A GREAT LADY of the American stage, Eva LeGallienne, is hostess of NBC's full-hour New York-originated dramatic series, "New Theater," on which she serves as intermission commentator and, on occasion, as star. (NBC photo.)

MAKING BEAUTIFUL MUSIC together are Mario Lanza and his permanent summer show guest, lovely Gisele MacKenzie, who provide lyrical Sunday evening listening on CBS's Mario Lanza Show. (Hoff photo.)

A NEW VOICE on Mutual's "Queen for a Day" belongs to Gene Baker (right), who was recently and literally welcomed into the fold by "queen-maker" Jack Bailey. Baker replaces Fort Pearson. (Antler photo.)

The QUICKEST Mix of All
The Indivisible Nelsons

By Greta Greenfield

Harriet Hilliard Nelson Couldn't
Keep Her Brood Apart If She Tried

September 7, 1951

MOST FAMILIES have to take time to be together as a group, but if the Nelsons—Ozzie, Harriet and their sons, David, fourteen, and Ricky, eleven—ever have any troubles in that direction they will probably be caused by something which tries to separate them. For whether they are behind the ABC microphone or their own breakfast table, they are always the same family unit that has become one of radio's institutions.

Harriet has never needed to develop any special scheme for keeping the Nelsons a family in the strictest sense of that term. Despite the fact that the handsome quartet is together for more hours of the day than most, she explains: "No one has ever evinced a desire to go his own way at times when we don't have to be working together.

"We have no set pattern that could account for our mutual loyalties, except perhaps for the fact that, as David and Ricky have grown up, Ozzie and I have always tried to give them the idea that they each have an actual vote in every venture we contemplate as a group. Right now we are making our first movie together, and we are doing it because the boys themselves decided to give up their coveted summer vacations to work. And I mean work, because they have as much of a responsibility for the success of the film, "Here Come the Nelsons," as we do.

"If we do have any rule, it is that we must all basically agree on what we want to do before we do it."

From the Beginning

Even as small boys, David and Ricky wanted to "get into the act" on the radio show. It was their own idea that they should play themselves. Grateful as they were for the fine interpretations which the original youngsters gave to their parts, they wanted to be part of their own radio family too.

Saturday is about the only day of their busy week that the Nelsons attempt to pursue their separate interests. But even then David and Ricky can usually be found playing tennis with their father, while Harriet catches up on her homework.

The youngsters have shown their preferences for the company of their parents in many ways. Harriet recalls a touching example of this which occurred last year when the Nelsons planned to spend a portion of their vacation in Laguna. They were to leave on a Friday, all except David, who was invited to a party that evening and planned to join them the following day. But just as they were about to leave, David, who had been watching their preparations with extraordinary silence, asked if he couldn't go with them then because he didn't want to miss sharing even a day of the fun they had together.

Mutual Advice

David and Ricky contribute their share to the preparation of the radio

(Please Turn to Page 35)
POPULARITY OF LEO the "glowing" Garibaldi, of wrestling fame, is supported by myriad fan clubs which spring up wherever he appears. As partial return on their twenty-five-cent dues, members receive this autographed picture of their idol, in which he sports the world's junior heavyweight championship belt.

"ROYAL ORDER OF HOGANITES" PAY CONSTANT HOMAGE to their Jim Hawthorne (left), Jean Lawrence (seated left), national president of the club, which lists well over 10,000 devotees, rarely misses "Hawth's" CBS airers. Other clubbers chatting with their idol include (left to right) Bill Piper, Donald Johnston, Carole Smith, Miss Lawrence, and Connie Rausch. (CBS-Rona photo.)

ENTHUSIASM OF "THE WILSONAIRES" is expressed in very vocal unison by Stu Wilson's faithful followers who make a regular ritual of attending his KNBH teleshow. Here they proclaim their proud membership in the local club by showing their membership cards. They sign all club correspondence "Stu Wilsonly yours." (NBC-Holloway photo.)
and TV Stars Is Not a Random Thing Is Loudly Attested By Their Fan Clubs... Part I

September 7, 1951
A M.

objects which adorn this elegant set are authentic, since they would be impossible to reproduce. Such decorations as the lovely paintings and toy elephants—the collection of which was a Ziegfeld legend—are among the priceless ornaments which may be glimpsed in the tele-setting.

Variety of Visitors

Against this unique backdrop, Miss Burke plays hostess to a wide variety of outstanding guests. On a given day, they may include such diverse talents as an internationally known interior decorator and a young heading-for-stardom pianist, or a famed pastry cook demonstrating his artistry and an engineer describing a proposed monorail system. And Miss Burke's friends from the entertainment world are constant callers who bring with them the enchanting aura of theater and screen.

With her talent for making everyone, including the viewer, feel at home, and with the capable assistance of Tom Dixon, her "leading man," Miss Burke's menage is becoming a popular afternoon haunt. The wealth of reminiscences that are unconsciously at her fingertips always provide Miss Burke with un-

HER SCINTILLATING PERSONALITY makes Billie Burke's teleshow as modern as tomorrow while her first-hand knowledge of the theater's glorious past offers piquant conversational contrast. (KTV photos.)

MONSIEUR PERVIE, PROFESSOR OF FRENCH at U.S.C., was one of Miss Burke's tea-time guests who illustrated pointers of his recent European travels by introducing some of the native French students who accompanied him.

You Meet Some of the Most Interesting People of Today's World If You Accept Her Invitation to Be

At Home With Billie Burke

Monday through Friday, 4:00 p.m.
KTTV, Channel 11

PROBABLY THE-most authentic setting on TV is Billie Burke's video drawing room, where every weekday afternoon this great lady of the theater entertains you and interesting and active personalities from all walks of life.

An exact replica of a room in her own Westwood Hills home, the decor of Miss Burke's tele-salon bespeaks the colorful past of this gracious actress and calls to mind the glorious era of her late and renowned husband, Florenz Ziegfeld. Many of the usual conversational topics. It is obvious to viewers that during her outstanding career she has amassed vivid recollections and a sunný philosophy which are entertaining all by themselves. And when such old friends as producer George Cukor are in her drawing room, viewers have

(Please Turn to Page 34)

September 7, 1951
SEPTEMBER 7
See Page 10 for 9:00 A.M. to
5:00 P.M. Daytime Log Listings

5:00 2 Ghost Rider—Movie—60m.
4 Boots ’n’ Saddle—Juv’nl.—30m.
5 Playcrafter’s Club—30m.
8 Film Short—15m.
11 Captain Video—Juv’nl.—30m.
5:15 9 Raving Beauty—15m.
13 Hitching Post—Movie—60m.
5:30 4 Howdy Doody—Juv’nl.—30m.
5 Cowboy Thrills—Movie—90m.
9 KJH-TV Newsroom—20m.
11 Range Riders—Rnd’up—30m.
5:50 9 KJH-TV Univ.—Info.—25m.
6:00 2 Tele-Comics—15m.
4 Komedy Klub—Juv’nl.—30m.
7 Space Patrol—Juv’nl.—15m.
11 KTTV Newsreel—15m.
6:15 2 Boney Bill’s—Juv’nl.—15m.
Dusty Walker Sings and Chats with Puppet Friends.
7 Space Cadets—Juv’nl.—15m.
Adventures in Super-Scientific World.
9 Action Theater—Movie—75m.
11 Classified Column—15m.
13 Willie Wonderful—15m.
6:30 2 H’wood Road to Fame—60m.
4 Adv. on Film—Juv’nl.—15m.
5, 8 Time for Beauty—Juv’nl.—15m.
7 Foreman Phillips—30m.
11 Open House—30m.
13 Ed Lyon, Clete Roberts—News
6:45 4 Kelley & Moran—10m.
5 Handy Hints—Tips—15m.
8 Newsreel—15m.
9 Action Theater—60m.
13 Sam Balter—Sports—10m.
6:55 4 Eimer Peterson—News—5m.
7:00 4 Laurel & Hardy Film—25m.
"Chickens Come Home."
5 Newsreel—15m.
7 The Bill Glenn Show—30m.
Couples enjoy how songs changed their lives.
11 Film—30m.
"Affairs of Pierre" with Willie Howard.
13 Al Jarvis Show— Talent—60m.
Amateur Show with Name Artist. Winner Receives Week Engagement on Al’s Daytime Show.
7:15 5 Mayor Bowron—Info.—15m.
Insight Into the Running of a Big City.
8 Caliente Cavalcade—15m.
7:30 2 Lee Wood—News—5m.
4 Newspaper of the Air—10m.
5 Charlie Chase—Film—30m.
7 Life with Linkletter—30m.

FREE DOGS—FREE CATS
See the most wonderful pets
in the world!
Calo Pet Exchange
WIN FRANK WRIGHT
Every Friday, 7:30 p.m.
KTTV—Channel 11

11 Pet Exchange—30m.
Frank Wright Has Puppies and
Pets Looking For Good Homes.
7:35 2 Tom Harmon—Sports—5m.
7:40 2 William Kenneally—News—5m.
4 KNBH Weather—5m.

FRIDAY TV LOGS
7:45 2 Top Tunes—Musical—15m.
4 Roberta Quinnlan—Music—15m.
7:50 9 Newsreel—10m.
8:00 2 The Ad Libbers—30m.
With Peter Donald and talented per-
formers in unrehearsed skills.

Favorite Bible Dramas
filmed for home viewing
THE LIVING BOOK
presented by
FOREST LAWN MEMORIAL-PARK
KNBH Channel 4
Friday 8 pm

4 Living Book—Rel—30m.
"Reunion In Egypt."
5 Frosty Frolics—Revue—60m.
Artistry on Ice from the Polar Palace.
7 United or Not—30m.
U.S. Delegates Conference. Guest
8 Story Theater—Drama—30m.
9 Eight O’Clock Movie—75m.
"Ladies Cove Excitement," Evelyn Knapp.
11 Twenty Questions—30m.
Panel of Experts guess identity of "Animal, Vegetable or Mineral,"
Guesting is Sonie Nagle.
13 Women’s Wrestling—30m.
8:30 2 Man Against Crime—30m.
4 Space Cadets—Juv’nl.—30m.
8 Cisco Kid—Movie—30m.
11 Front Page Detective—30m.
13 Wrestling, Ocean Park—2:15
9:00 2 Film Firsts—60m.
4 Let Poppa Do It—Tips—30m.
5 Movie Classic—90m.
8 Jukebox Jamboree—30m.
11 On The Town—60m.
9:15 9 Feature Film—75m.
9:30 4 “Door With No Name”—30m.
Grani Richards, Mei Ruek in Series on Life’s "Secret Activities."
7 Tales of Tomorrow—30m.
8 The Movies—60m.
10:00 2 Live Like a Millionaire—30m.
4 Sports Newsreel—30m.
7 H’wood Road to Fame—30m.
"Callahan’s Theatrical Boarding House.
11 Elise Salutes the Stars—15m.
Guests: Mr. and Mrs. Alexander de Seversky.
10:15 11 Polysoedres—15m.
10:30 2 H’wd Opening Night—30m.
4 Gene Norman Show—30m.
5 Lawrence Welk—Music—60m.
7 Film—30m.
11 What’s the Verdict—30m.
10:50 13 Owl Movie—75m.
11:00 2 Peter, Putter—60m.
7 Hank Weaver—News—10m.
8 Crime Photog—Drama—30m.
11 KTTV Newsreel—15m.
13 Ed Lyon—News—5m.
11:05 13 Clete Roberts—15m.
11:10 7 William Stout—News—10m.
11:15 11 Club Eleven—30m.
11:30 7 Moonlight Movie—60m.
13 Owl Movie—60m.
"I Am a Criminal."
11:30 8 Newsreel—10m.
11:45 11 Midnight Movies—90m.
**SATURDAY TV LOGS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>11 Southland Farm Fair-60m. With Roy Maypole and Guests.</td>
</tr>
<tr>
<td>3:45</td>
<td>5 Movie-75m. <em>One Thrilling Night.</em></td>
</tr>
<tr>
<td>4:00</td>
<td>8 Hopalong Cassidy-60m.</td>
</tr>
<tr>
<td>4:15</td>
<td>11 Neighborhood Theater-60m. Murder It Years.</td>
</tr>
<tr>
<td>4:30</td>
<td>2 Reserve-30m.</td>
</tr>
<tr>
<td>5:00</td>
<td>2 Ed McConnell-Juv'nl.-30m. Smiling Ed with his gang.</td>
</tr>
<tr>
<td>5:45</td>
<td>7 Western Movie-60m.</td>
</tr>
<tr>
<td>6:00</td>
<td>4 American Inventory-30m. <em>The Later Years.</em></td>
</tr>
<tr>
<td>6:45</td>
<td>13 Film Short-15m.</td>
</tr>
<tr>
<td>7:00</td>
<td>2 Sammy Kaye Show-30m. Comedy Vignettes and Amateur Band Leaders.</td>
</tr>
<tr>
<td>7:30</td>
<td>4 Hollywood Jr. Circus-30m.</td>
</tr>
<tr>
<td>8:00</td>
<td>2 Feature Film-60m.</td>
</tr>
</tbody>
</table>

