IT'S "POPPY" TIME AGAIN, and NBC's Dennis Day and Barbara Eiler, Dennis's radio-show girl friend, observe the date with purchases from VFW Junior Vice Commander James W. Cothran, who was visiting here from South Carolina.

WHEN KMPC's Johnny Grant broadcast from the Los Angeles Orphanage recently, two stellar attractions of the show were Elizabeth Csondes (left), and Linda Lee Madera, who sang a duet. Clever combine who star in CBS's daytime mystery series, "Perry Mason" (right) is played by John Larkin, Joan Alexander is "Della Street." (CBS photo.)

SEEN ON THE RADIO SCENE

NO STRANGER TO RADIO is Jeff Chandler, whose film work partially resulted from such fine air chores as his role of "Mr. Boynton" in CBS's "Our Miss Brooks" series and who recently made his "Suspense" debut.

HE WAS INVISIBLE until this sketch, a composite based on 25,000 drawings submitted by youngsters from every state in the Union, brought to life "Sparky," other half of the "Big Jon and Sparky" combo on ABC's "No School Today" broadcasts. (ABC photo.)

CASH IN ON YOUR SPARE TIME

SELL WONDERFUL REGAL CHRISTMAS CARDS NOT OBTAINABLE ELSEWHERE

Here's the big money maker. Marvelous Christmas cards exclusive with our agents. $3 will be 1,000. Also 50 for 1.13. Name handsomely imprinted. 150 other boxes with proofs to 100%. Bonus. Free samples. Kit on approval.

REGAL GREETING CARD CO. Dept. TV-7, Ferndale, Michigan

TV-RADIO LIFE
(Formerly Radio-Television Life)
Member Audit Bureau Of Circulations

July 13, 1951 Vol. 23, No. 20
CARL M. HUGSBY, Publisher
Published Weekly at Los Angeles, California. Business and Editorial Offices: 634 Selma Ave., Los Angeles 28 (Hollywood Station), California. Phone Hillside 2573.

TV-Radio Life was entered as Second Class Matter September 14, 1948, at Los Angeles, under Act of March 3, 1917. Postal Subscription, $2.50 year, 25 each six months in U. S.A. Foreign $5.00 year. Single copies on sale at all leading Independent Grocers in Southern California. Single Copies by mail 40c. Address all communication and correspondence to TV-Radio Life. Subscribers please allow two weeks for change of address or to start a subscription.

EUGENE A. HUGSBY, Editor

Editorial Department: Jane Polgram, Assistant Editor; Mildred Rose, Edna Greenfield, Arlene Garber; Art Director, Ray Weller; Log Editors, Hal Julian, Bruce Cameron.

Advertising Manager: Walter O. Miles
Circulation Manager: Thelma Mallet, Route Manager: Armando De Castro. Office Manager, Georgia Claywood.

All material used by TV-Radio Life is specially prepared by its own staff writers and re-printing in whole or in part without publisher's permission strictly forbidden. Unsolicited manuscripts can not be accepted or returned.

Advertising Offices: San Francisco: Morgan Parratt, 57 Post St., Chicago; Lytle-Nieman, 332 S. Michigan Ave.
Are Your Stars Lucky?

Maybe So, Maybe Not, According to

Carroll Righter, KTTV Astrologer

By Mildred Ross

came a staunch believer in astrology.

Advice Sought

Today, he is successfully dedicated to two kinds of stars: those in the heavens and those in Hollywood. Numbered among his clients are such screen luminaries as Clark Gable, Jane Wyman, June Allyson, Gloria Swanson, Charles Boyer and Ronald Colman. Typical of Righter's influence on the stars—Hollywood, that is—is the case of the Tyrone Power-Linda Christian wedding. When Miss Christian and Power met and fell in love, she asked Righter when they should marry. They had selected one date, but Righter asked them to wait until January 27, a more propitious date. They did, and in gratitude Righter was invited to attend the Rome wedding ceremony.

Marlene Dietrich might have pre-

vented a broken leg had she heed-

ed Righter's warning not to go to the studio one badly aspected August 26. During the shooting a youngster seemed about to take a bad fall, and the actress, reaching out to save him, fell herself and broke her ankle.

Righter's prophecy—"August 26, a bad day for accidents, brought on by impulsive action. A child is involved."

Horoscopes apply to inanimate subjects as well. If Carroll has the exact date and time of incorporation of an organization he can chart a reading for the company or group.

In addition to Carroll Righter's detailed service to his clients—hourly and daily advice—he makes many lecture tours, writes magazine articles and has recently added a syndicated newspaper column to his many activities. During his television program the daily prognostications for each sign of the Zodiac are telecast. In lieu of a television set, the Los Angeles Times prints Carroll Righter's daily predictions.

Effervescent! Carroll Righter is always so popular that he has often departed from dinner parties famished and exhausted. However, such gala occasions are now prefaced with dinner at home, satisfying the inner man and fortifying him for a long evening of personal queries.

Page Three
Flashbacks!
No. 76 of a Series

FROM THE FILES OF NBC AND TV-RADIO LIFE comes this series of Flashbacks featuring the late and beloved Fanny Brice. This one is captioned: “For once Daddy is happy he told Baby Snooks to help him carve the Thanksgiving bird and she did not say ‘Why?’”

THIS PICTURE, PUBLISHED IN RADIO LIFE ON SEPTEMBER 10, 1944, shows the star in real life with her daughter Frances (Mrs. Ray Stark).

AT HER IMPISH BEST, Snooks harasses none less than Santa. Hanley Stafford, Snooks’ famed Daddy, originally auditioned the part as a one-time shot, never dreamed it would develop into a renowned role.

July 13, 1951
PHOTOGRAPHERS ALWAYS had a field day shooting a Snooks layout and NBC engineers probably had conniptions as the "terrible twos" attacked a sensitive mike with king-size wrench.

SNOOKS WAS ALWAYS seven years old. Miss Brice claimed she'd never be any older because she wasn't supposed ever to grow up. Snooks' universal appeal was her direct approach to any situation.

BABYKINS WAS FINALLY taken out of the Brice party repertoire and with a new name, Schnooks, was brushed up for Ziegfeld Follies in 1932 in a skit written by Moss Hart. She made her air debut in New York on "The Follies of the Air," then was forgotten until radio's "Good News of 1938," when Snooks (without the "ch") reappeared to stay until Miss Brice's death May 29, 1951.

WITH ANOTHER LATE GREAT of show business, Frank Morgan. The two appeared together on NBC's "Coffee Time." Once Miss Brice told RADIO LIFE: "The worst thing that can happen to you is to get the idea you are too good, that you can't be improved. And another way to defeat yourself is to say 'It's all luck. Mine happens to be bad luck.' You make your own luck.

BABY SNOOKS WAS "BORN" one night at a party. Fanry was doing a burlesque of the song "Poor Pauline" and sang it as a small child might. Guests named the characterization "Babykins."
ROMANCE Is Not His Dish

Ladies Sigh for Him, But This TV Crooner Spurns the Swooners

By Greta Greenfield

ANDSOME JOE GRAYDON, whose recordings and television programs have propelled him into prominence, is definitely "agin" the rapidly growing legend of his romantic appeal. Not that Joe doesn't appreciate and aspire to the adulation of his audience, but he'd rather be thought of as a "good Joe" than as a romantic idol.

To him, the popularity of the Joe Graydon show lies in the complete naturalness which he and his crew try to give to their two-hour five-a-week morning programs and one-a-week evening screening. "A basic sincerity and naturalness are the attributes that keep a video player popular," Joe explains. "Unlike movie or radio actors, the variety-show video entertainer isn't portraying someone else. The only personality he can project is his own, and when he does that every day, any pose he assumes is bound to be apparent to his viewers. You can't fool them." His own amazement at becoming the "housewives' heart-throb" is in keeping with this theory. Graydon isn't intentionally romantic.

Fan Mail

Joe is reluctant to talk about the average hundred letters that he receives every day which are full of praise from admiring females. But he can't deny the existence of one girl who has been writing him a love letter (Please Turn to Page 34).

July 13, 1951
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>Joanne Gray-Tips—30m.</td>
<td>2-KSTL</td>
</tr>
<tr>
<td>2:50</td>
<td>Paul Pierce—30m.</td>
<td>4-KNBH</td>
</tr>
<tr>
<td>3:15</td>
<td>Yellow Jacket—20m.</td>
<td>7-KTLA</td>
</tr>
<tr>
<td>7:30</td>
<td>Open House—Interview—15m.</td>
<td>11-KCTV</td>
</tr>
<tr>
<td>7:45</td>
<td>Hail the Champ—Juv’n—30m.</td>
<td>13-KTV</td>
</tr>
<tr>
<td>8:00</td>
<td>Women’s Wrestling—30m.</td>
<td>2-KSTL</td>
</tr>
<tr>
<td>8:45</td>
<td>Tom Harmon—Sports—5m.</td>
<td>8-KMBM</td>
</tr>
<tr>
<td>9:30</td>
<td>William Kenneally—News—5m.</td>
<td>4-KNBH</td>
</tr>
<tr>
<td>9:45</td>
<td>Perry Como—Music—15m.</td>
<td>7-KTLA</td>
</tr>
<tr>
<td>10:00</td>
<td>Roberta Quinlan—Revue—15m.</td>
<td>5-KTV</td>
</tr>
<tr>
<td>10:15</td>
<td>Terry Hope—Roundup—90m.</td>
<td>13-KTV</td>
</tr>
<tr>
<td>10:30</td>
<td>Arden Varieties—10m.</td>
<td>8-KNBH</td>
</tr>
<tr>
<td>10:45</td>
<td>Midnight Movies—90m.</td>
<td>11-KCTV</td>
</tr>
</tbody>
</table>

**FREE DOGS—FREE CATS**

See the most wonderful pets in the world!

**Calo Pet Exchange**

With FRANK WRIGHT

Every Friday, 7:30 p.m., KTV Channel 11

**FRIDAY TV LOGS**

See Page Ten for 9:00 A.M.—3:00 P.M. Daytime Log Listings

**This Week in TV**

In & Out of Focus (General Comment)

Rumors Are Flying

That pretty Patti Page and MGM didn’t see eye to eye on Patti retaining her TV rights while making movies for the moguls. So, no contract, and for our money, distinctly the studio’s loss. Dr. KTV (KTBH, here) “Your Hit Parade” will be replaced for the vacation days by a thriller called “Assignment: Man

On Our Cover

Martha, the "liltin’” Tilton is a native of Corpus Christi, Texas, but she headed even farther West to make her musical mark. Of course, as a tow-headed seven-year-old, she had no idea of the impact of her parents’ Los Angeles move, but by the time she graduated from Fairlawn High School, her sensational vocal chord won her local fame. A professional debut—at the Ambassador Coconut Grove, bespoke an auspicious start for the lovely youngster’s career.

Two years of vocalizing followed with the Hal Grayson band and more chirping as the original "miss" in Benny Goodman’s "Three Hits and a Miss" aggregation. Homesickness brought Martha back to Los Angeles, after two and a half years of touring with the Goodman group. She returned home to radio work where her own “Liltin’ Martha Tilton Time” program proved a springboard into many featured singing spots.

"Loch Lomond" and "And the Angels Sing" are two of Martha’s well-remembered records which have topped the million sales mark and established her as a platter artist. During the war, she toured service camps both stateside and overseas, and continued radio, recording and personal appearance dates.

