The Ear Inspires the Pen

Don Cooke, 441 D Avenue, Coronado, Calif.

Sirs: Though I do not agree with the reader who offers ground glass and strychnine to "Effie," I do suggest the aforementioned edibles be sent by fast messenger to the top brass at ABC. The recent substitution of Jim Hawthorne's spontaneous and refreshing nightly show with a once-a-week recorded nothing was disappointing enough, but the sudden, unexplained cancellation of this listener booby-prize was just an addition of insult to injury. I have followed Hawthorne's progress since two years ago but his KXLantics were not audible here. His move to ABC was a pleasant surprise. . . . "Skippy," "Egbert," "Dugbert" and all the Hawthorne "attention-getters" combined with Jim's evident frustration with the round studio, the studio tours, etc., made the six-week half-hour show one in a million. With so many record shows and dance bands on the air at night, Hawthorne gave another striking change to the half-hour listener who didn't have a ghost of a chance to go to sleep during the show. For Hooper's sake, ABC, your Network cannot hope to hold onto listeners if you don't stop to think about their program wishes . . . so bring Hawthorne back, and if you don't, here's hoping some smart sponsor will snatch up this gem of originality to renew Jim Hawthorne's fans' faith in radio executives!

Ann Manley, 3269 Zoe Avenue, Huntington Park, Calif.

Sirs: My husband and I have little time to listen to the radio, for we both work during the day; however, we enjoy studying to the wonderful music on KFAC. The only program we consistently listened to for pleasure and relaxation was Jim Hawthorne's. Is he and why is he not on the radio now?

Your letters pull a lot of weight in bringing back a popular show. Rumor hath it that Hawthorne is auditioning his show at CBS.


Sirs: To settle a question which brought a difference of opinion this week at our house . . . your Ninth Anniversary number on page eighty-four displays a picture of the Andrews Sisters. Aren't the names of Maxene and LaVerne mixed, or rather missing? We say the latter picture should have Maxene's name and the first picture on the left should be LaVerne. Can you straighten this out for us?

We're known Maxene, LaVerne and Patty for years and the identification captions in your magazine are correct! REALLY WERE RIGHT! Hope this final decision brings calm to your household.

Page Two

Marjorie Johnson, 740 Valley View, Morrovia, Calif.

Sirs: There are very few programs which present good light classical music . . . one of them is the "Railroad Hour" with Gordon MacRae. In my opinion, the best performance was "The Cat and the Fiddle," with Rise Stevens. I think her singing and acting are the finest . . . how about a picture of "The Cat and the Fiddle" with Gordon MacRae? What happened to the "Family Hour"? I am sure many fans preferred it as a musical program to what it is now.

Would it be possible to print the names of guest stars on the programs?

Mrs. Robert Y. Moore, 3446 Barry Avenue, Los Angeles 34, Calif.

Sirs: Your column "Diagnosis" in the February 13 issue was most interesting. It will be a great help to mothers in determining what programs their children should listen to.

RADIO and TELEVISION LIFE

CARL M. BIGSBY, Publisher

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EVELYN A. BIGSBY, Editor

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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.

Mrs. C. S. Heath, Canoga Park, Calif.

Sirs: What has become of the Bob Burns program? We miss his natural and clean humor . . . we also miss Rudy Vallee’s musical show. It is my opinion that the only time when it comes to singing romantic songs. Another we would like to hear on the air is Jim Hawthorne. His program may have been a bit nutty, but definitely clever and original. The “up and coming” younger set are crazy about him and miss “The Hawthorne Thing.” Radio needs a program or two like this. I also want to mention the others. “Life with Luigi” is like a breath of fresh air, and the programs of good music seem to be enjoyed by all. Hawthorne’s program would be swell on television. He is a smart boy!

Bob Burns has been auditioning his cast and heard him back on the air-sounds soon. Recently he has guested on Bing Crosby’s program and on Bobbie Lamoure’s Variety Theater. Hawthorne is also auditioning for a big network.

Mary Ann Bent, 3319 Floyd Terrace, Hollywood, Calif.

There are appallingly few “disc jockeys” on the air who play any of the old tunes from the thirties. Nearly every hour of records finds the men who parade them playing the new hits or the past year’s favorites. When you have heard one—you’ve heard them all.

These gentlemen of the turntables who do delve into the past so far back that the listener without a taste for jazz is still left out. Are records from the era I mentioned impossible to get? I would think the station record libraries would hold a lot of these good old tunes. Let’s hear a few of them!

That’s not the worst suggestion we have heard!

A. Rex, Olive View, Calif.

Sirs: One of the boys asked, “Is or isn’t there a ‘Cousin Ralph’ broadcast?” I said there hardly can be ‘cause it isn’t listed in RL . . . it would surely be mentioned at least once during the week. . . quite a few of us buy your magazine and I am wondering if many more wonder about this show. We’ve got a big little city out here . . . a P. O., etc.

At the wee hour of 5:30 a.m. on KECA there is a “Morning Watch With Ralph Longo.” He calls himself “Cousin Ralph,” so he must be the one you are wondering about. He must have SOMETHING to get you guys up at the crack of dawn!

Phyllis Heitzman, 629 North New Hampshire, Los Angeles, Calif.

Sirs: If you want to enjoy two fine Sunday morning programs, don’t miss Bob Oates, the “Whistling Westerner,” and the “Teen-Age Swing-time” with Wally George and Jimmy Ogg. The people who have cared for Western songs, you will after hearing Bob Oates. He is the best in that line. And the all-around entertainment of those teen-agers is a real treat!

Mrs. Bertha Cristin, 1106 South Stanley Avenue, Los Angeles 35, Calif.

Sirs: We beg to differ on the item you had on Fletcher Markle in your December 26 issue . . . many of our friends like his “Please to begin . . .” It is simple and dignified, befitting his excellent productions. It is a great relief from so many of the “slap you on the back at first meeting” type of introductions. Why should it be thought that all should have the same approach? Much of America’s programming has developed because of individual initiative, so why not encourage that in the entertainment world also?

Why is it that so many excellent programs are ruined by loud background music? At times it is almost impossible to hear the actors read their lines, so that the fine points in acting are practically lost . . . a good actor has the opportunity to demonstrate his intelligent presentation of the part.

We were only foolin’—we’re Markle fans.

Pauline Carlson, 6241 Wilshire Boulevard, Los Angeles, Calif.

Sirs: Recently I heard Gloria Grant over FM station KGMG. She has a program of motion picture news and interviews which is very interesting. I wondered if the same person that I hear on many of the dramatic programs? I know there is an actress in radio by the name of Gloria Grant . . . are they the same person?

Gloria does appear on many AM programs in addition to her duties at KGMG.

April 3, 1949.

Charles Lindquist (address withheld).

For all the talk about them, I notice that the revolting commercials go on, and on, and on. But I really wrote about something else. For the first time in my life, I turned on Zeke Manners show, KECA, before eight o’clock in the morning. It was one of the most entertaining things I have heard on the air. The spontaneity that marks that show must arise out of the fact the fellows on the show think no one is listening at that evil hour, and can really let go. They are so well. When I mentioned the Manners show to friends, I found they were all fans. His following has been increased by one as of that day I first heard— he’s great.

Agreed!

Channing Welsh (address withheld).

Why is it that the record programs do not play some of the fine albums of hit Broadway musicals? I have seen many of these available in the music stores, but must we buy them in order to hear them? Many of the record programs seem to play the same things over and over.

Many of the best of the record albums of Broadway hits contain sophisticated lyrics, necessary to many of the slick New York hits. Radio cannot broadcast any lyrics that are the least bit questionable, so the records of the original cast are usually passed up in favor of the palatable versions made by radio and record singers.

Carl Berg, 6658 Whitley, Los Angeles, Calif.

Sirs: I saw in the paper recently that Mercedes McCambridge was visiting in Hollywood. She is my favorite radio actress. I hope you were able to interview her while she was here. I have seen several requests in your letter section. Radio and Television Life managed to catch the marvelous Mercedes between musical numbers and radio acting. Look for a story on her in a coming issue.

E. M. Steen, 3443 Division Street, Los Angeles, Calif.

Sirs: Could you please tell what happened to Frank Munn and his beautiful voice? I have missed him very much as he was my favorite singer for years. Will we ever hear him again?

Frank Munn retired from professional life. But is he notauriously living in Long Island, New York.

E. M. Steen, 1305 Ocean Front, Venice, Calif.

Sirs: Just read V. R. Hawkins’ comment in the current issue and I second the motion. “On the Air” lists thirty FM stations with our reach, so it would seem as if they merit a little attention. I have about given up AM and forgotten where to locate them on my dial.

Only spots limitations keep us from including FM Flashes each week.
SHIRLEY DINSDALE and "Judy Splinters," named by the Academy of Television Arts & Sciences the most interesting personalities in 1948 television. The duo are seen nightly at 7:00 on KNBH, Channel 4. (Accompanying photo and color cover photo by Elmer Holloway, NBC.)

Sunday-Thursday, 7:00 p.m., KNBH, Channel 4

HE BETTER the ventriloquist, the greater the possibility of his identity being lost in the act. Two positive exceptions to this are Edgar Bergen and Shirley Dinsdale.

Mr. Bergen has several chairmanships and a growing television film company of his own to boost his singular identification. Blonde, blue-eyed Shirley Dinsdale has all the attributes of twenty-one-year-old beauty to leave remembrance lingering long after friend "Judy" is out of mind.

Sometimes, too, a ventriloquist deems it necessary to carry the legend of his "partner" so far that it becomes positively uncanny. Not Shirley. The suggestion that a story be written about her, for a change, induced a hubbub... but not in protest. The fuss went up as the women of the Dinsdale household, Mrs. Dinsdale, Shirley, and sister Pat, tried to get together on use of the car and the hour.

It didn't seem a very weighty problem to us until half a day later when Shirley rushed into the studio, plunked into a chair, stuck out her feet to admire new fur sports shoes, and started to talk. Her chatter explained why Miss Dinsdale and family got up early, get to bed late, and waste not a moment between the two events.

A Natural

By now the story of Shirley meeting "Judy" is fairly well known. Back in the late thirties, old-time ventriloquist Lawrence Johnson informed the Dinsdales that there was nothing more he could teach their daughter, Shirley. She was a natural ventriloquist.

Within a few weeks Mr. Dinsdale, a commercial artist by trade, had created a perky, long-legged doll... the kind whose jaws move and whose eyes perpetually hold a mischievous message. The young one was promptly christened "Judy."