**SEPTMBER 8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>11 Southland Farm Fair-60m. With Roy Maypole and Guests.</td>
</tr>
<tr>
<td>3:45</td>
<td>5 Movie-75m. <em>One Thrilling Night.</em></td>
</tr>
<tr>
<td>4:00</td>
<td>8 Hopalong Cassidy-60m.</td>
</tr>
<tr>
<td>4:15</td>
<td>11 Neighborhood Theater-60m. Murder It Years.</td>
</tr>
<tr>
<td>4:30</td>
<td>2 Reserve-30m.</td>
</tr>
<tr>
<td>5:00</td>
<td>2 Ed McConnell-Juv'nl.-30m. Smiling Ed with his gang.</td>
</tr>
<tr>
<td>5:45</td>
<td>7 Western Movie-60m.</td>
</tr>
<tr>
<td>6:00</td>
<td>4 American Inventory-30m. <em>The Later Years.</em></td>
</tr>
<tr>
<td>6:45</td>
<td>13 Film Short-15m.</td>
</tr>
<tr>
<td>7:00</td>
<td>2 Sammy Kaye Show-30m. Comedy Vignettes and Amateur Band Leaders.</td>
</tr>
<tr>
<td>7:30</td>
<td>4 Hollywood Jr. Circus-30m.</td>
</tr>
<tr>
<td>8:00</td>
<td>2 Feature Film-60m.</td>
</tr>
</tbody>
</table>

**CONTENTS**

**FEATURES**

- Seen on Radio
- The Indivisible
- Nelso's
- Fabulous Fan Clubs
- At Home with Billie Burke
- Rite LaBoy
- Keeping It Clean
- Watch Out for Loyola Page 38

**NEWS**

- Ear and Eye Inspire
- Handy Hints
- Lifelines
- On the Ball with
- Radio In Review
- Radiolimes
- Radio Precasts
- Radio Program Finder
- This Week in TV
- TV Program Finder

**SEE**

**MARY MCADOO AT HOME**

**TV'S TOP SHOW FOR HOMEMAKERS**

**KECA-TV**

**(CHANNEL 7)**

2:30 - 3:00 P.M.

MONDAY - WEDNESDAY - FRIDAY

**WATCH OUT FOR LOYOLA PAGE 38**

**WARNING!**

Your TV set is No Good! WITHOUT A COPY OF TV-Radio Life 
10c weekly

At your market checkstand

**JOAN BENNETT TO DO TV**

Screen actress Joan Bennett signed a recent contract for a television series, temporarily entitled "Joan Bennett Presents." It will be produced by Eddie Lewis, who held the reins for Poye Emerson's first TV series. The program will feature original plays with Miss Bennett as mistress of ceremonies and occasionally as star of one of the presentations.
SEPTEMBER 9
8:15 13 Inspirational Hour—Rel.—60m.
9:15 13 Hitching Post—Movie—75m.
10:30 13 A Home to Live In—Home—30
10:35 5 Sunday Reversie—5m.
11:00 5 Guest Appearance—60m.
11:30 7 Wrestling Workout—2 hrs.
12:00 5 Feature Film—60m.
12:30 7 Sunday Mailman—Movie—75m.
12:30 9 "Power of God"
12:30 7 Faith for Today—Rel.—30m.
1:00 5 Western Movie—60m.
1:30 11 The Flying Tigers—30m.
2:00 5 "Shadow Valley—Eddie Dean.
2:15 11 Film Oddities—15m.
2:30 5 "Holy Soil—San Diego.
3:00 9 Movie—90m.
3:30 11 Film—30m.
3:30 11 Children's Church—Rel.—30m.
4:00 7 World Opinion—30m.
4:15 11 Stranger Than Fiction—15m.
4:30 2 Movie Milestones—60m.
4:30 9 Eastside Kids—Movie—60m.
5:00 4 Mr. Wizard—Juvenile—30m.
5:00 7 Feature Film—60m.
5:30 4 Zoo Parade—30m.
6:00 11 Home Plate—15m.
6:00 4 Hopalong Cassidy—60m.
6:15 7 "Born to Be Wild—Santo.
6:30 7 The Comics—60m.
6:30 7 Ted Mack Family Hr.—60m.
6:45 11 Cavalcade of Stars—60m.
6:45 11 Test Mack Family Hr.—60m.
7:00 11 Clete Roberts Weekly Report—30m.
7:30 2 Star of the Family—30m.
7:30 2 Family Trios—Live—30m.
7:30 2 "Two Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
7:30 2 "Family Trios—Live—30m.
MAY 10

MONDAY TV LOGS

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

THE HOLLYWOOD FASHION AND BEAUTY EXPERT

RITA LA ROY

In a Half-Hour Show

"GLAMOUR SESSION"

For—With—And About Women

KNBH—4—Mon. at 4:00

SEPTEMBER 10

4 Newspaper of the Air—10m.
8 People in the News—15m.
7:35 2 Tom Harmon—Sports—5m.
7:40 2 William Kenneally—News—5m.
7:45 2 Perry Como—Music—15m.
With the Fontaine Sisters, chorus and guest musical stars.
4 Roberta Quinlan—Music—15m.
7:50 2 Arend Varletos—10m.
This Week in Sports—15m.
8:00 2 Bigelow Theater—30m.
4 L.A. County Fair Art Exhibit—30m.
5 Double Threer—90m.
7:15 2 Chevrolet Theater—2nd Picture
2 hrs.
8 Summer in the Country—30m.
9 Eight O’Clock Movie—75m.
“Spring Meeting,” Sarah Churchill.
11 Let’s Talk—Panel—30m.
Panelists try to guess mystery face. With Paul Coates as moderator, and
Susan Monty Rutherford, and surprise guest
13 Million Dollar Movie—90m.
“Burning Cross.”
8:30 2 Talent Scouts—30m.
4 It Pays to be Ignorant—30m.
With Quizzmaster Tom Howard.
8 Story Theater—30m.
11 Wrestling—2 1/2 hrs.
Bill Walsh, Ed Reimers from the
Hollywood Legion.
9:00 2 Horace Heidt—Musical—30m.
11 Forrest Phillips—Wstn.—30m.
2 Boney Bill’s—Juv’n—15m.
Western Puppet Adventures.
7 Space Cadet—Juv’n—15m.
13 Captain Video—Juv’n—30m.
13 In the Clubhouse—15m.
6:30 2 How To—Panel—30m.
With Comic Roger Price and
Panel of Witty Experts.
4 Adv. on Film—Juv’n—15m.
“Renai Big Game.”
5, 8 Time for Beany—Juv’n—15m.
7 Forrest Phillips—Wstn.—30m.
11 Captain Video—Juv’n—30m.
13 In the Clubhouse—15m.
6:45 4 Kelley & Moran—10m.
5 Handy Hints—Tips—15m.
8 Newsreal—15m.
9 Action Theater—65m.
“Headin’ North,” Bob Steele.
13 Sports Book—10m.
With Sam Bailer and Sports Roundup.
6:55 4 Elmer Peterson—News—5m.
7:00 2 Bachelor’s Haven—30m.
Johnny Jacobs Moderates Panel of Men vs. Women.
4 Caliente Races—30m.
5 Newsreal—15m.
7 Chevrolet Triple-Feature
Theater—4 hrs.
8 Stranger Than Fiction—15m.
11 Western Film—60m.
4 Mark of the Madman—Bob Steele.
13 Million Dollar Movie—60m.
“Sofia,” Gene Raymond.
7:15 5 Dixie Showboat—Revue—45m.
8 Starlight Opera—15m.
7:30 2 Lee Wood—News—5m.

TV RADIO LIFE

Monday thru Friday
9 a.m. to 5 p.m.

9:00 13 Joe Grundy—Variety—2 hrs.
10:00 5, 7, Jap. Peace Confer.
K. T. Th., F.
11:00 7 Forrest Phillips—Wstn.—60m.
13 Mike Roy—Home—90m.
12:00 2 Strike It Rich—30m.
7 Adventures in Food—90m.
12:30 2 Armchair Traveler—15m.
Bridal & Groom—15m.
Steve Allen—15m. Th.
13 Al Jarvis—Variety
—2 1/2 hrs.
1:00 2 Steve Allen—Variety—30m.
4 Miss Susan—Drama—15m.
1:15 4 Food Forum—Panel—15m.
1:30 2 Garry Moore Show—60m.
4 Monty Margott’s—Home—30m.
7 Time for the Ladies—60m.
2:00 2 Garry Moore—30 m. Th.
4 Parlor Party—60m.
9 KNJTV Newsroom—5m.
11 Song—60 m. W, F.
Bonus Bids—60m. Th.
13 Snow Crop Mat.—30m.

1:15 5 Movie Matinee—75m.
2:30 2 First 100 Years—Film—15m.
7 Mary McDado—Home—30m.
M, W, Th.
TV Notebook—Tu.
Meet Your Children—Th.
2:45 2 New Yorkers—Musical—15m.
3:00 2 Jeanne Gray—Tips—30m.
3:30 4 Paul Pierce—30m.
7 Step Peace Confer—2 hrs.
F.
7 Cowboy Theater—30m.
11 Come into the Kitchen—45m.
13 Jarvis Movie—90m.
3:20 9 Suspects Wanted—10m.
3:30 2 Fashion Magic—Tips—30m.
M, F.
Know Your Child—Panel—
30m. Tu., Th.
Feminine Touch—Tips—30m.
W.
5 News and Music—25m.
4 Chef Milani—Home—30m.
9 New Horizons—Travel—30m.
M, W, Th, F.
3:45 11 Ronnie Kemper—15m.
3:55 5 Palace Calls—5m.
4:00 2 Cancel—Living—30m.
4 Stu Wilson—Variety—60m.
Tu.–F.
Glamour Session—Tips—
30m. Th.
M, F.
Back to School Fashion Party—30m. F.
5 Feature Film—60m.
9 Picture Party—Movie—75m.
M, W, F.
Movie Time—75m. Tu, Th.
11 Billie Burke—at Home—
30m.
4:15 7 Forrest Phillips—Western—
30m.
8 Steve Allen—Comedy—
30m.
4 Stu Wilson—30m. F.
11 Ladies Martinoe—30m.
Love Lucy?

Reputedly one of the highest-priced, and actually one of the most delightfully promising television shows to emerge from radio is the Lucille Ball - Desi Arnaz CBS-comedy, "Love Lucy." It's all set for us to see!

Philip Morris sponsors, the time is October 15, the coterie runs for twenty-six weeks, and it has, in addition to the two stars, three top writers who lend greatly to Lucille's radio show. Bob Carroll, Madelyn Pugh and Jess Oppenheimer scribble for the redhead and her musician husband.

KNBH Breaks Death Story

The KNBH Newsreel, in cooperation with NBC's affiliate station KSTP in St. Paul, Minnesota, scored a clean beat on what may become one of the most sensational news breaks of recent years.

The story broke in St. Paul when a man was picked up with a stolen car and inquiries revealed that he had been a former inmate of the St. Cloud (Minnesota) Reformatory for Men in 1946.