Since 1948, Martha has shared singing honors on CBS’s "Curt Massey Time." The show has been on constant five-day-per-week schedule since its first performance, with Curt, Martha and Country Washburne’s band the smooth-working crew supplying good listening summer, winter, autumn and spring.
**SATURDAY TV LOGS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>5 News; Music-30m.</td>
</tr>
<tr>
<td>10:30</td>
<td>5 Tricks and Treats—Home—30m.</td>
</tr>
<tr>
<td>10:40</td>
<td>Western Film—60m.</td>
</tr>
<tr>
<td>11:00</td>
<td>Film Short—30m.</td>
</tr>
<tr>
<td>12:00</td>
<td>5 Western Movie—60m.</td>
</tr>
<tr>
<td>12:15</td>
<td>5 Date with Judy—Drama—30m.</td>
</tr>
<tr>
<td>12:30</td>
<td>2 Two Girls Named Smith—30m.</td>
</tr>
<tr>
<td>12:50</td>
<td>Faith Baldwin Theater—60m.</td>
</tr>
<tr>
<td>13:00</td>
<td>Saturday Matinee—Movie—75m.</td>
</tr>
<tr>
<td>13:30</td>
<td>Faith Baldwin Theater—30m.</td>
</tr>
<tr>
<td>14:00</td>
<td>5 Movie—60m.</td>
</tr>
<tr>
<td>14:45</td>
<td>&quot;Arizona Roundup.&quot;</td>
</tr>
<tr>
<td>15:00</td>
<td>7 H'wood Fashion Time—30m.</td>
</tr>
<tr>
<td>15:30</td>
<td>5 Scouting in Action—Film—15m.</td>
</tr>
<tr>
<td>16:00</td>
<td>5 Smokey Rogers-WSf—2 hrs.</td>
</tr>
<tr>
<td>16:15</td>
<td>2 Michigan—45m.</td>
</tr>
<tr>
<td>16:30</td>
<td>3 Baseball—2 hrs.</td>
</tr>
<tr>
<td>17:30</td>
<td>5 Movie—75m.</td>
</tr>
<tr>
<td>17:45</td>
<td>&quot;She's in the Army.&quot;</td>
</tr>
<tr>
<td>18:00</td>
<td>Hopalong Cassidy—50m.</td>
</tr>
<tr>
<td>18:45</td>
<td>Neighborhood Theater—60m.</td>
</tr>
<tr>
<td>19:00</td>
<td>&quot;Private Secretary.&quot;</td>
</tr>
<tr>
<td>19:15</td>
<td>2 Parade of Events—Info—15m.</td>
</tr>
<tr>
<td>19:30</td>
<td>2 Grand Chance Roundup—30m.</td>
</tr>
<tr>
<td>19:45</td>
<td>3 Inside Baseball—10m.</td>
</tr>
<tr>
<td>20:00</td>
<td>Late Sat. Matinee—60m.</td>
</tr>
<tr>
<td>20:15</td>
<td>&quot;Vengeance of Rannah.&quot;</td>
</tr>
<tr>
<td>20:30</td>
<td>2 Ghost Rider—Movie—75m.</td>
</tr>
<tr>
<td>20:45</td>
<td>&quot;Rough Riding Rhythm.&quot;</td>
</tr>
<tr>
<td>21:00</td>
<td>5 Man's Best Friend—Polo—30m.</td>
</tr>
<tr>
<td>21:15</td>
<td>Western Movie—60m.</td>
</tr>
<tr>
<td>21:30</td>
<td>5 Super Circus—Revue—60m.</td>
</tr>
<tr>
<td>21:45</td>
<td>11 Crash Corrigan—Movie—90m.</td>
</tr>
<tr>
<td>22:00</td>
<td>&quot;Where Trails End.&quot;</td>
</tr>
<tr>
<td>22:30</td>
<td>Wrestling Match—60m.</td>
</tr>
<tr>
<td>22:45</td>
<td>5 Cowboy Thrills—Movie—60m.</td>
</tr>
<tr>
<td>23:00</td>
<td>7 Space Patrol—Juv'n—30m.</td>
</tr>
<tr>
<td>23:15</td>
<td>7 Beulah—Drama—30m.</td>
</tr>
<tr>
<td>23:30</td>
<td>Late Sat. Matinee—60m.</td>
</tr>
<tr>
<td>23:45</td>
<td>&quot;Killing of the Sea.&quot;</td>
</tr>
<tr>
<td>21:15</td>
<td>2 Editor's Round-Up—15m.</td>
</tr>
<tr>
<td>22:30</td>
<td>It's Up to You—30m.</td>
</tr>
<tr>
<td>22:45</td>
<td>&quot;The Great Series of Red Cross Films.”</td>
</tr>
<tr>
<td>23:00</td>
<td>5 H'w'd Jr. Circus—Revue—30m.</td>
</tr>
<tr>
<td>23:15</td>
<td>5 Fantastick Studios—30m.</td>
</tr>
<tr>
<td>23:30</td>
<td>7 Gene Autry—Movie—30m.</td>
</tr>
<tr>
<td>23:45</td>
<td>7 Trouble With Father—30m.</td>
</tr>
<tr>
<td>00:00</td>
<td>11 Home Folks Hayride—Wtn—60m.</td>
</tr>
<tr>
<td>00:15</td>
<td>With Carolina Cotton—30m.</td>
</tr>
<tr>
<td>00:30</td>
<td>7 Sam Levenson Show—30m.</td>
</tr>
<tr>
<td>00:45</td>
<td>Morey, Amsterdam &amp; Son.</td>
</tr>
<tr>
<td>01:00</td>
<td>4 &quot;The Story of Metal&quot;—30m.</td>
</tr>
<tr>
<td>01:15</td>
<td>7 Tim McCoy—Movie—90m.</td>
</tr>
<tr>
<td>01:30</td>
<td>7 Soapbox Theater-Juv'n—30m.</td>
</tr>
</tbody>
</table>

---

**JULY 14th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00</td>
<td>2-KTSL</td>
</tr>
<tr>
<td>2:15</td>
<td>8-KMBF-TV</td>
</tr>
<tr>
<td>2:30</td>
<td>4-KNBH</td>
</tr>
<tr>
<td>2:45</td>
<td>9-KFI-TV</td>
</tr>
<tr>
<td>3:00</td>
<td>5-KTLA</td>
</tr>
<tr>
<td>3:15</td>
<td>11-KTV</td>
</tr>
<tr>
<td>3:30</td>
<td>7-KECA-TV</td>
</tr>
<tr>
<td>3:45</td>
<td>13-KLAC-TV</td>
</tr>
<tr>
<td>4:00</td>
<td>Summer Theater—Drama—60m.</td>
</tr>
<tr>
<td>4:15</td>
<td>Wedding Bells—Hum. Int.—30m.</td>
</tr>
<tr>
<td>4:30</td>
<td>2 Beat the Clock—Quiz—30m.</td>
</tr>
<tr>
<td>4:45</td>
<td>1 One Man's Family—30m.</td>
</tr>
<tr>
<td>5:00</td>
<td>7 Stu Erwin Show—Revue—30m.</td>
</tr>
<tr>
<td>5:15</td>
<td>With Clovis Young.</td>
</tr>
<tr>
<td>5:30</td>
<td>11 Request Theater—90m.</td>
</tr>
<tr>
<td>5:45</td>
<td>&quot;Isle of Destiny.&quot;</td>
</tr>
<tr>
<td>6:00</td>
<td>&quot;Waves of the Century.&quot;</td>
</tr>
<tr>
<td>6:15</td>
<td>13 Hometown Jamboree—60m.</td>
</tr>
<tr>
<td>6:30</td>
<td>8 Feature Film—60m.</td>
</tr>
<tr>
<td>6:45</td>
<td>4 Doodles Weaver—Revue—30m.</td>
</tr>
<tr>
<td>7:00</td>
<td>7 Paul Whiteman—Juv'n.—60m.</td>
</tr>
<tr>
<td>7:15</td>
<td>It Pays to Be Ignorant—30m.</td>
</tr>
</tbody>
</table>

---

**THE BEST TV logs**

*Buy TV Radio Life EVERY WEEK and put LIFE IN YOUR LOOKIN' and LISTENIN'. 10¢ at your market. Ask for It Today*

**Hunt**... Rosalind Russell's name is up again for a TV show, with CBS-TV on the other side of the dotted line.

*Hour-long operas, done in English, may once again lighten our TV screens. NBC-TV is planning a series of eight, to begin next fall. Offerings are being written from numerous other languages, by writers Carlo Menotti. ... Smilin' Ed McConnell may move to CBS, and may also switch his show from p.m. to a.m. still on Saturday. ... Vaughn Monroe's musical may soon appear on the TV screen. ... Jack Haley is preparing himself, and a show, for another plunge into the TV pool. ... If you like both Kate Smith and Arthur Godfrey immensely, get another TV set. They will appear opposite one another, come fall. (Shades of radio)! ... "The Amazing Mr. Malone" take form for ABC-TV fans next fall. Wonder if movie-man Frank Lovejoy will be doing his old role as principal? ... TV versions of both "The Egg and I" and "My Friend Flicka" show up this fall. Eddie Albert and Diana Lynn do the first; Marie Wilson, naturally, the latter. "Gerard," that delightful Henry Morgan sidekick, has a comedy TV'er brewing for next fall.

**Looks Like**

Peggy Ryan and Ray McDonald, last season accounting for four guestings on the Bertie TV show, met with such a great reaction that the duo has been inked for six show-stopping song and dance appearances on the 51-52 "Texaco Star Theater" telecasts. ... If you thought you saw a swinging through the trees the other day—you did. The simian is a lost pet, and the owner is looking for it. We know because we saw the usual "ad" on KTTV's "Classified Column" one afternoon last week. ... Jack Boyle and Joyce Horne are the new dance team on KTTV's "Tiny Minstrels." Boyle is the son of Johnny Boyle, who is recognized as one of the greatest of the early minstrel dancers. Father and son are together in the staging of Jimmy Cagney dance routines for the movies. Young Boyle will re-create some of the famous tap dances of the top hoofers of the old vaudeville days during his Sunday "Minstrels" appearances. The well-known "Poetry in Motion" of Primrose and West, and dances of Eddie Leonard are included. "Wrasler" Dangerous Danny McShain has already selected one letter from the thousands he received asking for the "privilege" of owning one of his famous robes. First recipient is Byron W. Yoden, a World War I paraplegic undergoing treatment at the Long Beach Veterans Hospital. Danny has six robes to go, fellahs. One of the first films for the U.S. Air Force, made especially for television, is under way at Jerry Fairbanks Productions. Title is "The Mount Clemens Story." Pabst, the beer company whose name accompanies some of our top TV and radio sports coverages, isn't about to take theater TV's club at boxing without making its own pitch. It has entered negotiations with the IBC, that's International Boxing Club, for the upcoming Joe Louis-Exard Charles
TV-RADIO LIFE
JULY 13, 1951

SUNDAY TV LOGS

8:15 13 Inspirational Hour—Rel.—60m.  
9:15 13 Hitching Post—Movie—75m.  
10:30 13 A Home to Live In—Home—30m.  
10:55 5 Sunday Reveue—5m.  
11:00 5 Guest Appearance—60m.  
11:30 7 Western Movie—60m.  
12:30 7 Faith for Today—Rel.—30m.  
1:00 5 Western Movie—60m.  
1:25 13 Basketball Doubleheader—4 hrs.  
2:00 5 Twin Movies—60m.  
2:30 8 Sam Levenson—30m.  
2:45 11 Garden Chats—Tips—15m.  
3:00 5 Movie—90m.  
3:30 8 Mr. Wizard—Junior—30m.  
4:00 4 Mr. Wizard—Juv’n—30m.  
4:05 11 Movie—75m.  
4:15 2 Stranger Than Fiction—15m.  
4:30 2 Bonny Maid Varieties—30m.  
5:00 2 Movie Milestones—60m.  
5:15 11 Feature Film—75m.  
5:30 13 Inside Baseball—10m.  
5:45 4 Gabby Hayes—Juv’n—30m.  
6:00 2 Feature Film—60m.  
6:30 4 Zoo Parade—Info—30m.

If Your Market Doesn’t Carry TV-RADIO LIFE PHONE Hillside 9275

JULY 15th
2—KTLA 8—KFXM-TV 4—KNBH 9—KTLA 11—KTV 7—KECA-TV 13—KLAC-TV

11 Hands of Destiny—30m.  
13 Double Feature—Playhouse—75m.  

Union Pacific Railroad presents “SINGING RAILS”  
with Kirby Grant • Judy Clark  
KTLA Ch. 2—7:00 P.M.  
Don Shaw & the Ranch Hands

2:00 Singing Rails—Roundup—30m.  
4 Meet the Press—Panel—30m.  
5 Wild Bill Hickok—Jack’n’—30m.  
7 Bill Gwinn—Quiz—30m.  
10 The Ruggles—Comedy—30m.  
12 Tiny Stowe’s Minstrels—30m.  
7:30 2 This is Show Business—30m.  
8 Temple Theatre—Drama—30m.  
9 Nina Foch, Philip Reed in “Betrayer.”  
5 Racke Suits—90m.  
7 March of Time—News—30m.  
11 Sunday Movie—90m.  
7:45 13 Double Feature—Playhouse—75m.  
Water Bond in “Hitter, Dead or Alive.”  
11 Take the Town of the—60m.  
30m.  
7:00 2 Toast of the Town—60m.  
13 Take Five—30m.  
4 Weekly News Review—30m.  
7 On Trial—Panel—30m.  
7 March of Time—Info—30m.  
8:30 4 TV Rental Hall—30m.  
13 Marshall Plan in Action—30m.  
7 Steve Allen—Variety—30m.  
9:00 2, 8 Gen. Elec. Guest House—60m.  
4 John paraffing, Casey, Leavant, Guests: Lisa Kirk, John Sayo.  
4 Philco Playhouse—Drama—60m.  
5 Bandstand Revue—Music—60m.  
7 Secrets of Decorating—15m.  
9 Lending a Hand—60m.  
10 The Lady Craves Excitement.”  
13 Freedom Forum—Info—60m.  
10:00 2 Celebrity Time—Guests—30m.  
4 Garaway at Large—30m.  
5 Hovietown—Charades—30m.  
7 Dale Ranch—Roundup—30m.  
10:30 2 What’s My Line?—Panel—30m.  
4 Sunday Night Feature—75m.  
5 Roller Derby—60m.  
7 Youth on March—Info—30m.  
8 Break the Bank—Quiz—30m.  
11 KTV Newsrev—15m.  
13 Jimmy Dolan—Revue—30m.  
11:00 8 Youth on March—Info—30m.  
11:15 5 Final Edition—News—15m.  
11:30 5 Tele-Vespers—15m.

heavyweight championship tight from Pittsburgh. Brewery may go as high as $125,000 for the event, with AM and TV rights included under that bid. That’s about five times more than the nine movie houses carrying the Louis-Savold bout a few weeks ago.

Bing Crosby may turn out an experimental pilot film this summer, as reported, but if his applications to the FCC for TV stations go through, he’ll have no time to act. Bing is trying hard to buy a one-third interest in a Monterey, California, station; and he has an application in for a TV era for Tacoma, and Yakima, both in Washington.

ABC-TV’s “The March of Time” will discontinue motion picture production to concentrate on TV fare.

