Alan Young and "Betty"
Modest Mirthmaker

DALE EVANS: Cowboy King's Musical Missus
VIDEO: RITA LA ROY
Makes YOU Act
The Ear Inspires the Pen

David Zestar, 1835 N. Wilcox Avenue, Hollywood, Calif.

I can already visualize the vast swarm of indignant radio fans who will descend upon me with righteous indignation, but come the consequences, I can no longer keep silent. Even though never again will I be able to lift my head when passing Columbia Square... I think it is time that the Jack Benny myth is shattered. Personally, I feel the adulation which radio listeners heap upon this average comedian is one of the grossest examples of misguided admiration that radio has ever known... have you ever stopped to think that the Benny show resorts to the lowest form of slapstick humor to produce its laughs? I don't laugh at this show any more. I find it so obvious you can smell it coming a mile...

How can anyone compare this show with Fred Allen's, where, at least, the star uses subtlety and wit for his humor instead of relying on a childish, stereotyped characterization? I'd like to see Benny try one of Allen's clever adaptations of operettas sometime... the public has had Benny's so-called mastery hammered at them for so long that the sage of Mulholland Drive has only to utter the most innocent phrase to send them into transports of rapture. Let's start a campaign to get some real wit on the air... like Henry Morgan, for instance.

P.S. I don't work for NBC!

In defense of Benny—think back to what radio comedy was BEFORE Jack Benny entered the field... Henry Morgan for a big NBC show in the coming season.

Norma W. Englefried and Sally Winter, vice-presidents of "The Sportsmanettes," Los Angeles, Calif.

The "Sportsmen" are No. 1 on my list of great talent. They have done a lot for us girls who are handicapped... we all admire them and hope they will get a show of their own, but do wish they would come down to earth. They seem too conceited to be on the stage when they do their shows... a lot of people travel far to see the quartet and it isn't fair for them to behave like this. Besides, what have they done for their fan club? I joined it when it was first formed and they have become disappointments to all the members. We hope that they will not keep on letting their fans down.

Nat Stockdale, 3923 West Avenue 42, Los Angeles, Calif.

Would like to hear more of Peggy Welles. She is so deightful a listener... she seems to be a very clever person and a wonderful impersonator.

Peggy Welles is free-lancing in radio. She is one of the finest C. W. "Macbeth" movie.

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Betty Jane Buzzo, 934 East 4 Street, Long Beach, Calif.

Edmond Dantes on "The Count of Monte Cristo" has the most beautiful voice I have ever heard... his name is Carleton Young and I wish you wouldn't give me a picture of him. What has happened to Suzanna Foster? She was such a beautiful voice, especially for opera... of course some folks won't agree with me, but I am an opera fan and I pride myself on knowing a good voice when I hear it... could I see a picture of her?

Here is Carleton Young. Suzanna Foster is not a radio star, and for that reason we do not have a picture of her.

Mrs. L. W. Stromkeyer, 1345 E. Hermosa Drive, San Gabriel, Calif.

In a recent morning edition of the Los Angeles Daily News there appeared a report of a suit for cancellation of a contract between Dick Contino and Horace Heid... according to the article, the contract contained twenty-three clauses, only one of which favors Dick. He can't work for anyone except Heid for seven years, but Heid can fire him every thirteen weeks, according to the statement by Contino's lawyer. It continued that Dick lost the suit because his parents had given their approval, but the contract was signed last July before Dick had won the finals or had had a chance to receive other offers. I think Heid took advantage of the Continos.

Mrs. Dorothy Turner, 14643 Delano Street, Van Nuys, Cali.

Would like to express my enthusiasm for the "Happy Gang"... their name is most fitting, as you just can't help absorbing their "happiness." Have you ever had a write-up on them? Would like to see pictures of same, especially "Bert Pearl."

Wait for our story on "The Happy Gang," which will appear in April.

W. L. M., Los Angeles, Calif.

What became of "Information, Please?" and "Vox Pop?" You had "Lum and Abner," now give us a story on "Ben Withers"... fine! What went with the helpful program, "What Do You Say?" by Joan Schaefer?

Judy Taylor, 13434 West Avenue 42, Los Angeles, Calif.

I am so sorry that Carveth Wells, formerly "Inside the News," has been moved to such a late hour. What has happened to "Bridge to Dreamland?" I've heard that program for fifteen years, and was sorry when it left the air. There is so much worthless trash on the radio and at the best listening hours... what a pity! Is "A Date With Judy" permanently off the air? Will be glad when the current abundance of murder and mystery have run their course and give way to something worth listening to.

"Bridge to Dreamland" went off the air; however, you can hear Paul Carson's music on "One Man's Family." Louise Erickson, who starred in "A Date With Judy," is now heard on the Alan Young Show, which replaced the "Judy" program.

Dr. Felix J. Wall, 533 Spoleto Drive, Santa Monica, Calif.

I am an ardent Hawthorne fan and I miss him on the air. Why was he deverted from such a time as a week to only one show? I also heard his them-song being played earlier in the day, and I am wondering why? Hawthorne is no air... and we can find no reason for his leaving.... The Carpenter recorded "Hamlet," theme song, "Letty," and it is played quite often on other programs.

Mrs. Gene Knight, Coldwater Canyon, North Hollywood, Calif.

I would appreciate it if you would give out with some information on Judy Taylor, ten-year-old coloratura soprano, who sings every Saturday on station KGIL's "Talent Showcase." The first time I tuned in was an accident, but I have made a point to do so ever since. Many of my friends have listened to her and they insist she can not be that young. If she is really a ten-year-old, for goodness sake why isn't she picked up and put on the network where she certainly belongs? Hollywood has a voice like that in their own back yard and they keep screaming for new and fresh talent... somebody is slipping. Could we see a picture of her?

Vivacious Judy Taylor sings in Latin, German, Spanish and Italian, can sing F above high C with ease, and has been praised in her feature as a cartoony slundleg voice when she was two and a half years old. She now in the 4.6 at Sherman Oaks school. Little Judy has sung at many benefits and has appeared on television.

March 13, 1945
About Your Letters

All letters to the Ear Inspires the Pen Department should include name and full address of the sender. Name and/or address will be withheld on writer’s request. Opinions expressed in the letters printed are those of the senders and do not necessarily reflect the opinion of Radio Life.

Fanny Schein, 448 North Fuller Avenue, Los Angeles 36, Calif.

I don’t think anyone envied Jack Barry on his “Juvenile Jury” program recently when he introduced the youngest guest. The problem was—should he eat, even though he does not care to, rather than play, which he prefers? The young man did not respond at all. Jack tried to get at least one word out of the three-year-old, but no dice. He just did not talk, and would not sit still with a “yes” or “no,” even after the emcee put the problem in question form. Barry ended the session with a sigh of relief and a nervous laugh.

Jack’s admirers were pulling for you, and I am sure that the bashful boy will listen to this silent appearance in later years.

Mrs. C. C. Clemens, 2224 Vineyard Avenue, Los Angeles 16, Calif.

Do you have any information as to when Woody and Virginia Klose on “Red Hook 31” are going to return to the air...or do they have another program? I enjoyed them so much and hoped to see them listed again, but never have.

“Red Hook 31” was a sustaining show and it went off to make air-time for Gabriel Heatter.

H. C. Gammon, 1747 West 47th Street, Los Angeles, Calif.

We have read with great interest your FM Flashes, but of late you seem to have left these out, much to our and others’ disappointment. I wonder just why these do not appear as a regular article, inasmuch as we do have a great FM listening audience. All in all, you have done a very fine job, and we would like to commend you upon this. One of our favorite programs over KKL is “Odds and Ends” with Harvey Loomis. Could you print a picture of this likable fellow? I’m sure others would appreciate this, as well as ourselves.

Harvey Loomis

Glad to oblige with Harvey L. And we appreciate your boost for a more regular FM column. Pressure of limited space has made this feature so spasmodic; but, like our television logs, it seems sorely missed by readers, so we will endeavor to work something out.

Doris Hays, 2338 Manning Street, Los Angeles 25, Calif.

Sirs: One of the most interesting and enjoyable programs is “Quiet Please.” Each program is better than the last. Congratulations to a fine production.

E. Y. Stroog, Box 524, Pacoima, Calif.

Whoever arranges the programs should realize that they have thrown, in several cases, two or more very interesting broadcasts into one half hour. For example, Sunday evenings at 7 p.m., there is “Take It or Leave It,” “Mayor of the Town,” and “Lum and Abner.” I am sure I am not the only one who likes these broadcasts, and I would like to mention that on Mondays there is hardly anything that is very interesting. I would like to say that it is no wonder that the shows are overcrowded, with some of the howling and yelping that comes out of the radio and is supposedly classed as singing. I have a lot of comment against the musical background on some of the mystery shows. It interferes with concentration on the dialogue.

F. M. Gillespie, 509 Coast Boulevard So., Laguna Beach, Calif.

Judging by the way bouquets are tossed around on the “Original Amateur Hour,” one is led to believe that this is purely a charitable program to help young hopefuls is this a fact or is the management making a good profit?

We certainly have no reason to believe that the management of this participation program makes a “good profit” out of its contestants...and it is hoped that the “young hopefuls” are the ones who receive all the benefits, on this or any other amateur program.
Progress Without Push

Mild-Mannered Alan Young Admits That He's Not the Forceful Type, Is More Assertive When Playing the Bagpipes

By Joan Buchanan
Hollywood,” he said to himself, “I don’t think so much of it!” When the timorous teen-ager called Paramount Studios to contact the friend’s friend, he could hear the man bawling out his secretary for interrupting him with unimportant phone calls. “I quietly hung up,” he says sadly. Alan went back to Canada, shy and discouraged.

Star-Studded Station

His career really started when he joined Vancouver station CJOR. Fletcher Marxle, present producer of “Ford Theater,” Judith Evelyn, Broadway star of “Angel Street,” Don Forbes, the “Richfield Reporter,” and Doug Gourlay, well known NBC announcer, were on the staff of the station during Alan’s time. The budding comedian and Markle (whom Alan originally auditioned) shared each other’s talent nicely on the home ground. “Fletcher would write me in to his dramatic show—I’d write him into my comedy show.”

Mild-mannered Alan is something of a paradox. Though he’s heard on two network shows and has star status in the movies, he’s seldom recognized by fans or autograph seekers. This is due partly to the general public’s (as distinguished from Radio and TV Life readers?) unfamiliarity with the appearance of radio personalities and partly to the way Alan photographs. In his first movie, “Margie,” he played a high-school boy and looked an elderly fourteen at most—a thirteen years younger than his actual age. In his two recent movies, “Chicken Every Sunday” and “Mr. Belvedere Goes to College,” his photographic age, he claims, has advanced to collegiate status. Recently, while Alan was standing outside the artists’ entrance at NBC, he was approached by an elderly tourist, a Scots-Canadian like himself. The tourist asked Alan to point out the stars to him. The comedian, nothing merely staff members and secretaries entering the building, dutifully pointed them out as “Lucy Ball,” “Rita Hayworth,” etc. He sent the visitor away happily exclaiming, “It’s been a great day for me!”

