events were first originated, the radio producers instructed their announcers something like this: "Don't talk too much. The viewers can see what's going on. They don't want you to insult their intelligence."

However, like all pioneering projects, TV sportscasting had to learn its lesson. Fans do want a play-by-play picture of the ensuing action; they do want to be told where the ball is going; and they do want to know the name of the player who made that brilliant stop.

Virtually all of your major-league baseball broadcasts are simulcasts—in other words, the same announcer is describing the action for both the radio and television audiences. In fact, most of the coverage of Eastern professional football games is also handled by the simulcast method.

So, television—in addition to a guy named Kelley—has learned something. You just can't give the fans too much description. A complete picture is great. A visual picture is even better. But a combination of both is well, to the sports follower, that's the greatest of all.

Tune Kelley Monday through Saturday, KMPC, 6:15 p.m., and Monday, 8:15 a.m.

NOT GUILTY!

Last week when we decided to economize on log room to make space for more news items, we did something that, let's face it, has been done before. Instead of using up columns of valuable space to repeat the Monday-through-Friday daytime logs (which are, with few exceptions, the same every day) we placed them together on one page. You'll find them complete this week. If you are looking for a blow-by-blow from 8:00 a.m. to 5:00 p.m. Monday through Friday, simply turn to Page 26. Logs for Saturday and Sunday remain as they have always been.

Last week, TV-Radio Life had several phone calls from old-time radio fans wanting to know what we had done. It's an opinion—should have been done or not? Apparently they started calling the schedule before reading our editorial note on Page 8. But by and large, all of these persons calling the office were agreeably straightened out and thought the extra space could well be devoted to more news and an occasional midnight-to-8:00 a.m. log. We want to emphasize that THE RADIO LOGS HAVE NOT BEEN CUT. THEY HAVE SIMPLY BEEN REARRANGED TO STREAMLINE THE NEWS SECTION. We want you to get the most for your 10 cents; repeating schedules is therefore not consistent with this objective.
 Looks Like

. . . Walter Winchell stayed on with ABC for life this time. He signed a new "life-time" contract which gives him over $1,000,000 for his radio and TV services—with the decision of when and if he takes to television entirely up to Winchell.

Mutual Don Lee's "Shadow"

must be seeing a long shadow behind it these days, as it completes fifteen years on radio. Lucille Norman has been renewed on KNX by her present sponsor to do another season of "Hollywood Music Hall." Helen Mack, one of Hollywood's most talented feminine voices is going to take the reins of both Coris Archer and "The Saint" soon, to join her husband, Tom McAvity. Tom was transferred from New York as director of talent procurement for NBC-TV.

Joy Stewart's "Fan Mail" will be aired for first show on October 14. "Theater Guild on the Air" has set some of the top talent for this season's airshows, including two appearances by Alfred Lunt and Lynn Fontanne, two by Joan Fontaine, Rosalind Russell and Burgess Meredith doing "Skylark," and Claudette Colbert in "Twentieth Century."

It's TV for Louella
Louella Parsons, who has aired her Hollywood gossip under Jergens' sponsorship for years, has not renewed 1952 with Jergens. She asked for release to set up her own deal to combine radio and television work for a single national sponsor. Already her TV show is in production, and she will soon name her new affiliation.

"Double or Nothing" Rebroadcasts
For those who missed the "Double or Nothing" broadcasts taped at the various Army and Air Force installations, repeat airings of the half-hour quizcasts are now being aired over KHJ at 1:30. The first broadcast with quizmaster Walter O'Keefe at the mike, with theGi's and their dependents appearing as guests, was in Salzburg, Austria, and Linz, Austria, will be aired October 10 and 11.

Your Cue (Shows You May Like)

Monday through Friday, 11:45 p.m.
CBS-KNX

"Thank you, Mr. President." That's what the senior correspondent at the White House says at the conclusion of a presidential press conference.

"Thank you, Mr. Cook." That's what we said after listening to Dwight Cook's "You and the World."

Choosing a different subject each week, Mr. Cook recently devoted one entire week to the topic of "Western Europe." His guests included Dr. Hans Simons (Germany); Dr. Paul Fadover (France); Dr. Alvin Johnson (Scandinavian countries); and Dr. Arvid Broderson, former head of the social-science department of UNESCO.

"So what is so unusual about all this?" the reader may ask. "Everybody's discussing Western Europe."

We were impressed not so much with Dwight's subject...
SUNDAY RADIO LIFE

19:00-KCBQ-Football
19:10-RECA-News
20:00-KGER-Brown Room
20:10-KFCA-A lentine's Day
20:30-KGER-Fun in the Pool
20:45-KFRED-Sports
20:50-KGER-Request
20:55-KFCA-Record Bag
21:00-KGER-Film-Record Bag
21:10-KGER-Hitching Post
21:30-KGER-What's New
21:45-KGER-Youth Hour
22:00-KGER-For Your Pleasure
22:15-KGER-Everybody Tonight
22:30-KGER-Moonlight Serenade
22:45-KGER-For Your Pleasure
23:00-KGER-Kydd's Hill
23:15-KGER-Carillons
23:30-KGER-Clint Eastward
23:45-KGER-For Your Pleasure
0:00-KGER-For Your Pleasure
0:15-KGER-For Your Pleasure
0:30-KGER-For Your Pleasure
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SATURDAY, OCTOBER 14

SUNDAY, OCTOBER 14

Radio in Review—Continued

as with his manner of approach. Within the short space of time he has to give a complete and complete picture of the economic, social and political situation in the various countries.

Neither he nor his guests pulled their punches. They criticized as well as praised American policies in Europe. Without apologies, they explained to listeners exactly what some Europeans think of us. And above all, they told the American people not what the big shots and social elite are doing in Europe, but what the majority of people are eating and wearing, what kind of homes they live in, and what the political situation is.