The owner of KSTP became interested in the case when the man accused the Warden of the Reformatory of graft and mismanagement. During the course of the case another witness, as yet unnamed, revealed that he was an inmate named Sturivant being dragged down a stairway of steep steps, and he knew the boy had died shortly after.

In September, 1946, Mrs. Charles Olson of Los Angeles had been informed by Warden Horace B. Whittier that her son, George Sturivant, had committed suicide by hanging, and that his body was to be returned to Los Angeles for burial. The body was exhumed last month in Los Angeles, and the coroner's report revealed that the neck bones were uninjured. The skull showed positive concussion marks, however. The coroner's report intimated it was possible that foul play, and not suicide, was the actual case.

The KNBH cameramen and newsmen are following the case to its conclusion, with developments being shown as they occur.

Stop, Listen, Look (Shows You May Like)

"Suspense"

CBS-TV, 5 p.m.

CBS-TV producer Robert Stevens introduced a departure through serializing into two parts "This Is Your Confession," the fictionalized story of an American scientist's involvement with secret police behind the Iron Curtain. First half of the Sidney Blackmer - Eva Gabor-starring vehicle ran August 28.

After the initial shock of realizing the story was not to resolve
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Your Big Moment-30m.</td>
</tr>
<tr>
<td>7:05</td>
<td>2 Ghost Rider-Movie-60m.</td>
</tr>
<tr>
<td>7:10</td>
<td>2 Boneys Juv'nl.-30m.</td>
</tr>
<tr>
<td>7:15</td>
<td>2 Howdy Doody Juv'nl.-30m.</td>
</tr>
<tr>
<td>7:20</td>
<td>2 Cowboy Thrills-Movie-30m.</td>
</tr>
<tr>
<td>7:25</td>
<td>2 Film Freakette-30m.</td>
</tr>
<tr>
<td>7:30</td>
<td>2 Hitching Post-Movie-60m.</td>
</tr>
<tr>
<td>7:35</td>
<td>2 Frightened Men-60m.</td>
</tr>
<tr>
<td>7:40</td>
<td>2 Howdy Doody Juv'nl.-30m.</td>
</tr>
<tr>
<td>7:45</td>
<td>2 Tom Harmon-Sports-5m.</td>
</tr>
<tr>
<td>7:50</td>
<td>2 William Kennedy-News-5m.</td>
</tr>
<tr>
<td>7:55</td>
<td>2 KNBH Weather-5m.</td>
</tr>
<tr>
<td>8:00</td>
<td>2 Perry Como-Music-15m.</td>
</tr>
<tr>
<td>8:05</td>
<td>2 The Weather-15m.</td>
</tr>
<tr>
<td>8:10</td>
<td>2 Tex Williams-Songs-15m.</td>
</tr>
<tr>
<td>8:15</td>
<td>2 Newsreel-10m.</td>
</tr>
<tr>
<td>8:20</td>
<td>2 Arthur Godfrey-Revue-60m.</td>
</tr>
<tr>
<td>8:25</td>
<td>2 Ford Festival-Revue-60m.</td>
</tr>
<tr>
<td>8:30</td>
<td>2 Starring James Mason: Guests: Dorothy Kellner, Dr. Roy H. Marshall, Jack Pearl, Frank Black, John Reed King, Sarah Churchill</td>
</tr>
<tr>
<td>8:35</td>
<td>2 Stop the Music-Quiz-30m.</td>
</tr>
<tr>
<td>8:40</td>
<td>2 Eight O'Clock Theater-90m.</td>
</tr>
<tr>
<td>8:45</td>
<td>2 Suspected Person, Patricia Roc</td>
</tr>
<tr>
<td>8:50</td>
<td>2 Polly Saloon-15m.</td>
</tr>
<tr>
<td>8:55</td>
<td>2 This Week in Sports-15m.</td>
</tr>
<tr>
<td>9:00</td>
<td>2 Action Fishing-Sport-15m.</td>
</tr>
<tr>
<td>9:05</td>
<td>2 Feature Film-90m.</td>
</tr>
<tr>
<td>9:10</td>
<td>2 Preview Conference Disc-30m.</td>
</tr>
<tr>
<td>9:15</td>
<td>2 Guest Interviews by L. A. Newsman</td>
</tr>
<tr>
<td>9:20</td>
<td>2 Guide Martin Show-60m.</td>
</tr>
<tr>
<td>9:25</td>
<td>2 Carrot Top Anderson-30m.</td>
</tr>
<tr>
<td>9:30</td>
<td>2 Songs for Sale-30m.</td>
</tr>
<tr>
<td>9:35</td>
<td>2 Steve Allen, Jone. Vocalists Peggy Lee, Johnny Desmond</td>
</tr>
<tr>
<td>9:40</td>
<td>2 Who Said That-30m.</td>
</tr>
<tr>
<td>9:45</td>
<td>2 Stud's Place-30m.</td>
</tr>
<tr>
<td>9:50</td>
<td>2 Wrestling-90m.</td>
</tr>
<tr>
<td>9:55</td>
<td>2 Film Revue-Hollywood-90m.</td>
</tr>
<tr>
<td>10:00</td>
<td>2 South Riding, Ann Todd</td>
</tr>
<tr>
<td>10:05</td>
<td>2 The Web Drama-30m.</td>
</tr>
</tbody>
</table>
| 10:10 | 2 "The Practical John," "Maggie, Riva"
| 10:15 | 2 Football Varieties-30m. |
| 10:20 | 2 From Loyola University |
| 10:25 | 2 Riders of the Purple Sage-30m. |
| 10:30 | 2 Amateur Boxing-2½ hrs. |
| 10:35 | 2 Boxing-45m. |
| 10:40 | 2 Archie Moore vs. Emmiyl Davidson |
| 10:45 | 2 Break the Bank-Quiz-15m. |
| 10:50 | 2 City at Night-Info-90m. |
| 10:55 | 2 Camera Tour of Interesting Spots in Los Angeles |
| 11:00 | 2 Jerry Colonna-Comedy-30m. |
| 11:05 | 2 Gene Norman Show-30m. |
| 11:10 | 2 Blind Date-30m. |
| 11:15 | 2 Boxing-60m. |
| 11:20 | 2 Cleve Roberts-News-15m. |
| 11:25 | 2 Bill Simos-Sports-15m. |
| 11:30 | 2 Ed Lyon-News-5m. |
| 11:35 | 2 Owl Movie-75m. |
| 11:40 | 2 Peter Potter-Records-60m. |
| 11:45 | 2 Hank Weaver-News-10m. |
| 11:50 | 2 KTV Newsreel-15m. |
| 11:55 | 2 William Stout-News-10m. |
| 12:00 | 2 Club Eleven-30m. |
| 12:05 | 2 Moonlight Movie-60m. |
| 12:10 | 2 Newsreel-10m. |
| 12:15 | 2 Midnight Movies-75m. |

**SEPTMBER 11**

- **7 Chance of a Lifetime-30m.**
- **13 What's the Question-30m.**
- **7:35** Tom Harmon-Sports-5m.  
- **7:40** William Kennedy-News-5m.  
- **7:45** KNBH Weather-5m.  
- **7:50** Perry Como-Music-15m.  
- **8:05** Tex Williams-Songs-15m.  
- **8:50** Arthur Godfrey-Revue-60m.  
- **9:00** Ford Festival-Revue-60m.  
- **9:05** Starring James Mason: Guests: Dorothy Kellner, Dr. Roy H. Marshall, Jack Pearl, Frank Black, John Reed King, Sarah Churchill  
- **9:10** Stop the Music-Quiz-30m.  
- **9:15** Eight O'Clock Theater-90m.  
- **9:20** Suspected Person, Patricia Roc  
- **9:25** Polly Saloon-15m.  
- **9:30** Action Fishing-Sport-15m.  
- **9:35** Feature Film-90m.  
- **9:40** Preview Conference Disc-30m.  
- **9:45** Guest Interviews by L. A. Newsman  
- **9:50** Guide Martin Show-60m.  
- **9:55** Carrot Top Anderson-30m.  
- **10:00** Songs for Sale-30m.  
- **10:05** Steve Allen, Jone. Vocalists Peggy Lee, Johnny Desmond  
- **10:10** Who Said That-30m.  
- **10:15** Stud's Place-30m.  
- **10:20** Wrestling-90m.  
- **10:25** Film Revue-Hollywood-90m.  
- **10:30** South Riding, Ann Todd  
- **10:35** The Web Drama-30m.  
- **10:40** "The Practical John," "Maggie, Riva"  
- **10:45** Football Varieties-30m.  
- **10:50** From Loyola University  
- **10:55** Riders of the Purple Sage-30m.  
- **11:00** Amateur Boxing-2½ hrs.  
- **11:05** Boxing-45m.  
- **11:10** Archie Moore vs. Emmiyl Davidson  
- **11:15** Break the Bank-Quiz-15m.  
- **11:20** City at Night-Info-90m.  
- **11:25** Camera Tour of Interesting Spots in Los Angeles  
- **11:30** Jerry Colonna-Comedy-30m.  
- **11:35** Gene Norman Show-30m.  
- **11:40** Blind Date-30m.  
- **11:45** Boxing-60m.  
- **12:00** Cleve Roberts-News-15m.  
- **12:05** Bill Simos-Sports-15m.  
- **12:10** Ed Lyon-News-5m.  
- **12:15** Owl Movie-75m.  
- **12:20** Peter Potter-Records-60m.  
- **12:25** Hank Weaver-News-10m.  
- **12:30** KTV Newsreel-15m.  
- **12:35** William Stout-News-10m.  
- **12:40** Club Eleven-30m.  
- **12:45** Moonlight Movie-60m.  
- **12:50** Newsreel-10m.  
- **12:55** Midnight Movies-75m.  

---

**TV COLOR FILTER**

This amazing new 2 color TV filter  
• Creates beautiful color illusion  
• Improves picture in "fringe" areas  
• Reduces "snow" and "ghosts"  
• Eliminates glare—Rests eyes

GREAT WESTERN SALES CORP., DEPT. E.  
290 MEO. 111145, Los Angeles 45, California

Enjoy beautiful color NOW  
TV COLOR FILTER

Acclaimed by thousands, this TV filter is easy to attach over your present screen. Made on Eastman Kodak film for screens from 8" to 20". State size of your screen. Mail only $3.

or c/o TV-Radio Life, 6261 Selma Ave., Hollywood 28

$3.00

---

**END**
who can latch onto a Western ditty and still look cute in a pin-up way. The arrangements, which we credit to the Rahn Hands, change sage-and-saddle face into musical specialties you can take as range stuff or as straight fare.

We move to the extreme tip of the limb by suggesting that any and all Westerns are currently entertaining on TV, or contemplating doing so, will benefit greatly through watching KTS L Sunday night at 7:00 when some Western specialists do it right!

Second Glances (Comment)

We Point With Pride

...To the recent “Save the Bowl” simulcast on ABC and ABC-TV. During an after-sport, long pauses when nothing happens are almost a cinch to arise. But in this case, whatever pauses might have occurred were skillfully camouflaged. With the exception, perhaps, of the intermission remote from Local 47. While this was interesting, it seems to us the time could just as well have been utilized in interviewing some of the notables at the Bowl. . .To Joe Frisco’s appearance on CBS-TV’s “Star of the Family” when Joe did his lustily famous racetrack routine. When this little artist winds up for one over home plate, he just can’t be topped. Of course Joe dealt in the kind of material he knew best—but therein may lie a dandy hint for some of his comedy conferences.

“TV Top Tunes”

CBS-TV, KTS L, Channel 2
Monday, Wednesday, Friday

One of the first and infaillible rules that a reporter must learn to never, never state that a show is lousy and the performers terrible. That is not only libelous —it is ungracious. These judgments of quality are always to be qualified by “we think,” “it seems to us,” or “in our opinion.”

Accordingly, this reporter thinks that the Peggy Lee—Mel Torme—starring “Top TV Tunes” is as sad a travesty on showmanship as has been presented on television. It seems to us that the production is sloppy, the camera work bad, and the quality of the Kinescope abominable.