Mrs. Young is Vocalist

Young Mr. Young is married to a charming member of his own program. His wife, Gini McCurdy, formerly a member of the “Four Chicks and Chuck” vocal group, heads the singing foursome on the Alan Young show. She got the group together for an appearance on Alan’s audition record. The sponsor requested that the group be included permanently with two numbers a broadcast. She originally named her singers the Alan Youngers, but when the opportunity came for them to cut records with Danny Kaye and Peter Lind Hayes, the name was changed to Regalaires. The other title would have been a free plug for a “rival” comedian. Alan is proud of his talented wife. “She even read some lines on the show last week, and she was very—bad,” he smiles with husbandly pride. “I never sing in front of anyone, especially her—she feels that way about acting,” he adds.

Alan, born in England of Scottish ancestry and reared in Canada, is a member and honorary drum major of the Wallace clan. He returns to Vancouver each year for the Caledonian games and in Los Angeles he attends the Scots soccer games. A slight Canadian accent, noticeable off the air only in the way he pronounces “ou” sounds, becomes almost a Scotch burr when he gets on the subject of clans, tartans and the “heeland fling.”

When he entertained his present sponsor at his home, Alan, anxious to be the charming, entertaining host, dressed up in his clan kilts, played the bagpipe and told Scotch jokes. Turned out that the sponsor loved it.

March 13, 1949
The "Queen" Likes Blues

By Jane Pelgram

For a Girl Who Lends a Real Western Flair to Every Thing She Does, Dale Evans Has a Surprising Hobby

Saturday, 8:30 p.m.

Dale Evans, by her own words, "a little ol' Texas gal." She has built a career, a fortune, a reputation — around all that is Western.

Dale has appeared in more than thirty sage-and-saddle movie epics with Roy Rogers. She is the star of the Mutual Network's "Western Hit Review," an air show featuring the seven top oater tunes as polled by Mutual disc jockeys country-wide.

Dale has written a dozen songs, the biggest success of which is "Aha, San Antone," recorded by RCA-Victor, which has sold over 200,000 recordings to date.

And she is married to the acknowledged "King of the Cowboys," Roy Rogers. No wonder Dale is known as the "Queen of the Westerns."

From the contingent publicity about her activities and career, you might guess Dale Evans' hobby was record collecting, but you would never guess those records ran to jazz and the blues.

The little miss who piles up fans as fast as she does cash by singing about twilight on the sage and stars over Laredo terms "Wolverine Blues," a jazz classic, her very favorite record, and reminisces fondly that "no one else can play with the good taste Jimmy McPartland displays."

(For you to whom "jazz" doesn't mean the beginning and end of all music may we explain that cornettist-trumpet man McPartland ranks among a sizable portion of jazz addicts as a rival of even Bix Beiderbecke. Arriving by way of the old Austin High Gang, McPartland has made fine musical history with most of the top names in jazz, particularly around the Windy City of Chicago. His records are scarce and wonderful.)

To understand Dale's departure from open-road music you have to review the background that brought her in touch with all kinds of music.

**Known Music**

She had studied voice, piano, composition and performance practically since her first appearance as a three-year-old in a church choir. As a grown girl she started work in an insurance office, but was plucked from the secretarial ranks by the boss himself, who heard her sing and decided that serving best interests all around meant putting Dale on an air show — a company air show.

From this first Memphis radio appearance she gravitated, by means of talent and beauty, to Dallas, then Chicago radio. Here she became soloist with Anson Weeks' band, and familiarity with dance-band melody added a chapter to her musical knowledge book.

The movies saw, signed and

(Please Turn to Page 32)

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**ROY ROGERS, "THE KING OF THE COWBOYS," and his wife, Dale, termed the "Queen of the Westerns," share a good laugh over something. One of the most popular twosomes of screen and radio, they have made more than thirty movies together.**

**"TRIGGER," ROY'S FAMED STEED, and "Pal," Dale's equally able equine performer, go through their paces for a delighted crowd. Even in the comparative rough-and-tumble of rodeo riding, Dale manages to look pretty . . . and how Roy beams at her!**
Hale Sparks Serves as Go-Between
For U. of C. Professors and Their
Eager “Students” From All Walks

By Evelyn Bigsby

MOST buyers feel they are saving money when they eliminate
the middleman and deal directly with the factory. Not so the “buyers” of a certain
radio program, for were it not for the middleman in this instance, “University Explorer” would not be a
“good buy.” Hale Sparks, the go-betweens, is absolutely essential to the success of the “product” offered; for
he takes technical and complicated subject matter and translates it into human, understandable layman’s
talk, which he delivers in warm, narrative form.

Forty-year-old Sparks is Radio Administrator for the University of California and draws upon the resources
of this gigantic institution with its eight campuses for material featured on the weekly “University Explorer.”
His subjects range from political science to psittacosis inspection. He has been “exploring” since 1933.

Sparks doesn’t think it is an easy job to be middleman. First he has to dig up an idea around which a broad-
cast can be built. Usually he relies on articles or books written by the university’s professors. When the
program was first begun, the professors were a little reluctant to bring ideas to Sparks, but now they have
a full appreciation of “University Explorer” and often suggest topics based on their recent research. Further
research and interviews are necessary before a radio script can be written. One of the most difficult
hurdles is making the script interesting to the ordinary listener; however, Sparks’s audience is indeed a
cross section of “rich men, poor men, doctors, lawyers, merchants and chiefs.” “University Explorer” scripts
can’t talk down to the listener, for many of those dialed in are experts in the field presented. Neither can
the show talk over the heads of other listeners. Above all, Sparks must be certain that his material is accurate
and that it serves the public interest. When presenting anything controversial, he always gives both sides.

Most Popular Subject
One of the most demanded “Uni-
(Please Turn to Page 32)
LEE TRACY, film and stage luminary, held the spotlight recently when he emceed the Inglewood-Culver City "TV Talent Test," on KFI-TV.

DANCER PIERRE ANDRE with Lora and Judith appeared on KNBH's opening-night show. (NBC-Ziegler photo.)

A RECENT GUEST narrator on KTLA's "Mabel's Fables" was famed character actor Sterling Holloway ... making the fairy-tales program a treat for young and old!

KTTV UTILIZES A WONDERFUL MOYABLE CRANE to switch their TV cameras this way and that in lining up just the right picture for viewers. Here newscaster Walter Corl poses. (KNX photo.)

THE MULTI-VOICED JIMMY SCRIBNER adopts burnt cork and fuzzy hair for his role of "Sleepy Joe." The "Little Miscey" and Jimmy to whom he tells tales are his own two youngsters, Gail and Jimmy, Jr. (Monday through Friday, KTSU, 7:05 p.m.)
For Love o’ Mike (General Comment)

Aces Back on KNX

Sometimes it works! Letters and calls of protest to a station, we mean. “Mr. ace and JANE” will return to KNX on Saturday, March 12 at 9:30 p.m. After several weeks the program has been beamed from CBS New York on Tuesday nights. Unfortunately, KNX was unable to clear a time slot for another Radio and Television Life was one of the channels swamped by protests concerning the non-availability of the show. We’re taking this opportunity to say thank you to all concerned.

Rumors Are Flying

On CBS’s list of tentative summer replacements are “Shorty Bell,” “Romance,” “Mr. Tuit” and “Hawk Larabee.” Joan Davis in a situation comedy, Hoagy Carmichael in a dramatic series, “Pursuit,” another mystery, a situation comedy directed by Lawrence and Lee, and Joan Leslie in “Poor Mirlam” are other possibilities. Jack Paar is one of those rumored to be signed on NBC. Other NBC summer and fall plans may include a Charles Boyer dramatic series for José Ferrer. Rosalind Russell, Olivia DeHavilland, Cary Grant and Edward G. Robinson may team in a series title Four-Star Playhouse. James Mason and Pamela Kellino may do a dramatic program. James Thurber and Goodman Ace may collaborate on a Charles Boyer dramatic series for José Ferrer. Rosalind Russell, Olivia DeHavilland, Cary Grant and Edward G. Robinson may team in a series title Four-Star Playhouse. James Mason and Pamela Kellino may do a dramatic program. James Thurber and Goodman Ace may collaborate on a series title Four-Star Playhouse.

NEXT WEEK

COVER GIRL will be GLORIA McMillan, also featured with a story.

CLEVER COMEDIENNE SARA BERNER tells us of the people behind her characterizations.

HORACE HEIDT and his famous talent guest are pictured in a two-page story.

ART BAKER is frank and witty in answering our TWENTY QUESTIONS.

TELEVISION is again spotlighted with a feature on the popular “EDDIE AND EV” show and a SEEN ON THE VIDEO SCENE page.

“LET GEORGE DO IT!” stars BOB BAILEY and FRANCES ROBINSON, visit a real crime lab.

NEWSMAN FRANK GOSS is profiled . . . Charles Lyon is presented as our MIKEMAN . . . Plus pictures, logs, news, tips and letters . . . NEXT WEEK.

Dorothy Kilgallen

The folks who like to peek in keyholes probably will be around as long as there are folks, so it’s peeking you crave. Lewis Whiting and Whiting’s place on “Club 15.” . . . Clarice and Jo Stafford may lose their sponsor. . . . Alan Young may bow out of the Durante show next season. . . . Mickey Rooney is another rumored for a comedy show on NBC. . . . Basil Rathbone and Bing Crosby to team up for the narration of a new Disney movie . . . “Tarzan” may come back to the air. . . . Perry Como to be the “Hit Parade” star this fall. . . . Evelyn Knight may be added to the cast of the Dean Martin-Jerry Lewis show, soon to debut on NBC. Show may go into the time slot opposite Ozzie and Harriet when the latter switch to CBS. . . . Bob Hope to visit U.S. troops in Japan this summer. . . . Ozzie and Harriet were away for Windy’s birthday. . . . The Alda family is in town for Windy’s birthday. . . . Dorothy Kilgallen (Thursday, 11:15 a.m., KECA).

Instead of rolling each juicy item under her tongue, Dorothy Kilgallen gets it out in a well placed voice and with understandable diction. During the first broadcast she alternates her choice of Ruthless and Aly, Bergman and husband splitting, etc., with simple statements of business deals. Miss Kilgallen’s announcer, Jay Jackson, gives substantial assistance and is very acceptable when he kids around with the commercial in low gear. But our fondness for him ceases the minute he so noticeably shifts into high and we think he pitches his products (Dranco, Windex) too hard. The thrusty plug just doesn’t go along with the rest of the informal show.

The other morning, Richard Widmark acquitted himself elegantly as “Star Times” guest. He regaled that he had had extensive radio experience, going between two shows and two networks.