There was nothing new or sensational about the content of the program; no "scoops" or bulletin flashes. It was just crammed with concrete, pertinent facts—a little dry to some folks, maybe, but nevertheless necessary if we are to understand our future success (or failure) as the leading nation in the North Atlantic treaty.

"The Big Show"

After last year's record of winning almost every award given to those on the radio side of the lake, Tallulah and her "Big Show" have a lot to do if they equal their own achievements of last year's openings. In typical entertainment line-up of the caliber or flavor to be aired on Sunday. Because it was tailored for a British audience with its London origination. The usual top-notch quality is there, and someone who doesn't seem to know how to get laughs on this side of the Atlantic, although judging from the broadcast's applause, it has to the funny bone of the Britons. Tallulah, who is supposedly without equal when it comes to ferocious, failed to exhibit the freshness and wit which we expected her to have after a summer of radio silence. Of course she is known to be unpredictable, so we expect her to outshine all past performances on any future shows.

One of the highlights of the first fall alerter was a dramatic scene from Shaw's "Caesar and Cleopatra" as enacted by Laurence Olivier and Vivien Leigh. Bea Lillie proved that she was competent to exchange wit-ticisms on an equal basis with Mr. Bankhead, and it seems to us that she would be a wonderful regular or at least frequent guest on "The Big Show."

After a Paris-originated broadcast, Tallulah will return to her more familiar stamping grounds in New York City and then sooner or later will probably confine her Holloween shows. Regardless of whether "The Big Show" cast have their feet securely planted on the East or the West Coast, you can count on more and bigger laughs and super entertainment per minute than from any other show so. A.G.

"Theater Guild"

Main Street" has been covered by almost every conceivable medium more times than even Sinclair Lewis, if he were still living, would probably care to count. Joseph Cotten and Joan Fontaine, co-stars, heaped more honors on the original story and on the fine record of past "Theater Guild" broadcasts.

"Main Street," as you probably recall, concerns the lives of a small-town doctor and his wife who try to adjudge each other and the relatively uneventful life of the small town of Gopher Prairie. This particular production relied heavily on the script and dialogue as set down by Sinclair Lewis. In so doing the cast were able to catch completely the tempo of the time period they represent. This may have made some of the speech seem over-long, but that was forgivable since the production was so successful in capturing the deeper meaning and flavors woven into this great American literary classic.

"Theater Guild" promises to be again one of radio's most outstanding dramatic presentations. With fine casting to uphold what is usually an extremely vigorous scripting there is no reason this calmer of radio drama cannot pull its share of set-siders in the late Sunday afternoon hours. This is radio fare that, it seems to us, Page Twenty-four
Monday–Friday Daytime Radio Logs

Your Editor of the Air: J. Frank Walker
12 Noon, Mon.-Fri. 4:00-4:30 Sunday

12–KECA—Bank Weaver, News.
1:00–KEFJ—Farm Reporter.
1:15–KNX—Bill Kennedy.
1:45–KFOX—Glen J. Day.
2:00–AMT—Ladies' Hour.
2:30–KECA—Editor of the Air.
2:45–KBFD—Dr. Paul Faye.
3:00–AMT—Jamboree.
3:15–KECA—Clyde Cadwell
3:30–KECA—Emery Adams
3:45–KECA—Bill Jarvis
4:00–AMT—Ariel
4:15–AMT—J. Frank Walker
4:30–AMT—K. W. Brown
5:00–AMT—K. W. Brown
5:15–AMT—K. W. Brown
5:30–AMT—K. W. Brown
6:00–AMT—K. W. Brown

THE MAN FROM MUSIC MOUNTAIN with EDDIE KIRK
Songs from the hills of Tennessee
3:15 to 4:30 P.M. KXL

MONDAY

Let Clyde Cadwell make your "MORNING CALL" Mon., thru Fri. 6:30-11:00 A.M.

9–Money Talks.
10–Murphy's Place.
11–Treasury.
12–Market Report.
1:00–Murray's Call.
1:15–Murray's Call.
1:30–Treasury.
1:45–Murray's Call.
2:00–Treasury.
2:15–Murray's Call.
2:30–Treasury.
3:00–Murray's Call.
3:15–Murray's Call.
3:30–Treasury.
3:45–Murray's Call.
4:00–Treasury.
4:15–Murray's Call.
4:30–Treasury.
5:00–Murray's Call.
5:15–Murray's Call.
5:30–Murray's Call.

HOMESTOWN JAMBOREE
Cliffie Stone Eddie Kirk Herman the Hermit
Bucky Tickle Tennessee Ernie
Tom Western Talent
KXL 11:30–12:30 Mon. thru Fri.

11:30–KXL—Hometown Jambores.
12:00–KXL—Jamboree.
12:30–KXL—Jamboree.
12:45–KXL—Jamboree.
1:00–KXL—Jamboree.
1:15–KXL—Jamboree.
1:30–KXL—Jamboree.
1:45–KXL—Jamboree.
2:00–KXL—Jamboree.
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4:00–KXL—Jamboree.
4:30–KXL—Jamboree.
4:45–KXL—Jamboree.
5:00–KXL—Jamboree.
5:15–KXL—Jamboree.
5:30–KXL—Jamboree.

TEENAGE ERNIE in RADIO'S HOTTEST WESTERN SHOW
KXL 9-10 A.M.—Mon.-Fri.

0:45–KNK—Bar Nethin' Ranch.
1:00–KXL—Bar Nethin' Ranch.
1:15–KECA—Reb's Wildbenders.

Page Twenty-six
Radio in Review—Continued

will always be keen competition for tempers offered by the visual medium.—A.G.