The Mike is never, or so it seems to us, quite near enough to either Peggy Lee or Mel Torme to pick up the whispery quality which, in our opinion, lends any enchantment whatsoever to their respective warblings. It is our further opinion that the show is extremely dull, the choice of songs odd, to say the least, and we wonder why Chesterfield, at the prices the company must have to pay for this talent, doesn’t see to it that some sort of recognizable entertainment is built around the talent’s talents.

J.P.
Microwave, Man-Made Miracle, Gives Viewers Big TV Treat-y

Televiewers throughout the nation are seeing history being made this week at the Japanese Peace Treaty Conference in San Francisco. Although the actual signing is undoubtedly one of the big news events of the year, there is another behind-the-scenes story which few people know about. It is the story of how the dream of coast-to-coast television finally became a reality.

This dream might never have been realized, de spite of all in short a period of time. If it were not for the new microwave radio-relay skyway as developed by the Long Lines Department of the American Telephone and Telegraph Company.

Microwaves are the technical term for super-high-frequency radio waves in the 4,000-megacycle range as compared to the ordinary broadcasting range of 550 to 1,550 kilocycles. Microwaves had many advantages over the lower frequencies. There would be no static because of light- ning or man-made interferences; no interference with other radio or TV programs; and because of a new type of lens developed by the Bell System, only a small amount of power was needed for transmission — less than one watt between stations.

Nevertheless, there was one leak in the tube (spoken with a silent “e”). Like light waves, microwaves travel in a straight line. And according to a rumor started in 1942, the earth is believed to be rather wavy between stations.

There was only one thing left to do in order to utilize all the benefits of this higher frequency. Man, with all his acquired scientific skill, had to make those waves bend.

And bend they did — by means of 107 microwave relay stations stretching from New York to San Francisco and covering 2,992 miles of plains, fertile farm lands, steep mountain ranges, and huge cities of concrete and steel.

The stations along the transcontinental route are spaced from nine to fifty miles apart, the average distance being 28.2 miles.

Not including antennas, the towers vary in height from a mere two and a half feet on the Utah salt flats (placed near the ground to avoid reflection from the flats) to the gigantic 415-foot tower at Des Moines, Iowa.

At Mt. Rose, Nevada, the highest station in the “modern pony express” chain was at an elevation of 10,075 feet. The lowest point, believe it or not, is in the middle of mammoth New York at 11.5 feet above sea level.

The average station is a four-story job, made of concrete or steel, with square, horn-shaped directional antennas sticking out on top.

Started over three years ago, the entire transcontinental project cost the prodigious sum of $40,000,000.

The first inter-city channel open for commercial service was the New York-Boston route. After that, the system, which is designed to carry telephone messages as well as radio and television, was extended as far west as Omaha, Nebraska — the midway point in the cross-country route.

On August 17 the first telephone call was made on the new microwave radio-relay skyway between San Francisco and New York, and this week the final television phase took place. Citizens of the Los Angeles area are able to cash in on the coast-to-coast hookup by means of a coaxial cable to the Golden Gate city.

At present the system provides for only one east-to-west television channel. Another channel, west to east, is expected to be completed within a few weeks.

When this final link is finished, then the fireworks between Hollywood and New York should really start exploding. Naturally, New York wants to keep as much TV as possible.

In the future, as in the past, TV-Radio Life will continue to keep its readers informed of technical developments in the radio and electronics field. We have several interesting technical stories on the fire.

And as for the forthcoming Hollywood-New York squabble, we wouldn’t miss it for the world.

spend a fascinating half hour with

Jeanne gray

Monday thru Friday
3-3:30 pm

KTSI-2

channel 2

sponsored by

Owl-Rexall Drugs
TV-Radio Life

SEPTEMBER 7, 1951

DON LEE
dial lines

TOAST-N-COFFEE TIME
is sprightlier when you tune in
THE BREAKFAST GANG

starring MEL VENTER

Start the day smiling as you listen to popular Mel heading a show that features radio's liveliest waker-uppers. There's sparkling music you'll hum all day by Lyle Bardo's 12-piece orchestra plus comedy and variety.

It's a show that really moves, and in addition to the fun, there are weather reports and helpful time signals. Start your day right every day with the Breakfast Gang

Monday thru Saturday
7:15 to 7:45 a.m.

KHJ dial 930
KHJ 610 KFRC
dial 610

AND OTHER STATIONS

ON

MUTUAL-DON LEE

Page Sixteen

RADIO

Precasts

TIME CHANGES
TUESDAY, SEPT. 11—“Meet Milly,” KNX, 6:30 p.m. (30 min.). Formerly aired on Mondays at 9:30 p.m., same station.

* WHAT'S NEW
Commentary
SUNDAY, SEPT. 9—Commentary, KJH, 4:00 p.m. (15 min.). Fred VanDeventer, news caster, in a new series of new analysis.

* WHAT'S BACK
Drama
SUNDAY, SEPT. 7—“Theatre Guild on the Air,” KFI, 5:30 p.m. (1 hr.). The initial offering stars Betty Fields, Johnna Wilcox and Basil Rathbone in “The Heiress.”

Sports
FRIDAY, SEPT. 7—“Calvalcade of Sports,” KECO, 7:00 p.m. (30 min.). Highlights of football events from Madison Square Garden.

* WHAT'S PLAYING
Drama
WEDNESDAY, SEPT. 5—“Family Theater,” KJH, 8:30 p.m. (30 min.), “In Shining Armor,” starring Ruth Hussey and Lee Bowman.

THURSDAY, SEPT. 6—“Holmesway Playhouse,” KFI, 8:30 p.m. (30 min.), “The Cathedral in the Penuto.”

FRIDAY, SEPT. 7—“Screen Directors’ Playhouse,” KFI, 8:30 p.m. (30 min.), “Broke Arrow.”

MONDAY, SEPT. 10—“Lux Theater,” KNX, 6:00 p.m. (1 hr.), “Dead Pigeon.”

* WHAT'S GUESTING
Music
MONDAY, SEPT. 7—“Telephone Hour,” KFI, 9:00 p.m. (30 min.). Jussi Bjorling, tenor, is guest soloist.

SUNDAY, SEPT. 9—Guy Lombardo, KNX, 4:00 p.m. (30 min.). Ginny Simms, vocalist, is Guy's guest.

HISTORICAL GRIPES

John Daly, moderator of CBS-TV's panel quiz, “It's News to Me,” and panelist Quincy Howe were discussing their experiences covering World War II. Daly recalled lending his PX-purchased fountain pen to Captain Harry Butcher, General Eisenhower's Naval aide, for the signing of the German surrender in May, 1945. His grip: he didn't get the pen back!

TOAST-N-COFFEE TIME

is sprightlier when you tune in
THE BREAKFAST GANG

starring MEL VENTER

Start the day smiling as you listen to popular Mel heading a show that features radio's liveliest waker-uppers. There's sparkling music you'll hum all day by Lyle Bardo's 12-piece orchestra plus comedy and variety.

It's a show that really moves, and in addition to the fun, there are weather reports and helpful time signals. Start your day right every day with the Breakfast Gang

Monday thru Saturday
7:15 to 7:45 a.m.

KHJ dial 930
KHJ 610 KFRC
dial 610

AND OTHER STATIONS

ON

MUTUAL-DON LEE

Page Sixteen

RADIO

Precasts

TIME CHANGES
TUESDAY, SEPT. 11—“Meet Milly,” KNX, 6:30 p.m. (30 min.). Formerly aired on Mondays at 9:30 p.m., same station.

* WHAT'S NEW
Commentary
SUNDAY, SEPT. 9—Commentary, KJH, 4:00 p.m. (15 min.). Fred VanDeventer, news caster, in a new series of new analysis.

* WHAT'S BACK
Drama
SUNDAY, SEPT. 7—“Theatre Guild on the Air,” KFI, 5:30 p.m. (1 hr.). The initial offering stars Betty Fields, Johnna Wilcox and Basil Rathbone in “The Heiress.”

Sports
FRIDAY, SEPT. 7—“Calvalcade of Sports,” KECO, 7:00 p.m. (30 min.). Highlights of football events from Madison Square Garden.

* WHAT'S PLAYING
Drama
WEDNESDAY, SEPT. 5—“Family Theater,” KJH, 8:30 p.m. (30 min.), “In Shining Armor,” starring Ruth Hussey and Lee Bowman.

THURSDAY, SEPT. 6—“Holmesway Playhouse,” KFI, 8:30 p.m. (30 min.), Margaret O’Brien in “The Youngest Profession.”

SATURDAY, SEPT. 5—“Crime Does Not Pay,” KFI, 8:00 p.m. (30 min.), Myron McCormick in “Dead Pigeon.”

MONDAY, SEPT. 10—“Lux Theater,” KNX, 6:00 p.m. (1 hr.), Lucille Ball and Bob Hope star in “Fancy Pants.”

MONDAY, SEPT. 13—“Iron Horse,” KNX, 9:00 p.m. (30 min.), Agnes Moorehead stars in “The Evil of Adelaide Winters.”

THURSDAY, SEPT. 15—“Hallmark Playhouse,” KNX, 8:30 p.m. (30 min.), Lucille Watson in “Ladies of the Jury.”

* WHAT'S GUESTING
Music
MONDAY, SEPT. 7—“Telephone Hour,” KFI, 9:00 p.m. (30 min.). Jussi Bjorling, tenor, is guest soloist.

SUNDAY, SEPT. 9—Guy Lombardo, KNX, 4:00 p.m. (30 min.). Ginny Simms, vocalist, is Guy's guest.

HISTORICAL GRIPES

John Daly, moderator of CBS-TV's panel quiz, “It's News to Me,” and panelist Quincy Howe were discussing their experiences covering World War II. Daly recalled lending his PX-purchased fountain pen to Captain Harry Butcher, General Eisenhower's Naval aide, for the signing of the German surrender in May, 1945. His grip: he didn't get the pen back!
7th Season starts Sept. 9

U.S. STEEL HOUR
Theatre Guild on the Air

On September 9, another outstanding season of the U.S. Steel Hour gets under way. Among the top shows already scheduled are The Glass Menagerie, Twentieth Century, The Sea Wolf, Pygmalion, Oliver Twist, 1984.

The best plays ... the best stars ... for the best dramatic entertainment on radio. That's been standard since Theatre Guild on the Air began in 1945. No wonder the U.S. Steel Hour has become radio's most-honored show.

SUNDAYS 8:30 PM E.D.T.

NBC NETWORK
Radio in Review

For Love o Mike (General Comment)

Looks Like

... Dennis Day, singer-comic, will headline the Golden Bear affair in Sacramento at the State Fair, September 6 and 7. He will try his latest impersonations on the State Fair crowd before attempting for them the approval of his radio boss, Jack Benny, and his September 16 return to the air. There's no slow-down for quizmaster Walter O'Keefe and his "Double or Nothing" show touring Europe, as they have been forced to take two or three broadcasts daily instead of the one per base they had originally planned... all because of the terrific crowds of both military and civilians at the U.S. Army overseas stations.

... "Club 15," with stars Bob Crosby and Gisele MacKenzie, acknowledged as "favorite male and female vocalist", respectively, will be honored shortly by the National Red Cherry Institute of Manchester, Conn. A steady story is likely to be aired over KNX on the regular "Club 15" airshow.

... Bob Hope seems to have hit a new high in salaries, being paid a reported $15,000 each night (that's $1,000 a minute) for doing a fifteen-minute program for Hadasco, September 1 and 2 in Cincinnati and Louisville. Judy Garland will arrive here soon to rehearse her act to be showcased in New York at the RKO Palace Theater in October. With all this planned for the Army, it was a shock to find that she is to go to Berlin for the European GI circuit. NBC's "Screen Director's Playhouse" moves from Thursdays to Fridays, 8:30 p.m., beginning September 7. When Jack Benny's show returns September 16 many cast members are to be congratulated. Mary Livingston for starting her twentieth year. Phil Harris for his sixteenth. Eddie Anderson his fourteenth. Dennis Day his twelfth. Don Wilson his eighteenth and The Sportsmen their sixth year.