Looks Like

Jeff Chandler has himself a movie role in “Sword in the Desert,” now being filmed . . . Jack Bailey to open a stall in the Farmer’s Market. His specialty will be kitchenware . . . Radio actress Jo Gilbert, in New York since last summer, headed back to Hollywood . . . Glenn Dickus, young actor hero of “Fuffy’s” boyfriend on “Junior Miss,” headed for New York and the summer stock thereabouts . . . Harry Babbitt is another of the singing stars making records for children . . . The comedians new have that flat parking they’ve been pining for at NBC . . . “Hunt Hunt” losing its sponsor, . . . Sweet singer Ken Carson to have a new bunch of come fall—Radio and TV Life readers who’ve written us about Ken will be pleased . . . Spade Cooley will make seven movies a year . . . Frank Goss is new announcer on the “Prudential Family Hour” . . . Hal Nichols and station KFOX celebrated their twenty-fifth anniversary on March 5 . . . Another quarter-of-century mark was celebrated by KMPC’s director of news, Larry Smith. He’s been a newscaster for that length of time.
Radio in Review

(Continued from Preceding Page)

and tongue-twists through quite an ambitious quarter-hour crammed with a contest, a menu, a shopping list, and household hints. The other morning he suggested listening to spaghetti in beef broth, boiled beef, shredded cabbage with Chef Milan wine dressing, butter and egg bread, coffee and gelatin dessert. The shopping list ran: one pound of beef, one pound of spices, one carrot, one onion, four cents; two pounds cabbage, five cents; two ounces dressing, four cents; half loaf bread, eight cents; four cups coffee, six cents; one package Jell-Well, six cents; salt and pepper, two cents, this last patents a gag.

As he signed off, probably to go home and wash his brains for another dollar dinner, Chef thanked "everybody who send so many mail in." He sounded lusty and just as jolly as ever—as if he always ate a two-dollar steak and strawberries out of season for his own dinner.

"Howdy, Stranger"

Don't be deceived by the show title. "Howdy, Stranger." It is not a program like "Welcome, Traveler," but the Gadget of the Month Club's AM radio presentation, Monday through Friday, 9:15 a.m. KPWB. "(Gadget Jury" has been the Club's TV offering for many months.)

With Dave Ormont announcing and Joe Yoca Jr. interviewing "Howdy, Stranger" covers Mr. and Mrs. Consumer for on-the-spot small talk. Then Gadget Club's Don L. Davis moves in to introduce one of the latest gimmicks—a shelf-paper cutter, plastic-coated throw-away plates, or a devise for making ice cubes round instead of square. Mr. and Mrs. Consumer are not unaccustomed to express opinions about the gadgets and also to pop out with any bright ideas they may have for inventing one lady recently suggested a gadget—"a hoop-furnace vents and get around mean corners, while a man said he wished some one would dream up a ratchet end wrench.

As in any such participation program, much depends on the personal- ities chosen for interview. Some give, some don't. With what he draws, Yocar proceeds smoothly and sympa- thetically.

"Internal Revenue"

"Honey, I've got news for you," we can just hear Mrs. Dollar-Lister grumpy that her tired business man as he drags to the dinner table on a Thursday night. "This morning around 9:15 I was listening to KGFI and a man named Reuben Darrow from the Internal Revenue Department positively said that on Form 1040 under Mis- conceptions you can't take that interest you paid on Cousin Mo's mortgage as a deduc- 

Confused taxpayers, going down for the third time with their returns, might do well to reach for the life preserver Mr. Darrow this week- 

lly with the amiable help of announcer Bruce Anson. Mr. Darrow was obvs- 

ously chosen to do the program be- 

cause of what he knew and not how he said it, and generously gave he his being rather dogmatic and 

grim about the whole shooting match. Having Anson engage in leading ques- 

tions like in relief or monotonously, but the gentlemen could do much better 

picking up their cues or did we happen to hit them both on an off morn- 

ing.

Each program is logically devoted to a single consideration like personal vs. business deductions or sales and exchanges of property. The only thing that puzzled us was why the program was broadcast at 9:15 a.m. Could it be that Mrs. has taken over the responsibility of accounting for Pa's money as well as saving it?

"Songs of Yesteryear"

If you like to wallow around in a definite mood for an unbroken fifteen minutes, may we suggest a program like KKKRD's "Songs of Yesteryear"? It is aired Monday through Saturday, 11:00 a.m.

"Good Old Days" is music theme heralding emcee Lee Zimmer, who an- 

nounces the platters. The other fore- 

noon, "Songs of Yesteryear" is ab- 

bled by Buddy Clark occupied the 

first half of the show. "Smiles," "Just a Baby's Prayer at Twilight," "Keep the Home Fires Burning," and "K-k-k-a-tie-tie" maintained a mel- 

low sequence. Crosby classics like "Ma Baby's Lovin' Arms" comprised the second half of the program. Alto- 

gether a very agreeable little show leaving this listener childishly happy, the way you feel when you've found something like forgotten change in a little-used purse.

"Classified Ads"

Lady, do you need a dog house for your pooch or spouse? Or a pair of ruff, knit booties, or an aethermy machine, or an eight-foot showcase? Or do you want to get rid of some item excepting husbands? Then KWIK's little fifteen-minute "Classi- 

fied Ads" show, Monday through Fri- 

day, 10:30 a.m. is your answer. Seems all you have to do if you want to buy, sell, trade in a program a 

postcard with details including description of the object, your name, phone number, address, and price of item offered. You are also asked to report as soon as you have sold whatever it is you have offered.

It struck us rather funny the other morning that we should run onto this show plugging a horde of giveaway and pres- 

sure sales programs. We toyed with the notion that perhaps "Classified Ads" might have complicated itself by dis- 

missing such an idea as low and das- 

tardly. You, however, if you're stuck...
"Lean Back and Listen"

Sometimes along about 10:15 in the morning we grow a little bored with all the racket-yet-ever-around-the-dial and we start screening our logs for some musical respite. The other day when we stumbled on KGER's "Lean Back and Listen" we were quite elated—for a few moments, at least.

The music started out beautifully—Harry Horlick's orchestra in things like "If My Song Had Wings" and "Slavonic Fantasy." Then it happened! Some high-blood-pressure salesman hurled a "tank-type vacuum cleaner" at us with such force that we recoiled.

The music returned and the announcer, in his oiliest tones, told us to relax, we could just beg to do when Wham! Grimly determined to see just how rough the situation could become, we stuck it out, ducking into more verbal tank-type cleaners.

It all ended with our still loving salon-type music but changing the name of the show, for our own personal purposes, to "Sit Bolt Upright. Then Duck."

"Philco Quiz"

Local radio stations not programming recently seemingly seem have caught the bug in an epidemic of prize-participation shows, of which "Philco Quiz." KXLA. Monday through Friday, 10:00 a.m., is one. The idea apparently is, a few wives, pitch them some clingy questions, then shower them with largesse.

Now we see nothing wrong in this procedure—not if that's what other ladies stuck with kinder and kuchen at home want to hear. But we do believe that these quiz shows should make a sincere effort to turn out better programs and we think they can if they'll just pay a little more attention to detail. It just so happens that we are using "Philco Quiz" as an example.

The other morning when we listened, the street noises outside sponsor's (Columbia Utilities Corporation) place on West Washington Boulevard were insistent and incessant. A few auto horns and clangs of streetcars usually add color to an on-the-spot show, but this time we couldn't exactly see the point of them when they drown out the broadcast.

The next thing that bothered us was the way the encore parroted every answer his six participants gave. We feel it a total waste of precious time to do this and chalk it up as an admission of the interviewer's lack of convictions. Most of these questions were silly anyway: "Are you married?" "What does your husband do?" "How many children?" . . . . .

Garry Moore Returns From Rhein

Last week Garry Moore of NBC's "Take It or Leave It" came straight from the New York-Los Angeles "air-lift" to meet the assembled press and answer their eager questions regarding his three-week, 20,000-mile trip.

The group of fourteen, including Garry, Sybil Bowen, Vivian Blaine, pianist Mel Henke and various NBC producers, engineers and technicians, put on shows from Newfoundland, England and Germany, performing three daily. First "Take It or Leave It" broadcast was made in Wiesbaden, Germany, recorded on German tape, and the tape flown on separate planes back to New York, where it was put on record and played for the vast air audience here in this country. The second broadcast was recorded in Frankfurt and the same procedure followed.

For two hours the tired Moore, who forty-eight hours before had been dog-sledding in Labrador, and who had slept since being in Paris, France, told all about the adventures of the Army, Navy-, and RAF-flown airlift into Berlin; about the plights or good fortunes of the G.I.'s stationed abroad; of the Belgian enthusiasm for jazz pianist Mel Henke's playing; of the general attitude of the German people, see the two Russians with whom communication was possible; and of the expedient way in which the Army sees that everyone who enters its jurisdiction does everything in the shortest, best way possible.

Garry explained that when the trip was planned, the troupe going to the coast expected to benefit as greatly (from the privilege of being there during this particular time) as the men they entertained would benefit from their visit.

As it turned out, Garry's sightseeing consisted of two hours in Berlin. The rest of the time the group grabbed a meal, did an early morning show; got on the plane to go on to the next stop; grabbed another meal, did another show; and went by plane to repeat the procedure at the day's third and last stop.

Garry sums up the sightseeing: "All I know about Munich is that it has a theater with spotlights. The rest of them didn't."

The three weeks of hard work that left the troupe of entertainers impressed with the Berlin operation but not exactly steeled in tourist lore did leave more than 20,000 G.I.'s, Navy and RAF men with the pleasant memory of fresh, good entertainment. That's a job, and a good one.

"Ignorant" Fans Note

Fox West Coast has booked the first motion-picture short made by Herb Polesin and the cast of "It Pays to Be Ignorant." On April 6 the short subject will open at the Orpheum, Carthay Circle, Belmont, Vogue and Culver Theaters in the Los Angeles area. Radio "experts"—Tom Howard, Lulu McConnell, George Shelton and Harry McNaughton are featured in the film.

Babies at Breakfast

For many years there has been a standing (and understandable) rule among the radio networks that no children under twelve be allowed into radio shows.

When out-of-timers, unfamiliar with this necessary ruling, arrive with their moppets at ABC's "Breakfast in Hollywood," it never fails to distress Jack McElroy, happy end of the show who loves nothing more than to see everyone happy.

So Jack solved the problem quite happily for all by having the children checked just outside the actual boundary of the show—but still with a crying distance of mother. Even a baby sitter, in the person of Bobby Filipo, has been provided for the small brood housed in the "nursery" on the terrace of Breneman's restaurant.

As Jack announced the other day on the air... Well, folks, there's no need for any of you to stay home with the children any more. Bring 'em to the show. Bobby can watch them, and you can watch the show."

Not only is it a good idea for all concerned... isn't it a nice idea?

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TIME CHANGES
SATURDAY, MARCH 12—Spice Jones, KNX, 9:00 p.m. (1 hr.) Bing Crosby, Barry Fitzgerald and Ann Blyth star in "Wellesly PFE.

SATURDAY, MARCH 12—"Philip Marlowe," KNX, 6:00 p.m. (30 min.) Adventure mystery formerly heard Saturdays at 9:00 p.m.

SUNDAY, MARCH 13—"Escape," KNX, 3:30 p.m. (30 min.) Former air-time, Saturday, KNX, 9:30 p.m.