A fact less well known among television viewers who enjoy the duo's work is that before "Judy" can sing her little songs, these songs must be practiced by someone. Dresses, a lot of them, and always paired in a regular and an extra small size, must be designed and made. New games must be dreamed up for the amusement, four nights each week, of small show visitors. In addition to doing all this work, Shirley is studying opera! Not much time is left for hobbies, sports, or just sitting around talking.

"I probably have no hobbies because I can't stick to anything. For

By Jane Pelgrum

"Judy's Partner..."

Is Beautiful, Blonde and Talented. It Is a Good Bet That Even Without Her Sensational Act Shirley Dinsdale Would Make Her Way in One of the Arts

MAKE-UP MAN Fred Williams gives smartly belted, swing-skirt-clad "Judy" a "once-over lightly" before she steps before the camera. The art work on the wall is Mr. Williams's talent on display. (NBC-Herb Ball photo.)

SIMILARLY CLAD SHIRLEY AND "JUDY" played hostess to the entire Goodwin family one night early in their KNBH series. Father Bill Goodwin, popular radio actor and television emcee, looks as enraptured by "Judy's" quick repartee as do Bill's children. Notice the relative sizes of "Judy" and the Goodwin daughter sitting on her mother's lap. (NBC-Bailey photo.)
GERALD MOHR has essayed the role of the famed Raymond Chandler detective, "Philip Marlowe," with such successful results that author Chandler wired CBS from his La Jolla home that "for the first time 'Marlowe' has come alive." Moehr is pleased that he's registered with audiences and the author to such a degree. "Philip Marlowe" is his own favorite of the fictional detectives. "He's human," says Moehr. "He's looking for a romance around the corner—and he knows there's no corner. He remains a romanticist in spite of his being an iconoclast."

After probing the background and hobbies of "detective" Moehr, however, we've decided that he's just as much "Philo Vance" as he is "Marlowe." "Philo," if you recall, was played by William Powell, an actor who resembles Moehr considerably.

**Mohr Meets Marlowe**

Off Mike Gerald Mohr Reveals He's Just As Much "Philo Vance" As He Is "Philip Marlowe," His Title Role

By Joan Buchanan

"Philo" was an art connoisseur—Moehr paints in his spare time. A realistic actor, Moehr finds that when he puts brush to canvas he becomes a satirist, an impressionist. Like "Philo," Moehr collects rare books, many of which he's discovered by poking through the downtown bookshops. One of his special treasures cost him a mere seventy-five cents. Also, like "Philo," Moehr prefers chess to other games.

Prefers "Marlowe"

Moehr doesn't know what to make of this "Philo Vance" parallel—he's never read the books written around the intellectual detective. "I may seem like 'Vance,'" he grates, "but I think and feel like 'Marlowe.'"

An ideal type for any down-to-earth hero with a touch of the poetic, Moehr has been heard as "The Lone Wolf" and "Bill Lance," both romantic air detectives. At present he is also heard on "Our Miss Brooks" as "LeBlanc," a romantic Frenchman. Originally, Moehr was scheduled for a single broadcast in the "LeBlanc" role. Listener interest was so intense that the part was written into the show. The actor is also "being hysterical before breakfast" in "Today's Children." He's often heard on "Da-

Mon Runyon Theater," usually as a killer. His last screen chore was in "Two Guys From Texas."

Most unusual attribute of the attractive Mr. Moehr is his very resonant voice. Even when he whispers confidentially, his words boom out into the room. "It gets me into trouble," he admits. This "built-in echo chamber" renders the Moehr voice one of the most easily recognizable in radio. Kids on the street, overhearing him speak (and he's very easy to overhear), immediately recognize him as "Marlowe."

His own son, twenty-one-month-old Tony, is too young to have heard his daddy on the air. However, Moehr relates that he awoke one morning to find tiny Tony standing over him with a large butcher knife. He was eyeing daddy with interest. Moehr disarmed Tony with all the efficiency of a "Philip Marlowe."

---

April 3, 1949

Handsome Gerald Moehr has played both detectives and killers in addition to his more romantic roles. OFF Mike he pursues intellectual hobbies.
Trip to the Moon

When Bob Bence Is Along, Excursions Into Even the Academic Take On a Comical Twist

**BEING AN AMATEUR astronomer is not all play**, so Bob was put to work cleaning the instruments before being given a free peek. He looks as though he knew his business, too.

Monday-Saturday, 6:00 a.m.
MBU-KUJ, KGB, KVOE

**THE FIRST PEEK** held great promise as Bob focused the City Hall . . . but all he saw was some boy’s lost kite with its tail caught on a telephone line.

That warm, happy feeling that begins to throb in the heartstrings of the young about this time of year is a daily experience with Bob Bence, Don Lee’s wit, raconteur and bon vivant. Bob manages to get sentimental over several million folks up and down the Coast six mornings each week.

Bob croons “I’m Getting Sentimental Over You” on his “Rise and Shine” show so effectively that it sounds downright sincere and personal. Then, when everybody’s up and at their housework or off to the Salt Mines, Bob takes off for a Trip to the Moon. He’s a “serious” astronomer now, having last week learned to spell “planetarium.”

**Star-Gazer**

Each day, when he is finished with his air hours, Bob takes off for the Griffith Planetarium. Recently there was a slight accident during one of these visits, and Bob toppled into a display. A photographer friend of his who has a press card and can get into lots of places free of charge had gone along on this particular jaunt, and joyfully snapped pictures of the whole thing.

At the Planetarium, Bob had been having a fine time with all the periscopes, horoscopes and telescopes, attended on his tour by Dr. Clarence H. Cleminshaw, Associate Director of the Planetarium. During some of Bence’s profound observations about stellar nebulae he waved airily toward a big object in the center of the room and referred to it as a thingamajig. Poor Dr. Cleminshaw gulped . . . then Bob gulped, as the famous astronomer carefully explained it as a scientific device costing a wad of money and built by a man named Zeiss in pre-war Germany. It is used to project imitation stars on the ceiling of the auditorium.

(Please Turn to Page 39)

**BOB WAS A LITTLE ABASHED** by all the flashing lights, recorded talk and whirring noises of this cyclotron model. He thought it was a radio network master control unit, but was set right when he read the card: “A helium atom is composed of two protons and two neutrons.”

**THIS WONDERFUL ZEISS-BUILT** instrument projects the heavenly bodies into place in their relative positions for Griffith Park Planetarium visitors to study. Bob takes a note or two for a “scientific” discourse on his “Rise and Shine” show.

April 3, 194
Men of Music
No. 82 of a Series

Curt Massey

By Hannah Briggs

Curt Massey

Besides a Mellow Voice, Texas-Born
Curt Massey Has Ability Plus for
Playing Violin, Piano and Trumpet

Saturday, 7:00 p.m.
ABC-RECA

ANY times when you meet a singer, you
find his only attributes are vocal. Not
so with ABC singing star Curt Massey. He not only sings
(but good and slightly on the Crosby
side), he also possesses enough musical
talents to make him a one-man
band.

His versatility with the piano, viol
in and trumpet began taking root
when he was six years old. Curt's
dad, Henry Austin Massey, a champ
ion old-time fiddler of the South
west, is the one who started the
youngster off on the right note. "I
ever won a fiddlin' contest when I
was eight," remembers Curt. When
he was eighteen, young Massey left
his parents' ranch near Roswell, New
Mexico, for Kansas City, where he
studied harmony and instrument
and voice technique at the Horner
Conservatory of Music.

It was while he was band-leader
at Kansas City's elaborate Pla-Mor
Ballroom, a job which followed his
graduation from the Conservatory,
that he met Eddy Williams, former
photographer's model. Now married,
they have two sons, Stephen, age
seven, and David, a baby of two.
These husky youngsters are the pride
and joy of their parents . . . and for
them the world revolves around their
dark-eyed, handsome dad.

When they find the time to take a
vacation, the Masseys retreat to their
ranch in New Mexico for deer hunt
ning. Both of them are sports-minded
and belong to a bowling league. Curt
is also the proud possessor of two
golf trophies. In 1940 he won the
Medinah Country Club trophy, and
in 1947 the Lakeside Country Club
golf trophy was awarded to him.

Family of Music

It so happens that Curt has in his
family a sister, Louise, and four
brothers who joined together and be
came known as the "Westerners,"
famous for their harmonious arrange
ments of many sagebrush melodies.
When Louise retired, they all queried,"Why throw the name away?" In the
breathlessly short period of five
weeks fifty-six transcriptions were
made. These programs are still
cast in the "Hot Shots," Martha Mears and Ike Car
penter's orchestra.

During the last night in Oregon,
Curt's son showed that he had in
herited his dad's showmanship. Lit
tle Stephen was allowed to stay up
late that night and be at the show.
Best of all, he was given the chance
to introduce the "Hot Shots" to the
audience. Such a thrill would have
unerved many a youngster, but
Stephen gave the introduction word
for word like his father and walked
off the stage like a trouper!

In Father's Footsteps

During the last night in Oregon,
Curt's son showed that he had in
herited his dad's showmanship. Lit
tle Stephen was allowed to stay up
late that night and be at the show.
Best of all, he was given the chance
to introduce the "Hot Shots" to the
audience. Such a thrill would have
unerved many a youngster, but
Stephen gave the introduction word
for word like his father and walked
off the stage like a trouper!
VIDEO TURNS ON THE COLORADO RIVER WATER. Caroline La Rue, appearing in a recent KTSL public service program showing the importance of Colorado River water to more than 3,500,000 persons living in Southern California, showed that average women use approximately 150 gallons of water each day. The Colorado River Association created the program.

EACH WEDNESDAY NIGHT TEX WILLIAM'S Western Caravan is telecast as they make with the hoedown from the Riverside Rancho. Top row, left to right, are Duce Spriggen and Smokey Rogers. Below are guest Emmett "Pappy" Lynn, Phyllis Lynne and Tex himself. (NBC-Herb Ball photo.)

SEEN ON THE VIDEO SCENE

CRUSADER RABBIT maps out campaigns enough to last him through the 130 animated shorts which Jerry Fairbanks, Inc., is filming around this bright new star.

SHOW PACKAGER JOHN MASTERSON, MARK WOODS, President of the American Broadcasting Company, Anna Roosevelt and ABC West Coast head man Frank Samuels obligingly posed for a picture after the recent press conference during which Mr. Woods unveiled plans for KECA television here in Hollywood.