... Janet Waldo repeats her radio role in CBS's "Meet Corliss Archer" this week. ... Writers Bill Davenport, Don Nelson and Ben Gersham will write the "Ozzy and Harriet" airshow again over ABC this season, which goes on the net September 11. ABC's listening audience over his KNX late-hour show includes a spaced-out 3:00 a.m. listener in Long Island, N.Y. ... The "Blending" is being dropped by Cary Grant and Betsy Drake due to film commitments, but may originate under a new sponsor and stars, Robert Cummings and Jane Wyatt, out of New York.

... NBC has Ezio Pinza booked up to a five-year deal giving the web exclusive rights to his AM-TV services, which already has him set for a number of "Big Show" appearances. ... ABC, a net which in the past has turned thumbs down on soap operas, is planning a serial block of the sudser to be aired from 3:30 to 4:30 afternoons, with a possibility of such airshows as "Romance of Esmeralda," "Daughter of Darkness," "Naomi, Daughter of Ammon," etc., in the offing.

FRIDAY, SEPTEMBER 7

Radio in Review—Continued

Japan Conference at Frisco

Local listeners are being given top coverage by the major networks this week at the Japanese Peace Treaty Conference in San Francisco.

Carroll Alcott and Grant Holcomb, two of CBS's top newsmen, are covering the signing for KNX-CBS on regularly scheduled newscasts and special broadcasts.

A veteran four-star team comprising Merrill Mueller, Alex Dreier, Elmer Peterson and Bob Letts is calling the shots for NBC.

ABC is also going all-out with a total of ninety-five persons handling both television and radio. Frank LaTourette, Western Division News Manager, is the big boss of the ABC operation, assisted by Vic Reed, manager of ABC's San Francisco News Room. With the exception of President Truman's opening address to the conference on Tuesday, which was simulcast, all other ABC AM and TV conference programs are being scheduled independently of each other.

“Suspense” Schedule

Two of the all-time “Suspense” favorites, Agnes Moorehead and Charles Laughton, are coming in that order, on the radio theater's new thrill. Miss Moorehead will appear on September 10 and Laughton on September 17. “Suspense”9’s are also busy on a forthcoming drama based on a basketball “fix” scandal.

“Big Show”

With plans for London and Paris origination of NBC “Big Show” completed, advertisers with this net are complaining about the high cost of the venture, although it is being paid by NBC. They figure the budget should be adjusted, instead, on the basis of their price per show for broadcasting NBC, on the other hand, says promotional value gained from “Big Shows”’ splash reflects radio's stature and showmanship. Tallulah Bankhead hasn’t said yes or no as to whether she will lead the parade for the “Chattanooga Show Train,” bringing several hundred Southerners to New York City for the October 14 “Big Show” broadcast.

Radio Takes Back Seat

TV has cut Hollywood’s radio-industry workers out of approximately $5,000,000 for this coming year. Nineteen radio shows have been dropped, causing many musicians to go out looking for work, cutting large pay checks for ad copy and writers, and offering security only to the radio performer who can do TV also. Shows to go off the mike include “Screen Guild Players,” “Phil Regan Carpool Show,” Horace Heidt, Rex Allen, Ginny Simms, Judy Canova, Dennis Day, “Escape,” Alan Reed, “Hollywood Star Parade,” “My Friend Irma,” “Junior Miss,” “Life of Riley,” “Six4 Question.” “My Favorite Husband,” Roy Rogers, Frank Sinatra, Smillin’ Ed McConnell and “Truth or Consequences.”

Your Cue (Shows You May Like)

“Hollywood Editor”

Monday-Friday, 10:45 a.m.

A NBC

When Carl Schroeder hits the air, he doesn’t burn up the wires as some hew Hollywood columnists do, but he does warm them up a bit. His fifteen-minute show, although seldom startling, does provide some informative and highly critical news on the “daily parade of life in Hollywood.”

One laudable thing about Carl, whether rightly or wrongly, is that he is not afraid of going out on the limb or getting on some celebrity’s back.

For example, one particular day we remember (partly because the program was preceded by a complimentary and accurate plug about TV-Radio Life), the Hollywood Page Twenty
Radio in Review—Continued

Editor slamed, among others, the following persons:

Aly Khan — "tied with Roberto Rossellini for the mythical title of dead birds of the year."

Harry C. Loomis — avoiding the high income tax in the United States.

Ava Gardner — for a speeding rap.

Nicky Hilton — "who had better jump off the boat or stay home," rather than go to London where Peter Lawford is supposedly making the big eyes at Hilton's ex-wife, Elizabeth Taylor.

And even Madame Perón—who is a real shrewdy when it comes to getting free publicity. These comments by Schroeder, who unfortunately does not have an exceptional speaking voice, are pretty much common knowledge but still make for good listening. And although a lot of his material seems to be mere clichés, one of the columns of local film editors, his commentaries are new to the various small-town stations on the Liberty network.

Another daily feature on this morning program is the interview department. Once again, the Hollywood Editor's questions and comments are not too meaty, but are at least edifying.

Schroeder may not be worrying Winchell or hustling Hopper; nevertheless, we suspect he'll be around on the radio dial (sometimes you get squares on this particular dial) for many moons to come.

Ted Hoppé

"Lux Radio Theatre"

Monday, 6:00 p.m.

CBS-KX

We are glad that the Lux people decided to return to the airplanes for their eighteenth year. You may recall that approximately two months ago they were in favor of dropping their radio version for "Lux Video Theatre," emanating from New York. Their return last week was heralded by the dramatization of "The Mudlark," the picture which won the 1947 Academy Award.

Irene Dunne starred as Queen Victoria and Sir Cedric Hardwicke as Prime Minister Disraeli. Supporting were Christopher Cook, the young "Mudlark"; Tudor Owen as "Brown," court adviser and close friend to the late Prince Albert; Bill Johnstone, Posnony, Herbert Butterfield, Naseby; and John Dodsworth as Hammond. Irene Dunne, who re-created her movie role, performed with queenly dignity; Sir Cedric's Disraeli was forceful, softened by proper greetings; and Christopher Cook, the urchin, reflected awe and respect. However, we think Tudor Owen, with his Donald Crisp-like brogue, stole the show.

Briefly the plot concerns Queen Victoria's preferences for indefinitely prolonged holidays, caused by the death of her husband, Prince Albert. Disraeli, pined for social reforms, endeavored to bring the Queen out of her royal shell. The Mudlark, whose main wish was to see his revered Queen, moved Her Majesty and accomplished what the Prime Minister could not.

Most of the regulars who guided "Lux" in previous years were back on the scene last week. William Keighley, as producer-host, maintained the same high quality characteristics of Lux," Fred MacKay directed ably, Sandy Barnett, script, retained the flavor of the scenario, and Rudy Schragger set appropriate moods with music.

With such a top presentation to augur another "Lux Radio Theatre" year, TV-Radio Life, for one, is happy that the sponsor decided to continue the radio version of this outstanding air."
ever decides to vacate the airways, ABC knows who can step into the family shoes without a misstep. To the background supplied by Dick Abrandt on Jim Hawthorne’s nightly—morning, depending upon what you call midnight and thereafter—ambalance, Dick is always here with that right touch of the real bravo-type stuff. And when Dick does get a chance to latch out with some of his own brand of musicianship, it gets great. Notable was the night Wolfe Gilbert, composer, visited Jim, and Dick played some of the old-timey torch songs (e.g., “Ramona,” “Waitin’ for the Robert E. Lee,” and others).

“Under Arrest”

Regardless of whether a police-investigating-type radio drama like this is aired to entertain youngsters or adults at this hour of the evening, it should still maintain at least some sort of commendable standard of production.

Every listener who pays any attention will at least expect the plot to be credible and the acting to be above average. Unfortunately, we found the airshow weak in both of these qualities.

A recent story involved a group of hoodlums who tried to run down a police captain, “Captain Scott,” a regular member of the air series. The developments prompted one member of the gang to murder another member who interwove in what seemed to us a weakly motivated plot was the idea that one cook’s wife was having an affair with a fellow gangster. Such dialogue as “It’s me, Dummy, I’m on the hook and I’m flat,” did not strengthen the script, in our opinion.

Another disturbing feature was that the narrator, also a participant in the drama, faded in and out of the script with nothing but organ music to motivate his appearance and disappearance. The story line was supposedly clarified by a technique of reading the police “interim report.” However, this only confused the listener.

There was an obvious lack of freshness in the approach to the characterization which made the actors’ interpretations far less effective.

We realize that it costs money to put on good or weak radio fare. We only hope to tune “Under Arrest” again and discover that it has some serious revamping and is collecting coin as well as a large listening audience.

A. G.

“War Orphan”

A group of radiomites are banding together to adopt a war orphan under the FOSTER PARENTS’ PLAN for WAR CHILDREN and will give some war-stricken child an opportunity for rehabilitation. The “adoption” of course, is financial only, but these radiomites are forming a club and each member will take a personal interest in the child adopted. Besides food, shelter, clothing, medical care, and schooling which these young actors and actresses will help provide, the adopted child will receive occasional gifts from each radiomite.


TV-RADIO LIFE

Radio in Review---Continued

MONDAY, SEPTEMBER 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:22-10:25</td>
<td>&quot;Contract&quot; on Mutual</td>
</tr>
<tr>
<td>10:25-10:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:30-10:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:35-10:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:40-10:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:45-10:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:50-10:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:55-11:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:00-11:05</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:05-11:10</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:10-11:15</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:15-11:20</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:20-11:25</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:25-11:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:30-11:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:35-11:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:40-11:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:45-11:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:50-11:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:55-12:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:00-12:05</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:05-12:10</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:10-12:15</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:15-12:20</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:20-12:25</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:25-12:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:30-12:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:35-12:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:40-12:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:45-12:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:50-12:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:55-13:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
</tbody>
</table>

MONDAY, SEPTEMBER 10

TV-RADIO LIFE

Radio in Review---Continued

MONDAY, SEPTEMBER 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:22-10:25</td>
<td>&quot;Contract&quot; on Mutual</td>
</tr>
<tr>
<td>10:25-10:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:30-10:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:35-10:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:40-10:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:45-10:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:50-10:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>10:55-11:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:00-11:05</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:05-11:10</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:10-11:15</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:15-11:20</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:20-11:25</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:25-11:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:30-11:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:35-11:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:40-11:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:45-11:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:50-11:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>11:55-12:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:00-12:05</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:05-12:10</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:10-12:15</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:15-12:20</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:20-12:25</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:25-12:30</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:30-12:35</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:35-12:40</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:40-12:45</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:45-12:50</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:50-12:55</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
<tr>
<td>12:55-13:00</td>
<td>&quot;KFWB&quot; on Mutual</td>
</tr>
</tbody>
</table>
Monday Radio Program Highlights

AM. Programs in Light Feet Type: P.M. Programs in Boldface.

11:30—2:00—KFWX—News
2:00—5:00—KFWX—News
5:00—7:00—KFWX—News
7:00—10:00—KFWX—News
10:00—1:00—KFWX—News
1:00—4:00—KFWX—News
4:00—7:00—KFWX—News
7:00—10:00—KFWX—News
10:00—1:00—KFWX—News
1:00—4:00—KFWX—News
4:00—7:00—KFWX—News
7:00—10:00—KFWX—News
10:00—1:00—KFWX—News
1:00—4:00—KFWX—News
4:00—7:00—KFWX—News
7:00—10:00—KFWX—News
10:00—1:00—KFWX—News
1:00—4:00—KFWX—News

Monday Radio Program Schedule

Monday, April 19, 1948

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>12:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>1:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>1:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>2:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>2:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>10:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
</tbody>
</table>

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

KXLA
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>10:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
</tbody>
</table>

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

KXLA
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>3:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>4:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>5:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>6:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>7:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>8:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:15</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:30</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>9:45</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
<tr>
<td>10:00</td>
<td>KGFW</td>
<td>News and Weather</td>
</tr>
</tbody>
</table>
Margaret Wagner, 318 N. Orange St., Rialto, Calif.

Will you please supply me with the date of the first "Lone Ranger" television show? I would appreciate it very much.

The "Lone Ranger" TV series bowed on KECA-TV, September 22, 1949.

Carolee Houser, 3945 Myrtle Ave., Long Beach, Calif.