SUNDAY, MARCH 13—"NBC Theater," (Screen Directors' Guild), KFI, 6:00 p.m. (30 min.) Formerly Sunday, KFI, 5:30 p.m.

MONDAY, MARCH 14—"ABC Club," KMPC, 8:00 p.m. (15 min.) Show featuring Tom Reddy is Monday through Friday evenings. Formerly KMPC, 11:30 p.m. same days.

WHO'S GUESTING
Variety
SATURDAY, MARCH 12—Spice Jones Show, KNX, 7:00 p.m. Guest appearance of movie star Gene Tierney.

Comedy
SUNDAY, MARCH 13—Fred Allen Show, KFI, 5:00 p.m. (30 min.) Fred's guest is comedienne Shirley Booth.

Participation
SUNDAY, MARCH 13—"Twenty Questions," KNJ, 8:00 p.m. (30 min.) Guy Kibbee is guest panelist.

Music
MONDAY, MARCH 14—Telephone Hour, KF, 9:00 p.m. (30 min.) Ferruccio Taglia- vini, tenor, joins the Bell group.

THURSDAY, MARCH 17—"Supper Club," KFI, 8:00 p.m. (15 min.) Clark Dennis guests on the show with the vocal "Molly O'Reilly."

Drama
SATURDAY, MARCH 12—"Lassie Show," KFI, 2:00 p.m. (30 min.) Ken Carson co-stars in a popular musical story, "Dog Meets Girls," A new tune, "Donna," will be introduced.

FRIDAY, MARCH 18—"Philip Morris Play- house," KNX, 7:30 p.m. (30 min.) Hal "Gildersleeve" Peary guests in a serious role.

WHAT'S NEW
Drama
SUNDAY, MARCH 13—"Escape," KNX, 10:30 p.m. (30 min.) The popular thriller gets a second broadcast on the same day with an entirely different story.

Commentary
SUNDAY, MARCH 13—Drew Pearson. KF, 10:15 p.m. (30 min.) Second week of the repeat broadcast of the commentator's up-to-the-minute news and predictions of things to come.

MONDAY, MARCH 14—George Fisher, KNX, 1:45 p.m. (15 min.) Hollywood commentator now has Monday-through-Friday mid-day program.

WHAT'S BACK
Participation
MONDAY, MARCH 14—"Your Stand-in," KNX, 4:15 p.m. (15 min.) Audience-participation series returns to air to be heard Monday through Friday.

Comedy
SUNDAY, MARCH 13—Henry Morgan, KFI, 5:30 p.m. (30 min.) Morgan is back at the cigar-store corner with his sidekick Arnold Stang, songstress Lisa Kirk and orchestra. Walter K. Potter. Inquirer announces.

SUNDAY, MARCH 12—"Mae West and Jane," KNX, 9:30 p.m. (20 min.) The lovable comedy couple comes back to the local station by popular demand.

WHAT'S PLAYING
Drama
FRIDAY, MARCH 12—"Ford Theater," KNX, 6:00 p.m. (1 hr.) Bing Crosby, Barry Fitzgerald and Ann Blyth star in "Wellesly PFE.

SATURDAY, MARCH 12—"Grand Central Station," KNX, 9:30 a.m. (30 min.) Original radio dramatization with Cathleen Cordell, Mason Adams, Jesse White and Luis Van Rooten.

SATURDAY, MARCH 12—"Tales of Fatima," KNX, 7:30 p.m. (30 min.) Basil Rathbone stars in "Fatima the Virgin." Basil Rathbone stars in "Fatima the Virgin." Basil Rathbone stars in "Fatima the Virgin." Basil Rathbone stars in "Fatima the Virgin.

SUNDAY, MARCH 13—"NBC University Theater," KFI, 11:30 a.m. (1 hr.) Edmund Gwenn stars as "Mr. Pickwick" in scenes from Dickens's "Pickwick Papers."

SUNDAY, MARCH 13—"NBC Theater," 6:00 p.m. (30 min.) (1 hr.) "You Were Meant for Me," with Dan Dailey as the star.

SUNDAY, MARCH 13—"Electric Theatre," KNX, 6:00 p.m. (30 min.) Dodie Smith's "Autumn Crocus" will be dramatized with Helen Hayes, Tony Selwart, Sarah Burton, Lilii Valenty and Sid Cassell are in cast.

SUNDAY, MARCH 13—"Theatre Guild," KECA, 6:30 p.m. (1 hr.) Charles Boyer stars in "The Gioconda Smile," by Aldous Huxley.

SUNDAY, MARCH 13—"So Proudly We Hail," KMPC, 6:00 p.m. (30 min.) C. P. MacGregor's production of "Design for Loving" is dramatized, starring Ruth Hussey.

MONDAY, MARCH 14—"Cavalcade of America, KFI, 8:30 p.m. (30 min.) Conrad Nagel and William Eythe are heard in "My Hunt After the Captain," story of Oliver Wendell Holmes senior and junior.

TUESDAY, MARCH 15—"Favorite Story," KFI, 7:00 p.m. (30 min.) Dorothy Lamour's favorite story "Young Man Who Stroked Cats," by Morley Roberts, is the Lawrence and Lee production tonight.

WEDNESDAY, MARCH 16—"Family Thea-
MARCH 13, 1949

R A D I O  a n d  T E L E V I S I O N  L I F E

M K J H, 6:30 p.m. (30 min.) The eve of St. Patrick's Day is celebrated with the Irish variety show "The Leprechaun Who Didn't Listen," by Marilyn Leo Carrillo plays title role and Edmund Gwenn narrates.

WEDNESDAY, MARCH 16 — "Hollywood Theater," KFI, 6:30 p.m. (30 min.) "A Bigger Time" dies a twist on "Goldilocks and The Three Bears," when Brenda Jordan stars in the romantic drama.

THURSDAY, MARCH 17 — "Screen Guild Players," KFI, 7:00 p.m. (30 min.) Joan Caulfield makes one of her rare radio appearances in "Dark Victory." Robert Young plays opposite.

Lyric-Drama

THURSDAY, MARCH 17 — "Suspense," KNX, 6:00 p.m. (30 min.) Gregory Peck is heard in "Murder Through the Looking Glass," by Craig Rice.

WHAT'S PLAYING

Music

S A T U R D A Y , M A R C H 1 2 — Metropolitan Opera. TCA, 7:30 p.m. (10:10 concl.) Puccini's "Gianni Schicchi" and Strauss's "Ariadne" will be broadcast for the first time. The opera includes il Tajo and Lilica Albanese. Frederick Jagel and Kerstin Thorborg are in the solo roles.

S A T U R D A Y , M A R C H 1 2 — NBC Symphony. KTM, 3:30 p.m. (1 hr.) Arturo Toscanini directs the orchestra in music of Haydn, Weber, and Mendelssohn.

S A T U R D A Y , M A R C H 1 2 — "Pioneers of Music." KFI, 4:00 p.m. (1 hr.) Maurice Abravanel directs the Utah Symphony Orchestra in a program of "Pioneers of Nationalism," opening with the "Russian and Ludmila" overture by Glinka.

S U N D A Y , M A R C H 1 3 — "RCA Victor Show." KFI, 2:30 p.m. (30 min.) Music of Mozart, Schubert, and Liszt will be played by the Boston Pops Orchestra and sung by baritone Robert Merrill.

S U N D A Y , M A R C H 1 3 — "Chicago Theatre," KJU, 9:30 p.m. (1 hr.) Victor Herbert's operetta "Eileen" will be presented by Nancy Carl, Richard Tucker, Virginia Howe, Earl Wilkie, and Bruce Foote in the singing roles.

S A T U R D A Y , M A R C H 1 3 — Metropolitan Opera Auditions," KECA, 1:30 p.m. (30 min.) Two winners of the season's competition appear today on program's.

M O N D A Y , M A R C H 1 4 — "Railroad Hour," KXLA, 2:30 p.m. (30 min.) St. Patrick's Day presentation of "Eileen." Joining Guests: Unidentified. Discussion in the operetta will be Irene Manning and Clark Dennis.

T U E S D A Y , M A R C H 1 5 — "Melodies America Loves." KBF, 6:30 p.m. (30 min.) Patrick's Day musical with Irish tenor Jimmy O'Brien singing "Rose of Tralee".

Forum

S U N D A Y , M A R C H 1 3 — "Reviewing Stand." NEW... $300 In Prizes Slogan Contest

Write an original slogan and win $150.00 or one of eleven other cash prizes offered by Radio Station KRKD and KRKD-FM. With a little luck and some points in power, you can win at the FM Station; and a new Studio-Transmitter building, KRKD wants an original slogan to be used in connection with the Call Letters "KRKD." For example: "KRKD, The Voice of Government." Or "KRKD, The Community Station." For details dial KRKD or KRKD-FM, daily 3:00 to 3:30 p.m.

KRKD KRKD-FM 1150 KC. 96.3 Meg.

KJH, 4:30 p.m. (30 min.) Discussion of "Should Yellow Margarine Be Prohibited in Commerce?"

SUNDAY, MARCH 13—"Invitation to Learning." KNX, 9:00 a.m. (30 min.) The "Writings" of Epicurus are examined, as a study of the Eat, Drink, Be Merry" school of thought.

Juvenile

SATURDAY, MARCH 12—"Let's Pretend." KNX, 6:30 p.m. (25 min.) Pre-St. Patrick's-day story of the Irish folk tale, "The Leprechaun." Sports

WEDNESDAY, MARCH 16—Joe Hernandez, KMPC, 8:00 p.m. (30 min.) Hernandez picks up his popular radio re-creations from the Golden Gate turf in San Francisco.

WHAT'S SPECIAL

Variety

S U N D A Y , M A R C H 1 2 — "Ozzie and Harriet." KFI, 8:00 p.m. (30 min.) The Nelson family, Doctor and Ricky, today take over the roles previously played by child actors.

T H U R S D A Y , M A R C H 1 7 — "Seastep Variety Theater." KHJ, 6:30 p.m. (30 min.) St. Patrick's Day broadcast from Houston, Texas, celebrating of the Shamrock Hotel with Miss Lamour as guest of honor at the affair. Errol Flynn and Ed Gardner.

Public Interest

T H U R S D A Y , M A R C H 1 7 — Campfire Girls, KNX, 10:30 p.m. (30 min.) Special anniversary celebration.

M E N U E T T E

by

KJH's Norma Young

Green Salad

1 tablespoon plain gelatin
1/2 cup cold water
1/2 cup hot water
1/2 cup lemon juice
1/2 cup sugar
1/2 cup sliced almonds
1 teaspoon salt
1/2 cup sliced olives, sliced
1/2 cup well-drained crushed pineapple
1/2 cup small cucumber pickles, sliced

Blend of green color.

Softened gelatin in cold water. Add sugar, salt and green coloring to hot water, stirring until dissolved, add softened gelatin and stir until blended—add lemon juice. Set to one side to chill, and when just about ready to serve, add remaining ingredients.

Turn into individual molds and chill.