"This I Believe"

Monday through Saturday, 10:30 p.m. KNX

Edward R. Murrow, outstanding news commentator, seems to come up with a fine gem worthy of listeners' attention. Under the title of "This I Believe," Murrow introduces a recorded show (approximately five-minute) talks by well-known people on their personal philosophies. Into this capsule-sized lecture, which by the way, is not like a lecture so much as it is a friendly chat with a neighbor, people put a sincerity and profound honesty that is seldom found in any program. The list of voices to talk about their belief in God, man, our desperate world situation, as well as the little things with occupy their time and thought, includes such notables as General Lucius Clay, Pearl Buck, Helen Keller and Professor Harry A. Overstreet.

It's a program with nary a commercial, as the time is donated by the station and the costs are paid by subscription made by businessmen. It started after Murrow started talking over lunch with four businessmen about their respective values and meaning of life. They tried to answer questions being asked by every individual today, such as, What is worthwhile? What can I believe? What shall be my personal credo? The nightly broadcast is only a part of Murrow's attempt to be "helpful in basic thinking and living."

Every guest sends a script and a short biography to "This I Believe" and later a record is cut and then edited by Murrow. These are serious and rare of any dogmatism, editorializing or preaching of any particular religion. Maybe you think "This I Believe" is aired a bit late in the evening to become a listening habit, but give it your attention a couple of times and you may find it is exactly that mental stimulation which you need and have been searching for each day. It's probably the most in the least bit of time any set-sider can get today by simply twisting that little radio dial. —A.G.

"Amos 'n Andy"

Sunday, 3:30 p.m. GKE-KNX

"Amos 'n Andy" have returned to the airplanes for their twenty-third season. They adhere to their tried and true format which fans have grown to love. The honorableness of the Kings is everlastingly trying to do his best friend, and "Amos." The Kings are "A.P."

Initial airer concerned a $3000 diamond ring which accidentally fell into "Andy's" box of crackerjack while he was attending a ball game. "Andy," thinking it was a simulated diamondedorbiting an oyster) generously passed the toy ring on to his girl friend. When the "Kingfish" learned that there was a $500 reward for the ring, he ineffectually maneuvered its return. "Amos," let's gather in the best policy, told the dopedoated fiancée the truth and returned the ring. Retribution occurred when the "Kingfish" inadvertently dropped "Andy's" $500 reward bill into, you've guessed it, someone else's box of crackerjack, while watching another ball game.

Supporting Correll and Godsen were Ernestine Wade, Monday Radio Program Highlights

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

Lapses in Programming

5:00—Clyde Reilly, KWH.
5:00—Roy Theater, KNX.
7:00—Peter Valente, KNX.
7:30—Ninette, KFI.
8:00—Suspence, KNX.

Comedy-Variety

3:00—Arthur Godfrey, KNX.
Comment-Narration

4:30—Burwell Wheeler, KFI.

Mystery-Detectives

5:30—Boston Blackie, KECa.
10:30—I Love a Mystery, KNX.

Drama

5:15—Tom Harmon, KNX.
5:45—Sam Butler, KKL.
6:15—Tom Butler, KNX.
6:30—Joe Hernandez, KNX.

Quit Participation

8:00—10th Street Club, KECA.
8:15—Grand Slam, KNX.
8:45—Double or Nothing, KFI.
9:00—Quotes for a Day, KNX.
9:15—Art Linkletter, KFI.
9:30—Tell Me, KNX.
8:30—Talent Scouts, KNX.

Classical, Semi-Classical Music

10:00—Voice of Firestone, KNX.
10:15—Music of London, KNX.
10:30—Railroad Hour, KFI.
10:45—Telephone Hour, KFI.

Monday, October 15

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

5—KECA—Mark Trail,
KFI—Grace, KNX, KGB, KOYE—
        Bobby Benson.
11—KNX—Edward R.
4—KFJ—Voice of So. America.
2—KEAC—Semptial Serenade.
3—RFVD—KLAC, KNX, KGB, KOYE—
    Red Rose.
7—RFVD—Live at Five.
8—KNX—Talent Scouts, KNX.

8:15—KECA—Eating House.
9:00—KNX—Talent Scouts, KNX.
10:00—KNX—Grammy, KNX.

9:30—KOY—Voice of Firestone.
11:00—KNX—Talent Scouts, KNX.
12:00—KNX—Talent Scouts, KNX.

5:30—KECA—Eating House.
9:00—KECA—Voice of Firestone.
10:00—KECA—Voice of Firestone.

8:00—KECA—Voice of Firestone.
9:00—KECA—Voice of Firestone.
10:00—KECA—Voice of Firestone.

8:00—KECA—Voice of Firestone.
9:00—KECA—Voice of Firestone.
10:00—KECA—Voice of Firestone.
Tuesday, October 16

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


6—KFI—President.


7—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.


9—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

9:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.


10:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

11—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

11:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

12—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

12:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

1:00—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

1:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

2—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

2:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

3—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

3:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

4—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

4:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

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6—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

6:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

7—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

7:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

8—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

8:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

9—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

9:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

10—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

10:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

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3:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

4—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

4:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

5—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.

5:30—KECA—Cinegraph, KNX—Time, KXLA—Steele, KMPC—Lucky, KCBQ—Club.
WEDNESDAY, OCT. 17

TV-RADIO LIFE

Judy's private affairs. That is not within the scope of a radio review column.

STV (since television), a favorite slogan of ardent air listeners has been: "Radio is not dead." After listening to Louella and then reading the papers, many a die-hard journalist must have remarked mockingly: "Newspapers are not dead."—T.H.

MOVIE-A-WEEK CLUB

To stimulate lagging, motion-picture attendance, a "Movie-A-Week Club" has been formed. Members of the club get fifty-two courtesy passes to member theaters. They must, however, bring a paying adult guest with them.

On October 15 membership started for the general public, President Paul Erdos announced.