The Electric League of Los Angeles is the first to get off the dime and actually do something about seeing that the populous who are baseball happy will have a chance to see the World Series. The Committee has been consulting with AT&T to work out an effort to speed completion of the link between Omaha and San Francisco by October—World Series time.

The FCC won’t be able to expedite a fifth of the “free for all” TV changes and ultra-high frequencies this summer, as planned. We don’t know why not, and if the words “an analysis of comments on the proposed allocation plan makes such action impossible” mean anything to you—let us know.

Louis D. Snader, head of what’s in TV, started his last telescisions roll of last week, Glenny Simms and the Harmonics will be on parade. Also, due to Gene Norman’s success at his task of tying together the telecisions for KNBR, a contract with Snader is in the offering for the d.j. He will be filmed doing a series of introductions for the three-minute musicals.

Pertaining to preliminary estimates, 347 new members were brought into the Academy of Television Arts and Sciences during the week-long campaign. Just completed members represent all branches of the industry — including station topers, stars and technical heads of both TV and motion-pucture TV branches. Mal...
See Page Ten for 9:00 A.M.-3:00 P.M. Daytime Log Listings

3:00 2 Jeanne Gray Show—Tips—30m.
4  Paul Pierce—30m.
5  Cowboy Theater—Movie—75m.
6  Come to the Kitchen—45m.
7  Jarvis Movie—90m.
8  Suspects Wanted—info—10m.
9  Fashion Magic—Tips—30m.
10  Chef Milani—Home—30m.
11  New Horizons—Travel—30m.
12  Carroll Righter—15m.
13  Astrology and Guests.
14  Steve Allen—Variety—30m.

THE HOLLYWOOD FASHION
AND BEAUTY EXPERT

RITA LA ROY
In a Half-Hour Show
"GLAMOUR SESSION"
9 For Youth And About Women
KNBH—4—Mon. at 4:00

4 Glamour Session—Tips—30m.
With Rita La Roy.
9 Picture Party—Movie—90m.
"Condemned to Live," Misch A. Cast.
11 Billie Burke—Int’vw.—30m.
4:30  Stu Wilson Show—30m.
11 Ladies Matinee—30m.
13 Ald. Conf’d—60m.
6:00 2 Ghost Rider—Movie—60m.
"Phantom Patrol!"
4 Boots n’ Saddle—Juv’n.—15m.
5 News, Music—20m.
8 Film Short—15m.
11 Range Riders—Roundup—90m.
"Lucky Larrigan," Rex Bell.
5:15 8 Space Cadet—Juv’n.—15m.
5:20 5 Police Calls—Info—10m.
5:30 4 Howdy Doody—Juv’n.—30m.
5 Cowboy Thrills—Movie—60m.
8 Views & Cues—10m.
11 KFTV—newsroom—20m.
13 Hitching Post—Movie—60m.
"Utah Kid."
5:40 8 Crusader Rabbit—Juv’n.—5m.
5:45 8 Channel 8 Crusader—Juv’n.—45m.
5:50 9 KFTV Univ.—Info—55m.
6:00 2 Telematic—Juv’n.—15m.
4 Crusader Rabbit—Juv’n.—5m.
7 Space Patrol—Juv’n.—72m.
6:05 4 Komedy Klub—Juv’n.—25m.
6:15 2 Billy Bill—Juv’n.—15m.
7 Space Cadet—Juv’n.—15m.
6:30 2 Kid Glovers—Juv’n.—30m.
4 Junior Theater—Juv’n.—15m.
5, 9 Time for Beany—Juv’n.—15m.
7 Foreman Phillips—Wt—30m.
11 Captain Video—Juv’n.—30m.
13 Ed Lyon—News—15m.
6:45 4 Evening Stars—10m.
5 Handy Hints—Tips—15m.
8 Newsreel—15m.
9 Action Theater—65m.
13 Deadline.
13 Christie Comedy—15m.
6:55 4 Elmer Peterson—News—5m.
7:00 2 Hawthorne Here Tonight—30m.
7:05 4 Agua Caliente Races—30m.
9 Newsreel—15m.
12:15 2 St. Louis—15m.
13 Midnight Movie—75m.
"City of Missing Girls."

JULY 16th
2—KTSI—8—KFMS-TV
4—KNBH—9—KFTV
5—KTLA—11—KTV
7—KECA—TV—13—KLAC-TV

kind of "minded," to our way of thinking!

He and his sidekick, sixteen-year-old Carl Weinzer of Newark have been adapting black and white receivers for color for several years. Carl’s Motorola TV set was adapted by them for under one dollar. "Two resistors and a couple of controls are all it needs," casually explains Bobby. "A boy’s own set, a Crosley, was changed over for about fifteen dollars. He explained it was a more complicated job.

Sounds like a good way to keep your children off the streets—just have them convert your set for color reception! You will also save yourself some money. From all we have heard and read, adapters and converters necessary to pick up color casts on a black and white set were to have cost from fifty to $200. Wonder where the difference comes in?

Stop, Listen, Look (Show Es]

"Jessie DeBoth's TV Notebook"

Tuesday, 2:30 p.m.
KECA-TV, Channel 7.

One of the country’s best known home economists, Jessie DeBoth, brings

Monday thru Friday 9 a.m. to 3 p.m.

9:00 13 Joe Graydon—Records—2 hrs
11:00 7 Foreman Phillips—Wt—60m.
11:15 3 Mike Roy—Home—90m.
12:00 7 Adventures in Food—90m.
12:15 8 Miss Susan—Drama—15m.
12:30 8 Strike It Rich—Quiz—30m.
1:00 2 Strike It Rich—Quiz—30m.
11 Bonus Bids—60m.
1:15 4 Food for Thought—Home—15m.
1:30 2 Armchair Traveler—Film 15m
1:45 2 Garry Movie—Revue—45m.
2:00 4 Bill Stuha Show—60m.
2:15 5 Garry Movie—Revue—45m.
2:30 1 Miss Susan—Drama—15m.
2:45 13 in a Light Veil—Info—30m.
3:00 11 Bonus Bids—60m.
3:15 4 Superman—Home—15m.
3:30 8 Miss Susan—Drama—15m.
3:45 13 in a Light Veil—Info—30m.
4:00 11 Bonus Bids—60m.
4:15 4 Food for Thought—Home—15m.
4:30 2 Armchair Traveler—Film 15m
4:45 2 Garry Movie—Revue—45m.
5:00 4 Bill Stuha Show—60m.
5:15 5 Garry Movie—Revue—45m.
5:30 1 Miss Susan—Drama—15m.
5:45 13 in a Light Veil—Info—30m.
6:00 11 Bonus Bids—60m.
6:15 4 Superman—Home—15m.
6:30 8 Miss Susan—Drama—15m.
6:45 13 in a Light Veil—Info—30m.
7:00 4 Superman—Home—15m.
7:15 8 Miss Susan—Drama—15m.
7:30 13 in a Light Veil—Info—30m.
7:45 8 Miss Susan—Drama—15m.
8:00 13 in a Light Veil—Info—30m.
8:15 8 Miss Susan—Drama—15m.
8:30 13 in a Light Veil—Info—30m.
8:45 8 Miss Susan—Drama—15m.
9:00 13 in a Light Veil—Info—30m.
9:15 8 Miss Susan—Drama—15m.
9:30 13 in a Light Veil—Info—30m.
9:45 8 Miss Susan—Drama—15m.
10:00 13 in a Light Veil—Info—30m.
10:15 8 Miss Susan—Drama—15m.
10:30 13 in a Light Veil—Info—30m.
10:45 8 Miss Susan—Drama—15m.
11:00 13 in a Light Veil—Info—30m.
11:15 8 Miss Susan—Drama—15m.
11:30 13 in a Light Veil—Info—30m.
11:45 8 Miss Susan—Drama—15m.
12:00 13 in a Light Veil—Info—30m.
12:15 8 Miss Susan—Drama—15m.
12:30 13 in a Light Veil—Info—30m.
13:00 8 Miss Susan—Drama—15m.
### TV-RADIO LIFE

**JULY 17th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00</td>
<td>2-KTSL</td>
<td></td>
</tr>
<tr>
<td>2:10</td>
<td>8-KFMB-TV</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>Local News</td>
<td></td>
</tr>
<tr>
<td>2:50</td>
<td>Movie Theater</td>
<td></td>
</tr>
<tr>
<td>3:10</td>
<td>People in News</td>
<td></td>
</tr>
<tr>
<td>3:40</td>
<td>Front and Center—Revue</td>
<td></td>
</tr>
<tr>
<td>4:10</td>
<td>Tom Harmon—Sports</td>
<td></td>
</tr>
<tr>
<td>4:40</td>
<td>Willow—Panel</td>
<td></td>
</tr>
<tr>
<td>5:10</td>
<td>的話面剧—50m.</td>
<td></td>
</tr>
<tr>
<td>5:20</td>
<td>Premier Theater—20m.</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Nine o’Clock Movie—90m.</td>
<td></td>
</tr>
<tr>
<td>5:40</td>
<td>Clete Roberts—News—15m.</td>
<td></td>
</tr>
<tr>
<td>6:10</td>
<td>Eight o’Clock Movie—90m.</td>
<td></td>
</tr>
<tr>
<td>6:20</td>
<td>Ina Ray Horton—Revue—60m.</td>
<td>KTLA</td>
</tr>
<tr>
<td>7:00</td>
<td>Shadow of the Cloak—30m.</td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>Eastside Theater—90m.</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Spanish Theater—Movie—75m.</td>
<td></td>
</tr>
<tr>
<td>8:20</td>
<td>Joe Adams—Movie—75m.</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Premier Theater—90m.</td>
<td></td>
</tr>
<tr>
<td>8:40</td>
<td>EIGHT O’CLOCK MOVIE—90M.</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Shadow of the Cloak—30m.</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Premier Theater—90m.</td>
<td></td>
</tr>
<tr>
<td>9:40</td>
<td>Ina Ray Horton—Revue—60m.</td>
<td>KTLA</td>
</tr>
<tr>
<td>10:00</td>
<td>Shadow of the Cloak—30m.</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Eastside Theater—90m.</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>Spanish Theater—Movie—75m.</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>Joe Adams—Movie—75m.</td>
<td></td>
</tr>
<tr>
<td>11:40</td>
<td>Premier Theater—90m.</td>
<td></td>
</tr>
</tbody>
</table>

### NEWS OF THE FILM CAPITOL INTERVIEWS WITH LEADING STARS

**Sheilah Graham in Hollywood**

4 Sheilah Graham—15m.
9 Movie Lines—90m.

4 Sheilah Graham—15m.
9 Movie Lines—90m.

### TV-LOGS

#### See Page Ten for 9:00 A.M.-3:00 P.M. Daytime Log Listings

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>Jeanne Gray—30m.</td>
<td></td>
</tr>
<tr>
<td>3:20</td>
<td>Paul Pierce—30m.</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>7 Cowboy Theater—Movie—75m.</td>
<td></td>
</tr>
<tr>
<td>4:10</td>
<td>Jarvis Movie—90m.</td>
<td></td>
</tr>
<tr>
<td>4:50</td>
<td>“Girl Who Forgot”</td>
<td></td>
</tr>
<tr>
<td>5:10</td>
<td>Suspects Wanted—10m.</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Know Your Child—Panel—30m.</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Cast Milani—Home—30m.</td>
<td></td>
</tr>
<tr>
<td>6:20</td>
<td>Guest Book—Interview—30m.</td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Carroll Righter—15m.</td>
<td></td>
</tr>
<tr>
<td>6:40</td>
<td>Astrology and Guests</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Steve Allen—60m.</td>
<td></td>
</tr>
</tbody>
</table>

### We Point With Pride

To Philco Television Playhouse’s presentation, on KNBH, of “Operation Airlift,” written by George Giroux, Jr., floor manager of KTVV. The lack of hokum, presence of a spirited and almost fantasticaly excellent way live action and film were combined put this hour head and shoulders above most TV fare we have seen. . . . To Tom Harmon’s wonderful manner with contestants on his KTSV Show. Occasionally, and only that, someone views sage tips from her video notebook each week. In a thirty-minute setting guaranteed to emphasize the pleasure as well as the art to be found in cookery.

Through a Tappix filming of her New York-originated tele-cooking sessions, Mrs. DeBoth’s initial coast show illustrated the soup-to-nuts planning that goes into a “state occasion” dinner. And the overall-to-table features were highlighted by audience participation which, while a trifle inane, did add color to the cuisine. Volunteer gentlemen from the audience were set to work peeling onions to go into the turkey and the like.

Jessie is, for better or worse, a funny-hats addict. She sports ludicrous chapeaux during her cookery demonstrations (one to a show) and every individual who steps into her on-stage kitchen is also gifted with a New Year’s Eve type topper. For the opening telecast, Jessie planned a flowered, bead-embellished net and among the unsuspecting gentlemen who stepped on stage, was one who left with a “Carmen Miranda” tuban gracefully balanced on his bald pate.

Aside from the old hat humor, Jessie evinces great know how with her stock-in-trade culinary arts. Because of time limitations, she had already prepared the different courses and the demonstratied on the show, and exhibited each finished product in turn.

A method of self-basting turkey, which is wrapped in cheesecloth soaked in short-ordered basting that doesn’t have to be basted while cooking, was among Jessie’s tips to viewers. She also demonstrated the making of egg roll, cranberry salad and other dishes for the dinner. Recipes for these are available to viewers writing her program care of ABC, New York City.