When ready to serve unmold on chicory, place mayonnaise that has been blended with whipped cream, and tilted a delicate green.

With this serve cheese straws.

Note: If Radio and Television Life readers have household or cookery problems, call Norma Young, between hours 8:30 a.m. and 4 p.m.—Hudson 2-2133.

H A L I A G N O S I S

Program Views and Reviews from the Tenth District P-T.A.

"GREAT SCENES FROM GREAT PLAYS"—KJH, 7:00 p.m. Fridays.
"STORYBOOK HOUR"—KLAC, 1:45 p.m. Saturdays.
"OUTDOOR REPORTER"—KFI, 8:45 a.m. Sundays.
"ROMANCE OF THE HIGHWAYS"—KECA, 10:15 a.m. Sundays.
"FUN WITH FABLES"—KRKD, 4:00 p.m. Tuesdays.

These are our March selections of programs for special mention. We pass them on to you and your children with our recommendation and say "thank you kindly" to the sponsors and stations broadcasting them. In choosing these programs we bear in mind "Criteria for Children's Radio Programs," published by the U.S. Office of Education, which we've been discussing in a "continued-in-our-next" treatment for the past several issues, and which we like to resume now.

As stated before, the first objective of children's radio programs is that they should convey to children the commonly accepted moral, social, and ethical ideals characteristic of American life—in other words, to enable them to get acquainted with their country. Consequently, we must have a specific consideration for the authenticity of historical interpretation, factual detail, and artistic portrayal. If the primary purpose of a program is to depict actual historical events and the circumstances surrounding them, these events should be authentic and accurate, with showmanship used only in their selection and presentation. An example which comes to mind to illustrate this point is "Mr. President," heard on KECA at 9:00 p.m. Thursdays.

The next consideration listed is one governing the maintenance of generally recognized standards of good taste. Codes defining the standards of good taste have been as varied as the organizations and individuals setting them up, each of whom has a particular interpretation, but they usually outline the prevailing taboos and set up a list of restrictions. Radio programs that are genuinely entertaining and significant for children will automatically be in good taste. The more obvious infringements are ordinarily guarded against by the broadcasters themselves, with only an occasional slip-up such as the Abbott & Costello Kid Show.

Our next column on the subject will concern a point which has virtually become our battle-cry—crime in children's programs.

(Till Be Continued)

(Radio and Television Life is happy to devote this weekly space to the Tenth District P-T.A. It is in this column are its own and not necessarily those held by the Editorial Department of Radio and Television Life.)

Page 13
March 13, 1949

RADIO and TELEVISION LIFE

In Review

In & Out of Focus (General) (Comment)

Rumors Are Flying

A deal is being worked out to kinescope the baseball games presented under Ford dealers' sponsorship for the hard-working folk who miss the live telecast can catch up at a later hour. . . . Arrangements for the installation of a high-powered video transmitter at the Valley will reportedly be worked out sometime soon between RCA board chairman David Sarnoff and Pope Plus XII and his church officials. . . . Comedian Emery Morgan starts on NBC-TV late in March, which means we would be seeing him out here (probably via kinescope) very soon on KNBH. . . . Television broadcasters who have secured old-time films without first securing all needed clearances may be letting themselves in for a production nightmare. . . . CBS comedian Robert Q. Lewis is prepping a video show to appear in the East next month; "In the East next month" is a phrase as the dickens it will be seen out here probably the following week or so. . . . Mr. Bing Crosby is "considering" doing some television guest appearances in the next year. He doesn't plan his own show until the end of that time. Maybe he's practicing animation in the interim. . . . The agency plans to build shows here for both live beaming and kinescoping. . . . Sponsor Toni Hair Preparations canceling some of their radio shows to put the coin into TV entertainment.

Looks Like

Warner Bros. are planning a series of big-name TV shows, thus utilizing the big-name television appearances they hold on many of the stars. . . . Emerson Radio is calling off its sponsorship of KTV's "Coast of the Town." Sponsor will shop around for another show. . . . If they can line up programming suitable to the time, KTLA will soon commence daytime operation on Sundays, with programs starting at 3:00 p.m. . . . Sixteen old Bela Lugosi and Dead End Kids picture shows have been secured for television re-release. . . . Sixteen of Hollywood's top radio actors and actresses have signed a memo to launch a new enterprise to be known as the Radio Actors' Institute. Lucile Tuttle will be a regular instructor with guest instructors including Bill Thompson, Harry Lang, Illitch, Rainlinson, Jay Novello, John Lake, Verna Felton, Elliott Lewis, Cathy Lewis, Terry O'Sullivan, Frank New, and Eddie Marr. . . .

Good Looking

. . . At KNBH's sports coverage with Dean Cromwell. That veteran of arena, court, diamond and field lays it on the line with no prejudice, no I-told-you-so, and no righteous denunciations. Cromwell is as comfortable as a well-worn leather chair. . . . At KTLA's coverage of the pro hockey games. The way that camera crew follows both puck and players defies imagination. The lenses are obviously held in both spots by camera work—sometimes really unrealized must for any game coverage designed to be entertaining. . . . At KFI's public service shows, always different, always worthwhile. . . . At KAC's "Squeaky and His Gang," one of the most entertaining kids shows on the air. May we are talking in a kind of puppets, but "Squeaky" seems to more than keep pace with the pack. The moppets' reaction on the show seems to be that they live in a world of puppets. . . .

WHAT'S PLAYING

KTLA, Channel 5, 7:30 p.m. The sparkling Rita Hayworth, Roy show goes on the air in Los Angeles. . . . Formerly KNBH, Channel 4, 9:00 p.m. "Who's That Girl?" and heard on Monday nights.

MONDAY, MARCH 14—"Inspiration Theatre," KAC-TV, 9:30 p.m. (to conc.) Show moves up half an hour.

MONDAY, MARCH 14—"Humphrey and His Buddy," KTLA, Channel 13, 9:00 p.m. (30 min.) Formerly KAC-TV, Wednesday.

WEDNESDAY, MARCH 16—"Tom, Dick and Harry," KAC-TV, Channel 13, 8:00 p.m. (30 min.) Formerly KAC-TV, 8:40 p.m.

WHAT'S NEW

Variety

SUNDAY, MARCH 13—"Lamb's Gambols," KNBH, Channel 11, 8:00 p.m. (10 min.)"Lamb's Gambols," formerly known as "Who's That Girl?". The first of a series of kinescopes from the east starring members of the famous Lamb's Club. Headliner of this first show is Bobby Clark, with Bert Lytell, Gene Kelly and a host of other well-knowns.

SUNDAY, MARCH 13—"Kumpee Room," KTTV, Channel 11, 30 minutes. Scene takes place in the "Kumpee Room" at the Tropicana, where guests drop in and assemble for an evening of varied entertainment.

TUESDAY, MARCH 15—"Believe It or Not," KNBH, Channel 4, 9:30 p.m. (30 min.) Robert Ripley's famous program of oddities makes its debut tonight. Live dramatization of the "Believe It or Not" invention will be featured each week with Ming and Ling. "Chinese Huibillies," also presented.

THURSDAY, MARCH 17—"Can You Picture This," KNBH, Channel 4, 8:30 p.m. (30 min.) Jerry Lawrence emerges a charade session.

Comedy

MONDAY, MARCH 14—"Stop Me If You've Heard This," KNBH, Channel 4, 8:30 p.m. (30 min.) Jean Janney is emcee of a joke show with Cal Honey and Benny Rubin and George Givot. Program kinescoped from New York.

Interview

TUESDAY, MARCH 15—"Hollywood Diary," KTV, Channel 4, 9:40 p.m. (10 min.) Pretty Gloria Grant brings her guests and her news features to the television watchers. Program is televised every Tuesday and Thursday. On Monday, Wednesday and Friday, veteran Florabelle Muir appears at this time.

WHAT'S BACK

Variety

TUESDAY, MARCH 15—"Texaco Star Theatre," KNBH, Channel 4, 8:00 p.m. (1 hr.) Milton Berle returns to the show.

WHAT'S PLAYING

Drama


THURSDAY, MARCH 17—"Your Show Time," KNBH, Channel 4, 9:00 p.m. (30 min.) Announcer, George Givot, with George Givot, with George Givot and John Archer and Marjorie Lord.

Film

SATURDAY, MARCH 12—"Feature Film Mater," KTLA, Channel 5, 8:45 p.m. (to concl.) Mystery starring Helen Gilbert, Alan Mowbray and Gilbert Roland.

SUNDAY, MARCH 13—"Anne of Green Gables," KNBH, Channel 4, 9:00 p.m. (10 min.) "Anne of Green Gables," formerly known as "The Final Episode." The first of a series of kinescopes from the east starting members of the famous Lambs Club. Headliner of this first show is Bobby Clark, with Bert Lytell, Gene Kelly and a host of other well-knowns.
**SUNDAY, MARCH 13**

Indicates News Broadcast.

**KECA**—Message of Israel.

**KFI**—Grand Opening of the Forum.

**KRLD**—Back to God Hour.

**KNX, KCGB**—Record of the Bishops.

**KECA**—Message of Israel.

**KECA**—Memorial Service.

**KECA**—Hymn of the Hour.

**KECA**—Morning Service.

**KECA**—Message of Israel.

**KECA**—Sermon of the Day.

**KECA**—Hymn of the Hour.

**KECA**—Message of Israel.

**KECA**—News.

**KECA**—Bible Study.

**KECA**—Hymn of the Hour.

**KECA**—Message of Israel.

**KECA**—Record of the Bishops.

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Indicates News Broadcast

Mondays, March 14

8:00—KECA, KMFRW—Don McNeill's Breakfast Club.

8:30—KFL, KFSD—Fred Waring.

8:30—KFOX, KMPC—Markets; Sports.

8:45—KF WB—Plan B.

8:50—KFOX—A Hot Afternoon.

8:55—KFSD—Hebrew—Christian Hour.

9:05—KMPC—Morning Melodies.

9:30—KFOX—Assembly of God.

9:45—KF WB—Crosby in the Morning.

10:00—KF WB—Crosby in the Morning.


10:30—KFOX—Sandwiches and Sundaes.

10:45—KMPC—Hot Breakfast.

11:00—KFOX—A Hot Afternoon.


11:45—LEO—Ladies' Day.

12:00—KFOX—Schild Sings.

12:15—KFOX—All Around Town.

12:30—KFOX, KRFM, KYOE—Sausalito Hardy.

Page Eighteen

mondo Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

**Comedy-Variety**

3:00—Arthure Godfrey Show.

4:00—Biff Shurrin.

7:00—Edwin Newman.

8:30—Godfrey's Talent Scouts.

**Quiz, Participation**

8:00—McNeill's Birth Club, KECA.

9:00—Grand Slam, KMFRW.

9:30—Kal Kayser, KFL.

11:00—KFL's Double or Nothing, KFL.

11:45—What Makes You Tick.

12:00—KFL's Best in the World, KECA.

12:30—Meet the Missus, KFL.

12:40—Bride and Groom, KFL.