"PRESIDENT'S" VOICE HEARD IN ITALY

The people of Italy will get a close-up of American democracy on the presidential level when the Voice of America interviews Edward Arnold for overseas broadcast.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF 1930, AND 1935

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

   TITLE: TV-Radio Life
   EDITOR: Evelyn A. Bigby, 6816 Selma Ave., Hollywood 2, Calif.
   MANAGING EDITOR: none
   BUSINESS MANAGER: Evelyn A. Bigby, 6816 Selma Ave., Hollywood 2, Calif.

2. The owner is: (If owned by a corporation, its name and address must be stated; if owned individually, give the names and addresses of the stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Carl M. Bigby, 1023 W. Washington Blvd., Los Angeles 15, Calif.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) NONE

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whose benefit the stockholder or security holder is holding the stock or security. If any statement in the two paragraphs show the affidavit's full knowledge and belief as to the conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a holder in good faith.

5. The average number of copies of each issue of this publication published or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date stated above was: (This information is required from daily, weekly, semimonthly, and twice-weekly newspapers only) 3,219

EVELYN A. BIGBY
Editor-Manager

Sworn to and subscribed before me this 5th day of October 1951.

(SIGNATURE)

(MY COMMISSION EXPIRES OCTOBER 31, 1951)

WEDNESDAY Radio Program Highlights

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

A.M.

10:00—Arthurs Grapevine, KNX.
6:30—Jackie Gleason, KFWB.
6:30—Red Skelton, KSR.
5:30—Bob Hope, KFOX.
8:00—Great Gilded Leafe, KFI.
9:00—Guest Ranch, KFWB.
8:00—McNellis Follies, Club, KFOX.
7:30—Grand Slam, KNX.
9:30—Hollywood Hotel, KFWB.
11:00—Queen for a Day, KHJ.
11:00—Art Linkletter Show, KFI.
2:00—Welcome Travelers, KFI.
1:00—Name That Tune, KFI.
3:00—Tom Harmon, KNX.
4:00—Name That Tune, KFI.
3:00—Joe Henderson, KMPC.
4:30—Burnett Wheeler, KFI.

P.M.

5:00—Chet Huntley, KFI.
6:00—Dr. Harold Hoke, KOX.
5:00—KFI—Waltz Time.
6:00—George C. Scott, KFI.
5:00—Mysterious Traveler, KFI.
6:00—Kate Smith, KFOX.
5:00—Wayne King, KHJ.
6:00—Rogers' Gallery, KFWB.
6:00—Bobby's Here to Stay, KFI.
7:00—KFI—Let's Talk It Over.

Mystery-Detective

6:30—Hollywood Blacklist, KECF.
7:00—Bat Country Investigator, KFI.
8:00—Mysterious Traveler, KFI.
9:00—KFI—Barker's Room.
10:00—I Love a Mystery, KHJ.

JUNE'S PICKS

5:30—Andy Devine, KFWB.
6:00—Texas Rangers, KHJ.
5:30—Timmy, KFOX.
6:00—Dick Shawn, KMPC.
5:30—Harry Harrison, KHJ.
6:00—KFI—Yesterday's Memories.
7:15—KFI—Melody Makers.
8:00—KFI—Hit the Jackpot.
9:00—KFI—Harry Percival.
10:00—Knights of the Round Table, KFI.

Summer Vacation

KFI—Broadcasting America

5:00—Meredith Willson's Music Room, KFWB.
6:00—KFWB—American Accent.
7:00—KFWB—KFI—Bartlett's Cafe, KHJ.
8:00—Miss America, KFOX.
9:00—KFI—American Accent.
10:00—KFWB—Meriden.

KNX, KFWB, KFI, KMPC, KFOX, KFWD, KFI.

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KFWB, KHJ, KFWB, KHJ, KFOX, KMPC, KFOX, KFI.

WEDNESDAY Radio Program Highlights

10:00—Bob Hope, KFOX.
11:00—Dr. Frederick Bailey, KFSD.
10:00—Charlie McCarthy, KMPC.
11:00—Bob Hope, KFOX.
10:00—Ken Murray, KHJ.
11:00—Bob Hope, KFOX.
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THURSDAY, OCTOBER 18

Record Notes to You

By ANDY MANSFIELD

Choice album releases this week from Capitol and Coral feature music from the movies, the keyboard, the dance band and the vocalist. Cap's background music from the sound track of "A Streetcar Named Desire" is truly different and unusual. There is no music that will stand on its own merit without visual assists. With the orchestra conducted by Ray Heindorf, Alex North's composition embodies classic, jazz and serious modern touch- 

es. The four groups give a descriptive work of soulful emotions and rhythms. . . . Art Tatum's "Encores" (Capitol) is a collection of eight standards by the keyboard master with the unbelievable technique—"Blue Skies," "Aunt Hagar's Blues," "Don't Blame Me." "Somebody Loves Me" and the other provides an interesting, one-man re-creation by another. . . . Herb Jeffries' (Capitol) intimate vocal stings of yesterday comprise "Time on My Hands," "Just a Memory," "Among My Souvenirs," "All Alone," and others just as familiar to the dance band and small combo backing. Herb's relaxed and sincere vocals are not showpieces—they're what you'd expect if he were singing just for you. . . . Frankie Laine and Jo Stafford (Columbia) swing free and easy on Hey, Good Lookin' with its fine rhythm backing of plenty of guitars and rhythm. "Gambella, the Gambling Lady," is on the flip—but then I didn't like "Good Night, Irene" either. . . . Benny Goodman (Columbia) continues to dust off goodies like "King Porter Stomp" in a medium that highlights his relationship in the orchestra set—and coupled with a sextet dancing of "Farewell Blues," how can you miss? . . . Andrews Sisters (Decca) also revive "Carioca" and "Daddy," both greats. The rhythm backing for the orchestra's individuals, for which they've always been known but seem to have forgotten lately in favor of the slower ballad. Welcome back, gals! . . . Eddy Howard Orch. (Mercury) has the restraint backing of plenty of guitars and rhythm with sincere lyrics in the style made to order for Howard. . . . nice rhythm, and amble arrangement without production gimmicks makes it one of Eddy's best in months. . . . Walter Schumann's Orch. (Capitol) has a beautiful waxing of "I'm Always Chasing Cars" in its pop adaptation of the Cornell Alma Mater, "Far Above Cayuga's Waters." This is production choral singing at its best with full orchestra backing that far exceeds these unforgettable melodies. . . . A.M.

