AL JARVIS:
"I Know What NOT to Do!"

FAYE EMERSON:
"I Never ‘Plunged’ Beyond Good Taste"
HERE'S ONE WAY OF "LIVING LIKE A MILLIONAIRE," from the NBC-TV show of the same name! Winners Mr. and Mrs. Ozzie Middleton of Texas stay at one of Los Angeles's swankiest hosteries. A car is placed at their disposal (with Don House, zone manager for Pontiac, here saying "welcome" and turning over the keys), and the couple are entertained at Los Angeles clubs and studios. (Streib photo.)

KNBH's "THE CONTINENTAL" PRESENTS A ROSE to each of his friends. The occasion? A Continental Fan Club party at the Encino Inn at which grandmothers and teen-agers alike found his roses, champagne and attention most delightful.

EVELYN BIGSBY, EDITOR OF TV-RADIO LIFE MAGAZINE, appeared one day on Jeanne Gray's recent KNXT afternoon show to run over TV-Radio Life's history with Jeanne. Here Evelyn and her hostess reminisce over an early edition of the magazine. (CBS-Braslaff photo.)
CLOSE-UPS ON KNBH

"IF I'D A KNOW'D You Were Comin' I'd a Baked a Cake" was reversed when the young lady shown above visited Monty Margetts. Seems she didn't trust Monty's cooking.

DUNCAN HINES, nationally known gourmet and writer of books on food, dropped by recently to visit with Monty on her daily show. Here the visitor "signs in."

IT WOULD SEEM that Monty Margetts doesn't trust her hand at cooking with all the canned goods in view. But actually she is shown with but two of her many sponsored products.

You'll See More On Channel 4

PAUL "BUZZ" OWEN, Bob Mitchell, Buddy Jobe and Bill Stulla make up the "Four Bees" who entertain for an hour each day over KNBH's Channel 4.

HERE'S A PICTURE to prove that Bill Stulla is really the "Mail King" of Southern California television. He receives between 4,000 and 7,000 letters a week.

EACH DAY one lucky youngster receives the honor of being the Good Humor driver. Besides driving the miniature truck on stage, he hands out ice cream bars to the rest of the mop-pet audience.

—Advertisement

GOOD HUMOR ICE CREAM
1. Is your "plunging neckline" a thing of the past?
I consider this a trick question, as I have never conceded that I wore necklines that plunged beyond what I consider the point of good taste. I wear what I consider to be appropriate to the show. Sometimes it's a suit and sometimes it's a ball gown—the latter, of course, is occasionally off the shoulders and low-cut. The most important thing is to wear something comfortable. I don't think excessively low-cut gowns are becoming to any woman.

2. What effects do you think the "plunging neckline" had on women's styles, public morals, parlor-room discussions, and any other items you would care to mention?
I think it was the first great controversy sparked by television. I don't believe that outside of providing comedians with material for jokes it has damaged any morals. Women have been wearing plunging necklines since long before Cleopatra, and most heroines in comic strips dress more dangerously than any TV gal would dare to.

3. Do you and Skitch (Henderson) have any problems in combining your two careers? Explain.
One great problem is to find time to work together. I would rather work with Skitch than with anyone else I know, but he is very busy with his own program. However, he conducts and composes original music for my show, "Wonderful Town," for which I am very grateful. As far as our personal life is concerned, I think we see each other more than the average husband and wife.

I contemplate no change. "Wonderful Town" and the few guest appearances I do keep me very busy now. I would like to do a daytime TV show with Skitch, as I enjoy that kind of work tremendously. I would like to do a movie if it were the right one and could be made without affecting my television schedule. And the theatre I love with a passion, but I would rather do one job reasonably well than attempt to do several with mediocrity.

5. If you continue televising, would you consider making any, all, or no "live" broadcasts from Hollywood?
Certainly, if the occasion arises. I might make a few telecasts not just from Hollywood but from different points of origin—Hollywood, Chicago and other cities which will be on the cable eventually. I consider it healthy.
for the industry to diversification, but my main headquarters will always be New York, where my home is.

6. If you prefer making "live" TV shows, or those on film? Why? I much prefer "live" television. I think film gives a secondary quality rather than the "nowness," the direct contact and the excitement of live TV. I do believe that most dramatic shows will eventually be better done on film, but I prefer the spontaneity of a live show.

7. Do you prefer working on TV shows, the legitimate stage, or movies? Why? I never really liked making movies, so they are not competitive. The theatre is, I suppose, the most satisfactory and exciting medium in which to work, but television gives you a warm, personal touch with people. It has tremendous hazards, but it is never dull. Therefore, it is certainly my favorite—and TV has been good to me.

8. Do you have any make-up problems for TV? If so, which ones? From the very first TV shows, I have worn the same make-up. It is very thin and light, like a street make-up. The heaviness around the eyes and mouth. I consider this more natural than a heavy make-up, and it seems to teleview well.

9. Do you eat according to a plan? Certainly not, although I should. But it is very difficult to do when one is working and traveling around the country a good deal. However, I am very healthy and I consider this the most important thing. When I diet too strenuously I'm not very sweet-tempered or happy, so I'd rather be a little plump and pleasant than elegant and having too much time to fill. I hope that we shall improve the quality of the programs as I feel those in TV have a personal responsibility to millions of viewers. By buying sets, made its growth possible.

10. What does TV demand by way of a wardrobe, i.e., how many changes? What kind of dresses? What price range?, etc. It demands a tremendous wardrobe, a dress on "Wonderful Town" each week, but on guest appearances I quite often wear an old favorite of mine that may have been seen several times. The price of a gown hasn't an awful lot to do with its becomingness. Some of my most effective dresses have nibbled my pocketbook the least. I prefer the nipped-in waist and the full and graceful skirt, which makes it easy to move. Ceil Chapman does these most of the gams on TV do wear her clothes.

11. Do you find it easier to interview show people, politicians, sports personalities, businessmen, professional men, or others? Any you would care to mention? Why? I think politicians are the easiest to interview. Most of them have very definite ideas about what they want to say and it seems to be at a loss for words. The same is true of scientists, who love to explain their particular work. Show people's lives have been so much in public view that it's often difficult to find a fresh approach. I love doing sports interviews but, unfortunately, I am not terribly well informed on them. However, Sketch is correcting me. I don't think people's profession matters particularly—it's their ease and personal charm that make for a good interview.

12. Since appearing on television, and after interviewing so many different people, do you feel that you have learned any new insights or have different feelings about people which you did not have before? Explain. It would be impossible to talk to that many people from so many different walks of life and not learn a good deal from them. I still have a lot to learn, but this is one of the things I have enjoyed most about television.

13. Who is the "greatest" star (or woman) you have ever met? How? (By "greatest" we mean all-around personal and intellectual qualities which have or had a beneficial or menace influence upon those he or she came in contact with.) I do not even hesitate to say Mrs. Franklin Delano Roosevelt, who combines a warm heart with a warm sense of humor, and a fine intelligence with incredible modesty—a truly great lady.

14. Do you think the abundance of new and riveting shows mean that films, particularly in regard to vaudeville talent, has helped or hindered the growth of television? Why? I don't see how anything has hindered the growth of television. It has grown in three years from nothing to a monster industry. Naturally, all the shows could not have been "tops"—it's a big job to fill. I hope that we shall improve the quality of the program as I feel those in TV have a personal responsibility to millions of viewers. By buying sets, made its growth possible.

15. Since your appearance on television, do you find that your private life has been altered any because of a greater familiarity with the public? If so, please give an instance. Oh, yes...although I was used to being recognized to a certain degree in public. I have never seen anything like TV's impact on people's minds. Because you go directly into their homes, they know your face. I think a lot of the gams on TV walk down the street to have people say, "Hi, Faye," in a friendly and easy way. They feel they know you—and, as a matter of fact, they do.

16. Can you give an unusual or unheard incident which happened on your TV show? Probably the most famous was the time that an actor hired to do the commercial, rhapsodized for a while about the product until he reached the name of it—and then, very distinctly and with great conviction, gave the name of our competing product. It was one of those ghastly moments when you don't believe your ears and you're sure that the ceiling is going to fall down. But my first reaction was a little unorthodox. I wanted so hard to laugh, finally smothered it like a schoolgirl, and somehow picked up the disconnected commercial and put it back on the track again.

17. What are some of your hobbies or pastimes during your "free time"? We like watching television, reading, going to the theatre, and of course Sketch's world is music—concerts and the opera. Most of all I like being with my friends and talking to them.

18. In changing from the stage and screen to television, did you find you had to make any changes in your acting style? Each medium requires its own style of acting. TV, I think, should be the most natural and spontaneous. Except when I occasionally do dramatic shows, I only play myself anyway, and the trick to that is to be yourself.

19. What, in general, are some improvements TV can make, both from the actors' and public's viewpoints? I think TV has already made tremendous improvements in the last year. I think the first and most important step is to remember that we must justify our existence, not merely by entertainment alone, but by adding enough educational and cultural values to the medium so that it enriches the minds and the lives of our viewers.

20. If you had to do it all "over again," would you choose "show business" as a career? If not, what other career would you pick? Certainly I would choose show business. The fortunate thing about people in show business is their living from their hobby—the thing they love to do most in the world. It is not a secure life, but neither is it ever dull. I'm a lucky girl.

December 14, 1951
Traditionally the happiest day of the year, Christmas to some can mean a home destroyed by fire or a bad personal injury. You can make certain that yours will be a joyous Yule tide by treating your tree correctly and by following a few rules of safety.

An inexpensive, easily prepared flameproofing solution will prevent accidents and will keep the needles green and moist much longer.

In the accompanying pictures, Wendy Waldron, Jerry Fairbanks Productions actress, demonstrates the sensible steps that will insure a happy Christmas season.

1. The comely television actress first cuts the butt of the tree on a slant so there will be more surface to absorb the fireproofing solution. She has kept the tree in a cool place until it is ready to put up. The inexpensive fireproofing solution is made by dissolving two pounds of calcium chloride or ammonium sulphate (obtainable at drug and hardware stores) in one and a half quarts of water. 2. Wendy then places the tree in the solution and lets it remain as long as it will absorb the liquid, usually from four to six days. The solution not only flameproofs the tree, it also lengthens its life. Needles so impregnated remain green longer and will not drop off so quickly. 3. After selecting a container and making sure her tree is in no danger of falling, Wendy checks radiators and heat registers near it to see they are turned off. She has examined the light sets for worn insulation and for broken or loose sockets, and has chosen non-inflammable decorations. A fall can mean a Christmas in a hospital, so Wendy uses a sturdy combination kitchen stool and stepladder to trim her tree. 4. Wendy tests the lights. Note that she has a switch to turn the Christmas lights on and off, and is not constantly plugging and unplugging the cord. She also has been careful not to overload the extensions.

December 14, 1951
Channel 7 brings the news to life! Through the dimensions of sight and sound the world’s big events in news and sports is televised nightly on KECA-TV's 11:00-11:30 PM News Block. At 11:00 CHET HUNTLEY VIEWS THE WORLD ... a visual analysis of worldwide news.

At 11:10 HANK WEAVER’S PRESS ROOM opens the door to the inside in sports. At 11:20 is the most extensive news program on television, UNITED PRESS MOVIE TONE NEWS ... the first complete, 24-hour-a-day, global news service in history! Set your dial on Channel 7 every night at 11:00 PM -- the hour the news comes to life!
This Week in TV

In & Out of Focus (General Comment)

Look For:

N.B.C.-TV's "Kukla, Fran and Ollie" to emanate from Hollywood for two weeks during February.

KNUH to bring a special Christmas-season program featuring the Burbank Symphony Orchestra and the Burbank Civic Light Opera Chorus Saturday, December 15 at 9:00 p.m. on Channel 4.

Dick Hoymes to be first in a series of Decca artists to make TV films for U.I. Pictures, now that the entry of Decca Records into TV has been effected by controlling interest in U.I. The Decca artists to show up on TV in their own half-hour package. You've seen 'em on Gene Norman's show, or heard them at the Chin Chi in Palm Springs, maybe? Michael Darrin, the good-looking singer-actor whose departure from afternoon TV occasioned so many letters to Channel 7, to show up in straight dramatic roles on the Abbott and Costello Cosmon Productions. The fabulous Maxwell of the CBS-TV Jack Benny program to chug into the picture on December 16 with Massah Benny and "Rochester."

Looks Like

It's Charles Shows, the former "Beaney" writer and producer, who has turned his talents to bring "The Adventures of Patches" to KNBH every night at 6:00. The new new series is the story of a small boy who lives a dull and colorless life in an orphanage, but escapes from reality through a fabulous character in the person of a huge polka-dotted rabbit called "Serley Rabbit." A charming series.

At joyous Christmas morning aways a great many underprivileged children this year as a result of KTTV's sponsorship of "Santa's Sub-Station," a drive to obtain toys for needy youngsters. A toy bin is in the KTTV lobby, so get with it, and, on December 14, watch KTTV's "On the Town" at 9:00 p.m. You'll see what happens to the offerings.