Commercial product mentions were worked into the show in an easy and spontaneous way. Since they included electric ranges, stoves, cleaners and food products, they were introduced into the picture quite naturally. A typical contest offers, through which entrants writing the best short letter on their first cooking experiences can win a de luxe refrigerator like the one Jessie uses on her teleshow, adds definite interest for viewers.

Jessie DeBoth brings expert know how to her program and her casual, assured manner should bring her many West Coast fans.
See Page Ten for 9:00 A.M.-3:00 P.M. Daytime Log Listings

WEDNESDAY TV LOGS

3:00 2 Jeanne Gray—Tips—30m.
3:00 4 Paul Pierce—30m.
3:15 7 Cowboy Theater—75m.
3:15 11 Come Into the Kitchen—45m.
3:30 13 Jarvis Movie—90m.
3:45 11 Carroll Righter—15m.
4:00 4 Steve Allen—60m.
4:15 8 Stu Wilson—60m.
4:30 9 Picture Party—Movie—90m.
4:45 11 Billie Burke—Int’s—30m.
5:15 7 Foreman Phillips—Wst’rn—11h.
5:30 3 Ladies Matinee—30m.
5:45 13 Al Jarvis, Cont’d.—60m.
6:00 5 Ghost Rider—Movie—60m.
6:15 4 Booth ‘n’ Saddle—Ju’vl.—15m.
6:30 5 News—Music—20m.
6:45 11 Range Riders—Roundup—90m.
7:00 9 Dynamite Canyon—Tom Keene
7:15 8 Space Cadet—Ju’vl.—15m.
7:30 5 Police Calls—Info—10m.
7:45 5 Howdy Doody—Ju’vl.—30m.
8:00 5 Cowboy Thrills—Movie—60m.
8:15 8 Views & Cus—10m.
8:30 9 KFTV Newsroom—20m.
8:45 13 Hitching Post—Movie—60m.
9:00 8 Crusader Rabbit—Ju’vl.—5m.
9:15 8 Channel 8 Corral—Wst’rn—45m.
9:30 5 KFTV Univ.—Info—25m.
9:45 2 Telecomm—Ju’vl.—15m.
10:00 4 Crusader Rabbit—Ju’vl.—5m.
10:15 7 Space Patrol—Ju’vl.—15m.
10:30 6 KFTV Klub—Ju’vl.—25m.
10:45 6 Boney Bill’s—Ju’vl.—15m.
11:00 7 Space Cadet—Ju’vl.—15m.
11:15 5 Fishing Alps—Sports—30m.
11:30 3 Buckskin Theater—Movie—60m.
11:45 8 “Land of Haunted Men.”
12:00 4 Junior Theater—Ju’vl.—15m.
12:15 8 Time for Beauty—Ju’vl.—15m.
12:30 7 Foreman Phillips—Wst’rn—30m.
12:45 11 Captain Video—Ju’vl.—30m.
1:00 13 Ed Lyon—News—15m.
1:15 6 Evening Stars—10m.
1:30 5 Handy Hints—Tips—15m.
1:45 9 Newreel—15m.
2:00 9 Action Theater—65m.
2:15 13 Film Short—15m.
2:30 65:55 4 Elmer Peterson—News—5m.
3:00 7 Your Big Moment—30m.
3:15 5 Newsreel—15m.
3:30 7 Stud’s Place—30m.
3:45 6 Film Short—15m.
4:00 11 Open House—15m.
4:15 13 Hi-Talent Battle—30m.
4:30 7 H’wood Real—15m.
4:45 5 Faye Emerson—Variety—15m.
5:00 11 KFTV Newsreel—15m.
5:15 7:30 2 Local News—5m.
5:30 4 Newspaper of the Air—15m.
5:45 5 Double Feature—60m.

7:00 Chance of a Lifetime—80m.
7:15 People in News—Info—15m.
7:30 Buster Keaton—Comedy—30m.
7:45 Tom & Country—Wst’rn—30m.
7:50 With Red Rose.
8:30 Tom Harmon—Sports—5m.
8:45 William Kenneally—News—5m.
9:00 KNBH Weather—5m.
9:15 TV’s Top Tunes—Music—15m.
9:30 Peggy Lee, Mel Torme.
9:45 Tex Williams Song Time—15m.
10:00 Arden Varieties—Revue—10m.
10:15 Comedy Time—10m.
10:30 8, 9 News—5m.
11:00 8, 2 Arthur Godfrey—Revue—60m.
11:15 4 Ford Festival—Revue—60m.
11:45 Stop the Music—Quiz—30m.
12:00 9 Eight o’Clock Theater—90m.

UNION PACIFIC RAILROAD

presents POLYZOIDES

KTTV Channel 11

Wednesdays 8:00 P.M.

11 Polyzoides—News—15m.
11 Cleo Roberts—News—15m.
11 Short Sports—15m.
11 “Bows and Arrows.”
11 Action Fishing—Sports—15m.
5 Feature Film—90m.
7 Press Conference—Panel—30m.
March of Time—News—30m.
11 Amateur Boxing—2 hrs.
13 Carrol Top Anderson—Wst’rn—30m.
9:00 2 Chuckie Wild—Drama—30m.
9:15 4 Feature Revue—60m.
9:30 7 “Man in the Goldfish Bowl.”
9:45 Gene Autry—Movie—30m.
10:00 10 Boxing—45m.
10:15 4 Break the Bank—Quiz—30m.
10:30 5 City at Night—Info—90m.
10:45 7 Jerry Colonna—Comedy—20m.
11:00 4 News—5m.
11:15 7 Blind Date—10m.
11:30 8 Boxing—60m.
11:45 11 KTTV Newsreel—15m.
12:00 13 Ed Lyon—News—5m.
12:15 4 Gene Norman—60m.
12:30 13 Owl Movie—75m.
12:45 2 Bill Syms—Sports—15m.
1:00 11 Club Eleven—45m.
1:15 2 Peter Potter—Records—60m.
1:30 7 Champagne Party—Music—5m.
1:45 5 Final Edition—5m.
2:00 11 Newsreel—15m.
2:15 11 Midnight Movies—75m.

JULY 18th

JULY 13th 1951

TV-RADIO LIFE

The above-titled show took on television embodiment in the most de-
THURSDAY tv LOGS

See Page Ten for 9:00 A.M.-3:00 P.M. Daytime Log Listings

THURSDAY tv LOGS

JULY 19th

2-KTSI 8-KFMB-TV
4-KNBN 9-KF-TV
5-KTLA 11-KTV
7-KECA-TV 13-KLAC-TV

10:45 5 Beat the Champ-45m.

11:00 2 Treasure Film-75m.
11:00 13 You Asked for It-30m.
11:15 2 Telescopes Digest-30m.
11:20 9 Telex William Presents-30m.

Regal Pal£-Tops in Beer presents
Tops in Wrestling
WITH DICK LANE
The Main Event Thurs. 10:15 M.
CHANNEL 5, KTLA

7 Movie-60m.
8 Stop the Music-Quiz-30m.
10:15 11 Alert for News-Quiz-30m.
With Knox Manning.
10:20 13 Inside Baseball-10m.
10:30 2 Crime Photos-Drama-30m.
10:35 4 News-5m.
11:00 13 Ed Lyon-News-5m.
10:35 4 Gene Norman-Records-60m.
10:45 5 Wendy Men's Shop-45m.
11:05 13 Owl Movie-45m.
10:45 5 Beat the Champ-45m.
11:15 2 Club Eleven-45m.
11:00 2 Treasure Film-75m.
11:00 13 You Asked for It-30m.
11:15 2 Telescopes Digest-30m.
11:20 9 Telex William Presents-30m.

Regal Pal£-Tops in Beer presents
Tops in Wrestling
WITH DICK LANE
The Main Event Thurs. 10:15 M.
CHANNEL 5, KTLA

7 Movie-60m.
8 Stop the Music-Quiz-30m.
10:15 11 Alert for News-Quiz-30m.
With Knox Manning.
10:20 13 Inside Baseball-10m.
10:30 2 Crime Photos-Drama-30m.
10:35 4 News-5m.
11:00 13 Ed Lyon-News-5m.
10:35 4 Gene Norman-Records-60m.
10:45 5 Wendy Men's Shop-45m.
11:05 13 Owl Movie-45m.
10:45 5 Beat the Champ-45m.
11:15 2 Club Eleven-45m.
11:00 2 Treasure Film-75m.
11:00 13 You Asked for It-30m.
11:15 2 Telescopes Digest-30m.
11:20 9 Telex William Presents-30m.

Regal Pal£-Tops in Beer presents
Tops in Wrestling
WITH DICK LANE
The Main Event Thurs. 10:15 M.
CHANNEL 5, KTLA

7 Movie-60m.
8 Stop the Music-Quiz-30m.
10:15 11 Alert for News-Quiz-30m.
With Knox Manning.
10:20 13 Inside Baseball-10m.
10:30 2 Crime Photos-Drama-30m.
10:35 4 News-5m.
11:00 13 Ed Lyon-News-5m.
10:35 4 Gene Norman-Records-60m.
10:45 5 Wendy Men's Shop-45m.
11:05 13 Owl Movie-45m.
10:45 5 Beat the Champ-45m.
11:15 2 Club Eleven-45m.
11:00 2 Treasure Film-75m.
11:00 13 You Asked for It-30m.
11:15 2 Telescopes Digest-30m.
11:20 9 Telex William Presents-30m.

Thank You READERS
For Your Appreciative Response to the
NEW TV-LOGS*

in TV-RADIO LIFE

*The Best TV Logs In Town
Ear and Eye Inspire the Pen

Name and address withheld, Inglewood, Calif.

In regard to those people who write about Ina Ray Hulton's low-cut gowns, I think those hairy, half-nude wrestlers are a crime and a shame. We love Ina Ray's shows and never miss a one, but we never turn on those wrestling shows any more because those wrestlers sure could use more clothes.

Mrs. J. E. LaShells, 4333 N. Bixel, Los Angeles, Calif.

In my opinion as a TV fan, Joe Graydon is one of the finest personalities in television. Not only as an entertainer, but as an individual as well. I'm sure his fans, myself included, would welcome your excellent feature stories about him.

We agree. Look for the Graydon feature in our July 15 issue.

Shirley Cuffield, 402 E. Foothill Blvd., La Verne, Calif.

Watching the excellent coverage of the Patty Hull case was like a sharp slap in the face. I was shocked into the harsh reality of it. This might have been my child, it might have been the child next door. Like thousands of other mothers I was well aware that sex offenders walk among us. I had wept many, many times — but the real horror of it had not really touched me until I saw the video facts. Through the long hours of waiting for the searching parties to discover the little body, my heart went out to the mother who suffered so terribly. To the father who searched with the others. To the relatives who loved her. There has been much discussion pro and con as to the good or bad taste involved in an undertaking of this type on television. I can understand both sides — but perhaps we parents will have learned something from it. Perhaps we will work together in the future to avert those pitiful tragedies.

Surely something can be done to free this wonderful land of ours from the menace of the sex offender. If television is the answer, then by all means use it. I feel that the camera is the strongest form of education in matters of this type. I for one believe that television rendered a public service by bringing the facts before us.

George Wallace, 5829 South Compton Avenue, Los Angeles, Calif.

I wonder if any other viewers of the new TV show "So You Want To Be a Star" wonder why Haven McQuarrie, the director doesn't let the youngsters act instead of trying to be so funny himself? This is intensely irritating to a get me gags and hackneyed phrases went out with radio. Let's get some new gags if he insists on being the whole show. Maybe I am wrong, but I thought the show was to present young hopefuls in try-out for acting rather than time-worn corny cliches by the so-called director. This could be a good thing.

Another thing I don't approve of is a TV show subtitled "Ina Ray's clothes. Her gowns are exquisite and she looks luscious in them. What her show really needs is a good vocalist. Nuff said.


I'd like to put in a plug for something I think deserves lots of praise. It's the Gene Autry show on KECA-TV. The films are fine entertainment but the praise-deserving part is the commercials. I strongly believe these are the finest on TV. They show imagination and real thought which is something more television commercials could certainly do with.

N. Samuels, 1222 So. Dewey Avenue, Los Angeles, Calif.

In the new "Amos 'n Andy" series for TV, I was sorry to hear of the last minute changes. The parts really belong to the old favorites of Gosden and Correll.

"The Amos 'n Andy" parts were not last minute changes. The search for an appropriate "amos 'n Andy" and the rest of the cast, has been on for quite some time. Gosden and Correll never intended to play these roles, instead the whole Negro cast is intended to truly bring these beloved characters to life for us.

Morris Wood, 4201 Mui Rifle Road, Los Angeles, Calif.

No one seems to have hit on my pet affectionate on radio and TV. Why, do radio and TV people feel they must repeat again and again those expressions "you know" and "you see" in order to give a well-rounded commercial? Some personalities say these so often that they get to be "yuh nuh" and "yuh cee"; just count these on a fifteen minute program and you will agree with me that such butchering of the English language is dreadful.

Mrs. E. C. Wright, 21 E. 53rd Street, Long Beach, Calif.

Several years ago we in California had the pleasure of hearing Mary Margaret McBride on KNX every day. It was a must on my daily schedule. Has it slipped your mind, or didn't you ever hear her? I'm so glad she is back.

Rosemary Miller, San Diego, Calif.