RHYTHMAIRES

Jud Conlon and the Rhythmaires join the Bing Crosby show for their sixth consecutive season.

Thursday Radio Program Highlights

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

Comedy-Variety

Drama

Quiz, Participation

Mystery-Detective

Comment-Narration
TY-RADIO LIFE

Car, Eye, Inspire the Pen

and address withheld.

ould you please tell me if Ina Ray Hutton has made records that are on sale? I have asked all around.

Ina Ray has not recorded any commercial records, nor is she der contract, at the moment, to any record company.

Emma F. Decker, 1121 Oxford Ave., Claremont, Calif.

lease me if “Toot of the Town” is on the air, as I t'find Ed Sullivan’s program listed in your TV logs. The Ed Sullivan show, “Toot of the Town,” has not been updated, up to this date, for release on the West Coast.

G y G. Wagner, 318 N. Orange, Rialto, Calif.

could you kindly inform us through your valuable jazze just “who is Who” in “Time for Beauty.”

ay I suggest a little information pertaining to what television tick? It does not have to be too technical, a little sinners' production with a gradual step- advance inside of the mystery of it.

ou published one item in a previous number pertaining to the care of television sets, and I assure you that you appreciated—now for a little more of it, please.

Sosh, Frebarg says “Cecil,” and Dus Butler is “Beauty,” RTLA’s popular “Time for Beauty.” Together these two tips impersonate all the other characters on the show.

a program that published fact-filled stories on tele-

amuels, 1222 So. Dewey Ave., Los Angeles, Calif.
after viewing “The Aldrich Family” for the first time i in the West. I’m certainly disappointed that Ezra is “Henry” and Jackie Kelk as “Homer” are being substituted. Without them “The Aldrich Family” will er be the same. They certainly made a fine team.

af as I’ve noticed, they haven’t found real substi-

anne Weichsel, 6473 Lexington Ave., Hollywood, Calif.
ho do you think you are trying to fool when you say Ray Hutton is only thirty-two years old? . When mother was twelve and we went to play to School. Miss came to the Victoria Theater on Market Street in eling, West Virginia. My mother is now thirty-eight and she wasn’t even allowed to go see her. Was she Ray) only six when she started to lead a band? .

le Sherman, 1170 Gateway Blvd., West Los Angeles, Calif.

am very disappointed to see that Frank Detoll and orchestra are no longer on “Bandstand Revue.” He has a wonderful personality and he his orchestra is such a sure to listen to . . . Incidentally, my family enjoys Radio Life very much. The many articles in your azine are very enjoyable and enlightening.

Friday Radio Program Highlights

1:15—Command Theater, KKNX.

1:30—MGM Theater, KFI.

2:30—Mr. Dist. Aty., KECA.

Mystery-Detective

00—Arthur Godfrey, KKNX.

00—Duffy’s Tavern, KFI.

00—Roy Rogers, KFI.

00—Bud Bash, KNX.

00—Dixie and Harriet, KECA.

00—Martin and Lewis, KFI.

Quiz, Participation.

00—McNell Music Club, KECA.

00—Grand Slam, KNX.

00—Becky for a Day, KJLH.

00—Art Linkletter, KFI.

00—Welcome Travelers, KFI.

00—True or False, KFI.

Comment-Narration

30—Burritt Wheeler, KFJ.

Drama

30—Clyde Beatty, KJL.

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Comment-Narration

30—Burritt Wheeler, KFJ.

Drama

30—Clyde Beatty, KJL.

FRIDAY, OCTOBER 19

www.americanradiohistory.com
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<th>Time</th>
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<td>5:00 a.m.</td>
<td>Bible Society</td>
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<tr>
<td>5:15 a.m.</td>
<td>Window to the World</td>
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<td>6:00 a.m.</td>
<td>A Christian Life</td>
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<td>6:15 a.m.</td>
<td>The Bible</td>
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<td>6:30 a.m.</td>
<td>Bible Institute</td>
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<td>6:45 a.m.</td>
<td>Bible Treasury</td>
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<td>7:00 a.m.</td>
<td>Big Ideas, Power</td>
<td>KHJ</td>
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<td>7:15 a.m.</td>
<td>The Breakfast Club</td>
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<td>7:30 a.m.</td>
<td>Good Morning</td>
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<td>7:45 a.m.</td>
<td>Gathering</td>
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<td>8:00 a.m.</td>
<td>Bible Articles</td>
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<td>Blue Book</td>
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<td>Bold Venture</td>
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<td>Breakfast Radio</td>
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Note: Programs marked with an asterisk (*) are of the contest, quiz, or other type. Indicates programs of news and commentary.
White King's Washing Machine Contest back Spring was sensational! This one is BIGGER...and BETTER! It offers you MORE prizes...MORE chances to win! In addition to 90 twin combinations of Westinghouse Laundromats and Clothes Dryers...150 wonderful Westinghouse Laundromat automatic washers go to the winners of this thrilling contest! And remember...this is a regional, not a nationwide contest! It's confined to most states west of the Mississippi. (See Rule 6.) You can enter each weekly contest as MANY times as you wish. And it's so EASY. If you use White King Soap in your washing machine...your chances to win are GREAT!

WIN $90,000 in WESTINGHOUSE LAUNDROMAT and DRYER Prizes!