**Mystery-Detective**

9:00—Sherlock Holmes.

9:30—Inner Sanctum.

**Classical, Semi-Classical Music**

8:00—Fred Waring.

9:45—Ralph Kiner, KFL.

KFL—Date with Dinah.

KFL—Breakfast in Hollywood.

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KFL—Breakfast in Hollywood.
TUESDAY, MARCH 15

FOR FUN—MUSIC—PRIZES

Violet's Shopping Hilites
11:15 and 12:30
Men, thru Fri.

KFWV—Tea Room Close.
KXLA—Western Music.
11:15—Terry, KFWV—Club Time.
KFXV—Perry Mason.

KFWV—Sports Flash.
12:00—KECA—Art Baker's Notebook.
11:00—KBB—Art Baker's Notebook.

KBB—Bold Morning.
KFOX—Gene James Time.
KFXV—Music for Tuesday.
KVFV—Shopping Highlights.
KJGF—KVOE—Johnson Serenade.
KJGF—Lunchroom Serenade.
KJGF—Two Club.
KJGF—Hart and Darling.
KJGF—New Opinion.
KJGF—KVOE—Naval Band.
KJGF—KVOE—Naval Band.
KJGF—New January Show.
KJGF—Tunes in Tempo.
KJGF—Red Cross.

KFWV—Sports Flash.
12:00—KECA—Art Baker's Notebook.
11:00—KBB—Art Baker's Notebook.

KBB—Bold Morning.
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KJGF—KVOE—Naval Band.
KJGF—KVOE—Naval Band.
KJGF—New January Show.
KJGF—Tunes in Tempo.
KJGF—Red Cross.
Wednesday, March 16

**Indicates News Broadcast.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station/Program</th>
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<tbody>
<tr>
<td>8:00</td>
<td>KECA, KFOX, KGOL, KBQR — Larry Krasner</td>
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<tr>
<td>8:30</td>
<td>KFOX, KGOL, KBQR — Larry Krasner</td>
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<td>9:00</td>
<td>KECA, KFOX, KGOL, KBQR — Larry Krasner</td>
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<td>KECA, KFOX, KGOL, KBQR — Larry Krasner</td>
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<tr>
<td>12:00</td>
<td>KECA, KFOX, KGOL, KBQR — Larry Krasner</td>
</tr>
</tbody>
</table>

**Program Highlights**

- **Comedy-Variety**
  - 3:00: Alfred Godfrey, KNX
  - 3:30: Art Baker, KNX
  - 4:00: Foster Hewitt, KNX
  - 4:30: Meredith Willson, KJCA
  - 5:00: Bing Crosby, KNX
  - 5:30: Milton Berle, KJCA

- **Quizzical**
  - 1:30: Bob Nelson, KNX
  - 2:00: Tom Brown, KNX

- **Mystery-Detective**
  - 9:30: Mr. A. KI.

- **Public Interest-Information**
  - 10:30: Polk's L. A. KI. Sports

- **Popular Western Music**
  - 6:00: Hank Williams, KNX
  - 6:30: Family Theater, KNX
  - 7:00: Morning Music, KNX
  - 7:30: Radio Ranch, KNX

- **Classical/Semi-Classical Music**
  - 8:30: Fred Waring, KFT
  - 9:00: Armenian Mass, KNX
  - 9:30: Russian Choir, KNX

- **Comment-Narration**
  - 7:45: Fred Beck, KNX
  - 8:00: John Smith, KJX

- **Tunes In Tempo**
  - 9:15: Jim Doolittle, KNX
  - 9:30: Louis Prima, KNX

- **Breakfast Club**
  - 9:30: KFXL, KGB, KYOE — News, Glenn Hardy
  - 10:00: KHOL, KGB — Weather, Bill Reed

- **Theater**
  - 8:00: Sunset Boulevard, KNX
  - 8:30: Moonlight & Shadows, KNX

- **Sports**
  - 8:00: Racing News, KNX
  - 8:30: Polo, KNX
  - 9:00: Golf, KNX

- **News**
  - 5:00: News, KNX
  - 5:30: News, KNX

- **Special Features**
  - 8:00: Benny Goodman, KNX
  - 8:30: Langdon, KNX

- **Classical Music**
  - 7:00: Symphony of Song, KNX
  - 7:30: Symphony of Song, KNX

- **Special Programs**
  - 9:00: KNX —民营 Information Bureau

- **Announcements**
  - 9:30: KNX — Announcements

- **Community Services**
  - 9:30: KNX — Community Service

- **Local Programs**
  - 9:30: KNX — Local Programs

- **Sports**
  - 9:30: KNX — Sports

- **Local News**
  - 9:30: KNX — Local News

- **Special Events**
  - 9:30: KNX — Special Events

- **Music**
  - 9:30: KNX — Music

- **News**
  - 9:30: KNX — News

- **Local Programs**
  - 9:30: KNX — Local Programs

- **Special Events**
  - 6:00: KNX — Special Events

- **Announcements**
  - 6:00: KNX — Announcements

- **Local Programs**
  - 6:00: KNX — Local Programs

- **Sports**
  - 6:00: KNX — Sports

- **Community Services**
  - 6:00: KNX — Community Services

- **Local News**
  - 6:00: KNX — Local News

- **Special Events**
  - 6:00: KNX — Special Events
SATURDAY, MARCH 19

8—KECA KFMB—Shopper's Special.

KFMB—Meet the Meeks.

RHJ—Treasury Show.

KLAC—Lee Marvin.

KSB—Hit Parade.

9:15—KFJ—Young America Speaks.

KECA—What's My Name?

2:15—KRLD—Errand of Mercy.

KSG—Yesterday's Hits.


3:30—KECA KFMB—What's My Name?

10—KRLD—Rats' Night Out.

KFJ—Cafe Society.

KSB—Meet the Meeks.

KSB—Newspaper Sales.

KWMK—Stocks, News.

Page Twenty-Eight

10:00—EFL SFSD—Dr. I. Q. Junior.

2:15—KGFJ—Sports Flash.


5:15—KFJ—Teen Yester-Year—Detective

7:00—Dennis Day.

9:00—Junior Miss, KXX.

10:30—Junior Miss, KXX.

12:00—Junior Miss, KXX.

12:45—Junior Miss, KXX.

1:30—Junior Miss, KXX.

3:15—Junior Miss, KXX.

5:45—Junior Miss, KXX.

9:45—KeCA—Radio America

10—KECA—Home Town Happenings,

KFJ—Cafe Society.

KSB—Meet the Meeks.

KSB—Newspaper Sales.

KWMK—Stocks, News.

Page Twenty-Eight
Contests and Offers

BILL LEYDEN, KFWB, 10:00 a.m. Monday through Friday: Two first prizes of the month: One your choice; one, your choice value complete with carrying case, plus a ten-week series tickets to the California School of Music, including one private lesson and one group lesson a week and a complete course in the instruction is being awarded by Bill Leyden in an effort to bring out to all a contest in the music. Six runner-up prizes consisting six for $10 will also be awarded. Parents should complete the following line: "I want my children to start learning who will that carry me the instruments today because . . ." Children should complete the following line: "I want to start my musical instrument training today because . . ." After the signing will be based on sincerity, originality and clarity. Contest closes March 11. Awards will be announced and letter to Radio Contest, Bill Leyden, KFWB, Hollywood, CA.

RADIO and TELEVISION LIFE

SUNDAY, MARCH 8

Programs

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<td>5:00</td>
<td>KXLA</td>
<td>Box Mattie with Hunter Hancock</td>
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<td>6:00</td>
<td>KXLA</td>
<td>Box Mattie with Hunter Hancock</td>
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<td>7:00</td>
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<td>KXLA</td>
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SUNDAY RECORD SESSION, KMPC, Sundays 11:30 a.m. Complete the following sentence: "Lassie, my favorite TV program, is," and send to KMPC Productions, 400 Hollywood Blvd., Hollywood 28, Los Angeles 16, for a chance to win. Contest closes March 14. Winners will be announced March 16. Details will be based on sincerity, originality and clarity. Parents should complete the following line: "I want my children to start learning who will that carry me the instruments today because . . ." Children should complete the following line: "I want to start my musical instrument training today because . . ." After the signing will be based on sincerity, originality and clarity. Contest closes March 11. Awards will be announced and letter to Radio Contest, Bill Leyden, KFWB, Hollywood, CA.

W不是很喜欢julie, she is too aggressive. It's just not my thing. I prefer more reserved and sweet people. I also have a hard time connecting with strong personalities like hers. She is always trying to take control and impose her will on others, which doesn't sit well with me. I prefer people who are more laid back and easy to be around. It's just not my thing to have someone who is constantly demanding and assertive.
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<tr>
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<td>Grand Central Station</td>
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<td>5:00</td>
<td>Grandpa Owens</td>
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<td>7:30</td>
<td>Grand Slam</td>
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<td>4:45</td>
<td>Grand Slam</td>
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<td>Great Gilderale</td>
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<td>8:15</td>
<td>Great Gilderale</td>
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<td>7:00</td>
<td>Gregory Hood</td>
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<td>9:15</td>
<td>Guiding Light</td>
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<td>8:30</td>
<td>Hambley, Stewart</td>
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<td>10:45</td>
<td>Hambley, Stewart</td>
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<td>7:30</td>
<td>Hannan, Tom</td>
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<td>6:00</td>
<td>Happy Gang</td>
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<td>11:25</td>
<td>Happy Hour</td>
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<td>9:45</td>
<td>Happy Hour</td>
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<td>9:45</td>
<td>Hardy, Glen</td>
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<td>Hardy, Glen</td>
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<td>8:30</td>
<td>Hart, Maurice</td>
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<td>Hart, Maurice</td>
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<td>5:45</td>
<td>Harmony Hour</td>
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<td>4:45</td>
<td>Harmony Hour</td>
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<td>Hart, Maurice</td>
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<td>Hart, Maurice</td>
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**ALPHABETICAL PROGRAM FINDER**

**Note:** Programs marked with an asterisk (*) are of the contest, quiz, or offer type. An "s" indicates programs of news and commentariat.
The “Queen" Likes Blues

(CONTINUED FROM PAGE 6)

brought Dale west, and movie background music rang in her ears for a year or so. West Coast radio pricked up its ears, and Dale became featured vocalist with the Edgar Bergen show for thirty-nine weeks, then made appearances with Garry Moore's and Jimmy Durante's show, and with that of Jack Carson.

Dale had traveled over the country with shows and bands, meeting dozens of musicians and hearing everyone's music, every place. She had plenty of opportunity to hear McPartland and his group. The two are friends of long standing, and never a trip Chicago-ward goes by without Dale visiting at Jimmy's home.

Dale's introduction to the Western came when signed by Republic Studios several years ago and featured opposite Roy Rogers. Up to that time she had done no riding. She, alone was her work and her hobby.

Defends Country Music

Dale is the first to rise up in arms at any suggestion that Western music must seem pretty frothy for a girl who has grown up her own great stacks of Ethel Waters, Ella Fitzgerald, Bessie Smith, Louis Armstrong and Jimmy Lunceford vocals, and to the bright beat of Dixieland combos.