On December 17 Ralph Edwards is doing a special new half-hour quiz show. On that day Ralph entertains at the Braille Institute of America Christmas party, along with Roscoe Ates and Eddie Cibere, and we think it's pretty nice for these fellows to have their fun giving fun! Their reward will be in the pleasure of the guests, and that will abound, certainly. A new weather-forecast period is just in time to tell us all about the wind and rain that are making December a little more Christmas than most of Southern California's bland Yule months.

The Weather" started Monday, December 10, from KTTV's Channel 11 at 6:55, with Gene Bollay.

Phonevision Application Near

In an interesting address last week, Zenith veepoo Henry C. Bonfig disclosed to the press that Commander Eugene McDonald planned on making actual application to the FCC for Phonevision approval early in 1952.

A quote indicated that the FCC has indicated sympathetic reaction to subscription television, especially in the face of the National Collegiate Athletic Association coming out so strongly for the pay-as-you-see TV.

So you may be paying for special TV treats you want, outside the regular run of really fine sponsored shows, by next year!

While the phone companies are evidencing full cooperation, Mr. Bonfig brought up the point that the company's lines are not absolutely essential to Phonevision installation and enjoyment.

Now all Phonevision has to do is get the pictures. With sports declared in—this schedule shouldn't be hard. No movie maker on earth is going to fight that!

Wil lock and Arquette to Return

The magic of believing has worked again for the hordes of (Please Turn to Page 12)

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TV-RL Wrestling Poll
Starts; See Page 16

Very early returns of TV-Radio Life's quest for "The Most Popular Wrestler in Southern California" have been counted.

The results show Leo Gari-baldi in first place by a narrow margin. Right behind Leo are Roger Mackay, Argentina Rocca, and the Becker Brothers.

Come on, wrestling fans! It's only the beginning. There are over three big weeks left for you to cast your vote for your favoritegrunt-and-grouner. Or if you have a wrestling team, instead of just one who is your favorite, hurry and send in your vote for the Becker Brothers, the Smith Brothers, or any other favorite duo. Remember, this is your popularity contest!

The wrestler you select will appear on the cover of TV-Radio Life. Vote today. See the ballot and details of the poll on page SIXTEEN of this issue.

Roger Mackay

FIRST RUN
In Los Angeles. The Brand New GENE AUTRY SHOW
Brought to you by Arden CHANNEL 7 SAT. 6:30 P.M.

FIRST-RUN MOVIES
every Sat.
KTTV - 8 P.M.
Channel 11

every Tues.
9:30 p.m. KHJ-TV

Bill Murphy

TV-Radio Life

SATURDAY TV LOGS

DECEMBER 13

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>2-KNXT</th>
<th>4-KNBH</th>
<th>5-KTNA</th>
<th>7-KECA-TV</th>
<th>8-KFBM-TV</th>
<th>9-KJH-TV</th>
<th>11-KTV</th>
<th>13-KLAC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>a ) News; Music-30m.</td>
<td>b ) Western Film-60m.</td>
<td>c ) &quot;Gold,&quot; Jack Movie.</td>
<td>a ) Tricks and Treats-Home-30m.</td>
<td>d ) Western Movie-60m.</td>
<td>e ) &quot;Western Cyclone.&quot;</td>
<td>f ) Stu Erwin Show-30m.</td>
<td>g ) Smith!-Pilgrim Bell-30m.</td>
</tr>
<tr>
<td>12:30</td>
<td>a ) City Hospital-Drama-30m.</td>
<td>b ) Frontier Theater-60m.</td>
<td>a ) The Garden Shop-15m.</td>
<td>a ) Scouting in Action-15m.</td>
<td>a ) Movie-60m.</td>
<td>a ) &quot;Saddle Serenade.&quot;</td>
<td>a ) &quot;Old Man and the Sea.&quot;</td>
<td>e ) Film Featurette-30m.</td>
</tr>
<tr>
<td>1:30</td>
<td>a ) Hopalong Cassidy-60m.</td>
<td>a ) Simmell Etiquette-Film-10m.</td>
<td>a ) KTTV News-5m.</td>
<td>a ) Know Your Child-30m.</td>
<td>a ) Parent Bashing-Children's Problems</td>
<td>a ) &quot;The Challenge.&quot;-30m.</td>
<td>a ) Neighborhood Theater-60m.</td>
<td>d ) Western Film-60m.</td>
</tr>
<tr>
<td>2:00</td>
<td>a ) Western Film-60m.</td>
<td>a ) Little Stars Store-2 hrs.</td>
<td>a ) Movie-75m.</td>
<td>a ) Know Your Child-30m.</td>
<td>a ) Parent Bashing-Children's Problems</td>
<td>a ) &quot;The Challenge.&quot;-30m.</td>
<td>a ) Neighborhood Theater-60m.</td>
<td>d ) Western Film-60m.</td>
</tr>
<tr>
<td>2:30</td>
<td>a ) Movie-75m.</td>
<td>a ) Simmell Etiquette-Film-10m.</td>
<td>a ) KTTV News-5m.</td>
<td>a ) Know Your Child-30m.</td>
<td>a ) Parent Bashing-Children's Problems</td>
<td>a ) &quot;The Challenge.&quot;-30m.</td>
<td>a ) Neighborhood Theater-60m.</td>
<td>d ) Western Film-60m.</td>
</tr>
<tr>
<td>2:45</td>
<td>a ) Movie-75m.</td>
<td>a ) Simmell Etiquette-Film-10m.</td>
<td>a ) KTTV News-5m.</td>
<td>a ) Know Your Child-30m.</td>
<td>a ) Parent Bashing-Children's Problems</td>
<td>a ) &quot;The Challenge.&quot;-30m.</td>
<td>a ) Neighborhood Theater-60m.</td>
<td>d ) Western Film-60m.</td>
</tr>
<tr>
<td>3:00</td>
<td>a ) Western Film-60m.</td>
<td>a ) Little Stars Store-2 hrs.</td>
<td>a ) Movie-75m.</td>
<td>a ) Know Your Child-30m.</td>
<td>a ) Parent Bashing-Children's Problems</td>
<td>a ) &quot;The Challenge.&quot;-30m.</td>
<td>a ) Neighborhood Theater-60m.</td>
<td>d ) Western Film-60m.</td>
</tr>
</tbody>
</table>

Information Received From Stations Subject to Last Minute Change
/ Indicates New Program
M Indicates Microwave
K Indicates Kinetoscope

| 6:45 | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. | a ) Film Featurette-15m. |
| 7:13 | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. | a ) Beat the Clock-Quiz-K-30m. |
| 7:20 | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. | a ) Your Hit Parade-M-30m. |
| 7:30 | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. | a ) Tim McCoy Movie-60m. |
| 7:40 | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." | a ) "Riders of the West." |
| 8:00 | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. | a ) Ken Murray-Revue-K-60m. |

Page Nine
SUNDAY TV LOGS

Information Received From Stations Subject to Last Minute Change
* Indicates New Program
M Means Main Channel
K Indicates Kinescoped

8:30 | Sunday Matinee—90m.
     | "Nothing Sacred," Carol Lombard
     | Fredric March

3:15 | Movie Milestones—60m.
     | "Wandering Husbands"

4:00 | Movie—75m.
     | "Fair and Foul, U.S.A.—30m.

4:15 | Fun—15m.
     | "Jack Benny Show—30m.
     | Featuring the hilarious Maxwell
     | comedy team

4:30 | "Eastside Kids—Movie—60m.
     | "Flying Wives"

7:00 | "Touchdown—30m.
     | "Comedy Hour—60m.
     | "United—Or Not?—30m.
     | "Castus Theater—60m.
     | "Bob Hope—30m.

7:30 | "Stranger Than Fiction—15m.
     | "Flash Gordon—Juvenile—30m.

8:00 | "Marshall Plan in Action—30m.
     | "Barcho Show—K—15m.
     | Guests: Lawrence Langner, Arminia
     | Marshall

8:30 | "Cafe Continental—15m.
     | "Fred Waring Show—K—60m.

9:00 | "Philo Playhouse—M—60m.
     | "Valentine Langner in "Incident at
     | Golden Creek"

9:30 | "The Cheetahs—K—30m.
     | "Ted Mack Family Hour—K—60m.

10:00 | "Cavalcade of Stars—K—30m.
      | Jackie Gleason, June Taylor
      | dancers and Sammy Searl
      | Orch. Guests: Richard Tucker, George
      | Lawrence

10:30 | "Dude Ranch Varieties—K—30m.
      | "Celebrity Time—M—30m.

11:00 | "Red Skelton—M—30m.
      | Red with his impersonations.

11:30 | "Bill Hickock—Juvenile—75m.
      | "Guy Madison stars.

12:00 | "Karlo Pandit—30m.
      | "Johns Chickens—Science Review—K—30m.

12:30 | "Drito Roberts’ Report—30m.
      | "Singling Rolls—30m.

1:00 | "Leave It To The Girls—M—30m.
      | "Sunday Night Movies—90m.
      | "Barbara Ann Breed and Star—Kist Tuna bring you another exciting
      | movie, "Piperliss Smith," Leslie Howard"

1:30 | "Adventures in Mystery—30m.
      | "The Young Sprouts—30m.

2:00 | "Golden State Theater—90m.
      | "Texas, Brooklyn and Heaven,
      | Diana Lynn, Guy Madison, James
      | Dunn

2:30 | "Sunday Young Show—K—30m.
      | "Footfoo Ingrine—30m.
      | Each "Footfoo in Ingrine" takes the
      | viewer to a different and actual setting overseas, where
      | intrigue abounds.

3:00 | "Feature Film—60m.
      | "Canine Corner—30m.
      | "Startime Theater—30m.

**DECISION 16**

8:30 | "Out There"—Drama—30m.
     | "Mechu’s Jet"

9:00 | "Sound-Off Time—30m.
     | Starring Jack Webb in "Dragnet."

10:00 | "Ada Leonard Show—K—60m.
       | "Star of the Family—K—30m.
       | Guests: Kenny Goodman, dancers
       | Condos and Brandow, singers Moira
       | Lara and Cass Franklin.

11:00 | "Boston Blackie—30m.
       | Starring Kent Taylor, Les Collier,
       | and Frank Orth, "Bewitched Murder."

12:00 | "Bandstand Revue—60m.
       | "Western Film—60m.
       | "Philo Playhouse—K—60m.
       | "Freedom Forum—Panel—60m.

1:00 | "Casebook of Eddie Drake—
      | "30m.
      | A "who done it" series starring Don
      | Hagerty in private eye role.

2:00 | "TWA Travelog—3m.
      | "Strait from the Shoulder
      | Dr. James W. Field and guests.

3:00 | "World Digest—25m.
      | Weekly review of the news.

4:00 | "CBS Television News—30m.
      | Lee Wood, Tom Harmon, Don
      | Lundberg, Ruth Ashton.

5:00 | "Sunday Night Feature—60m.
      | "House of Mystery."

6:00 | "Movietown—Charades—30m.
      | "Hour of Decision—30m.

7:00 | "What’s My Line—K—30m.
      | "Plainclothesmen—Drama—K—30m.
      | "The Perfect Set-Up," Ken Lynch
      | and Jack O’Reilly.

8:00 | "Singers’ Ranges—30m.
      | "What’s My Line—K—30m.

9:00 | "Magazine of the Week—45m.
      | "Viewers take part by page through
      | visual, informative magazine.

10:00 | "Youth on the March—25m.
      | "Break the Bank—K—30m.
      | "The World in Your Hands—
      | 30m.
      | Dr. Robert Bass and guests.

11:00 | "Eleven O’Clock Theater—75m.
       | "Tangled Destinies" 

11:30 | "Racket Squad—K—30m.
       | "A Hair Raising Tale—30m.

12:00 | "Final Edition—News—15m.
       | "Tele-Vaspers—15m.

1:00 | "Youth on the March—30m.