240 WINNERS
330 APPLIANCES IN ALL
40 WINNERS EVERY WEEK!

Here's how to win:

THE $500 WESTINGHOUSE TWINS

If you want to win the famous WESTINGHOUSE LAUNDRY TWINS...the $500 Laundromat and matching $200 Clothes Dryer, complete the statement "I wash with White King Soap because..." in 25 additional words or less. Send your entry with 1 White King Soap box-top and 1 White King Water Softener box-top to:

"1-2-3" Contest, Box 3422, Los Angeles, 54, Calif.

15 of these TWINS units will be given away each week for six weeks. These TWINS prizes are brought to you in behalf of White King's "1-2-3" washing method...the perfect method for hard-water and automatic washer use.

Here's how to win a $300 LAUNDROMAT

Complete the statement "I wash with White King Soap because..." in 25 additional words or less.

Send your entry with 1 White King box-top to:

"1-2-3" Contest, Box 3422, L.A. 54, Calif.

Remember...if you want to try for one of the 25 new $300 Westinghouse Laundromats to be given away every week for 6 weeks be SURE to enclose a White King Soap box-top with each entry.

Here Are the Rules! Enter Now!

5. Complete the statement "I wash with WHITE KING SOAP because..." in 25 additional words or less. Your name and address must appear legally.

6. To be eligible for this $500 WESTINGHOUSE LAUNDROMAT Twins, consisting of both Laundromat and Dryer, submit your entry with 1 WHITE KING SOAP box-top and 1 WHITE KING WATER SOFTENER box-top. If you do not include both the proper box-top with your entry, your entry will be disqualified.

7. Mail your entry, together with the proper qualifying box-top, to:

"1-2-3" Contest, Box 3422, L.A. 54, Calif.

There are SIX SEPARATE WEEKLY CONTESTS, with one of the Westinghouse Laundromat Dryer Twins being awarded each week for six weeks...plus applications for additional Westinghouse Laundromat Dryer Twins over the entire six-week period. Each Laundromat and Dryer will be determined and a normal installation made at the home in which the winner resides.

ENTRY FOR WEEKLY CONTESTS MUST BE RECEIVED BY NOON:


Each entry must be mailed properly postmarked. Entry limit is one entry per household. Entry limit is one entry per individual household member. (See Rule 6.)

Entries must be mailed on or before the following dates:


Entries will be open to all legal residents of the United States. Each entry must be mailed properly postmarked. Entry limit is one entry per household. Entry limit is one entry per individual household member. (See Rule 6.)

Entries will be eligible only if postmarked in the continental United States, Alaska, Hawaii, and Canada. Each entry must be mailed properly postmarked. Entry limit is one entry per household. Entry limit is one entry per individual household member. (See Rule 6.)

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Al Joyce and His Entire Staff Are Working Hard All the Time for

"Your Big Moment"

Wednesday, 7:30 p.m., NBC-TV, KNX11, Channel 4...THEORETICALLY, "Your Big Moment" is supposed to be an amateur show. In actuality, however, from the producer to the regular performers to the contestants—even down to the commercials—it has professional polish.

There are many reasons for this efficient and entertaining effect, the two main ones being, by name, Keith Hetherington, original emcee, and Al Joyce, writer and producer.

This half-hour show is their baby. They first conceived the idea several months ago (let's say nine to make it legitimate) while working together at KTTV. But a baby, no matter how cute, still has to get on its feet and make its own way in the world.

(Since this story went to press, Keith Hetherington, because of other commitments, has been replaced by Bob Barker as the emcee of "Your Big Moment." Ed Chandler has also been added to the staff as an announcer.)

That's when Westinghouse, the rich uncle, kicked through. Keith and Al were willed the Fantasy Playhouse at 1600 North La Brea and the money to bring up their brain-child in the proper environment. As a result, the "Stars of Tomorrow" started a sudden and phenomenal growth.

When we talked to Keith and Al they had just finished their eighth performance. Even at that relatively early stage Al was able to report with pride: "We have already come up to the largest mail pull on NBC."

The two men, tired but smiling with satisfaction, didn't seem to be worrying about any growing pains, either. They talked eagerly of the future and said they "plan to stick around for some time."

After watching their show, both on the screen and backstage, we see no reason they shouldn't.

Why

As Keith explained it: "Each week we audition approximately 250 persons who have written us. That's one of the toughest parts about this job: picking out the six acts who will finally appear on TV."

As a consequence, then, the six contestants who appear on the program are not, strictly speaking, amateurs. They have already passed a pretty stiff test.

One peculiarity about the show is that not one but two acts can and usually do become the winner. The first one is chosen by an applause meter on the night of the broadcast. Then, on the following week, another winner is announced on the basis of postcards sent in by the televiewers.

"The same act can win both times, but oddly enough," as Keith told us, "it very seldom happens."

Popular Cast

The all-around soundness and showmanship of the show have also contributed to its skyrocketing acclaim. For example, there are the unique commercials of Nancy (Wible) and Candy.

Candy is a cute little doll. And so is Nancy, her blonde and vivacious creator. Keith and Al first saw them doing a show in June at Harbor City.

"We caught Nancy's act, thought it was terrific, and asked her to join us. Rather than being merely a commercial, Nancy and Candy are a separate act and have proven tremendously popular. This was proven to us recently when Candy celebrated her first birthday. On that occasion she got stacks of mail from her followers."

Every successful show must have an able director. That's where Carrol O'Meara enters the picture—figuratively speaking, of course.

At the show we attended, we were in the control room during the final minutes when the names of the persons responsible for production were flashed across the screen.

When Carrol's name appeared with the others, he kidingly remarked: "Now there's a couple of people with real talent."

After watching Carrol during the rehearsal and the actual shooting, we had no choice but to agree with him.

There are many other good features: the musical background supplied by Ruby Lloyd; the appearance of pretty Margie Cushman, who presents each contestant with a gift from Westinghouse; the warm and expert showmanship of the emcees and the high quality of the so-called amateur performers.