Sometime ago you had a write-up by Mildred Ross about a program called "Animal Fair." I liked it very much, however, of late I cannot find it on any channel. Larry Cotton was the emcee and I would like to know what program he is on now or where

(please turn to page 17)
If you have the hard luck to have to wash clothes in hard water... DON'T resort to soap-substitutes and short-cut washing methods. Continued use of these methods is bound to turn your clothes dull and gray... leave your washing loaded with chemical deposits and accumulated dirt. If you want to banish the hard-water bugaboo... here's the sensible, scientific way to do it Switch to WHITE KING'S new "1-2." Try it in your automatic or conventional type washing machine. See how WHITE KING WATER SOFTENER softens your wash-water without forming scum. See how little WHITE KING SOAP it takes to make an abundance of rich, active, dirt-getting soapsuds. See how EASY it is to turn out a clean, sweet, color-bright wash... even in the hardest water, when you use the TWO.

**SOFTEN the water with WHITE KING WATER SOFTENER until the water feels slippery to the touch!**

**ADD enough WHITE KING SOAP to make a good 2 inches of standing suds!**

Some clothes are so grey and stained from the use of soap substitutes that they need to be RECONDITIONED, and we recommend a special washing as follows. Put clothes through one wash period, using 1 to 1½ measuring cups of White King Water Softener according to the capacity of your washer but use no soap! Rinse or spin clothes from this water. Then wash again, using both White King Water Softener and White King Soap according to the "1-2" method given above. (CLOTHES NEED TO BE RECONDITIONED ONLY ONCE.)
Handy Hints

By Dorothy Gardiner and Dick Gar- 
ton, stars of KTLA’s "Handy Hints." Monday through Friday, 6:45 p.m.

Each week we pick the best Handy Hint sent directly to TV-Radio Life, 6361 Selma Avenue, Hollywood 28, and use it, with your name and address, in this column as well as on the air over KTLA, Friday evening at 6:45. A lovely gift will be sent to everyone whose hint is used here as KTLA-TV-Radio Life Hint of the week.

Here is this week’s winner:
Helen Bolleau,
16558 Cortez,
Covina Highlands, Calif.

The hint is: AN OLD PIANO STOOL CAN BE CONVERTED INTO A REVOLVING DICTIONARY STAND. Make a lectern to fit the top of stool. The lectern can be simply a plain six-inch box sort of thing, open on one side. Put a molding of half round around the top edges to keep the dictionary from slipping off. Keep the dictionary on top and pencil and paper for notes in the open shelf under dictionary. This stand having casters, is easy to pull up to any chair when you’re studying or just reading, and the height can be swung to a convenient level.

AN OLD TEA SPONGE MAKES A HANDY PAINT MIXER. Just flatten out and drill five holes in the flat- 
ed part, then square it off. You can use the teaspoon for half or whole pints and a tablespoon for quarts, etc. It’s easy to clean, just clean in the same manner that you clean your brushes.

THE NEXT TIME YOU SERVE FRIED EGGS FOR SUNDAY BRUNCH, drop them in rings made with cans from which the tops and bottoms have been removed. The small tuna cans are ideal. The eggs will be uniform in size, the yolk in the center. Try it and see.

NOW THAT THE NEW SPRING LAWNS ARE COMING UP, you’ll find this a handy gadget. Take a jug box, attach a piece of wood across the box at one end. This will serve as the seat and you also will have a place to put the weeds (right in the box). This way there is no need to carry a separate box for the weeds and you are always in a comfortable position.

Radio Precasts

TIME CHANGES

SATURDAY, JULY 14—"This is Higgins, Sir," KFI, 7:00 p.m. (30 min). Formerly aired Tuesdays at 9:00 p.m., same station.

SATURDAY, JULY 14—"Marine Corps Show," KFI, 10:00 p.m. (30 min). Formerly aired same station and day at 11:30 p.m.

SUNDAY, JULY 15—"Martin Kane," KFI, 1:00 p.m. (30 min). Formerly aired at 1:30 p.m.

SUNDAY, JULY 15—"Carnation Contented Hour," KNX, 6:30 p.m. (30 min). Program moves into new time slot with its staff headed by the program of weekly male vocalists.

SUNDAY, JULY 15—"Philip Marlowe," KNX, 7:00 p.m. (30 min). Formerly aired Saturday at 6:00 p.m., same station.

TUESDAY, JULY 15—"Nightbeat," KFI, 9:00 p.m. (30 min). Formerly aired Saturday at 9:00 a.m., same station.

WEDNESDAY, JULY 16—"Yours Truly, Johnny Dollar," KNX, 6:30 p.m. (30 min). Formerly heard same day and station at 6:00 p.m.

WHAT’S NEW

Participation

FRIDAY, JULY 13—"Fan Mail," KECA, 5:30 p.m. (5 min). Jay Stewart will host and help them answer their fan mail.

SATURDAY, JULY 14—"Men Only," KFI, 7:00 a.m. (45 min). Ben Hunter, with poetry, chit-chat and a record or two.

MONDAY, JULY 16—"Perfect Husband," KECA, 4:00 p.m. (30 min). Emcee George Fenneman interviews four women and their spouses in effort to find what constitutes the "perfect husband." Show bowed July 9.

Drama

THURSDAY, JULY 12—"Silver Espie," KECA, 7:00 p.m. (30 min). Jim Ameche stars as a military Mounty in a series of adventure stories.

FRIDAY, JULY 13—"Defense Attorney," KECA, 8:00 p.m. (30 min). Mercedes McCambridge stars as a woman lawyer in "Defense Attorney" dramatic series.

TUESDAY, JULY 17—"American Portraits," KFI, 8:30 p.m. (30 min). Radio drama of distinguished Americans. Milton Katims conducts the NBC Symphony Orchestra and George Paulkner scripts the series.

WEDNESDAY, JULY 18—"Escapes," KNX, 8:00 p.m. (30 min). Adventure stories set in the world’s strange and out-of-the-way places.

WHAT’S PLAYING

Music

SUNDAY, JULY 15—"NBC Symphony Summer Serenade," KNX, 8:00 p.m. (1 hr). Victor Alessandro wields the baton and Dorothy Kirsten, soprano, guests.

MONGDAY, JULY 16—"Railroad Heur," KFI, 8:15 p.m. (30 min). Gordon MacRae and Dorothy Kreenkold star in "Springtime in Paris."


Drama

WEDNESDAY, JULY 11—"Family Theater," KNX, 8:30 p.m. (30 min.). Scotty Beckett stars in "The Funny Man," while Gene Lockhart acts as host.

THURSDAY, JULY 12—"Screen Directors' Playhouse," KFI, 7:00 p.m. (1 hr). Henry Fonda stars in "The Fugitive."

THURSDAY, JULY 12—"Philip Morris Playhouse," KNX, 6:30 p.m. (30 min). Les Tracy recreates his original role as Milt Johnson in "Front Page."

FRIDAY, JULY 13—"Newstand Theater," KECA, 6:30 p.m. (30 min). The Red Dog, a heart warming story of an Irish Setter named "Spook," whose master leaves him for four years, will be this week’s dramatization.

SATURDAY, JULY 14—"Grand Central Station," KNX, 9:30 p.m. (30 min). "God’s Own Mountain," the tender story of two little boys who want to be brothers, is this week’s vehicle.

SATURDAY, JULY 14—"Stars Over Hollywood," KNX, 10:00 p.m. (30 min). Ann Reardon plays girl reporter in "Firewell to Bloop.

Public Interest

SATURDAY, JULY 14—"Report to the People," KECA, 6:45 p.m. (30 min). Family planning for safety in the event of disaster will be discussed on this first of a four week series on civil defense in the west.

Sports

SATURDAY, JULY 14—"The Brooklyn Handicap," KECA, 1:15 p.m. (to concl). Jack McCarthy describes the racing thrills from Long Island, New York.

SATURDAY, JULY 14—Hollywood Gold Cup Race, KNX, 5:00 p.m. (30 min). Citation’s drive towards his money-winning goal of $1,000,000, the spotlight on this exclusive broadcast.

WHO’S GUESTING

Music

SUNDAY, JULY 15—"Contended Hour," KNX, 5:30 p.m. (30 min). Jimmy Wakely is guest.

SUNDAY, JULY 15—"Mario Lanza, KNX, 5:00 p.m. (30 min). Evelyn Knight joins Mario.

SUNDAY, JULY 15—"Chicago Theater of the Air," KNX, 6:30 p.m. (45 min). Contral Ruth Slater and tenor Walter Frederick are guest soloists. Planka Lama, Swedish born operatic star, does "Merry performance" debut on this broadcast.

MONDAY, JULY 16—"Telephone Hour," KFI, 9:00 p.m. (45 min). Contralto Lucille Cummings guests.

MONDAY, JULY 16—"Voice of Firestone," KFI, 5:30 p.m. (30 min). Baritone Igor Gorin guests.

Interview

SUNDAY, JULY 15—"Bill Tusher in Hollywood," KECA, 7:15 p.m. (15 min). Barbara Stanwyck guests with Bill.

Balanced Music

870
By Norma Jean Nelson

Joel Nestler who can barely be counted on for a good performance was busy last week with "Dangerous Assignment," and "Directors Playhouse." Joe is happy to have his mother back again after an absence of seven weeks in which she went through two major surgeries. I am glad to report that she is getting along just fine and will soon be her old self again.

And speaking of mothers, I have such a very nice story to tell you about Danny Richards. Remember a little while back I told you that Danny's mother had passed away? Well, during Mrs. Richards' life, she had her very close friend, Eloise Rasch, who also had a little boy Danny's age, but he had no father. It was only natural when Danny's mother died, that his mother's closest friend would take care of him. One day, Danny's father and Eloise got together and had a heart to talk. His boy needed a mother and her boy needed a father. They soon got to like each other very much, so the whole story ends on a very happy note. On the "F.B.I. Girl" set where Danny is doing a part, he had his new brother by the hand, and you never saw anyone so proud.

I recently met a little ten year old girl named Bonnie Paul and honestly, I've never seen a girl dance and sing like Bonnie does. Bonnie often appears on "Louie Dorren's Savvy Soap Box Theatre" and she's really sensational. I often wonder why the studios pass up talent like this. Bonnie is going to do a feature film in the Ida Lupino picture called "Dey Wiv the kids at RKO, but I'll bet a dollar that no one there will ever realize how wonderful she is. If you happen to read this, Miss Lupino, why don't you ask Bonnie to play the piano, dance and sing for you?

Sherry Jackson, Rudy Lee, and Jill Oppenheim have dubbed in some of the baby voices in Columbia's "Small Wonder." This is a picture in which Stuffy Singer has the major narration. Stuffy has a running part in the "Shirley Mitchell" show which is a CBS summer replacement.

Poor little Jimmie Hunt had such an unfortunate accident while working at Universal in "Weekend With Family." Van Heflin, star of the picture, and the kids were having a sack race, and Mr. Heflin accidentally fell over little Jimmie, breaking the boy's arm. Jimmie was rushed to the hospital and production temporarily stopped. Mr. Heflin and his co-star Patricia Neal, were so sweet to Jimmie and so heartbroken over this unfortunate happen-

specific TV or radio programs or news can more easily find them by separating the two. However, since we have insti-
tuted our new TV, they should be less difficulty in reading them.

Charles Dodds, Burbank, Calif.

I never thought that TV-Radio Life would ever take a fault which someone has which they cannot help and much farther than an issue of blockheads you turned out to be. I've been reading your magazine with pleasure since I was a kid but I never thought you would do something like this. What I'm trying to get at is that Miss Hutton happens to have asthma and cannot help her "pencil for always being out of breath." I hope you're happy, you globe at any candy away from any children or tied any tin cans on puppies' tails lately?

We hope it's true: "that every knock is a boost."

S. G. Smith, Box 54, Rosamond, Calif.

I would like, if it will do any good, to register a protest loud enough to be heard everywhere. Miss Livingston obviously covers the guest's statements.

Time and again the guest will try to answer the question and the emcee will cut in with "in other words" and go on and explain it himself. Often the guest will just get to the interesting part and while we wait eagerly for the denouement the emcee will cut in and turn the conversation onto an entirely different channel. This goes for both radio and TV. On TV it is pitiful to watch the emcee squirm in his seat, hardly able to stand it because he is not doing the talking, then coming in just before the punch line and trying to deliver it himself. Obviously there are times when the guest's explanation is strung out or lags and some emcees are marvelous at keeping the wheels turning. But too many upstage the best and these become mighty tiresome.

And I saw the first Amos and Andy show last night on TV and it was a sad disappointment. I'm speaking of that lousy audience laughter, a left-over from radio like the buggy-whip socket on the first automobiles. It was bad enough on radio to hear the titters and loud guffaws of an audience that wasn't supposed to be there. Do we have to hear it on TV?

KTTV Sets New Locale for Ginny Simms

Ginny Simm's "Front and Center" will now originate from the Century Theater at 735 North Spring Street instead of the former set-up under which the program emanated from four Southern California service bases. Talk of the town has the show again supplied by service personnel from all bases in and around Los Angeles.

Page Seventeen
Radio in Review

For Love o' Mike

Rumors Are Flying

Long hair music may silently bow off the networks if the present trend is any indication. Maestro Arturo Toscanini of the NBC Symphony Orchestra and CBS's New York Philharmonic-Symphony, may remain in his native Italy, where he has been living since his wife's death. That would leave the country's most famous symphony without its mainstay, and has already started some of the orchestra's musicians to other jobs. Musicians with CBS Philharmonic are involved in a labor dispute which concerns broadcasting live or recorded playback. This may end in the net's dropping the entire broadcast.