**A Tale of Mystery and Bold Adventure**

**Told in the Shadow of Danger**

**"FOREIGN INTRIGUE"**

**Starts Tonight 8:30 p.m., and every Sunday"**

KNBH CHANNEL 4
M E G L I N  R E V U E
"Cradle of Stardom"
5:15 to 5:30 Mon.
CHANNEL 9
KHJ-TV

M O N D A Y  T V  L O G S

DECEMBER 17

7:15 Movie Theater-45m.
7:30 Industry on Parade-15m.
7:45 "Those Two"-15m.
8:00 People in the News-15m.
8:15 Newspaper of Air-15m.
8:30 Doug Edwards-News-M.
8:45 Arden Varieties-10m.
9:00 Paul Winchell, Jerry Mahoney
Show-K-30m.
9:15 Dixie Showboat Revue-60m.
9:30 Royal Playhouse-30m.
9:45 Faye Emerson-30m.
10:00 Movie Express-90m.
10:15 Wrestlers and the Ladies-30m.
10:30 Charades with Wrestling Arena
Atmosphere, Benay Yestut, Dan
Tebbe.
10:45 Perry Como Show-K-30m.
11:00 Million Dollar Movie-75m.
11:15 "The Star Look Down"-Margaret
Lockwood, Michael Redgrave.
11:30 Lux Theater-K-30m.
11:45 Voice of Firestone-K-30m.
12:00 Masterpiece Playhouse-90m.
12:15 It's News to Me-K-90m.
12:30 Current Events Quiz with John
Daly.
12:45 Lucky Strike Theater
Robert Montgomery in "Top Secret."
1:00 CBS Television News-30m.
1:15 Calliope Rating-30m.
1:30 Hollywood Opening Night
Gene Norman Show-30m.
1:45 Studio One Drama-K-60m.
2:00 Locker Room-15m.
2:15 Hollywood Playhouse-60m.
2:30 World News-15m.
2:45 Hollywood Revue-15m.
3:00 Telephone Call-15m.
3:15 Broadway Playhouse-60m.
3:30 Winnipeg News-15m.
3:45 Arthur Lake-15m.
4:00 Rudi Valli-15m.
4:15 Jackie Cooper-15m.
4:30 "Comic Cuts"-15m.
4:45 "Before the Mask"-Jane Baxter,
Hugh Williams.
5:00 "The Mask, "Jane Baxter,
Hugh Williams.
5:15 Movie Theater-45m.
5:30 Industry on Parade-15m.
5:45 "Those Two"-15m.
6:00 People in the News-15m.
6:15 Newspaper of Air-15m.
6:30 Doug Edwards-News-M.
6:45 Arden Varieties-10m.
7:00 Paul Winchell, Jerry Mahoney
Show-K-30m.
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7:30 Royal Playhouse-30m.
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11:45 Studio One Drama-K-60m.
12:00 Locker Room-15m.
12:15 Hollywood Playhouse-60m.
12:30 World News-15m.
12:45 "Comic Cuts"-15m.
1:00 "The Mask, "Jane Baxter,
Hugh Williams.
1:15 Movie Theater-45m.
1:30 Industry on Parade-15m.
1:45 "Those Two"-15m.
2:00 People in the News-15m.
2:15 Newspaper of Air-15m.
2:30 Doug Edwards-News-M.
2:45 Arden Varieties-10m.
3:00 Paul Winchell, Jerry Mahoney
Show-K-30m.
3:15 Dixie Showboat Revue-60m.
3:30 Royal Playhouse-30m.
3:45 Faye Emerson-30m.
4:00 Movie Express-90m.
4:15 Wrestlers and the Ladies-30m.
4:30 Charades with Wrestling Arena
Atmosphere, Benay Yestut, Dan
Tebbe.
4:45 Perry Como Show-K-30m.
5:00 Million Dollar Movie-75m.
5:15 "The Mask, "Jane Baxter,
Hugh Williams.

M E G L I N  R E V U E
"Cradle of Stardom"
5:15 to 5:30 Mon.
CHANNEL 9
KHJ-TV

TV Notebook—Tu—K
Adventure Time—Th.
KTTV News—5m.
2:45 New Yorkers-15m.
2:50 Come Into Kitchen—60m.
3:00 Jeanette Granger-Tips—30m.
3:05 Parlor Party—60m.
3:10 Langford—Ameche Show
K-60m.
3:15 Jarvis Movie—90m.
3:30 Mel Torme—30m.
3:45 News and Music—25m.
Mama's Choice.
3:45 Nancy Dixon—15m.
M, W, F.
Rannie & Rennie—15m.
Tu, Th.
3:55 Police Calls—5m.
4:00 California Living—30m.
4:15 Chef Milani—30m.
4:30 Feature Film—60m.
4:45 Gaylord Hauser—W.
5:00 Four O'Clock Movies
Billie Burke at Home
Feature Film—ALTH.
4:15 Backstage with N.T.G.
4:30 Paul Pierce—30m.
5:00 Candy's Playhouse.
5:15 Ladies Matinee—30m.
5:45 Gabby Hayes-K-15m.
5:45 KNXT News—5m.

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

Free Downloads: Cinefile, Movie Express, TV Guides, TV Listings, TV Timelines, TV Shows, TV Series, TV Times.

Information Received From Stations Subject to Last Minute Change
Indicates New Program
M Indicates Microwave
K Indicates Kinescoped

5:00 2 Tele-Comics—30m.
Four-in-one comic strips.
Kukla, Fran and Ollie—K—15m.
Dick the whimsical radio/television
players with Fran Allison.
Pickford—Clue—30m.
Roscoe Ates Show—60m.
Kate Smith—K—15m.
Ted Collins, musical acts and
guests.
Range Riders—30m.
Saratoga Shopping—15m.
Frankie Drake.
Bob and Ray—15m.
Did Ja Know—?15m.
Meglín Revue—15m.
Famed Meglín kiddies parade
their talents before the TV cam-
eras.
Godfrey's Talent Scouts—M
"King" Arthur presents variety
program.
Howdy Doody—Juvenile—30m.
Cowboy Thrills—Movie—60m.
Lenny Bruce.
Space Cadet—K—15m.
TV University—30m.
Captain Video—K—30m.
Phantom Ranger—Serial—30m.
Channel & Corral—45m.
Big Town—Drama—K—30m.
W. C. Fields.
Adventures of Patches—15m.
U.P.—Movietone News—15m.
Ted Meyers—Burt Dunn—News
Feature—15m.
It provides TV guide to ideas for Christmas
giving.
Timmy O'Toole Time—30m.
Komedy Klub—40m.
Riders of Purple Sage—15m.
Open House—Interview—30m.
Ringo Starr—15m.
"Dear Amanda," Billie Burke, Edgar
Buchanan.
Time for Beany—15m.
Space Cadet—K—15m.
Action Theater—60m.
Ray Bell in "Crawling Broadway."
Clute Roberts Report—15m.
Handy Hints—Tips—15m.
Dorothy and Dick present helpful
suggestions for the home.
Space Patrol—Juvenile—15m.
Times-KTTV News—10m.
Sports Book—15m.
With Sam Balter and Sports
Roundup.
Elmer Peterson—News—5m.
The Weather—Gene Bally
Studio One—Drama—M—60m.
Mr. Witzell—K—30m.
Newsreel—15m.
Cisco Kid—30m.
With Duncan Renaldo and Leo
Carroll.
Vowing Cameras—15m.
Three Mesquiteers—60m.
Million Dollar Movie—75m.
"Double Crossed Fool," Bobby
Wills.

TV Notebooks: Enterprise,逸
Adventure Time—Th.
KTTV News—5m.
2:45 New Yorkers—15m.
2:50 Come Into Kitchen—60m.
3:00 Jeanette Granger—Tips—30m.
3:05 Parlor Party—60m.
3:10 Langford—Ameche Show
K-60m.
3:15 Jarvis Movie—90m.
3:30 Mel Torme—30m.
3:45 News and Music—25m.
Mama's Choice.
3:45 Nancy Dixon—15m.
M, W, F.
Rannie & Rennie—15m.
Tu, Th.
3:55 Police Calls—5m.
4:00 California Living—30m.
4:15 Chef Milani—30m.
4:30 Feature Film—60m.
Haynes—Leyden Show
Gaylord Hauser—W.
4:45 Four O'Clock Movies
Billie Burke at Home
Feature Film—ALTH.
4:15 Backstage with N.T.G.
4:30 Paul Pierce—30m.
5:00 Candy's Playhouse.
5:15 Ladies Matinee—30m.
5:45 Gabby Hayes—K—15m.
5:45 KNXT News—5m.
DECember 18

7:45 3 Newspaper of Air-15m.
8:00 2 Doug Edwards—News—M—15m
8:00 7 Texaco Star Theater—K—
60m. Milton Berle with guests

7 Film Serials—60m.
9 Eight O’Clock Theater—90m.
10 Reserve—30m.
12 District Attorney—15m.
12 Crime discussion with Dr. All,防
病房 Lyen.
12 Stork Club—K—15m.
13 Sherman Billingsley and guests.
14 U.P.—15m.
14 With Freeman Fusk
8:20 7 Film Serial—2nd Part—20m.
8:30 10 Look and Learn—30m.
11 P.C.C. Football—Film—60m.
11 Young Musical America—30m.
11 Adventure Time—30m.
12 Expose of organized crime func-
12 U.S.
13 Crime Syndicated—K—30m.
14 Fireside Theatre—Drama—
15 "The Squeeze," short drama of an
15 "People's" type.
16 Roy Ray Hutton—Revue—60m.
16 "Lilac Time" with Mempis and
17 Footlight Club—30m.
18 Theater of Intrigue—90m.
18 "Open All Night," with an English
19 Ted Meyers—News—10m.
19 Suspense—Drama—30m.
19 Meditation in Mexico.
20 Across the Circle—Circle Theater.
20 Studio's Place—30m.
20 Feature Film—60m.

Another thrilling movie presented by
Murphy Motors.

3 P.C.C. Football—Film—30m.
4 CBS Television News—30m.
5 Original Amateur Hour—K—
60m.
5 Western Film—60m.
6 Western Film—60m.
6 Greatest Fights—15m.
7 Sportscholar Film—15m.
7 Vest Pocket Dramas—15m.
10 Championship Bowling—45m.
11 John Whille, La Brea bowling
lanes.
10 Telesports Digest—30m.
10 Film entertainment events and
Whistle.
12 I Love Lucy—30m.
12 Spanish Theater—Movie—75m.
12 Ed Lyon—News—5m.
12 Final Edition—5m.
12 Feature Film—75m.
13 U.P.—Movietone News—10m.
13 Moonlight Movietime—60m.
13 Amazing Mr. Malone—K—30m.
13 Newsreel—10m.
TV-RADIO LIFE

DECEMBER 19

See Page 11 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

Information Received From Stations Subject to Last Minute Change
✓ Indicates New Program
O Indicates Microwave
K Indicates Kinescoped

5:00  Ghost Rider-Movie-60m.
      "Roll Along, Cowboy."
5:05  "Kukla, Fran and Ollie"-K-15m.
5:10  Playratter's Club-30m.
5:15  Roscoe Atos Show-60m.
5:20  Kate Smith Show-15m.
5:25  Range Riders Roundup-30m.
5:30  Bob and Ray-15m.
5:35  Old Yea Know?-15m.
5:40  World of Stamps-15m.
5:45  Howdy Doody-Juvenile-30m.
5:50  Cowboy Thrills-Movie-60m.
5:55  Space Cadet-K-15m.
5:00  TV University-30m.
5:57  Captain Video-15m.
5:54  "Phantom Ranger-30m.
6:00  "3 Adventures of Patches-15m.
      With Chet Huntley.
6:05  U.P.-Movietone News-15m.
      Ted Meyers, Bert Dunn-News-30m.
6:10  Christmas Shopper-15m.
      Suggestions for Christmas gifts.
6:15  "Tommy O'Toola Time-30m.
6:20  "Komet Klub-45m.
6:25  Riders of Purple Sage-15m.
      Open House-Interview-15m.
6:30  The Web-Drama-M-30m.
      Time for Beany-Juvenile-15m.
6:35  "Space Cadet-K-15m.
      Action Theater-60m.
5:30  "Flying Texan," Rex Bell, Gabby Hayes.
6:40  Cleo Roberts Report-15m.
5:35  Handy Hints-Tips-15m.
      Dorothy Gish and Dick Garton.
   with your helpful suggestions.
6:45  "Space Patrol-Juvenile-15m.
      Newsreel-15m.
6:50  "Times-KTTV Newsreel-10m.
      Sports Book-10m.
6:55  Elmer Peterson-News-5m.
5:40  "The Weather-Gene Bayley-5m.
7:00  "Blue Ribbon Bouts-M-45m.
      Chico Vezon vs. Manuel Flores.
5:45  Your Big Moment-30m.
      Bob Barker emcees for the "Stars of Tomorrow"-
      Newsreel-15m.
7:05  Adventure Time-30m.
7:10  "Range Rider-Juvenile-30m.
7:15  "Methyl Featue Theater-2 hrs.
      "Twin Beds," Joan Bennett, George Brent, Minne Auer.
7:20  "Big Wed. Movie-75m.
      "So Ends Our Night," Margaret Sullavan, Fredric March, Glenn Ford.
7:25  "H'wood Reel-15m.
      "Cauld glimpses of Hollywood.
7:30  "Those Two"-15m.
      Starring Vivian Blaine and Mickey Low.
7:35  Adventure Adventure-30m.
      "Marin Johnson.
7:40  On Trial-30m.
      "Do Savings Bonds Give Investor a Fair Return?"

COLOR TV

SEE THE ROSE PARADE IN COLOR!

The recent government ban post-panes Color TV set manufacturing indefinitely! However, YOU can enjoy TV color now with Great Western's 3 COLOR FILTER.

This amazing 3 color filter has been developed to eliminate glare and eyestrain. It reduces "snow" and "ghosts." Makes picture clearer, improves "fringe" areas. The color illusion of blue sky, green grass and flesh-tone characteristics gives double enjoyment to your TV. Acclaimed by thousands. You attach easily and quickly to your TV screen. Makes wonderful gift. Made on Eastman Kodak in sizes 8" to 20". Be sure to give screen size.

Sold on Money-Back Guarantee.

SEND $2.00, Cash, Check or Money Order, to:
GREAT WESTERN
Dept. 1200, TV-Radio Life 6361 SELMA AVENUE, HOLLYWOOD 28, CALIF.

Please allow one week for delivery. Sample filter may be seen at TV-Radio Life office.

WEDNESDAY TV LOGS

1 People in the News-15m.
2 After Supper Roundup-30m.
3 Sports Spot-M-15m.
4 Newspaper of Air-15m.
5 Arkansas Lighties-10m.
6 News-5m.
7 Doug Edwards-News-M-15m.
8 Doug Edwards-News-M-15m.
9 Sports Direct from New York.
10 Kate Smith Evening Hour-K-60m.
11 "Guessing are Milton Berle and Esty Plaza.
12 Frosty Frolics-60m.
13 Artie Shaw see from the Pasadena Winter Garden.
14 Who Knows?-Panel-30m.
15 Arthur Godfrey-K-60m.
16 Fred Mac Film-90m.
17 "Casey Jones," Gabby Hayes, Charles Starrett.
18 "Perry Como-K-15m.
19 "Howe Brothers," the Fontaine Sisters and guests.
20 Big Wed. Movie-1 hr. hrs.
21 Backfire-90m.
22 "Witty panel debates male supremacy.
23 "Charlie Wild Drama-30m.
   "Case of the Wild Boys."
24 "Arthur Godfrey's Friends-K-60m.
25 Wrestling Matches-60m.
26 "Queen of the Amazon," Robert Lowery, Edward Bromberg.
27 McNell TV Club-30m.
28 "Comedienne Betty Garrett and Humorist "Knepper" from Chicago's Blackstone Hotel.
29 Wrestling-90m.
30 "Dude Martin Show-60m.
   Western Variety with Dude and his gang.
31 "To the Masters-News-10m.
32 The Clock Drama-K-30m.
33 "Psychological suspense drama.
34 "Teens Age Trials-30m.
35 CBS Television News-30m.
36 "Break the Bank-Gal-30m.
37 "City at Night-Info-60m.
38 Camera Tour of Interesting Spots in Los Angeles.
39 Adventure Time-30m.
40 "Tod Meyers-News-15m.
   "Amateur Hour"-30m.
41 Bill Weiss from the South Gate Arena.
42 "Ed Lyon-News-5m.
43 "Owl Movie-75m.
44 "Feature Movie-75m.
45 "Ladas in the Mung," Preston Foster and Patricia Ellis.
46 "Man of the Week-30m.
   "Reynard Todd," "Reynard Todd," "Reynard Todd,"
   Chairman of House Ways and Means Committee.
47 "Freddie Martin Show-K-30m.
48 "Chairman of House Ways and Means Committee.
49 "Charlie Martin Show-K-30m.
50 "Chairman of House Ways and Means Committee.
51 "Final Edition-10m.
52 "Chat Huntley-News-10m.
53 "Times-KTTV Newsreel-15m.
54 "Hank Weaver-News-10m.
55 "Peter Potter-Records-30m.
56 "Jackson's Theater-75m.
57 "Pleasure"
58 "U.P.-Movietone News-10m.
59 "Moonlight Movietone-60m.
60 "Kate Smith-News-K-30m.
61 "Doors-10m.

Page Thirteen
DECEMBER 20

8:00  Doug Edwards—News—M—15m.
8:00  You Bet Your Life—30m.
8:00  Queen for a Day—30m.
8:00  Ed Sullivan—Variety—30m.
8:00  Eight O’Clock Theater—75m.
8:00  “Woman Undaunted,” Lucille Gleason—Ballad—15m.
8:15  Classified Column—30m.
8:15  Film Playhouse—90m.
8:15  “And So They Were Married,” Simone Simon, Robert Mitchum.
8:30  Stork Club—15m.
8:30  Burns and Allen—30m.
8:30  Person to Person—15m.
8:30  Wrestling—2½ hrs.
8:45  Pacific Crusade—30m.
8:45  Football—Film—30m.
8:45  Industry on Parade—15m.
9:00  Amos ‘n Andy—Comedy—30m.
9:00  Ford Pinto—15m.
9:00  Herb Shriner Time—K—30m.
9:30  Hollywood Theatre—30m.
9:30  Bob Motes—News—15m.
9:30  Rocket Squad—K—30m.
10:00  True stories from police files.
10:00  Hollywood Screen Test—30m.
10:00  “What’s Happening,” Joyce Compton, J. Howard and Tony Mead.
10:00  Reserve—30m.
10:00  Movietone—90m.
10:00  “Westland Case,” Preston Foster, Carol Hughes.
10:00  Institute of Family Relations.
10:00  CBS Television News—30m.
10:00  Martin Kane—K—30m.

Wrestling—45m.
Regular Pale and Dick Lane bring to you the “Rumble” main event in this “Top’s In Wrestling” show.

Life Begins at 80—30m.
Stop the Music—Quiz—K—30m.
Rocky King, Detective—K—30m.
Ski Tips—30m.
The Sound of Music—30m.
Robert War series.
Gene Norman Show—30m.
At Home—Parade—K—30m.
Mike McCall—News—15m.
Marv Mayo is guest.
Beat the Clock—K—30m.
And The Clock K—30m.
High school students are tested on their knowledge of current events.
Beat the Clock—K—30m.
Owl Movie—75m.
Beat the Champ—45m.
Chance took off to anyone who can beat the Champ.
Strange Adventure—15m.
Ted Hayers—News—10m.
11:00  Feature Film—75m.
“Sky Spider.”
2:00  Chet Huntley—News—10m.
2:00  Your Hit Parade—K—30m.
2:00  Times-KTVT Newsreel—15m.
2:10  Hank Weaver—News—10m.
2:15  Jackson’s Theater—75m.
2:20  U.P.-Movietone News—10m.
2:30  Final Edition—5m.
2:45  Moonlight Movietone—60m.

FAMILY AFFAIR
KTLA’s “Frosty Frolics” is truly a family affair. There are two sets of husband-wife teams on the show.
April and Roy Schramm plus Joanne and Buff McCusker. And that’s not all—Buff McCusker and comedienne Dorothy McCusker are brother and sister!

This Week in TV—Continued
St. Denis was a perfect example of her own philosophy for beauty, grace and charm of body and mind. We were glad to see such a vivacious lady practice what she preached... that afternoon to the large feminine viewing audience.

All for a Dollar!
Al Jarvis sold the Los Angeles Junior Chamber of Commerce $33,040 worth of time for $1.00. The $33,040 represents 100 hours on KLAC-TV during the month of November, and was used to promote the Chamber of Commerce Gift Lift. (Gift Lift insures the receipt of presents by servicemen serving overseas. It is an effort to help lighten their Christmas.)

Immediately after the formal contract for the 100 hours was signed, the first donation was made to Gift Lift. On behalf of KLAC-TV, Al Jarvis turned back to the C of C the dollar! Jarvis is asking his viewers to bring gifts to KLAC-TV, where they are collected daily by the Chamber of Commerce and taken to headquarters for shipment overseas.

Off Lens (Personalities)
Paul Whiteman has launched his first nationwide annual Whiteman band search on TV. Competing high-school bands are invited to submit recordings and photos of the 15-minute entries to any RKO Theater or to the nearest ABC radio or TV affiliate station in their community. Paul Whiteman will select ten bands from among the contestants. During the Christmas holidays, the winning bands will be brought to Philadelphia, where the finalists will be selected. The championship high-school band will be featured on both Whiteman’s TV and radio shows.

Channel 7 Promises Better Picture
KECA-TV’s Channel 7 promises viewers a sharper picture reception from now on. This came after workmen spent ten days, from midnight to just before noon the following dawn, making improvements in the 400-foot coaxial transmission line feeding KECA-TV’s huge antennae on Mt. Wilson.

REGAL PALE—Tops in Beer present TOPS IN WRESTLING  WITH DICK LANE The Main Event Thurs., 10 P.M. CHANNEL 5, KTLA
Handy Hints

By Dorothy Gardiner and Dick Garston, stars of KTLA's "Handy Hints." Monday through Friday, 6:15 p.m.

Each week we pick the best Handy Hint sent directly to TV-Radio Life, 6331 Selma Avenue, Hollywood 25, and use it, with your name and address, in this column as well as on the air over KTLA, Friday evening at 6:45. A lovely gift will be sent to everyone whose hint is used here as KTLA-TV Radio Life Hint of the week.

Here is this week's winner: Mrs. Anne George, 9623 Aqueduct St., San Fernando, Calif.

The hint is:

HERE'S A SUGGESTION FOR PERRING UP SOME ORDINARY CHRISTMAS CARDS. Just paste a few sequins on; for instance to look like the ornaments of a Christmas tree, or you can cover Santa's red cap with red sequins, or sprinkle a few silver ones on a bell. There are many variations, depending on the card, that you can let your imagination run wild. They're fun to do and really dress up the cards.

HERE IS A CLEVER IDEA. Put your mothballs right in your wooden coat hangers. Drill two or three holes near the top of the hanger and press the mothballs into the holes. The mothballs will stay in place by putting strips of cellulose tape on both sides of the holes.

A HINT FOR THE FISHERMAN.

Take a soda-pop bottle cap and remove the cork disc inside. Then place your flies, hooks and other small lures in the disc. Then put the cork disc in your hat band. This is a safe and easy-to-reach place to carry them.

TODAY ON TV

Los Angeles' favorite show—HARRY OWENS and his ROYAL HAWAIIANS

KTLA, Channel 5, 8 p.m.
Brought to you by United Air Lines

FREE DOGS—FREE CATS
See the most wonderful pets in the world!

CALO PET EXCHANGE
With FRANK WRIGHT
Every Friday, 7:30 p.m.

Page Fifteen
On the Ball
with Bob Kelley

Somehow or other most people have the idea that a football broadcaster just sits up in the booth and calls the plays as they unfold. It's not that easy.

Actually the work on a football broadcast starts almost a week before the game. The first thing I do is contact the assistant coaches of the two competing clubs. Sometimes they allow me to go over the scouting reports on their opponent. If not, the coaches furnish me with what we call a "three-deep." That means a list of their first three strings at every position, on both offense and defense. The way the game is played today, this practically amounts to two separate sets of names. I also get a list of all the players who may alternate positions.

The next step is to make up my spotting boards. I use one for each team, and sometimes—in the case of clubs like SC with a tremendous roster—I make up a separate board for both offense and defense. There's nothing fancy about my spotting boards.

I simply write down the names of each player at the corresponding position on a piece of white paper about the size of a tabloid newspaper. Next to the player's name I write his number in large figures. And in smaller print under it I list his first name, height, weight, experience and hometown.

By the time I'm finished, the white sheet of paper is just about filled with names, with as many as six players—offense and defense—at each position. There's one little gimmick I employ to help both myself and my spotter. I list the offensive men in blue pencil, the defensive men in red.

Then comes the day of the ball game. With a spotter on each side of me, I glance at the boards from time to time to see who carried the ball, who caught the pass, and who made a tackle or key block. Of course with a team that I know as well as the Rams I don't really need a spotter.

But believe me, there's more to calling a football game than simply working into a broadcasting booth and opening your mouth.

Jones Kelley, Monday through Friday, 11:30 a.m. ABC radio network.

Maria Riva Formerly at Geller Workshop

CBS-TV contract star Maria Riva was one of the founders of the famous Geller Workshop in Hollywood.

TV WRESTLING FANS!!!

Here's Your Chance to Select "The Most Popular Wrestler In Southern California"

(apparing on KLAC-TV, KTLA, and KTIV)

My choice for "the most popular wrestler in Southern California" is:

(Name of wrestler)__________________________
(My Name)__________________________
(My Address)__________________________

RULES:
1. Use this form or a reasonable facsimile.
2. Only one wrestler or team (such as the Becker Brothers, the Smith Brothers, etc.) may be chosen with each entry.
3. The wrestler you vote for must have appeared on KLAC-TV, KTLA, or KITV during the past year.
4. The deadline for voting is midnight, Sunday, January 6.
5. "The Most Popular Wrestler in Southern California" will appear on the cover of the February 2 issue of TV-Radio Life. There will also be a feature story, complete with unusual pictures, on the inside pages.
**Flicker Fare**

**TV PREVIEWS**

***TIME CHANGES***

**SUNDAY, DECEMBER 15**

- "Gold," Jack Hoxie, (7), 10:15 a.m.
- "Western Cyclone," (5), 11:00 a.m.
- "Sadie Sears and Dance," (12), 1:15 p.m.
- "Arson Squad," (5), 2:30 p.m.
- "Partners of the Trail," Johnny Mack Brown, (7), 4:00 p.m.
- "Clipped Wings," Lloyd Hughes, (11), 4:30 p.m.
- "Hard Hombre," (13), 5:00 p.m.
- "Panamint's Badman," (2), 5:30 p.m.
- "Fugiwog, Jr.," (13), 6:30 p.m.
- "Law Days Again," Hoot Gibson, Ken Maynard, (9), 7:00 p.m.
- "Riders of the West," Tim McCoy, (3), 7:30 p.m.
- "Cottage to Let," Leslie Banks, (7), 7:30 p.m.
- "Country Gentlemen," Olsen and Johnson, (11), 8:00 p.m.
- "Neath Canadian Skies," (13), 8:30 p.m.
- "Vogues," Warner Baxter, Joan Bennett, (5), 9:00 p.m.
- "Waterfront Lady," Ann Rutherford, (7), 9:30 p.m.
- "Time to Kill," John Forythe, Torin Thatcher, (11), 10:00 p.m.
- "Vanished," Philip Dorn, (9), 10:30 p.m.
- "Scream in the Night," Lon Chaney, Jr., (13), 11:30 p.m.
- "Convicted to Live," Ralph Morgan, (7), 10:45 p.m.
- "The Lady Craved Excitement," (11), 11:00 p.m.

**SUNDAY, DECEMBER 16**

- "Rio Grande," (13), 10:30 a.m.
- "Mystery Plane," John Trent, Marjorie Reynolds, (5), 11:00 a.m.
- "Flaming Signal," Noah Beery (11), 12:00 n.
- "Queen of the West," Eastside Kids, (5), 1:30 p.m.
- "Raging Blood," (2), 2:00 p.m.
- "She's Come Home," Robert Lowery, Sheldon Leonard, (5), 2:00 p.m.
- "To Have and to Hold," Patrick Barr, Ava Scott, (19), 2:30 p.m.
- "City of Silent Men," Frank Albertson, June Lang, (5), 3:00 p.m.
- "Keepsake," Patsy Kelly, Maxie Rosenbloom, (11), 3:00 p.m.
- "North of the Border," Carroll Landis, Frederic March, (13), 3:00 p.m.
- "Wandering Husbands," (2), 3:15 p.m.
- "Flyway," Edward Arnold, Eastside Kids, (5), 4:30 p.m.
- "Scattergood Survives Murder," (13), 4:30 p.m.
- "Red Rope," Bob Steele, (11), 5:00 p.m.
- "Pepe Hamilton-Smith," Leslie Howard, (5), 7:30 p.m.
- "Texas, Brooklyn and Heaven," Diana Lynn, George Raft, James Dunn, (13), 7:30 p.m.
- "House of Mystery," (4), 10:00 p.m.
- "Tangled Destinies," (2), 11:00 p.m.

**MONDAY, DECEMBER 17**

- "Hong Kong Nights," Tom Keene, (9), 2:15 p.m.
- "S " is Washington," Lum and Abner, (13), 3:00 p.m.
- "Barsfoot Boy," Jackie Moran, Marcia May Jones, Panco, (9), 4:00 p.m.
- "Scream in the Night," Lon Chaney, Jr., (13), 5:30 p.m.
- "Crazing Broadway," Rex Bell, (9), 6:30 p.m.
- "Double Crosseed Fool," Bobby Watson, (13), 7:00 p.m.
- "Behind the Mask," Jane Baxter, Hugh Williams, (9), 8:00 p.m.
- "The Stars Look Down," Margaret Lockwood, Michael Redgrave, (13), 8:15 p.m.
- "Dangerous Intruder," Charles Arnt, Veda Ann Borg, (5), 9:00 p.m.
- "Jungle Patrol," Christine Miller, Arthur Friend, (11), 9:15 p.m.
- "Below the Border," (11), 11:15 p.m.

**TUESDAY, DECEMBER 18**

- "Mystery Train," Marcelline Day, Nick Stuart, (5), 2:15 p.m.
- "Return of the Stranger," Griffith Jones, Robert Lowery, (11), 3:00 p.m.
- "Gentleman From Dixie," Jack La Rue, (13), 4:15 p.m.
- "Marines Come Through," Wallace Ford,
MY OWN POINT WITH PRIDE: To Ted Malone's delightful guesting on "Leave It to the Girls," I thought Bill Stern was swell the preceding week, but Malone was even better and without forced gaiety at that. To NBC has done, honored and unsung, all these years on the Santa Claus Lane parade. Only when NBC relinquished (and itself) did we realize how tastefully the network had handled the parade (and itself) all this time. No commercialism, no flaunting.

I WOULD LIKE TO SUGGEST that next year the parade be a star procession with just a few top bands and that if all the high schools want to get into the act with bands and pom-poms, that they be invited to appear for a mammoth telecast the night after the opening.

* * *

MIxED FEELINGS: From a fine balcony seat at NBC's El Capitan Theater, I saw the "All-Star Revue" starring Jimmy Durante and presenting, in her TV debut, Miss Ethel Barrymore. To say I enjoyed the show is a masterpiece of understatement. It was especially fine to be able to view it in the theater or to look at, if I chose, a giant monitor screen over the stage.

FEW WILL DISPUTE THE FACT that Durante is one of our greatest living showmen. And he's one personality so versatile and so vital that he can be "on" for an hour without making his audience tired. The other night was no exception.

WHERE THE SHOW DISAPPOINTED, however, was in the use of Miss Barrymore's material. It is great fun to have a Pinafore in "South Pacific," but the music must be good and suited to him. It is equally as good and her Miss Ethel Barrymore toss around comedy lines, but they still should be worthy of her great talent.

SHE IS A GREAT LADY and looked far lovelier onstage than on camera. Her skin is beautiful and surprisingly fresh; her hair is a becoming gray and her soft black velvet dress and shorty coat complemented her excellent features. Hope she was pleased enough with her "initiation" to come back for more.

UNDERSTAND THAT THERE'S a good chance that Jack McElroy (nice chap!) will emcee the program if "Breakfast in Hollywood" is revived, as rumored. Hal Peary is supposed to have some interesting news soon.

BECAUSE THE RADIOMITES GROUP is fostering a war child, I was invited to a small dinner in the Derby American Restaurant when the American Artists hosted three adopted youngsters from Europe. These three children are being sponsored by Art Linkletter, Steve Allen and a group of secretaries at 20th Century-Fox.

ART'S ADOPTED CHILD is for Rolland Mungerd, a ten-year-old French lad whose father died at Dachau. Another group sponsored by Jack Hanka's parents are exterminated, her case history is meager, but it is thought she is American kid about eleven. A prisoner at Auschwitz, Hanka had a number tattooed on her arm.

STEVE'S ADOPTED CHILD is a little Italian, Roberto Cociorgno, a sensitive child who has undergone great grief and deprivation. Roberto still lacks a sense of security and (Please Turn to Page 30)

BROOKLYN'S WAY

Sam Levenson, reminiscing about singing in the old days, on CBS's "The Show Business of Comedy," said: "In Brooklyn we couldn't be crooners. We had to be legitimate singers, big and loud—because we practiced in the bathroom which didn't have a lock."
Flicker Fare

GETTING STARTED

Edmond O'Brien, star of CBS's "Yours Truly, Johnny Dollar," started his theatrical career as "Neirn" the magician. A name he derived from spelling his own backwards.

McNeill Quips

ABC's Don McNeill, toastmaster of his "TV Club," claims that whenever they come around with hot dogs at the football games he always takes one from the bottom. That's because he's strictly for the underdog.
Radio Precasts

TIME CHANGES
Friday, Dec. 14—ART GILMORE'S MOVIE TIME, KPWB, 9:15 p.m. Also aired on Wednesday same time; Tuesday and Thursday at 9:30 p.m.
Friday, Dec. 14—BILL TUSHER, KPWB, 11:00 p.m. Bill’s “Human Side of Hollywood” aired Monday through Friday.
Monday, Dec. 17—“STORY OF MARY MARLIN,” KECA, 3:30 p.m. Monday through Friday.

WHAT'S NEW
Monday, Dec. 3—“HOLLYWOOD PLAYHOUSE,” KHJ, 8:30 p.m. Film celebs in a weekly dramatic series.
Monday, Dec. 17—KATE SMITH SHOW, KFI, 9:15 a.m. Monday through Friday with Kate and her guests.

WHAT’S SPECIAL
Friday, Dec. 14—“THE SILENT MILLION,” KNX, 6:00 p.m. Documentary on careless driving in conjunction with the National Safety Council.
Friday, Dec. 14—“FOSTER PARENTS’ FROLICS,” KNX, 7:30 p.m. Musical variety show with Art Linkletter and Steve Allen, co-emcees.

WHO’S GUESTING
Thursday, Dec. 13—“HOLLYWOOD STAR PLAYHOUSE,” KECA, 7:30 p.m. John Land in “The Diary of a Madman.”
Friday, Dec. 14—“MGM THEATRE OF THE AIR,” KFI, 6:30 p.m. “Fast Company,” with George Murphy and Nina Foch.
Friday, Dec. 14—PAUL WESTON SHOW, KNX, 9:00 p.m. Margaret Whiting.
Friday, Dec. 14—MARTIN AND LEWIS, KNX, 9:00 p.m. Jane Russell.
Saturday, Dec. 15—“STARS OVER HOLLYWOOD,” KNX, 9:30 a.m. Robert Hutton in “Mr. Bromley Buys a Morning Ctg.”
Sunday, Dec. 16—“THEATRE GUILD,” KFI, 5:30 p.m. Tyrone Power, Loretta Young in “Arrowsmith.”
Sunday, Dec. 16—“CHICAGO THEATER OF THE AIR,” KHJ, 9:30 p.m. Jerome Kern’s “Sunny” starring Bruce Feote.
Monday, Dec. 17—“VOICE OF FIRESTONE,” KFI, 5:30 p.m. Jerome Hines soloist.
Monday, Dec. 17—“LUX RADIO THEATRE,” KNX, 6:00 p.m. “The Men,” with William Holden, Theresa Wright, Dean Jagger.
Monday, Dec. 17—“RAILROAD HOUR,” KFI, 5:30 p.m. Nadine Conner in “Annie Get Your Gun.”
Monday, Dec. 17—“TELEPHONE HOUR,” KFI, 6:30 p.m. Toron Jesse Bjoerling.
Monday, Dec. 17—“SUSPENSE,” KNX, 9:30 p.m. John Howard in “Case History of a Gambler.”
Tuesday, Dec. 18—“TUMS HOLLYWOOD THEATRE,” KFI, 9:30 p.m. Cesar Romero in “Suddenly, at Midnight.”
Wednesday, Dec. 19—BING CROSBY, KNX, 6:30 p.m. Lindsay Crosby and Trudy Irwin.
Thursday, Dec. 20—“HOLLYWOOD SOUND STAGE,” KNX, 7:00 p.m. “It’s a Wonderful Life,” starring James Stewart.

SANTA CLAUS OPERATION
Edgar Bergen and Charlie McCarthy, with a troupe of entertainers, are off to play Santa Claus and entertain hospitalized war veterans. They will fly across the country, visiting hospitals en route. During the trip, gifts will be distributed to every veteran by Bergen and Charlie in full Santa Claus regalia.

DON McNEILL'S BREAKFAST CLUB
MON. thru FRI.
8:00-8:15 A.M.
Sponsored by JELL-O

DON McNEILL'S BREAKFAST CLUB
MON. thru FRI.
8:15-8:45 A.M.
Sponsored by SWIFT & CO.

DON McNEILL'S BREAKFAST CLUB
MON. thru FRI.
8:45-9:00 A.M.
Sponsored by PHILCO
Merry Christmas

TV News commentary by one of their kin, Ruth Ashton, on . . . Kate Smith exhibit which featured journalist, who was well established as a reporter who found through Friday, 1:15 p.m.

If donor should be enclosed.


Dr. Joseph Murphy

Church and College of Divine Science
3:30 to 4:15 A.M.
8:30 to 8:45 P.M.
7 MARCH A]

Dr. Joseph Murphy—News.

KFWB—Reagan—Take Me.

KMPB—Bible Study.


KXKZ—Larm Kock.

KXWH—At the Met.

KRMG—News.

KFRG—Conf. Tunes.

KFWB—Bill Lewis.

KXLA—Walt Disney.

KXLR—Time West.

KLAQ—Haynes at the Einis.

KMPB—Market Report, Sports.

KFI—Stock Report.

KGGJ—Comedy—Take Me.

KXLA—Sacred.

KIAQ—Eclectic.

KFWB—Kol, News.

KKGJ—What's News.

KGER—Radio Kids' Bible Radio.

KXLA—News.

KXMK—News.

KXAS—Walt Disney.

KXLI—KoFer.

KFWB—News.

KXTA—Billy Wilder.

KXLA—Bible Radio.

KXAS—Bill Lewis.

KXIA—Bill Stewart.

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KXLA—Bible Radio.
We Point With Pride

To The Challengers' Sunday night arrangement, under the guiding hand of conductor Eugene Lowell, of "Casey Jones," with a vocal treatment that made it a lively tune with welcomed freshness... and to the consistently excellent introductions given to each musical number. Musical introductions of this type should serve as a sample to disc jockeys who reach far and yet fail to offer us a song with an equally pleasant and tempting commentary.

To Sara Berner's wonderful telephone bit on the Bergen-McCarthy opus. Her imitation of Louella Parsons was priceless. To the delicious Santa Claus sequence on the steam airer. Low bow to Sheldon Leonard for his superb acting and to the little boy enacted by Harry Shearer.

And to Jack Benny's Christmas shopping program last week. At one point, Jack remarked: "I am going to get something to help out my four shoppers." What is that? Mary Livingstone asked. "A fifty cent watch," Jack retorted. After hearing the show, we know that he was only kidding.

... Ralph Edwards may be doing his upcoming TV show on radio, too. NBC plans to air, on the 2:00 to 2:30 part of the program, a goodwill spot that will not detract from even the most serious news reporting.

We do feel that what Ruth says is both pertinent and often entertaining. Because what she says is worth so much to thousands of afternoon listeners, we feel it would be a good idea to cut her commercials a bit... as they would still be just as effective and allow more minutes to Ruth's worthwhile reporting. - A.G.

Time for Defense

Monday, 8:00 p.m. ABC-KECA

On KECA's "Time for Defense" you are taken on an air trip to spots from which the headlines are beamed. This broadcast is aired from Washington, D.C., via transcriptions in cooperation with the U.S. Department of Defense. The series is sent out over the Voice of America and the Armed Forces Radio Service regularly.

A recent airing considered the "see-saw war" in Korea by bringing an on-the-scene account of the destructive rocket war. A correspondent described the civilian conditions. A woman worker in one of the combat-zone orphanages discussed her job and the need for helping Korean war orphans. Another Army man presented his picture of the kind of evacuation by U.S. helicopters and stressed the desperateness of the situation. This information is now given to wounded men as they are in transit via helicopter.

We must admit that this air show is not entertaining. Much of the information is presented by people not experienced on the radio, and being such it is often dull listening. But this weakness is to be overlooked when you consider the type of verbal picture which is given to the radio audience. It's all about the war in which U.S. sons are fighting each day... and that's why it's not entertaining.

Playbacks (Critical Comment)

SUNDAY, DECEMBER 16

Radio in Review—Continued

Larry Jim Gross, who is next year's March of Dimes poster child.

Listeners will find Ruth's voice much more appealing than those of many of her feminine counterparts. It has a large, clear quality that does not detract from even the most serious news reporting.

We do feel that what Ruth says is both pertinent and often entertaining. Because what she says is worth so much to thousands of afternoon listeners, we feel it might be a good idea to cut her commercials a bit... as they would still be just as effective and allow more minutes to Ruth's worthwhile reporting. - A.G.

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Is it worth listening to? Yes, because it is one of the few ways we can do at least part of the job of being a citizen of our country. We can all probably learn a lot about what seems to be so far removed from our daily lives, if we tune in regularly to the military-services-supported "Time for Defense." - A.G.

Radio Program Highlights

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

Comedy-Variety

3:00-No My Friend IRIS, KNX
4:00-The Big Show, KNX
4:00, 9:00—Jack Benny, KNX
4:30—Dinnertime "O'Clock, KFI
5:00—Polo Harris, Allyn, KFI
5:00, 9:00—Edgar Bergen, KNX
6:00—Carlisle, Central, KNX
6:30—Eddie Cantor, KFI
6:30, 9:00—Dean Blond, KNX
Public Interest
3:15—Invitation to Learn, KNX
3:15—People's Platform, KNX
5:00—Eternal Light, KNX
8:15—Crime is Your Problem, KFI
10:15— University Explorer, KNX
8:00—Prest Warrant, KFI
Drama
4:30—Theater Guild KFI

SUN.-DECEMBER 16

4:00—My Friend IRIS, KNX
5:00—The Big Show, KNX
4:00, 9:00—Jack Benny, KNX
4:30—Dinnertime "O'Clock, KFI
5:00, 9:00—Polo Harris, Allyn, KFI
5:00, 9:00—Edgar Bergen, KNX
6:00—Carlisle, Central, KNX
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Drama
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Indicates Newscom
Indicates Highlight

KECA, KLAC, KMPC
KRWK, KNLA—News.
KFI—Funic Paper Man.
KHJ, KNX, KFI—Time.
Hour of Triumph.
KNX—Rail Late Lumber.
KNAC—Breakfast Symphony.
KNRF—Old Fashioned Revival.
KPDX—Challenges of Church.
KFVD—Science of Mind.
KNX—Examinations.
KGER—Rev. Markham.
KGEL—Armistice Concert.
KGE—Voices of Peace.
KFWB—Am., Japanese.
KKRP—Sunrise Symphony.
KRRD—Record Shop.

9:15—KEA—Morning Hour.
9:15—Divie & Quartet.
KFYD—Local Church.
KFYD, KLAC—Church of Christ.
KMPC—Start to Live.
KNV—Christianity Ch.

30—KECA—Light & Life Hour.
KFI—Boy Scout Jamboree.
KHJ, KFYM, KG—Back to God.

R.N.A—Invitation to Learning.
KAL—Parson & His Fails.
KAL—Organ Musical.
KFOX—Radio Bible Study.
KFWR—Land of the Living.
KFWB—Union Rescue Mission.
KGER—Rev. C. C. Helvey.
KGER—Goodwill Hour.

KPAC—General Time.
KECA—Old Fashioned School Church.
KF—Carnival of Books.
KRMN, KM, KVEO—Radio Bible Class.
KRL—People's Platform.
KAL—Maurice Religious Center.
KAL—Lutheran Church.
KFRB—Union Rescue.
KGER—Rev. C. C. Helvey.

VIP—Local Church.
KALC—News.
KRTT—Balea Time.
KRTC—Morning Meditation.
KFWB—Bible Hour.

KFWK—Catholic Hour.
KFWK—Christian Science.

KFRB—Crest Characters.
KF—News.
KFRB—H'wood Funtastic Party.
KOWL—Armenian Hour.

9:30—KECA—Flying Feet.
9:30—Eternal Light.
KHJ, KFYM, KG, KVEO—Voice of Proverbs.

KMR, KCBG—Howard E. Smith
Reconciliation Church.
KFRM—Morning Cantata.
KFRB—Unitarian Church.
KFWB—Devotional Hour.
KFWB—Peter Potter.
KGER—John Brown.

AG—News.
KFDC—Prelude to Worship.
KSG—Prelude to Worship.
KFRB—Sylvia Lee.

KF—Piano Parade.
KFDC—Sylvia Lee.

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**Monday–Friday Daytime Radio Logs**

**Midnite to Dawn**

"Nite Owl Special!" 12 mid.–6 A.M.

**Morning Almanac**

E. L. 6-5:50

"News" 6:50–7 A.M.

The Original Twenty-four Hour Station.

**COUSIN LOU**

**IN RADIO'S HOTTEST WESTERN SHOW**

**KXL A**

9-10 A.M. — Mon.–Fri.

**HOMESTOWN JAMBOREE**

Cliffie Stone Eddie Kirk

Bucky Bites

Tennessee Ernie

Western Tent

**KXL A** 11:30–12:30

Mon. thru Fri.

**HOME TOWN JAMBOREE**

Cliffie Stone Eddie Kirk

Bucky Bites

Tennessee Ernie

Western Tent

**KXL A** 11:30–12:30

Mon. thru Fri.

**WHAT'S YOUR PROBLEM? LISTEN TO CRISWELL PREDICTS**

1:30 Mon thru Fri.

**KFW D**

**Cousin Lou**

**In Radio's Hottest Western Show**

**KXL A**

9-10 A.M. — Mon.–Fri.

**Home Town Jamboree**

Cliffie Stone Eddie Kirk

Bucky Bites

Tennessee Ernie

Western Tent

**KXL A** 11:30–12:30

Mon. thru Fri.

**Daytime Radio Logs**

**Midnite to Dawn**

"Nite Owl Special!" 12 mid.–6 A.M.

**Morning Almanac**

E. L. 6-5:50

"News" 6:50–7 A.M.

The Original Twenty-four Hour Station.

**KFW D**

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Mon. thru Fri.

**WHAT'S YOUR PROBLEM? LISTEN TO CRISWELL PREDICTS**

1:30 Mon thru Fri.
Monday-Friday Logs

Teen Timers Matinee
ART LABOE
4:00 P.M.
Monday thru Friday
KGFJ
1230 Kc

4:05—KLFJ—Sports; Jukebox Jamboree. KCFJ—Big Crosby.
4:15—KFI—At Home With Lionel Barrymore.

"STRICTLY DIXIE"
Now—Two Dikeland Shows
4:30 p.m. 9:00 p.m.
DAILY
KGFJ
1230 Kc

You can advertise in this space and reach more than 166,000 readers. For advertising rates and complete information, please write Advertising Manager, 6361 Salma Avenue, Hollywood 26, or phone Hillside 9275.

Monday Radio Program Highlights
A.M. Programs in Lightface Type P.M. Programs in Boldface

**MONDAY, DECEMBER 17**

5:30—KECA—Mark Trail.
5:50—KFJ—Feature Wire.
6:00—KFNX, KGB, KVOE—Bobby Benson.
7:10—KLA—Los Angeles Today; Today in History.
8:15—KJX—Tom Harmon.
8:30—KFOX—Sports Column.

**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

KXLA—Music Mountain.
KECA—Mary Martin.
KHXJ—Andy Murray.
KAL—Voice of So. America.
KFAC—L Locher. KXJ—Good Morning.
KIEV—Dancing with Dick.
KOWL—Joan & Jerry Remphill.

**THE NEWS**
Top in Pops.
3:15—KFJ—Talk Back.
3:45—KFJ—Ted Maclure.

**KFI, KFDA—Dr. Paul.
KFJ—Ling Long Lulu. 
**KJAC, KKLW—KLW—News.
**KFJ, KFXL, KGB, KVOE—Sam Harris.
**KFI, KFXL, KGB—Harnorh’s Bell Mall Boy. KCLC—Racing Roundup. KXLA—Melody Valley.

**DROP IN THE BUCKET**
with BERT HARRISON
10:00 to 11:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**STREET STRUGGLE**
with MIKE D’ANCONA
11:00 to 12:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**THE BRIDGE**
with JOE BERRY
12:00 to 1:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**JACK DEMPSEY**
1:00 to 2:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**THE ART LABOE**
with JOE ROCHA
2:00 to 3:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

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Top in Pops.
3:15—KFJ—Talk Back.
3:45—KFJ—Ted Maclure.

**KFI, KFDA—Dr. Paul.
KFJ—Ling Long Lulu. 
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11:00 to 12:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**THE BRIDGE**
with JOE BERRY
12:00 to 1:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.

**THE ART LABOE**
with JOE ROCHA
2:00 to 3:00
Studio 15
KECA, KFXL, KGB, KVOE—Newswaves.
TV-RADIO LIFE

Radio in Review—Continued

p.m. slot vacated by the afternoon version of "Double or Nothing" and "Ripcord" of Edward's video show. It would be a taped airing of the city's television program . . . That Irene Dunne-Fred MacMurray air show, "Bright Star," which still fails to be picked up by a local station, is good enough to be sponsored by Johnson's Wax. Airing throughout the program was Eve Arden of CBS radio's "Miss Brooks" fame is set to do the lead in the TV version of the comedy . . . as if anyone doubted that she was a "must" for that role . . . Two of radio's top shows now have their weekly show from Pacific Time zone in Los Angeles, due to the time difference between Pacific and Eastern Time zones.

Joey at KFAC

Dick Joy, associated with CBS-KNX for many years, is now established as news director of KFAC. Dick is concentrating on his 8:00 and 8:30 a.m. newscasts and one at 12:45 p.m. For the time being he is still doing "Sunday Desk" on CBS. He also has an assignment on Bette Davis' upcoming taped air series, "Woman of the Year."

Presenting Ralph Story

Early-morning listeners are familiar with Ralph Story's (KKN 8:00 a.m.) anecdotes related to his recent European trip. However, there's more to tape-recording a show than meets the ear. Ralph's four-week trip cost $411.50. The Military-Air Transport Service supplied his aerial transportation. His only expendable item was lodging; whereas his food was least expensive, due partly to the low cost of meals on the air bases.

Ralph's transcribed reports from Europe, the Near East and Africa were integrated in more than sixty broadcasts. He was equipped with a minitarpe and magnacorder, but had to dispense with the latter when the equipment turned out to be clumsy: and often neither current nor a storage battery was available to run it.

One of the unusual reports he presented was "The Sound of Rome" recorded the sounds of the magic fountain in the Palazzo, Venetia, where legend has it that if you throw a coin into the fountain, you will return to Rome . . . footsteps on the Appian Way . . . in the Catacombs, and sounds of Italian cars and a coffee machine.

Tuesday Radio Program Highlights

| 8:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 8:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 9:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 9:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 10:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 10:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 11:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 11:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 12:00—| WOR, NYC, 400-plus, PM Program, host unknown. |

TV: "The Sound of Rome" in the Palazzo, Venetia, where legend has it that if you throw a coin into the fountain, you will return to Rome . . . footsteps on the Appian Way . . . in the Catacombs, and sounds of Italian cars and a coffee machine.