"Don't think for a minute I don't enjoy Western music. Most of it has a great beat and there are some mighty fine artists in every Western outfit I've heard. But if you listen closely, you'll notice good Western is somewhat like Dixieland. A lot of the same sounds come out."

"At the same time, I'm a musicologist. I pay a great deal of attention to the quality of American music."

"And I think Dale's music is the one that's heading the right way."

"And it's only a question of time when Dale will see the fruits of her labors."

"I've always been impressed by Dale's natural ability to make people enjoy listening to music."

"I think Dale's music will be the one that will take the country by storm."

"I guarantee it."

"And I'm going to make it happen."

The Middleman

(CONTINUED FROM PAGE 7)

versity Explorer" subjects is health, and the program consistently devotes a quarter of its broadcasts to findings in medicine. "The Truth About Race" was topic for a broadcast which Sparks repeated three times with popular radio. Subjects like, astrology, philosophy, foreign languages and mathematics are the most difficult to make into appealing radio fare.

Sparks has talked about so many things that he might be considered a man who came to college (A.B. U.C.L.A. 1935) and never went away. One week he'll talk about the cyclotron and the next about disease-carrying rodents or the noises that fish make. Or perhaps he'll discuss old age, improvement of habits, or conservation. "Explorer" is only one of the many projects covered by the university's radio administrator, hence Sparks has an abundant supply of scripts—one writer on the Berkeley campus and one at Westwood.

Mail for the program runs about 300 to 400 letters weekly, most of them requests for scripts. These are sent out in the same mimeographed form which Sparks uses on the program, so one might safely claim that his is the most widely-distributed radio script. Practically all Sparks's mail has a nice comment on the program: "Faftful," "convincing," "wonderfully musical and understandable." Because he doesn't want to go overboard stressing any one topic, Sparks has avoided annexing hobbies. His pet interest is music, but he's interested in world government and international control of government, in which he is deeply intrigued.

When asked if he had any specific example of practical knowledge he had gained through contacts with "University Explorer" into practical personal use, Sparks had to ponder. He decided he had learned something he had learned on one of the medical broadcasts helped him, when he had appendicitis, by keeping him from doing the wrong thing. A program on alcoholism aided him in giving assistance to a dear friend. Sparks, who works eight to ten weeks ahead on scripts, had one on earthquakes ready to slip in recently when a rough California temblor occurred. He also volunteered the information that he had one on radio on tidal waves. This we suggested he tear up.

** RECORD NOTES TO YOU **

"Remember That Music.""

ALBUM OF THE WEEK: Here are eight "Little Shamrocks," rich with the charm of the Emerald Isle and done by Dick Haymes, the lad who has a way with an Irish tune that could make Irish eyes smile and smile. And then some....

Included are: "Glacea Morra" and "Irishman's Dream"—but the one that sounded like a little bit of Heaven was "Hush-a-bye, Wee Rose of Killarney."...and speaking of that, I was just in time for Paddy's Day, thanks to Decca....DANCE BAND: Tommy Dorsey's shuffle-rhythm "Someone Like You" with a Deny Donato vocal gets the nod for RCA Victor, with the flip-over "Where Is the One?" in calmer subdued tempo for a study in contrast and vocal honors ably handled by Stuart Foster and the Clark Sisters....VOCAL GROUP: The Modernaires (The Group With A Beat) to fine Jerry Gray backing, have a top-drawer pair in "Johnny Get Your Girl," featuring Hal Dickinson and the catchy, bouncy "Busy Doing Nothing" with its novel lyrics and Lou Bring's Orchestra....NOVELTY: Here's the best to date for MGM's Betty Garrett and a rumba dedicated to Humphrey Bogart (or if you prefer, Grable, Rooney, Flynn, Garland, Crosby, Sinatra, Deans, etc.) —and what'll you bet it'll be a hit. The record's close isn't that of Mr. B. himself, hmmm?....GIRL VOCAL: If there's one gal who registers better with every wash it's Kitty Starr....Four sides on the Jewel label with fine Ben Pollack backing are now available, although recorded several years ago—so don't miss "Honey," and "I Ain't Gonna Cry."....MALE VOCAL: Gordon MacRae has two Capitol goodies this week in "The Right Girl for Mr. B." and "I Get Up Every Morning."...The first is intimately handled in slow ballad style, while "Morning," with its easy beat, is enhanced by the Starlighters and Parkinson's Orchestra....JAZZ: For a pair that will take you right back to Rampart Street, don't miss Bob Crosby's Dixieland Band and the new "High Society" and "Muskrat Ramble." Whether previously released or not makes no difference, but here's the ten-year-old waxing by the band that had Dixie in its soul and just had to come out—and now!
Two Guys From N.Y.

By Evelyn Bigsby

They Disagree on Many Things But Get Together to Turn Out a Whale Of a Script for Harris and Faye

DOUBLE-HANDEDLY, Dick Chevillat and Ray Singer write the weekly Harris-Faye Show. "All the jokes are ours," commented Ray when asked who did which on the scripts.

"Yeah, it's fifty-fifty," said Dick. "It must be, because I'm not getting any more money than Ray is." Just the kind of repartee you'd expect from two fellows who write such snappy stuff that they have to allow four and a half to five minutes on each Sunday's show just to take care of audience laughs.

Ray and Dick may be fifty-fifty on scripts, but they are as far apart personally as 0 and 100. Except for a few things. They were both born in New York and they both dislike New York. "We both like women," kidded Ray when we asked him what other likes he and Dick had in common. "And we agree politically," he added seriously.

"Dick's the calm, easy-going type," pursued Ray. "Nothing bothers him and everything bothers me. Working and as people, we learn a lot from one another. Dick has taught me to relax and I've taught him to push."

Perhaps it is their difference in temperament and background that makes Ingenial and effective team-mates of Dick and Ray. Ray came from a show-business family, Dick didn't, but both of them arrived at radio scripting by devious methods involving such occupations as bridge builder (Dick), Wall Street runner (Ray), Paris travel agent (Dick), hoisery salesman, door-to-door (Ray). Perfect background for situation comedy like Harris-Faye, for one or the other of the boys is sure to have had experience in almost any kind of situation.

The team of Singer-Chevillat keeps regular office hours in Hollywood's Taft Building. Ray and Dick take Mondays off, but every other week-day finds them at their desks from 9:30 a.m. until 5 p.m. They prefer such a schedule because both are "family men."

Script Background

Dick lives in Laurel Canyon with his wife and two boys, Bruce, eight, and Terry, three and a half. He has been in California since 1939 and first met Ray when Singer joined the Sealtest writing staff on which Dick was already engaged with three other writers. Gradually the corps dwindled until only Dick and Ray were left and they wrote the show alone. "Went through four stars," quips Dick, "Vallee, Joan, Haley and Arden."

Chevillat started his radio work with the Marx Brothers and immediately before going on the Sealtest staff, wrote for Bergen. He wrote his first radio script after listening to a Benny show. Benny liked it and bought five others for $25 apiece, but Dick never heard them broadcast, so guesses they ended up in the vault or Jack's wastebasket.

Ray, who has a wife, a girl (Laurie, six years) and a boy (John, three) crashed radio-writing when he criticized Henny Youngman's spot in the Kate Smith show and was challenged to do better. Then he made up some material for "The Zany Show," with Charlie Cantor, Mark Warnow, Barry Wood, Larry Marx and Vince Bogart. Through acquaintanceship with Alan Reed (Reed and Ray's father were in business) Ray landed on the old Phil Baker staff and then went on to Milton Berle's "Stop Me If You've Heard This One," Berle's "Three Ring Time," "Kraft Music Hall," and Bergen (one week, because the Sealtest offer came up). Dick and Ray have now been associated as a team for 13 years.
Up She Goes

And Ten to One She'll Never Stop, Cause This Little Gal Has Got What It Takes to Reach the Top

By Gaye Howe

OOD THINGS come in small packages the size of Norma Jean Nilsson, who seven years ago was hailed as the youngest child in radio. Now, having just celebrated her eleventh birthday on New Year's Day, this AFRA veteran remembers her younger years fondly as she sighs, "Those were the good old days."

Back in 1945, Radio Life claimed versatile Norma as its child prodigy, and just like Topay, her radio career has "grown and grewed." When she was five, the age when most little girls are playing "mama" to their dolls, Norma was deeply engrossed in her first lines for a part in Arch Oboler's "Free World Theater." Now her roles are read straight from the script with no coaching, even when she studies them at home.

She starred in a fantasy called "Rain, Rain, Go Away," has played in "Stars Over Hollywood," and was "Cookie" on the "Blondie" show, "Judy" on the Eddie Cantor program — roles which illustrate only a part of this amazing child-actress' experiences.

We best remember her as the real Norma Jean when she was with Jack Carson for two years. That was in 1946, and her hazel eyes still grow big with delight as she tells of the thrill of seeing New York City for the first time while on tour with the show.

"Mother took me to see 'The Ballet Russe de Monte Carlo' when we were there," she said, "and it was then that I decided that the only thing I ever want to be is a ballerina." Her desire to trip the light fantastic is being nurtured by lessons three times a week, and now she is practicing "The Dying Swan."

She also plays the piano and the violin and honestly enjoys practicing, because, as she explains, at the end of every month her mother rewards her with a deck of playing cards for her collection.

More Hobbies

The fascinating pastime of playing cards is one of Norma's many hobbies. Her biggest pad is collecting coins, and she especially likes the old gold pieces. "By the way," Norma added, "if you know anyone who has some early American coins, let me know, since I am really and truly a numismatist. (She promptly defined the term as one who is a coin collector.)"

Her new hair-do, which is a smart page-boy, gave her the inspiration to shape the locks of her Norma Jean doll (an exact miniature of herself with natural hair) into the latest coiffure mode.

"However," Norma sadly relates, "the longer I kept snapping the funny my doll looked—and she now has a 'Butch'!" Norma's huge collection of dolls, including the Storybook type, sits on the shelves that encircle her all-pink bedroom.

Even though Norma is busy going mornings to Powers Professional School, where she is in the A6 (she would have been placed in junior high, since her I.Q. far surpasses her age, but Mrs. Nilsson wisely kept her in the A6, knowing that it was for Norma's own happiness), there is still time to play with her best girl friend next door. Together they pass the afternoons pretending "Dress Up."

She is a loyal radio fan and listens to the programs by a schedule, her favorite being "Let's Pretend."

The only time Norma ever missed an appearance on a show was when she had the mumps. "Oh dear," she groans, "that was such a trying time. My brother, Arthur, (who is fifteen and such a problem, according to Norma, since he is "mad about trains") constantly teased me about having a 'fat-face.'"

Her Pets

Norma is "expecting" a white collie puppy from a Conrad Kennel Farms in Ohio, whom she has already named "The Duke of Roxbury de Adelon." ("It doesn't mean anything," she explained, "it just sounds terribly impressive!") By the time this is read, "The Duke" will be a solid member of the Nilsson household along with "Pinkie" (who's just an ordinary alley cat and sleeps, on cold nights, at the foot of Norma's bed).