Finally, as another unique innovation, every woman in the studio audience (which, unlike that of many TV shows, is packed for each performance) is presented with an orchid.

Although it may be against the house rules, we hereby extend our metaphorical orchids to Keith and Al and their entire cast.

By Ted Hilgenstuhler

October 12, 1951
1. Are you aware that you won our TV-RL award? How many other awards have you received during the past year?

   Yes, I know about your award. Thank you. I've received about a dozen—they are displayed in the NBC studios, the main offices and in my dressing room.

2. Coming out to Hollywood, were you recognized, and what do people do when they know who you are?

   The first thing they do is stop and say "Naw." Then the one with 'em says, "Yeah!" TV fans are different from other fans. They feel they know you personally.

3. Can you give an incident to illustrate this?

   Yes. The night after I got into Hollywood I was sitting at a table in the Mocambo when a couple danced by. He looked at me and then said "Naw!" and she said "Yeah!" and then they asked me, "What do you think of the couch in our living room?" I didn't know what they meant and they said, "You come into our living room every Saturday night. You ought to know!" Sometimes I take a walk and as I'm going down the street a man will grab hold of me and yell, "I've got him! I've got him!" Then his kids will come running and when they get to where we are they just stand and look up at me, ask for my autograph and then say, "Okay, let's go!"

4. What is the tightest spot you've been in on your show?

   We had a TV sponsor and the script was passed on Wednesday for the Saturday show, but right after dress rehearsal (at 7 p.m. as the show went on at 8), the agency called and said that a six-minute spot we were doing on "TV, Before and After" was out. (In it we did a thing showing a family before TV—the children came home from school, said hello to their mother and father and settled down to do their homework. Friends came in to play bridge and everybody had a good time chatting. After TV, everybody was glued to the set. The children wouldn't budge from it and when friends dropped by, the father and mother said to one another, "Oh, no, not them again!") Well, when they told us the spot had to be taken out, we went upstairs into a huddle. It was impossible to write a whole new number. Finally somebody said, "Let's do a pantomime." We worked out a routine about a man getting up in the morning and then called the musical director and said, "Please clear some getting-up-in-the-morning music." He had "Beautiful Dreamer" already cleared. It was perfect for the pantomime.
5. What precautions do you take to assure your being fit for TV?

I used to have the problem of eating too much. Working in TV is so strenuous you don't have much time to devote to relaxation, so eating itself becomes a pleasant relaxation. I used to eat big lunches and dinners. Now I am on a high-protein diet—don't eat starches or sweets and I am not eating before bedtime.

6. Do you consider that there is any secret to your type of mugging for TV? If so, explain.

No, no secret. Harry Rich to me was the greatest mugger.

7. What would be your advice to an aspiring young TV comedienne?

(Answered first by Sid Caesar): Be good.

(Answered by Producer Max Liebman): Be persistent. Don't be discouraged by rebuffs.

(Facetious afterthought) I have a couple of good friends.

8. Do you have any pet superstition or tradition which you follow before going on TV? Explain.

I used to knock wood. Then one night I said, Who's doing this show? Wood or me? I didn't knock wood and came out with an unusually good show. So I don't knock wood any more.

9. Are you a live or film TV advocate?

For dramatic shows, I'm for film. It needs no audience. For comedy shows, I'm for a live performance. Comedy shows need a spontaneous audience.

10. Have you ever noticed a difference in audiences?

Definitely. Sometimes we think we have a good show and there's nothing. (Addition by Liebman): It may be because in the audience there's a large group of people who have been to a district meeting, had a heavy dinner and are not too responsive. Also sometimes they become interested in the mechanics of the show and forget to laugh.

11. Have you noticed that the headline news has ever made a difference in the way the audience responded?

No, we have never been on the alert to watch. It might be interesting. In general, a rather young audience is livelier.

12. Please describe Imogene Coca in eight or ten adjectives.


13. In what special ways do you feel indebted to Mr. Liebman?

When Max first saw me, I just had a comedy sense. Through him I have acquired taste, great discipline. He'll cheer me up when I'm down and knock me down when I'm too cheered.

14. (Question directed to Producer Liebman) Please describe Sid in a few words.


15. (Directed to Mr. Liebman) What do you think Sid Caesar's faults are?

He's very impulsive. Given to excess at times. At one time I called him 'Double Caesar.' He had to

16. (Directed to Sid Caesar) What do YOU think your faults are?

I get moody. I often get mad and don't know what I'm mad about. I'm too super-sensitive.

17. In what ways do you think TV could advance best?

To me, the shortcoming of TV is what Fred Allen said... it becomes like a water tap. You can quench your thirst at any time. You'd appreciate it more if you couldn't... and you can quote Fred Allen.

18. Do you have any special plans for your future in TV?

(Answered by Liebman) We want to include two or three new ideas in our fall format. We want to develop technically. We'd like new quarters... we've been in the same place for three seasons. I have an idea the time will come when space requirements for TV won't be sufficient in New York.

19. Do we take it, then, that you would be agreeable to doing your show from Hollywood?

Yes.

20. What would you like to be doing (excepting TV) twenty years from now?

(Answered by Liebman) Producing plays in the theater.

(Answered by Caesar) Be alive! And happy!

October 12, 1951
makes it a policy "not to load the program with useless commercials. My clients are the best, and although my commercials are only incidental to the music and my own ad libs, I make them stand out like the City Hall."

Proof of this was shown during Eddie's first week at KALI. One furniture store for which he did commercials received so many daily calls that it had to hire a special girl to take care of them all.

**In the Beginning**

During his lifetime, the loquacious Eduardo has seen movies, radio, and television start out as infants and grow into gigantic industries. Before World War I, he did kid parts for the American Film Company in Chicago, and in 1916 he worked as a prop boy, Keystone Kop, and general actor for the old Keystone studios. There were radio parts for him in the 20's and 30's, and he gave lessons in "Easy Spanish" in the early days of television.