On TV recently, I saw an advertisement for TV-Radio Life, showing a picture of my favorite TV star, Ina Ray Hutton. Could you tell me if her picture has already appeared on your magazine, or whether it is a coming attraction?

Ina Ray Hutton’s picture and story appeared in our January 5 issue and another story on Ina Ray may be a future treat if enough readers request it.

Mrs. R. E. Crum, 18547 Saticoy Street, Reseda, Calif.

Just a few lines to let you know I think you have a wonderful radio-television guide. I’m an invalid, but I can still make many gifts for polio patients and people in wheel chairs. I am ready to make knee robes and if any of you ladies have new scraps of satin, silk or velvet in plain colors and not less than 4 inches square, I would be happy to receive some.

George Ballard, Pasadena, Calif.

Your August 3 issue states that Mario Lanza’s Victor record of “Be My Love” is the biggest-selling classical record in the history of the Victor Company. As a matter of fact, however, “Be My Love” is not a classical selection, either in the correct sense of classical as opposed to romantic music (Haydn and Mozart as opposed to Dvorak and Tchaikovsky), or the common but incorrect usage of serious art music as opposed to popular commercial music. “Be My Love” is simply a popular song sung by a popular tenor. So why shouldn’t it sell a million copies?

Our information on Lanza and “Be My Love” was supplied by the RCA-Victor Company, and we found no need to alter either their or our own statements.

A. W. Romboy, 5147 Don Plo Drive, Woodland Hills, Calif.

Immediately above the portrait of Mario Lanza on the cover of your Aug. 10-16 issue appears a prominent quotation—“I Defend Singing Commercials.”

This leaves the impression that this artist makes the statement. But nowhere in the magazine can I find any indication that Mr. Lanza has anything to say about these monstrosities of noise.

Obviously Mario Lanza would not be professed on such a topic. The article “I Defend Singing Commercials” was based on an interview with Jud Conlon.

Thais Szabados, 812 Locust St., Pasadena, Calif.

For about the past two weeks “Bob and Ray” have been discontinued and replaced by a cheap program sponsored by “Protam,” and one hour later this same quarter hour of straight commercials takes the spot of a newscaster.

Why do the large networks degrade themselves with a thing like that? I wish you would say something about this “Fat People’s Program” in your column "We View With Alarm.”

We reluctantly we have missed the objectionable commercial to which you refer; however, we have from time to time deplored the use of offending commercials on the airwaves.

Page Twenty-six
Western Roundup

SWING YOUR PARTNER

3:00 P.M.

Monday thru Saturday

KGFI 1230 Kc.

Tuesday Radio Program Highlights

3:00 A.M. Programs to Lightface Type

3:00 Comedy Variety

3:00 Arthur Godfrey, KNX

3:00 Arthur Godfrey, KKN

3:00 Opera, KBBW

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation

3:00 Arthur Godfrey, KNX

3:00 Grand Slam, KMBW

3:00 Dinner Special, KFY

3:00 Victory Songs, KNX

3:00 Commerce, KIR

3:00 Nightingale, KNX

3:00 National Barn Dance, KFY

3:00 Quit, Participation
NOT TOO LATE

It is not too late to enter the Decorate Hawthorne contest. When you are through with your TV Radio Life of August 31, tear Hawthorne's cover-picture from the magazine. Then do as your imagination (or science) orders in adorning the picture of the horn-rimmed Hawthorne. Draw a mustache, new beard or any other feature your family dictates and send your entry, with name and address, to Hawthorne, CBS, Hollywood.

Here are the prizes for the three best Decorate Hawthorne entries: first prize, an Amparo motion-picture camera valued at $170; second prize, an Amparo tape recorder, with two hours of continuous recording possible, valued at $120; and third prize, an Argus 40 "still" camera, valued at $50. Get busy, fans. Maybe this will be the time you win.

Wednesday, Sept. 12

BIBLE BREAKFAST

Rich teaching from the Book of Books, by a gifted Bible teacher, Dr. Sydney Balles, of A.M. DAILY

KFGJ (1220) — KALI (1430)

*Indicates News Broadcast

Bible Highlight


Home Town Jamboree

Carmelita Skye, Eddie Kit Herman the Hermit Bucky Tibo, Speedy Wet Biscuits, Ertis Top Western Talent

KXL — 10:00 — 12:30 Mon. Thru Fri.
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:05</td>
<td>KGBU</td>
<td>Jack Benny, McCarthy, Groucho, Bing Crosby</td>
</tr>
<tr>
<td>10:15</td>
<td>KOMA</td>
<td>Bob Hope, The Best of广播</td>
</tr>
<tr>
<td>10:45</td>
<td>KFMB</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>11:00</td>
<td>KFWX</td>
<td>The Big Story, Mysterious Traveler</td>
</tr>
<tr>
<td>11:30</td>
<td>KMEH</td>
<td>Breakfast Television, The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>12:00</td>
<td>KFOX</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Wednesday Radio Program Highlights**

A. Programs in Lifetike Time: P.M. Programs in Boldface.

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>KMPC</td>
<td>Comedy-Variety</td>
</tr>
<tr>
<td>3:30</td>
<td>KFWX</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>4:00</td>
<td>KFWX</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>4:30</td>
<td>KFWX</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**EVENING TV SHOWS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KFWX</td>
<td>The Big Story, Mysterious Traveler</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>9:00</td>
<td>KFWX</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**ETY THEATRE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**MOVIES**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Movie</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**SPORTS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Thursday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Sunday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KMPC</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KMPC</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KMPC</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**MUSICAL DIGEST**

Family Dinner Hour Concert 7:00 to 8:00 P.M. Nightly including Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>KGFJ</td>
<td>Musical Digest, The Big Story, Mysterious Traveler</td>
</tr>
<tr>
<td>7:30</td>
<td>KGFJ</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KGFJ</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KGFJ</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

**Wednesday Radio Program Highlights**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>KGFJ</td>
<td>Musical Digest, The Big Story, Mysterious Traveler</td>
</tr>
<tr>
<td>7:30</td>
<td>KGFJ</td>
<td>The Rush Hour News</td>
</tr>
<tr>
<td>8:00</td>
<td>KGFJ</td>
<td>The Mirthful Morning Show, The Music of the Mountains</td>
</tr>
<tr>
<td>8:30</td>
<td>KGFJ</td>
<td>Noon News, Johnnie Carson, Bob Hope, The Big Story</td>
</tr>
</tbody>
</table>

---

**RHYTHMAIRES**

**CLIFFE ARRANGES FOR DISNEY**

Judd Conlon, head man of the Rhythmaires on the CBS "Shuffle Along," is arranging and recording choir music for Walt Disney's new short, "Adventures in Music."
SEE WHERE SOME SENATOR THINKS NEW TV CHANNELS should remain frozen until an investigation is made on the low quality of TV programs. I think this is ridiculous, even though the senator may mean well.

BUT MANY PERSONS COMPLAIN about the poor quality of TV programs and the lack of cultural and educational fare on the TV tube; but I don’t think they would if they stopped to realize a couple of things: (1) that TV still is not dry behind the ears and (2) that stations have had to seek tremendous amounts of coin into cameras, studios, personnel, transmitters and other equipment.

RED INK ON THE LEDGERS OF TV OPERATIONS is switching to black, but until TV is completely solvent, don’t look for it to stage too many high-brow programs. What is sold as “commercial” will come first. Though there are many excellent commercial programs, both on radio and TV, the fellows who know will tell you that the ultra-intelligent type program is not the first one a sponsor generally grabs. Usually the station or network has to put it on “sustaining.”

FOR YEARS, RADIO OUTLETS have had to show proof of devoting a brain amount of time to programs of benefit to the public. Failure to do this placed the outlet in jeopardy of losing its license. It will be interesting to see whether the FCC will make TV toe the mark in this regard.

IN THE PAST, PERSONS CRITICIZING radio for putting out “out-of-date” fare have always pointed out that the radio-owning public in this country and had a far greater investment in sets than the stations and networks had in their equipment. Because of this, outlets presumably were supposed to forget budgets and spend recklessly on cultural programs. This time of reasoning doesn’t hold water beyond the original investment stage. Protagonists of better shows at radio outlets’ expense never, to my knowledge, said much about the stations’ constant upkeep of radio.

UNTIL THE “POORER QUALITY” COMMERCIALS can carry the freight for both themselves and the more cultural programs appealing to a smaller percentage of lookers, an investigation seems pointless. Furthermore, I think there are many more pressing things our legislative body could and should do besides snipe around the hectic halls of TV.

THE TESTIMONIAL LUNCHEON FOR MAL BOYD last week at Ciro’s proved that there are lots of nice folks in radio and TV. Mal, the recent business associate of Mary Pickford and Buddy Rogers, leaves this week for Berkeley to study for the Episcopalian ministry, and the affair was to wish him well. Art Baker was the perfect emcee; Dale Evans, always gracious and thoughtful, wrote special lyrics for her “Somewhere Over the Rainbow” number; Red Hopper’s business manager, Dena Harshbarger, making one of her infrequent public talks, spoke words of wisdom which added impact to the occasion; Jim Hawthorne, pulling a switch and going serious, was very impressive; and Dick Auerand’s instrumental rendition of “Abide With Me” and Connie Haines’s closing rendition of “Meredith Willson’s “May the Good Lord Bless and Keep You” were most effective. But that was the first time The Lord’s Prayer was ever said in Ciro’s.

At the luncheon, Art Baker told me he and his missus were getting settled in their Valley Village home. He says they’re getting settled in their Valley Village home. He says they’re...things sounds more impressive than they really are. Connie Haines’s house looks like a gift shop, account of all the presents. She’s being married Friday to Major Baker. Del Haven, associated with Hughes Aircraft. Hawthorne got a laugh at the Boyd affair when he explained that Klaus Landberg couldn’t be present because he was “too busy directing the rain.”
Note: Programs marked with an asterisk (*) are of the contest, quiz, or other type.