"Tuesday Radio Program Highlights"

| 8:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 8:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 9:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 9:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 10:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 10:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 11:00—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 11:30—| WOR, NYC, 400-plus, PM Program, host unknown. |
| 12:00—| WOR, NYC, 400-plus, PM Program, host unknown. |

TV: "The Sound of Rome" in the Palazzo, Venetia, where legend has it that if you throw a coin into the fountain, you will return to Rome . . . footsteps on the Appian Way . . . in the Catacombs, and sounds of Italian cars and a coffee machine.
**Wednesday, Dec. 19**

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

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**WEDNESDAY, DEC. 19**

**MUSICAL DIGEST**

Family Dinner Hour Concert
7:00 to 8:00 P.M.
Nightly including Sunday
**KGFU—1250 K.**

**KGFU**—Musical Digest
**KCLA**—KCLA
**KXLA**—KXLA
**KGB—News**
**KKB—Easy Does It**
**KMPR—News; Sports**
**KFW—Pavilion Mercians**
**KKBW—Horizon Hour**
**KCLU—Cote Robert**
**KXOC—Invasions in Science**
**KKB—Organ Recital**
**KFW—Time Waltzes**
**KXLA—Happy Hour**
**KKB—Music of Seven**
**KMPR—Merry Christmas**
**KJED—Merrily**
**KXLA—Merry Christmas**

---

**By Norma Jean Nilsson**

**Radio Omits**

Johnny Mc Govern, who played "Woody" on "Father Knows Best" when he was smaller, played a grown-up role on this show's episode last week. Tommy Cook was also on our show. The very first show I ever did in radio when I was five years old with Tommy.

Nine-year-old Tommy Retig, who is featured with Loretta Young in "Paula" is to be starred in "5000 Fingers of Dr. T." a Stanley Kramer production. And last Wednesday, Tommy made his second appearance on "Great Gildersleeve." Welcome to Radiomites, Tommy. It used to be that bringing an apple to teacher to gain favor was the thing, but now it's TV tie with Wally Trill, producer of "Strike It Rich" on CBS-TV and NBC radio, reports that a New York youngster wrote to his office saying, "I just got back from school and I want to start right with my teacher. If you would send me a couple of tickets for her, it would help lots."

When Phil and Alice Harris were on a P.A. tour recently, their children, Phyllis and Alice, Jr., were the house guests of Rosemary and Patty Lennon. And by the way, little Patty is now a regular on TV's "Frosty Frolics."

Little Lonnie Burr was so good on Eddie Cantor's TV show that he's been booked for two more appearances. Well, if you've got talent and Mr. Cantor finds it out, that's about all you need, Lonnie.

I bumped into Stuffy Singer on the twentieth floor of City Hall, Department 34, in Judge Swain's court. Reason? Contract approval of his role as "Donnie" in TV's "Tea Buleich." Stuffy was offered the role of radio's "Denise" but he took it down to do because it conflicted with his TV work. He had to by-pass "A Christmas Carol" with Lionel Barrymore this Christmas too, because it will be December 23, the same day Stuffy works the Eddie Cantor TV show. So he took the role. When I talked with Stuffy, he was missing "Richard Diamond" because he had to be in court. A lot of misses in one week, but so many good things are coming Stuffy's way that he doesn't seem to have any time.

Hill Oppenheim is another busy gal. On December 26 you'll hear her featured on "Family Theatre." In recent days she played "Stars Over Hollywood," "Dr. Christian," "Red Skelton's TV show," and "G. E. House Party." She'll be featured in a forthcoming fashion show at the Ambassador and speaks on her on TV. She'll be seen soon in both "California" and "Miss America" magazines.

Well, so long kids, see you in a couple of weeks, and remember, when there's news in your bean, call NORMA JEAN.
THURSDAY, DEC. 20

TV-RA DIO LIFE

Ear, Eye Inspire the Pen

Mrs. J. H. Richardson, 7163 Pellet St., Downey, Calif.

I feel just must write and express my opinion of the Santa Claus Parade. I think KTLA did a grave injustice to the other television stations by not showing their entire floats—and by not commenting on them. "Space Patrol," for instance.

Dick Garton acted as though he had never heard of it—and wouldn't even mention what it represented.

And please tell me why they have Santa Claus come dragging along at 10:30, two hours after all the little men have either fallen asleep on the floor—or just given up and gone to bed. Couldn't he just as well have opened the parade?

IGNORED?

SPACE PATROL GANG

In last week's issue, TV-RI, "viewed with alarm" the above incident. Our readers might also know that we are giving a special feature on "Space Patrol." It will appear in the near future.

•

Conrence Lawrence, 5379 Cahuenga Blvd., Hollywood, Calif.

I read your article about "The Mellomens" and I agree that they are wonderful and I think they deserve more shows.

We would like to hear them on more radio shows, as well as see them on TV. They do very well on "The Hollywood Music Hall" and Edgar Bergen's show as guests.

I agree, as well as many others, that they are the best quartet in show business and their friendliness toward others shows this to be a fact.

Also received letters from Edna Roberts, POB 522, L.A., and Doris Ford, 1761 N. Ridgewood St., Hollywood, praising the singing quartet.

•

N. M. Roseboom, 354 Fifth Ave., Venice, Calif.

Koria Pandit's friends are happy to see and hear him and his unique programs of music, art and philosophy over KEECA-TV.

•

Mrs. Don A. Henderson, 729 South Ogden Drive, Los Angeles, Calif.

Recently while visiting in Minneapolis, I listened at
Donna Pack, 6424 Southside Drive, Los Angeles 22, Calif.

I would appreciate it very much if you would print in your column this letter. Your readers may now join in for a "Papa and Junior Garibaldi Fan Club" for Leo and Glenn Garibaldi. They have to do send twenty-five cents to the above address.

Garibaldi Fans! And all wrestling fans!! Here's your chance to vote for "The Most Popular Wrestler in Southern California." See page 16 for all details. The winner will appear on the cover of TV-Radio Life.

Am Fotheringham, Elks "99" Club, Los Angeles, Calif.

I have been buying your magazine at my market every issue. The first thing I look for is Ear and Eye Inspire. I just like to see how other readers react to the programs we are compelled to look at or listen to. I say compelled, because we are at the mercy of these commercialized showmen.

I counted one program which used the word "amazed" twenty-one times in fifteen minutes. Then there are those slickers who say, "You know; you see." I don't know. I don't see. I never heard a cigarette talk, yet you hear "this is the only cig that can make this etc., etc." And the soap programs! Boy, it won't be long if you listen to these, you will have to do is put a bar of their soap in your clothes and in the morning they'll be cleaned and pressed. And the dishes? Just leave them in the sink. No wash—no wipe!...

I'll sure get a smile out of this if TV-RL prints it. Best wishes to you in the coming season.

Jack Draper, address withheld by request.

Can a mere male get in giving Korla Pandit the show the praise it deserves? Is there any melody he can't play? Man, that guy is good.

Why do they call his show "for women"? For my money he's got the best show in town. If I had his talent and his apparent depth for music, I'd toss out a "double whammy" now and then myself—just for the heck of it.

Mayor and Eye Inspires (on Page 31)

Friday Radio Program Highlights

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

Comedy Variety
3:00—Arthur Godfrey, KNX
8:00—Ray Rogers, KFI
9:30—Ted Heber, KNX
9:45—Jr. and H Gil, KECA
9:50—Martin and Lewis, KFI

Quiz, Participation
8:00—Match the Gate Club, KECA
8:20—Grand Slam, KNX
8:30—Jr. and H Gil, KECA
11:30—Jr. and H Gil, KECA

Nora, KNX
3:00—Welcome Travelers, KFI
4:30—True or False, KFI

Comment, Narration
4:30—Match the Gate Club, KECA
5:30—Olye Beauty, KBOE

Sports
1:10—Tom Harmon, KNX
1:45—Sam Baker, KLAC
2:15—Bob Kelley, KMPX
2:45—Boxing, KECA

Public Interest
1:00—(Up-to-Date Classroom, KNX
2:30—Women's Forum, KNX
8:00—Frost Warnings, KFI

FridAY, DECEMBER 21

See Page 26 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

5:00—KECA—Mark Trul.
8:30—KECA—Feature Wire.
9:00—KECA—RGG—The Green Hornet.
9:30—KNX—BKO—Edward E.
10:00—KFI—Call to America.
10:30—KFI—Golden Moments.
11:00—KECA—Sweetheart.
11:30—KFI—Sunrise Mission.
12:00—KECA—Red Rose.
12:30—KNX—Give Five.
1:00—KFI—What'll Do.
1:30—KFI—The Bingo Game.
2:00—KNX—Foster Session.
2:30—KECA—Wagon Wheels.
3:00—KECA—Weather Report.
4:00—KECA—Today Today Today.
4:30—KECA—A Conversation.
5:00—KECA—KLAC—Shetland Sheepdog.
5:30—KNX—Davis.
6:00—KECA—Sports Column.
6:30—KECA—Right to the Future.
7:00—KLAC—Stars of the Week.
7:30—KECA—The Wines of France.
8:00—KECA—Chet Hunter.
8:30—KECA—Sports Column.
9:00—KECA—Sports Column.
9:30—KECA—Sports Column.
10:00—KECA—Sports Column.
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Food Facts

By BETTY HOYT

“A woman can be anything the man who loves her would have her be,” quotes James Barrie. Well, I will be willing to wager the man who loves YOU would be happy to save you money on your grocery bill among other things. And if you want to achieve this end, here are a few pertinent food facts to help you in the canned-goods section of your grocery store.

It would be wise to remember that OPS (Office of Price Stabilization) regulations are in effect on most canned foods, which puts a ceiling on those prices. Although costs of canned foods are less variable on the whole than meats and produce, the greatest influence on same is Mother Nature herself. For example, our own California sun and smog have contributed to produce a bumper crop of tomatoes . . . as a result, one of our best vegetable buys is solid-pack tomatoes. This is a happy development, in my opinion, for the number of those “solid” stand-bys for your pantry shelf. The same story applies to green beans . . . another good crop, another good buy.

While we are on the vegetable-talk, there is a current tip which is not generally known. Corn (all varieties of packs) is a wise buy at present prices, inasmuch as future prices in this food are uncertain.

For the story on canned fruits, we may look to all varieties of peaches for the same reason . . . a good crop, a good buy. For those of you who enjoy purple plums in tasty thick syrup on the breakfast menu, you are in good luck as well as your pocketbook. More and more, I am learning to thank our growers for passing along good prices in all foods.

When you consider the number of grocery stores in this, our Los Angeles, you will realize the extreme competition which causes each corner grocer and supermarket to sell at the smallest margin possible. Low mark-ups mean low prices for YOU.

For our daily best buys, may I invite you to preview “Foods for Thought” KBNH, 11:30 a.m. daily on Channel 4. Till then, these are your foods for thought for the coming week.

Board of Education Asks For “You Asked For It”

The City of Oakland’s Board of Education requested producers of “You Asked For It” to furnish a kinescope film of the show each week for use in the classroom as a permanent feature of the visual education program, considering it to be one of the nation’s top informative TV shows.

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Earl and Eye Inspire the Pen

Earl R. Goin, 825 N. Central, Glendale, Calif.

There is a suggestion I should like to make which you may be able to pass on to the proper persons—particularly to the network spokesmen. It has been the custom to announce the name of the record preceding the playing of the record; but so often the listener, after hearing the record, would like to add that it is worthy of recording to his collection but has forgotten the name because it meant nothing to him until he heard the melody. This has happened to me, personally, many times. Also, sometimes a person tunes in during the playing of the record and discovers he likes the melody especially well but has no idea what it is since he missed the announcement preceding the playing of the recording.

Why would it not be possible to announce the name of each record after the playing of it? Not only would it be more satisfactory to the listener, but it should help to increase the sale of many records because the listener would be able to jot down the name after he discovered the record appealed to him. I believe that many listeners beside myself would greatly appreciate this change in musical programs.

While passing on this suggestion, I should also like to suggest that some station offer a program of organ music or organ recordings daily or at least several times a week and preferably during the hours of 10:00 and 12:00 p.m. There are many music lovers who miss the organ music so frequently offered in past years. After all, everyone doesn’t love the jazz music which seems to be about all a listener can find on his radio today. I am sure there are many people who would much prefer the semi-classical selections which are easier on the nerves, especially the soothing music of the organ.

Mrs. R. C. Harris, 2107 Roselain Place, Los Angeles, Calif.

I should like to come to the defense of “City at Night” and Ken Graue’s handling of it. I have the feeling that Mr. Graue asks some of the questions he does because he feels they would be the questions some of us would ask if we were there, and do not necessarily reflect the viewpoint of the announcer, as the saying goes. We have watched the program for over two years, and while it may at times get a little banal, still it is vastly satisfying.

It may well be that “City at Night” is scaled down in intelligence level somewhat, for what the station considers the “average” watcher. I defend those correspondents, this assumption that all TV watchers as well as radio listeners are about half a cut above morons—but what are the qualifications in the results of the popularity polls? I often wonder where the rest of us are when these polls are taken. I have never been questioned on my preference of TV programs. Guess we’ll just have to go on watching such programs as the Chancellor’s “Teleforum” at 10:00 Mondays, and leave our radio dial set at KFAC permanently, and hope a poll-taker catches up with us some day.

Mr. and Mrs. E. E. Thonack, 2549 N. Muscatoel Ave., Garvey, Calif.

I want you to know that I buy your TV-Radio Life every week, enjoy it all, and I would love to know where to find anything without it. And it’s so reasonably priced (ten cents) what with everything so high.