Reminiscing, Eddie told us: "I had an exciting childhood, including many a bloody nose and bruised knuckles—my nose, and other kids' knockles. And my mother wore off several pairs of shoe soles upon the rear of my trousers."

Like many of today's stars, Eddie started young in the entertainment racket. Born in El Paso, Texas, he traveled at the age of seven through-out Texas and Mexico with his uncle, who had a marionette show. It makes you think of the old times of barter trade to hear Eddie tell how his uncle sometimes received livestock and farm crops as payment for his performance.

As a young man, Eddie "rode the rails," lived in the "jungle camps" of the old hoboos, and did the usual odd jobs in between hops.

A couple of hitches followed next in his career. First, the U. S. Army (Air Service) during World War I; of many film stars appearing in Spanish-speaking roles.

To top off Eduardo Le Veque's varied career, he informed us that a manufacturing company will soon produce a "Sole Saver" invention of his.

"It's a special liquid applied to the soles of shoes. My liquid makes the sole of the shoe flexible, like rubber, and the top and the insides of the shoe will wear out before the sole does."

As Eddie told us this in his usual exuberant and demonstrative manner, we recalled his childhood experiences how his mother "wore off several pairs of shoe soles upon the rear of my trousers." And we speculated silently that it was a good thing Eddie was the first to come up with this "Sole Saver" idea—or else his mother might be still swinging away.

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**FILM STAR Audrey Totter seems to be enjoying this part of her Spanish lesson from Senor Don Eduardo. No strain on the instructor either—especially on his eyes.**

*Monday-Saturday, 5-7 a.m.; 11-2 p.m. KALI*

**ACTOR, AUTHOR...**

director, disc jockey . . . lab man, lecturer . . . producer, projectionist . . . prop man, pulp writer . . . salesman, soldier . . . teacher and tramp.

These are only some of the various occupations of just one man—with two names.

At the present time, Señor Don Eduardo (alias Edward Le Veque) spins the musical platters on his Fonografo Radiografico show, Monday through Saturday over KALI.

All together Eddie is putting in a full five hours every day over the air. Starting at the ungodly hour of five o'clock in the morning, Eddie has his own two-hour program in the morning. Then from 11 a.m. to 2 p.m. he takes part in a bilingual show.

Featuring Spanish and Latin American numbers, Eddie peps things up for his potential audience of 400,000 Spanish-speaking people with humorous introductions and comments, with lessons in both English and Spanish, and with only a slight accent on commercials.

**Music With Onions**

A typical quip: "The next number is Guadalajara, played with so much gusto by Xavier Cugat that you can smell the perfume in the flowers and the onions in the enchiladas."

Unlike many disc jockeys, Eddie...
"SPACE PATROL’S" STARS are a big hit with the moppe trade as they introduce S. P. merchandise at the May Company. (Below) Dik Darley, director, discusses a point with Mike Mosher, creator of "Space Patrol." (ABC photo.)

A TRIP into stellar space may be nearer at hand than you surmise. "Space Patrol’s" Mike Moser firmly believes this, and science-fiction enthusiasts are his staunch supporters. Present experiments are being conducted along these lines and experts, in the know, predict that successful results are imminent.

Moser "Space Patrol" made its television debut in March of 1950. It was strictly a gamble. Writer-producer Moser, his staff and cast worked for less than the proverbial "peanuts." The program caught on, in less than six months the show had a sponsor, and within a year it became a regular network feature. Currently, there are seven presentations a week; six on TV and one on radio.

Moser, a free-lance writer, conceived the idea of a science-fiction series while he was a radar instructor with the Navy. His imagination coupled with his writing talents and knowledge of electronics gave birth to "Space Patrol." During the show's sustaining days, Mike authored 82,000 words each week; in addition he also produced. Today, however, the show is adequately staffed and Mike devotes his energies to supervision and merchandising.

Merchandising

Mercantile establishments pushed their corral department aside last July to make room for the Space Era. The May Company had more than 40,000 children swamp their initial showcasing of space suits, hats and ray guns. If the small fry in your neighborhood take off in their imaginary rocket ship for the moon, attired as miniature Buzz Corrys, don't be surprised. Undoubtedly they have succumbed to the fantasy of interplanetary travel. After all, little imagination is required to play cowboy and Indians. The "Western" format is timeless; it rarely changes. The appeal of "Space Patrol" isn't exclusively to youngsters, since the grown-ups, too, like to speculate on space travel.

Much of the activity on the show takes place on Terra, a man-made planet composed of land taken from each of the other planets. There are no such things as clashing armies and threats of war in the interplanetary scheme of things. Although an unusual variety of villains are present, no one is ever killed and neither death penalties nor death weapons play a part in the show. All trouble makers are eventually rehabilitated by the patrol and live to become decent and useful citizens. Tonga, a former villainess, who is now the trusted assistant to the security chief of the United Planets, is an example of successful rehabilitation.

Cast

Mike patiently screened hundreds of applicants for the roles in "Space Patrol." So successful was his selection that the popularity of two—Commander Buzz Corry and Co-pilot Cadet Happy—was demonstrated when they remained, by popular demand, on KECA-TV's "City of Hope" marathon program for sixteen hours. Mike insists that his cast show no temperament and get along with one another. The proximity of performing in seven shows a week requires amiable relationships. Because the show has such a strong attraction for the younger set, a morals clause is stipulated in each player's contract.

With daring Commander Corry at the controls, a preview trip into space is yours with the mere flip of your dial.
for your SUNDAY night looking and listening pleasure at 9 p.m.

KTLA's
"BANDSTAND
REVUE"

1. Vocalist-emcee Harry Babbitt, recently named top vocalist and top emcee on TV.
2. The Mellow Men who present the most entertaining commercials in video.
3. Produced by KTLA's General Manager, Klaus Landsberg.

Sponsored by Acme Gold Label Beer