SOMETHING NEW IN PHOTOGRAPHY was demonstrated on KTLA's "Magazine of the Week." Holding the new Polaroid Camera is Dick Farrell, chief photographer for the Los Angeles Daily News. Gil Martyn, editor of the "Magazine," holds a picture of himself which Mr. Farrell snapped just sixty seconds before. (KTLA photo.)
Radio In Review

For Love o' Mike (General) (Comment)

Rumors Are Flying

Plays call for a sequel to the "Irma" movie with the original cast... Lolly Parsons is another who has had a CBS offer, but she's turned it down... Fran Morgan as "Dr. Tweedy" may be an NBC summer replacement... Jack Bailey and NBC musical director Henry Russell collaborating on a musical comedy, as CBS and NBC making offers for the old Warner Brothers Sunset lot... Harry Babbitt and Ginny Simms may be reunited for the first time since their Kay Kyser days in a fifteen-minute five-a-week musical series on CBS... Another summer bet is "Earn Your Vacation," an audience-participation show for school teachers only. J. C. Flippen will be the emcee... Anne Whitfield as "Dorothy" and Betty Rhodes as "Ozma" may be heard in a new version of the famous "Wizard" stories, recently auditioned. Anne's particularly thrilled—they're her favorite reading... Bing Crosby may build his own radio station at Carmel and import his best stars each week... Jack Benny may have a new orchestra leader and a new singer next season. Contracts on Phil Harris and Dennis Day expire this summer and both are said to have requested releases to devote full time to their own shows... Cathy Lewis has regained sufficient health to audition a new show at CBS... Orson Welles would like to cast Fletcher Markle in the "Othello" film he's making in Paris. Edgar Barrier, top radiactor, is one already signed for it... Kay Starr is getting (and deservedly) movie offers... Martin and Lewis may star in "The Red Mill" for the Greek Theater summer musical series... Disney cartoon character may be built around the character that Florence Halop plays on the Durante show. Up! For children?

Looks Like

"Lum and Abner" have signed a long-term with CBS... Ann Rutherford, who is not a blonde (at least wasn't), is the new "Ruth"... Don Ameche inherits Alan Young's spot on the Jimmy Durante show... "Hit Parade" welcomes Mark Warnow back... Buddy Clark will be off his show for three weeks while he undergoes an operation... Feminine singer to be added to the Durante show... why not Betty Garrett? Peggy Lee will again be a Bing Crosby regular next season... Bandleader Ople Cates has been signed as a regular on "Lum and." He's the possessor of a natural Arkansas accent... Hal Peary has been made an honorary life member of the National Association of Water Works Engineers... "Duffy's Tavern" not going to CBS... Bob Shannon leaving Mutual staff in order to devote himself to his other shows, "Shannon Shenanigans" on ABC and "The Man Says Yes," starting April 11 on KMC. Bob stays on "Ladies First" on KHI... Fletcher Markle off of "Ford Theater"—reason not given... Nelson Eddy, Dorothy Kirsten and Robert Armbruster will again be summer residents in "Kraft Music Hall."... The Kirkwoods, Jack and Lillian, take over Meredith Willson's ABC spot come April 6... "Your Cue," Harry Allen's record will be here for four shows starting April 3... "Wizard of Odds," a gigantic giveaway, will be spotted on NBC opposite Jack Benny. Benny's show will be the emcee... Abe Burrows signed to a seven-year contract on CBS that will include both radio and TV. He'll also be available as head writer for top shows. Alan Jones and Irene Hervey in "Keeping Up with the Joneses" has been sold to ABC... Kay Starr drops her sustaining show in order to take advantage of other commitments... "Queen for a Day" will definitely be the subject of a movie. Name stars will be featured... Fred Allen signed to do that fifteen-minute commentary five times a week on NBC next season... Judy Canova joins Al Jolson, Cantor and the many others NOT getting their shows on tape... Mary Hatcher will not be the vocalist for the new Martin-Lewis show as reported at first... Vera Vaguette, his gang will be heard on CBS this summer. It's called "Merry-Go-Round."

Your Cue (Shows You May Like)

Andy Mansfield's Star Theater

Pardon us while we come a little closer to home in order to point pride. The subject is Andy Mansfield, whom you see in these pages as Radio and Television Life columnist. The occasion is his new program on KFVD, 5:00 p.m., Monday through Friday. As the name "Star Theater" implies, the records Andy plays are those of entertainment greats, present and past, Danny Kaye, Cass Daley, Jimmie Durante are among those who represent TV and radio... Pat Harriet and Mack, Ted Lewis, Gorden and Correll when they were singers, not "Amos 'n Andy," are among those representing the past. There are plenty of good "in-betweeners," too, like a 1936 record of Fred Astaire singing and dancing to some of his earlier movie hits. Andy's commentary between records is nearly as interesting as the performances themselves. He gives a little of the background and describes the essential spirit conveyed by his wax stars. Many of them have had a personal association with Andy or with his wife, Virginia. In building his "theater" program in the vaudeville manner, Andy presents "silent" acts like "Captain Maxwell and his Juggling Seals" or the "Five Flying Buchanan's" between some of the recorded routines. This gives him the chance to deliver his commercials. Records played by the Mansfield man are from his own collection—you'll find many beloved old favorites among the enjoyable novelties he presents.

"Milton J. Cross Opera Album"

Now that the Metropolitan Opera season is over until next year, Milton J. Cross is making sure that the memory of those fine broadcasts and of opera music in general will remain (Continued on Next Page)
Radio in Review
(Continued from Preceding Page)

Radio Baldwin Hills Golf Club, the hole the eighth, the distance 250 yards... the triumph was a hole in one. Not only has a similar feat never been executed on this particularly difficult hole... is a hole in one has never been made before on this entire course!

Si, who started his golf days as a caddy, adds, "It took me only thirty-nine years of golfing to do it, too!"

Sequel to Fluff
Perhaps the most famous fluff in the history of radio is the one Harry played many years ago when he introduced his famous "Fluff" over CBS: "Ladies and gentlemen, the president of the United States Robert Hoover."

There's a sequel to that story now. Recently, Harry made a record to be played at the Radio Executives Luncheon Club meeting
honoring Herbert Hoover. The record started with von Zell apologizing for the original fluff and then repeating the correction ten times, "Herbert Hoover, Herbert Hoover." Then von Zell finished the record with "And now, after many years, it is again my pleasure to present your guest of honor—Hoover Hoover." The ex-presi-
dent enjoined the joke, and revealed that he had sympathized with the an-
nouncer over the original mistake.

RECORD
NOTES TO YOU
BY ANDY MANSFIELD
"Remember That Music," KFI, 9:30 p.m. Friday

INSTRUMENTAL ALBUM OF THE WEEK: Anyone who can't decide whether to
like Gershwin or not should listen to the four twelve-inch sides of London's
"Gershwin Suite," another in the series of instrumental interpretations by Leo Feist's Concert Orchestra. Let
the uninvited listen to the great show tunes of yesterday, tunes like
"Somebody Loves Me," "Swanee," "Embraceable You" and the others
and he'll be a Gershwinite from then on, for here is the tops in presentation.

... VOCAL ALBUM OF THE WEEK: Very
timely and up to the high quality
of sound-track recordings is MGM's
"Easter Parade," featuring members
of the original cast of the picture—
Judy Garland, Fred Astaire, Peter
Lawford, and Miller and Johnny
Green's Orchestra. Of the eight sides,
we especially liked the nostalgic vaude-
ville montage by Garland & Astaire
and Ann Miller's "Shaking the Blues
Away." ... GIRL VOCAL: Ella Fitz-
gerald has two Decca sides that make
for very easy listenin', the moderate
tempoed "Someone Like You" and the
torchy-towered "I Couldn't Stay Away
From You," with this latter side rating
higher and displaying those little Ella-
lams that have made the gal the super
song-sailesidy she is today. ... SONGS:
What a great move for Columbia this
week for a pair of Columbia wax-
ings from the new Crosby flicker,
"Connecticut Yankee." ... When Is
Sometimes" is an unusual tune, but
with superb backing by Stordahl,
Frank turns in a very nice job of rel-
axed recording. ... Flip-over is in
danger, as is the famous little up-
tempoed ditty called "If You Stub
Your Toe on the Moon," and ably abet-
ted by the Phil Moore Four, here is
the better side and more to The Voice's
liking.... NOVELTY: How do you like
your "Glow Worm"? If it's modern
design you crave, don't miss Johnny
Mullens' version with Alvin
Rey's Orchestra. Yes, you'll see the
Glow Worm in a new light (and new
lyrics) when you give this'un a spin.
... Reverse has Johnny and the Red
Pipers doing Babe Rustin's hit, "I've
Been Hit" for as nice a Mercer-izered
pair as you'd ever want. ... (P.S. Watch
deco's new album featuring
Dick Clark and Al Blakely occupied another luncheon booth and
were engrossed in a big discus-
sion, probably on what kind of a tag
line to give next Sunday's script. It
won't start this early to lose sleep
over it, but what it'll happen to NBC's
traditional Santa Claus Lane exclu-
sive now that The Big Trek to CBS
has left NBC star-shy? Jack Bailey,
who has not bent an elbow for six
months, looks swell, has lost four
inches from his midriff, but has gained
two pounds! We know somebody
who waxed a record of that Lamour show
from Shamrock Inn. And the latest
word on radio tickets is: it's harder
now to get ducats for Groucho Marx
than for B. Crosby!

WATCH FOR MANY CHANGES in
NBC's Sunday lineup, This Sunday,
April 3, Ozzie and Harriet revert to
CBS and Martin and Lewis fill the
vacated spot on NBC. Since Horace
Heidt has sagged in the Sunday at
(ex-Benny) slot, there'll be some
change made here, and rumor is that
it'll be a big giveaway. Several are
apparently under consideration in
New York and one is being auditioned here
in Hollywood. Cold cash, not merchan-
dise, will be the come-on. Among other
shows being auditioned currently at
NBC is that Mutual favorite, "Voy-
age of the Scarlet Queen," with Elliott
Lewis and much the same former cast
on deck.

TOO BAD THAT MEREDITH WILL-
SON's clever program has to sign off
again. One of the difficulties, we un-
derstand, was sponsor unhappiness
over the network's being unable to
clear cross-country time. In many sec-
cions of the country, a network has
left the line and played as late as four or five
days after the live broadcast. It
deserved better than this, for we think
it one of the most appealing programs
on the air.... and one of the most so-
plicated.

NINETY-NINE-YEAR LEASES are
common, but we've never heard of a
fifty-year radio contract, which is what
"Lum and Abner" are supposed to
have signed with CBS, with a six-year
minimum guarantee and with the boys
having all rights to the characters and actually only leasing
them to the network. Contract is said
to take effect when their current
Frigidaires expire, which may be
as far away as 1953. Lauck and Goff
being two of the nicest guys in Holly-
wood radio, we can think of nothing
to say than that we hope they
outlive their contract!