Both CBS and NBC have footed the bill more or less on these air-symphonies for the last fifteen years.

Looks Like

Two more down and who knows how many more to go for radio, with the dropping of Dennis Day and Judy Canova shows by their big-time sponsors, Colgate, as "schedules more money for TV. "Somerset Maugham Theater" is also looking the mike after getting mixed by its sponsor. . . Radio may be in for a strange wedding with video, if and when a network goes ahead with plans to make some of its "sight and sound" shows, which are actually a realization of television by the expedient of taping the sound portions and editing them for radio.

Meredith Willson, musical director for NBC's "Big Show," has just handed his latest composition, "Three Chimes in Silver," over to NBC as a tribute to the network's Twenty-fifth Anniversary. NBC airshows like "Cities Service," and "Firestone" will spotlight the composition, and it will be recorded for Fall full-time celebration of NBC anniversary. Meredith Willson will raise his baton in the Fall for the Robert Q. Lewis show and the Kate Smith program. . . "Caravelle of America" will be replaced this week with a new eight-week historical series called "American Portraits," with first show based on Benjamin Franklin's life. . . It will have an unusual twist with the playing of a recently discovered string quartet composition by Franklin.

Joy Stewart bows with a new airshow over KECA July 13. Jack Owen, who last week saved the life of a man drowning in the Santa Monica surf, was once a lifeguard. Sixteen-year-old radio actor Jerry Parber has an original one-act play, "And Join the Ladies," slated to go on the boards at Westwood Village Players this week.

David Brian takes the lead in an Armed Forces Radio Service Anti-Red drama. "Jim Dr. Christian" House is the new director of the Hollywood Chamber of Commerce. . . Radio's "Bickersons," Frances Longford and Lew Parker are eyeing a possible TV series, with a test film in the works. "RPM" disc jockey Dick Whittinghill is now heard on a new Saturday afternoon series. . . Jim Boles is the latest permanent member of "One Man's Family." . . "Get Out of Debt" is the newest John Guedel alrer being recorded by NBC. . . "Glider- slave" is a definite returnee to Fall radio, under Kraft sponsorship.

Radio is far from passe to Procter and Gamble if their Fall sponsorship renewals of five daytime shows is an indication. "Pepper Young's Family," "Road of Life," "Backstage Wife," "Right to Happiness" and "Welcome Traveler" will all continue through the season. Bob Hope's alrer is also a definite returnee this Fall.
"Pete Kelly's Blues"

Wednesday, 6:30 p.m.

George Raft has joined the cast of movie actor to radio as"Pete Kelly's Blues" which takes place daily back to the old days when the blues were sung in a shadowy corner of a notorious speakeasy. All the roar and violence of the 1920's are captured in this new radio show, which spotlights the jazz musician as played Dixieland in these historic American years.

Jack Webb, of "Dragnet", fame, proves again in his latest mite venture that he can put more excitement over the air, spot a smartly tailored script, and catch on an idea with freshness and appeal, more dynamically than almost any other radio-minded young man.

If anyone believes for one moment that it doesn't take intensive research, besides a good deal of talent, to prepare a truly polished script, he ought to give "Pete Kelly's Blues" a chance listening and catch all the color, flavor and lingo of the years before the stock market crash. Richard Breen created the characters for the story, and James Moser prepared the script.

"Pete Kelly" is the young jazz cornetist around whom the plot is built, who lives his life amongst gangsters, flappers, prohibition agents and jazzmen. A deliberate prominence is given to the music furnished by jazzmen, Dick Catheart, cornet; Matty Matlock, clarinet; Elmer Schneider, trombone; Ray Schneider, piano; Bill Newman, guitar; Marty Carb, bass; and Nick Fatool, drums. Meredith Howard sings the blues and plays "Maggie Jackson," a speakeasy entertainer.

"Pete Kelly's Blues" will have no trouble gathering a hearty and devoted following to its radio spot, if for no other reason than that it tells a touching story, set in a time and place that is not anywhere old stuff to listeners. There's little doubt that radio will not give way very far to television, it caters to officers and stewards the good showmanship found in the production of "Pete Kelly's Blues."

"Rocky Jordan"

Wednesday, 8:00 p.m.

United States Steel, sponsors of "Theatre Guild On the Air," featured in this review, takes its music for some delightful summer programming, during the drama series' hiatus. Under the batons of some of the nation's leading maestros, and featuring the foremost instrumentalists and vocalists as soloists, with the NBC Symphony Orchestra, U. S. Steel fills the Sunday evening hour with momentous music.
Radio in Review—Continued

a greater credibility and warmth than most of them. More action and less narration might be used to advantage.

George Raft is very much George Raft in his handling of the "Rocky" part but that is no harm to be criticized for; there may be the quality of the entire production which makes it different and appealing to many listeners. His supporting cast carries their assortment of shady back streets very, very ably.

"Songs for Sale"

Saturday, 7:00 p.m.

KCBY-CH

Steve Allen, the comedy song and dance man who skyrocketed the midnight KNX-Hollywood radio slot to popular pularity some months ago, has taken both mediums—radio and television—in the palm of his hand on "Songs for Sale." Steve emcees his airshow-television simultaneously for audiences who have ears or eyes tuned in for laughs, and good showmanship.

If something occurs on the show that causes laughter, which naturally goes unseen and unappreciated by the radio listeners, it is explained verbally by Steve. Whether this delayed action is satisfactory to Mike fans or not is a question each individual will have to answer for himself.

"Songs for Sale" follows the line indicated in its title. It's designed to introduce prospective song writers and their unpublished works. Two guest singers perform the heralded songs by the unknown tunemasters, and three or four big people in the song-writing business appear as panel judges each week. A recent program was after Peggy Lee and Johnny Mathis, with the lyrics and composer-bandleader Duke Ellington and conductor-arranger Mitchell Miller, along with a couple other guests as judges. A singable, sentimental ballad, entitled, "A Gold Ring and a Rose" got its composer the $100 cash prize last week. A couple of novelty tunes which received a friendly nod from the panelists won fifty dollars each for their creators.

Steve Allen, who penned a popular hit, "Let's Go to Church Next Sunday Morning," in addition to many other top tunes, is well qualified to accept the challenge of putting over a single-formated entertainment package for both video and radio.

From our listening post at the radio the show was very stimulating and had plenty of top touches of solid entertainment. It was bothersome at times because of the timing, which was not tailored especially for radio, and the disturbing audience reactions which came through. Although we naturally were unaware of the visual antics, too, we thought the panelists could have been sharper or wittier in their comments about the song entries. They talked about the "great performance" of the tunes, but without of Prophet and poem melody itself, which didn't seem quite fair to the contestants and their products.

Whether you listen or listen to "Songs for Sale," it's top show business, and you'll not go away without enjoying some happy moments with Steve Allen, wherever he has for sale.

"Man From Homicide"

Monday, 7:30 p.m.

KBSC-KFMD

"Man From Homicide" has all the potential to pull listeners who seek intriguing escape drama. Dan Duryea, the movie villain, projects the character of "Lt. Lou Dana," the typical metropolitan plainclothesman, who, unlike his dilletante detective contemporaries, doesn't solve crimes in the night clubs, very effectively. His straight playing of the role, plus his excellent timing and direct approach to the characterization give the drama strength and appeal. If this is an indication of the type of job he can do on a regular mike series (as this is his first time in a weekly radio series) he has much to offer radio, and no doubt television.

A recent broadcast of "Lt. Lou Dana's" radio adventures found him tracing down the killer of a cop on his staff. "Lt Dana" walked the dead cop's beat, visited the "Swiss Goose" cafe, and talked with all the characters Page Twenty-two
SUNDAY RADIO LOGS

SUNDAY Radio Program Highlights

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

Comedy-Variety
1:00—KFI, KFAC—Mystery-Archi
3:30—You Can't Take It With You, KFI

Public Interest
3:30—Invitation to Learn, KNX
8:30—People’s Platform, KNX
9:00—Black Light, KFI
12:00—University Explorer, KNX

1:15—KFW—Squawkin’ Deacon.
1:30—KFED—Wizard of the Wires
6:30—KGF—Music for America
11:15—KABC—Here’s Frank Sinatra
Music

9:30—KFWO—News and Hits and Hits
KRM—Scandinavian Hour
KYN—Bingo Tournament
KRD—Sunday on the Runch
KWWK—Grace Memorial Church

KXLA—Strudlin’ Tom
11:15—KCI—Newsmakers
KGB—Pastoral Table
1:25—KJH, KGB—News
KPLC—Tackin’ Down

1:50—KRM—Sundown

1:25—KRM—Sundown

2:00—ECR—Value of Prophecy
2:25—KCI—Farmer’s Almanac
3:00—KRM—Sundown

5:00—KRM—Back to the Bible

6:00—KRM—News

7:00—KRM—Broadway Is My Best

8:00—KRM—Howdy, KFW—KRM—K Theo

9:00—KRM—KTB—K Janet, KRM—K Theo

10:00—KRM—Broadway Is My Best

11:00—KRM—KTB—K Janet, KRM—K Theo

12:00—KRM—Back to the Bible

TV-RADIO LIFE

SUNDAY Sunday Evening Events

9:15—KFWO—Sermon, KFED—Standard Hour

9:30—KFWO—Sermon, KFED—Standard Hour

9:45—KFWO—Sermon, KFED—Standard Hour

10:30—KFWO—Sermon, KFED—Standard Hour

11:15—KFWO—Sermon, KFED—Standard Hour

11:45—KFWO—Sermon, KFED—Standard Hour

12:15—KFWO—Sermon, KFED—Standard Hour

12:45—KFWO—Sermon, KFED—Standard Hour

Page twenty-three

HEAR OUR STUDENTS ON "CAREER THEATRE"

KCEA Sundays 10:30-11 P.M.
FREDERICK H. SPEARE
Radio and Television School
8246.51 Santa Monica Blvd.
Radio in Review—Continued

Radio, who knew the policeman. Step by step he picked up the piece of a once a couple of fist-fights and chased him. The murderer, who turned out to be a crook im-

plicated in a gambling case. The whole story was in the local paper. Dan Duryea carried a 5,000-word article. He was the only police officer who had the story.

The Man From Homicide comes off very well because it gets off to a good start with a solid script. Louis Vittoria, the producer, is a great believer that police stories must have a lot of action. "The Man From Homicide" got off to a good start with a solid script. Louis Vittoria, the producer, is a great believer that police stories must have a lot of action.

With his wealth of acting experience in movies and

on the stage, Dan Duryea, with the able support of AFRA actor Larry Dobkin, who does "Dave the Sarge," this thriller should stand up against all the private-eyes who haunt the airwaves. If you like 'police and robbers' radio fare with an authentic flavor, you'll find "The Man From Homicide" very easy to take.

Railroad Hour

A special revamping of Gordon MacRae's "Railroad Hour" should satisfy summer appetites. Weekly musicals will bring together colorful music and story lines under the guise of famous American traditions such as baseball and circuses. With this idea it promises to be especially fashioned for high temperatures.

Stephen Foster's life, or one day in his life, was used as a springboard for his warm-hearted tunes in a recent broadcast. Songstress Dorothy Warenks, who directed the role of the musical star, singer who meets Stephen Foster and reminiscences with him over the birth of his songs. Gordon MacRae handled the part of Stephen Foster. As one might expect, both these stars shone more brightly when singing Foster's hits. But then making beautiful music is their particular fine talent. Gordon MacRae did his usually fine job in singing Foster's "Come Where My Love Lies Dreaming."

"I Dream of Jeannie With the Light Brown Hair," the campout races, and "I Come From Alabama." On the Southern composer's greatest songs, "Beautiful Dreamer," was sung by Dorothy Warenks, who directed the role of the musical star, singer who meets Stephen Foster in Foster's "Come Where My Love Lies Dreaming." It promised to be especially fashioned for high temperatures.

Without a doubt some of this summer's musical high spots will emanate from ABC's "Railroad Hour" studio, and the new format should please a gay new twist to some old favorites.

Playbacks ( Critical )

We Point With Pride

... To Cameron Cornell, ENX newswoman, and his straight-from-the-shoulder presentation of "The Vitrification of Death" ... a taped three-part airing over KNX of the story behind teenagers use of narcotics in Los Angeles.