"Did you know that my favorite people are 'Shmoo's'!" Norma questions. "Calling them 'Shmoo's' is really a compliment, you know, because they are so lovable."

A charter member of the 500 Club,
On This Intriguing TV Show Which Distributes Prizes, Poses a Quiz and Features One of Today’s Top Femceses

John Q. Takes the Stage

There’s a little of the actor in almost everyone is an oft-heard remark that stimulated one of 1948’s most popular and lively television shows.

Rita LaRoy, well-known femcee of KTLA’s “Who’s That Girl?” show, provides viewer entertainment through bringing out the thespian lingering behind each human exterior. The heart of her program entails three dramatic scenes in which unrehearsed contestants participate as actors with a professional cast.

The contestant, chosen from mail applications to the show, who might be your corner grocer or the woman next door, is wardrobed in front of the camera, handed a script, and sent in to play a part “on stage.”

The men may find themselves involved in the historic setting of a banquet scene with Lucrezia Borgia, visiting Cleopatra on the banks of the Nile, being wooed by Mata Hari, backstage with Lillian Russell, or arguing care of the wounded with Florence Nightingale.

The women may meet the poet Bobby Burns at a turning point in his life, or Charles Dickens, Samson, King Henry the Eighth, P. T. Barnum, the Greek philosopher Diogenes, Van Leeuwenhoek, the discoverer of microbes, or any of hundreds of famous characters of history and fiction.

Some contestants fumble their words and miss cues, but the majorly play the serious parts remarkably well—often surprising the professional actors and themselves!

When the scene is over, they receive their LaRoy “Ham Actors Diploma”—and then a special prize if they can guess the name of the famous person portrayed. In addition, they can win a whole jackpot of prizes if they guess the identity of the masked guest star who appears briefly to answer questions between each act. The guest may be a famous movie star, noted woman writer, athlete, singer or lion trainer—anyone glamorous enough to be in the public eye.

Credited as one of the most original formats in television, the show is the brainchild of Rita LaRoy, for many years a well-known motion-picture actress, and writer Strat Corbett, ex-Air Corps Major, who has come to the Coast from New York. Both take pride in the authenticity of the material used.

“Corbett does the hardest work,” says Rita, “checking the source material through dozens of biographies, histories and encyclopedias, and credit must be given to the KTLA staff and the Paramount wardrobe and prop department for their help in selecting costumes, scenery and props.”

“But,” Corbett insists, “Rita is the gal who makes it all jell with an instinct of shonnanship based on (Please Turn to Page 39)

Three actors portray the first use of a wireless, saving lives at sea. Scene is 1903’s SS Republic in collision with the SS Florida.
Flashbacks!
No. 42 of a Series

Pictures From the Old Photo Files
Are Featured in This Remembering Series of Popular Stars and Shows

HILDEGARDE BEFORE she was at her most Hildegarde-ish. The singer-pianist had appeared in vaudeville before becoming a network singer on NBC.

REMEMBER the third member of the trio that made up the old "Ace and Jane" show? It was "Marge" (right), Mary Hunter, who is no longer heard on their programs—she's a Broadway producer!

THE FIRST "TELEPHONE HOUR" featured James Melton, Francia White and Donald Voorhees. Nowadays the program is heard from a modern theater-studio—James and Francia had to be content with this simple setup.
THE LATE IRVIN S. COBB, BELOVED AMERICAN author-humorist, made many radio appearances and did several movie roles during his tenure in Hollywood from Paducah. He and Will Rogers were a familiar twosome at that time. Here Leo Carrillo does the interview honors.

CHARLOTTE GREENWOOD RETURNED TO THE STAGE last season and scored all over again in "I Remember Mama." On the old Blue Network her Charlotte Greenwood show was a popular feature. Fans still query us about her return.

ONE OF THE FIRST of the gal singing stars was Loretta Lee, popular in the early thirties, and featured with George Hall's orchestra.

MOST POPULAR of the early radio "philosophers" was Tony Wons, who sounded much older than he looked.

PHILLIPS CARLIN was one of the most prominent of radio announcers in the twenties. He's now vice-president in charge of programs at Mutual.
BY JANE BUCHANAN

HOW do I get tickets for "Queen for a Day"?
"You write for them, madam."
"Where to?"
"Queen for a Day," Hollywood 28, California.
"Isn't there any other way of getting them?"
"No, ma'am."
"Can't I just pick some up at the ticket desk?"
"No, ma'am. Tickets to "Queen for a Day" are obtained only by written request."
"How long does it take?"
"Three to six weeks."
"Well, my party is only in town for a few days."
"Then the only other chance is to stand in the no-ticket line."

The young men who take part in this conversation—almost word for word—anywhere from forty to one hundred times a day, are the unsung heroes of behind-the-scenes radio at the new Don Lee-Mutual building in Hollywood.

Keeping Busy Not Hard
Gene Sanders, a very personable young man, is head usher at the network and our informant on these matters. At Mutual the big rush hour for ushers is in the morning between 8:30 and 12 noon, "Ladies First," "Queen for a Day" and "Golden Hope Chest," three audience-participation shows that give away prizes, are the reasons for the rush. The page staff doesn't relax after the rush is over; however, according to Gene there is always something doing. The pages run errands, make mail deliveries, relieve the guard at the artists' entrance, distribute tickets and take important visitors on tours of the building, in addition to their work with the incoming audiences. Also, Gene, as head of the page staff, has desk work to do in the matter of making out ticket reports and scheduling the routine of the other pages. The ticket reports are a check-back made on how many people attended a given show, how many got in from the no-ticket line and what sources made use of the tickets given them. The pages are also charged with the duty of putting back in numerical order the tickets that have been handed in.

Biggest bone of contention between the audience members and the page staff is that small line of type on every ticket that insists that children under twelve years of age not be allowed at the broadcasts. Pages handle all such situations with good manners, and the Mutual staff has a fine reputation as a public-relations link between the network and its audiences.

Page Lore
There are fourteen boys on the page staff under Gene Sanders. Their average age is twenty-three, their prime interest is radio and all its angles. "Enjoy meeting people, enjoy making friends," is Gene's personal idea of the main attribute necessary to do a good job in this line of work.

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Behind the Scenes: Page Staff

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John Q. Takes the Stage

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years in the theater, motion pictures and radio. He has a perfect ear for dialogue, a flair for the dramatic, a lively sense of humor, and unflagging energy and enthusiasm. She is a wonderful director and knows more about more things than any gal I've ever met!"

"That's pure Irish blarney!" says Rita.

Based on Facts

"Anyways," explains Corbett, "the closer we can come to the true facts of history, the better the scene. Part of the dialogue for Florence Nightingale was based on her own letters from the Crimea to friends in London. The actual facts are more dramatic—two says he.

"Mata Hari," we were surprised to learn, "was not at all beautiful. Even her figure was bad. Most of us would consider her ordinary-looking. The infamy of Van Leeuwenhoek, who astounded the world with his discovery and explanation of microbes, remained a janitor all his life. Charles Dickens, then hopelessly in debt, failed to make a penny on the very successful first edition of "Christmas Carol," because it was too expensively printed. He had to move to Italy to keep his family alive.

"Also astonishing is the fact that many of the world's great inventions, the steam engine and wireless, for example—even the telephone—were simply improvements of ideas already being demonstrated in classroom laboratories. Often it was a layman who developed their practical use.

The world is chock-full of exciting incidents and dramatic scenes. There's also the vast store of great scenes from literature to call upon. All we have to do is to ferret out the material and adapt it to the television camera.

A large order for a weekly video show, to say nothing of the sparkle and pace Rita and Strat manage to inject into their scenes, their careful timing, the hours they spend in casting, rehearsing, selection of costumes, music and sound effects. That's a lot of work. But—both insist—it's fun! "And we have both learned a good deal of history that was bypassed in school books," they laugh.

Two Guys From N. Y.

(Continued from Page 33)

seven years. They have also done a few pictures together, the latest, "Neptune's Daughter," starring Red Skelton and Esther Williams.

Chevillat and Singer have a rather unusual way of writing the Harris-Faye show. They don't assign each other different 'spoons,' nor do they each do a complete story line and then combine the best of both drafts. They actually sit down together and dictate to their secretary. They are always about six ideas ahead on story lines and a week ahead on scripts. The boys do very little rewriting and usually have to cut only five or six minutes of the material.

They think their most definite contribution to the Harris-Faye show has been the brother-in-law. "Willie" has made it possible for Alice no longer to serve as "heavy" on the show, and she has thus become a more sympathetic character in the process. "She has three children—two girls and a boy," Dick pointed out. "She really has four—two girls and two boys, one boy adopted, if you count Frankie," Ray added.

"We think Phil has to be a believable and lovable character on the show." Dick explained. "He couldn't play the same character on his own show that he did on Benny's, where he was a stooge. Frankie evolved because he was one of several characters who became important to the show. It's a natural, because nearly everybody knows the married guy who has a single friend who needles him the way Remley needles 'Curly.'"

As far as Dick and Ray are concerned, they like best the show which they have done for two Christmases. Jack Benny is in it and it closes with a fantasy. The boys claim it made two hard-boiled Benny writers cry.

Ray always keeps track of the laughs that their lines get on the air. He has his own private system of grading—one for a snicker, two for a yuck, three for a belly laugh and four for the lines that stop the show.

Both Dick and Ray like the way the Harris-Faye cast read those lines. Oh, yes. There's one more thing Dick and Ray agree on. They both like Phil and Alice.

Up She Goes

(Continued from Page 33)

which is an organization of boys and girls who have done 500 shows. Norma has portrayed everything from "Rip Van Winkle" to her recent role of the mouse in a television production of "Alice in Wonderland."

To her television is "simply terrific," and she can hardly wait until her folks get a set. "It's fun to be in television," Norma says happily, "and I don't even mind the lights—except sometimes they get awfully hot."

March 13, 1949
**SEEN ON THE RADIO SCENE**

**HANDBSOME HOWARD DUFF** is CBS's top sleuth "Sam Spade," as if you didn't know. Howard is also pleasing the film fans these days.

**SEEN ON THE RADIO SCENE**

**NEVA PATTISON** is "Myra Sloane" in "Our Girl Sunday," long-running CBS serial. Neva is also seen on the Broadway stage and in commercial films.

**DISTINGUISHED FILMSTERS** guesting on the "NBC Theater" recently were Robert Montgomery and director Alfred Hitchcock, heard on "Mr. and Mrs. Smith." (NBC-Holloway photo.)

**SPORTSCASTER HAL BERGER** former All-American and Los Angeles Rams star Kenny Washington and KMPC sports director Bob Kelley met for the initial broadcast of the Kenny Washington show. (Floyd J. Hopkins photo.)

**M.IKE AND M.ARK MULLIN** are "Quiz Kids," insist on variety when it comes to household pets.

**EDWARD PAWLEY** and Erin Carlson are "Steve Wilson" and "Lorelei" on the NBC "Big Town" show.