NOW THAT THE FCC HAS
postponed the hearing scheduled here for
March 23 to decide the fate of G. A.
Richards' radio interests, your guess is
as good as any on the next move.
Rumors persisting that NBC would
still like to latch onto KMPC for its
local outlet, nobody at the Derby the
other noon was too agog over the
huddle of former NBCite Frank Mullen
and NBC vice-prescy Sid Stroetz, or
maybe they were just talking over old
times?

THOSE TWO KEEN FAYE-HARRIS
WITNESSES, Ray Slade and Dick Charles,
occupied another luncheon booth and
were engrossed in a big discus-
sion, probably on what kind of a tag
line to give next Sunday's script. It
won't start this early to lose sleep
over it, but what it'll happen to NBC's
traditional Santa Claus Lane exclu-
sive now that The Big Trek to CBS

GAGS
OF THE WEEK
Bill Baxley (address withheld), Hollywood
28, Calif.
Heard on the Groucho Marx show:
Groucho: Do you think television
will replace newspapers?
Editor: Certainly not.
Groucho: I'm inclined to agree with
you—you can't get a television set
in the bottom of a bird cage.

Otto Simmons, Seal Beach, Calif.
Heard on "Noah Webster Says":
MacQuarrie: Do you own any pets?
Contestant: I am half-owner of a
cat—my son owns the other half.
MacQuarrie: Which part belongs to
you?
Contestant: The part that eats, I
guess!

Mrs. Virginia Inman, 5907 Willoughby
Avenue, Los Angeles, Calif.
Heard on the Harris-Faye show:
Phil: I went to college and I was

(please turn to page 12)
**KAGH Granted Full Time**

Full-time operation of the Pasadena station, KAGH, is expected to materialize within sixty to ninety days. Andrew G. Haley, owner of the station, recently announced that the F.C.C. has approved a full-time operational grant. Station manager Lynn Johnston asserts that KAGH will now be in a better position to serve the county and community in all public-service matters. Service clubs and organizations desiring promotion for their projects are invited to get in touch with program director Aubrey Ison for broadcast availabilities.

**It Takes Nerves**

Les Mitchell, producer-director-host of “Skippy Hollywood Theatre,” thinks that all performers should get nervous. According to what he says, if the job doesn’t make you nervous, you had better get nervous about the job.

**Shirt Fad**

The faces of six name-band maestros are stamped on a new stock of boys’ shirts. Youngsters will be able to wear their favorite men of music right on their backs. Featured band leaders include Guy Lombardo, Sammy Kaye, Woody Herman, Tex Beneke, Benny Goodman and Gene Krupa.

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**Mike'side**

Bob Shannon’s popular audience participation program—“The Man Says Yes”—returns on KMPC, April 11. Broadcast time to be announced later. Contestants in the audience vie for prizes, as well as listeners at home who compete via telephone calls. This program was a very popular one on the station about a year ago and we are happy to welcome it back. If you’d like to win some fine prizes, drop by the station during the broadcast.

The KMPC Westerners will participate in a Western Night program at Sawtelle Veterans Hospital on Tuesday evening, April 5. . . . T. L. Stromberg and John Kemp address members of the “Advertising in Industry” conference series at KMPC on Wednesday night. . . . Bob Kelley covers the broadcast of the Los Angeles Angels vs. Portland Beavers baseball game Tuesday through Friday and Saturday and Sunday afternoon. . . . Herb Allen is conducting a contest on his “Top Tunes” program nightly at 5:45 p.m. Dial 710 for details. . . . KMPC’s “huckster” Larry Buskett upped to the position of Assistant Sales Manager in charge of local sales.

Chef Milani beaming these days since his two sponsors will be represented on his program for the next 52 weeks—come rain or shine. Chef outlines his menu of “A Dinner for Four—A Dollar. No More,” presents his favorite recipe of the day, conducts a weekly contest, and altogether brings the housewife a program she can’t resist. Besides his informative broadcast, Chef is an entertainer from way back and the show is one you shouldn’t miss. Dial 710 at 9:30 a.m., Monday through Friday.

O. D. Keep, one of the founders of Time Magazine and now publisher of Fortnight, brings you his own news program on KMPC each Saturday at 7:15 p.m. Supervisor Roach presents “Your County” program at 7:30 p.m. Supervisor “Dugout Dope” boasts a listener in Joliet, Illinois, who claims he hears the program each afternoon— as a publicity gimmick Frank Graham and Van Des Autels called her during one of their broadcasts last week. . . . Author Robert St. John graces Jeanne Gray’s “Woman’s Voice” broadcast, Monday at 12:30 p.m.

**TV Precasts**

**TIME CHANGES**

SUNDAY, APRIL 5—“Toast of the Town.” KTTV, Channel 11, 6:15 p.m. (1 hr.). Bob Osgood calls the numbers.

**WHAT’S NEW**

Dance

THURSDAY, APRIL 7—SQUARE DANCE. KNBH, Channel 4, 8:00 p.m. (30 min.). Bob Osgood calls the numbers.

WEDNESDAY, APRIL 6—“Wide Modernettes.” KTSU, Channel 2, 8:30 p.m. (30 min.). Choreographer Val Ratet introduces a new series emphasizing the art of the dance.

Music

SUNDAY, APRIL 10—“Robert Oakley’s Violin Echoes.” KLAC-TV, Channel 13, 8:30 p.m. (30 min.). Nine girl violinists and one pianist, all dressed for the mood of the music and working against sets in keeping with the evening’s music, entertain on new Sunday program.

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**Public Interest**

SUNDAY, APRIL 3—“Your Future Home.” KFI-TV, Channel 9, 6:15 p.m. (20 min.). Picture representation of some of Southern California’s values in home purchases.

**WHAT’S PLAYING**

Drama

SUNDAY, APRIL 3—“Phulcino Television Playhouse.” KNBC, Channel 4, 7:30 p.m. (30 min.). “Dinner at Antoine’s” starring Janet Blair, William Eythe, and a host of others.

MONDAY, APRIL 4—Chevrolet of Broadway, KNBH, Channel 4, 8:00 p.m. (30 min.). “Smart Guy” starring Nancy Coleman and Alan North.

Film

SATURDAY, APRIL 2—Alexander Korda film. KTSL, Channel 2, 9:00 p.m. (to concl.). “Private Life of Henry VIII,” with Charles Laughton, Robert Donat, Wendy Barrie and Merle Oberon.

WEDNESDAY, APRIL 6—Western, KNBH, Channel 4, 8:30 p.m. (30 min.). Tex Williams’ Western Caravan from the River-Ride Rancho in “Stranger from Pecos.”

THURSDAY, APRIL 7—“Your Show Time.” KNBH, Channel 4, 9:00 p.m. (1 hr.). The amusing comedy “The Tenor” will be shown with Hugo Haas, Carol Brennan, LeRoy Peck, Betty Adams, Charlie Smith and Kathleen Freeman.

Juvenile

SATURDAY, APRIL 9—“Sandy Dreams.” KTLA, Channel 5, 6:00 p.m. (30 min.). Sandy, Stuffy, Candy, and their pals take a slumberland trip to South America.

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**With BETTY ANN HUDSON**

Sports: KMPC now has some excellent sports features on its schedule throughout the day. Bob Kelley is covering all the Los Angeles Angels games Tuesday through Friday and Saturday and Sunday, . . . Joe Hernandez is recruiting the day’s running at Golden Gate Fields. A roundup of Western sports news is heard each morning at 8:25 a.m. . . . “Dugout Dope” precedes the broadcast of the Saturday and Sunday baseball games. A sports review program is featured in the middle of the doubleheader on Sunday. . . . Bob Kelley’s sports commentary “Parade of Sports” is aired nightly at 6:15 p.m.

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**Advertising**
TIME CHANGES

SUNDAY, APRIL 3—Robert Merrill, KFI, 2:30 p.m. (30 min.). Formerly KFI, 2:40 p.m. Sunday.

SUNDAY, APRIL 3—"Ozzie and Harriet," KNX, 3:30 p.m. (30 min.). Comedy team makes network switch. Formerly KFI, Saturday, 8:00 p.m.

SUNDAY, APRIL 3—James Roosevelt, KECA, 8:45 p.m. (15 min.). Formerly KECA, 4:45 p.m. Sunday.

SUNDAY, APRIL 3—Helene Copel, KGIL, 9:00 p.m. (15 min.). Formerly KGIL, 7:30 p.m. Sunday.

SUNDAY, APRIL 3—"Pat Novak for Hire," KECA, 9:30 p.m. (30 min.). Formerly KFI, 4:00 p.m. Sunday.

TUESDAY, APRIL 4—"Skippy Hollywood Theater," KFI, 7:00 p.m. (30 min.). Formerly KFI, 6:30 p.m. Wednesday.

SATURDAY, APRIL 9—"Free for All," KNX, 12:30 p.m. (30 min.). Formerly KNX, 7:30 p.m. Saturday.

Correction

FRIDAY, APRIL 1—President Harry S. Truman, KNX, 7:30 p.m. (30 min.). Speech scheduled for delivery by the president has been canceled due to pressure of unofficial business.

WHAT'S NEW

Juvenile

SATURDAY, APRIL 2—"Shenanigans," KECA, 10:00 a.m. (30 min.). Bob Shannon emcees new finniest which will be held at different theaters throughout the city, offering entertainment and prizes for youngsters and grownups.

Quiz

FRIDAY, APRIL 1—"Doubleday Quiz Club," KHJ, 8:45 a.m. (15 min.). Top authorities in fields of medicine, finance, decorating, music and psychology provide answers to current quizzes.

Public Interest

SATURDAY, APRIL 2—Volunteer Worker Service, KHJ, 3:30 p.m. (15 min.). Musical and comedy act told how to invite volunteer worker causes.

Comedy

SUNDAY, APRIL 3—Dean Martin-Jerry Lewis, KFI, 8:00 p.m. (30 min.). Premiere broadcast of the new comedy team. Bob Hope pays a visit to fulfill his promise of being their first guest star.

Variety

THURSDAY, APRIL 7—"This is Paris," KHJ, 7:00 p.m. (30 min.). Maurice Chevalier, Claude Dauphin, Yves Montand and Line Renaud, with guest host Rex Allen, star in the television version of the famous Paris revue created by the creators of the successful "Mirabeau" revue.

