

# A RADIO MAN WITH A 3-FOLD JOB!



**ARTHUR STONE**



**NATIONAL SALES MANAGER  
NATIONAL SERVICE MANAGER  
MERCHANDISING DIRECTOR**

# KXYZ

ABC in Houston, Texas

Arthur Stone is a name well-known in the grocery and food industry, for Arthur has spent the greater part of his business life selling groceries in major quantities throughout the Americas. He has been with KXYZ and in radio for the past two years, and his food-selling experience has already paid off for more than a score of our clients. We recommend his ability highly. He is the only executive of this caliber in radio in the South!

# KXYZ

5000 Watts — 1320 Kilocycles

A Glenn McCarthy Enterprise  
Represented Nationally by  
**FREE & PETERS, INC.**

of Nov. 22, came off with—if the expression be permitted—flying colors.

Whatever the standard of the show as entertainment, which of course was primarily the standard by which viewers across the nation had to judge it, the chromatic quality as witnessed on color receivers set up for the purpose by NBC was up to any par yet seen in color tv demonstrations.

There were instances of greenish flesh tones, occasional color fringing, once in a while a pinkish hue that didn't belong. But the over-all result was pleasing.

Donald O'Connor was starred in this particular program, which was permitted by FCC to be telecast in color as a network-station operation test [B•T, Nov. 23] of the compatible color system, and insofar as color was concerned he—or the program—was at his best in the various, gaily bedecked dance sequences.

Color trappings also showed up to good advantage in a sequence featuring songstress Dorothy Dandridge, and in skits featuring Mr. O'Connor and Sid Miller, and Mr. O'Connor with Ralph Bellamy and Corrine Calvet, although the Calvet-Bellamy-O'Connor bit came off duller as entertainment than as an exhibition of television in color.

To this reviewer, however, the best bit of color television was in the Halo commercial—the only commercial done in color. In this segment, which was integrated into the program rather than offered as a separate bit on film, the flesh tones of the model appeared true beyond criticism, and the glitter of the hair gave bright promise of the lure of color tv as an advertising medium.

For viewers across the nation, of course, the test of the colorcast lay in its appeal as entertainment, and in the reproduction of the color signals on black-and-white sets. Whatever their reaction to the entertainment quotient, they could hardly have been dissatisfied with the monochrome picture, which came through with clarity and strength on black-and-white sets that NBC had set up alongside its color receivers.

They also were amply admonished by Mr. O'Connor not to get too excited; that color sets are not here yet; that they should remember that monochrome receivers will bring in color signals in black-and-white whenever there is compatible color programming, and that, if they're in the market for a tv set now, they should have no hesitancy to buy black-and-white.

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## LIFE WITH FATHER

Network: CBS-TV  
Time: Sun., 7:00-7:30 p.m. EST  
Origination: Hollywood  
Cast: Leon Ames, Lurene Tuttle, Ralph Reed, Freddie Leiston, Ronald Keith, Harvey Grant, Dorothy Bernard, Richard Hale, Mary Adams, Don Beddoe, Mary Lawrence, Maurice Marsac  
Producer: Fletcher Markle  
Associate Producer: Vincent McConnor  
Executive Producer: Ben Feiner Jr.  
Director: John Clair  
Editorial Advisors: Katherine B. Day, Howard Lindsay, Russel Crouse  
Set Designer: Robert Tyler Lee  
Announcer: Bob Lemond  
Sponsor: S. C. Johnson & Son Inc.  
Agency: Needham, Louis & Brorby Inc.  
Writer: William Roberts

THE DAY family, and its whimsical domestic situations which kept cash registers in a Broadway box office ringing for eight record-breaking years, is at last on tv. *Life With Father*, starring Leon Ames and Lurene Tuttle as Father

and Mother Day, made its video bow on Nov. 22.

This fable of family life a generation or so ago can boast a varied career. It was originally a collection of short stories by Clarence Day, then a series of three books, finally a play and a movie, and now the new CBS-TV weekly comedy series.

Perhaps the most appropriate comment that can be made on the debut telecast is that it fit the superlatives used in the avalanche of publicity that preceded the show. The big build-up, seldom realized in production, was completely justified by Mr. Ames, Miss Tuttle and supporting players who artfully recreated members of a socially correct family in the 1880s. Interpretation of both lead roles differed from the standard Mother and Father Day characterizations. Father on tv is more bombastic; Mother more reserved and mild. Still the char-



THE DAY FAMILY  
At Home On Tv

acters are effective as Mr. Ames and Miss Tuttle have chosen to play them.

Successful characterization, however, doesn't necessarily make a television show. For a completely satisfactory telecast actors need the help of high-level production. Happily enough, performances in *Life With Father* are enhanced by a handsome, authentic and workable set, costuming which seemed correct down to the last button, skillful camera work and lighting. Fletcher Markle, the series' producer who has done so many creditable plays on *Studio One*, again turned out a well-paced believable show. In every aspect, *Life With Father* paid great attention to detail and it showed.

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## BOOKS

YOUR TRIP INTO SPACE, by Lynn Poole.  
McGraw-Hill Book Co. Inc., 330 W. 42d St.,  
N. Y. 36. 224 pp. \$2.75.

THE author, producer of *Johns Hopkins Tv Science Review* on DuMont Tv Network (Tuesday, 8 p.m. EDT), predicts humans will fly to the moon within 50 years and carries "you" (the reader) through 16 chapters which would show that some day there will be space travel for the millions. The reader is told something about the science of space travel, astronomy and survival in outer space. To non-believers is cited the incredulity once accorded the Dick Tracy wrist watch radio, now an accomplished fact [B•T, Sept. 21]. Accompanying Mr. Poole's simplified prose are simplified drawings by Clifford Geary, illustrator of the comic strips, "Space Cadet" and "Red Planet."