**Ghost Stories**
- KECA, 9 p.m.

**Music**
- KECA, 6:45 p.m.
- Su

**In Garden Guide**
- KECA, 8:15 a.m.

**Godfrey, Martin**
- KECA, 7 a.m.

**Grosset, Frank**
- KNX, 7:30 a.m.

**Graham, Billy**
- KECA, 3 p.m.

**Graham, Frank**
- KNX, 10 a.m.

**Grand Ole Opry**
- KFSD, 7:30 p.m.

**Grand, Johnny**
- KMPC, 7 p.m.

**Green, Bob**
- KHJ, 8:15 a.m.

**Guiding Light**
- KNX, 10:45 a.m.

**Hall, Helen**
- KHJ, 6:30 a.m.

**Hall's Memory Room**
- KFOX, 6:30 a.m.

**Hallmark Playhouse**
- KNX, 8:30 a.m.

**Hancock, Hunter**
- KALL, 10 a.m.

**Hanson, Tom**
- KNX, 11:10 a.m.

**Hardly Family**
- KECA, 9 a.m.

**Harms, Jim**
- KNX, 3:30 a.m.

**Harmon, Tom**
- KNX, 10:30 a.m.

**Harmony Bourse**
- KWRV, 4 a.m.

**Harvey, Pat**
- KECA, 11:45 a.m.

**Haven of Rest**
- KELA, 8:30 a.m.

**Hawaii Calls**
- KHJ, 8:30 a.m.

**Hawk, Bob**
- KNX, 7 p.m.

**Heckle**
- KNX, 3:30 p.m.

**Heckle, Charles**
- KHJ, 6:30 a.m.

**Hetherington, Joe**
- KECA, 6:30 a.m.

**Heuvelman, Sid**
- KECA, 1:30 a.m.

**Hollywood**
- KECA, 10:45 a.m.

**Hollywood Editor**
- KECA, 10:45 a.m.

**Hollywood Lose Story**
- KECA, 8 a.m.

**Hollywood Music Hall**
- KHJ, 7:30 p.m.

**Holy Name Breakfast**
- KHJ, 7:30 a.m.

**Holmes, Dr. Ernest**
- KECA, 4:30 a.m.

**Hometown Jammer**
- KECA, 11:15 a.m.

**Home of the Brave**
- KHJ, 8 a.m.

**Howard, Irving**
- KECA, 10:45 a.m.

**Hunter, Chet**
- KECA, 10:45 a.m.

**I Love a Mystery**
- KECA, 10:45 a.m.

**If They Had Lived**
- KECA, 8:15 a.m.

**Inspector Beartooth**
- KNX, 6 p.m.

**It Pays to Be Ignorant**
- KECA, 9:15 p.m.

**International Airport**
- KECA, 9:30 p.m.

**International Disc Jockey**
- KFOX, 2:05 p.m.

**It's Fun to Be Young**
- KECA, 11:30 a.m.

**Invitation to Learning**
- KNX, 8 a.m.

**Ivanhoe**
- KECA, 11:30 a.m.

**Jenkins, Al**
- KHJ, 9:30 a.m.

**Jay, George**
- RGFF, 15 p.m.

**Jingle Tree**
- KECA, 5:15 p.m.

**Juli Steere**
- KHJ, 5 p.m.

**Jubal**
- KHJ, 7 p.m.

**Joy, Chick**
- KECA, 11:15 a.m.

**Joy, Dick**
- KNX, 10 p.m.

**Junior Junction**
- KECA, 4:15 p.m.

**Jungle**
- KNX, 2:30 a.m.

**Jury, Bob**
- KHJ, 7 p.m.

**K*Bow, Bob**
- KECA, 8:15 a.m.

**K*Corral, Bob**
- KECA, 8:15 a.m.

**K*Dirty Work, Bob**
- KHJ, 6:15 p.m.

**K*Footsteps, Bob**
- KECA, 3:15 p.m.

**K*Footsteps, Bob**
- KECA, 8:15 a.m.

**K*Gardner, Bob**
- KECA, 7:30 a.m.

**K*Gateway to Music**
- KEFC, 7:30 p.m.

**K*Georgia Crackers**
- KECA, 8:15 a.m.

**K*Ghost Stories**
- KECA, 9 p.m.

**K*Gleissel, Bill**
- KNX, 6:45 p.m.

**K*Gleissel, Bill**
- KNX, 6:45 p.m.

**K*Godfrey, Martin**
- KECA, 7 a.m.

**K*Grosset, Frank**
- KNX, 7:30 a.m.

**K*Graham, Billy**
- KECA, 3 p.m.

**K*Graham, Frank**
- KNX, 10 a.m.

**K*Grand Ole Opry**
- KFSD, 7:30 p.m.

**K*Grand, Johnny**
- KMPC, 7 p.m.

**K*Green, Bob**
- KHJ, 8:15 a.m.

**K*Guiding Light**
- KNX, 10:45 a.m.

**K*Hall, Helen**
- KHJ, 6:30 a.m.

**K*Hall's Memory Room**
- KFOX, 6:30 a.m.

**K*Hallmark Playhouse**
- KNX, 8:30 a.m.

**K*Hancock, Hunter**
- KALL, 10 a.m.

**K*Hanson, Tom**
- KNX, 11:10 a.m.

**K*Hardly Family**
- KECA, 9 a.m.

**K*Harmony Bourse**
- KWRV, 4 a.m.

**K*Harvey, Pat**
- KECA, 11:45 a.m.

**K*Haven of Rest**
- KELA, 8:30 a.m.

**K*Hawaii Calls**
- KHJ, 8:30 a.m.

**K*Hawk, Bob**
- KNX, 7 p.m.

**K*Heckle**
- KNX, 3:30 p.m.

**K*Heckle, Charles**
- KHJ, 6:30 a.m.

**K*Hetherington, Joe**
- KECA, 6:30 a.m.

**K*Hollywood**
- KECA, 10:45 a.m.

**K*Hollywood Editor**
- KECA, 10:45 a.m.

**K*Hollywood Lose Story**
- KECA, 8 a.m.

**K*Hollywood Music Hall**
- KHJ, 7:30 p.m.

**K*Holy Name Breakfast**
- KHJ, 7:30 a.m.

**K*Holmes, Dr. Ernest**
- KECA, 4:30 a.m.

**K*Hometown Jammer**
- KECA, 11:15 a.m.

**K*Home of the Brave**
- KHJ, 8 a.m.

**K*Howard, Irving**
- KECA, 10:45 a.m.

**K*Hunter, Chet**
- KECA, 10:45 a.m.

**K*I Love a Mystery**
- KECA, 10:45 a.m.

**K*If They Had Lived**
- KECA, 8:15 a.m.

**K*Inspector Beartooth**
- KNX, 6 p.m.

**K*It Pays to Be Ignorant**
- KECA, 9:15 p.m.

**K*International Airport**
- KECA, 9:30 p.m.

**K*International Disc Jockey**
- KFOX, 2:05 p.m.

**K*It's Fun to Be Young**
- KECA, 11:30 a.m.

**K*Invitation to Learning**
- KNX, 8 a.m.

**K*Ivanhoe**
- KECA, 11:30 a.m.

**K*Jenkins, Al**
- KHJ, 9:30 a.m.

**K*Joy, George**
- RGFF, 15 p.m.

**K*Juli Steere**
- KHJ, 5 p.m.

**K*Jubal**
- KHJ, 7 p.m.

**K*Joy, Dick**
- KNX, 10 p.m.

**K*Junior Junction**
- KECA, 4:15 p.m.

**K*K*Calling**
- KHJ, 9:30 a.m.

**K*K Hunter's Corner**
- KHJ, 9:30 a.m.

**K*Kaye, Sammy**
- KECA, 11 a.m.

**K*Kayhans, Harry**
- KNX, 5:30 p.m.

**K*King of the Dance**
- KECA, 6:15 p.m.

**K*Kravens, Bill**
- KNX, 12 a.m.

**K*Klayhause, Harry**
- KNX, 11:15 p.m.

**K*Kluger, Bob**
- KECA, 7:30 a.m.

**K*Kmayr, Don**
- KNX, 6:05 p.m.

**K*Klubs Bow**
- KNX, 11:15 p.m.

**K*Kirkland, Jack**
- KHJ, 1 p.m.

**K*L. A. Breakfast Club**
- KHJ, 7 a.m.

**K*Ladies' Day**
- KECA, 8:15 a.m.
I WISH YOU COULD READ SOME of the letters that I receive at KMPC every day as an afterthought of my 6:15 "Parade of Sports." Here's an example:

"Dear clown: How can a grown man make himself look so ridiculous? On July 11, you claimed that Bob Waterfield is the greatest passer in football. How about Otto Graham? On July 17, you were bragging about Artie Aragon, who's nothing more than a second-rate fighter. And just two days later you were blowing off about the Los Angeles Angels—why?, they're a second-division club and always will be. So, that's the reason I never listen to you, Kelley. You're too prejudiced...

WELL, THAT'S A TYPICAL LETTER from a man who never listens to me, even though he can give exact dates when I made certain statements. And it's only one example; I get dozens of such "pan" letters a day. But the fans still listen.

MANY PEOPLE DISAGREE with MY format on the "Parade of Sports." I do not run a sports news show, it's a sports commentary. If I'm doing a story on the Aragon-Carter fight, for instance, I don't merely report the weights, heights, records of both boys. I say something like this:

"MY BOY ARTIE ARAGON is going to lick the world's champion, Jimmy Carter, tonight. Artie is a better hitter than Jimmy, and he's not only going to defeat Carter; he's going to knock him out, in all probability. And there won't be a happier guy in this town than Kelley when Aragon scores the victory."

NOW, AS YOU MIGHT EXPECT, a lot of people get very unhappy with such spats. But that fifteen minutes on KMPC every night is my commentary on sports. I don't say I'm always right, but when I am wrong it's my own opinion and Old Kel takes all the blame.

THE POINT OF THE WHOLE THING, of course, is that the "Parade of Sports," thrives on controversy. I'm not looting for trouble, but those fifteen minutes on KMPC from 6:15 to 6:30 every night are mine, for my own opinions on Sports.

And you know something? Here's one guy who actually enjoys "pan" letters.

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

On the Ball
with Bob Kelley

Billie Burke

(Continued from Page 6)

an informal feast day of flashbacks into Ziegfeldiana and other memorably show-business eras.

But far from being sessions revolving solely around the good old days, Miss Burke's afternoons at home provide much food for current thought, through the informed people who call on her and also through her own studies.

Understanding television is only part of her goal in this new venture, as she explains:

"The MacArthur and Kefauver television demonstrations proved that the visual is the true power of the medium, and, although I am not planning to top these shows, one of my main aims is to prove that television can be entertainingly educational to people of all ages. Each of my guests has something to contribute, and to me that's what makes any video show important."

Fan Clubs

(Continued from Page 8)

they do Roger once and they are a real gone fan. Roger is just super-duper peachy keen.

"We also help Roger to get cleaner matches by writing the promoters and the matchmakers. We put our foot down pronto and make sure that our boy Mackay has a nice, clean scientific opponent, like himself.

"We are always at the arena where Roger appears to give him all the boosts we can. There are eighty-eight referees, including the real one in the ring, every time Roger fights." Miss Parmann describes the new "Roger Mackay" theme song (done to the tune of "Washington and Lee Swing"), the first few lines of which are:

"Oh Roger Mackay is our pride and joy,
So scientific, clean, yes that's our boy.

"And the best physique, we're telling you.
You'd better watch out for that lover, wonder boy, Mackay."

The father-and-son team of Gino and Leo Garibaldi has equally fervent and multitudinous fans, including one club for Leo which numbers 118 members.

The "Drappettes," loyal admirers of wrestler Andre Drapp, combine with Mackay or Garibaldi groups for many shows-get-togethers following the matches.

Stu Wilson, who has had a legion of "unorganized" admirers for many years, found out how loyal they were when, on his KNBH show, he casually mentioned that if he were to continue his on-camera tea parties, he would have to replace his broken teapot. The "Wilsonaires," headed by Kay Archer, resulted.

President Archer and the officers of the Wilsonaires have devised a six-rule code typifying the fan-club loyalty found in many groups which includes: "Steadfast in looking and listening to the program, recommendation of program at friends, consistent purchase of articles advertised on the show, whenever possible, taking advantage of goodwill offers made on the program, never using the fan club to obtain personal favors, never representing Stu Wilson or the fan club in any way without the majority agreement of officers of the club and of Stu himself."

"Space Patrol" fans form what probably are the most unusual groups.

(To be continued next week)

The Nelsons

(Continued from Page 3)

show too. The Nelsons usually have one at-home rehearsal prior to their Friday broadcasts. Ozzie, who writes the script, eagerly awaits advice from his sons as to whether he has managed to capture their individual manners of expression, and he admits that he's learned many a lesson from his young offspring.

The boys have unconsciously contributed to their family unity by insisting on observing small but important customs such as one of the Nelsons' Christmas traditions which says that out-of-town presents can be opened on Christmas Eve, but family gifts are never touched until Christmas morning. Likewise, on other family occasions, like birthdays, they prefer family celebrating with dinner at home, and again no one can open his gifts unless all others are present at the table.

In trying to explain the cause for this unusual family accord, which she only regards as "normal," Harriet added that the best advice she can give for achieving it is "to treat each member of the family as a person."

Get your KIEV T-SHIRT. Win prizes! Listen for full details every day.
Rita La Roy Warns Women

“Don’t Follow the Fads—Until They Become Established Fashion”

By Jane Pelgram

When a new style comes along—any new style—every woman should remember to go for it just a little bit.

That is Rita La Roy’s first warning to women. She explains that can’t-go-wrong method by pointing out that whenever the “new winged look” for hair or the “doe-eyed look” or any one of half a dozen other fads burst upon Miss and Mrs. America’s consciousness, they are overdone in their presentation. The magazines have to overplay the whole idea, or it wouldn’t register at all. If the reader could retain only the impression and temper the particular style to herself, everything would be hunky-dory! But, alas, women never do!

Rita chooses the “doe-eyed look” as a prime example, “I have seen lovely young models—not my girls!—and old women, all with their eyes plastered and painted as though they were going on stage. They had merely spied the pictured models in the magazines made up like this, without reading the text which urged caution and taste, and which pointed out that some women’s eyes are simply not suited to make-up and that nearly everyone else’s eyes are suited to only a little.”

Fashion-Wise

The “not my girls!” Rita referred to are the models who attend her highly successful school. On her current Monday afternoon show on KNBH, Rita usually employs some one or two of these lovely students of charm. They serve as subjects while hostess La Roy points out “dos” and “don’ts” to the women attending the show, viewing it from home, or who have written to the station. And there are few women better qualified than Miss La Roy to point out these rights and wrongs of dress, posture, speech or taste.

A charming woman, for years starred in motion pictures, Rita has built up her models’ school and her own reputation as an almost invincible fashion expert through just being smart. She herself never overdoes anything. And by a process Rita herself calls “just plain fashion osmosis,” she is now able to predict which fads will become fashions, which will not.

Predicts Fashions

Remember when we first saw Rita La Roy on television several years ago in the dramatic series she produced and staged? She had a short haircut.

Remember when the “new look” of flat heels and the nine-inch skirt length came in? Rita tagged it for the passing fancy it was. When a large department store emptied its racks of nice suits and dresses to make place for the “new look” things, Rita had a field day. She and her models bought full wardrobes of lovely things for but a fraction of their cost. When that same store unloaded its “new look” merchandise to replace it with the tailored and tasteful, Rita told her girls to go and buy (at radical bargains!) their evening clothes. She forecast wisely that the style would stay for evening. It did.

Rita suggests that the fad-happy can find their field day in the little fads—the flowers, novelty cuff links, belts and gloves which change that one basic, simple-lined dress into a variety of costumes.

Watch For!

She also went out on a limb to make some predictions for this fall. Belted suits will be very good . . . and suits on which the sleeves are shved elbow-ward will be smart. The belted suit, she believes, will be popular because it nips in a waist where many times no waist appears. Too, the false hip given by this belt making makes all below that false hip look slimmer.

The pushed-up sleeve is a far

(Please Turn to Page 39)
Keeping It Clean  From Make-up to Camera

From Make-up to Camera

GRANT WILSON, head make-up artist, keeps paint and powder neatly arranged on his KTSL work table. (CBS-Braslaff photos.)

PETER POTTER, DISC JOCKEY, puts aside his platters and turn-table to put the last-minute finish on Peggy Lee, popular songstress.

Page Thirty-six

September 7, 1951
F It's to be on the face it should be clean enough to eat." That's the approach Grant Wilson, KTSL make-up artist, takes to paint and powder for video stars. Every powder puff and lipstick brush has its place and keeps its place in Grant Wilson's small ten-by-twelve working room at the TV studio. "Orderliness" is the password observed by the pancake chief and his assistants: Marion Hall, Rochelle Stanton, Leah Hoffman and Bill Knaggs.

**Powder Room**

Grant Wilson came to the make-up room of KTSL via backstage high-school drama make-up and Max Factor's school of practical experience. Although he has four pairs of helping hands adding the glamour to the plays, he believes in one person "putting it on" a performer, because the face becomes a puzzle if more than one pair of hands is making up at the same time. Usually it takes about twenty minutes to apply straight make-up to a woman and close to fifteen minutes to fix up a man's face for the TV camera. Often a person needs a little "corrective make-up," and this may add a few more minutes to the job. Wilson allows "plenty of congenial talk . . . even rehearsing lines" in his powder room, but states firmly that "no temperament is allowed here . . . we meet them all as friends, and no one is pampered in our beauty parlor."

Strict rules are enforced for sterilizing the tools of the trade . . . with soap and water being used along with antiseptics to treat brushes and sponges after each application, and with skin refreshers used generously. Lipstick does not need special attention because it is oil and germs do not live in oil. A typical facial treatment starts off with a skin refreshener, then comes a bit of eye shadow for glamour . . . followed by the right shading with one or more shades of pancake make-up and any corrective measures for highlighting or subduing obtrusive features and then brushing on the lipstick. Wilson does all his make-up jobs on the lighter side, aiming thereby to achieve a more natural appearance. He doesn't believe that color TV will call for any major changes in painting and powdering video touches. In the recent color television "premier" held in the East it was found that "regular color TV make-up" consisted in first applying a grease-stick base to the face, over which was put a neutral shade of powder and then the face was given a special make-up wash. The eyes and eyebrows of the feminine performers required no special treatment for the color broadcast, merely the application of an eyebrow pencil and the proper shades of mascara. The lips were colored with a special pink lipstick.

**Paint the Ears**

One of Grant Wilson's special painting tricks is to "paint the ears two shades darker with pancake . . . because ears do not tan and the light hits the ears and makes them go white." He prefers to do a lady's face, but thinks a man's face is easier to do, with the only major make-up problem for the man being the softening of his beard.

Putting on new faces may take an artist's touch, but according to Grant Wilson it also takes a mechanic's precision and a doctor's cleanliness . . . because half the job is "keeping it clean."

---

**HUSBAND-WIFE TEAM** Ben and Lesley Alexander, of the video show "Watch and Win," Thursday, 7:00 p.m. KTSL, give each other the pre-camera treatment in the TV studio beauty shop.

**BEFORE DANCERS SUCH AS** Mary Lorenzo here go on the television stage they stop in to visit KTSL's make-up room, where Joan Taylor puts on the finishing touches.

**MONKEYS AS WELL AS PEOPLE** get a fine brushing before going into their video act, as can be seen from Grant Wilson's approach to Hawthorne's pet, Sam Schmo, Jr. Hawthorne apparently is trying to explain it to Sam.

September 7, 1951
Watch Out For Loyola!

 Warns Bob Kelley, Who Calls "The Notre Dame of the West's" Games

By Mildred Ross

Each player's move on their respective peg boards. Binoculars, the old standby, are supplemented with a television screen, situated in a position visible to all three. With lightning-fast observations Bob calculates the plays and calls them. His intensive knowledge of the game also goes a long way in providing interesting side comments. Kelley supplements his description of the action on the field with informative, timely remarks on the sport, interspersed with some speculative comment on what the next play might be.

Preparation

Some people do not realize the preparations necessary for staging these gridiron classics. Each team "scouts" its opponent, and the coach is fully informed about the opposition's strong and weak points. Films are made of every game played and they are run and re-run so often that they leave each player with a mental blueprint of the opposition's touchdown plays. Each Loyola player's performance is graded. A top rating is as esteemed as admission to Football's Hall of Fame. Loyola's eleven spend hours poring.

(1) LOYOLA'S SENIOR QUARTERBACK DON KLOSTERMAN who threw nineteen touchdown passes in 1950, will be back to set the pace for the Lions this season. (2) Bob Kelley, sportscaster, provides play-by-play description for the Lions as well as other teams. Bob expects to call between thirty-five and forty games this season. During the baseball season, he calls the "runs" for the Los Angeles Angels. (3) Loyola's three coaches (left to right), Jordan Olivar, head coach, Jerry Neri, backfield coach, and John McKenna, line coach, confer on some winning strategy.

Page Thirty-eight
Watch Out for Loyola!

(Continued from Page 38)
over mimeographed diagrams of classic plays and situations which might arise in next Saturday’s game. A “Lion” may not know the name

Football Lingo

MOUSE TRAP—A defensive line-
man is allowed to charge through
unmolested; then he’s picked off
from his blind side by another
blocker.

SUBMARINE—Defensive line-
men go under, instead of
through or over, his blockers in an
attempt to stop the ball-carrier.

SCREEN—Pass play where virtu-
ally all of the defensive rushers
are allowed to charge the passer,
who then loops the ball over their
heads to a receiver. Point to the
play is to give the receiver a num-
ber of blockers, hence the title
“screen.”

STATUE OF LIBERTY—An old
play, still used occasionally. The
ball-carrier fades back as if to
pass, raises his arm, then hands
off to a teammate coming by.

STOP AND GO—This is not a
traffic signal, but the name of a
pass pattern. The receiver goes
downfield, stops, then goes on
again in an attempt to throw off
defending backs.

BUTTONHOOK—Another pass
pattern; receiver heads down field,
then hooks back toward the line of
scrimmage to take a pass.

SALLY RAND—Pet play of Bob
Waterfield; the quarterback hides
the ball on his hip and goes
around end without any interfer-
ence. Similar to naked reverse.

BOOTLEG—Same as Sally Rand
—just another name for play.

PITCHOUT—Quarterback in T-
formation pitches ball out to an-
other back who is running wide.
This is an underhand, backward
pass.

MAN-IN-MOTION—Back on off-
defensive team runs laterally or
backward before the ball is passed.

PLATOON SYSTEM—Has noth-
ing to do with armies. Designates
modern trend of football where
two teams, one offensive spe-
cialists and the other defensive
experts, are employed by the same
school.

QUICK—Just what the name im-
plies. A running play where the
quarterback hands right off to the
halfback (usually) without even
faking. Idea is to get a quick
start before opposing linemen
know what’s happening.

of the fellow in the position op-
posite him, but he knows his num-
ber, his weight and his playing
idiosyncrasies. A nervous shifting
of the leg may be the giveaway as
to what direction the play is going.

Loyola’s Bid

Have you ever been the little fel-
low in the neighborhood gang—just
as sturdy and capable as the big
fellows—but because you didn’t be-
long in the big boys’ league you
were excluded from their games?
Yet last season seven of those
“little” Loyola players were signed
by professional teams. Loyola is the
defending champion of the mythical
Pacific Coast Independent Confer-
ence, which comprises seven colleges.
Coach Jordan Oliver’s charges will
be out to retain their championship
this season. KNBH will telecast the
Lions’ home games, emanating from
Pasadena’s Rose Bowl on Saturday
evenings. Loyola is expected to
scheduled evening games to beat the
gate competition of the other colleges.

Kelley Calls the Plays

Bob Kelley was selected to telecast
Loyola’s games because of his ex-
cellent presentation. Bob began his
career in Elkhart, Indiana, while
still a student, by broadcasting his
high school’s football games. Several
years later, Bob captured an enviable
sportscasting assignment when he
broadcast Notre Dame’s great games.
Bob has been director of sports for
WGAR, WJR and KMPC respectively.
Currently, he airs a nightly quarter-
hour commentary, “The Parade of
Sports,” over KMPC. His diversified
sportscasting has covered football,
baseball, golf and hockey, Broad-
casting the Los Angeles Angels base-
ball and the Los Angeles Rams foot-
ball games are his exclusive year-
round standbys. Kelley’s telecasting of
the 1950 Rams games won the
“Emmy” as the top TV sports show of
the year.

There has been speculation that
USC and UCLA might some day heed
the challenge of “little” Loyola and
invite it to play. If they do, you can
be sure Bob Kelley will be up in the
press box calling the plays.

Rita La Roy

Warns Women

(Continued from Page 35)
younger effect than a long sleeve.
That effect is always popular. Too,
will allow greater play for the
colored gloves of fall.

As far as color goes, Rita herself
is going to stand out yellow and
black. Yellow gloves with black suits,
and yellow flowers on severe black
blouses or dresses. And she will pro-
bably hit another winner.

In make-up, the faint eye shadow
and mascara matching the costume
will probably add another note. “I

hardly feel as though I dare mention
eye make-up,” Rita morns, “without
being able to point out to each in-
dividual whether she can or cannot
wear it well.”

She does point out freely for all,
however, that the unlucky who load
themselves with jeweled and dark-
heeled and seamed stockings could
come in for a rude shock were there
to be another nylon shortage.

“Can you imagine a pair of pearl-
decorated hose with a tweed suit?”
she shudders.

Leyden’s School Days

KFWB’s popular early-morning disc
jockey, Bill Leyden, is once more
back at school. However, this time
Bill is going to the Berlitz School of
Languages in order to learn how to
speak Spanish, French, and a Texas
dialect for quiz shows.

September 7, 1951
1. "WILD BILL HICKOK," with Guy Madison and Andy Devine, Sundays at 7:00 p.m.  
2. THE TIM MCCOY SHOW, Saturdays at 7:00 p.m.  
3. "COWBOY THRILLS," with Doye O'Dell, Monday through Saturday at 5:30 p.m.