Music

SUNDAY, APRIL 3—"Music of Today," KHJ, 4:00 p.m. (30 min.). Six-week cultural series of contemporary chamber music concerts debuts today, starting with Aaron Copland's American composer.

WHAT'S SPECIAL

Public Interest

SUNDAY, APRIL 3—"Peace Is Our Business," KNX, 7:30 p.m. (30 min.). The effect of the war-to-war tensions at the conclusion of the Economic Cooperation Administration will be reviewed by Larry Lesueur and Paul G. Hoffman.

MONDAY, APRIL 4—"Radio Reunion," KFI, 10:30 p.m. (30 min.). Bob Hope returns to his famous, old program where he marks the 50th Anniversary of the Veterans of Foreign Wars. Radio and film stars who entertained overseas will be on hand, including Dinah Shore, Dennis Morgan and Janie Paige.

Drama

SUNDAY, APRIL 3—"Homecoming, 1949," KHJ, 6:00 p.m. (30 min.). John Garfield and Lilli Palmer star in story of young refugee couple who trek from Europe to Israel. Presented in cooperation with the United Jewish Appeal's 1949 campaign.

WEDNESDAY, APRIL 6—"The Goal Is Premeer," KNX, 6:30 p.m. (30 min.). Commemorating the presentation to President Harry S. Truman of America's Democratic choice, "Debut" program by the Anti-Defamation League of B'nai Brith.

WHAT'S GUESTING

Drugs

SUNDAY, APRIL 3—"Family Hour of Stars," KNX, 3:00 p.m. (30 min.). Academy Award winner Jane Wyman is the guest star and bears in the comedy "Family Honeymoon."

MONDAY, APRIL 4—"Lux Theatre," KNX, 6:00 p.m. (1 hr.). Claudette Colbert and Fred MacMurray star in comedy "Family Honeymoon."

Variety

FRIDAY, APRIL 1—"Your's a Song," KHJ, 8:30 p.m. (30 min.). Loreta Young is interviewed by Shelah Graham. Art Lund joins Betty Rhodes for the songs.

THURSDAY, APRIL 7—"Seattletest Variety Theatre," KFI, 6:30 p.m. (30 min.). Bert Langtun and Eddie Bracken guest host.

WHAT'S PLAYING

Drama

FRIDAY, APRIL 1—"Ford Theater," KNX, 6:00 p.m. (1 hr.). Montgomery Clift in "Wuthering Heights."

FRIDAY, APRIL 1—"Philip Morris Playhouse," KNX, 7:00 p.m. (30 min.). Elliott Lewis in the psychological chiller "Apology," by David Ellis.

SUNDAY, APRIL 3—"NBC Theater," KFI, 6:00 p.m. (30 min.). Bob Hope in "The Ghost Breakers." Guest screen director is George Marshall.

SUNDAY, APRIL 3—"Electric Theatre," KNX, 6:00 p.m. (30 min.). Helen Hayes in "Shadow on the Heart," with Jack Manning.

SUNDAY, APRIL 3—"Theater Guild," KECA, 6:00 p.m. (1 hr.) Joan Fontaine in "Camille."

MONDAY, APRIL 4—"Lux Theater," KNX, 6:00 p.m. (1 hr.). Claudette Colbert and Fred MacMurray in the rollicking comedy "Family Honeymoon."

MONDAY, APRIL 4—"Cavalade of America," KFI, 8:30 p.m. (30 min.). Irene Dunne portrays her motion-picture character of "Mama" in tonight's dramatization of "Citizen Kane."

TUESDAY, APRIL 5—"Skippy Hollywood Theater," KFI, 7:00 p.m. (30 min.). Peter Lorre in "Mr. God Johnson."

WEDNESDAY, APRIL 6—"Family Theater," KHJ, 6:30 p.m. (30 min.). James Gleason stars in "Night Elevator." Claudette Colbert is hostess.

THURSDAY, APRIL 7—"Invitation to Learn," KNX, 6:00 p.m. (30 min.). Clifton Webb in "Murder in Black and White."

Comedy

SUNDAY, APRIL 3—Henry Morgan, KFI, 5:30 p.m. (30 min.). Several becomes a permanent member of the cast as the proprietor of Morgan's cigar store.

Music

SATURDAY, APRIL 2—NBC Symphony, KFI, 3:15 p.m. (1 hr., 45 min.). Arturo Toscanini concludes his winter season with the second part of "Aida," consisting of the third and fourth acts with Herva Nelli, Eva Giorgianni and Richard Tucker in principal roles.

SATURDAY, APRIL 2—Pioneers of Music, KFI, 4:30 p.m. (1 hr.). Vladimir Baksaleinkoff directs the Pittsburgh Symphony Orchestra in a program entitled "French Pioneers."

SUNDAY, APRIL 3—New York Philharmonic, KNX, 12:00 p.m. (1 hr. 30 min.). Leopold Stokowski leads the symphony in the works of Mozart and Wagner.

MONDAY, APRIL 4—"Etta Footes Hour," KNX, 9:00 p.m. (30 min.). Jessie Bjerling, operatic tenor, guests with the Bell Orchestra.

TUESDAY, APRIL 5—"Melodies America Loves," KNX, 6:30 p.m. (30 min.). Eula Seal, maestro, will ring sacred Easter selections.

WHAT'S PLAYING

Sports

SATURDAY, APRIL 2—Horseracing, KFI, 11:15 p.m. (15 min.). Clem McCarthy covers the events at Jamaica Race Track, Long Island.

SUNDAY, APRIL 3—Baseball, KMPC, 1:30 p.m. (4 hrs). Los Angeles Angels versus Seattle Rainiers.

TUESDAY, APRIL 5—Baseball, KMPC, 8:30 p.m. (4 hrs). Los Angeles Angels versus Portland Beavers will play Tuesday through Friday, Saturday's game to begin at 2:30 p.m.

Musical Comedy

SUNDAY, APRIL 3—"Chicago Theater," KHJ, 9:30 p.m. (1 hr.). Soprano Nancy Cacciatore and Steve Brodie are the stars in "Rio Rita."

MONDAY, APRIL 4—"Railroad Hour," KFI, 8:00 p.m. (45 min.). "Mademoiselle Modiste" with Dorothy Kirsten and Gordon MacRae.

Discussion

SATURDAY, APRIL 2—"On Trial," KECA, 6:30 p.m. (30 min.). Issue of the Atlantic Defense Program will be dealt by four experts on international affairs.

SUNDAY, APRIL 3—Invitation to Learning," KNX, 6:00 p.m. (30 min.). "Social Implications of Scientific Progress" will be discussed by distinguished panel.

Farm Program

SATURDAY, APRIL 2— "National Farm and Home Hour," KFI, 10:00 a.m. (30 min.). Report on the National Chemurgic Conference will be given by Wheeler McMillen.

SATURDAY, APRIL 2— "Cross-Section, USA," KNX, 4:00 p.m. (30 min.). Dwight Cook emcees a regional discussion of "What's a Fair Profit?"

Religion

SATURDAY, APRIL 9— "The Passover Story," KGIL, 8:00 p.m. (30 min.). Report from Rosh Pinnah on the Passover Festival.

SUNDAY, APRIL 9— "The Passover Story," KGIL, 8:00 p.m. (30 min.). Rev. Hayim Haber reports from Rosh Pinnah on the Passover Festival.

Page Thirteen
VIDEO

In Review

In & Out of Focus (General Comment)

Como Happy in Video

While the arguments fly thick and fast among spectators and listeners regarding the respective merits of television, movies and radio, one star of all three media stepped from the other side of the camera and mike to express his opinion.

Perry Como (NBC's Chesterfield "Supper Club" on both radio and video) says, "I'm so happy with the new medium that it will take a lot of convincing argument right now to persuade me to make another motion picture. The reason should be obvious. On television, I'm allowed to be myself; in pictures, I was always some other guy.

"Too, in pictures, I'm just another bum in a tuxedo, crooning to a line of beautiful girls. That explains why Perry is delighted with his video activities. On the "Supper Club" show, despite the glamorous backdrop, Como can wear whatever he pleases, and he pleases to be casual. He wears well-cut gray flannel or gabardine suits, colorful but well-cut sport shirts, and occasionally sweaters with no cut at all.

It's a relaxed and happy kind of show, reflecting the easy-going, good-natured personality of its star. Perry ad-libbs, or if it is required, refers to a script, but even when it is down on paper it comes out the way Perry would say it. The personality that comes over the television receiver is Perry's own.

"The way I feel about it," he continues, "television is going to do me a lot more personal good than the movies ever have."

The "Supper Club" is seen each Thursday at 10:00 p.m., KNBH, Channel 4.

Local Television Bankrolling

The young giant whose upkeep digs deeply into the budgets of video operators everywhere isn't doing an awful lot of sustenance locally from outside sources.

Only eighteen local sponsors have hopped in early. KTLA and KTVT each have five sponsored shows. KTLA has "Young America," "Newsreel," "Hayride" "Roving Camera" and their western film, "Legend of the Con-\footnote{Misspelled as "Conceiver" in the original.}, "The Meakins," "Fred Beck's Kitchen," "Stars Are Bright" and their news, KLAC-TV has Bob McLaughlin's "Picture Art," "New Clinic," and "It Could Happen." They also have sponsors for the Hollywood Stars and Los Angeles baseball games this coming season, KFI-TV has one hour and fifteen minutes sponsored. KNBH has sponsorship for "The Jack Lane Show" and the "NBC Newsreel." KTSU has three sponsored kinescope shows out of New York -- the "Original Amateur Hour," "Admiral Broadway Re-view" and "Window on the World." NBC has fourteen kinescope and film programs being beamed weekly for Eastern sponsors.

This should gladden those of you who object so violently to "having to suffer through commercials." The rest of us, who nightly enjoy the literally "free" entertainment, are mighty grateful.

Who's Who

Jerry Lawrence and Jerry Lawrence got together and ended a several-year confusion one recent Thursday night.

Writer-producer Lawrence (KFI's "Favorite Story") was a guest on TV-producer-producer Lawrence's "Can You Picture This?" charade show on KTBH's Channel 4. To avoid future confusion involving mail, RATE messages, etc., TV producer Lawrence added a middle initial to his name, which will henceforth be known as "Jerry X. Lawrence." The "X," we understand, stands for the future of television.

Current TV Sets Okay For Some Time

In a recent Los Angeles newspaper, a radio and television set manufactu-\footnote{Misspelled as "manufaturer" in the original.} ran an ad stating that all other sets (other than the advertiser's) will be obsolete if and when the images float out of the upper high frequencies. Of course, "in here" and "when" in that sentence are the catch. "If" and "when" mental telepathy is in general practice we won't need even telephones.

An argument over the obsolescence of present sets, stimulated by this newspaper ad, is going full force among the upper echelon of dealers and makers. Dr. Allen B. DuMont, head of the DuMont plants, came out with the reassuring statement that "just as in radio sets we made in 1938 are still in use, so will the television sets of today be in use in 1959 and 1969. Additions may be made to present channels, but they must and will be made without protection of the public foremost in mind."

While he and Senator Edwin C. Johnson (Colorado), who is quoted as saying "but present sets may become junk by the end of the year" go at it hammer and tongs, TV set sales go right on. And no wonder. Who, in their right mind, wants to miss all the good, kinda good, and not-so-good entertainment that is filling the present "un-high frequency" channels today?

Buy a car today, and in a few years you will have a yen for a new one. But you will have heard some jolly rhymes in the years between, won't you?

Looks Like

Fred Allen and the National Broadcasting Company penned a contract that calls for Fred's appearances in radio and television, exclusively on the network. KGO-TV in San Francisco will be open around May 1, a month prior to sister station KECA-\footnote{Misspelled as "KECA" in the original.} TV here, contrary to previous plans. The "song pluggers" appearance and stunt. The song trial has proved so successful on the Fred Waring Tuesday day-a show that it will be incor-porated into his video show. The first all-Negro video show, "Happy Pappy," debuts on ABC's Chicago station, April 1. The current battle over set obsolescence when TV goes into ultra-high frequencies has slowed down set sales here noticeably, according to local dealers.

Dick Goggins, ABC Western TV Program Director, will conduct a course in television at UCLA this coming fall. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates a seven-day operating schedule with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates video shows with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates a seven-day operating schedule with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates a seven-day operating schedule with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates a seven-day operating schedule with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugurates a seven-day operating schedule with eight and one-half hours being beamed each night. The Daily News is shopping around for a new video station tie-up. Edward Nassour, operating the NBS Studios in Hollywood, is looking over network television studios while here as first step in converting part of his industry into marketable TV's. On April 3, KLAC-TV inaugura...
Stop, Listen, Look (Shows You May Like)

Suspense

K T V ’ s new presentation, “Suspense,” made an inauspicious debut last week and left Channel 11 viewers in just that state — suspense! Would (Continued on Page 32)
SUNDAY, APRIL 3

**Hear Voice of Prophecy**

**SUNDAY**

**KJH** 8:30 A. M.

**KMPC** 9:30 P. M.

**Voice of Prophecy**

Voice of Prophecy is the official radio program of the Seventh-day Adventist Church.

**Sunday Program Highlights**

Morning Programs Appear in Lightfate Time; Afternoon and Evening Programs in Pacific Time

**Comedy-Variety**

- 9:00—Ozere and Harriet, KJH
- 9:30—Jack Benny, KJH
- 10:00—Harry and Max, KJH
- 11:00—Oscar in Love, KJH
- 12:00—Fred Allen, KJH
- 1:00—Henry Morgan, KJH
- 2:00—Eve Arden, KJH
- 3:00—Lum and Abner, KJH
- 4:00—Bing Crosby, KMPC-

**Drama**

- 11:00—University Theater, KTF
- 12:00—Family Hour, KXJ
- 13:00—Greatest Story Ever Told, RECA
- 14:00—Heaven's Gate, KXJ
- 15:00—Teaure Guild, RECA
- 16:00—The War of the Worlds, KJH
- 17:00—Classical, Semi-Classical

- 18:30—South Lake Tabule, KXJ
- 19:00—Philharmonic, KXJ
- 20:00—Choraliers, KXJ
- 21:00—Robert Shaver, KXJ
- 22:00—Family Hour, KXJ
- 23:00—Famiy Hour, KXJ
- 00:00—Middle America, KJH
- 01:00—Historical Records, KJH
- 02:00—Story of the War, KJH
- 03:00—Chicago Theatre, KJH

**Comment-Narration**

- 10:15—Commander Scott, KJH
- 11:00—George Fisher, KJH
- 12:00—Walter Winchell, KJH
- 13:00—Lonnie Farnam, RECA

**KMPF—Western Federal**

- 06:00—Marble Slab, KJH
- 06:30—Dover, KJH
- 07:00—Women's Hour, KJH
- 07:30—Christmas Songs, KJH

**KFW—Morning Bible Hour**

- 08:00—Deacon Henry, KJH
- 09:00—Planning Your Week, KJH
- 10:00—Morning Bible Hour, KJH
- 11:00—Children's Church, KJH

**KFB—Radio**

- 09:00—Sunday School, KJH
- 10:00—Children's Hour, KJH
- 11:00—Disaster, KJH

**Public Interest—Information**

- 09:00—Invitation to Learning, KJH
- 10:00—People's Platform, KJH
- 11:00—Round Table, KTF
- 12:00—California Caravan, KJH
- 13:00—Your Home FBI, KJH
- 14:00—Sunday School, KJH
- 15:00—Family Hour, KJH

**Quiz—Participation**

- 09:00—Who Are They?, KJH
- 10:00—Round Table, KJH
- 11:00—Story of the War, KJH

**Popular-Western Music**

- 09:00—Timpani, KJH
- 10:00—Nelson, KJH
- 11:00—Blues, KJH
- 12:00—Fiddle, KJH

**KGB—Hollywood Christian Church**

- 09:00—University Church, KJH
- 10:00—Radio Church, KJH
- 11:00—Newspaper Church, KJH
- 12:00—Choir, KJH

**KGF—Christian Church**

- 09:00—Organ, KJH
- 10:00—Praise, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KFL—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGM—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGN—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGF—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGI—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGF—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGI—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH

**KGF—Christian Church**

- 09:00—Praise, KJH
- 10:00—Organ, KJH
- 11:00—Evangelist, KJH
- 12:00—Choir, KJH
MONDAY, APRIL 4

**Indicators News Broadcasts.**

- **8:00**-KRCY-FM, KBM-Baseball Game.
- **8:30**-KRCY-FM, KFMB—McNeill's Breakfast Club.
- **8:45**-KFWB—Dr. K. B. Waring.
- **9:30**-KTLJ—Dr. Dick B. Brown, KFMB.
- **9:45**-KHJ—Charles Mills.
- **10:00**-KFWB—Dr. J. H. F. Brown, KFMB.
- **10:15**-KFWB—Dr. J. H. F. Brown, KFMB.

**Announcements.**

- **10:30**-KFWB—J. B. Brown, KFMB.
- **10:45**-KFWB—J. B. Brown, KFMB.
- **11:00**-KFWB—J. B. Brown, KFMB.

**Weather.**

- **11:15**-KFWB—Dr. J. H. F. Brown, KFMB.
- **11:30**-KFWB—Dr. J. H. F. Brown, KFMB.
- **11:45**-KFWB—Dr. J. H. F. Brown, KFMB.

**Radio News.**

- **12:00**-KFWB—J. B. Brown, KFMB.
- **12:15**-KFWB—J. B. Brown, KFMB.

**Sports.**

- **12:30**-KFWB—J. B. Brown, KFMB.
- **12:45**-KFWB—J. B. Brown, KFMB.

**Public Service.**

- **13:00**-KFWB—J. B. Brown, KFMB.
- **13:15**-KFWB—J. B. Brown, KFMB.
- **13:30**-KFWB—J. B. Brown, KFMB.

**Technical Information.**

- **13:45**-KFWB—J. B. Brown, KFMB.
- **14:00**-KFWB—J. B. Brown, KFMB.
- **14:15**-KFWB—J. B. Brown, KFMB.

**Music.**

- **14:30**-KFWB—J. B. Brown, KFMB.
- **14:45**-KFWB—J. B. Brown, KFMB.
- **15:00**-KFWB—J. B. Brown, KFMB.

**Other Information.**

- **15:15**-KFWB—J. B. Brown, KFMB.
- **15:30**-KFWB—J. B. Brown, KFMB.
- **15:45**-KFWB—J. B. Brown, KFMB.

**Special Features.**

- **16:00**-KFWB—J. B. Brown, KFMB.
- **16:15**-KFWB—J. B. Brown, KFMB.
- **16:30**-KFWB—J. B. Brown, KFMB.

**Program Highlights.**

- **8:00**—KFWB—Baseball Game.
- **8:30**—KFWB—Baseball Game.
- **9:00**—KFWB—Baseball Game.
- **9:30**—KFWB—Baseball Game.
- **10:00**—KFWB—Baseball Game.
- **10:30**—KFWB—Baseball Game.
- **11:00**—KFWB—Baseball Game.
- **11:30**—KFWB—Baseball Game.
- **12:00**—KFWB—Baseball Game.

**Comedy-Variety.**

- **2:00**—Art Godfrey, KNX.
- **2:15**—Art Godfrey, KNX.
- **2:30**—Art Godfrey, KNX.
- **2:45**—Art Godfrey, KNX.

**Drama.**

- **6:00**—Lux Theater, KNX.

**Public Interest Information.**

- **6:00**—American Watch, KNX.
- **6:15**—Child's World, KNX.
- **6:30**—Child's World, KNX.
- **6:45**—Child's World, KNX.

**Sports.**

- **3:00**—National Geographic, KNX.
- **3:15**—National Geographic, KNX.
- **3:30**—National Geographic, KNX.
- **3:45**—National Geographic, KNX.

**Sports Special.**

- **9:00**—KFWB—Baseball Game.
- **9:15**—KFWB—Baseball Game.
- **9:30**—KFWB—Baseball Game.
- **9:45**—KFWB—Baseball Game.

**Commentary.**

- **1:00**—KFWB—Baseball Game.
- **1:15**—KFWB—Baseball Game.
- **1:30**—KFWB—Baseball Game.
- **1:45**—KFWB—Baseball Game.
Monday Thru Saturday

KXLA

Radio and Television Life

Radio Stations:

KXLA, KGRO, KVOE—Superman.
KRG—Knick Knack.
KRG—KGA—KTVK.
KVFV—Family Bible Hour.
KGF—KTC—Valley一等奖.
KLF—KTVK.
KFLY—KTVK.
KFW—KTVK.
KGE—Kidney.
KGF—KTVK.
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THURSDAY, APRIL 7

TENNESSEE ERNIE
IN RADIO'S HOTTEST WESTERN SHOW
KXLA
9 - 10 A.M. — Mon.-Fri.

KXLA—Bar Nothing Ranch.
KFI—Ladies Day.

KGI—Don McNeill’s.
KFL—KMB—Betty Crocker.
KJQ—French Food.

KNG—Brad Slumer.
KNX—Busboy.

KBP—Mrs. Brown.
KCB—Harry Singer.

KFC—KMB—Laban.
KKG—KMB—Mr. Information.

KFC—KMB—Mr. Information.
KRC—KMB—Mr. Information.

KGB—Olive Grues.
KIP—Big Show.

KFC—KMB—Betty Crocker.
KFB—KMB—Betty Crocker.

KGB—Dr. Harry Singer.
KCI—Dr. Harry Singer.

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KCI—Dr. Harry Singer.
PET MAGAZINE OF THE AIR
with IRENE
Saturday—4:30 P.M.
KLAC—570
KLAC—Music.
KMPC—Mellow Moods.

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

THURSDAY LOGS

7:00—KFW—Citizens in Action.
7:30—KFW—Randell.
8:00—KFW—Randell.
9:00—KFW—Randell.

D I E T - M I N D E D
Victor H. Lindlahr, Mutual-Don Lee's food commentator, received a repackaging of his book "Eat and Reduce" has been translated into Spanish and is one of the most popular books in Argentina and Brazil. It has also been translated into Portuguese, French and German.

B E A U T Y N O T E
A good complexion can be obtained by use of one of the particular techniques advised by Penny Singleton, star of the NBC "Blondie" show... either the combination of fresh air and exercise or ingenuity and cosmetics.
original
make believe
ballroom

with
AL JARVIS

10 a.m.-1 p.m. 6:05 p.m.-7 p.m. mon. thru sat.


KECA—Philippines, KGB—Music.

KECA, KFMB—What’s My Name?

KECA, KFMB—Herman Girl

KFI, KPSD—Saullin’ Rd

KXLA—School Show

KXLA—Morning Melodies, KGIL—Spotlight, KGB—Hammond.

KECA, KFMB—Know Your Bible

KECA, KFMB—Your Time of Music

KECA, KFMB—Melodies & Meditation

KECA, KFMB—Melody Time.

KGB—Music.

KECA, KFMB—Tune Your Song

KXLA—KULP—Inland Empire


10:15—KECA, KFMB—Sports Flash.

10:20—KECA—Big ’n Little Club. KFSD—Many Lee Taylor, KGB—KJU, KJU—KJU.


10:30—KECA—Tune Into Angelina.


10:50—KECA, KFMB—Sports Flash.

11—KECA, KFMB—11th Ranch.

KGER—KJU, KGIL—KJU, KGIL—KJU, KGIL—KJU, KGIL—KJU.

KGB—Music.

KGB—Voice of the Song

KXLA—Popular Favorites.

KGL—Riddle House

KWIR—Sunny Side.

11:15—KGB—Youth American Speaks.

KPSD—Public Affairs.

KGB—Motors

KGB—Builds for You.

KGB—Yoursquare Churches.

KGER—KJU—Miracle.

KGF—Jerry Marlowe.

KGB—Your Morning Show.

KXLA—KXLA—Grand Central Station.

KFSO—KCLQ—Grand Central Station.

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Radio and Television Life

APRIL 3, 1949

Page Thirty-one
"Judy's Partner"

(Continued from Page 4)

Instance, I was presented with a wonderful Hallacraft and was all set to learn a 'ham' operator' at one time. Then came learning the Morse code, and I was through. "The police calls she did learn must have come from Shirley. She was going out with a young motorcycle policeman at the time.

"Another time I took up ice skating. I kept at it until I was a pretty good figure skater, then gave that up. "Shirley loved to skate by flying around the rink in the instructor's wake, her artistic eye photographing everything he did. She copied his graceful ice antics, and did indeed become a "pretty good" figure skater. One day she even took "Judy," dragging the big doll along the ice on the tiny, hand-made silver skates with which the shipmates themselves had gifted "Judy."

As Shirley Dinsdale sits talking about loving television, hating television make-up (a process that in her case means ALL the things that Mrs. Rubi Frain calls "gilding the lily"), loving to ride horses bareback, hating to get up in the morning, or about the time she took "Judy" along on a date that wound up as dinner at the fire station . . . it is hard to picture the carefree youngster as a professional entertainer, capable of handling so much responsibility.

Pet Projects

Shirley never mentions that she finished university before she was twenty. Nor does she talk about the several years devoted to getting up excursions, parties or sports sessions for a group of girls dependent upon their pretty young leader for entertainment based on the educational, the social, the physical and the spiritual. The S.A.T. tests of five-year-olds, ranging from seventh graders to high schoolers, are currently taken "judo" from a boy in another of the church's leader Shirley is learning this art of self-defense right along with them.

The other hobby that has supplanted tennis, swimming and skating in Miss Dinsdale's life is her work with the Sandy Arthur Memorial Bedside Circuit.

"Considering that there is still no regular organization, it is coming along very well," Shirley explains with satisfaction. What she doesn't add is that she alone has been responsible for getting together and passing on television sets among children confined at home with rheumatic heart or arthritis. As each child improves or has kept the set a certain number of weeks the television set passes along the bedside circuit to another home and another overjoyed child. All the sets with the exception of one, which established the Memorial, have been donated as a result of Shirley's pleas.

Only one thing seems to cause this placid miss any annoyance.

"You know, I can visit dozens of homes and let the children handle Judy to their heart's content. They are quite satisfied just to sit and hold her. I can walk off and count on them to treat her nicely and respect the fact that she is another's possession. But let me get into a roomful of adults and I have to be on the alert every moment to keep them from poking inside Judy's head and neck to see what makes the poor little thing work. I just can't trust adults with 'Judy'!

**Men of Music: Curt Massey**

(Continued from Page 7)

many shows including "Plantation Party," Red Skelton, and the Andrews Sisters programs. His popularity became impressive enough in 1941 for him to have his own show, "Starring Curt Massey," which was heard on 133 cross-country stations. His present half-hour stint on ABC gives him many chances to show presence, listenership, only a fine voice but also a pleasantly jovial manner with his cast and guests.

Although Curt sings popular songs on his show, many of his fans have repeatedly requested that he render at least one old-time folk song during the program—favorites like "Red River Valley" and "Tumbling Tumbleweeds," that could be done in a style reminiscent of his days with the "Westerners." It sounds like a good idea . . . why not, Curt Massey?

**Video in Review**

(Continued from Page 15)

the show improve by next week? Would the link between live action and the animated be made less obvious? Would the story adaptations be strengthened into as strong fare as the writers (Woolrich, for instance) intended?

The suspense will lessen into satisfaction with the weeks, undoubtedly, for anything wrong with this first show, "Revenge," the Cornell Woolrich story of adventure against a Cuban background, lies in production, not in ideas, talent or camera work.

The initial productions of nearly all shows on nearly all outlets have been liable to plenty of constructive criticism, and Auto-Lite's parallel of their radio chiller was no better or no worse, basically, than any of the others.

The idea of injecting film into the live action is an ideal way of keeping things moving. Outdoor shots, used the same principals, in this case Eddie Albert and Marco (both of whom turned in fine performances), allowed for a full chase up and down ladders, in and out of alley and all around, with the same crew of fascinated by-standers pictured that a real chase would find in attendance. When this show gets going full steam ahead, it will be one of the liveliest on the channels.

**GAGS OF THE WEEK**

(Continued from Page 11)


**RADIO and TELEVISION LIFE**

"Judy's Partner"

(Continued from Page 4)

**Men of Music: Curt Massey**

(Continued from Page 7)

**Video in Review**

(Continued from Page 15)
from the song-writer. In addition to obtaining the releases, there is the problem of keeping lyrics in "good taste." It is a network policy, for the enjoyment of their listeners, to keep questionable ideas out of songs. The Music Clearance department makes sure that if there is anything improper in the wording, the lyrics are revised.

No Life of Riley

It may sound easy to you just to find out what the music is going to be on shows such as Bing Crosby, Meredith Willson, "Railroad Hour," Groucho Marx and Kay Starr (han-

Songpluggers also keep Martie busy with phone calls and visits to her office on Tuesdays and Fridays. After contacting the music agents or directors of the night clubs and bands to have their song played on the air, they check with her to make sure the tune has been cleared.

Show Contacts Vary

All the shows are different, and Martie works with either composer, agency or director, from whom she gets the information on every note that it is to be played on the air. On dramatic shows there is an overlapping in the studio on clearance, and when a complete musical production is planned (like the "Railroad Hour") the entire show is cleared as a unit by both the Music Rights department and the Continuity department. However, the right to dramatize music has to be specially obtained.

Many theme songs and commercials are cleared on a "blanket basis." When shows from hotels and night clubs are aired, Martie contacts the leaders. There is a stipulation that no tune may be used more than once in two hours, according to the starting time of the show. That's why record programs on the same network are usually placed at intervals. "But," said Martie, "we don't know what shows playing from other cities on our network are going to do. We just worry about what is going on here in Hollywood."

Hawthorne Gets His Way

An interesting note is that no melody may be ridiculed. When asked about the notorious B.J.B. Jim Hawthorne show, Martie agreed that it had presented an explanatory problem with New York. Hawthorne, with his own inimitable style of, pardon the expression, playing music, didn't ridicule tunes quite so much (Please Turn to Page 39)
I N PRESENTING radio adaptations of the work of leading screen directors, NBC's "Screen Directors' Guild" series is doing the movies a valuable public relations job. Heretofore, radio has spotlighted the work of movie stars almost exclusively. On this new program, an effort is being made to point out to the public that directors, not stars, are the backbone of the industry.

Interestingly enough, the two men behind all this dramatic activity are radio people. Producer Howard Wylie and scripter Dick Simmons (who shares writing chores with Milton Geiger) are the behind-the-scenes powers in presenting the screen director to his public.