With great patience and intelligent editing he recorded the voices of the teenagers who have been taking dope, their distraught parents, and Los Angeles officials, who are fighting the narcotics peddlers. Cornell calls no punches in stating the case from all its tragic angles as he gives listeners a realistic, verbal picture of the

Page Twenty-four

MONDAY, JULY 16

\[\text{KXKX—Kathy Sein.} \]
\[\text{KXJ—Ross Morgan.} \]
\[\text{KYFN—Mary Luci.} \]
\[\text{KXFD—Norman Hall.} \]
\[\text{KPB—Lee Roy Kopp.} \]
\[\text{KYPO—Hollywood Edith.} \]
\[\text{KXKD—Midnight Mission.} \]
\[\text{KXRK—Sisters Alive.} \]
\[\text{KXYE—Edward Arnold.} \]
\[\text{KRG—News.} \]
\[\text{KXJQ—GFJ—Major League Ball.} \]
\[\text{KTN—Sandy Crocker.} \]
\[\text{KXJG—Nothing.} \]
\[\text{KXJF—KYO—Ladies Fair.} \]
\[\text{KXKX—Dave the Sarge.} \]
\[\text{KXFD—Guy Bates Post.} \]
\[\text{KXJW—American.} \]
\[\text{KXJE—Maurice Hart.} \]
\[\text{KXJR—Al Jarvis Ballroom.} \]
\[\text{KXJY—Howard Fynn.} \]
\[\text{KXKX—Sisters Alive.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJQ—Fawndale News.} \]
\[\text{KXJY—Western.} \]
\[\text{KXJG—On Strings of Song.} \]
\[\text{KXJQ—Can't Live Like a Millionaire.} \]
\[\text{KXJF—KYO—Queen for a Day.} \]
\[\text{KXJE—Drake.} \]
\[\text{KXJW—Music Hall.} \]
\[\text{KXJC—Recent Mission.} \]
\[\text{KXJE—News; Maurice Hart.} \]
\[\text{KXJQ—De Los Angeles.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJG—Blaze Today.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Henry Weaver.} \]
\[\text{KXJW—Kid News.} \]
\[\text{KXJE—Bill Aron.} \]
\[\text{KXJG—Life Can Be Beautiful.} \]
\[\text{KXJY—Hollywood.} \]
\[\text{KXJE—Bill Aron.} \]
\[\text{KXJQ—Al Jarvis Ballroom.} \]
\[\text{KXJE—Peace Prayer.} \]
\[\text{KXJG—Friends of Israel.} \]
\[\text{KXJY—Easy Areas.} \]
\[\text{KXJE—Mr. Smith Goes to Washington.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Cedric Foster.} \]
\[\text{KXJE—Kangaroo Bar.} \]
\[\text{KXJG—Kangaroo Bar.} \]
\[\text{KXJY—Kangaroo Bar.} \]
\[\text{KXJE—Kangaroo Bar.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Kangaroo Bar.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
\[\text{KXJY—Hometown Jamestown.} \]
\[\text{KXJE—Road of Life.} \]
\[\text{KXJQ—Kangaroo Bar.} \]
\[\text{KXJE—Jim Custer.} \]
\[\text{KXJG—Easy Areas.} \]
Radio in Review—Continued

thinking and the present conditions among teenager dope addicts.

To Cliff Arquette, grand TV star of the "Dave Willock-Cliff Arquette Show," for his superb performances as "Mr. Turner" in a recent NBC-KFI "Dragnet" airshow. Here the convincingly portrayed the sympathetic elderly man who was suspected of murdering his wife. Cliff Arquette showed in this performance that he doesn't need a camera...a mike will do...to project all the warmth and realism in this role.

We View With Alarm

The tendency on the part of soap-opera writers to ignore fare on another's shows. A few years ago arson was the big pitch. Right now adoption, deserted children as parents hope for a child's affection seems to provide the "entertainment" on most of the dailies we have heard.

"Meet Millie"

Monday, 6:30 p.m. CBS-KNX

Audrey Totter's initial venture into her own radio series, as a part of the eight-week "Lux" summer replacement...at least we'll have with a "no, not another Millie" feeling. Her characterization of "Millie," the dumb secretary, smacks mostly of "Maisy" type personality, with intermittent outcroppings of "Irma," and perhaps a smattering of Joan Davis cackling, without Joan's basic wit.

In other words, while Miss Totter is completely competent and adept at timing her laughs, the script is utterly trite and she seems to be working it to its greatest capacity by unconsciously utilizing tricks of similar proven personalities. But we'll be meeting "Millie" for the next couple of months so perhaps she'll grow on us as she gets a firmer grip on the microphone and on her own personality. We'll gladly wait and see.

At the moment, a little less of the stock office routine gagging would really be in order. One of this type of overworked situation comedy is the dumb secretary who is also hired to work the switchboard and comes face to face with the plugs for the first time. Naturally she plugs the wrong people in with the wrong lines and has people within the office talking to each other. Another cliché-type situation is the flattery between the boss's son and the boss's secretary which got off to a startfar better on the first show.

On having the good idea which promises to develop into a fresh new comedy spark, is Bill Tracy's dumb but good-natured shipping clerk role. "Millie" herself is like the people we meet every day, only a little more so. Perhaps we'll cement our friendship in the weeks to come.

"Edward Arnold—Storyteller"

Monday through Friday, 10:35 a.m. ABC-KCLA

Betty Crocker fans are probably unhappy over the five minutes General Mills has borrowed from her show to air "Edward Arnold—Storyteller," and five minutes is certainly an injustice to Arnold's thespian ability. Our dignified Mr. Arnold is sure to be one of the main attractions to narrate anecdotes from the files of Coronet magazine. His talents are buried beneath an avalanche of commercials. After all let's face it with KKL's commercials dominating the five-minute segment, very few seconds are left for the tale.

Without benefit of a musical background, even a brief stanza. Arnold faces a cold mike and bravely makes the best of an unfavorable situation. Under these handicaps, he manages to extract some humor out of the little radiophone desire for a bicycle, and how he fulfilled his longing; about the wedding that didn't quite come off (this time the would-be bride-out-fortune-hunted her wily suitor) and how the monks invented the game of dominoes.

We find no fault with Mr. Arnold's sandbagged scripts, but with the over-all production. We feel the sacrifice of time is too great and suggest that they restate the precious five minutes to the Betty Crocker show and give Mr. Arnold time commensurate with his talents.

Page Twenty-six
Twice Blessed

The former Helen Gerald, the radio actress who retired to become the wife of James Dolan, sends us some doubly good news: Katherine and Robert, twins, were born to her and her husband, who is Toscannini's librarian, on June 28 in New York City.

Curt Massey's Times

CBS's popular singing star Curt Massey got off to an auspicious career start in his native Roswell, New Mexico, by playing his first concert in jail! He was nine years old at the time and had won a fiddler's contest in which he had competed with adults. The local sheriff was so impressed with the dark haired youngster's talents that he paid him a dollar to play for the prisoners.

Curt's father, a talented fiddler himself, his five brothers and a sister, also played various musical instruments, enough to make a band, and their aggregation was soon famed in neighboring communities. The group's reputation spread so that the Curt family, a rancher, took time away from his work to take them on a tour of the Midwest, and then Canada. Following the traveling, Curt enrolled in Kansas City's conservatory of music and, where because of his consistent shyness, perseverance, they pressed his talents by playing piano, trumpet, and violin rather than acting. Although he did appear on a few radio shows in Kansas City.

The Pla-More Ballroom in Kansas City invited Curt to join their band and in a few months he accepted and became their orchestra leader. It was at the dancing emporium that Massey met his future wife, who danced into his life, and by his 'handstand.' She was wearing someone else's fraternity pin, but his persistence overcame his shyness in this case, and he stopped by Edythe's house every day for a year, during his only free time from work, until they finally married in June, 1932.

Curt, to this day, knows what happened to the fraternity pin.

Massey and his bride soon headed for Chicago, where Curt's sister, Louise, organized "The Westerners," with Curt signing on in the vocal department. Their success in radio's "National Barn Dance" took them to New York where they were soon a network hit on such programs as "Showboat" and the Al Pearse Show.

In 1940, Curt and his wife returned to Chicago, where Curt decided to change his talent label from "western type singer" to baritone soloist. That his conversion was successful is in evidence on Curt's popular CBS "Curt Massey Time" ailer, the show which brought him to Hollywood in 1949, after he had scored in a similar program in Chicago.

When the Masseys, and their two sons—Steve, ten, and David, five, are not living in Beverly Hills, while Massey is doing his five-a-week shows, they vacation on their 500-acre ranch in nearby San Diego county. And when he's not working, or gentleman-ranching, Curt can be found on the golf links, where he's the 70-golf champion and has won tournaments in clubs throughout the country.

Recipe for Success

Ronald Colman's recipe for NBC's "The Halls of Ivy's" success is "Said Benjamin Aires writes the best words. Director Nat Wolf throws some of them out. And what stays in Benita mispronounces!"

"White Christmas" in July

Temperatures and temperatures soared at NBC's "Portia Faces Life" rehearsal when the air-conditioning failed. Organist Lew White cooled fevered bowers with a medley of "Cool Waters," "White Christmas," "Baby, It's Cold Outside" and other appropriate heat-dissplers.

Page Twenty-eight
Wednesday Radio Program Highlights
A.M. Programs in Lightspace Type: P.M. Programs in Boldface.

3:00—Arthur Godfrey, KNX.
7:00—The Big Story, KFI.
5:00—Good Friday, KPAC.
2:00—Dr. Alex and Friends, KNX.
3:15—Bob Allen, KPCC.
10:00—Grand Slam, KNX.
3:00—Golden Ticket, KFAC.
6:00—Olympus Fine Arts, KFI.
11:00—Lett's Talk It Over, KPCC.
8:00—Dial the Bells, KFI.
6:00—Funicular, KNX.
11:00—The Game of the Day, KFI.
9:00—Golden Ticket, KFAC.
11:00—Target, KPCC.
10:00—Missouri 620, KNX.
8:00—Pool Hall, KNX.
9:00—Danger, KPAC.
7:00—TinaYou and Me, KPAC.
6:00—The Square, KFAC.
10:00—The Joe DiMaggio Show, KNX.
6:00—The Dekker Show, KPAC.
11:00—Elvis, KPAC.
8:00—The Nightly News, KFAC.
9:00—The Mamas and the Papas, KPAC.
6:00—The Big Story, KFAC.
10:00—The Golden Hour, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
10:00—The Mamas and the Papas, KFAC.
8:00—The Mamas and the Papas, KFAC.
9:00—The Mamas and the Papas, KFAC.
6:00—The Mamas and the Papas, KFAC.
MENUETTE

By KJH's Norma Young

Stuffed Fillets With Lemon Sauce

(For this have for dinner tonight.)

1 lb. fresh or frozen fillet of sole
6 slices white bread
1/2 c molten shortening
2 T finely chopped parsley
2 T grated lemon rind

If frozen fish are used, thaw according to directions.

In shortening the onion and celery until tender, do not brown, but add parsley, egg and seasonings to bread crumbs, mixing well.

Spread stuffing on fillets, roll as for a jelly roll, fasten with toothpicks, place in a greased shallow pan or baking dish, pour milk over fish, bake at 400 degrees about 20 to 25 minutes or until fish is tender.

Now blend the mayonnaise with flour until smooth, add reserved milk slowly, stirring until smooth and well blended.

Add lemon juice, rind, salt and pepper to taste. Serve fish fillets on a bed of well-seasoned cooked spinach, pour lemon sauce over fillets.

Note: If TV-Radio Life readers have household or cookery problems, call Norma Young, between hours 8 a.m. and 4 p.m. Hudson 2-2133.
Romance Is Not His Dish

(Continued from Page 6)

letter a month for the past year; the "steadies" who never miss a chance to cheer in his studio audience; or the woman who has been dogging his footsteps to such an alarming and embarrassing degree that he can no longer laugh.

He believes that all this is because he is "a mediocre-looking fellow in whom everyone seems to see a resemblance to someone they are fond of." He's been told that he's the "spittin' image" of a score of sons, brothers, boy friends and other relatives and many a look-alike has been brought to the studio by a woman determined to be his point.

Ever since he began receiving letters from angry husbands who complained that their wives were neglecting their homes because of the morning hours spent looking at his show, Joe has tried to make his program interesting to the husbands, too. He's proudest of the fan letters he has received from the men viewers who find the singing of Carol Richards and the variety of other features, like the exercises, equally as entertaining as Graydon's own singing and chatter.

Army of Admirers

Servicemen endorse Graydon's show, particularly since Joe began playing Cupid. A local couple were regular viewers of the tel-e-feature and when the fellow became a soldier he wrote Graydon from Korea request a special song for his girl. Graydon complied and has been receiving and delivering tune-type messages ever since. The entire cast of the show make regular personal appearances at local hospitals and bases.

Like many Graydon show followers, Joe's lovely wife, Grace, uses a morning televiewing system suggested by a woman fan who invented it as an answer to her husband's "time-wasting" charges. Each member of her family places orders for work in a "Graydon Box" every morning, with the only stipulation that the chores can be done while the housewife watches the TV show.

Without a doubt, Joe Graydon, age one and a half, is his father's staunchest fan. "Of course he's a little prejudiced, because he's still an age when everyone and everything he sees on television is 'daddy.' But it's not my 'romantic personality' that makes me popular with him," Graydon boasts.

Lanza Plans Trip to Italy

Tenor Mario Lanza, star of his own CBS "The Mario Lanza Show," plans a trip to Milan, Italy, this fall to appear for a season with the famed La Scala Opera.

NEXT WEEK

"Intent on Mayhem?" fans of the squared circle can answer that pose for themselves when they glimpse next week's cover feature and many pictures devoted to wrestling.

And for those who number radio's beloved "One Man's Family" among their favorites, there's an equally intriguing story about Barton "Clifford Barbour" Yarborough. "What's Hollywood to an Englishman?" We asked talented actor Ben Wright who gave us plenty of ponderable answers as you'll read next week.

Gene Autry, who's many-sided talents have made him a "Four Star Triple Threat" is our TV personality of the week and twenty years of news reporting put "The Richfield Reporter" in line for some recent celebrating which we covered in a "Life in Radio" feature.