Please let me know through TV-Radio Life when is Frankie Sinatra starting on TV. I am fifty-seven years old and patiently waiting. No bobby socker, but I do like him.

Frank Sinatra can be seen over KTSF every Tuesday at 5 p.m.

“HALLS OF IVY” SAFETY SCRIPT

A “Halls of Ivy” script stressing the importance of courtesy on the nation’s highways has been requested by the National Safety Council. The Council intends to keep the script as a permanent record. The Halls of Ivy is aired over NBC starring the Ronald Colmans.

DOUBLE CAREER

Anthony Ellis, writer of the CBS “Pursuit” series, returns to the microphone periodically to help him maintain the actor’s viewpoint.

Menuette

By

KHJ’s Norma Young

Spareribs with Artichokes

(Something new for you)

1 side of spareribs (about 4 lbs.)
24 small whole artichokes
1 No. 2 can tomatoes
3 cloves of garlic (peeled)
1 1/2 t. salt
Plush bunch of sage and rosemary

Cut up the spareribs in serving pieces. Brown on both sides in skillet, then place in baking dish. Place the small, cleaned artichokes in and around the meat.

Cover with the tomatoes that have been seasoned with garlic, salt, sage, and rosemary.

Cover and bake at 325 degrees until the meat and artichokes are tender—would say about an hour.

Cooking the artichokes and spareribs together brings out each other’s flavor.

Note: It TV Radio Life readers have household or cookery problems, call Norma Young, between hours 5 a.m. and 4 p.m. Hudson 2-2133.
Are You Guilty Of Teenicide?

When It Comes to Driving Safely "Father Knows Best"

This national safety campaign is primarily directed at motorists under twenty-five, who are responsible for one third of America's traffic casualties. Bob feels that most of the teen-agers are good, competent drivers, but ironically enough because they are such good drivers they take chances and try road tricks that older drivers would never dare attempt. They rely on quick reflexes, superior coordination and trustful optimism.

P. A. Tours

On behalf of his safety campaign activities, Bob has also made personal-appearance tours to address high-school youngsters on the subject. The thought of addressing an assembly of high-schoolers created a bad case of stage fright for the veteran actor. "I expected to be received as a kind of spoil-sport, an old gaffer with a lecture to deliver, and I wouldn't have been the least surprised if the spit-balls had begun to fly," he confesses. However, Bob's fears were readily set aside by the intelligent reception he received. The majority of the youngsters were aware of the safety problem and were anxious to find some practical solution to it.

Driver Training

Driver-training courses in the schools are becoming a growing part of the high-school curriculum and they seem to be the most effective weapon in this crusade. California's law states that all high-school students must have a course in driver education. Bob has visited several of these classes and has found the students eager to learn and abide by the traffic regulations. He believes that it isn't enough for parents and friends to act as driving teachers, because sometimes they are not very good drivers themselves and they do not reflect transmitted faults to the beginner.

"The reward for safety is a longer life and the ability to enjoy it, and who can ask for a better compensation?" queries Bob.

Although Bob Young is active in safety driving campaigns, his 17-year-old daughter Carol Anne doesn't own a driving license, while his radio daughter, Rhoda Williams, does and is also a holder of his Daughter-to-Dad pledge card.

December 14, 1951
The Al Jarvis Story

AFTER HEARING and watching the smooth-talking, pudgy-faced Al Jarvis on numerous occasions, we began to wonder what sort of a fellow he really was.

Was the off-stage Jarvis as unaffected, natural, and sincere as he appeared on TV and radio?

It didn't take long to find an answer to our question.

While waiting in the narrow hallway of his busy little wooden shack, located in the heart of the KLAC-TV studios, a secretary informed us that Mr. Jarvis would see us shortly.

“Oh, oh,” we thought. “Here goes another of those cozy office interviews with the usual back-slapping, I-love-everybody routine.”

A few minutes later, however, Al walked toward us, introduced himself, and then stepped out of the building into the bright sun, remarking: “Let's see where we can go. How about that place over there?”

Nodding agreement, we followed the short, springing steps of the forty-two-year-old disc jockey, emcee and comedian.

“That place” turned out to be the combination dressing and rest room for ladies and gents at the studio. It was there that we found out about the man who gets as many as 10,000 letters a week.

One of the first things Al did was to open a small metal lunch box and start nibbling on some food.

“I never have time to go out for lunch,” Al explained. “I swiped this lunch box from my kids, and it sure comes in handy.”

Al and his charming wife Marilyn have four children: Jonathan Michael, 3, Jeffrey Michael, 4, Elliott Michael, 10, and Jerry, 18.

Although Al “spends more time behind a mike and in front of a television camera than any other performer in this hemisphere,” he is still a devoted family man.

His daily routine consists of getting up at about six in the morning, playing with his kids, and arriving at the station at 8:30. After his busy day at that station, he returns home.

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eats a late dinner, and retires early.

All told, Al spends a fantastic total of fifty-three hours a week behind a mike or in front of a camera.

"Why do you work so hard, Al?" we asked.

"It's like a guy building a house. He doesn't intend to work that hard all the time. We, and when I say 'we' I mean the whole staff, will make less and less mistakes and eventually things will be a lot easier for all of us."

Which was easier, TV or radio?

"Television is more of a challenge. The big thing to remember is that on TV you are not projecting to a mass audience, but rather to a family group.

"Incidentally, some people seem surprised that I can get by and yet don't have any so-called talent. But they forget that I majored in speech and drama at USC. When I went into the disc-jockey business over fourteen years ago on the 'Make-Believe Ballroom' it was just a way to make a fast buck."

"The secret of a five-hour TV show is to know what not to do. I try to give people a break and put on what they want, because after all it's their time I'm really using, not mine. For example, one time I invited the editor of The Daily Worker to come on the show. However, he turned me down."

"Although there are a few parts of my show which I personally don't care for, I don't go by what I like or dislike. I go by what people like to see or hear.

"I love to get lots of criticism and I read every single letter that is addressed to me personally.

"Honestly, some of the letters I get are written by people far superior to me, and I feel a great humility when I read them. I am always awed by people who appreciate great literature. As for myself, I like to read books I don't understand so that some day I might be able to say I do understand them. This hasn't happened yet."

During the next few days we wandered around the KLAC studios watching Al and his staff operate. Publicized as "the man who has read more commercial copy than any other human during the past fifteen years," Al has long been recognized as "the boy who can get a station out of the red and into the black."

And no wonder! On his five-hour TV show alone, he averages thirty-two commercials a day. His hard work has paid off for KLAC as well as himself.

He owns a Cadillac and a mammoth home in the Beverly Hills section complete with a pool.

All the time we watched Al go through his paces, we remembering something he said to us:

"No matter how well this guy does, he remembers what hard times were, and he realizes that we could very well have them again."

That's the Al Jarvis story — about an ordinary guy with a simple philosophy, who has a big heart and lots of energy.

By Ted Hilgenstuhler

AL JARVIS AND BETTY WHITE

together—a familiar scene to

KLAC viewers. In Al's own words:

"Betty is undoubtedly the greatest asset to the show." (KLAC-Roads photo.)

FRECKLE-FACED JIMMY BOYD, who
plays the guitar and sings, is shown here offering some of his pickings to the Al Jarvis cast. Left to right are: Mary Sampley, Betty White, Al, and Cliff Whitcomb. (KLAC-Roads photo.)

December 14, 1951
Possibly One, yes, but could you choose a year's fare for television? Most major motion-picture studios turn out between thirty and forty features a year, with half of them but frail rehashes of familiar plots.

Frank Wisbar is called upon to deliver fifty-two half-hour "Fireside Theater" movies a year. Plots seldom if ever repeat. And his excellent movies have helped the career of more than one young artist in this town. Jim Davis, for instance, did but little movie work for months after his ill-fated appearance in "Winter Meeting," with the older Bette Davis. Wisbar showcased him in "White Violet," a story about a lumberjack, in which great character development was allowed. This presented Davis in an entirely different light. And anyone seeing him would leave the television screen distinctly under the impression of having watched a pretty capable guy perform.

Choosing Scripts
Frank credits his ability to choose fifty-two scripts a year and keep them all interesting to the fact that he remembers people want to be entertained. "It is what the viewer wants, not what I want, that develops 'Fireside Theater' fare.

"The fact that most of the audience comprises people relaxing at home precludes running many of the things I would like to do. You get a stronger play from a Dostoevski, perhaps, but the man lying on the sofa puffing at his after-dinner cigar doesn't want a writer to climb onto a soap box and tell the world how miserable life can be. He wants enjoyment."

And what, actually, is enjoyment?

Could You Choose A Good TV Script?

Here are a few tips on what makes good scripts, from a producer who knows what appeals to the public.

"Aside from the fact that it is not turning the microscope on social injustices, it is also turning out established-as-interesting fare. For instance, murder stories are very popular. In the best Greek tradition the human is caught in a net of circumstances and inevitably led to his doom. The television won't watch this week in and week out, on every show he sees!"

When the earnest, voluble Wisbar talks about "Fireside Theater," he is talking about a series just as popular with wrestling addicts as it is with devotees of the drama. He strides about his office, stopping to enact every scene he remembers as particularly good—or particularly bad.

And Wisbar, in the telling, can make even a story outline fascinating. To hear him talking in a soft Viennese accent about a "hoodlum" immediately contacted the writer and bought the play for TV. Then he went to work on the chase plot, turning it from an exciting cops-and-robbers epic into a memorable story based on the development of character under pursuit.

Unhampered by Business
Wisbar wisely and luckily doesn't have to mix business and his creative ideas. Business he discards by calmly announcing... "That is for the sponsor to take care of."

Procter and Gamble, being a company of comers, is able to come to a decision on whether to contemplate shutting down one of its branches if Wisbar buys a script and is unable to use it later. Loss of a few hundred dollars would be nothing against the company's getting fifty-two scripts a year, not only chosen but cast and filmed with the Wisbar touch.

December 14, 1951
DEEPLY GRATEFUL FOR THE SUCCESS he has attained in the entertainment world, Curt Massey is quick to show his appreciation whenever he's asked to do a show for some worthy cause. Here he's playing for some of the many wounded at Travis Air Base, Sacramento. Guitarist Perry Botkin is shown at right accompanying Massey. (Air Force photo.)

No Time on His Hands

That Old Song "Time on My Hands" Doesn't Apply to Curt Massey

If CURT MASSEY ever sings "Time on My Hands" on his daily CBS musical program, he won't be making a truthful statement.

Because, unlike the song title, the big Texas baritone finds himself wishing there were more than twenty-four hours in a day with his five- a-week radio show (4 p.m., KNX), the long list of benefits he's asked to do, acting as scoutmaster for a Boy Scout troop in Beverly Hills and conducting three business ventures on the side.

His Wife

His wife, Eddy, a very patient soul, isn't complaining, however. "The boys (Stephen and David) and I see him for a few fleeting moments over the week end—sometimes, that is. However, I wouldn't have it any other way because that's the type of fellow I'm married to. It's his nature to keep continually busy. He wouldn't be happy otherwise."

Recently Curt was called on a Saturday night and asked if he would fly to Travis Air Base the following morning at 5 a.m. to entertain wounded being brought back from Korea! The next morning, sleep-eyed Massey boarded the plane and spent thirteen hours entertaining hospital patients just back from the war front. Then he jumped on another plane and was back in Hollywood next morning to do his radio show!

Busy Man

Of all his activities, however, Curt's favorite is working as scoutmaster for the Boy Scouts in Beverly Hills because it is here that he gets to spend some time with his two boys, Stephen and David. And whenever a hike is scheduled for his troop, everything else is dropped. Nothing is allowed to interfere—not even a long-distance call from a frantic sponsor!

And, as if he weren't busy enough, the sponsor of Curt's five-a-week radio show now wants him to give some thought to a musical format for a TV musical program!

December 14, 1951

Only Zenith Quality Radio

... has Static-free FM at its finest, plus Long-Distance AM

New Zenith "Super-Triumph"
For AC or DC—in Maroon plastic

The radio you buy now must not only be advanced in performance, but quality-built to last! These brilliant table radios are both—and prove it. Their Super-Sensitive Zenith FM reaches far beyond the usual range, frees you of "summer static" annoyance forever, plays where ordinary FM and AM fail! And they're built to the same Zenith controlled quality standards as the millions of Zenithes that have served their owners for 10, 20 years and longer! Don't gamble with parts replacement and service problems. Make sure you get quality you can trust—Zenith Quality!


Zenith Radio Corporation, Chicago 39, Illinois
Over 30 Years of "Know-How" in Radios exclusively Also Makers of Fine Hearing Aids

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EXCITEMENT AND ADVENTURE RIDE WITH

KTLA's "Wild Bill Hickok"

Sundays at 7:30 p.m.

1. Guy Madison plays the starring role in the series
2. Andy Devine is "Jingles"—Wild Bill's sidekick
3. There's action galore as shown by this scene
4. There's plenty of comedy too, supplied by Jingles
5. Riding, roping and rustler-rousting all in the 30 minute teleshow

Sponsored by Kellogg's Corn Pops