**Week's Work**

Some of the problems facing the staff are unique in radio drama. Wylie's major worry is in casting radio voices that will be sufficiently reminiscent of those in the original movie. Many times the leading roles are taken by the same players who starred in the picture. More often, however, major supporting roles are filled by radio thespians. Wylie schedules long sessions of voice tests to fill these. With assistant Bill Karns, Wylie spends Monday selecting three or four players to audition for each role. Tuesday, he and scripter Simmons (or Geiger) go to a movie to see the original movie which they will transfer to the air by the following Sunday. Wednesday, the actors go through a series of voice tests to determine the final casting. A record of the show is cut and played back, scene by scene. At this point, a complete re-write job may be in order. This may go on through the dawn, opines scripter Simmons. Special care is taken to preserve the highlights of the original film, above all. The sound men take pride in finding the exact effects needed. "If we don't have it, we'll invent it," is their creed. For their production of "Let's Live a Little," they needed the sound of Robert Cummings's nerves. Two days of research and work, right up till ten minutes of curtain time, produced the sound of nerves, an important gimmick in the show. Between Wednesday and Saturday, musical director Henry Russell dreams up a complete score for the radio adaptation of the current movie. Sometimes, if the original music had been important to the atmosphere of the movie, he adapts the original score. "Bury Me Not on the Lone Prairie" was used in John Ford's "Stagecoach" so atmospherically that it was retained by Russell for the radio version. Russell's copyists are usually up all night reading the music for the Saturday rehearsal. Sunday, the show is put together with sound and music and voice "stand-in" for the star. The star shows up for the dress rehearsal, and according to producer Wylie is usually amazed to find that everything is done and all that is needed is the final dress rehearsal.

**Writers' Job**

Simmons and Geiger, the two writers who alternate each week, usually see the original film and then work from the shooting script in adapting the story to the air. The writer makes notes on the important lines of the script, marking the jokes and situations that gave the film its particular audience appeal. He gleams two
or three pages of these notes, breaks them down into a scene outline and then throws the original script aside. Some original dialogue and many of the characters are retained, others are cut. “You can’t be literal,” says Simmons. “If you were, you’d lose everything. Movies are all plot, radio adaptations are themes or ideas.” Movies have one hour and twenty minutes running time. The program has merely twenty-four and a half minutes to present the same story.

Producer Howard Wylie, a veteran of radio with such shows as the RCA “Magic Key,” General Electric Hour and NBC Great Plays series to his credit, has found the movie directors and stars extremely cooperative to work with. Most of the movie directors, however, are bothered by bad cases of “mike nerves.” Wylie doesn’t blame them a bit—in spite of the fact that they have been in the business for years, they have not made very many public appearances. “I’d feel the same way,” says the radio producer sympathetically.

Scripter Simmons, a twenty-three-year-old with experience in Canadian radio and the newspaper business, has also done some of the excellent adaptations heard on the NBC “University of the Air” series. He got into radio writing by the simple method of circulating the whole radio and movie industry with a form letter stating his talent! NBC called him in and found the enterprising young man was as talented at writing scripts as he was at letters. Both Simmons and Wylie were particularly pleased at the reaction of screen director William Seiter, the eminent creator of many famous movie comedies. The two had adapted Seiter’s “Hired Wife” for one of their broadcasts. Fifty-one laughs were clocked during the show. “Say,” remarked Seiter to the writing-directing pair, “this would make a wonderful movie!”

Robert Montgomery was heard in “Mr. and Mrs. Smith,” comedy originally directed by the eminent Alfred Hitchcock, center. Radio producer Howard Wylie is at right.
NO, THE HARRIS-FAYE SHOW HASN'T SWITCHED to CBS—this is Alice during a 1937 appearance on that net. A top movie musical star, Alice has proven herself just as popular on the air.

THE LANE SISTERS WERE TOPS IN RADIO AND MOVIE ENTERTAINMENT ten years ago. In addition to the "Four Daughters" series, they were singing stars with Fred Waring. Left to right, Priscilla, Lola and Rosemary.

THE ORSON WELLES of CBS's "Mercury Theater" really looked the "boy genius" tag that he had earned on Broadway in 1938.
FIRST ANNIVERSARY of "Lux Radio Theater" was celebrated with an appearance by Joan Crawford. Producer Tony Sanford pins on the orchid.

1936 was brightened with Eddie Cantor's discovery of child singing star Deanna Durbin. Deanna started her movie career off that year with "Three Smart Girls."

A TOP SINGING STAR of 1934 was pretty Lois Ravel, who looks practically 1949 style in this photo.

MOST POPULAR banjoist of all was Eddie Peabody, featured in L.A. stage shows and radio programs for many years.

"INNER SANCTUM" featured this young man in many hysterical roles. He's now a movie rave—Richard Widmark.

"April 3, 1946"
LEWIS ALLEN WEISS (CENTER), PRESIDENT of the Don Lee-Mutual Broadcasting System, congratulates award winners at the Hollywood Academy of Television Arts and Sciences Annual Award Dinner. Left to right: Charles Mesak, Don Lee Engineer, technical award; Mike Stoekey, "Pantomime Quiz," best program; Mr. Weiss; Shirley Dinsdale, holding "Judy Splinters," most popular personality; Stanley Rabin of Marshall Grant Realm Productions, "The Necklace," best film made for TV; and Klaus Landsberg, of KTLA, outstanding station achievement. (Otto Rothschild photos.)

CONNIE MAINES, A MOST TELEGERENCE PERSONALITY elegantly done up in silk and a new hair-do, was a big hit at the first awards dinner of the Academy of Television Arts and Sciences. Connie won the audience with her mellow rendition of "My Darling" and her jump treatment of "The Darktown Strutters Ball." Apparently the three-hour show from the dinner pleased home viewers as well. Many of them telephoned the station.

BILL THOMPSON WAS SNAPPED at the first awards dinner of the Hollywood Academy of Television Arts and Sciences, where he wowed a crowd with his duck, which he pulled from beneath his coat. The famous "Fibber and Molly" comic took time to tell about the need of every community in helping its youth ... not only one of his favorite subjects, but one of Bill's most energetic activities.

CHARLES MESA K, a television engineer for Don Lee, developed a "phase-fader," a device for changing black images to white ones on the video screen. For this feat he won the number one "Emmy." Shown presenting the gold statuette is Walter O'Keefe, master of ceremonies at the big dinner he'd earlier this spring.

CONNIE MAINES fields questions from the press at the Academy of Television Arts and Sciences Annual Award Dinner.
Trip to the Moon

(Continued from Page 6)

After things started so swimmingly, Bob and Dr. Cleminshaw walked on to a cyclotron display. Here Bob couldn’t resist it for a radio network master control and asked Dr. Cleminshaw what frequency he was broadcasting on. The real purpose of this intricate device was explained in detail, but if you’re still confused some morning, hating that certain last call to breakfast, you may be cheered no end by Bob’s informing you that the nucleus of the lithium atom is composed of three protons and four neutrons, and if an extra proton is added it will explode into two atoms of helium. The very wealthy miss this fun. They don’t get up early, so haven’t heard Bob Bence.

If you don’t get your science lesson on this six o’clock-in-the-morning stanza, six days a week, be patient. Bob is tremendously enthused about the Planetarium and the opportunity it offers a layman with bus fare. According to Mr. Bence’s Planetarium Dispatch, the big institution is building a new projection apparatus starting that it will surpass the unique “Trip to the Moon” devices used in past years. The design has now been completed and the patterns made for the castings. The equipment is being designed and built in the shops of the Griffith organization by George W. Bunton, Observatory Technician, and by Joseph A. Frame, Observatory Mechanic.

In addition to the moon journey, the future itinerary will include voyages to the planets Jupiter and Saturn, to Mars, to the sun and inner planets, to the clusters of our galaxy, to the gaseous nebulae and even to the greatest galaxies of space!

Thirty-five Years of Show Biz

Once Mr. Bence can be bought off the subject of his newest hobby, more personal data are available. Bob has been in business ever since he left his native Bijou on Lake Tahoe in 1914 to try his luck in San Francisco. There he started his own dance band, playing drums and doubling on the bull fiddle. He is married to a charming lady named Lillian, who shares his love of such outdoor life as swimming, riding,

Behind the Scenes

(Continued from Page 33)

as himself. Martie wired to New York that “he just likes to fool around with songs,” and uninhibited Hawthorne hoganed on.

Pomona College claims Martie as an alumnus with a Bachelor of Music degree. During her four-year course she majored in music theory and thinks that her academic knowledge of music has helped her work. Many times she will call by phone for a clearance and the party at the other end may hum or whistle anything from a four-line commercial to a symphonic chord which Martie can identify without too much trouble.

Aspired Vocation New Hobby

Her start in radio began when she graduated from school with an active interest in vocal arranging. “I wanted to find a job that had something to do with music,” she said. Martie landed a job in the script department at CBS in the fall of 1943. It led to a replacement in their music clearance office. In the fall of 1944, the Blue network broke away from NBC and there opportunized the making of a new Music Rights department for ABC. Martie became an assistant. She became head gal in 1945. Her competent assistant is Miss Reggie Shigo, a talented young actress.

“Wealthy miss this fun,” smiles Martie, “and I enjoy working with groups like the Skylarks and the Modernaires.” She is very earnest about her job, and cites as one of the biggest qualifications for her type of work, “You’ve got to have a sense of humor.”

golf and tennis.

While Bob is quick with the repartee, sincerity is his forte on the microphone. In every program he includes a ray of sunshine for invalids or those sick at home. His mail pull is tremendous, and listeners dutifully buy products he recommends. Bob gives his approval to nothing he hasn’t tested first.

As a comic he ranks with the best in the business, and friends take great delight in ribbing him. Not long ago he received a large number of inquiries about submarine sonics, and later there was a flurry of letters from fans expressing surprise that he had concealed from them his prowess as a ski high-jumper.

After a little detective work, Bob discovered that his colleague, Frank Hemingway, had slyly and authoritatively quoted Bence as “Commander Bence, the submarine sonics expert,” and later, in describing a European ski meet, had casually mentioned that Bence had once “placed second for the international prize” in a Switzerland jump from some frighteningly dizzy height in the Haute Alps!

April 3, 1949
**SEEN ON THE RADIO SCENE**

**"WHISPERING WOMAN"** Jeanette MacDonald laughs over the amusing incidents that occurred during her "Truth or Consequences" stint with engineer Joe Kaye and emcee Ralph Edwards. (Albin photo.)

**GEORGE SANDERS** (left) and Clyde Cadwell (center) present "Miss KFVD" title to Georgina Arthur, who won over 300 beauty entrants.

**YOUNG PATRICK JAMES Multy** interrupts dinner time for a photo session with Dennis Day, his lullaby-singing father.

**"AMERICA'S GOOD NEIGHBOR OF 1948,"** Miss Loretta-mary Gibson, accepts a $1,000 U.S. savings bond from "Breakfast in Hollywood's" Jack McElroy. Miss Gibson is the founder and superintendent of Mercy Hall Cancer Hospital in Detroit.

**BILL LEYDEN, POPULAR KPWB EMCEE**, joins the newly-married. Mrs. Leyden is the former Lynn Snow. The Leydens honeymooned in Ensenada prior to their return to Hollywood. (Gene Lester photo.)