TV-RADIO LIFE

Jack Bailey: Treats and Trials of a Hollywood Mayor

How to Score Yourself as a TV Fan...

10 cents

TV & RADIO LOGS—FEB. 6-12

STORY PAGE 3
Elliott Lewis
Gets A Surprise

The cast and crew of Elliott Lewis's four CBS shows—"Suspense," "Crime Classics," "Cathy and Elliott Lewis On Stage," and "Broadway's My Beat"—recently staged a surprise birthday party for the well-liked producer and director.

ONE OF THE "SUSPENSE" highlights, produced and directed by Elliott, was "The Moonstone." Starring in this two-week presentation was Peter Lawford, prominent motion picture actor.

AMONG THE GUESTS were Herbert Marshal and his wife. The noted actor has been a frequent star of CBS's "Suspense." Lewis also produces "Crime Classics" and other top-notch radio programs.

EVERYBODY HAD A RIPPING good time at the party. Note Elliott's mightily pleased expression. Cathy and music conductor-composer, Ray Noble, joined in the fun. Noble composed the "Cathy and Elliott" theme for the "On Stage" series.

PRODUCER-DIRECTOR ELLIOTT LEWIS walked into a darkened studio on an errand manufactured by friends. Someone switched on the lights and a studio full of seventy-five people greeted him with "Happy Birthday!"

ELLIOTT'S ACTRESS-WIFE, CATHY LEWIS, helped stage the surprise and seems to be enjoying Elliott's reaction. She co-stars with him in CBS radio's "Cathy and Elliott Lewis On Stage."

THE HIGHLIGHT OF THE PARTY was the presentation to Lewis of the Golden Finger Award, a trophy of a hand with an elongated cueing finger, for "outstanding cues thrown 1949 to 1953." At right is Lewis's production assistant, Kenneth McManus.


Page Two

February 5, 1954
Are You Really a TV Fan?

Here's a way to see just how good or how bad a TV fan you are. You'll also be able to find out whether or not you are tiring of television. So—how do you rate?

Below are a list of questions to ask yourself. Put your answer under the "yes" or "no" column. At the bottom of the page you'll find your score card.

Yes No
1. Do you follow your favorite programs regularly? □ □
2. Do you start listening to TV at the same time each day? □ □
3. Do you watch TV during the day as well as at night? □ □
4. Do you continue to see the same shows? □ □
5. Are you a real fan of certain TV stars? □ □
6. Do you make it a point to see all new TV programs? □ □
7. Do you like a variety of programs? □ □
8. Do you get up for a snack during commercials? □ □
9. Do you like watching commercials? □ □
10. Do you get mad at wrestlers in wrestling matches? □ □
11. Are you inclined to be critical of shows? □ □
12. Do you write letters to TV stars? □ □
13. Do you write letters of protest or of commendation to TV stations about programs? □ □
14. Do you turn on the TV set when you have company in? □ □
15. Do you get annoyed when company doesn't want to watch TV? □ □
16. Have you spent more time at your TV set than you have going out to a movie? □ □
17. Are you inclined to get upset when you have to miss a favorite program? □ □
18. Do you argue with your family over the merits or demerits of a TV show? □ □
19. Do you switch from one channel to another often or do you leave it at just one station? □ □
20. Do you watch TV while having your meals? □ □
21. Do you find it hard to turn off a late-hour movie to go to bed? □ □
22. Do you watch TV more than four hours a night? □ □
23. Do you have one or more TV sets or would you have more than one if you could afford it? □ □
24. Do you try to convert your friends to your favorite programs? □ □
25. Do you read TV-Radio Life regularly? □ □

If you have marked twenty or more questions "yes," you're such a rabid TV fan you're a walking television set. In fact, you're not living. Ten to twenty, you're a good TV fan but don't let it rule you. Five to ten, you can take it or leave it. Under five—you're happier at a movie.
MISS FRIEDA HENNOCK, MEMBER OF THE FCC, at the dedication ceremonies of UHF station KTHE-TV (Channel 28). Seated are Captain Allan Hancock (left) and William Sener, Director of Telecommunications and General Manager for station KTHE-TV. Foy Van Dolsen, drama instructor for L.A. County Department of Parks and Recreation, prepares children for their version of "Cinderella" as part of the dedication telecast. (Herbert Dallinger photos.)

What Is UHF?

Is the wonder of electronics going to bring more television to more people?

By Mildred Ross

THE TERM UHF is being bandied about more frequently every day. Just what does it mean and how will it effect television viewers?

Technically, UHF means the Ultra High portion of the frequency spectrum. Simply, it means more television for more people. When the FCC's allocations of VHF channels (Channels 2 through 13) were depleted they had to approve UHF channels to make room for more TV stations. This made possible the allocation of 2,051 UHF and VHF stations throughout the United States and its possessions.

What is the difference between VHF and UHF?

It's all television. As a practical matter for the consumer there is no discernible difference between UHF and VHF pictures on the screen of the receiving set.

Does UHF have any relation to color television?

Color Television can be broadcast on UHF or VHF channels.

Can owners of VHF sets receive UHF stations?

Yes, if they install a tuning device to their present sets which will enable them to tune in UHF telecasts just as they do VHF programs.

Thus far, commercial channel 22 and educational channel 28 are the only UHF stations in operation in the Los Angeles area. Channel 22 is operated by the John Poole Broadcasting Company and channel 28 is a project of the Hancock Foundation, with studios located on USC's campus. However, channel 28 is open to all educational groups. It is not at the disposal of USC exclusively.

In what way does a UHF antenna differ from present VHF antennas?

UHF antennae are much smaller in size and lighter in weight than VHF antennae. Although their location is somewhat more critical than for VHF it can be mounted on the same mast as an existing VHF antenna.

What about UHF programming?

KTHE-TV (Channel 28) has regular telecasts for two-and-a-half hours each evening. The schedule includes a classroom workshop program and a community workshop stanza. Plans are under way for music, art and drama programs. The possibilities of televising the regular school board meetings for major communities in the area are also being considered. Although the public tags KTHE-TV an educational station, in reality it is a community station since it is available to civic groups, such as the PTA and citizen's committees as well as the schools.

KBIG-TV (Channel 22) was in the process of planning their program policy as we went to press. They were considering programming which would appeal to large minority groups such as the Spanish, Negro, and Western elements, or possibly all three.

UHF is definitely in its infancy but if it follows the growth of its sister frequency, VHF, set owners will be tuning their dials from channels 2 to 83 in short order. Many manufacturers have already begun to put all channel sets on the market.

Page Four

February 5, 1954
Fred Waring rises to the defense of TV audiences' musical tastes and flatly declares

Good Music

DOES PAY OFF ON TV!

Fred Waring gives approval to a number Keith and Sylvia Textor have just sung. They're the featured romantic singing duo on KNXT's Fred Waring show.

O THE Doubting Thomases who say that television viewers do not want good music ... to critics who insist the average mentality of televiewers is a dozen years old ... to those who wonder whether good music can be a success on television, Fred Waring has this to say:

"Our fan mail proves beyond any doubt that the current demand for good music is now stronger than ever before. More and more letters indicate preference for such selections as 'Nutcracker Suite', 'Rumanian Rhapsody', and so on. Viewers express a strong preference for exciting choral selections like 'Battle Hymn of the Republic', 'You'll Never Walk Alone', and 'So Beats My Heart'.

"If one of our General Electric television shows has a predominance of popular music in the lighter vein, we particularly feel the brunt of our viewers' ire. Our fans request the 'standard' songs for which the Pennsylvanians are best known—the exciting arrangements by Harry Simeone, Hawley Ades, and Roy Ringwald for which we're best known. Does this sound like the nation's musical taste is failing?"

Television does, of course, present mountainous problems to a musical organization as large as his: budgetary restrictions disallow the production of many showcases Fred would like to present. Fred predicts that despite prohibitive costs, music on television has just begun to grow. It's much more costly to maintain a show of the Fred Waring calibre than to offer a weekly drama series—for not only must sixty-five Pennsylvanians be employed "on camera" each week, but Fred feels the fact that behind the scenes are an equal number of people actively concerned with every show. Audio and video technicians, scenic designers, costume designers, producers—directors and staffs, stagehands, lighting men, cameramen, and countless other behind-the-scenes technicians are active in every Fred Waring production.

To add to the financial burden, Fred insists on maintaining his own staff of writers, musical arrangers, copyists, and production people. It is his belief that only by having his own "people" may he maintain the perfectionism which has been his trademark throughout the years.

The formula, for Fred Waring, has been a good one. His every performance rings of technical genius and musical brilliance unsurpassed in whatever medium he tackles.

Surrounded by carefully selected people who are all experts in their individual fields, Fred Waring has gathered together a tremendously talented organization—not only for his performing personnel, but for his production and office staff as well.

Fred feels that television still has a long way to go—but he expresses complete amazement at the improvements the new medium has achieved during the past three years. His own show has been the setting for many experimental devices. And since Easter Sunday, 1950—when The Fred Waring Television Show first went on CBS-TV for General Electric—many of TV's most exciting "firsts" have enjoyed their debut aided and abetted by the Pennsylvanians.

"All television needs now," Mr. Waring says, "is a chance to grow normally by itself. And if the things we have learned in the last few years are any criteria, TV as an art medium will soon become a sound reality."

But his millions of devoted fans across the nation insist that the Fred Waring Show, perhaps more than any other, has indeed already established the fact that TV has already grown up. And Fred Waring, more than any other individual in music, has been responsible for this maturity.
NEWSCASTER FRANK GOSS is a stickler for pronunciation. His theory is: "Say it right or don't say it at all."

RANK GOSS has a rather unique distinction. He's one man in the broadcasting industry who's glad the postman doesn't ring. His unbiased reporting leaves little ground for sincere, or even crank letters, from the listening audience.

Frank's popular two-a-day newscasts have an average 6.1 rating. And there is a decided reason why people tune in to Frank Goss. He doesn't color the news; he delivers it straight, straight as an arrow. Independent thinkers who abhor pre-digested news keep their radios set on KNX for "Frank Goss and the News."

But the newscaster's job is no cinch. Take a look at the problems Frank faces.

"First, CBS has a rigid policy regarding its newscasters—no editorializing—that's left for the commentators," Frank explains. "For broadcast purposes we have no personal opinions. A news item can be the epitome of facts but a slanted oral interpretation may change the entire meaning of the story. We must not editorialize with 'shaded' voices. Even such terrifying news as the POW atrocities in Korea must be told without emotion. It takes a great deal of will power to rule out feelings when reporting such news. This may make us seem like robots, but robots don't have to exercise will power."

Lead Story

Because many of the news programs are back to back, especially in the morning, the CBS news staff tried to avoid using the same lead story on each of its newscasts. Only when a news story is of utmost importance does Frank duplicate the lead item. However, even when he finds it necessary to use the same lead he employs a different approach to the story.

Frank claims he can't take all the bows for his popular news program. "The unsung heroes are not on mike," he advises. "They are the competent news writing staff, which culls all the items from the wire services and rewrites the news. Their unbiased scripts are so letter-perfect that I seldom have to edit any of them.

"Even the tapes they insert from our overseas correspondents are factual reports. With such an objective writing staff how can I miss?"

He doesn't miss. Frank's lack of mail and high rating is a tribute to his direct, unbiased radio newscasting.

February 5, 1954
**Mayor and Model**

The lovely blond model gracing our cover this week with "Queen for a Day" is Maxine Reeves, Maxim is seen regularly on the KHJ and KHJ-TV show; "Mayor of Hollywood" Bailey has also made a few (thousand) appearances.

The photos on the cover and with the feature story on page forty were taken by Ralph Widman.

**Shakespeare on 28**

Shakespeare has enjoyed increased popularity as a result of the Dr. Baxter series on KNXT. (Channel 12) the educational channel, has taken a tip from this commercial station and is scheduling a rebroadcast of the Shakespearean series. The programs will be comprised of revised antics of the KNXT airer.

KTHE-TV feels that the evening hour (8:00 p.m.) will permit more television to enjoy these highly entertaining and educational programs. As long as you have a UHF set there isn't any point in refuting this statement.

**Point With Pride**

...to the Hallmark production of "Richard II" starring Maurice Evans, Sir Winston Churchill and Edith Evans. It was Shakespeare done in the traditional manner and a feather in the caps of everyone associated with the production.

Some off-camera sidelights reveal that the production cost $175,000; 12 sets were used; there were 40 people on camera and a staff of 100 behind the scenes. There were seven weeks of preparation for the production, including three weeks of rehearsals. Hallmark will not televise another Shakespearean production until next season; however, they've set an hour-long adaptation of "Moby Dick" for March 28.

...to Helen Hayes' buoyant and stimulating performance in William McCleary's play "Side By Side" (Motorola TV-Hour, ABC-TV). A veteran newspaperman and playwright, Mr. McCleary's sardonic touches on politics and politicians were well handled by Miss Hayes, Jerome Cowan, Dennis King, and the rest of the cast.

...to all the western stars — Roy Rogers, Dale Evans, the Sons of the Pioneers, SECOY, Tex Ritter, Spade Cooley, Hank Penny, Chet Fisher, and others — who filled in for Doke O'Dell on his Channel 5 "Western Varieties" page.

---

**The Fabulous Olaver Chantry** last week and the sets alone were valued at $50,000. A close guard was kept on the original paintings of such artists as Utrillo, Dufy, Vlaminch and other luminous furnishings.

Charlie Farrell hosts a $100-a-plate dinner on Friday night, at the Biltmore for a benefit for the Motion Picture Center with the theme "The Fabulous Oliver Chantry." When Lucy and Desi completed the "Long, Long Trail," their studio presented them with a foot trailer, which they are using as a guest house on their Northridge ranch.

"Ellery Queen" gets the video treatment at Motion Picture Center with John Wayne and his new wife, Susan, signing a contract which 

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February 6

10 Teens and Twenties—30m.
13 Who Knows This?—30m.

10:45
4 Joe Di Maggio—15m.
Filmed baseball series with guests from world of sports.

5:00
2 Captain Midnight
Adventure series.

3 Lost Jungle—30m.
4 Pet Show—15m.
With Arch Presby.

6 Movie—60m.
“Desert Phantom.”

7 Cisco Kid—30m.
Cisco and Pencho disguise themselves as a gambler and Italian organ grinder to round up a gang of outlaws.

8 What Do You Think—60m.

9 Big Picture

10 Information Police—30m.
With Sgt. Rod Kilchel and Harry Kay, Jr.

13 Saturday Matinee
“A Sporty Valentine.”

5:15
11 Cartoon Carnival
10 Bobby the Bubble Banner
3 Johnnie Jupiter—30m.

5:30
2 Betty White
3 Saturday News Reporter

5:45
1 Johnny Jupiter—30m.

5:50
7 Space Patrol—30m.
“Thunderbolts.” with Hoot Gibson.

7 Space Patrol—30m.
Buzz and Happy escape the Amazons of Cydonia but are almost killed by the death wind of the moonship.

9 Musical Clock Time
Dick Whittinghill, host, with the Playmates. Top recording stars and talented teenagers are guests.

10 Facts Forum

5:40
8 Senate Report—5m.
With Senator Kuchel.

5:45
8 Meet Your Mayor
11 The Princess
Starring Patricia Blake who recreates fairy stories for children.

5:55
8 Congressman Report
6:00
2 Meet Millie—30m.
Starring Emma, Verdugo, Marvin Kaplan and Florence Hloop. Through a misunderstanding, Mama, Millie and Alfred show up at a formal ball in kiddie costumes.

3 TV Little Theater—15m.

4 Who Said That?—30m.
With June Lockhart, H. V. Kaltenborn, Merriman Smith, Walter Slezak and Walter Kierou, moderator.

6 Movie Feature—75m.
“Baby Buskins,” with the Eastside Kids.

7 Saturday Night Fights—45m.
Al (Sugar) Wilson, of New York vs. Maurice Harper, of Oakland, in a ten-round bout from Sacramento.

8 Life Begins At 80

9 Action Theater—60m.

10 News Extra—15m.

11 Time For Beany—30m.

6:15
3 Saturday News Reporter

6:25
13 Late News

6:30
2 Beat the Clock—30m.
Bob Colley, Host with Rosamie with time-paying contestants.

3 Space Ranger—30m.

4 The Tex Williams Show
Starring Tex Williams with Smokey Higgins, Pete Leve, Jimmy Walden, J. T. Nute, Denver Hall and Nancy Wilde with Candy.
SUNDAY TV LOGS

Information Received From Stations Subject to Last Minute Change
M Indicates Microwave
K Indicates Kinescope

9:30 4 American Forum of the Air
5 Theodore Graniak presents Represent.
6 Masses. Sarah M. Mason (R., Ill.) and
7 Herman P. Eberharter (D., Pa.).
8 Bible Class
9:45 2 Program Previews—15m.
10:00 2 Lamp Unto My Feet—30m.
4 Youth Wants to Know
5 Theodore Graniak presents John A.
6 Hannah, assistant Secretary of de-
7 fease.
8 Let There Be Light
12 Public Service Film
10:15 13 Religious Film—15m.
12:00 11 Morning Serenade
11:30 13 Dog of the Hour
12:10 13 Dog of the Hour
12:25 13 Dog of the Hour
12:30 13 Dog of the Hour
1:00 13 Dog of the Hour
1:30 2, 3 Dog of the Hour
2:00 2, 3 Dog of the Hour
2:30 2, 3 Dog of the Hour
3:00 2, 3 Dog of the Hour
3:30 2, 3 Dog of the Hour
4:00 2, 3 Dog of the Hour
4:30 2, 3 Dog of the Hour
3 Film Feature
4 Mr. Wizard—Science—(K)
5 Don Herbert and his fun with
6 science demonstrations. Buzz and Mr.
7 Wizard investigate the center of
8 gravity.
9 Hi-Fi—Music
10 Massages of the Master—30m.
11 Religious music and a short mes-
12 sage of faith.
13 Juvenile Serenity
14 Words and Music
15 John Wayne Movies
16 Three Texas Steers
17 1:30
18 2, 3 Advent—30m.
19 Charles Collingwood, host.
20 Sunday Service—30m.
21 Hour of Decision
22 With Billy Graham.
23 Johnny Jupiter—30m.
24 Frontiers of Faith
25 “The Prodigal Son.”
26 The Christophers
27 Religious Film—15m.
28 “First Missionary Journey.”
29 Motion Picture—90m.
30 Ask the Doctor
31 “Box Comminize.”
32 Western Feature—60m.
33 “Prairie Rustlers,” with Buster
34 Crabbe and Rochelle Hudson.
35 Male vs. Female
36 Jimmy Wallington, moderator.
37 Weekly Feature—60m.
38 “Raging City,” with Hugh Bea-
39 ford, maid Edward Norris.
40 Little Lady Story Time
41 with guest authors.
42 Sunday Matinee—75m.
43 “They Meet Again,” with Jean Her-
44 sholt.
45 TV Jukebox
46 2:15
47 Film—15m.
48 2:30
49 Big Picture—30m.
50 Feature Film
51 “Queer of Broadway,” with Buster
52 Crabbe and Rochelle Hudson.
53 Male vs. Female
54 Jalopy Derby—2½ hrs.
55 Get the Facts—30m.
56 Jimmy Wallington, moderator.
57 Twin Movies—60m.
58 “Roaring City,” with Hugh Bea-
59 ford, maid Edward Norris.
60 Little Lady Story Time
61 with guest authors.
62 American Forum
63 Cavelcade of Books—30m.
64 Georgia O’Keeffe and Everett
65 Noonan with guest authors
66 Sunday Cinema—90m.
67 4, 10 Kukla, Fran and Ollie
68 Sunburst Story Time
69 You Are There—30m.
70 Sunday Matinee—90m.
71 “Port of Forty Thieves,” with
72 Stephanie Hurcher.
73 Feature Film
74 “Cover Girl,” with Frances Lang-
75 ford and Edward Norris.
76 Sunday Funnies—30m.
77 4, 10 Excursion—30m.
78 Burgess Meredith, host, and notable
79 guests who speak to teenage viewers.
80 Twin Movies—75m.
81 “Kid Monk Baroni,” with Bruce
82 Herbert, Richard Bauer and Leonard
83 Nimoy.
84 Gordon’s Garden—30m.
85 With Gordon Baker Lilly.
86 Pride of the Family
87 4:30
88 Juvenile Jury—30m.
89 Jack Barry, emcee.
90 Halls of Science—K—30m.
91 Joseph Necker, associate professor of
92 anthropology, reports on “Mokil,
93 South Pacific Coral Island.”
94 Your Faith Is in Power—30m.
95 “Miracles of Christian Religion.”
96 Hank McCune—30m.

TV-RADIO LIFE

February 7

10 Big Picture—30m.
13 Debut—Music—30m.
10 Young musical talent vie for musical
11 scholarship. Dr. Raymond Ren-
12 dolf and John Bennett are judges.
4:55 13 Dog of the Hour—45m.
5:00 2 The Lone Ranger
5:05 2 The Lone Ranger
5:10 2 The Lone Ranger
5:20 2 The Lone Ranger
5:30 2 The Lone Ranger
5:40 2 The Lone Ranger
5:55 2 The Lone Ranger

New
11 What's The Story—30m.
11 What’s The Story—30m.
13 Adventure—30m.
5:15 3 News Summary—15m.
5:25 3 News Summary—15m.
5:30 2 Gene Autry Show—30m.
5:35 2 Gene Autry Show—30m.
5:55 2 Gene Autry Show—30m.
6:00 2, 3 You Are There—K—30m.
6:15 2, 3 You Are There—K—30m.
6:30 2, 3 You Are There—K—30m.
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1:30 2, 3 You Are There—K—30m.
2:00 2, 3 You Are There—K—30m.
2:30 2, 3 You Are There—K—30m.
March 7
6:30

7:30
13 Life With Elizabeth With Betty White and Del Moore. Guests tonight are Jess Kirkpatrick and Roy Willey.

9:30
13 The Molly Bee Show With Ed Reimers and Dr. Frederick Saber.

11:00
13 Name That Tune: A group of aspiring actresses pools resources to find a talent agent for one of their number. The program is dedicated to the 44th anniversary of the Boy Scouts.

11:30

12:00

1:00
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

3:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

5:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

7:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

9:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

12:00

10:00
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

12:00

1:00
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

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13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

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13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

7:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

9:30
13 The World Church Missionary Hour. With Johnies Cibson, Ira Cook, Bill Ballance, and Alex Cooper.

12:00
### Monday TV Logs

**Information Received From Stations Subject to Last Minute Change**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Title</th>
<th>Station</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>Adventures of Scuffy</td>
<td>MCM</td>
<td>50 min</td>
</tr>
<tr>
<td>5:05</td>
<td>10 Pinky Lee Show -30m.</td>
<td>MCM</td>
<td>30 min</td>
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**TV-RADIO LIFE**

**February 8**

**11 Dollar a Second**

10 Camel News Caravan

**Let's Play Like-30m.**

28 Local News-10m.

**Weather News-5m.**

8 News-5m.

---

**Opportunities that Knock Twice**

18 to 35? Enroll as a Professional Nursing Student

**Under 55?**

Enroll as a Professional Nursing Student

For information about the almost unlimited opportunities of a career in nursing, inquire at your nearest hospital.

**Published as a public service in cooperation with The Advertising Council**
28 Celebrity Night—30m. 9:00 2 I Love Lucy—Comedy—30m. Starring Lucille Ball and Desi Arnaz. Attempting to create the right impression for a fan magazine representative, Lucy and Ricky don their beat clothes and company man- ners.

3 Red Buttons Show—30m. 9:30 2 Red Buttons Show—30m. Red Buttons with comic characterizations.

7 Church Talent Show 9:45 8 Masterpiece Playhouse—90m. “Whispering City,” with Hermit Dantine.

28 The Adult School—30m. 10:00 2 Red Buttons Show—30m. Red Buttons with comic characteriza-tions.

3 I Love Lucy—Comedy—30m. 10:15 2 Neil Simon Show Business—30m. 4, 10 Dennis Day Show Gifts to Dennis and Uncle Charley from Pretty and Peggie almost cause a catastrophe.

28 Talent Show 10:30 9 Million Dollar Movie—90m. “Casanova in Barlesque,” with Joe Brown and June Haver.

5 The Name of That Song 10:45 13 Million Dollar Movie—90m. “Casanova in Barlesque,” with Joe Brown and June Haver.

3 City Detective 11:00 11 George Putnam—News—15m.

3 Badge 11:15 2 The Late Show—75m. “C Man,” with Dean Jagger and John Carradine.

6 Bill Mesmer Presents 11:30 12 Newsreel

2 Talent Show—30m. 11:45 13 Newsreel

ORDER FORM: Make checks payable to HARMONY PRODUCTS CORPORATION, c/o TV-RADIO LIFE, 6361 Selma Ave., Hollywood 28. Please send White Liberace Ash Trays with black keys and signature at $2.00 Black Liberace Ash Trays with 22K gold keys and signature at $3.00. Price Includes All Taxes, Postage, Handling Charges.

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Name

Address

City

Clicker Fare

Monday, February 8

"THE LADY CONFESSES," Mary Beth Hughes, Hugh Beaumont. (4) 9:30 p.m.

"BLACK DOLL," Nan Grey, Donald Woods. (2) 9:00 a.m.

"ZENobia," Oliver Hardy. (7) 1:00 p.m. An elephant becomes so fond of a small-town minister that it follows his calls.

"HIGH SCHOOL HERO," Freddie Stewart, June Preisser. (11) 2:00 p.m.

"BRIDGE OF SIGNS," Jack LaRue, Onslow Stevens. (7) 2:45 p.m.

"MYSTERY OF THE 13TH GUEST," Helen Parrish, Dick Purcell. (4) 11:15 a.m. Murder is committed and family fights to get grandfather’s money.

"GET FROM MANDALAY," Conrad Nagel, Kay Linaker—1936. (5) 4:30 p.m. White mining baron murders Mandala Down when his English sweetheart tires of waiting for him.

"GHOST CITY," Bill Cody. (5) 5:30 p.m.

"ROGUE OF THE RANGE," Johnny Mack Brown. (6) 5:30 p.m.

"BAD BUCKS—FOR A DOLLAR," (13) 5:30 p.m. Wise-cracking detective ferrets out gangsters and blackmailers.

"SLIPPER McGEE," Donald Barry, Dale Evans. (13) 7:00 p.m. Young criminal is reformed by love and understanding of a woman and a priest.

"OUT OF THE STORM," Jimmy Lydon, Lois Collier—1949. (4) 9:00 p.m. A passenger clerk yields to temptation, finally realizes that money gained dishonestly doesn’t lead to happiness.

"HELL IN A CIRCUS," Conrad Nagel, Fredric March. (6) 8:30 p.m.

"WHISPERING CITY," Paul Lukas, Helmut Dantine. (8) 9:00 p.m. French woman reporter uncovers evil-doings in back-stage murder case.

"CASANOVA IN BURLESQUE," Joe E. Brown, June Havoc, Dale Evans. (13) 9:30 p.m. Drama of a theatrical man with a personality split between Shakespeare and burlesque.

"MEET THE NAVY," Lionel Murton, Margaret Hurst. (6) 10:00 p.m.

"AGAINST THE WIND," Dorothy Short, Donald Crisp. (11) 1:10 a.m. Unscrupulous white men invade an island in search of pearls.

**TV House calls...**

- All Work Guaranteed
- Includes Parts
- Television Industries, 4031 Wilshire

**MONDAY TV LOGS**

**Flicker Fare**

Monday, February 8

"THE LADY CONFESSES," Mary Beth Hughes, Hugh Beaumont. (4) 9:30 p.m.

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- Includes Parts
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Flame Log

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Gale Storm,

NEW DEVICE

HER FIREPLACE WITH

GALE STORM ENJOYS
HER FIREPLACE WITH
NEW DEVICE

Gale Storm, lovely star of "My Little Margie," now enjoys her fireplace twice as much since she in-

stalled a Blue Flame Log Lighter. This unit is quickly installed on your fireplace gas line. You can say goodbye

to messy kindling when you install a Blue Flame Log Lighter. Available at your plumbing
dealer for only $4.98 (plus 3% tax) or if he is out of stock order direct from:

MIDLIE MACNICK PRODUCTS, INC.
14340 CALVERT ST., VAN NUYS, CALIF.

9 Action Theater—60m.
10 Newsreel
11 Thunderbolt—15m.
12, 4, 10 Great Comet Caravan—75m.
13 Weather Miss—5m.
14 Weather—5m.
15 Weather—5m.
16, 10 Weather—5m.
17 Make Room for Daddy—30m.
18 Suspense—30m.
19 Price Twist—15m.
20 See it Now—M—30m.
21 Art Linkletter—30m.
22 10 Dinah Shore Show—15m.
23 Cafe Continental—30m.
24, 10 Dinah Shore Show—15m.
25 Ringside with Rasslers.
26 Name’s the Same—Panel
27 Riders of the Purple Sage—30m.
28 The Man Who Wouldn’t Talk.

February 9

8 People in the News—15m.
9 Your Town’s Talent—30m.
28 Let’s Play Like—30m.
7:45 3, 4, 10 Great Comet Caravan—75m.
7:55 News—5m.
8:00 Amos ‘n Andy—30m.
8:15 Gypsy Caravan—15m.
8:30 Red Skelton—30m.
8:45 The Margaret Whiting Show—15m.
9:00 The Dukes of Hazzard—60m.
9:15 The Streetcar Named Desire—90m.
9:30 Suspense—30m.
9:45 Hollywood Off-Beat—30m.
10:00 This Is Show Business—30m.
10:15 The Big Clock—90m.
10:30 The Dudley Dakota—30m.
10:45 The Big Clock—90m.
11:00 The Big Clock—90m.
11:15 The Big Clock—90m.
11:30 The Big Clock—90m.
11:45 The Big Clock—90m.
12:00 The Big Clock—90m.
February 9

10 Ten Spot Theatre: "Pass to Danger."
11 George Putnam—News—15m.
13 News—5m.
15 Elroy Hirsch;—5m.
18 "Perils of Waters," with Don Castle.
20 "Sophisticated Spies," 30m.
23 Newsreel

1:00
1:10 11 News and Sports—10m.
1:10 11 Jackson's Theatre—90m.

Ear Eye Inspire

Shirley Lewis, Cabot, Vermont

As far as I'm concerned I've always liked the Lone Ranger ever since I was a little girl and have listened to him on the radio, seen him in the movies and watched him on TV. With this new Lone Ranger I really like.

His personality shows up despite the mask. He seems to be a very nice person although his voice is not as deep as some of the others. While I was in the service and was stationed in Philadelphia, I used to watch him whenever I got a chance. Also I noticed that he was voted number one for the top Western show in Philly (pi) decided for TV over such Western stars as the Cisco Kid, Gene Autry and Roy Rogers.

While I'm writing you I want to mention how very much I enjoy your magazine when I'm out in L.A. I've been buying it ever since I was out there for quite a number of years. The main reason is that it doesn't just say "feature film" as a lot of other mags and papers do. I notice you not only give the title and cast of characters but sometimes even a brief synopsis. Many times I see an actor or actress that I like, listed, and will stay up and watch it, whereas if it just said "feature film," I wouldn't.

Another thing I like is the alphabetical list of TV and radio programs. It is the most complete magazine on both TV and radio that I have ever come across.

Gertrude Hampton, Costa Mesa

We'd love to have Dr. Wilson, formerly on Channel 13, back on the air for at least a fifteen-minute period. His messages would be of interest to everyone for people of all faiths. For us he is a "must" in the field of television.

(Nore Letters On Page 19)
February 10

11 Hapalong Cassidy—30m. William Boyd stars in "Silent Con- flict."
13 Joe Palooka—30m. Starring Joe Kirkwood, Cathy Downs, Sid Tomack and Maxine Rosenbloom in "Knobby's Knock-out."
28 Schools Workshop—30m.
4 In My Opinion George Todt discusses current controversial subject.
5 Surprise Lee Show—30m. -15m.
4, 10 Coke Time Don Ameche, host, starring Eddie Fisher.
5 Charlie Chase—Comedies—Famous old comedies.
6 Professor Yes Or No—15m.
7 Jamie—30m. Starring Brandon DeWilde as the gambler Jamie and Ernest Truex and Polly Bowles. Jamie gets set for a birthday celebration but the rest of the family are targets. Eventually Grandpa and Aunt Laurie set things straight.
11 Terry and the Pirates—30m. Starring Johnny Byrne and William Tracy in "Extra Cargo."
28 Liberace—1—30m. Piano stylings by Liberace.
28 Let's Play Like—30m.
7:40 8 People's Hour Harold Keen and people in the news.
7:45 2 Mel Allen—Sports—15m.
3, 4, 10 Camel News Caravan—With John Cameron Swayze.
6 Madison Square Garden 8 People's Hour—15m.
8:00 2 Godfrey and Friends—60m. Arthur Godfrey with Jeanette Davis, Marion Marlowe, Frank Parker, Linn Simmons, the McGuire Sisters, Hale Hake, the Mariners and Tony Martin.
3 Place the Face—30m.
4, 10 I Married Joan—Comedy—Starring Joan Davis. Beverly makes arrangements to help a couple elope but Joan misunderstands and thinks she is.
5 Fratty Frolics—60m. "A fright- ening ice from the Posada Wiltz-er Gardens, with Manny Strand's orchestra and dance band by Robert Lawrence.
6 My Hero—30m. Starring Robert Cummings.
7 Inspector Mark Saber Toot Conway stars in "The Silent Guest."
8 Arthur Godfrey—K—60m.
11 Startime Theater—30m.
13 Ethel Barymore Theatre Ethel Barymore presents "This is Villa," starring Akim Tamiroff. An adventure in the life of Pancho Villa, the notorious Mexican outlaw, in 1917.
8:30 3 Godfrey and Friends—30m.
7 Play of the Week—30m. "Tango."
8 Arthur Godfrey
9 Scoop the Writers Rose Marie, moderator, with writer experts who try to identify news stories by musical clues.
February 10

11:00 11 News and Sports -10m.
4 The Late Show
2 The Early News -30m.
8 Dollar A Second
5 Today At Santa Anita -30m.
3 Final Edition News -15m.
5 Final Edition
11:00 11 News and Sports -10m.
4 The Late Show
2 The Early News -30m.
8 Dollar A Second
5 Today At Santa Anita -30m.
3 Final Edition News -15m.
5 Final Edition

Ear, Eye Inspire

J. L. M., San Gabriel

1-Why do people crumble about "Cheets" on Western Varieties? I and my family think she is great.
2-Why do they first crumble about Godfrey that he did right, then someone along comes and says he isn't God. My version yes, with Tom Neal and Martha Tilton.
3-This man who says LaRosa wiped his nose with his hand. I think he's nuts. I never miss J. LaRosa why can he fire anyone but not when thousands of viewers are looking. And we love Godfrey, always did.

Mrs. B. Small, Carlsbad

I am tired of reading that the Spade Cool Show is corny. We like it and it keeps moving along with a variety of acts so that the hour goes fast. It is a great show and Spade is a great showman, I also think "Cisco Kid" and "Meet Mr. McNulty" shows are wonderful.

(More Letters On Page 56)
THURSDAY tv LOGS

February 11

11 Big Picture
13 Chef Mel—30m.
New 28 Shakespeare On TV—30m.
With Dr. Frank G. Baxter.
8:30 4 Four Star Playhouse
3 My Friends—30m.
Starring Marie Wilson.
4, 10 T-Men In Action—Drama—
With Rex Reason and "The Tailor Made Money," the story of two brothers who made counterfeiting a thriving enterprise until one brother double-crossed the other.
6 Johnny Downs Movie.
"Old Man with a Wrinkled Head" with Warren Hull and Isabel Jewell.
7, 8 Ray Bolger Show
10 Hollywood Music Hall—30m.
Starring Lucille Norman with Victor Young and his "Singing Strings." 
11 Before Your Eyes—30m.
Serial feature, documentary series.
13 Film Playhouse—2 hrs.
"Remember Pearl Harbor"
28 Our World
The world of literature.
9:00 2, 3 Lux Video Theatre
Spring Byington stars in "Shall Not Perish."
4, 10 Dragnet—30m.
Jack Webb as Joe Friday, investigating a case in the juvenile division concerning two children, not yet in their teens, who are found begging in a wealthy neighborhood.
7 Play of the Week—30m.
"The Old Man With the Baggage"
8 Lux Video Theatre—30m.
9 Feature Film—90m.
"Men On Her Mind," with Mary Beth Hughes and Edward Norris.
11 Colonel Flack—30m.
Starring Albert Salmi and Frank Jenks in the adventures of the flak master Saturday Evening Post character.
28 The Adult School—30m.
9:30 2, 3 Big Town—30m.
"The Right To Vote."
4, 10 Ford Theatre—Drama—K
5 Buff Baker, U.S.A.
Alan Hale, Jr., stars in stories of foreign intrigue.
7 I Led Three Lives—30m.
Richard Carlson stars in a dramatic series depicting the true story of Herbert Pennell, a Boston executive who lived nine years as a Communist and counterfeiter for the F.B.I. Presented by Golden Shovel Co.

New 11 Star Hostess Party—30m.
With Stu Wilson and Marian Richman.
9:45 6 Tomorrow's News
10:00 2 Philip Morris Playhouse
"Helen Macneill, Up For Pu-
perle," the story of a man, who goes out to lunch and runs into a masked hold-up man fleeing from police who thrashes a package of money in his hands.
3 Make Room for Daddy—30m.
Starring Danny Thomas.

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

CALO PET EXCHANGE
With FRANK WRIGHT
Thursdays, 7:00-7:30 p.m.
KTTV—Channel 11
**February 11**

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ONLY $10 FOR 1 FULL YEAR INSTALLED

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**THURSDAY TV LOGS**

**Flicker Fare**

Thursday, February 11

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**STEAK SANDWICH**

Lunch Box Favorite!
Easy to Fix.
Low in Cost!

AT ALL FOOD STORES!
FRIDAY TV LOGS

Information Received From Stations Subject to Last Minute Change

See Page 10 for 9:00 A.M. to 5:00 P.M. Daytime Log Listings

M Indicates Microwave
K Indicates Kinescope

5:00 2 Adventures of Scuffy-30m.
5:10 3 Joanne Breed Presents-50m.
5:15 4, 10 Pinky Lee Show-30m.
5:25 7 Make Believe Ballroom-Con’t
6:00 11 Ramar of the Jungle-15m.
6:15 10 Your San Diego
6:25 2 Weather-News-5m.

6:15 3 World News
6:25 2 Weather-News-5m.
6:30 2 Doug Edwards-News-15m.
6:45 2, 8 Perry Como Show-Music—
Perry Como, star, with the Fontaine Sisters and Mitchell Ayers’ band.

February 12

7:15 5 Surprise Twilight Drama-15m.
7:30 2 Person to Person-30m.
Edward R. Murrow interviews people in the news speaking from their own homes.

8:00 2 Mama-30m.
Starring Peggy Wood and Judson Laire.

8:45 4 This Is Your Movie-15m.
Starring Helen Jeffreys and Robert Sterling.

9:00 2 Schlitz Playhouse of Stars—
Broderick Crawford stars in “Man From Outside.” The story of a police lieutenant who serves time in a state penitentiary to obtain evidence for a man facing execution.

Page Twenty-two
February 12

3, 4, 10 The Big Story—Drama
4 The Late Show — 30m.
9 Sound Stage—30m.
10 Old Movie—90m.
11 Heart of the City—30m.
12 Final News—15m.
13 Newsreel—10m.
14 To be Announced—30m.
15 Ten Spot Theater

10:00 2 Newspaper of the Air

10:30 2 KNXT News—Weather—Sports—15m.
8 Pepsi-Cola Playhouse
9 Don Lee World News
11 Heart of the City—30m.

10:45 2 KNXT News—Weather—Sports—15m.
11 Heart of the City—30m.

11:00 2 Chronoscope—15m.
13 Locker Room Interviews—15m.

11:05 13 Owl Movie—90m.
9 TV Juke Box

11:15 2 The Late Show—“Texas To Brooklyn,” with Guy Madison and Diana Lynn.

11:20 4 Movies—60m.
11 George Putnam—News—15m.
13 News—5m.

11:30 5 Santa Anita Races—30m.
12 Place the Face—30m.

11:45 3 Prestige Playhouse

12:00 5 Police Calls
12:05 5 Police Calls
1:00 11 News and Sports—10m.

1:10 11 Late Jackson Theatre—75m.

Top Shows

The top TV programs in Los Angeles were, according to ARB, for January were as follows:

1. Snap dragging KNBH 64.8
2. I Love Lucy KNXT 55.1
3. You Bet Your Life KNBH 54.2
4. T Men in Action KNBH 36.8
5. This Is Your Life KNBR 35.6
6. Ford Theatre KNBR 35.3
7. Badge 714 KTTV 34.5
8. What's My Line KNXT 32.7
9. Blue Ribbon Outlets KNX 31.7
10. My Little Margie KNBH 31.7

Adolphe Menjou—30m.
Adolphe Menjou host to weekly stores.

11 Jackson's First Run Theater

“Strange Voyage,” with Eddie Albert and Elena Verdugo.

28 The Adult School—30m.

9:30 2, 8 Our Miss Brooks—30m.

9:45 6 Tomorrow's News.

10:00 2 My Friend Irma—30m.

10:10 10 Clue To Fame

10:30 10 The Big Story—Drama

10:45 10 The Big Story—Drama

11:00 10 The Big Story—Drama

11:15 10 The Big Story—Drama

11:30 10 The Big Story—Drama

11:45 10 The Big Story—Drama

12:00 10 The Big Story—Drama

12:15 10 The Big Story—Drama

1:00 11 News and Sports—10m.

1:10 11 Late Jackson Theatre—75m.

“Who is this woman?” with Kerch Schildkraut and Billie Burke.

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7. Badge 714 KTTV 34.5
8. What’s My Line KNXT 32.7
9. Blue Ribbon Outlets KNX 31.7
10. My Little Margie KNBH 31.7

TV House

 calls...

$3.50

includes

service plan $15 a year 2-year bonus parts Guaranteed

Hollywood 2-3341

Television Industries, 4031 Wilshire

AN ADVENTURE IN SLEEPING

Trade your wampum for a night on the Wigwam Reservation, San Bernardino, U. S. 56. Recommended by leading travel agencies. Visitors are welcome. 3 people; $5; 4 people, $8.
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>9:00 p.m.</td>
<td>KTTV</td>
<td>Ding Dong School</td>
<td>ABC</td>
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<td>9:30 p.m.</td>
<td>KTAL</td>
<td>Debut Death Valley Days</td>
<td>NBC</td>
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<td>10:00 p.m.</td>
<td>KABC-TV</td>
<td>Commander Comet</td>
<td>ABC</td>
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<td>10:30 p.m.</td>
<td>KCOP</td>
<td>Juvenile Jury</td>
<td>CBS</td>
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<td>11:00 p.m.</td>
<td>KLLA</td>
<td>Life With Elizabeth</td>
<td>ABC</td>
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<td>11:30 p.m.</td>
<td>KABC</td>
<td>Make Believe Ballroom</td>
<td>CBS</td>
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<tr>
<td>11:45 p.m.</td>
<td>KTV</td>
<td>Make Room For Daddy</td>
<td>NBC</td>
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<td>12:00 a.m.</td>
<td>KCBS</td>
<td>Ayes, Mrs. R.</td>
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**FEBRUARY 5, 1954**
At a recent big Hollywood party honoring a demure young actress who had just returned from a few days of sky-larking in Korea, a fellow named Harley Young arrived. Though he had had his share of sorts by grabbing hold of a trapeze and trying to chin himself, all I can say is that some guys will do just about anything for publicity.

One of them was Johnny Mercer show and Ben handled the Bob Hope show. Other shows which Harry has emceed include “Meet The Missus,” “Queen For A Day,” “House Party,” “Carnival of Quiz,” and “Second Honeymoon.” He was also emcee at the Hollywood Palladium for three years and has been a newscaster, sportscaster, news editor and director with top-rated stations. His “Harry Mitchell Show” originated on Channel 8 a few years ago.

Some talented San Diego girl is going to have the chance to appear as a paid performer on Panorama Pacific, which is seen daily on Channel 8 at 7:00 p.m. Panorama Pacific is looking for a young woman to act as hostess on the show and Channel 8 will pick someone from this area to represent San Diego. To qualify the young lady must have professional experience in the fields of theater, radio or television and be between the ages of 21 and 35. She will not be required to sing, dance or play a musical instrument. Applications must be sent in writing to KFMB-TV, San Diego.

Mitchell, with more than a decade of experience, indeed, especially as the time for his demise approaches. The situation generates quite a lot of excitement, however, and Barbara Britton is around to look at when the impending tragedy becomes too gruesome to behold, by the way, means dead on arrival.

“Bees In Paradise.” (Feb. 10, 10:45 p.m.) This is one of that genre of British musicals which is broken entirely on music hall jokes of hoary vintage, chorus girls of same, and a saccharine romance between the two most improbable juveniles in the world. The “plot” has to do with an island kingdom dominated entirely by women, and their reaction when a plane manned by men (sounds logical crash lands in their midst. What follows then beggars description, so I won’t tell you.”

“The Second Woman.” (Feb. 12, 10:00 p.m.) Here is another fairly recent release about a fellow, Robert Young, whose dog is murdered, rose bush is broken, and house is burned down, but he, the guilty fool, just thinks he’s having a run of bad luck. Betsy Drake knows better, however, and finally convinces him that someone is out to get him. He fakes a suicide, she is nearly run over and there is generally deluge of a time before the mischief maker is finally brought to book. Miss Drake is the “Second Woman” in Mr. Young’s life. The situation generates quite a lot of excitement, however, and Barbara Britton is around to look at when the impending tragedy becomes too gruesome to behold, by the way, means dead on arrival.

“Sleep, My Love.” (Feb. 7, 9:00 p.m.) Don Ameche is just a no good guy in his wife’s life. Claudette Colbert, mad and then kill her, and except for the timely intervention of Robert Cummings, he might have got away with it. Ameche’s homicidal bent is that Miss Colbert wants to leave him and he’s annoyed at her goings and[C] C

Page Twenty-five
TV ROLLOUT SEARCH

Channel 12's Cliffie Stone begins a search for a new talent on Monday, February 8. Stone will audition fifty persons every Monday night in a search for new personalities for his KCOO and KXLA "Hometown Jamboree" shows and for a new show forthcoming on KCOO.

Stone will run off the auditions in the manner of a talent show, listening to aspirants, paring them down then pitting one week's top possibilities against those of another week and so on until he finds twelve to fifteen strong potentialities.

It was in this way that Stone first discovered Molly Bee and Joan O'Brien, both of whom are on his "Hometown" show. Additionally Molly Bee records for Capitol Records and has her own television show. Some of the new "finds" will be given guest berths on Miss Bee's show. Miss O'Brien, in addition to appearing on "Hometown," is seen daily on "The Bob Crosby Show" over CBS-KNX.

LION BAIT

Jack Barry: Don't be afraid of that Lion—he hasn't any teeth, so he can't chew. Winky Dink: But he can nibble, can't he?

"Winky Dink and You," CBS Television.

Ear, Eye Inspire

Lillian W. Wiseman, Redlands

After seeing Arthur Godfrey's party for the children of the members of his cast I feel I can't keep on any longer about your snobbish attitude toward his show. Mr. Godfrey worked hard to get where he is—sold cemetery lots, drove a taxi, worked in a restaurant, etc. No one came forward after he got out of the Navy and gave him $900 or $1,000 dollars a week, as he did Julius La Rosa, although he's sure he had more talent even then.

"New York City is my home town. I have been here only a few months, and I assure you the entire Metropolitan district admire and love him for his kindness to the members of his cast and for the way he is always ready to lend a helping hand to anyone worthy who appeals to him. He is always doing nice things for his "kids" as he calls them, and he was especially kind when he entertained him in his home and in Florida, taking him on airplane trips, sending him first class places in his private plane, etc. We really don't understand why, as Julius has a very ordinary voice (thousands in New York have better) and no stage presence. I don't think he ever will or can improve, as Godfrey has spent a lot of time and money for lessons to teach him to shave, dance and even to walk on and off the stage gracefully, but to no avail! Living in New York City most of my life I have seen all the great and near great of the theater and I have never seen anyone so awkward, and with three years training he is just as awkward today as he was the first time he stepped before the public! To me he is just a young man whose unearned success has gone to his head—well, he has it to last!"

I got quite a "kick" out of your article entitled "Ed Sullivan: A Star With Real Humility. Ed Sullivan has no opinion of himself, yet is one of the New Yorkers fooled. He acts more like a stuffed shirt with an inflated opinion of his own importance.

Bingo Piver, KNBH, Hollywood

Dear Mrs. Porter: I read your letter in TV-Radio Life with great interest. And, would like to suggest that you visit "Mary McAdoo" every Monday, Wednesday and Friday from 1 to 1:30 p.m.

You see, all the topics you requested in your letter are included in the "Mary McAdoo" program. In fact, it is from homemakers like yourself that we receive the inspiration for our programs and guests.

Exercises to keep fit and vocabulary building programs, both of which you suggest, are scheduled for our program later this month. So won't you join us and then let us have your reaction.

Dick Martin, Huntington Park

I would like the world to know that I think Ina Ray Hutton has one of the best shows on TV.
WHAT'S PLAYING

Thursday, February 4—ON STAGE, KNX, 7:30 p.m. Cathy and Elliott Lewis star in "Call Me an Angel." 

Monday, February 8—SUSPENSE, KNX, 8:00 p.m. Jeff Chandler will star in "Death at Skrinerud Pond."

WHAT'S SPECIAL

Thursday, February 4—STANDARD SCHOOL BAND THEREOF, KNX, 10:00 p.m. The use of brass instruments displayed in compositions by Tchaikowsky, Rossini, Brahms and Wagner.

Saturday, February 6—STARS OVER HOLLYWOOD, KNX, 9:00 a.m. Rod Cameron appears in "Latitude Is North."

Saturday, February 6—METROPOLITAN OPERA, KABC, 6:00 p.m. Licia Albanese, Charles Dutoit, and the London Symphony Orchestra perform Verdi's "La Traviata." 


Sunday, February 7—NEGRO COLLEGE CHOIRS, KABC, 8:30 a.m. "Camille." 

Sunday, February 7—ANNIVERSARY, KNX, 10:30 p.m. Dr. Hu Shih, president-in-exile of National Peking University, will explain "Authority and Freedom in the Ancient Asian World," as the second in a series of half-hour films to star Rin Tin Tin IV and "Adventure in Rin Tin Tin." 

WHAT'S ON TV

Sunday, February 7—GLENN MILLER, KFI, 10:00 a.m. "The King of Swing" will appear on the first show of the new Glenn Miller Network. 

Sunday, February 7—PHIL BLOOM, KFI, 10:15 a.m. "Wally's Barn Dance." 

Sunday, February 7—DICK MILLER, KFI, 11:00 a.m. "South of the Border." 

Sunday, February 7—BOSTON BLACKIE & PHILIP MARlowE, KABC, 2:00 and 3:00 p.m. "An Anti-Swindler." 

Paul Coates has certainly made a name for himself on TV. His "Confidential File" continues to be one of the most popular and interesting shows on TV and now he's doing a new one on KTTV called "Flashback," a program dealing with the events of yesterday. This is quite an advance for a man whose initial TV stint was on the much-maligned "Bachelor's Haven." In fact, don't you think Paul Coates will soon build his own coast-to-coast personality. The fact that he has refused to pull punches on his "Confidential File" has steadfastly gone on and unusual and controversial topics has made him a personality worth watching. Methinks you've only just begun to hear of Paul Coates. This man is on his way.

Odd notes: Screen Gems, which produces "Ford Theatre," has announced a decided contrast in casting. Irene Dunne, one of the most gracious ladies in these parts, will make her dramatic debut in "Sister Veronika." The company has also announced a greatly increased budget for the production of twenty-six half-hour films to star Rin Tin Tin IV in a series called "Adventures of Rin Tin Tin." 

You may have heard Frank Sinatra say on TV a while back something to this effect: "If radio had come along after television, people would be saying, 'This is wonderful! You can hear it but you don't have to watch it!'" Seems Gordon Hughes, producer of radio's "My Little Margie," is the one who is going to start berating the singer. That's been the national pastime. Hughes is not surprised at his success, for he has always been a top actor.

WHAT'S NEW

Sunday, February 7—LISTEN LOS ANGELES, KLAC, 9:30 to 10:00 p.m. James McNally, KABC news editor, acts as moderator with four guests each Sunday exploring subjects of import to Southern Californians. (Bowed January 24.)

Monday, February 8—MARTIN BLOCK SHOW, KABC, 6:00 p.m. Monday through Friday. "Johnny, the Next Big Thing," and interviews with "names" in the music business. (Bowed February 1.)

Monday, February 8—RESERVE, KABC, 10:30 p.m. Monday through Friday. (Bowed February 2.)

Tuesday, February 9—MUSIC BY REX

LADIES! Lonesome at Midnite?

Lucille Ball and Desi Arnaz, co-stars of CBS Television's "I Love Lucy," will pay a visit to New York in February—their first since the nation's top-rated comedy program went on the air three years ago.

NEW YORK BOUND

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GIFTS - GIFTS - GIFTS - GIFTS - GIFTS

PHOTOGRAPH - PHOTOGRAPH - PHOTOGRAPH - PHOTOGRAPH - PHOTOGRAPH

Dial Data

(Continued From Page 23)
Radio in Review

For Love of Mike (General Comment)

Radio Ramblings

Freeman Gosden and Charles Correll (Amos 'n Andy) will dramatize their own life story on CBS, February 15, to mark the completion of their 26th year in radio . . . KFWB moves Drew Pearson to a 6:15 p.m. time slot . . . Roy Rogers revises his format to a western-mystery program. Roy, of course, remains on the side of law and order.

There has been a great deal of publicity about video tape of late but Audio Devices, Inc. has perfected "colored" recording tape for professional and educational purposes. With a choice of five colors available, recorders will have added protection against accidental erasure and labeling errors.

Newscaster Frank Goss celebrates his fourteenth year with CBS-KNX. Upcoming stories on "My Little Margie" are tongue-in-cheek plots kidding costar Charles Farrell.

Philco drops its "Radio Playhouse" . . . KABC carries the much heralded "Martin Block Show" locally across-the-board at 3:30 p.m. Block has been the highest paid disc jockey in the industry for many years.

The fire at CBS-radio caused quite a bit of consternation. In addition to the financial loss the photo department will have added protection against accidental erasure and labeling errors.

Top Shows

The following programs appear in the top ten bracket, according to Nielsen's Coast ratings:

1. Lux Radio Theater
2. Great Gildersleeve
3. Our Miss Brooks
4. You Bet Your Life
5. My Little Margie
6. Mr. and Mrs. North
7. The Whistler
8. Yours Truly, Johnny Dollar
9. Bing Crosby Show
10. People Are Funny

"The Whistler" Scores

Pleased smiles are being worn by KNX-CPN officials after reading the nearly 1000 complimentary letters to their request for comments from the West Coast's top-ranking mystery-drama "The Whistler." The request for mail was made on a single broadcast...
Insiders like "Bobby" in the coming Gavilan-Olson title match. This bout should not only be one of the all-time greats, but it could draw the biggest audience, thanks to TV, ever to see a match.

Let's hope last week's Maxim-Moore match will be the last between these two. Maxim was mighty game, but not in Champ Archie Moore's class. Now it's Harold Johnson's turn to get a crack at Moore's title.

Speaking of boxing, how did you like Big Bob Albright's smashing KO of 240-pound Bob Thorne in 1:43 of the first round at the Olympic last Tuesday? Fight experts, particularly the promoters at the Olympic, are very high on Bob. One of his biggest TV fights is KTTV's Jackson Wheeler, who started to rave about him over five months ago. Bob goes against in the semi-main at the Olympic on Tuesday. Timber!

Rumor had it that Sam Balter, formerly with Channel 13, was going to land a job with a network station. Yet, no word. Sam's too good a man for TV to neglect.

We hope Elroy Hirsch really makes a go of his new radio career at KABC. Here is one man who will be, and already is, a real credit to our community. Everyone, but everyone, likes and loves Big Jules, just as the Insiders like "Bobo" in the coming Gavilan-Olson title match. This bout should not only be one of the all-time greats, but it could draw the biggest audience, thanks to TV, ever to see a match.

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Stars of the Week

**Thursday, Feb. 11**

7:30 p.m. 9 Ski Tips with Jack Slattery.

10:45 p.m. 11 Jackson Wheeler's Sport Shots

**Friday, Feb. 12**

7:30 p.m. 4 Gillette Bouts.

8:30 p.m. 9 Basketball, UCLA vs. California

Mark Scott, KPFW's Bob Kelley.

8:30 p.m. 13 Wrestling bouts from Ocean Park, Gary Goodwin announcing.

8:45 p.m. 4 Greatest Fights.

Mrs. C. H. Kamp, Covina

Jackson Wheeler and George Putnam are sure great guys. We hope they continue doing a good job like they always have in the past.

Bill Welsh speaks at the Lynwood Rotary Club this week. On Feb. 18, the KTTV announcer presents awards to outstanding athletes at the San Pedro Lions Club.

The renowned Harlem Globetrotters really put on a show during each of their three performances over the weekend at the Pan Pacific. If you didn't get a chance to see them (there is no radio or TV on these games) you might still catch the Wednesday night game at the Shrine Auditorium. The new theme song on "Jackson's Theatre" on KTTV every night is the same one used by the famed basketballers.

The Globetrotters have been a huge success all over the world, and have always packed 'em in while playing in Los Angeles. One of the main reasons is the fine promotional job done by the Frank Bull Agency. The Harlem hotshots will be back in the Spring to play at the Coliseum.
HERE'S nothing new about having wrestling on television. Nor about having the bouts on KTLA, Channel 5. Nor about having the matches originate from the Olympic Auditorium.

What is new is the fact that many new names are beginning to be established in the local mat world. Whether or not they will be as popular (or unpopular) as some of the other grunt and groaners (Leone, Blears, Thesz, Red Berry, Dr. Grable, et al) only time will tell. Channel 5 is at least making an effort to bring new faces to the old places.
IT'S rather common knowledge that TV has an enormous appetite when it comes to talent. Few performers seem to be able to withstand the onslaught of too much familiarity breeding too much contempt. When you take a look at the stars who were once top-rankers and see where they are now, you really have to believe that either TV audiences are not loyal or else that TV stars take too much for granted.

Locally, Sid Caesar and Imogene Coca, television stalwarts for years, seem to be losing much of their popularity. In fact, national ratings show that this team—and the show itself—has done a nosedive. There were attempts this year to change the format of "Show of Shows," and, in some respects, the efforts were successful. But the program has not climbed back up enough to its former status to warrant much enthusiasm.

The reason behind this decline is apparently that audiences have tired of the very same routines and the same types of comedy that once made Caesar and Coca a household byword. The most gifted performers in any medium—and certainly these two are gifted—could not continue to find good material week after week. There is only so much that any comedians can do. Have Caesar and Coca scraped the bottom of the barrel?

These two stars, however, have not lost any of their great talent. They can still keep their hold on the public if they will do less and not appear quite so often.

The same is true of Red Skelton. Red's new shows for CBS-TV have, in some instances, given this great clown a chance to do the kinds of comedy that made him so very popular at one time. But too often he had had to struggle through material that was anything but inspired. And no star can survive bad material for long. If Red would veer away from his stock characterizations occasionally and reveal a little of his dramatic talents, perhaps he could regain his audience, for his talent is there. But Red is one person who doesn't know the meaning of defeat so don't count him out yet.

Ina Ray Hutton may continue to draw crowds to the theatre for her TV show, but she has lost out considerably where it counts—with the viewers who sit at home and keep the channels tuned in. Ina Ray is a victim of the new lack of interest in just plain old vaudeville shows. As a personality, she is no longer as vital and as electric as she was in the past. She has been seen so often that again there is nothing new for her to offer. However, she has been a fabulous success story on TV. Few stars have held such a large fan following for so long a time. That she appears to be fading is, therefore, not as surprising as it seems.

Spade Cooley is another who has suffered because of the lack of interest in vaudeville-type programs. Spade has always been one of the hardest workers on TV. Even now he is trying to do the best possible each week. He tries to get the biggest names for his show. And he tries to please his audiences. But TV fans get to the point where they tire of formula—and Spade has, of necessity, had to stick to formula. Whether or not he can breathe sufficient new life into his show is something only time can prove. He, too, did much towards making TV a favorite pastime, but TV has grown so greatly that what was once popular is now no longer acceptable.

One of the most notable declines in popularity is that suffered by the wrestling programs. While they still hold interest for many; many fans are now turning away in disgust. Even the most naive finally had to admit that wrestling was more of

Are These Stars

There are signs that seem to prove that all is not well with the careers of these stars. Are they really slipping? If so, can they climb back up?
a dramatic event than a sporting event. And the various wrestlers' "acts" and "performances" got to be a bit too obvious and cloying.

Wrestling played its big part in helping to launch TV. It was a fabulous fad. But most wrestling programs are still operating on the theory that what was good enough two or three years ago is still all right. That's like saying that a 1920 car has as many improvements and modern advances as a 1954 model. If wrestlers aren't to fall flat on their faces and stay on that mat, they'd better go back to a startling premise—play the game honestly.

Marie Wilson was for some time the buxom beauty of TV—the most interesting new personality. But "Irma" has gone through so many changes and so many ups and downs that not even Marie's ample assets can do much any more. It still has its loyal viewers but there is a notable lack of excitement about the show. Marie is a provocative personality and an amusing performer, but what was once an entertaining show deteriorated into a far-fetched caricature. "Irma" needs more than a new room mate now. It needs a rejuvenation job.

Milton Berle is another who has had his ups and downs. While he is gaining in some respects, he is also far from the great star he used to be. Miltie has done about everything there is for him to do. He can't surprise anyone any more. It's almost like hearing a person tell a joke. Somebody in the room is going to give away the tag before the guy telling the funny gets to it. Miltie ran things his own way for a long time. Now he is apt to find he has run himself right down the ladder.

There are others who show signs of losing ground. Lawrence Welk is still very popular but some of the rabid enthusiasm that once greeted him is leveling off. Roberta Linn has never quite managed to enjoy such terrific popularity on her own show as she did when she was with Welk. Liberace may not be the sensation locally that he once was but he is now the red hot favorite across the country since his films have been released. "Lee" will do all right for some time yet.

The only way for TV stars to remain popular is to keep up with the changing tastes of the public—and the new demands. It's no gravy train any more. If the audiences have grown up, why shouldn't the performers acquire a few needed grey hairs too?
What Does An Honorary Mayor Do?

Jack Bailey, better known as His Honor, discusses the great trials and tribulations of being the honorary mayor of Hollywood.

By Jon Bruce

DAYS ago, Jack Bailey, cordial emcee of KHJ TV's "Queen for a Day," and now holding down the main spot on "Place the Face," emerged from under an avalanche of votes to find himself Honorary Mayor of Hollywood. From that moment on, Jack has assumed all the aspects of a harried, woe-begone civic official.

"Why, you know," Jack began, "one of my first official duties was to start practicing the use of scissors. I had to snip a string of hot dogs once to open a new hot dog stand. And I also had to open Cecil's Barber Shop and the Wishing Well Gift Shop in my official capacity as mayor.

"My most important engagement was to be present at the opening of Historama. I got the call on a Thursday evening to be there the next day. A cog in the Bailey mental machine slipped somewhere and I arrived a day late. The only people there were Bela Lugosi and a little guy who still thought the building was J.C. Penny's.

"Naturally, I'm called upon to beat civic functions. One night I was an honorary guest at an American Legion show. I sat on the stage for two and a half hours getting ready to make my speech. So fifteen minutes before I went on, the Commander decided that the audience had had enough and dismissed the crowd.

"And the mail I get! I am constantly getting letters—and circulars—addressed simply 'His Honor, Jack Bailey, Mayor of Hollywood.' Most of these are sent to my home. One lady even wrote me, enclosing two letters sent to Eddie Cantor, and said that Eddie had not opened her letters and would I take them to him and make him read them.

"Such are a few of my pressing duties. But to take a somewhat serious tone, I ran on a platform of 'No politics' and my duties as mayor were really over when I was elected. My job was to get the dimes for the Kiwanis Club charities—with the votes. And I owe much of my present success to the Queens' Club. This organization is made up of women who have been Queens on 'Queen for a Day.' They had already won all they could; they had nothing to gain, and yet they went out and pitched for me solidly. Without their enthusiastic support I could not have won out.

"What surprises me is that even with all the publicity explaining this was only an honorary position and one not to be taken too seriously, there are many who think my job is as important as Mayor Poulson's. Why, that's silly. I can't even tax anybody. What better proof do you need that I'm not a politician?"

There are two instances that prove conclusively that Jack may be a mayor but it's without the gravy. When he was on hand to open Santa Claus Lane officially last year he was already to make his speech when a red street car stopped right in front of him. And it stayed there. Seemed the motorman wanted to see what was going on. Such disrespect for a civic official!

"And just how does a mayor ad lib around a street car?" Jack mused.

At home Jack fares no better. His wife hasn't yet referred to him as Your Honor, and even though he calls her, at times, "First Lady of the House," he gets no place.

Jack is like some real mayors. He has the honor but he doesn't have to do any work.

February 5, 1954
PAUL KNIGHT IS A VETERAN of experimental television. He faced his first TV camera fifteen years ago. Emoting in those days before "crude" TV cameras was pretty hectic, and Paul found it quite distracting making love to a TV actress wearing purple lipstick and green makeup on her cheeks.

SOONER or later most conversations turn to the topic of television. Newcomers to the marvelous medium are a bit awestricken by TV's rapid advancement, but a veteran like myself becomes a little inured to it all," states Paul Knight, host on Channel 13's "Owl Movies."

"I've been associated with the medium since 1939 in various capacities. During TV's infancy, talent and crew formed a closely-knit family circle. Our TV family would swap ideas envisioning the future of this newest means of communication. These ideas were all in the realm of possibilities then, but they have crystallized with the passing of years. We foretold coast-to-coast television, the transmission of color on TV screens and video tape.

"I am not a professional prognosticator, but I'm willing to go out on a limb and predict that within eight to ten years television will employ the third dimension. Far fetched? I don't think so. I believe I've been around TV long enough to know how far it can advance."

Experimental
"If I sound like an old timer it's because I started emoting in front of a TV camera fifteen years ago. The Zenith Corporation maintained a stock company then solely for the purpose of experimental telecasting. If TV actors think they have it tough now, they should have been around our makeshift studios in those days. Today, TV actors give letter perfect performances. We did not live up to such high standards. I'm not making any apologies, but we had many distracting problems with which to contend. The lights on our sets were extremely hot. Frequently an actor's face was bathed in smoke while emoting because the natural oils in his hair were being cooked by the intense heat. The early cameras were so crude an actor had to use outlandish makeup. It was rather disturbing making love to a green-cheeked, purple-lipped actress. As a matter of fact, it was nightmarish.

"In 1941 I joined Philco's experimental station. It was the second commercial-licensed outlet in the country and the first NBC-TV affiliate. The proud city of Philadelphia boasted 600 seven-inch sets thirteen short years ago. Our programming consisted of soap operas, variety acts and dramatic skits. Remote schedules included football, ice shows, boxing and wrestling. Of course, our coverage did not meet today's requirements, but we were heading in the right direction."

Relaxed
"My tense, anxious moments before a camera have since been replaced by my host duties on the 'Owl Movies.' We show the classics and try to get a good caliber of pictures worth seeing again. I don't irritate viewers with unnecessary chit-chat, or break into the film with unrelated interviews or trick them with integrated commercials. Some viewers resent integrated commercials, while others are amused. Our aim is to show a picture of merit, and not a host who has to appease viewers with his shenanigans because of an inferior film. Our sponsor's trademark is the thrifty Scotchman and in alleged Scotch tradition we economize with verbiage. The essence of brevity stamps our commercials.

"Returning for a moment to my prognosticator status, I predict inter-oceanic television will be an accomplished feat within the next few years. If there are any doubting Thomases among you, let me know, and I'll be glad to discuss my favorite subject. As I said before, sooner or later most conversations turn to the topic of television."
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