You'll also be reading about "Who's Entertaining the Troops Now" along with news, reviews, pictures and logs which always brings you up-to-the-minute on TV-Radio Life. Remember to pick up next week's issue at your market check stand.

ANNOUNCEMENT

We will accept Classified Advertising in the pages of TV-Radio Life as follows:

10¢ per word, per insertion. All ads payable in advance. Minimum of 10 words, or $1.00 per ad. Deadline: Friday noon for issue on sale following Wednesday.

All advertising must conform to accepted standards of good taste, and is submitted subject to approval of publisher.

Advertising Manager
TV Radio Life
6361 Selma Avenue
Hollywood 28, Calif.

Please insert my classified advertisement as follows:

No. of words

Amount enclosed

Name

Address

City

Phone

Zone

Page Thirty-Four
Life Reduced to a Minute

She Dreamed of Being a Star, She Made Her Dream Come True, Is Now Busy on Dream No. 2

DORIA BALLI was once a gawky youngster, stage-struck to the wispy tips of her thin, blond braids and thoroughly determined to become a performer. Today she is president of TV Ads, a film production company specializing in making video commercials, particularly the low-budget, sixty-second kind.

In between the stagestruck-child and the busy-executive phases of her life, Doria did realize her youthful dreams. She went into opera, into musical comedy for the Shuberts on Broadway, starred in Hammerstein's road production of "Rose Marie," played opposite C. Aubrey Smith in the New York production of "Bachelor Father." All of this glittering background comes in handy as she executes her commercial assignments, often writing copy, producing, creating appealing ads for TV.

"My life has been reduced to a minute," she says between takes on her movie sound stage on Wilshire Boulevard. "The TV commercial requires the entire story of the product to be condensed into a sixty-second message that starts the merchandise moving. We must tell what it is, where it can be obtained, and for how much, as well as other salient facts. In the case of vitamins and such, we must convince the customer he needs them."

Male Helpers

Surrounded by an impressive array of sound cameras, booms, spotlights, floodlights and assorted miles of cable, Miss Balli works with an all-male crew, most of whom have been on her staff for many years. Some clients who prefer to deal with men make all arrangements with her executive producer, William Perillo.

She produces sixteen- and thirty-five-millimeter, black-and-white and color television film commercials in animated-cartoon, live-action or stop-motion techniques. Her studio is equipped to handle its own productions, having stocked all of the necessary lighting devices, sound-recording equipment for single and double system, three different types of cameras for filming live action and stop motion, three sound projectors, and a completely equipped cutting room.

One of her TV public-service commercials, "You and One Billion Neighbors," won a "Lulu" (advertising industry's "Oscar") given by the Los Angeles Women's Advertising Club this year.

But who is the real person emerging from the world of scripts, make-up, sponsor conferences, agency coffee klatches and whirring cameras when the lights are killed and the last rush gets an okay order for fifty prints?

When she was a child, her family (Dr. and Mrs. E. R. Bailey) did a great deal of traveling. During one trip they were in Paris, France, when thirteen-year-old Doria was given singing lessons from the famous Jean DeReske in Paris.

Upon returning to this country, she hopefully memorized eight different operas, among them Verdi's "Traviata" and Puccini's "Madame Butterfly."

The youngster's family spent vacations at Chautauqua, New York, where one summer a New York stock company was in rehearsal and the theater was within eye-view of the family cottage. The stage manager opened up the back door at 9:00 a.m., the front door at 9:05—and in this (Please Turn to Page 39)
Radio’s Most Dramatic Firsts

ONE OF THE longest "runs" in radio history is continuing in "Theatre Guild on the Air's" highly successful attempt at bringing good theater to setside audiences. The happy blend resulting from this combination of radio and stage is an hour-long Sunday show consistently heralded as one of the finest extant.

No small amount of the superior acclaim attached to the "Theatre Guild on the Air" can be traced to the long line of "firsts" chalked up by this unique company.

From the initial broadcast, in 1945, which marked the first effort at bringing unadulterated adaptations of legitimate drama to the airwaves, down to the first G. B. Shaw play ever broadcast, a few weeks ago, the Theatre Guild has given the first and foremost in drama and talent to its radio listeners. Skeptical critics, who, at the outset of the show's first season, were accustomed to watered-down radio drama which usually succeeded on the strength of "glamour"-packed casts, soon conceded that proven stage hits, expertly adapted to a radio hour and enacted by "talent," whether it encompassed "glamour" or not, made for solid "theater" impact.

Radio Art

Artists of the theater, to whom radio never seemed a particularly inspiring medium, have come to the Theatre Guild's microphone. Alfred Lunt and Lynn Fontanne are but two of the famed actors who confine their radio work to Theatre Guild performances like their great stage and radio "first," "The Guardsman." One of Broadway's leading ladies gave the only broadcast in her long and brilliant career recently—she is Katherine Cornell, who starred as "Theatre Guild on the Air's" "Candida," making the event a doubly significant debut for herself and the initial airing of a Shaw play.

This season's ninety-minute radio presentation of "Hamlet" was another auspicious "first" for "Theatre Guild" audiences who heard John Gielgud, Dorothy McGuire and Pamela Brown in a magnificent performance that left no doubt as to the effectiveness of theater, projected radio-wise. Down to the noises of the complicated dueling scenes, the production captured all the attendant trappings and stark drama of a four-hour stage version.

First on the Air

"Summer and Smoke," "Carousel," "Come Back, Little Sheba," are but a few of the recent Broadway-to-"Theatre Guild on the Air" productions following in the tradition of earlier hit-shows like "Trilby," "Within the Law," and some 145 other "first-on-radio" plays.

Four command performances in July 13, 1951
Washington, D.C., are numbered among the stellar airings bringing additional honors to the show which has massed more than two dozen outstanding recognitions from nationally known publications, scholastic and educational organizations. TV-Radio Life's own early cognizance of the show's superior quality came in 1946 and 1947 when it presented Distinguished Achievement Awards for both dramatic production and musical scoring of such "transplantings" as "Lady in the Dark," another outstanding "first," starring Gertrude Lawrence.

The remarkably consistent high level of entertainment found in Theatre Guild broadcasts is a credit to excellent adaptations by some of the nation's leading authors, to Theatre Guild coordinators Lawrence Langner and Armina Marshall, and to the superlative directorial talents of Homer Fickett. The institutional form of advertising which sponsor U.S. Steel utilizes in the commercial portions of the show also conforms to the exceptional over-all quality of

(PRINCIPALS BEHIND U. S. STEEL'S AWARD-WINNING PROGRAM are (left to right) "Theatre Guild on the Air" director Lawrence Langner, Irving S. Olds, chairman of the board of U. S. Steel, and J. Carlisle MacDonald, assistant to the chairman of the board and the program's general supervisor, who were caught by the camera during a rehearsal discussion.

A COMMAND PERFORMANCE OF "FATHER OF THE BRIDE," broadcast in Washington, D.C., for the benefit of the Red Cross, brought the stars of the film and director Homer Fickett (right) into a script conference. Elizabeth Taylor, left, Spencer Tracy and Joan Bennett portrayed their original roles in the on-the-air version under the capable directorship of Fickett, who, in one season of "Theatre Guild" shows, probably works with more of screen-dom's personalities than a regular movie director does in a year.

July 13, 1951

Page Thirty-seven
Sixteen Years Before the Mike

And "This Is Your FBI" Announcer Still Wants to "Keep Alive" in Radio

By Sara Hannah

Our years with the same airshow and sixteen years in the same role that of an announcer, may seem like a mighty long time, but not to one of radio's first-rate product pluggers, Larry Keating. He started out as a kid in show business, when his father was a well-known figure in the legit-theater enterprise "Keating & Flood" in Portland, Oregon. After that there was World War I service, a vagabonding trip through the Orient and South America, managing stock companies, an excursion to Australia with his uncle. Tommy Burns, world's heavyweight champ who lost his title to Jack Johnson, fifteen years in the legit theater in the East, beginning his radio announcing career with NBC in San Francisco, and later free-lancing in Hollywood. There's no doubt about it, he says, "radio is the greatest thing that ever happened to me."

At the Mike

After thirty years of being on stage or before the mike, Larry Keating is most pleased with his announcer's spot on ABC's "This Is Your FBI" and believes there is no radio producer to compare with Jerry Devine, who he claims "knows more about radio than anyone I've ever seen." Larry Keating does not harbor ambitions to be a dramatic radio star, and admits that there is "nothing glamorous about making the pitches and plugs on radio." It was his spot on "This Is Your FBI" that led directly to his relatively recent film career, which, he points out, has been exclusively in "A" pictures. It happened one Friday at the broadcast when a movie scout appeared with the prospect of selecting one of the dramatic performers in the airshow for film work. Everyone (except Larry Keating) was under the natural tension of expectancy when a movie scout was around. When the broadcast began, Larry Keating nonchalantly walked on, gave his commercials, and awaited his next cue. After the show, the talent scout by-passed the hopeful thespsians and tagged Larry Keating for a screen test, which has kept him busy on celluloid ever since, recent roles being in "Mister 880," "The Secrets," "When Worlds Collide" and "The Mating Season."

What It Takes

What does it take to be a top-notch commercial man on radio? "A good voice... belief in what you're doing... and for TV it takes a certain charm." That's what Larry Keating says. His idea is that if a TV announcer has charm which makes him appealing to the viewer, he soon has the set-sider believing what he says about the product he's selling.

Being a plugger for the Bob Hope Army Camp shows during the war brought Larry Keating his greatest experience in the business. "What a sight it was to see thousands of guys in their early twenties in such fine shape... it certainly gave me faith in the U.S.A." From his mike stand or on the sidelines he has been in the enviable position of seeing some memorable performances by radio actors. He remembers the thrilling broadcast of "Goodbye Mr. Chips"... and Walter Houston's farewell speech in "Dodsworth" which sent chills up and down his spine. Although his film roles may be more exciting, Larry Keating says, "I always want to keep alive in radio." What about the future sixteen years? "Maybe television undoubtedly more movie-making." But says Larry Keating, "I'm no longer a boy, and my idea now is to work less for more money... not to work more for less money... and I'm very concerned about getting good roles in good movies."

By Sara Hannah

Page Thirty-eight

Friday, 8:30 p.m.
ABC-KECA

AS BOTH ANNOUNCER AND MOVIE ACTOR, LARRY KEATING has made his voice known to many entertainment seekers. There's no glamour in his studio spot where he has given the commercials on "This Is Your FBI" for the past four years. (ABC photo.)

July 13, 1951
Life Reduced to a Minute

(Continued from Page 35)

to the Belasco Theater in Los Angeles.

five-minute interlude she slipped in the back door and down into the dark orchestra pit. Rehearsals began around 10:15 and finished around 12:30. There she was from 9:00 to 12:30, concealing in a dark orchestra pit—listening intently—not only memorizing to the minutest detail the role of the prima donna, but the minor role as well. After each rehearsal she would sneak out of the pit, follow the cast to a restaurant, and listen to their conversation.

Almost like a Cinderella movie script, just before opening night the prima donna became ill with an attack of appendicitis. From the pit a thin but cocky little voice said: “I can do her part!”

“Whoever you are,” called the director, “come out of the dark,” and onto the stage stumbled an awkward, wide-eyed girl of sixteen.

Forgetting her fright, she auditioned for the director, and in an instant he ordered the alteration of the prima donna’s costume. The last stitch was taken just before the curtain went up, and while an unbelieving cast looked on, the young girl imitated to the minutest detail the entire role.

Accompanied by a governess, Doria was taken on tour with the stock company for three months, being paid a salary of $225 per week, but as winter approached, her mother thought it best to send her daughter on to school. While attending school she furthered her musical education by studying under Estelle Leibling, Vittorio Trevisan and Herbert Witherspoon in New York. The family also had a summer cottage at Indian Hills near Denver, and Doria graduated from East Denver High School and matriculated at Denver University.

Upon finishing college, she sang in opera, touring with Fortune Gallo’s San Carlos Opera Company, appeared in several Shubert Broadway musicals and was starred in a Hammerstein road company as “Rose Marie.” For many seasons she was booked solid on the Keith Circuit, playing the New York Palace and Hippodrome many times.

Despite this brilliant success, an aunt objected strenuously to Miss Balli’s chosen career and the exploitation of the family name. Bailey, “Doria” became “Doria” and “Bailey” changed to “Balli.”

Doria played in David Belasco’s “Bacheler Father,” which had a long run on Broadway at the Forty-Fourth Street Theater. This same company toured to California, and after playing six weeks in San Francisco, went to the Belasco Theater in Los Angeles.

By then a large part of the radio industry was shifting to California and Doria was booked as CBS singing star with the Raymond Paige orchestra. The studies at that time were at 7th and Bixel Streets in Los Angeles and Harry R. Lubcke’s Don Lee TV laboratory was in the same building, so it was logical that a stage star such as she would soon discover the medium that projects all branches of show business onto a home viewing screen.

Her world of music is a colorful and interesting one, and she is expert at incorporating it on one-minute TV commercials. Once thousands of theater fans applauded as she curtsied graciously at center stage. Now sponsors write grateful letters and send checks in return for singing jingles and happy little one-minute spots that move tons of merchandise.

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)

Radio’s Most Dramatic Firsts

(Continued from Page 37)
not just MEN--
Altho 7 of the 'Top 10 Men's Shows' are on KTLA

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

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

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

Tele-Que, February 1951

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

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK