HAS RED SKELTON SAVED HIS CAREER?

Are Television Commercials As Bad As You Think?
JIM AND MARION JORDAN, better known as Fibber McGee and Molly, hosted NBC organist Sybil Chism to an evening at the Cocoanut Grove. This spot has never lost the enviable position it has had for years as a top club.

KBIG CALLS ATTENTION to its first animal performers, Smokey the Bear, symbol of forest-fire prevention, and Sparky, the fire-prevention dog. They're featured on "Sparky's Fire Kennel," children's safety show now on KBIG.

CECIL B. DeMILLE, left, and TV-radio star, Harry Koplan are awarded certificates of merit for their work in helping the American Cancer Society in its National Campaign.

CHET LAUCK and Norris Goff, KECA's "Lum and Abner," received the Golden Year awards from the Hollywood Chamber of Commerce and the Santa Club.

BE PREPARED
when the man with major appliance prizes rings your doorbell.
LISTEN TO KBIG morning newscasts 740 on your dial
KBIG—The Catalina Station
Satisfies the "Ham" in Us!

CBS Has Come Up with A New Radio Show Smacking of Greasepaint, Footlights and Glamor of Old Broadway

BECAUSE EACH of us has "ham" in him—some more, some less—the stage seems to carry an inevitable lure for practically everyone. There's a fascination about greasepaint, footlights, dressing rooms and such, and about the performers whose happy lot it is to associate with these symbols of laughter and tears.

CBS's new show, "Stage Struck," is pinned on this assumption—that most of us feel a natural curiosity and delight in knowing more about the theater and its people. Since its October 2 debut, the show has done an excellent job of satisfying listeners' interest.

Talent roster has been tops: Rosalind Russell, star of "Wonderful Town"; Richard Rodgers and Oscar Hammerstein II in an engaging review of their collaboration which began with "Oklahoma" in 1943 and progressed to "South Pacific," "The King and I," and "Me and Juliet"; Eva Saint Marie, star of "A Trip to Bountiful," doing a bit from the play with Lillian Gish; George S. Kaufman and Howard Teichmann, authors of the smash, "The Solid Gold Cadillac," in an intimate, informal discussion of their hopes and fears; Fritzi Scheff, Fred Astaire, Billy Gaxton, and Vivian Segal in a panoramic resume of musical comedy the past fifty years.

Inside Stuff

Another broadcast went behind scenes to demonstrate how a ticket broker operates. Theme for a still more recent program was the country's road companies—the groups fanning out from Broadway to bring the Great White Way's success to the world outside Manhattan. To demonstrate the caliber of road companies, various groups were brought in, via tape recording, for musical numbers.

Field reporter for these tapings and host of the weekly hour-long broadcast is Mike Wallace, whose pleasant voice and easy manner contribute noticeably to the show's appeal. Wallace, married to Irvin S. Cobb's granddaughter, Buff, does "legman" duty by prowling backstage for color interviews and star slants. He also joins the crowd on the other side of the footlights to see the performance and select portions to be broadcast on "Stage Struck."

"I get to go to every Broadway show free at least once," he quipped. "This means much more than saving money. It means special privilege—always a thrill to anyone even remotely stage struck."

Getting to hear radio's "Stage Struck" actually adds up to the same special privilege. And when one ponders the toils and tribulations of getting tickets for Broadway smash, being able to listen free to a radio show embracing the spirit of all the hits seems almost too good to be true.

Page Three
T WASN'T too long ago that Red Skelton was the number one attraction on TV. Today, he is not having it so easy. His new show for CBS-TV has been a vast improvement over last year's efforts but it has not yet attained the popularity he once enjoyed.

The answer is not that people tired of Red Skelton. He's far too great a comedian. The answer is, rather, that Red was the victim of unfortunate circumstances before and that now he is going back to the kind of comedy that he knows so well and that made him so popular. He has learned his lesson.

Lessons Learned

"My first year on TV I used up 365 routines," Red explained. "That was material I had gathered for twenty-four years. You speak of TV's ravenous appetite. My case is good proof. In my new set-up I'm able to spread out my routines more.

"I used to be on all of the twenty-six minutes in the half hour. And that's just too much for any performer. On my CBS show I have other excellent stars working with me and occasionally I use an act in which I don't appear at all. I got so bored seeing myself on TV last year that I didn't watch any programs after the first five.

"I think the biggest change is going back to live shows. I have always wanted the feel of a live audience. I need it. A lot of the things I do depend on audience reaction and I don't like playing to empty seats."

Health

Last year, Red was actually too tired and ill to do his best work. He was struggling on energy he didn't really have. He had no incentive to work because he was doing too much. Not only did he have his TV show but he had radio and motion pictures to do too. Now he is only doing TV—and he's having a chance to be with his family and to relax. And, frankly, he's loving it.

His health is much improved too. After his very serious operation last year, during which he said that about ninety ulcers were cut out of him, some thought Red would never be able to hit the TV trail again. But he has come back—and with a vengeance.

With his new show Red has more of a chance to ad lib—and that's a specialty of his. To watch him during rehearsal is to see a master comic at work. If only the things he does then could be on the show! Some of these ad libs in rehearsal do find their way into programs at a later date. Lucille Alex, Red's secretary, writes down every one of
saved his career?

TV has taught Red Skelton plenty. But has he learned his lesson too late? Can he again hit the top or has he “had it?”

By Jack Holland

his spontaneous cracks, puts them in a book, and then goes over them with Red. They have formed the basis for new routines.

As for his renewed popularity, his sponsor, Geritol, is mighty happy with him. In fact, the company picked up the tab on his show well in advance. And for a program that hits the $65,000 bracket that’s more than confidence.

Loves Work

“I love to work,” Red said. “I love to make people laugh. Sure I lay eggs at times but I learn from them. I’m now anxious to do a show. I get a big bang out of the rehearsals. Oh, I’m meeting myself coming and going so much that at times I forget what day it is, but this kind of life is fun. It’s what I’ve always wanted. This is show business!

“TV needn’t kill off performers if the stars themselves will use some good judgment on how much and how often they are ‘on.’ There won’t be any more of this business of my being the whole show for the full twenty-six minutes. I want a rest occasionally and I want to give the audience a rest.

“I know I have a job—and finding new material is one of them. But as long as I love what I’m doing as much as I do now I’ll get the material. It’s when you feel dead inside that you begin to lay those eggs. I feel plenty alive!”

It’s the fool who counts Red Skelton out now. He was on the top once and it looks from here as though he’s heading right back up there again.

February 19, 1954
Rise and Shine
Wake Up With Harry Babbit's Early AM Airer

By Donna Scott

Listening to the Harry Babbit Show is a familiar habit for many early risers. After getting one eye open it always helps to tune in Babbit's CBS-KNX show while yawning your way into a new day.

The members of the program wake you up in a warm, enticing, friendly but not too lively manner. Harry and his cast have become a "good morning" habit for many families in the past six years.

Babbit is accompanied by Billy Wardell, pianist and organist, and Art Wenzel, accordionist. The trio adheres to sweet melodies and light ballads...nothing overly romantic or too jumpy for their early morning stanza.

A segment of the program is devoted to a personal platter which is dedicated to a specific person. The platter most frequently requested is the song "Always" with "May The Good Lord Bless and Keep You" running a close second.

Interspersed with the music and announcer Johnny Jacob's humorous chit chat is the most unusual "Breakfast of the Week." The circumstances surrounding some of these unusual breakfasts are rather unique.

One listener wrote to Harry stating that she established her own United Nations by way of a matrimonial alliance. Her husband, it seems, is Croatian and was raised in the "Little Italy" section of his home town. The wife is of Mexican, Indian, German, Scotch, Irish and English descent. With that as a build-up, she proceeded to tell of their favorite Sunday breakfast. It is called Polenta, which is a cake of steamed cornbread...seasoned with onions and topped with cubes of round steak simmered in tomato sauce that's highly spiced and liberally flavored with garlic. Ice cold milk completes the bill of fare. Fruit juice served two hours before breakfast fortifies the couple, and Sen-Sen served after the Polenta permits them to mingle with their friends after church.

Another unusual breakfast concerned a couple who had been fishing in a wooded stream until after dark. They got lost in the woods while trying to find their way back to civilization. Suddenly they came upon a log cabin which was occupied by a grizzled old character right out of a Western novel. He was quite frightening in appearance and insisted that they stay for breakfast. Having read many Western novels, they shuddered...but accepted. The meal he set before them was: tomato juice cocktail delightfully spiced, French pancakes, which were tissue thin, rolled around wild berry jam and dusted with powdered sugar, and coffee brewed to perfection.

Although Harry Babbit has his own TV program, he is loyal to his first love, radio. He characteristically sums up his feelings by claiming that he would be very unhappy without radio. He believes that television's voracious appetite eats up talent too quickly. Viewers are more apt to remember what they see on television than recall what they hear on radio. Most people only half listen to radio, but in TV they are concentrating with both their audio and visual senses.

Conversely, radio would be very unhappy without the Harry Babbit program. The cast have much in common off mike. They golf together...visit each other's homes regularly...and spend endless hours conversing about their children. "Even our wives get along famously with each other," exclaims Harry, "and that's something to be cheerful about even during an early ayem broadcast."

February 19, 1954
Mike

Your series. Milani

Kingston
dine long

Jerry

addition of
top-rated

"Lux

In Sports
San Diego

Holland's
Radio Adventures Has
in Dramatizations.

Jerry

Lewis a

role,

CBS-TV.

Shine

the

on

CBS-TV.

Mike

a cast, adding more than twelve new characters. Although "Lux" is number one on most ratings, the growing competition from other family comedy shows is keeping the "Lucy" outfit on its toes. With the expanded format Lucy and Desi can be put in more diversified situations.

Joan Crawford appears as correspondent in her upcoming TVaire. KTTV's "Twenty Questions" celebrates its eighth anniversary. Donald O'Connor's choreographer, Louis Da Fron, opens the Red Shoes Dance Academy on La Cienega. Talent and crewmen alike were busy playing ping-pong on the Adventures of Ozzi and Harriet set recently, all because Ricky Nelson has a scene in a forthcoming telecast in which he plays ping-pong.

"Adventures of Blinkley," a new tele-series on KNXT, tells of the imaginary journeys of a boy into the world of the Mighty Mixed-Up Forest. He's a satirical of many things and it's a mighty mixed-up show. Who knows but the kids might even like it. It's a change from the cowboy plots.

Robert Paige is becoming a leading man on the video lanes these days. He's taken over the reins on KHJ-TV's "Scop Sho The Writers" and is planning to kick off his own coast-to-coast TV program, "Thanks A Million," sometime in May.... Milton Berle has set Gale Storm and Charles Farrell for guest spots on an upcoming airc.

Pinky Lee claims he's making up for a "lost" childhood on his NBC tele-
cast. The comic's display of uninhibited fun keeps his audiences laugh-
ing. Registration for the second semes-
ter of KNX-P's and U.S.C.'s Shake-
speare on TV ends February 26. Lo-
you lazy students: Hurry up and reg-
ister before it's too late.

"Annie Oakley" series has caught on like a prairie fire. A re-
cent entry in the video field, the syn-
dicated show is seen in 80 markets.

The windup of this TV season will repre-
sent another miss in the video career of Fred Allen. "Judge For-
yourself" is being axed at the end of May. Unfortunately television hasn't found the right format for his unique talents. The writer who comes up with successful material for Allen will hit the jackpot. Where is he?—M.R.

Sullivan Sweeps Southland

Ed Sullivan's whirlwind trip to the Coast was extremely hectic. His itin-
erary matched that of visiting royalty. In addition to putting on a stupen-
dous "Toast" telecast, he was booked solid for public appearances and presented the annual Academy of Television Arts and Sciences Awards Dinner. When asked if he were planning to bring his show to the Coast permanently in the near future, the weary Mr. Sullivan shook his head in a negative manner.

"Emmy" Awards

It's all over except the shouting and drying of tears. The sixth annual "Emmy" awards of the Academy of Television Arts and Sciences were presented on Thursday evening at the Holly-
wood Palladium. KHJ-TV, Chan-
el 9, covered the event from 9:30 p.m. to 11:00 p.m.

Ed Sullivan emceed. CBS-TV and the local station, KNXT, had the highest batting average, cop-
ing eleven of the twenty cov-
eted awards.

The winners were as follows:

NATIONAL AWARDS

Best Dramatic Program—"U.S. Steel Hour" (ABC)

Best Situation Comedy—"I Love Lucy" (CBS)

Best Variety Program—"Omnibus" (CBS)

Best Male Star of Regular Series—Donald O'Connor (NBC)

Best Program of News or Sports—"See It Now" (CBS)

Best Public Affairs Program—"Victory at Sea" (NBC)

Best Children's Program—"Ku-

kla, Fran and Ollie" (NBC)

Best New Program—(a tie)

"Make Room for Daddy" (ABC); "U.S. Steel Hour" (ABC)

Most Outstanding Personality—Edward R. Murrow (CBS)

Best Female Star of Regular Series—Eve Arden ("Our Miss Brooks," CBS)

Best Series Supporting Actor—Art Carney (Jackie Gleason Show, CBS)

Best Mystery, Action or Adventure Program—Jack Webb, "Drag-
et, NBC"

Best Audience Participation Quiz or Panel Program—(a tie)

"This Is Your Life," NBC; "What's My Line," CBS

Best Series Supporting Actress—Vivian Vance ("I Love Lucy," CBS)

LOCAL AWARDS

Best Entertainment—"Juke Box Jury" (KNXT)

Best Public Affairs Program—"Shakespeare on TV" (KNXT)

Best Children's Program—Sheriff John Rodek (KTTV)

Most Outstanding Male Performer—Dr. Frank C. Baxter (KNXT)

Most Outstanding Female Performer—Roberta Linn (KTLA)

A special distinguished contribu-
tion award was accepted by Les Hoffman on behalf of the National Television System Committee for the advancement of Color TV.

For further details and side-
lights on the "Emmy" awards see Editor Evelyn Bigsby's "Life-
lines" column on page 26.
"Frosty Frolics"
from the Pasadena
Winter Garden
every
WEDNESDAY
at
8:00 p.m.
Channel
5
KTLA
Monday-Friday Daytime TV Logs

6:30 8 This Is My Faith—15m.
6:45 2 Program Previews
8 Farm Report—M-W-F
8 Film—Tu-Th
7:00 2, 8 Panorama Pacific
With Red River's George Wolfe, Grant Holcomb and guest women's editor.
8:30 4 Early Movies—M-F
9:00 2 You Are What You
8 Breakfast With Ace
9:05 2 Morning Show
9:30 8 Women's Financial
Forum—M.
9:45 11 Morning Serenade—10m.
9:55 11 KTV News—5m.
10:00 4 Ding Dong School—M-F
With Dr. Frances Horwich.
8 TV Classroom—M-W-F
8 Your Schools Today—Tu-Th
11 Norma Gilchrist—M-F
Fashion and Beauty Hints, suggestions for cutting budgets and guest interviews.
10:15 2 The Shopper—M-F
George Wolfe with news and features in farming and consumer industries.
10:30 2 Film—15m.—M-F
4 The Betty White Show
Betty White with nationally known guests, her own songs and music by Frank DeVol and the Four Jokers.
8 Strike It Rich—M-F
With Warren Hull.
11 Star Shoppers—M-F
With Bill Weiss.
10:45 2 California Living—45m.
Mercedes Bates features new ideas in food preparation and guest interviews.
11:00 4 Hawkins Falls—M-Th
Starring Bernadine Flynn and Jim Balsom.
11 Little School House—M-F
With Eleanor Hrmp.
8 What's Cooking—30m.

11:15 4 Three Steps to Heaven
Story of a small town girl in New York.
11:30 2 Art Linkletter's House Party—M-F—30m.
Interviews and guests.
4 Star Salon—M-F
8 Double Or Nothing—M-W-F
8 Garry Moore—Tu, Th
11 Sheriff John's Lunch Brigade
With John Rovick.
12:00 2 The Big Payoff—M-F
Randy Merriman and Bess Myers emcee quiz program.
4 Bride and Groom
8 Big Payoff—30m.—M-W-F
Randy Merriman, Bess Myers and Betty Ann Grove with clues provided by Paul Butterfield.
8 Garry Moore—Tu, Th
12:15 4 Jack McIntosh Show
With Les Anderson and Glenn Hare.
12:30 2 Bob Crosby Show
With the Bobcats and Moderndaires.
8 Arthur Godfrey—M-W
8 Bob Crosby—Tu, Th
11 Buffalo Billy—M-F
Adventures of Billy, his horse Silver and "Peg" Gunn, Little Cowgirl, Tobacco Jones, Tall Timber Tom and Looey McGeary.
12:45 8 Bob Crosby—Tu, W-F
8 Garry Moore—M-F
9 Suspects Wanted—M-F
11 Martin's Double Drama—M-F
12:50 10 News Summary—M-F
12:55 9 News After Noon—M-F.
1:00 2 Strike It Rich—30m.
Warren Hull, emcee.
4 Mary McAdoo—M-W-F.
4 Caroline Leonetti—Tu-Th.
8 Movietime—M-F
8 Newsreel—M-F
9 The Crosbys Calling—M-F
10 Roy Hagedon—M-F
Music, fun, guests and contests.
1:15 8 Search for Tomorrow—M-F
1:30 2 Valiant Lady—M-F
Starring Nancy Coleman and Jerome Cowan.
4 Key To Your Kitchen
With Mike Roy.
8 Love of Life—M-F
1:45 2 Search for Tomorrow—M-F
With Mary Stuart, Lynn Loring, Bess Johnson and Cliff Hall.
8 Guiding Light—M-F
2:00 2 Love of Life—15m.
Starring Peggy McKay with Paul Potter, Jean McBride and Dennis Parnell.
4 Parlor Party
With Bill Stille with Patrice Lynn, Dick Stewart and Bob Mitchell.
7 Mary Carter's Cook Book
8 Brighter Day—M-F
9 Mama Weiss—M-F.
11 Bill Leyden's Theatre
2:15 2 Guiding Light—15m.
8 Schoolhouse—M-F
With Margaret O'Neil and Helen Demming.
8 Smokey Rogers—M-F
3:30 2 Arthur Godfrey—M-Th
With Janette Davis, Frank Parker, Marilyn Marlowe, Halelock, the Mariners, Lu Ann, Burl Ives, the McGuire Sisters and Tony Martin.
2 Ladies Always Win—F
With Wes Battersbee.
5 Music—15m.—F.
13 Surprise Theatre—M-F
2:45 5 World News—F.
7 Birthday Jackpot—M-F
Food prizes for birthday guests answering quiz correctly.
2:50 13 Thought For The Day—M-W-F
Short messages of faith.
2:55 3 News—M-F
9 Headline Report—M-F.
3:00 2 Garry Moore—Tu, Th
With Denise, Lorraine, Ren Caruso, Durward Kirby and Howard Smith's Orchestra.
2 Double Or Nothing—M-W-F.
8 With Quinlister Bert Parks.
8 Hawk Fellers Feat—F, M-F
4, 10 Kate Smith Show—M-F
Well known guest artists appear.
5 Big Picture—F
7 Jack Rourke Show—M-F
Audience participation show with prizes and surprises.
9 Queen for a Day—30m.
With Jack Bailey.
13 Chef Milton—60m.
3:10 3 News—Tu-Th.
3:15 3 Hollywood On The Line—M
3 Feminine Angle—Tu
3 Film—W-F
3 Little Theater—Th.
3:30 2 Garry Moore—M-F
With Denise, Lorraine, Ren Caruso, Durward Kirby and Howard R. Smith's Orchestra.
3 Varieties—M-Th
3 Wildwest Theater—F
5 Music—M-Th—15m.
5 Tricks and Treats—F
With Corris Gay.
7 Ladies' Matinee
With Marjorie Lawson, Bob Barret and Mark Jordan.

New
9 Harry Kaplan-Rosemary
La Planchoneta—M-F
With Ray Elenborn and Milton Charles. Audience participation show with musical entertainment.
10 What's Your Opinion—Tu
11 Photo Quiz—M-F
Bill Leyden, host.
3:45 2 Film—Tu, only
3 Blake of Scotland Yard—M-W-F
5 World News—M-Th
10 Kate Smith—M-W-F
3:55 5 Police Calls—M-W-F
7 KABC News—M-F
4:00 2 Brighter Day
Everyday Drama of Rev. Richard Dennis starring Bill Smith.
3 Wild West—M-Th
4, 10 Welcome Travelers
Tommy Bartlett from Chicago interviews viewers visiting the city.
5 Playcrafters Club—25m.
Monday: Dog Face Cut-outs.
Tuesday: Stamp Holders.
Wednesday: Cuba, Havana and the Cuban Coat.
Thursday: French War� Kites.
6 Spanish Film—M-F.
7 Make Believe Ballroom
With Al Jarvis.
9 Star Time—30m.
With Gene Norman.
11 Nancy Dixon—15m.
M, W, F
11 Rita LaRoy—Tu, Th
Glamour hints are guests viewers.
13 Hollywood on TV—M-F
With Marilyn Hare, David Street and Dick Aurand.
13 Movieland—M-W-F
11 Movieland Matinee—M-F
4:15 2 Film—M-F
6 Spanish Film—Tu-Thu.

4:25 5 Program Previews—M-F
3:30 2 Robert Q. Lewis Show
With Jim Trait, Patsy Wrightson, Jaye P. Morgan, Lois Hunt and the Chordettes and Ray Bloch's Orchestra.
3 Smillin' Ed McElroy—M-F
4:45 6 Spanish Film—Tu
8 Prince Roy—Th
4:50 13 Hollywood on TV
Information Received From Stations Subject to Last Minute Change

9:30 8 Televespers
9:45 8 Industry On Parade-15m.
10:00 8 Frontier Feature Theater-60m.
10:15 2 Program Previews
5 Recorded Music
10:30 2 What In the World
5 Giant Movie=1-60m.
2:15 3 New Information

SATURDAY tv LOGS

7:00 2, 8 Wrestling-60m.
8 From Hollywood Stadium. British
Champion, London, vs. Wilbur
Snyder of Santa Monica.
7 Sagebrush Theater-60m.
"Fooling Renegades" with Ken
Maynard.
10 Your TV College
1:30 5 Giant Movie-60m.
"New Orleans" Arturo de Cordova.
10 Marshal Tom
1:45 4 Social Security Program
11 Afternoon Serenade-5m.
1:55 11 KTV News-5m.
2:00 2 Film-30m.
3 Saturday Matinee-75m.
4 Early Movies-75m.
"Doomed To Die" with Boris Kar-
loff and Marjorie Reynolds.
7 Sagebrush Theater
"Vanishing Riders" with Tim Mc-
Coy.
8 Lone Ranger-30m.
11 Saturday Matinee-90m.
"Flame of the West."

TV-RADIO LIFE

February 20

10 Teens and Twenties-30m.
13 Who Knows This-30m.
Arnold Pike, moderator, from Mor-
rison Elementary School with an
elementary school quiz.
8 Meet Your Mayor-10m.
4:45 4 Joe Di Maggio-15m.
4:50 2 What Do You Think-60m.
5 Captain Midnight
Adventure serial.
3 Lost Jungle-30m.
4 Pet Showcase-30m.
With Arch Presby.
6 Movie-60m.
"Trail of Terror" with Bob Steele.
7 Cisco Kid-30m.
Cisco has an adventure involving
a two face, a insurance detective,
a diamond necklace and a career
woman.
9 Big Picture
10 Information Police-30m.
With Sgt. Rod Crosby and Harry
Bay, Jr.
11 Cartoon Time-45m.
13 Saturday Matinee
"Shoot To Kill" with Susan Wat-
ers.
5:15 3 Un 'n Andy
5:30 2 Johnny Jupiter-30m.
Starring Wright King with Cliff
Hull and Patricita Peardon.
3 Film Feature-90m.
4 Outdoors With Waggie
5 The Fighting West-60m.
"West of the Wind."
7 Space Patrol-30m.
Buzz and Happy Investigate the sud-
den shut down of a radiation
plant but are trapped inside when
they enter the plant.
9 Musical Clock Time
Dick Whittinghill, host, with the
Playmates. Top recording stars
and talented teenagers are guests.
10 Facts Forum
5:40 8 Senator Report-5m.
With Senator Kuchel.
5:45 8 Fulton Lewis, Jr.-10m.
11 The Princess
Starring Patricia Blake who re-
creates fairy stories for children.
5:55 8 Congressman Report
6:00 2 Meet Millie-30m.
Starring Elena Verdugo, Marvin
Kaplan and Florence Halop.
3 TV Little Theater-15m.
4 Who Said That-30m.
With June Lockhart, B. V. Kalter-
brorn, Dick Emerson and Meryl
Davis. U. P. White House cor-
respondent, Walter Kington is mod-
erator.
6 Movie Feature-75m.
"Clancy Steele" with the Eastside
Kidds.
7 Saturday Night Fights-45m.
Bud Smith of Cincinnati vs. Joe
Miceri of New York in a ten round
feature bout from Music Hall in
Cincinnati.
8 Boxing-30m.
9 Action Theater-30m.
10 News Extra-15m.
11 Time For Beauty-30m.
6:15 3 Saturday News Reporter
10 Film Featurette-15m.
New 13 Dr. Earl Lee, Ministry-10m.
Short messages of inspiration.
6:25 13 Late News
6:30 2 Beat the Clock-30m.
3 Space Ranger-30m.
4 The Tex Williams Show
Starring Tex Williams with Smokey
Reger. Teressa Lee, Jimmie Widen-
er, Janney Shor and Nancy Wilhe
with Candy.
5 Movie Theatre-90m.
"My Outlaw Brother" with Robert
Stuck, Wanda Hendrix and Mickey
Romney.

MOONRIDGE MOUNTAIN ESTATES

the Bel-Air of Big Bear. You'll also
enjoy the privileges of MOONRIDGE
GOLF and MOUNTAIN CLUBS year
round activities, including skiing, fish-
ing, golfing, etc. Club members enjoy
liberal discounts on all club facilities.

MAIL THIS COUPON TODAY

"HANK" PENNY

says: "Partest lil' ole spot in the World!"

For only $15.00 a month, YOU can
OWN a beautiful wooded full size
lot at MOONRIDGE MOUNTAIN ESTATES

the Bel-Air of Big Bear. You'll also
enjoy the privileges of MOONRIDGE
GOLF and MOUNTAIN CLUBS year
round activities, including skiing, fish-
ing, golfing, etc. Club members enjoy
liberal discounts on all club facilities.

MAIL THIS COUPON TODAY

MOONRIDGE Mountain Estates, Dept. 219
3457 W. 6th St., Los Angeles 5, Calif.
Please send, without obligation, details
of your offer to TV-RADIO LIFE readers at:

Name __________________________
Address ________________________
City ____________________________
February 20

10 Coke Time

11 New Ramar of the Jungle

12 Reality Exchange—30m.

13 Jack McLean Show—15m.

14 2, 3, 8 Medallion Theater—30m.

15 Jimmy Film

16 Jackie Badge

17 Clare

18 Fredrick

19 Wings To Bermuda—30m.

20 Leave It To Girls—30m.

21 The Harry Owens Show

22 The Life of Riley

23 Your TV Theater—30m.

24 Wings To Bermuda—30m.

25 7:15 Movie Feature—75m.

26 Electricity At Work—30m.

27 Movie Feature—75m.

28 The Money—Quit

29 Saturday Night Movies—12m.

30 Saturday Night Movies—12m.

31 Town Hall Party

32 Spike Jones Show—30m.

33 Spike Jones Show—30m.

34 Spike Jones Show—30m.

35 Spike Jones Show—30m.

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84 Spike Jones Show—30m.
TV-RADIO LIFE

February 21

7 Faith for Today—30m.
11 Garden Chats—30m.
12:45 10 Dally Chapel—5m.
12:50 11 News Summary—10m.
12 Light of Faith—30m.
   Featuring guest religious speakers and music.

3 Film Feature
4 Mr. Wizard—Science—K
5 Weather
6 Hi-Fi—Music
7 Message of the Master—30m.
   Religious music and a short message.
8 Juvenile Jury
10 Words and Music
11 John Wayne Movies
12 Western Hour
13 Sunday Matinee

1, 2, 3 Adventure—30m.
Charles Collingwood, host, presents
"A Day in the Life," the story of the Ayamara Indians of Peru and
the United Nations' background and present
improved state.
4 Sunday Service—30m.
5 Hour of Decision
   With Billy Graham
6 Johnny Jupiter—30m.
7 Frontiers of Faith
   With Jack Oakie and
   Ray Francis
8 Adv. of Captain Hartz
9 Faith for Today
10 Great Churches of the Golden
   West—60m.
   With Rev. Clifton Moore from the
   First Baptist Church of South Gate.
11 Garden Gathering—30m.
   Norrell Gillespie with films of
   world-famous gardens.
12 Western Theater
12:00 2 Youth Takes a Stand—30m.
   Ask the Docto
770 Orson Welles
12:10 3 News—5m.
12:15 3 What's Your Trouble—15m.
12:20 12 Musical Showcase
12:30 2 Man of the Week
3, 8 Omnibus—90m.
   Allan Shore, emcee. Featured today
   are drama achievements from the
   Yale University and U.C.L.A. Yale
   presents a scene from "The Merry
   Wives of Windsor." U.C.L.A.
   presents an original movie adaptation
   of "Time Out of War." Also appearing
   are Marks and Miranda with
   South African selections.
4 This Is the Life—Film—30m.
   "Westward Ho!"
5 Western Feature—60m.
   "Wild Horse Stampede" with Hoot
   Gibson.
6 Super Circus—60m.
   Featuring Marjorie Martine with the
   Queen City, Big Budicton, Juggler, La
   Norma, tight-wire specialist and a
   clown set.
10 Styles and Smiles
11 Auction Park
2:15 9 TV Jukebox
10 Film—15m.
   4 In My Opinion—30m.
   George Tobi discusses current
   controversial subjects.
9 Feature Film
   "Men on Her Mind" with Mary Beth
   Hughes, Edward Norris.
10 Male vs. Female
11 Jalopy Derby—2½ hrs.
12 Sayed Matineen
   "Tiger Woman" with Adele Mara.
3:00 4 Get the Facts—30m.
   Jimmy Wellington, moderator.
5 Twin Movies—60m.
   "Pirate Submarine" with Paul Hen-"led.
7 Little Lady Story Time
   With Irene Wicker, the story lady.
   Today's story is "The Magic Horse."
8 You Are There—30m.
10 American Forum
   2 Cavalcade of Books—30m.
   George Martin, host, and Turner Walk-er
   with guest authors.
3 Sunday Cinema—90m.
4, 10 Kuklux, Klan and Ollie
7 Sunburn Story Time
8 You Are There—30m.

1:00 13 Debut—Music—30m.
   Young musical talent vie for musical
   scholarships with Raymond Kendall
   and John Bennett as judges. Sponsored
   by Barker Bros.
5:00 2 The Lone Ranger
   With the Masked Rider and Tonto, the
   Indian.
3 Inspirational Time—15m.
4, 10 Hall of Fame
   Sarah Churchill stars in "The" Miss
   Tracy of Mount Vernon," the story of
   Miss Tracy's efforts during the Civil
   War to preserve Mt. Vernon as a
   national shrine. She appealed to
   Lincoln and the Southern Generals not to
   fight on that spot with the result that many soldiers of both
   the North and South rested there
   together without fighting.
5 Man's Best Friend—30m.
6 Tele-Auction—30m.
7 Sunday Matinee—60m.
   "Yanks Ahoi," with William Tracy.
8 You Said for It—30m.
   Art Baker, host.
9 Fearless Fosdick—30m.
   Adventures of a comic strip char-acter.
11 The Big Picture—30m.
13 Adventure—30m.
5:15 3 News Reporter—15m.
5:30 2 Gene Autry—60m.
   Autry thwarts a kidnapping by
   quick action.
3 This Is the Life—30m.
5 Half Pint Panel
   At Gannaway with Juvenile panel.
6 Movie—60m.
   "The Law Rides" with Bob Steele.
8 Lone Ranger—60m.
9 Captain Midnight—30m.
   The adventures of Jeff Stewart, a
   cavalier, who takes the law into
   his own hands in his home town.
   Today Jeff saves the life of a rancher being held as hostage.
11 The Alcoholic Can Come Back
   Early Hospital Release.
13 Hank McCune Show
5:45 11 The Christophers—15m.

Barker Bros.
   present
   Debut
   4:30 p.m.

LUCKY CHANNEL
February 21

6:00 2, 3 You Are There—K-30m.
Walter Cronkite presents "The Ordeal of Thomas Paine." A recreation of a time in the life of the great Revolutionary political writer.

4 Meet the Press—30m.
Lawrence Spivak interviews noted personalities.

5 Flash Gordon—30m.

7 Wild Bill Hickock—30m.
Guy Madison and Rhonda Fleming disguise themselves as trappers in order to catch a gang of trigger happy Indians.

8 General Electric Theatre—30m.
Sky King—30m.
Drew Pearson—5m.

11 Twenty Questions—Quiz—K.
With Jay Jackson, Fred Van De Graaff, Florence Henderson, Herb Pleisie, Dick Harrison and guests, Jeff Cahn.

13 Caddy 8e—30m.
Music and variety with guest artists.
6:15 10 Sunday Extra
6:30 2 Life with Father
Starring Leon Ames and Lucrene Tuttle.

3 George Jessel Show
4, 10 Roy Rogers Show—30m.
"Shoot To Kill."

5 Eastside Kids—60m.
"Behave Yourself."

6 Douglas Fairbanks Presents
The George Jessel Show
George Jessel, with Louis Prima and his band, Joe Louis, Dolores Parker, singer, Al Schmitt, Bill Goodwin and columnists Keeley Smith, Billy Wells, Michigan State University, Detroit stars, Toots Shor and Jeanne Carmen.

8 Waterfront—30m.
Starring Preston Foster.

9 Little Theatre
"The States Are with Cay Forester and "Dear Old Doll" with Forrest Tayen.

11 Chance of a Lifetime—30m.
Dennis James, with guests.

13 Life With Elizabeth
With Betty White and Del Moore, Elizabeth tells Alvin's fortune with such success that he is forced to ask her along on a business trip.

13 Life With Elizabeth (Continued)

30m.

11 Chance of a Lifetime—30m.
Dennis James, with guests.

1 Life With Elizabeth

30m.

5 "The Movies"—90m.
Brought to you by Warren Aro, Brown and Star Kist. Tanya's movie is "Impact" with Brian Kerwin and Ella Raines.

6 Movie Parade
"All For Love" with Danielle Darrieux and Rosano Brazzi.

9 In His Own Hand—30m.
Starring Tom Conway in "The Hidden Clue." Mark finds that the obvious can often be the most unobvious.

11 Voices of Victory—30m.
Their Dumb Victory Baptist Church and a short message of faith by Arthur Atlas, Peter's.

7:45 13 Dog of the Day—15m.
With Jay Cook.

8:00 2, 8 Pantome of the Town—K.
Ed Sullivan, host with Senior Wences, ventriloquist, Tony Martin, and Matla Wildes Dobbs, a scene from the new movie, "Dial M for Murder."

3, 4, 10 Comedy Hour—1—60m.
Bud Abbott and Lou Costello, hosts, with Sonny Bono, Ruta Brasi, Gene Wesson and Bud Colson's Rhythms. Al Goodman's Orchestra. B. R. Buck, Lou Costello presents two production ice numbers, accompanied by Jack Pfeiffer and his orchestra.

7 Comedy Curtain Call—30m.
With Bob Hope.

11 Bishop Fulton J. Sheen—30m.
Bishop Sheen discusses "Communism's Night" and outlines its present threats to Amercas.

13 Freedom Forum—60m.
With Freeman Lusk.

8:30 7 The Lighted Window
With Dick Powell, Jr.

9 From Hollywood—Drama—15m.
"Stepdaughter."

11 Pantome Quiz—30m.
With Mike Stacey and panelists John Barrymore Jr., Jerry Lester, Dorothy Hart, Elaine Stritch, Robert Alda and Peter Donald and guests.

9:00 2 General Electric Theatre
30m.
Tony Martin, with his Poppet Jerry. Comedy variety is supplied by Claude Sinclair, Ken Spaulding and Dina Varda.

9:30 7 Break the Bank—30m.
Bert Parks, emcee, in cash quiz program.

9:45 11 Craig Kennedy—30m.
Donald Woods as Craig Kennedy.

11 Noah Webster Says—K.
With Ed Reimers and Dr. Frederick Lindsey.

13 Songs of Yesterday—15m.
With Aktu Gray and Kenneth Harp.

7:15 13 Dorita—30m.
Piano and song stylist with an accent on Latin rhythm.

7:30 2, 8 What's My Line—M—30m.
Moderator John Daly, with panelists Arlette Fournier, Dorothy Kilgallen, Steve Allen and Bennett Cerf and guest Deborah Ritter.

3 Cisco Kid—30m.

4, 10 Mr. Peepers—K—30m.
Wally Brown and his Poppet Jerry. Comedy with panelists Arlette Fournier, Dorothy Kilgallen, Steve Allen and Bennett Cerf and guest Deborah Ritter.

11 Rocky King, Detective—K—30m.
Starring Boscio Karns in "Blood From the Living."

13 Clete Roberts Reports
9:45 News—5m.
9:50 13 Film Showcase
"Small Boat Room" with David Farrar and Kathleen Byron.

(Continued on Next Page)

SUNDAY TV LOGS

Flicker Fare

Sunday, February 21

(11) 10:00 a.m.

"MEETING AT MIDNIGHT," Sidney Tolmer.
(13) 10:55 a.m. Charlie Chan lurks in the shadows.

(31) 11:00 a.m.
A newspaper publisher decides to hide a body rather than be accused of murder.

"YES SIR, MISTER BONES," (5) 12:30 p.m.

"WESTWARD HO!" John Wayne.
(11) 1:00 p.m.

"LITTLE MEN," Jack Oakie, Kay Francis.
(13) 1:00 p.m. Based on the sequel in which Louis M. Alcott made the most of a good thing.

"WILD HORSE STAMPEDE," Hoot Gibson.
(5) 2:00 p.m.

"MEN ON HER MIND," Mary Beth Hughes, Edward Norris.
(9) 2:30 p.m. A glamorous night club singer tries to collect fortune when husband supposedly commits suicide, and thereupon embarks in a situation that begins his life.

(15) 3:00 p.m. Exploits of the Free French ship "Gaullan" in aiding the liberation of Corsica from Nazi and Italian occupation in World War II.

"TIGER FANGS," Frank Buck, June Duprez.
(9) 3:45 p.m. Buck traps a pair of German agents who have plotted to terrorize tropical rubber workers.

"BUFFALO BILL RIDES AGAIN," Richard Arlen.
(31) 4:00 p.m.
The discovery of oil on settlers' lands turns up some bad pennies, but the Indian is discouraged by the barking guns of Buffalo Bill.

"YANKS AMOH," William Tracy.
(7) 5:00 p.m.

"THE LAW RIDES," Bob Steele.
(9) 5:30 p.m.

"GHOSTS ON THE LOOSE," Eastside Kids.
(1) 6:30 p.m.

"IMPACT," Brian Donlevy, Elsie Raines.
(4) 1945.
(7) 7:00 p.m. Away from his wife when she tries to have him murdered, finds sanctuary in a small town and a job for a pretty gar.

"ALL FOR LOVE," Danielle Darrieux, Rosano Brazzi.
(8) 7:30 p.m.

"THE GHOSTDADY," Joe E. Brown, June Travis.
(9) 9:00 p.m. Must-strength serum turns a man into a football star and a college hero.

"SMALL BACK ROOM," David Farrar, Kathleen Byron.
(13) 9:50 p.m. Unpopular scientist must dismantle enemy bomb.

"THEY CAME BY NIGHT," Will Fyffe, Phyllis Calvert.
(6) 10:00 p.m.

(4) 11:00 p.m.

"BLACK MEMORY," Jane Arden, Michael Atkinson.
(11) 11:30 p.m.

CHRISTIAN SCIENCE
"Light of Faith"

KNX

Sunday, February 21

1:00 P.M.

Auspices of Christian Science Committee on Publication for Southern California.
SUNDAY LOGS
(Continued)

10:00 2, 8 The Web—30m.
Mike Wallace stars in "Rock-Bound." The story of a man who induces his assistants to climb a dangerous mountain with him to prove his superiority and their weakness.
1 3 I Led Three Lives
4, 10 Loretta Young Show—Loretta Young answers to few letters she receives. Tonight's story is "Big Little Lie," the story of a neglected little girl who tells a gigantic lie to gain attention.
5 Frank Velos Show—15m.
6 Fannie Brice—"They Came By Night" with William Prince and Cy Covert.
7 Orient Express—30m.
11 The Plainclothes Man—K. 30m.
Ken Lynch and Jack Ornstein star in "Unconsidered Trifle." Ken and Jack unravel a complicated murder involving a neurasthenic wife, her husband and her husband's client.
10:15 5 Tefeleurum—60m.
10:30 2 Platter Panel
With Johnny Carson, Iris Cook, Bill Bollinger and Alex Cooper.
3 Sunday Sit-In Theater
4 Man Against Crime—30m.
7 The World Church
8 This Is Show Business—30m.
9 TV Juke Box
10 Man Against Crime
11 Paul Cates—Confidential File—Expose of crime in Los Angeles. A discussion of race prejudices and the facts it creates is presented tonight.
11 George Putnam—First Edition
11:15 5 Final Edition—15m.
11:30 2 The Late Show
"Black Memory" with Jane Arden and Michael Atkinson.
3 Late News
5 Televuepers
12:00 3 News—15m.

Million Dollar Movie
7 p.m.
Sponsored by Eastern Columbia
Lucky Channel

February 22
3 Ramar of the Jungle
Jon Hall stars.
4 The Visitor—30m.
June Dayton and William Prince in "The Researcher."
5 Newsreel—15m.
With Gilt Myron.
6 Gene Autry—30m.
7 Cisco Kid—30m.
Cisco fights a gang of thugs who are sent to kill Pancho's nephew.
8 Superman—30m.
Starring George Reeves
9 Kings Crossroads—30m.
Films current interest.
10 Life Is Worth Living
With Bishop Fulton J. Sheen.
11 Art Linkletter and the Kids—
13 Million Dollar Movie—75m.
"Valley of the Zombies," with Robert Livingston.

28 Schools Workshop—30m.
7:15 5 Surprise Twist—Drama—15m.
11 Fulton Lewis, Jr.
7:30 3 Memory Lane—15m.
4, 10 Arthur Murray Party—Johnny Ray is guest host in Kath-Big Band, Murray and Bob Steele.
5 Make Believe Stars
With Lew Bedell and contestants who pantomime to their favorite recording artist.
6 The Visitor—30m.
7 Adv's of Kit Carson—30m.
Kit is summoned to track down a gang of payroll robbers, but is arrested himself for the murder of a local sheriff. El Toro rescues him, but both are taken captive by the bandit gang.
8 People in the News—15m.
9 Hollywood Cabaret—30m.
With N.T.G. and night club talent.
11 Dollar a Second
With Jan Murray
7:45 3, 4, 10 Camel News Caravan
John Cameron Swayze reports.
8 Local News—10m.
7:55 8 News—5m.
8:00 2, 8 Burns and Allen Show—30m.
Gracie suffers a stroke that he should accept an invitation to the opera but the best show goes on at home after supper for coffee and sandwiches.
3 Amos 'n Andy—30m.
4, 10 Name That Tune—K—30m.
With Red Bruce and vocalist Vicki Mills in a song identification program.
5 At Ease—30
All marine show from Camp Pendleton, California.
6 Play of the Week—30m.
7 You Asked for It—30m.
9 The Three "R's" 
11 Film Featurette—30m.
28 Travel and Educational Films—30m.
8:15 13 Million Dollar Movie Night—
"They Meet Again" with Jean Har- show.

TV House calls...
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$350

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$3,341
All Work Guaranteed
Television Industries, 4031 Wilshire
February 22

TV-RADIO LIFE

MONDAY TV LOGS

Hicker Fare

Monday, February 22


"ADVENTURES OF JANE," Stanelli, Michael Hogarth, Soyna O'Shea, (2) 9:05 a.m. A woman comes to life and associates with smugglers.

"FORGOTTEN," June Clyde, Dewey Baker, Collier—1933. (7) 11:05 a.m. Family places its father in an old folks home, but he doesn't stay long.

"DOOMED TO DIE," Boris Karloff, Marjorie Reynolds—with an 11:05 a.m. Murder of a shipping tycoon and a missing cargo of a million and a half dollars in contraband bonds.

"THE MAN WHO WALKED ALONE," Kay Aldrich, Dane O'Herlihy, (1) 2:00 p.m.


"DIGGING FEET," Ben Lyon, (5) 4:30 p.m. Society girls turn taxi dancer to show her family she can support herself, and teams up with bellboy who wants to be a hooper.

"THE HAUNTED MINE," Johnny Mack Brown, (5) 5:30 p.m. "BIG BROTHER," B.B. Steele, (6) 5:30 p.m.

"SHANGHAI COBRA," (5) 5:30 p.m.


"THEY WENT AGAIN," Jean Hersholt, (11) 8:15 p.m.


"THE GREAT JOHN L.," Linda Darnell, Greg McClure. (13) 9:30 p.m. Meaning Sullivan; the famous pugilist's life, told with his real even and his ring victories and his romances with his boyhood sweetheart and with undiscovered actress.

"STRANGER AT MY DOOR," Valentine Dyall, Joseph O'Connor, (16) 10:05 p.m.

"CHEERS FOR MISS BISHOP," Martha Scott, William Garson, (13) 11:05 p.m. The life of a school teacher is traced through her years of teaching, her brushes with romance, and her retirement.

"TOMORROW THE WORLD," Frederic March, Betty Field, Skya Homen—1945. (2) 11:15 p.m. A young German boy whose idealistic father was executed by the Nazis for treason, is taken into his American uncle's home, and in return for his kindness proceeds to put into effect all that he has been taught about German-Aryan supremacy and divide-and-conquer techniques. Skillful film adaptation.

"SIGN OF ZORRO," Vittorio Gassman. (7) 11:15 p.m.

"THE CROOKED ROAD," Edmund Lowe, Irene Hervey, Henry Wilcoxon—1940. (3) 11:15 p.m. A rich man is blackmailed because he escaped from prison as a boy.

"DEATH VALLEY," Robert Lowery, Helen Gilbert—1948. (4) 11:20 p.m. A wild-eyed adventurer is determined to hit a rich gold stake, and a dance hall girl is murdered for the same.

"ABROAD WITH TWO YANKS," William Bendix, Dennis O'Keefe. (16) 11:05 p.m. With rugged Marine comrades on furlough in Australia go after the same girl.

SAN DIEGO DIAL DATA

SAN DIEGO ... (Special) ... In keeping with its increasing importance as a seaport, San Diego through Channel 8 — will soon see another appropriate television series. This is "Waterfront," to be presented every Sunday night at 8:30 o'clock. It follows by three days the advent of another series, "Victory at Sea," seen Thursday nights on Channel 8.

Appointment of Charles E. Jackson as local sales manager of KFMB-TV has been announced by Robert B. Hoag, general sales manager. A pioneer member of the station's sales staff, Jackson recently received an award from the Sales Executives' Club of San Diego as the city's outstanding salesman of 1953.

Beginning Feb. 13, Channel 8 added another feature to its strong news program with the new "Channel 8 News, Saturday Edition," following the boxing bouts.

As a result of a recent program exposing medical quacks, the San Diego County Medical Society has had inquiries from medical groups in the United States wanting to know how they can present a similar program.

H ave You Made A Will?

Don't neglect it. "Will-Form Package" now available. Legal in all States, simple and easy to use. See your local Drug Store, Jewelers, and "FACTS ABOUT WILLS AND HOW TO MAKE A VALID WILL". Witnessees only necessary in your state. $1 postpaid. (3 for $2) Legal and Guaranteed.

VALLEY PUB. CO., Dept. R2-4
P. O. Box 137, El Monte, Calif.
February 23

7, 8 Motorola TV Hour—60m. Charles Ruggles and Kent Smith star in "The Muldoon Matter," a poignant comedy of a loveable tramp who drops off a freight car at Fairview, N.Y., U.S.A. He captures the hearts of the townpeople by many of his stories which finally boomerang on himself. Kent Smith and Frank McHugh also appear.

9:45 6 Tomorrow's News with a segment on Pan Deirin.

10:00 2 Danger—30m. "Fall Guy." An ex-convict, back on the wrong side of the narrow, jeopardizes his role in society when he befriends an errant youth.

3 Favorite Story—90m. Adolph Menjou, host.

4, 10 Judge for Yourself—30m. Fred Allen, asses, with Kitty Kallen, Bob Carroll and the Sayyara and Milton Deluge's orchestra.

5 George Raft—30m.

6 Bill Mesmer Presents "The Lad" with Gordon Kibbe and June Carr.

9 Backstage With N.T.G. N.T.G. with beauty talent.

10:30 2 Newspaper of the Air—15m. Jack Gardner reporting.

3 Pacific Theatre—90m.

4, 10 Mr. and Mrs. North—30m. Sure, Miss North. Britton and Richard Denning as Pam and Jerry.

9 Final Edition with Tom Harten.

7 Hank Weaver—News and Sports—15m.

8 Star Theater—30m.


10 Starway To Stardom—30m. With Wally Sherwin.

10:45 2 KNXT News—Sports—Weather With Tom Harmon, Austin Green.

7 Prestige Playhouse "The Siem of Zorro" with Vittorio Gassman.

9 TV Juke Box

11:00 2 Sports 30—30m. With Tom Harmon.

3 Pacific Theatre—60m.

4 Eleventh Hour News—15m. Don Rickles reporting.

8 My Favorite Husband—30m. Featuring John Callifield and Barry Nelson.

10 Ten Spot Theatre

11 George Putnam—News—15m.

11 News—5m.

11:05 13 Owl Movie "Crow Hollow" with Donald Houston.

11:15 4 Elroy Hirsch—5m.

11 Jackson's Theatre "Man from Frisco" with Michael O'Shea.


11:30 2 The Mike Show. "Rocks of Valpre" with John Garrick and Winifred Shotter.

8 Newsreel 12:00 3 News.

1:00 11 News and Sports—10m. With Jackson Wheeler.

11:10 Jackson's Theatre—90m. "Mexican" with Constance Moore and Tito Guizar.


TUESDAY TV LOGS

Flicker Fare

Tuesday, February 23

"DEATH VALLEY," Robert Lowery, Helen Gilbert—1948. (4) 8:30 a.m. See Monday plot.

"SALUTE THE TOFF," John Bentley. (2) 9:05 a.m. A well-organized gang carries out a series of million-dollar raids.

"GHOST CAMERA," Ida Lupino. (7) 1:00 p.m.

"WHAT A MAN," Johnny Downs. (11) 2:00 p.m.

"LEAVE IT TO THE IRISH," James Dunn, Wanda McKay—1944. (11) 4:15 p.m. Private detective and girl solve fur dealer's murder even though they fall under suspicion in the process.

"HOLLYWOOD VARIETIES," Robert Alda—1949. (5) 4:30 p.m. An assortment of singing, dancing, comedy and animal acts with Alda acting as master of ceremonies.

"WESTWARD TRAIL," Eddie Dean. (5) 5:30 p.m.

"RIDER OF THE LAW," Bob Steele. (6) 5:30 p.m.

"SUNDOWN," Gene Tierney, George Sanders, Bruce Cabot. (13) 7:00 p.m. African natives rebel against foreign domination and soldiers do their best to control the riots.

"A DATE FOR CRIME," Glenda Farrell, Lyle Talbot—1942. (6) 8:30 p.m. A news woman and a movie publicist relentlessly pursue the fiend who murders Holly wood's most glamorous woman during a blackout.

"MISS ANNE ROONEY," Shirley Temple, William Gargan. (11) 9:00 p.m. Impractical father with "duty invention" almost ruins a girl's romance.

"THE LAD," Gordon Harker, Jane Carr—1935. (6) 10:00 p.m. A jailbird is mis taken for a detective and this is the beginning point in his life.

"SIGN OF ZORRO," Vittorio Gassman. (7) 10:45 p.m.

"CROW HOLLOW," Donald Houston, Natasha Paris, Barry Sullivan. (11) 11:05 p.m. A young doctor and his wife live with his three aunts in a lonely old country town. As he "asks the Doctor" in a public service disseminating accurate medical knowledge to an inestimable number of people. Fifteen minutes is not long enough to cover a subject as big, as vital, and as dangerous as tuberculosis, and this listener heartily repeated the intrusion of Drew Pearson's controversy with Joe McCarthy.

It programs are going to be interrupted for the insertion of others, at least let's keep them relevant.

S. Gaskell, South Pasadena

Why do the sponsors of various TV programs continually tell you that everyone is buying their product? If what they say is true, and everyone is buying the product, why should they advertise?

Fay Brockett, Costa Mesa

The home should be a sacred and a secure place for each member, child or adult with a weakness which the insidious glamour of liquor advertising might prey upon; therefore, slick ads should be banned on TV or radio for the public good.

(More Letters On Page 19)
WEDNESDAY 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

5:00  2 Barker Bill's Cartoon Show
      3 Jeanne Baird Presents—60m.
      4, 10 Pinky Lee Show—30m.
      7 Make Believe Ballroom
      With Al Jarvis.
      8 Channel B 8 Horral
      9 Gene Norman Cont'd-
      11 Movieland Mattinee, Cont'd-
      13 Webster Webfoot—30m.
5:15  2 Adventures of Scuffy—15m.
      Dal McKeanon with a cartoon story of a boy, his dog and his cat.
      5 Spanish Language News—15m.
      7 Dusty Walker Show
      8 Space Funnies—60m.
      Dal McKeanon with cartoons, stories and games for children.
      10 Hooly Doodly—Juvenile
      14 Western Feature—Movie—60m.
      "Law of the North" with Wild Bill Cody.
      17 Cowboys and Injuns—60m.
      "Kid Ranger" with Bob Steele.
      20 Margaret Whiting Show—30m.
      With the Leo Dulego Trio and guest.
      23 Sheriff John—Cartoon time—
      Films cartoons and fables told by Sheriff John.
      26 Garry's Movie Carnival—75m.
      5:45  9 Captain Video—15m.
      Starring Al Rogers.
      5:55  7 Jack Rourke In Hollywood
      News from the world of movies, TV and radio.
6:00  6 Laurel and Hardy
      Famous old comedies.
      3 Thought of the Day
      4 Peanut Circus—15
      With "Nutsy the Clown."
      7 Chet Huntley News—15m.
      8 Stu Erwin Show—30m.
      9 Action Theater—60m.
      10 Newsreel
      11 Thunderbolt—15m.
      Airs Monday through Friday.
      6:15  3 World News—15m.
      4 Commander Comet—30m.
      7 Jack Owens Show—40m.
      With Mary Ann.
      10 Your San Diego
      11 Ranger of the Jungle
      Starring John Hall in "Voices in the Sky" (Part 2).

RAMBONVILLE

Sunday 8:30 A.M.
Special Ranch Breakfast
in Silverton Restaurant $1

MOVIE RANCH

Free Movie—Stage Show—in person, Crash Corliss, other Movie and TV stars. BBQ Robin Hood Lake & Forest—Pl. Apache—Verdettos—Silver- town, the Western Street—Stage or box bench holdup every Sunday 11:30 A.M. to 5:00 P.M. to caves—BBQ—Picnic grounds and tables—Rental rates.

ALL THE ABOVE

"The Biggest Dollar's Worth, in America." Open every Sat., Sun & Holidays 8:30 A.M. to 4:30 P.M. Early—Stay Late.

GENERAL ADMISSION

RSt., Adults, 50c, Children 25c, plus Tax
Sun, Adults, 75c, Children 50c, plus Tax
REAL STEAM ENGINE TRAIN RIDES

BRING THIS AD—SAVE MONEY

It admits free two of your children under 12.

WE SPECIALIZE IN GROUP AND EMPLOYEE PARTIES. FOR RATES AND INFORMATION CALL STANLEY 3-3465.

February 24

28 Schools Workshop—30m.
7:15  5 Surprised—Drama—15m.
7:30  4, 10 Coke Time
      Starring Eddie Fisher with Polly Bergen.
    5 Charlie Chase—Comedies—
      Famous old comedies.
6 To Be Announced
    7 Jamie—30m.
      Starring Brandon DeWilde as the orphan Jamie and Ernest Truex and Polly Bergen's complications with the gnomes galore when he is charged with being party to the theft of the second grade. Aunt Laurie finally comes to his rescue. Jamie announces the prize winning name selected in the recent pig naming contest.
7 Terry and the Pirates—30m.
      Starring Johnny Baer and William Tracy in "Bozo's Rebellion."
13 Liberate—30m.
      Pinno styloons by Liberase.
28 Let's Play Like—30m.
      7:45  2 Mal Allen—M—Sports—15m.
      3, 10 Camel News Caravan—
      With John Cameron Swayze.
      6 Madison Square Garden
      8 People in The News—15m.
      8:00  2, 3, 8 Godfrey and Friends
      Arthur Godfrey with Jeannette Davis, Marian Mercer, Lu-Ann Smis, the McGuire Sisters, Hallelujah, the Mariners and Tony Martin.
4, 10 I Married Joan—Comedy
      Starring Joan Davis, Joan misunderstands a noise she hears and her husband has written which leads to strange goings on.
5 Frosty Frolics—60m.
      Artistry on ice from the Pasadena Wonders with Marty Brand's orchestra and vocals by Robert Lindo.
6 My Hero—30m.
      Starring Robert Cummings.
7 Inspector Mark Sabot
      Tom Conway stars in "Invisible Death."
11 Heart of the City
      Starring Jane Nigh and Pat McVey.
13 Ethel Barrymore Theatre
      Ethel Barrymore presents Patrick Knowles and K. T. Stevens in "The Duke," the story of a clever thief who uses a cat as the instrument by which he proves his innocence in a robbery and escapes being murdered.
8:30  3 Dragmat—30m.
4, 10 My Little Margie—Comedy
      Starring Gale Storm and Charles Farrell. Cast includes Hillary Brooke, Don Hayden, Gertrude Hoffmann, Clarence Kolb and Willie Best. Margie discovers that baby sitting is not only hard on her father but dangerous for herself.
6 Movie—75m.
      "Federal Bullets" with Milburne Mone.
7 Affairs Of China Smith—30m.
      Dan Duryea stars in "Patience Archives."
9 Scoop the Writers
      Robert Paige, moderator, with writer experts.
5 Staged for a Song.

9:00  2, 8 Strike It Rich—30m.
      Warren Hull, co-star.
10 28 Community Organization
      3 The Heart of the City
      Starring Jane Nigh and Pat McVey.
13 Ethel Barrymore Theatre
      Ethel Barrymore presents Patrick Knowles and K. T. Stevens in "The Duke," the story of a clever thief who uses a cat as the instrument by which he proves his innocence in a robbery and escapes being murdered.

THOUSANDS CHOOSE CARGOMVILLE

On a Castro Creek Hillside

This ad is worth money any Sat. or Sunday

MOVIE RANCH

FREE MOVIE—STAGE SHOW—In person, Crash Corliss, other Movie and TV stars. BBQ Robin Hood Lake & Forest—Pl. Apache—Verdettos—Silver-town, the Western Street—Stage or box bench holdup every Sunday 11:30 A.M. to 5:00 P.M. to caves—BBQ—Picnic grounds and tables—Rental rates.

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Page Eighteen
February 24

11:15 2 The Late Show
"There Was A Lady" with
Edmund O'Brien and Wanda Hendrix

11:45 4 Elroy Hirsch
7 Prestige Theatre—2 hrs.
"The Sign of Zorro" with Vittorio Gassman.

11:45 4 Elvis Presley
7 Prestige Theatre—2 hrs.
"The Sign of Zorro" with Vittorio Gassman.

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11:45 4 Elvis Presley
7 Prestige Theatre—2 hrs.
"The Sign of Zorro" with Vittorio Gassman.
2 Adventures of Scuffy
3 Jeanne Baird Presents—60m.
4, 10 Pinky Lee Show—30m.
6 Make Believe Ballroom
7 Channel 8 Corral
11 Movieland Matinee, Can’t—13
13 Webster Footbag—30m.
18 "Girls today are a group of girl scouts.
5:15 6 Spanish Language News—15m.
7 Dusty Walker Show
8 Topaz—15m.
9 Dal McKennon with cartoons, stories and games for children.
10 Howdy Doody—Juvenile
5 Western Feature—60m.
“West of the Alamo” with Jimmy Wakely.
6 Cowboys and Injuns—30m.
“Brand of the Outlaw” with Bob Steele.
7 Margaret Whiting Show—30m.
With the Leo Dukehorn Trio and guests.
11 Sheriff John—Cartoon Time—
13 Garry’s Movie Carnival—75m.
3:15 Captain Video—15m.
Starring Al Hodge.
5:55 Jack Rourke in Hollywood
6:00 Laurel and Hardy—30m.
Pamous old comedies.
3 Thought of the Day
4 Peanut Circus—15m.
With “Nutsy the Clown.”
7 Chet Huntley News—15m.
8 Life With Father
9 Action Theater—60m.
10 Marshall Tom
11 Thunderbolt—15m.
The Wonder Colt, brought to you by Challenge Dairy Products.
6:15 3 World News
4 Commander Comet—30m.
7 Jack Owens Show—15m.
11 Your Saturday Night
11 Ramor of the Jungle—30m.
Jon Hall stars in “Mystic Paw” (Part 1).
6:25 2 Weather News
6:30 2 Doug Edwards—News—K—15m
3 Operation Tri-Harmon
5 How Now Hawthorne
6 Johnny Jet—Serial
7 Kraft TV Theater—60m.
8 Newsreel—5m.
10 Beside Music
With Bob Hull and Judy Jones.
11 Time for Benny—Kids—15m.
Both Benny’s puppet adventures for children.
6:40 8 Weatherbird

6:45 2, 8 Jane Froman Show—Music
Jane Froman, with the Peter Birch dancers and Henry Stynen’s Orchestra. Jane sings from a U.S. Navy destroyer. Includes “I’ve Got the Sun in the Morning,” “Ebb Tide,” “It’s All in Your Heart,” “It’s Delovely” and “There is Nothing Like a Dame.”
3 Arthur Murray Party
4 Sports News—10m.
Cleve Herrmann.
5 Handy Hip Shots—10m.
10 Sports Editor
11 George Putnam—News—15m.
13 Los Angeles Today—5m.
With Ed Walsh.
6:50 3 Weather Miss—5m.
10 Elmer Peterson—News—5m.
10 Bollay Weather—5m.
10 Newspaper of the Air
13 News of the World—5m.
With Rex May.
7:00 2 Pioneers—Space Ranger
Starring Richard Crane and Sally Mansfield.
3 Hank McCune Show
4 Regal Time—15m.
5 Newsreel—15m.
With Gil Martin.
6 Remar of the Jungle—30m.
7 Victory at Sea—30m.
9 Big Game Hunt—30m.
Martin and Osa Johnson films taken in Africa. Tonight’s episode is “Boy Scouts in Africa.”
10 Denny Topaz—15m.

11 Pet Exchange—30m.
Frank Wright presents trick animals and dogs pets on tonight’s “Calo Pet Exchange.”
13 Film Playhouse—60m.
“Arm Chair Detective” with Iris Russell and David Oxley.
28 Schools Workshop—30m.
7:15 5 Surprise Twist—Drama—15m.
10 Potio Chats—15m.
7:30 2 Place the Face—30m.
3 Kiernan’s Kaleidoscope
4, 10 Dinah Shore Show—15m.
5 Hollywood Music Hall
Starring Jack Kellyman and Victor Young and his Silver Strings.
6 China Smith—30m.
7 Gone With The Wind
8 Lone Ranger—Juvenile—30m.
“Tumberlock Law.”
8 People in the News—15m.
9 Ski Tips—30m.
Jack Satterly with tips for skiing enthusiasts.
11 The Open Road—Travel—30m.
With Lynn Rogers and Bill Burrr. Tonight’s feature: A trip to Ensenada’s carnival similar to the New Orleans Mardi Gras. This is a preview of what will be an annual celebration.
28 Waltz Play—30m.
3, 4, 10 Camei News Caravan—
John Cameron Swaye reports.
8 Local News
28 Meet Mr. McIntyre
Starring Ray Milland and Phyllis Avery. Ray’s wife suspects the worst when a former actress friend of Ray’s decides to come to Lynnhaven for a party in her honor.
3, 4, 10 You Bet Your Life—Quiz
With Groucho Marx.
5 Movie Theater
“Voice In the Wind” with Frances Lefier, Sigrid Gurie and J. Carroll Naish.
6 Regal Theater.
7 Quick As A Flash
9 Feature Film—45m.
“Water Front” with John Carrading and J. Carroll Naish.

11 Big Picture
13 Chef Milani—Talent Search
28 Film—30m.
8:30 2 Four Star Playhouse—30m.
Frank Lovejoy and Audrey Totter star in “My Friend Irma,” the story of a beautiful woman who hires a private detective to protect herself from her actor husband whom she claims is trying to kill her.
3 My Friend Irma—30m.
Starring Kent Taylor.
4 T-Men in Action—Drama—
“The Case of the Forgotten Man,” the story of a clever criminal who master-mined the smuggling of thousands of foreign war movements, while he served time in a penitentiary.
6 Johnny Downs Movie.
“Deputy Marshal” with Jon Hall and Frances Langford.
7, 8 Ray Bolger Show—30m.
Ray and June have a misunder-standing and before he is cleared up they accidentally meet true love in a marriage license bureau which throws them both into deeper detection.
10 Hollywood Music Hall—30m.
Starring Jack with Victor Young and his “Singing Strings.”
11 Before Your Eyes—30m.
The story of how the National Guard was killed in the first military and coeducational school for Korean children has been named. Established by funds raised by Americans. First of a two part story.
13 Film Playhouse—1 hrs.
“The Main Street Kid.”
9:00 2, 3, 8 Lux Video Theatre
Diana. Lowery stars as the “Borrowed Wife.” Sophisticated comedy involving a business executive and a beautiful woman.
4, 10 Dragnet—30m.
Jack Webb as Joe Friday, investigates a case in burglary detail concerning a man posing as a doctor who has been burglarizing homes. Ben Alexander assists.
New 7 Professor Yes ’N No—15m.
Audience participation quiz show with quizzes being answered by Yes or No.
11 Colonel Flack—30m.
28 The Adult School—30m.
9:15 7 Air Force Theatre—15m.
9 Feature Film—45m.
“City of Silent Men” with Frank Albertson and June Lang.
9:30 2, 3, 8 Big Town—30m.
Starring Jane Nigh and Pat McVay.
4, 10 Ford Theatre—Drama—K
Ida Lupino and Jack Lemon star in “Marriageable Male,” a romantic comedy about an illustrator who mistakes her client for a male model.
5 Biff Baker, U.S.A.
7 I Led Three Lives—30m.
Richard Carlson stars in a dramatic series based on the true story of Herbert Pilchbruck, a Boston executive who lived nine years as a Communist and counterespionage for the F.B.I. This week’s episode concerns Pilchbruck’s work in breaking up an attempt by Communists to infiltrate a youth group.
11 Star Hostess Party—30m.
With Stu Wilson, Marlen Richman and Gert Fisher.

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 25

10:00  2 Tommy Dorsey—Playhouse
       "Walk in the Night." A detective
       lieutenant investigating the death
       of a police captain pursues a cir-
       cuitous trail of evidence to a start-
       ling solution.

3 Make Room for Daddy—30m.
       Starring Danny Thomas.

4, 10 Martin Kane—Private Eye—
       Starring Mark Stevens.

5 City At Night—60m.
       Tour of interesting institutions of
       the city.

6 Bill Mesmer Presents—15m.
       "Law and Disorder" with Barry
       Barnes and Diana Churchill.

7 Rocket Squad—30m.
       Reed Hadley stars. A rocketeer's
       method of blackmailing small busi-
       nesses into taking exorbitant ads
       in worthless throw away newspa-
       per is exposed tonight.

8 I've Got a Secret

9 Film Featurette—30m.

10 Cleve Roberts Reports

11 Chinchilla Derby—15m.

12 Newspaper of the Air—15m.
       Jack Diamond.

13 Pacific Theater—60m.

14 Foreign Intrigue—Drama—
       "The Intriguer" as Michel Powers.

15 Hank Weaver—News and
       Sports—15m.

16 Beat the Clock—30m.
       Bud Lee and Rosanne put con-
       testants through stunts in a race
       against time.

17 Don Lee World News—15m.
       Lee Wood, Ted Meyers and Bill
       Brundige.

10 Rocky King, Detective

11 Jackson's Sport Shots—30m.

12 News—5m.

13 Owl Movie
       "Sarumba" with Michael Wilding
       and Doris Dowling.

14 KNXT News—Weather—Sports
       With Tom Harmon and Austin
       Green.

15 Prestige Theater—2 hrs.
       "Sign of Zorro" with Vittorio Gass-
       man.

16 TV Juke Box

11:00  2 The Late Show
       "Ten Little Indians" with Barry
       Fitzgerald, Walter Huston, Judith
       Anderson and Louis Hayward.

4 Eleventh Hour News—15m.
       With Reporter Don Rickles.

5 Final Edition
       With Tom Hatten.

8 George Jessel Show

10 Ten Spot Theater

11 George Putnam—News—15m.

11:15  4 Elroy Hirsch—55m.

11 Jackson's Theater
       "Intrigue" with June Havoc and
       George Brent.

12 Late Date at the Movies
       "I'm From Arkansas" with Slim
       Summerville and Iris Adrian.

11:30  3 Final Edition News—15m.

5 Final Edition
       With Tom Hatten.

8 News reel—30m.

1:00  11 News and Sports
       With Jacksen Wheeler.

1:10  11 Jackson's Theater
       "Ice Capades" with James Ellison.

THURSDAY TV LOGS

Hickier Fair

Thursday, February 25

"CELIA," Hy Hazell, Bruce Lester — 1948.
(4) 8:30 p.m.

"RACING ROMANCE," Bruce Seton, Mar-
jorie Taylor. (2) 9:05 a.m. Young proprer-
ator of a not very successful gas station
runs into difficulties when his fiancee
buys a race horse.

"GANGS OF NEW YORK," Charles Bick-
ford, (11) 4:15 p.m.

"LET ME MEET WEST," George Arliss. (7)
1:00 p.m. A sultan plays it safe and
seeks favor of both the Americans and
the Japanese.

"KILLER AT LARGE," Robert Lowery, Ana-
bel Shaw—1936. (1) 2:00 p.m. A news-
man digs up a veterans' housing scandal.

"BORDER RANGERS," Robert Lowery,
Pamela Blake, Don Barry—1950. (5)
4:15 p.m. Barry joins the Texas Rangers
to avenge the death of his brother. Rated
a superior Western.

(5) 5:30 p.m.

"BRAND OF THE OUTLAW," Bob Steele.
(6) 5:30 p.m.

"ARMCHAIR DETECTIVE," Iris Russell,
David Oxley, (13) 7:00 p.m.

"VOICE IN THE WIND," Francis Lederer,
Sigrid Gurie, J. Carroll Naish. (5)
8:00 p.m. A sensitive pianist and his
love defy totalitarian tyranny until each
is broken by the oppressor; film devotes
many scenes to fine piano concertizing
(dubbed by Shura Cherkassky).

"WATERFRONT," John Carradine, J. Car-
roll Naish. (8) 8:00 p.m.

"DEPUTY MARSHAL," Jon Hall, Frances
Langford. (8) 8:30 p.m. A United States
posse searches for outlaws in Sioux
territory.

"THE MAIN STREET KID." (13) 8:30 p.m.

"CITY OF SILENT MEN," Frank Albertson,
June Lang—1942. (9) 9:15 p.m. Rehabili-
tation of convicts through the coopera-
tion of a cannery.

"LAW AND DISORDER," Barry Barnes,
Diana Churchill. (9) 10:00 p.m.

"SARUMBA," Michael Whelan, Doris Bow-
ing—1943. (10) 10:35 p.m. Story of stage
folk filmed in Havana.

"SIGN OF ZORRO," Vittorio Gassman. (7)
10:40 p.m.

"EN LITTLE INDIANS," Barry Fitzgerald,
Walter Huston, Judith Anderson, Louis
Hayward. (2) 11:00 p.m. The entertainment
gets a little grim for a party of
guests sojourning on an island off
the English coast in this Agatha Christie
mystery, when an elusive killer starts
felling them one by one.

"INTRIGUE," June Havoc, George Raft,
Tom Tully—1948. (11) 11:15 p.m. Cashier-
ed American flyer joins in black market
operations in the Orient.

"I'M FROM ARKANSAS," Slim Summerville,
Iris Adrian—1944. (4) 12:00 p.m.

"ICE CAPADES," James Ellison, Alan Mow-
burn, Jerry Colonna—1950. (13) 1:15 p.m.

Newsreel cameraman in romantic and
photographic complications with skating
troupes.

MORE CERTAIN THAN
DEATH AND TAXES

that you will like your stay at Wigwam
Village, 23283 Bernardino, L.A. 44. Recommen-
ded by leading travel agencies. Visitors are
welcome. 2 people, $3; 4 people, $6.
February 26

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

8:15 3 Red Skelton Show
    4, 10 Garaway at Large—
    Dave Garaway with a music and variety program. Skitch Henderson
    directs and guest stars.

8:30 5 Lawrence Welk—60m.
    With Alice Lon.

New

6:00 6 Duffy's Tavern—30m.
    Ed Gardner stars.

7 Adventures of Ozzie and
    Harriet—Comedy—30m.
    Episodes in the lives of the Nelson
    family starring Ozzie Nelson and
    Harriet Hilliard. Ozzie tries an old
    fashioned remedy to treat a bad
    cold.

8 Cavalcade of America—30m.

9 The Greatest Drama—30m.
    Actual film sequences of prominent
    20th Century personalities. Tonight's
    feature: "Mr. Baseball — Connie
    Mack.

11 Film Featurette—30m.

28 Travel and Educational
    Films—30m.

8:15 11 Basketball—Warmup—15m.
    With Bill Brundige and Ken Flower.

8:30 12 Topper—Comedy—30m.
    Starring Ann Jeffreys, Robert
    Sterling and Charles B. Crowell.

4 Coke Time—Music—15m.
    Eddie Fisher, star, with Patti Page
    guest.

6 Johnny Downs Movie—75m.
    "James" with John Ireland and Ann
    Dvorak.

7 Pepsi-Cola Playhouse—Drama
    Ann被认为是hosts presenta "Bob's
    Brother's Girl," the story of a col-
    lege professor who believes his
    career is threatened by his brother's
    association with a girl involved in
    a cafe brawl.

8 Topper—30m.
    Starring Anne Jeffreys and Robert
    Sterling.

9 Basketball—2 hrs.
    NBC vs. UCLA.

10 Yesterday and Today—Carousel
    11 Startime Theater—30m.
    13 Wrestling, Ocean Park
    Ringside comments by Garry Good-

28 Community Organization
    This Is Your Movie—15m.
    Helen Parrish presents "Songs of
    the barber shop.

10 Greatest Fights—15m.

11 The Christopher Program
    With Father Keller and guest.

9:00 2 While Playhouse of Stars—
    Arlene Whelan, William Bishop and
    James Milligan, star in "Night Ride
    to Butte," a story of a girl whose
    help in protecting a wounded man
    throws her into adventure and
    danger.

3, 4, 10 The Big Story—Drama
    A newsman of the Philadelphia
    Daily News posed as a shoplifter to
    study methods of this type criminal
    and helped the police track down a
    number of suspects.

5 Western Varieties—60m.

7 Pride of the Family—60m.
    Starring Paul Muni and Fay
    Wray in light comedy centered
    around the Morrison family. Albie
    regrets his decision to get Junior a
    dog after the pooch shows affec-
    tion for women and children only.

8 Adolphe Menjou—30m.
    Adolphe Menjou hosts to weekly
    stars.
LIBERACE'S PIANO ASH TRAYS

Personalized with Liberace Signature. Made of genuine porcelain wrapped & painted in white gift box. Beautifully designed - two colors from which to choose. Jet cobalt black porcelain with contrasting 24 kt. gold keys and signature. A luxurious gift - a conversation piece that will grace the decor of any home. A unique item that will blend with any period furnishing.

ORDER FORM: Make checks payable to HARMONY PRODUCTS CORPORATION, c/o TV-RADIO LIFE, 6361 Selma Ave., Hollywood 28.

Please send 2 for $2.00. White Liberace Ash Trays with black keys and signature at $2.00. Price includes All Taxes, Postage, Handling Charges.

PLEASE PRINT CLEARLY

Name ________________________________ City ________________________________

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TV-RADIO LIFE

February 1

10:45 1

9:45 6

10:00 2

10:15 7

10:30 2

10:45 2

11:05 13

11:15 2

11:30 8

12:30 2

1:00 11

1:10 11

7 Prestige Playhouse-60m.

9 TV Judge Book

11:00 2

11:15 2

11:30 8

1:00 11

1:10 11

“Class Romance,” with Eric Von Stroheim.

“Crystal Ball,” with Paulette Goddard and Ray Milland.

“Father’s Wild Game,” with Raymond Walburn and Walter Cattell.

“White Romance,” with Eric Von Stroheim.

“Father’s Wild Game,” with Raymond Walburn and Walter Cattell.

“White Romance,” with Eric Von Stroheim.

“Better.”

With Ken Graue.

With Dana Andrews and Jon Hall.

BIG BEAR

Jack Renfro, general manager of Moonridge Mountain Estates at Big Bear, reports excellent skiing and nineteen inches of snow from the last snowfall. Mr. Renfro further reports Moonridge Golf & Country Club has installed completely new skiing equipment to add to the enjoyment of visitors to the popular resort area, and there is a certified ski school for the instruction of novices on one of the finest slopes in the world. TV-RADIO LIFE readers may obtain up-to-the-minute information on snow and skiing conditions by phoning Moonridge Mountain Estates at DUNKIRK 2-8215.

MONDAY 11:00 P.M.

Flicker Fare

Monday, February 2

“STRANGE ILLUSION,” Jimmy Lydon, Warren William-1945, (4) 8:30 a.m.

“THREE WITNESSES,” Geraldine Fitzgerald, Henry Kendall. (2) 9:00 a.m. Brothers, partners in a firm, quarrel, and when one is later found murdered the other is suspected.

“HIS DOUBLE LIFE,” Roland Young, Lillian Langford. (4) 11:00 a.m. A famous painter is mistaken for his butler when the latter dies, and accepts the error through boredom, only to have his renewed artistic efforts reveal his identity.

“MERCY ISLAND,” Ray Middleton, Gloria Dickson. (11) 2:00 p.m. A lawyer, his wife and an old mutual friend are marooned on an island in the Florida Keys.

“CULVER FALLS,” Natalie Moorhead, John Darrow-1935. (7) 2:45 p.m. Brilliant but aging actress gives last most spectacular performance by impersonating a missing friend.

“WINNER TAKE ALL,” Joe Kirkwood, Elizabeth Keene. (11) 4:15 p.m. A prize fight melodrama takes Joe Palooka on a cross-country tour.

“BEWARE OF LADIES,” Donald Cook, Judith Allen. (5) 4:30 p.m. Two candidates for district attorney stage heated campaign.

“STAGECOACH OUTLAWS,” Buster Crabbe. (5) 5:30 p.m.

“BELOW THE DEADLINE,” Celine Parker, Russell magnesium. (2) 5:30 p.m. Policeman, made the go in jewel theft, comes back disguised by plastic to catch the crooks.

“TRAIN TO ALCATRAZ,” Donald Barry, Janet Martin-1948. (11) 7:00 p.m. Group of prisoners in special car attached to transcontinental train try to escape before train reaches destination.

“UNDERCOVER WOMAN,” Stephanie Bache, Herbert Livarst. (11) 9:00 p.m. Love story of a sheriff and a female prizetaker.

“THREE LITTLE SISTERS,” Mary Lee, Ruth Terry. (11) 9:30 p.m. “Dream girl” corresponds with German prisoner, but she can’t meet describes her life of luxury to avoid revealing she’s both poor and an invalid.

“CRIMSON ROSE,” Eric Von Stroheim, Ben Lyon. (7) 10:45 p.m. Howard changed the relationship between an American boy and a German girl.

“CRYSTAL BALL,” Paulette Goddard, Ray Milland, William Bendix, Virginia Field. (11) 11:05 p.m. A young woman tells a fortune and then sets out to make it come true.

“DON’T TRUST YOUR HUSBAND,” Madeleine Carroll, Fred MacMurray. (2) 11:15 p.m. Wife suspects husband of straying when he really is trying to put over a business deal.

“DIXIE JAMBOREE,” Guy Kibbee, Frances Langford-1944. (4) 11:20 p.m. A musical story concerned with the efforts of a pair of crooks to evade capture by burying themselves aboard the last showboat on the Mississippi.

“FATHER’S WILD GAME,” Raymond Walburn, Walter Cattell. (11) 11:20 p.m.

“KIT CARSON,” Dana Andrews, Jon Hall. (11) 1:10 a.m.

TV House Calls... with complete service plan $5.00 per year, 2-year basis.

Hollywood 2-3341 All Work Guaranteed Television Industries, 4031 W. 8th Street, Los Angeles 22, California.
TUESDAY 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
      Dal McKennon with a cartoon story of a boy, his dog and cat.

3 Jeanne Baird Presents—50m.

4. 10 Pinky Lee Show—30m.
    With Pinky Lee, Betty Jane Howorth and Jimmy Brown.

5:15 6 Spanish Language News—15m.

6. 10 Channel 8 Corral

8 Gene Norman Cont’d

11 Movieland Matinee, Cont’d—

13 Webster Webfoot—30m.

5:25 7 Dusty Walker Show

5:30 2 Space Funnies
    Dan McKennon with cartoon stories and games for children.

4, 10 Howdy Doody—Juvenile
    With Bob Smith.

5 Western Feat—60m.
    "Fighting Fury," with Hoot Gibson.

6 Cowboys and Injuns—60m.
    "Lightning Range," with Buddy Roosevelt.

7 Ladies’ Matinee—25m.
    With Jack Rourke.

11 Sheriff John—Cartoon Time—

13 Garry’s Movie Carnival—75m.
    "Campus Rhythm," with Johnny Downs.

5:45 9 Captain Video—15m.
    Starring Al Hodge.

5:50 3 Thought For the Day

5:55 7 KABC-TV News—5m.

6:00 2 Laurel and Hardy
    Famous old comedies.

3 Club Matinee

4 Peanut Circus—15m.
    With "Nutsy the Clown."

Sponsored by GALE STORM, a favorite 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 for-
ever to messy kindling when you install a Blue Flame Log
Lighter. Available at your plum-
ing dealer for only $4.98 (plus
3% tax) or if he is out of stock
other direct from:

MIDLEE MACHINE PRODUCTS, Inc.
14340 CALVERT ST., VAN NUYS, CALIF.

February 2

7 Space Patrol—Adventure—15m.
    With Ed Kemmer and Lyn Osborn.

8 Spotlight On Sports

9 Action Theater—60m.

10 Newsreel

11 Thunderbolt—15m.
    The Wonder Colt.

6:15 3 World News—15m.

7 10 Commando—Comet—30m.

10 The Jack-O-Lantern—Show—40m.

11 Your San Diego

11 Lamar of the Jungle—15m.
    Starring Jon Hall in "White Savage."

6:25 2 Weather—News—5m.

6:30 2 Doug Edwards—News—15m.

3 Captured—30m.

5 Haw Haw Hawthorne

6 Johnny Jet—Serial

8 Newsreel

10 Designs in Music
    With Bob Hull and Judy Jones.

11 Time for Beany—Kids—15m.
    Bob Clampett's puppet adventures for children.

6:40 8 Weatherword—5m.

6:45 2, 10 Jo Stafford Show—15m.
    Jo Stafford's show, with Paul Weston and His Orchestra.

4, 10 Sports News—10m.
    With Cleve Hackett.

5 Hardy Hints—Tips—10m.
    Dorothy Gerdiner and Ken Graue.

10 Sports Editor
    Big Smith reporting.

11 George Putnam—News—15m.

13 Los Angeles Today—5m.
    With Rex L. May.

13 Weather Miss—5m.

13 Elmer Peterson—News—5m.

5 Bollay Weather—5m.

7 Weather News

10 Newspaper of the Air—5m.

11 News of the World—5m.
    With Rex May.

13 Range Rider—30m.
    Starring Jack McHale and Dick Jones in "Black Terror." Rider has
    a holiday cancelled by a killer.

4 The Harry Babbitt Show—30m.
    Harry Babbitt emcees with talent selection.

5 Newsreel—15m.
    With Martin with the news.

6 Rocky Jones, Space Ranger

7 Cavalcade of America—

Drama—30m.

A salute to famous events and per-
sonalities in American history. To-
ights episode is "What Hath God
Wrought" starring Edward Franz in
the story of Samuel Morse and his
dramatic flight against great odds to
obtain recognition for the first tele-
graph.

8 Cisco Kid—30m.

9 Into the Night—30m.

10 1 Led Three Lives—30m.
    Starring Richard Carlson.

11 Annie Oakley
    Starring Gail Davis in action-packed
    Western saga with Brad Johnson and
    Jimmy Hawkins. "The Cinder Trail" is
    tonight's episode. Sponsored by
    Canada Dry Ginger Ale.

13 Film Playhouse—75m.
    "Slightly Honorable," with Pat
    O'Brien.

28 School Workshop—30m.
    Starring songstress Dinah Shore.

5 Cafe Continental—30m.
    With Roberta Linn and the Melto-
men.

7 Ringside with Rasslers.
   Filmed wrestling matches.

7 Name's the Same—Panel
    Robert Q. Lewis, emcee, with panel-
ists Bill Stern, Joan Alexander and
    Gene Rayburn.

8 People in the News—15m.
    Harold Keen and people of renown.

9 Your Town's Talent—30m.
    Bob Moon, emcee.

11 Chevron Theatre—30m.
"Let's Get Away—30m.

7:45 3, 4, 10 Cameo News Caravan—
    John Cameron Swayze reports.

8 Local News—5m.

7:55 8 News—5m.

8:00 2 Amos 'n Andy—30m.
    With Spencer Williams, Alvin Child-
    res and Tim Moore. Amos helps
    Andy beat Ringfish to the finish
    line.

3, 4, 11 Milton Berle Show—60m.

5 Spectator Magazine—60m.
    With Gil Martyn.

7 Corina Playhouse—30m.
    "Souvenir From Singapore."

8 Wild Bill Hickok
    Starring Andy Devine and Guy
    Madison.

9 Kings Crossroads

11 Adolphe Menjou—Drama
    Adolphe Menjou presents "Heroism"
    with Tris Coffin.

28 Travel and Educational

Films—30m.

8:15 8 Gypsy Caravan—15m.

8:30 2 Red Skelton Show—30m.

6 Johnny Downs Movie
    "Streets of New York," with Jackie
    Cooper and Mary Reynolds.

7 Orient Express
    Stories of foreign intrigue. Tonight's
    story is "His Boy," an American
    flyer returns to Italy after the war
    to find his son, but runs into many
    obstacles.

8 Playhouse of Stars

9 Headlines In Action
    Will Aigan conducts a fully credit-
    ed college course in "World Af-
    airs."

TV House

calls...

3 50

Includes
cables complete service plan $15
6 yr., 2-yr. basis

All Work Guaranteed

Hollywood 2-3341
Television Industries, 4031 Wilshire
February 2

7 Prestige Playhouse
"Swallowtail," with Johnny Walker.
11:00  2 The Late Show
4 Eleventh Hour News—15 m.
Don Nickles reporting.
5 Today At Santa Anita
With Joe Hernandez.
8 My Favorite Husband—30 m.
Starring Jean Cauthfield and Barry Nelson.
10 Ten Spot Theatre
"Down To The Sea," with Russell Hardie and Ann Rutherford.
11 George Putnam—News—15 m.
11:05  13 News—5 m.
1:00  15 Owl Movie
"My Best Gal," with Jane Withers.
11:15  4 Editor Yorgesson
Starring Harry Stewart.
11:20  4 Movie
"Ike of Missing Men," with Helen Gilbert and Gilbert Roland.
11 Jackson's Theater—15 m.
"Three Faces of the Yukon," with Kirby Grant.
3 Dollar A Second
300,000 miles, day.
5 Final Edition
With Tom Hatten.
8 Newsreel
12:00  3 News
1:00  11 News and Sports—10 m.
With Jackson Wheeler.
1:10  11 Jackson's Theatre—90 m.
"Gentleman After Dark," with Brian Donlevy and Miriam Hopkins.
Ear, Eye Inspire The Pen
(Continued On Page 19)
joyment from the broadcast of either set. We enjoy reading the likes and dislikes of the patrons, which proves that no one person or program can please all persons. Therefore, the beef and criticise the other person because he or she likes a certain person or program or is not forced to sit and swallow anyone’s ego, like in a theater, for we are blessed with the little switch buttons, placed directly on the body of all sets to give us variety. However, some of the more directly aimed beams seem to smell of a commercial nature.

We would like to vote for our 1st and 2nd choice of the actors of the past year. 1st choice, Jack Webb; 2nd choice, our Miss Brooks. Non-human actors, Cheeta, 1st place for the best conductor of a show, Ted Mack; 2nd place, Jack Bailey.

Mrs. Al Taylor, Long Beach
Why does KTLA feel they have to resort to pettiness at times? Remember the parade a couple of years ago when they gave the "Space Patrol" gang a snub? The reason why programs at KTLA are not on the air or of their Co’s are?

More Letters On Page 19
**Wednesday 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>5:00</td>
<td>Barker Bill's Carton Show</td>
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<tr>
<td>5:15</td>
<td>Jenny Baird Presents—50m.</td>
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<tr>
<td>5:30</td>
<td>Pinky Lee Show—30m.</td>
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<tr>
<td>5:45</td>
<td>Movieland Matinee, Cont'd—Webster Webfoot—30m.</td>
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<tr>
<td>5:15</td>
<td>Adventures of Scuffy—15m.</td>
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<tr>
<td>5:30</td>
<td>Western Language News—15m.</td>
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<tr>
<td>5:45</td>
<td>Dusty Walker Show</td>
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<tr>
<td>5:00</td>
<td>Program Preview—5m.</td>
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<tr>
<td>5:30</td>
<td>Space Family—60m.</td>
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<tr>
<td>5:45</td>
<td>Western Feature—Movie—60m.</td>
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<tr>
<td>5:00</td>
<td>Cowboys and Indians—60m.</td>
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<tr>
<td>5:45</td>
<td>Sheriff John—Cartoon time—Films, cartoons and talks held by sheriff.</td>
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<tr>
<td>5:00</td>
<td>Captain Video—15m.</td>
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<tr>
<td>5:30</td>
<td>Thought For the Day—10m.</td>
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<tr>
<td>5:55</td>
<td>KABC-TV News</td>
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<tr>
<td>6:00</td>
<td>Laurel and Hardy</td>
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<tr>
<td>6:15</td>
<td>Peanut Circus—15m.</td>
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<tr>
<td>6:30</td>
<td>Space Patrol—Adventure—15m.</td>
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<tr>
<td>6:45</td>
<td>Star Theater</td>
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<tr>
<td>6:50</td>
<td>Action Theater—60m.</td>
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<tr>
<td>7:00</td>
<td>Newsreel</td>
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<tr>
<td>7:15</td>
<td>Thunderbolt—15m.</td>
</tr>
<tr>
<td>7:30</td>
<td>Jack Owens Show—40m.</td>
</tr>
<tr>
<td>8:00</td>
<td>Your San Diego</td>
</tr>
</tbody>
</table>

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**February 3**

- **11** Ramor of the Jungle—Starring Jon Hall
  - **6:25** Weather—News—8m. With Austin Green.
  - **6:30** Doug Edwards—News—15m.
  - **6:45** Operation Tri-County
  - **7:00** Haw Horne—15m.
  - **7:15** Johnny Jet—Serial
  - **7:30** Newsreel
  - **7:45** Designs in Music—With Bobbi and Judy Jones.
  - **8:00** Time for Beany—Kids—15m.
  - **8:15** Weatherworld
  - **8:45** Sport News—10m. With Cleve Herrmann.
  - **9:00** Handy Hints—Tips—10m. Dorothy Gardner and Ben Grane.
  - **9:15** Sports Editor
  - **9:30** George Putnam—News—15m. With Rex May.
  - **9:45** Los Angeles Today—5m.
  - **10:00** Sport News—8m. With Cleve Herrmann.
  - **10:15** Weather Miss—5m.
  - **10:30** Elmer Peterson—News—5m.
  - **10:45** Bollan Western—5m.
  - **11:00** Weather News
  - **11:15** Newspaper of the Air—5m. With Rex May.
  - **11:30** The Nature of Things—15m.
  - **11:45** Newsreel—15m.
  - **12:00** A.M. Edition

---

**TV-Radio Life**

- **Don Ameco**, host, starring **Eddie Fisher.** Eddie sings in a Sun Valley, Idaho, setting with a St. Bernard puppy as his guest.
- **Charlie Chase—Comedies—** Famous old comedies.
- **Professor Yes Or No—15m.**
- **Jani**—Starring **Brandon DaWilde as the orphan Jamis and Ernest Trues and Polly Brown as the Janis temporarily loses his friend David to his Aunt Laura and Judy Jones.
- **11** Terry and the Pirates—30m. Starring Johnny Baer.
- **13** Liberase—30m. Piano stylings by Liberace.
- **28** Let's Play Like—30m.
- **8** People in the News
  - **10** Mal Allan—M—Sports—15m.
  - **13** Carol Lynne Caravan—John Cameron Swayze.
  - **16** Madison Square Garden
  - **19** News—5m.
  - **20** Godfrey and Friends—60m.
  - **23** Arthur Godfrey with Jeanette Davis, Marleny Marlowe, Frank Parker, Luan Silvestri, the McGuire Sisters, Halexas, the Makers and Tony Marvill.
  - **3 Place the Face—30m.
  - **10** I Married Joan—Comedy—Starring Joan Davis. Judge Stevens faced the problem of deciding who has custody of a chimpanzee. When he takes it home, Joan adds to his troubles.
  - **5 Frosty Follies—60m.
  - **8** Artistry on Ice from the Pasadena Winter Games, with Manny Strand's orchestra and vocals by Roberta Lynn.
  - **My Hero—30m.** Starring Robert Cummings.
  - **7 Inspector Mark Saber**
  - **8** Arthur Godfrey—K—60m.
  - **9** Big Game Hunt—30m.
  - **10** Martin and Osa Johnson films taken in Africa tonight's subject: "Linking Fury."
  - **11** Startime Theater—30m.
  - **13** Ethel Barrymore Theatre
  - **15** Godfrey and Friends—30m.
  - **110** My Little Margie—Comedy
  - **123** Arthur Godfrey—K—60m.
  - **124** Big Game Hunt—30m.
  - **126** Play of the Week—30m.
  - **128** Arthur Godfrey
  - **130** Scoop the Writers
  - **132** Ethel Barrymore stars as "The Daughter of Mara," the amusing story of three spinster sisters taken to France during the Civil War, when they were children who refuse to let the Germans drive them back to Georgia because the Yankees are still there. Philip Terry co-stars.

---

**Valuable prizes—** Drawing Sun. 4 p.m. **MOVIE RANCH**

Valuable prizes—Drawing Sun. 4 p.m.

**TV-RADIO LIFE**

Free Movies—Stage Show—In person, Crash Corrigan, other Movie and TV stars. EEC Robin Hood Lagoon & Forest—Pt. Apache—Silvertown, the Western Street—Stage coach at Bank holdup every Sunday 11:30 A.M. 30m. and—caves—BBQ—Picnic grounds and tables—Restaurant.

**ALL THE ABOVE**


- **28 Schools Workshop—30m.**

- **7:15** In My Opinion
  - **8:00** Surprise Twist—Drama—15m.

---

**This AD is Worth Money Any Sat. or Sunday**

- **Sunday 8:30 A.M.** Special Ranch Breakfast in Silvertown Restaurant $1

**Valuable prizes—** Drawing Sun. 4 p.m.

**MOVIE RANCH**

Free Movies—Stage Show—In person, Crash Corrigan, other Movie and TV stars. EEC Robin Hood Lagoon & Forest—Pt. Apache—Silvertown, the Western Street—Stage coach at Bank holdup every Sunday 11:30 A.M. 30m. and—caves—BBQ—Picnic grounds and tables—Restaurant.

**ALL THE ABOVE**


**BRING THIS AD—SAVE MONEY**

It admits free two of your children under 12.

---

**This AD is Worth Money Any Sat. or Sunday**

- **8:30** Godfrey and Friends—30m.
- **10** My Little Margie—Comedy
- **110** Arthur Godfrey—K—60m.
- **123** Big Game Hunt—30m.
- **126** Play of the Week—30m.
- **128** Arthur Godfrey
- **130** Scoop the Writers
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February 3

TV - RADIO LIFE

WEDNESDAY TV LOGS

11:15 11 George Putnam—News—15m.
11:20 2 The Late Show with Regis—15m.
11:30 4 Editor Yorkenson—15m.
11:35 5 Movies—60m.
11:45 7 Jackson's Theatre—15m.
11:50 8 Final Edition News—15m.
11:55 9 Final Edition

New 7 Critic's Award Theater—90m.

9 Amateur Boxing
11 My Hero—30m.
   Starring Robert Cummings as Robert B. Beathrush and Julie Bishop as Beth Seeger.

13 Cinema Showcase—90m.
   "King of the Gamblers."

28 Community Organization Award—30m.

9:30 2, 3 I've Got A Secret—30m.
   Garry Moore, emcee and panelists Bill Morgan, Morgan and Jaycee Meadows and Joan Bennett.

8 Kent Theater
New 11 Flashback—30m.

9:45 6 Tomorrow's News—15m.
   With Loni Van Deest.

10:00 2 To Be Announced
3 Leave The Show—60m.
   Starring Richard Carlson.

4, 10 This Is Your Life—K—30m.
   Ralph Edwards' life stories of in-timate personalities.

8 Bill Mesmer Presents.
   "Echo Murders," with David Farrar and Dennis Price.

8 Red Skeleton Show
11 Mystery Theater

10:25 13 News—5m.
10:30 2 Newspaper of the Air—15m.
   Dick Powell is reporting.

3 Pacific Theater

4 Man Against Crime—30m.
   Ralph Bellamy stars as Mike Barlow.

7 Hank Weaver—News—Sports
8 Danny Thomas Show
9 Don deloro-World News—15m.
   With Lee Wood, Ted Meyra and Bill Brundige.

10 The Plainclothes Man
13 Owl Movie
   Paul Knight, emcee, with a short introduction to tonight's movie and a synopsis of next week's feature. Tonight's movie is "Son's of Adventure," with Lynne Roberts and Russell St. Helens.

10:45 2 KNOX News—Weather—Sports
   Grant Holcomb, Tom Harmon and Ann Green.

5 Wrestler's Lament—10m.
   Dick Lane, host, presents wrestlers with their options.

7 Prestige Playhouse
   "Sons of Steel," with Charles Starrett.

9 TV Juke Box
11:00 2 Chronoscope—15m.
4 Helen Hoiles News—15m.
   Don Rickles reports.

5 Today At Santa Anita—30m.
   Robert Lincoln.

8 Dollar A Second
10 Ten Spot Theater
   "Ladies In Distress," with Polly Moran and Robert Livingston.

Ear, Eye Inspire
Miss Marilyn Hutchinson, Los Angeles

Such unjust accusations! In references to the letter asking if Liberate is getting swallowed? Just because "one" Wednesday, Liberate didn't devote his usual time and talent to his audience in any way, how think, one week from one hundred weeks that he was unable to give his masterful showmanship, charming personality, and talent so genius his public. The one little lady doesn't realize how fortunate she is to have been able to see each one of his television shows for almost two years. How can the public be so demanding, selfish and unappreciative? It must be very discouraging to an artist who is so sincere and unselfishly gives his time so freely to his audiences and his pub- lic to enable them to enjoy almost a complete concert after every show, to discover they are ungrateful. He isn't about to lose his audience and popularity just because he once was unable to fulfill his obligations to his public in which he himself has bestowed upon them through his own generosity.

Mrs. Richard A. Sedwell, Ontario

I have been to feel that I am about the only one in California that does not possess a TV set, and more especially since so many of our good programs have deserted us for TV. Why, I wonder, do the good plays—when we have them—occur at the same time, and nothing much on from 9 o'clock? We don't all like jazz. How- ever, as long as my favorite program "Gunsmoke" stays with us I shall not complain. But people also say so many of our returned Vets cannot see or enjoy TV, but can and do listen to radio, that it is a shame to deprive them of their favorite. This I know, for in my patriotic orders, we visit these hospitals, and know whereof I speak. Let us just keep on hoping not all will leave us for TV. For many rea- sons not even one can enjoy TV.

FOR TONIGHT'S MOST EXCITING PROGRAM ... SEE THE BACK COVER!

Channel 7
Joe Palooka—7 P.M.
Liberace—7:30 P.M.
Ethel Barrymore—8 P.M.

Lucky Channel

Page Nineteen
February 4

7 Quick As A Flash
Bud Collyer poses questions to panelists Jeannette MacDonald, Faye Emerson, Gene Raynold and Eddie Albert.

8 Meet Mr. McNutley
Starring Ray Milland and Phyllis Avery. The professor is so delighted with the purchase of a new car he can't resist the temptation of showing it off to his friends and in so doing ends up with a missing child.

9 Feature Film—75m.
"Harvey" Musical Comedy, with Rosemary Lane and Johnny Downs.

11 Big Picture
13 Chef Milano—30m.
28 Travel and Educational Films—30m.

8:30 2 Four Star Playhouse
Charles B. Smith sets in "Second Dawn," the story of a man blind since birth who is given the chance of vision.

3 My Friend Trina—30m.
Birl IV McNeil

4, 10 T-Men in Action—Drama—"The Case of the Honorable Men," the true story of investigative Charles S. Nicholson, Jr., who single-handedly broke up a band of moonshiners. Former Intelligence Commissioner T. Coleman Andrews presents the department's arrow award for Investigator Nicholson.

6 Johnny Downs Movie

7, 8 Radio Show
New 10 Hollywood Music Hall—30m.
11 Before Your Eyes—30m.

13 Semi-dramatic documentary series.


28 Our World
The world of literature.

9:00 2, 3 Lux Video Theatre
Miriam Hopkins stars in "The Small Glass Bottle.

4, 10 Drama—30m.
Jack Webb as Joe Friday.

7 Play of the Week—30m.
"You Light My Fire.

8 Lux Video Theatre—30m.

11 Colonel Flack—30m.
Starring Alan Dinehy and Frank Jenks in the adventures of the famous Saturday Evening Post character.

28 Community Organization

9:15 9 Feature Film—75m.
"Night of Fools," with Glenda Farrell and Lyle Talbot.

30 2, 3 Big Town—30m.
Starring Jane May and Pat McVey.

4, 10 Ford Theatre—Drama—K
5 Biff Baker, U.S.A.
Alan Hale, Jr., stars in stories of Foreign Intrigue.

7 I Led Three Lives
Richard Carlson stars in a dramatic series depicting the true story of Herbert Kilbride, a Boston executive who lived nine years as a Communist and counter spy for the F.B.I.

13 Star Time Theater—30m.

9:45 6 Tomorrow's News

10:00 2 Philip Morris Playhouse
"Tallyho" an unusual story of a wager involving the band of a young lady in marriage and a wealthy estate which hinges on a gourment's identification of a bottle of wine.

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 4

10:45  10 Rocky King, Detective
11:00  11 Close-Up—15m.
     With George Putnam.
12:00  12 Cleo Roberts Report—15m.
     2 Knoxville News—Weather—Sports
     Grant Holcomb, Tom Harmon and
     Austin Green.
7:15  13 Pizza Wheeler
     "Spring In The Air," with Edmund
     Price.
9:00  14 TV Juke Box
     11 Jackson's Sport Shots—15m.
     With Jack Wheller.
11:00  15 The Late Show
     "Johnny One Eye," with Pat O'Brien.
     Wayne Morris and Dolores Moran.
7:15  16 Eleventh Hour News—15m.
     With Reporter Don Rickles.
5:00  17 Today At Santa Anita—30m.
     With Joe Hendon.
8:00  18 George Jessel Show
     Ten Spot Theater
     "The Old Homestead," with Ann Jef-
     freys and Dick Purcell.
10:15  19 George Putnam—News—15m.
     Editor Yorgerson
     Starring Henry Stewart.
11:20  20 Late Date at the Movies
     "Second Best Sorority Girl," with
     May Whare and Jack Carlin.
7:15  21 Jackson's Theater
     "Meet Ms Humphrey," with Joe Kirk-
     ard.
11:30  22 Final Edition News—15m.
     5 Final Edition
     8 Newsreel—30m.
1:00  23 News and Sports
     3:15 Jackson's Theater
     1:10 11 Jackson's Theater

TV-Radio Life

Thrash Thursday, February 5

"ADVENTURES OF MARTIN EDEN," Glenn
Ford, Evelyn Keyes—1942. (4) 8:30 p.m.
See Wednesday.

"MELODY CLUB," Terry Thomas, Michael
Bailley. (2) 9:45 p.m. A comedy featuring
melodies from London music hall.

"KING OF THE SIERRAS," Hobart Bos-
worth. (7) 1:00 p.m. An old man tells
the story of the great stallions to a four-
year-old boy.

"THIRTEEN LEAD SOLDIERS," Maria Pal-
mer, Tom Conway, (1) 2:00 p.m. Bull-
dog Drummond works on three murders
and the mystery of a hidden treasure.

"AUGUST WEEKEND," Valerie Hobson,
Paul Harvey. (5) 7:25 p.m. Self-
made man aspires to romance with so-
ciety. Quinn, gets entangled, then finds
his wife is really the one he wants.

"CLUB HAVANA," Tom Neal, Margaret
Lindsay. (11) 4:15 p.m. Sophisticated
account of what happens in one evening
at a swanky club.

"MOTOR PATROL," Don Castle, Jane Nigh
—1945. (5) 4:30 p.m. Officer traces head-
quarters of stolen car racket, poses as
hoodlum but is found out.

"BORDER BANDITS," Buster Crabbe. (5) 9:30 p.m.

"SULTAN'S DAUGHTER," Ann Corio,
Charles Butterworth—1941. (5) 1:00 p.m.
The sultan refuses to allow his daugh-
ter to sell her oil properties to German
agent.

"SHOW FOR A LADY," (5) 8:00 p.m.

"REDEEMER," (5) 8:00 p.m.

"NORTHWEST OUTPOST," Elsa Lanches-
(2) 9:30 p.m. Story of the colonization
of the northwest when Russia still own-
ed Alaska.

"NIGHT FOR CRIME," Glenda Farrell,
Lyte Talbot—1942. (9) 9:15 p.m. A who-
men's murder by an undesirable and a
man reporter and a movie press agent.

(7) 10:45 p.m.

"JOHNNY ONE EYE," Pat O'Brien, Wayne
Morris, Dolores Moran. (11) 11:00 p.m.
An entertaining picture of a little dog who
befriends an injured man, the victim
of a thug's bullet.

"THE OLD HOMESTEAD," Ann Jeffreys,
Dick Purcell. (10) 11:45 p.m. Mayor El-
vis Weaver poses as a crook to help
defense lawyer understand his case.

"JOE PALOOKA MEETS HUMPHREY," Joe
Kirkwood. (11) 1:00 p.m.

"SECRETS OF A SORORITY GIRL," May
Ward, Rick Vallin—1946. (4) 11:20 p.m.
A confused young man is in love, and
he's trying to solve the mystery of his
own adoption.

"SWING YOUR PARTNER," Vera Vague,
Ransom Shetman—9:10 a.m. Domi-
neering spinster goes to work in her
own plant to discover her enemies.

Chicken Meat a-Plenty

Snap—Frozen

FRESH

Flavor!

Kold Kist

CREAMED CHICKEN

Page Twenty-one
### 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

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<tr>
<td>5:00</td>
<td>Adventures of Scully—30m. Dal McKennon with cartoon story of a boy, his dog and cat.</td>
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<tr>
<td>3:45</td>
<td>Captain Video—15m. Starring Al Hodge.</td>
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<tr>
<td>5:50</td>
<td>Thought For the Day</td>
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<tr>
<td>5:55</td>
<td>KABC-TV News</td>
</tr>
<tr>
<td>6:00</td>
<td>Laurel and Hardy—30m. Famous old comedies.</td>
</tr>
<tr>
<td>4:00</td>
<td>Club Matinee—15m.</td>
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<tr>
<td>4:05</td>
<td>Peanut Circus—15m. With &quot;Nutsy the Clown.&quot;</td>
</tr>
<tr>
<td>6:30</td>
<td>Space Patrol—15m.</td>
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<tr>
<td>6:35</td>
<td>Amos 'n' Andy—30m.</td>
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<tr>
<td>7:00</td>
<td>Action Theater—60m.</td>
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<tr>
<td>7:05</td>
<td>Newsreel</td>
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<tr>
<td>7:10</td>
<td>Thunderbolt—15m. The Wonder Colt.</td>
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<tr>
<td>7:15</td>
<td>World News</td>
</tr>
<tr>
<td>7:20</td>
<td>Commander Comet—30m.</td>
</tr>
<tr>
<td>7:25</td>
<td>Jack Owens Show</td>
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<tr>
<td>7:30</td>
<td>Your San Diego</td>
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<tr>
<td>7:35</td>
<td>Ramar of the Jungle—15m. Starring Jon Hall.</td>
</tr>
<tr>
<td>7:40</td>
<td>Weather—News—5m. With Art Marx.</td>
</tr>
<tr>
<td>7:45</td>
<td>Weather—News—5m. With Mary Ann.</td>
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<td>7:50</td>
<td>Topper</td>
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<tr>
<td>7:55</td>
<td>Starring Ann Jeffrey, Bob Sterling and Leo G. Carroll.</td>
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<tr>
<td>8:00</td>
<td>How Haw Hawthorne</td>
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<tr>
<td>8:05</td>
<td>Johnny Jet—Serial</td>
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<tr>
<td>8:10</td>
<td>Newsreel</td>
</tr>
<tr>
<td>8:15</td>
<td>Designs In Music With Bob Hall and Judy Jones.</td>
</tr>
<tr>
<td>8:20</td>
<td>Time for Beany—Kids—15m. Bob Clampett's puppet adventures for children.</td>
</tr>
</tbody>
</table>

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### February 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:40</td>
<td>Weatherword—5m.</td>
</tr>
<tr>
<td>6:45</td>
<td>2, 8 Perry Como Show—Music—Perry Como, star, with the Fontane Sisters and Mitchell Ayres' band. Musical selections are &quot;Changing Partners&quot; in the new &quot;Tonight,&quot; &quot;Good Night Sweet Jesus,&quot; and &quot;S Wonderful.&quot;</td>
</tr>
<tr>
<td>4:10</td>
<td>Sports News—10m. With Joe Herman.</td>
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<tr>
<td>5:05</td>
<td>Handy Hints—Tips—10m.</td>
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<tr>
<td>5:15</td>
<td>Sports Editor</td>
</tr>
<tr>
<td>5:30</td>
<td>George Putnam—News—15m.</td>
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<tr>
<td>5:45</td>
<td>Los Angeles Today—5m. With Bob May.</td>
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<tr>
<td>6:30</td>
<td>Weather News</td>
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<tr>
<td>6:45</td>
<td>Elmer Peterson—News—5m.</td>
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<tr>
<td>7:00</td>
<td>Ballay Weather—5m.</td>
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<tr>
<td>7:15</td>
<td>Weatherword—5m.</td>
</tr>
<tr>
<td>7:30</td>
<td>Newspaper of the Air</td>
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<tr>
<td>7:45</td>
<td>News of the World—5m. With Rex May.</td>
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<tr>
<td>7:50</td>
<td>Musical Chairs—30m. Starring Johnny Mercer, Bobby Troup and Mel Blanc.</td>
</tr>
<tr>
<td>8:00</td>
<td>Gileotte Fights—15m. Joey Giordello of Philadelphia vs. Walter Kartier of New York in a ten round middleweight bout from Madison Square Garden.</td>
</tr>
<tr>
<td>8:15</td>
<td>Newsreel—15m. With Gi Giartino.</td>
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<tr>
<td>8:30</td>
<td>Hopalong Cassidy</td>
</tr>
<tr>
<td>8:45</td>
<td>The Ruggles Show—30m. Starring Charlie Ruggles in &quot;Grandma Takes Care of the Twins.&quot;</td>
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<tr>
<td>9:00</td>
<td>Four Star Playhouse—30m.</td>
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<tr>
<td>9:15</td>
<td>Early Movie—60m.</td>
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<tr>
<td>9:30</td>
<td>Success Story—30m. From Maywood Glass Company.</td>
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<tr>
<td>9:45</td>
<td>Mystery Theater—30m. &quot;Counterplot.&quot;</td>
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<tr>
<td>10:00</td>
<td>Schools Workshop—30m.</td>
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<tr>
<td>10:15</td>
<td>Surprise Twist—Drama—15m.</td>
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<tr>
<td>10:30</td>
<td>Person to Person—30m. Edward R. Murrow interviews people in the news speaking from their own homes.</td>
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<tr>
<td>10:45</td>
<td>Premium Playhouse—30m.</td>
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<tr>
<td>11:00</td>
<td>Heart of the City</td>
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<tr>
<td>11:15</td>
<td>Stu Erwin Show—Serials—30m. Starring Stu Erwin and June Colliver in &quot;Quiescent Pleasure.&quot;</td>
</tr>
<tr>
<td>11:30</td>
<td>People in the News</td>
</tr>
<tr>
<td>11:45</td>
<td>Files of Jeffrey Jones—30m. Starring Don Haggerty.</td>
</tr>
<tr>
<td>12:00</td>
<td>Jimmy Wakely—60m. &quot;Silver Trails.&quot;</td>
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<tr>
<td>12:15</td>
<td>Let's Play Like—30m.</td>
</tr>
<tr>
<td>12:30</td>
<td>3, 4, 10 Camel News Caravan—John Cameron Swayze reports.</td>
</tr>
<tr>
<td>12:45</td>
<td>Local News—10m.</td>
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<tr>
<td>1:00</td>
<td>News—5m.</td>
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<tr>
<td>1:15</td>
<td>Mama—30m. Starring Peg Wood and Judson Laire.</td>
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<tr>
<td>1:30</td>
<td>Red Skelton Show</td>
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<tr>
<td>1:45</td>
<td>4, 10 Garraway at Large—Dave Garraway with a music and variety program. Sketch Henderson directs music. Guest stars.</td>
</tr>
<tr>
<td>2:00</td>
<td>Lawrence Welk—60m. With Good Night Lorn.</td>
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<tr>
<td>2:15</td>
<td>Dangerous Assignment—30m. Brian Donlevy stars.</td>
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<tr>
<td>2:30</td>
<td>Adventures of Ozzie and Harriet—Comedy—30m. Episodes in the lives of the Nelson family starring Ozzie Nelson and Harriet Nelson, and #25-o'clock and Ozzie and Harriet are confronted with the fact that David and Ricky are growing faster than they had realized.</td>
</tr>
<tr>
<td>2:45</td>
<td>Cavalcade of America—30m.</td>
</tr>
</tbody>
</table>
February 26

11:00 4 Movies—60m. "Dick Barrow Strikes Back" with Don DeFore and Sebastian Cabot.
11:15 3 Final Edition
11:45 3 Final News
12:00 12 News and Sports—10m.
1:10 11 Late Jackson Theatre—75m. "Army Girl" with Midge Evans and Preston Foster.

FORMAT FOUND

It took a lot of time and a lot of different writers' ideas, but finally found a format for the first continuity in George Gobel. In March, Gobel will take a week's vacation from his nightly club circuit to make a pilot film for NBC. The format, and we quote, will be "a relaxed informal type of variety." As to what George will do and who his guests will be, well, George’s programming is as good as ours. Ed Beloin is the boy whom George and his personal manager, Dave O'Malley, can thank for coming up with a reputable idea. If all goes well, TV fans will get their hands on George this coming Fall. And from what we have seen and heard of dry-humored George, there should be plenty of them.

“WATERFRONT”

The TV Premier of KTTV's "Waterfront" last week was certainly a unique occasion. For the first time in TV history, at least to our knowledge, a station did a telecast of a Hollywood press party. On camera, the TV critics overflowed with praise of Preston Foster's new series. Off camera, some of them thought the program was only so-so, but that commercially it would pay off. For comment on the actual film see Holland's Tunnel on page 27.

Composer

Lester Lee, who composed the Academy Award contender, "Sadie Thompson's Song," has written "Samba Fan" for the forthcoming Bob Hope TV show.

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HICKER FARE

Friday, February 26

"I'M FROM ARKANSAS," Slim Summerville, Iris Adrian—1944. (4) 8:30p.m.

"PARTNERS IN TIME," Lummie "Abner." (2) 9:05 p.m.

"FALSE PRETENCES," Irene Ware, Sidney Blackmer—1935. (2) 9:30 p.m. A poor working girl tries out a scheme to crash society and ensnares a rich husband.

"RENEGADE GIRL," Alan Curtis, (11) 10:15 p.m.

"HIJACKED," Marcia Jones, Paul Cavanaugh. (5) 3:40 p.m. Indians take side with the law against cattle rustlers and highway bandits.

"BOSS COWBOY," Buddy Roosevelt. (6) 3:00 p.m.

"OUTLAW BRAND," Jimmy Wakely. (13) 2:15 p.m.

"RETURN OF JESSE JAMES," John Ireland, Ann Dvorak—1950. (5) 8:30 p.m. Jesse James, disguised as a respectable citizen, attempts to clear family name in another classic of this saga which seems to hold no irresistible fascination for movie scripts.

"HUMPHREY E. FRYE, MAN OF CHANCE," Joe Kirkwood. (11) 9:00 p.m.

"PRESIDENT CHASE," Dina Meeker, Vivica Lindfors. (5) 10:00 p.m. Miss Lindfors runs aflout of conflicting government orders and four-power occupation in present-day Berlin, as she attempts to escape out of this mess.

"THIS WILL MAKE YOU WHISTLE," Jack Buchanan, Elsie Randolph. (4) 10:00 p.m. Murder mongers with conflicting ideas and ambitions clash when one discovers to unmask a gambling machine operator and the other stands ready to defend him.

"DICK BARTON STRIKES BACK," Don Stoddard, Sebastian Cabot—1949. (4) 11:30 p.m. An impromptu journey to Canada.

"ARMY GIRL," Midge Evans, Preston Foster. (11) 12:30 a.m. Story of the United States cavalry.

3D TV—COLOR TV?

Color TV in size and price is years away. Meanwhile enjoy "CORAL-SEPIA TONE" TV. You have probably seen movies processed in this beautiful color effect. Our amazing new TV SCREEN FILTER turns your TV picture from raw harsh black and white to warm rose and sepia tones. Filter is two sheets of specially treated film that covers picture screen by means of adhering to outside glass. Attach in minutes yourself with no tools. Beautiful and needed accessory for TV. Matches all cable TV. Reduces glare, ultra-violet rays and eyestrain. Increases depth, contrast and realism. Filter propels color TV to new levels. Opticaly correct. Captures highlights that otherwise are glare. If you do not find all these qualities in this filter after viewing on your own set please return for full refund also if you own a Color TV set within two years. State screen size and if monotone or blonde. Each inch frame is 2 1/2 inch sets $2.49—14 inch thru 17 inch sets $3.99—18 inch sets $4.99—24 inch thru 27 inch $5.99. You pay hundreds of dollars for your set. Why not a few more dollars to enjoy TV? Write or call MA, 9-3379, PETE C. SORRENTO, 622 W. 7th St. Los Angeles 17, Calif. CLIP OUT AND SAVE ADDRESS.
TV PROGRAM FINDER

FEBRUARY 19, 1954

TV-RADIO LIFE

2—KNXT—1313 No. Vine St. (28).

H.O. 9-1212.

3—KEYT—730 Miramonte Dr.

Santa Barbara, Calif.

4—KBNB—1500 No. Vine St. (28).

H.O. 10-1611.

11—KTTV—5746 Sunset Blvd. (28).

H.O. 2-7111.

28—KTHE—36th and University

Aves. RI. 1141.

KABC-TV, Prospect and Talmadge Ave. (27).

NO. 3-3311.

9—KABC-TV—1313 No. Vine St. (28).

H.O. 2-2133.

10—KFSD-TV, Grant Hotel.

Ave.

KABC-TV, 1000 No. Cahuenga Blvd. (29).

H.O. 2-7311.

2—KNX—812 W. 7th St.

H.O. 3-0110.

5—KTLA—5451 Marathon St. (38).

H.O. 3-3111.

J. H. Stouffer, Manager.

KABC-TV, 1000 No. Cahuenga Blvd. (29).

H.O. 2-7311.

10—KFSD-TV, Grant Hotel.

Ave.

KABC-TV, 1000 No. Cahuenga Blvd. (29).

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H.O. 2-7311.
PICK of the PIX
by Aubrey Dahl

I thought that TV movies were going to be recognized at last the other night during the Emmy awards when John Ford, director of such TV successes as Stagecoach, and "The Long Voyage Home," was honored. But his function was merely, alas, to award a prize to "Dragnet" as the best mystery show. I disagreed. I thought the mystery show on TV last year was "Bogie 741." 

"Wanted For Murder." (5) Feb. 20, 9:00. Eric Portman, one of Britain's foremost exponents of villainy, here portrays an executioner's son who is a chip off the old block— he just can't seem to keep from triangling passersby. Scotland Yard chief Roland Culver and assistant Stan Hower finally trap him, however, which was good sport for everyone. A fairly typical but nevertheless entertaining suspense film.

"Raw Deal." (11) Feb. 24, 7:15. Dennis O'Keefe crashes out of prison with the help of Claire Trevor, who is crazy for him, but he falls for Martha Hunt, who wants him to give himself up.

(For Turn To Page 34)
TV-RADIO Lifelines

BY EVELYN BIGSBY

LUCY BALL, WITH HER PALE pink dress and pinker hair was there. So was Jack Webb, looking very suave in his old-timey happy with
tiny wife Barbara, Statuesque Sarah Churchill, drifting around in dove grey
gown. Dinah Shore, one of the most
black gown and long white kid gloves. The scene of our TV showbiz at the Emmy awards. Then
along came a hulking, benign-faced U.S.C. professor name of Dr. Frank C. Baxing, a heartily award for "Shakespeare
son on TV." He stole the show right out from under all the "pros" the minute
he opened his mouth and said, "I'm sorry to announce that the person
most responsible for our success cannot be here. I mean, of course, William Shakespeare. I also thank
my writer, who, by a curious coincidence, is also named William Shakespeare."

TWO TIMES DR. BAXTER WAS CALLED upon to mount the stage to receive a glittering Emmy: once for the
Best Local Public Affairs Program and again as Most Outstanding Local Male Performer. Accepting the latter,
Dr. Baxter observed: "It is curious in life how sometimes feel that something has happened before. When
I go to the studio and see all that concrete and steel and people running around in circles with pads and lead
pencils, I suddenly think I've been to a broken-down school teacher doing what comes natural and it seems incred-
ible. What I'm doing here among you pros I shall never know."

DR. BAXTER SHOULD FEEL PROUD to headline the bill at the Academy of TV Arts and Sciences Sixth Annual
Awards. This one was by far the best yet, and the most thrillingly social-
ly, the best planned, most smoothly run. To be sure, there were faults and
hitches (mention of these in a con-
structive way later) but first the color
and fun.

GALA AIR ENVELOPED THE EN-
TIRE EVENING. The Hollywood Pal-
ladum swarmed with photographers lensing in dressy, dressy women. Mink stoles galore. Ropes holding
back autograph seekers. Impeccably
groomed gentlemen. Music from two bands, Bing's and Jack's. When
Harmon's. The stage banked with pas-
tel spring flowers. Flash bulbs flick-
ing like corn kernels in a hot popper. Excitement and expense...

HIGHLIGHTS AND IMPRESSIONS: Like the way Miss Emmy (Sally Mans-
field) understated her costume. Her
bright red dress was severely simple, neck low, sleeves long, all most as if she were determined there'd be
no censorship here . . . This year,
Lucille Ball fairly bounced onto the stage and won an Emmy. Last year when Desi III was yet three weeks
old, Lucy attended the Awards against
doctor's orders and was pretty shaky. The baby showed a rousing hair and I was glad. Until she won TV-Radio
Life's Popularity Poll a few weeks ago, she never had a speck of award
recognition . . . Danny Thomas likewise proved an audience hit. He's popular both in and out of the indus-
try, a noteworthy feat.

After the Awards were over, talked with Dinah Shore while ever-lovin' George (black string tie) hovered. Our
gal is crazy about color TV, which she just did in N.Y.

TALKED WITH RALPH AND BAR-
BARA EDWARDS, whose happiness
was worth one of the admiring group of co-workers. Jack Webb was also flanked by "partners in crime," including
faithful sidekick, Ben Alexander. Many of these men, Jack told me, were going with us feature-length "Dragnet." Happy over Webb's
newest success was screenwriter Richard Breen, first to write Jack's sim-
hap series " Petrovak," show in San Francisco when Dick and Jack were first starting their careers.

TALKED WITH ROBERTA LINN, who was beside herself with joy. (The pink li-
kis the one she was wearing was made by her mother.)

TALKED WITH ED ("ARCHIE") GARDNER and wife Simone, recently
returned from a long residence in Puerto Rico. All this TV business over-
whelmed Ed, who is now busy making a "Duffy's Tavern" series for video
(have he eighteen completed already). The Gardner's bought the gorgeous house they built in P.R., are in quandary about re-locating. Their two boys like
Hawthorne School in Beverly Hills, so it'll 111 be harder.

COULDN'T SEE JACK BAILEY FOR THE crowd. Wanted to tell him his
line reading was very funny. It was late when the telecast ended. Many left immediately.

NEXT YEAR I HOPE THIS TIMING
is changed, along with a few other things. With all due respect to the fine
jobs turned in by all the hard workers at the Academy, and in all due humid-
ity, I'd like to suggest:

1. There should be no speeches. None. Any attempt to thank for an
award at a gathering like this on, camera, is inane.

2. Stars who are nominated should show up, unless they are at death's
door, in which case they should ask stars to send a message and ap-
pros with their own to accept for them should be lucky enough to
win. Why overwork the net-
work with stars? And while on
this subject, what's with this
star O'Connor? He was the only
one out of thirty who did not shew up for TV Life's awards when he was voted Outstanding New Male Personality
and again the other night, where

was he? At home, watching on
TV. What gives? Maybe he doesn't like awards, in which case...

3. To keep the affair strongly TV, ask winners (unless they are nomin-
ees) from the previous year to make presentations to new category, to
new winners. This insures names and glamor interest. There's no reason this telecast, if properly
done, can't go coast-to-coast. Spon-
sorship is to be done with the
same attention to detail and showmanship that the Motion Pic-
ture Academy exercises.

4. Before the telecast, all participants should be briefed as to
procedure—which steps to use, which side of the mile to stand, from which side to take the
Emmy. There was some unnecessary milling around which might have been avoided the other night.

5. Timing on the evening's events was best ever, but could have been tightened to the point where the
affair would have built from the installation through local winners
to the grand climax, national win-
ers. Instead, the show went in exactly the other direction and I'm sure lost a proportionate share of audience on its course. Holly-
wood Palladium strikes me as being
so far the best of all spots used for the Emmy affair. Room for cameras and fine big stage. Awards publicity head Bob Pel-
grom, said the biggest is Palladium's
Sterling Way with great cooper-
aion with ATAS. And someone else who barely got mention was AT-
AS's officer manager, Isabelle Pon-
tone, who ran herself ragged in
preparations. Harry Koplan must have worked hard on the elaborate souvenir book and I am sure Phil
Hudson and his Awards commit-
tee must be glad their king-sized headache is over.

6. The categories this year showed improvement, and there's room for
more. Imagine putting the follow-
inq nominess for consideration in the same category (Most Outstanding
Local Program). News-writer
George Putnam, Professor Baxter, Singer Jack Owens, Band-
leader Lawrence Welk, Columnist
Paul Coates! And when, oh when, will they not label "Kukla, Fran & Ollie" a "children's show?"

ED SULLIVAN WAS IDEAL emcee. I'm sure at wind-up of Hollywood's
Sixth Annual Emmy Awards, he had
an answer to his 1948 question, "What
time to TV when Gorgeous George
dies?"

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KXLA — Midnight to 12:30
ROBERT REED is one of the most active producers around TV—and certainly one of the smartest. He has done much toward modernizing entertainment to the public. All this is said in praise because it's a fairly good guess that he'll also make his newest venture, "Waterfront," a tasty dish for many viewers. This new KTTV show, however, on the basis of its initial showing is going to need a lot of work and certainly better material. For one thing, its star, Preston Foster, is much too fine an actor to be wasted in a role that has so little character. And in any drama it should be well-rounded, but the part of "Captain John Herrick" is a nebulous kind of person. Naturally Foster does all that is possible with it and gives it his all. Future scripts should be centered more around the story. The other characters in the first script wandered in and out without purpose or reason. It is certain the story was not only a hodge-podge but it was noted primarily for its mediocrity. The direction was on a par with the script and Billy Chapin managed to deliver competent jobs but "Waterfront" needs to have some barnacles taken off. Knowing how Mr. Reed works you can only assume that he's going to start delivering some top-rate efforts in this series. This can be something different for TV if the temptation to follow the ordinary can be resisted.

Speaking of "Waterfront," some good names are being lined up for future episodes. Jack Lambert, one of the betters on TV and the movies, is going to play his first TV role. The following issue and others are Douglas Dick, Kathleen Crowley, Frank Wilcox, Pinky Tomlin, Frieda Inescort, Ralph Dumke, and George Chandler.

John and Gwen Begni, a couple of TV's best writers, are back at work on more scripts. John had been very ill for a while and it's good to see the two of them banging away at the type-writer once more. When it comes to imaginative and original stories, these two just can't be beat and producers should beat a steady path to their doors.

What types of shows do your kids prefer? Just would like to know. My youngster is twelve and he's still in the stage where he goes for Westerns. You Asked For It" and more Westerns. The humor is really amazing. Even though the plots are all alike, the kids seem to love riding those ranges. And yet some organizations feel that the Westerns are bad for the young fry. Strikes this department that this isn't so. Some of those so-called space and comic shows are a lot worse. But the problem of what to let the kids see still revolves to the parents and their discretion—or lack of it.
Radio in Review

Radio Ramblings

"But We Were Born Free," an outspoken new book by Elmer Davis, ABC commentator, hit the bookstands last week. His first book in four years, "Free" is a distillation of his speeches and writings over the years. In his new book, Elmer pours his educated scorn on the McCarthyists, Jennings and Veldes. Jim (Fibber McGee) Jordan may turn songwriter. His home town, Peoria, Illinois has asked his help in revamping the tune, "Oh, How I Wish I Wasn't in Peoria."

The "Metropolitan Opera" broadcasts have added two additional performances to their spring schedule...Red Barber bows out as the Dodgers' TV and radio sportscaster for this season and Andre Baruch takes over...Martin Block's specially built ABC "Studio MB" has double-locked cabinets which house his personal collection of some 60,000 records...Jack Benny is enroute to New York for a two-week stay. While in Gotham he tapes two radio shows and does his first New York-origination telecast.

Barbara Britton, star of CBS radio's "Mr. and Mrs. North," is remodeling an old Spanish house and making it into one of contemporary design. Richard Engman, of NBC's "Last Man Out," has had his article, "Uncle Sam Rushes the Bums," written into the Congressional Record...Spring Byington is the only member of the original "December Bride" cast to appear in the video version.

The response to Andy Mansfield's KFI program on which he featured two hours of "The St. Louis Blues" was so tremendous that Andy is planning a repeat session. They received over 400 letters on the show. All in all the entire popularity of Andy and Virgil and when both of them celebrate the occasion this week M.R.

Women and News

We called Ruth Ashton, KNX's fem newscaster, and asked her what kind of news women listeners preferred. Since Miss Ashton aims her across-the-board broadcasts at the feminine population, we thought she might have a few ideas on the subject. She did!

"I don't think that women's tastes in news have changed—at least not since the beginning of World War II when everyone became more interested in news. Women continue to be interested in just about everything that men are...and quite a bit more besides.

"The change has been with the esteemed gentlemen responsible for radio and television programming. It wasn't long ago that radio and television executives believed that women viewed news in approximately the same way that a Brooklynite is supposed to think of a map of the United States—as seven-eighths like the territory around home, the rest a remote desert somewhere.

"But some brave individuals finally ventured to give news to women—directed specifically toward them, sometimes by women reporters; and surprise! The ladies were interested! News programs have gained success during the day, not just by talking to women about the "territory around home"—fashions, household tips and gossip, but by presenting the whole news file.

"Women follow medical developments. More stories about schools and education would interest the fair sex. I am sure, if educators would only learn to express themselves in simple, colorful language. Even atomic scientists do better. And women are also interested in what other women have done with their lives.

"Sprinkle, not pour, in a few fashion stories, news of the latest in home equipment; and what psychologists have to say about men; and you have the answer to what kind of news continues to interest women...ALL KINDS.

Page twenty-eight
### Thursday, February 25

#### Log Listings

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>KABC</td>
<td>Eloy Hirsch</td>
</tr>
<tr>
<td>5:15</td>
<td>KFTR</td>
<td>Frank Vito</td>
</tr>
<tr>
<td>5:24</td>
<td>KHJ</td>
<td>Sky King</td>
</tr>
<tr>
<td>5:45</td>
<td>KNX, KMFB</td>
<td>Edw. R.</td>
</tr>
<tr>
<td>5:50</td>
<td>KRCB</td>
<td>Sports Parade, Catullus at Roundabout, Sunset Serenade, Sand</td>
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<tr>
<td>6:00</td>
<td>KFWB</td>
<td>Local Scene, Cida Cadwell</td>
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<tr>
<td>6:10</td>
<td>KNX</td>
<td>News, Bob Rowes</td>
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<tr>
<td>6:15</td>
<td>KFJJ</td>
<td>Jazz at Five</td>
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<tr>
<td>6:30</td>
<td>KMPC</td>
<td>Melody of the Hour</td>
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<tr>
<td>6:35</td>
<td>KLAC, KFWB</td>
<td>News, Melody of the Evening</td>
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<td>KFOX, KPMD</td>
<td>News, Five O'clock Traffic</td>
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<td>KPUL</td>
<td>Musical Comedy, Dixie Flute Officers, V.O.E. News</td>
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<tr>
<td>6:50</td>
<td>KXLA</td>
<td>Melody Valley</td>
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<tr>
<td>6:55</td>
<td>KLAC</td>
<td>Alex Cooper</td>
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<td>6:58</td>
<td>KNX</td>
<td>Local Scene, Tom Harmon</td>
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<tr>
<td>7:00</td>
<td>KFMB</td>
<td>Sports Daily, Eddie H.</td>
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<td>7:10</td>
<td>KFWB</td>
<td>Mark Scott</td>
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<td>7:20</td>
<td>KGIL</td>
<td>Record Jackpot, Michael</td>
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<td>7:30</td>
<td>KRMN</td>
<td>Sports in Review</td>
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<td>Dick Cross</td>
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<td>KFOX</td>
<td>News, Easy Listening</td>
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<td>8:00</td>
<td>KLAC</td>
<td>News, Digest</td>
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<td>8:10</td>
<td>KABC</td>
<td>One Man's Family</td>
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<td>KFMB</td>
<td>Hollywood Parade</td>
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<td>KRAM</td>
<td>Roger Rees, Frank Goas</td>
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<td>KFOX</td>
<td>Art Gerad</td>
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<td>KGIL</td>
<td>Red Rose</td>
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<td>9:00</td>
<td>KBCG</td>
<td>Dialogue in Review</td>
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<td>9:10</td>
<td>KRAM</td>
<td>Your Scene</td>
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<td>11:00</td>
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</tr>
<tr>
<td>11:10</td>
<td>KRAM</td>
<td>News, News</td>
</tr>
</tbody>
</table>

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### Friday, February 26

#### Log Listings

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>KABC</td>
<td>Eloy Hirsch</td>
</tr>
<tr>
<td>5:10</td>
<td>KMFB</td>
<td>Feature Wire</td>
</tr>
<tr>
<td>5:20</td>
<td>KNX, KMFB</td>
<td>Edw. R.</td>
</tr>
<tr>
<td>5:30</td>
<td>KRCB</td>
<td>Sports Parade</td>
</tr>
<tr>
<td>5:40</td>
<td>KNX</td>
<td>Sunset Serenade, Sand</td>
</tr>
<tr>
<td>5:50</td>
<td>KFWB</td>
<td>Tyde Cadwell</td>
</tr>
<tr>
<td>6:00</td>
<td>KGIL</td>
<td>Music</td>
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<tr>
<td>6:10</td>
<td>KRAM</td>
<td>Crossroads of Music</td>
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<tr>
<td>6:20</td>
<td>KRAM</td>
<td>News, Serenade</td>
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<tr>
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<td>KRAM</td>
<td>News, Serenade</td>
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<tr>
<td>6:40</td>
<td>KRAM</td>
<td>News</td>
</tr>
<tr>
<td>6:50</td>
<td>KRAM</td>
<td>News</td>
</tr>
</tbody>
</table>

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### Friday, February 26

See Page 34 for 8 a.m. to 5 p.m. Daytime Radio Log Listings

#### Log Listings

See Page 34 for 8 a.m. to 5 p.m. Daytime Radio Log Listings
No official announcement has been made yet as to who will announce the Angel and Hollywood Stars baseball games this coming season over KHKJ-TV, Channel 9. From this corner the best bets look like the same three men who did the games last season: Tom Harmon for the Stars; Bill Brundige for the Angels; and Lyle Bond for the color for both teams.

If and when Major League baseball comes to Los Angeles it will be very interesting to see if any of the local boys get "the call," or if they "import" announcers from the East—as they do for the big events out here such as title matches, bowl games, etc. Local sportscasters don't get on the air and squawk about not getting the big network assignments. Would appear too egotistical. But in private you can be sure that most of them are pretty sore over the way the moneybags back East have overlooked West Coast announcers.

Aubrey Dahl, our Pic of the Pix columnist, disagrees with this, but from this corner it looked like Jed Block had the nod over Chico Vejar in their 10-round draw last Wednesday night. Aubrey did agree on one thing: Referee Ray White of Vejar, 97-90, must have been thinking about his income tax instead of concentrating on the fight. On a ten-pointer-round systems and with Black flooring Vejar in both the first and seventh rounds, how could Vejar have possibly totaled 97 points? The seventh round itself was at least 10 to 7 in favor of Black.

One good thing has come out of the Vejar-Black draw—they are scheduled for a rematch at an early date. Probably a few weeks after the coming championship bout between "Bo- bo" Olson and "The Keed" Govilan April 2.

This great fight will be on TV; Channel 4 at 7:00 p.m. Don't miss it. That's for sure.

Wrestling fans can see their favorites in action for nothing (that's right, won't cost you a dime) any Saturday afternoon at the Hollywood Legion. Tickets may be obtained from Columbia Square on Sunset Boulevard. Reason is simple: CBS-TV tevees the show from coast to coast and wouldn't make payments on admissions, anyhow. At least this way they get more people in the place.

The "Emmy" awards dinner was certainly a great occasion this year. (For details see page 7 and "Lifelines" on page 26.) Sport fans, however, do have one legitimate beef. What in heaven's name was "Gillette Cavalcade of Sports," which covered five games, "Pabst Fights," and "Pro Football" doing?

S SPORT S
SKED S

DAILY
Time Channel
6:45 p.m. 4 Cleve Hermann.
10:30 p.m. 7 Hank Weaver (at 9 p.m., on Wed., Thu.)
10:45 p.m. 2 Tom Hardy
11:00 p.m. 9 Bill Brundige
11:15 p.m. 4 Elroy "Crazylegs" Hirsch.
1:00 a.m. 11 Jackson Wheeler
Saturday, Feb. 20
1:00 p.m. 2 Wrestling from Hollywood Legion—Joe DiMaggio Club.
4:45 p.m. 6 Outdoors with Waggy Wangelheim.
7:30 p.m. 4 Outdoors with Waggy Wangelheim.
8:00 p.m. 7 Under the Pepper Trees with Hank Weaver.
8:15 p.m. 7 Hollywood Legion Bouts. Entire Card.
8:30 p.m. 9 Basketball, USC vs. California.
10:00 p.m. 6 Johnny Alai from Tijuana.
Sunday, Feb. 21
2:30 p.m. 11 Jalopy Derby from Culver City.
Monday, Feb. 22
8:30 p.m. 11 Wrestling from the Hollywood Legion. The entire card.
8:30 p.m. 11 Edel Derby. Dick Lane, announcer.
8:30 p.m. 9 Pro Bouts from South Gate.
Tuesday, Feb. 23
8:30 p.m. 15 Olympic Auditorium bouts.
9:00 p.m. 9 Filmed Wrestling Bouts. Count Da Vinci vs. Frank Gray.
Wednesday, Feb. 24
7:00 p.m. 2 Blue Ribbon Bouts. Johnny Sexton vs. Johnny Bratton from Philadelphia.
9:00 p.m. 5 Wrestling bouts from Olympic Auditorium.
9:00 p.m. 9 Amateur Boxing Bouts from South Gate Arena.
10:45 p.m. 5 Wrestlers' Lament.
Thursday, Feb. 25
7:30 p.m. 9 Ski Tips with Jack Slattery.
10:30 p.m. 11 Jackson Wheeler's Skit Shots.
Friday, Feb. 26
7:00 p.m. 4 Gillette Bouts.
8:00 p.m. 9 Ernie Durando vs. Rocky Castellani.
9:00 p.m. 9 Smooth Nicky's Summer Beach Party.
8:30 p.m. 13 Wrestling bouts from Ocean Park. Gary Goodwin announcing.

Page Thirty-eight
Around the Basketball Circle

Lindy Kell, UCLA guard

Jack Dunne, SC forward

Roy Irvin, SC center

Dean Miller, UCLA guard

ONCE AGAIN this year, KHJ-TV, Channel 9, is giving basketball fans a break by covering all of the home games of USC and UCLA. On Friday nights, Lyle Bond does an excellent play-by-play job, while Bill Brundige handles the color and half-time interviews.

February 19, 1954

Page Thirty-nine
The Inside Story of

Few inventions are more complicated than your TV set. And once the set is completed, the tests it is put through are both tough and detailed. This is what Zenith does to its product to protect you from inferior workmanship.

Similarly, an entire television chassis is often removed at the termination of the “pilot run” and subjected to an intensive heat treatment. The ovenized chassis complete with picture tube must withstand the effects of 104-degree heat for a two-day period—or engineering wants to know the reason why.

Zenith is also one of the few television manufacturers to make extensive use of “life tests.” In addition to those conducted on models still in a stage of engineering development, quality-control inspectors select one model of every TV set in the “pilot run” for a life test. Each receiver is operated continually for a period equal to three months of in-the-home service. If performance problems are encountered with a pilot set, immediate corrections are made before that model is placed in mass production.

The “drop” method is another test used to determine how well Zenith products are packed and will withstand shipment. A table model or
**a TV Set**

console is chosen at random from those packed and awaiting shipment. The set is held eighteen inches above the floor and then dropped—not once but five times. Each side as well as the bottom of the carton, in turn, receives the full impact and weight of the receiver inside. The set is then unpacked and examined in detail. Any damage is immediately corrected.

Another technique carried out in a laboratory is to place a packaged set within a giant revolving drum. For as long as an hour, the receiver is jolted about in the drum, subject to many times the stresses and strains of "in transit" movement. If weaknesses develop, these too are quickly remedied.

Not all Zenith tests are as drastic as the "drop" or "shaker" methods. Others are less spectacular but equally purposeful. The existence of each is especially significant to the television viewer for—in large measure—the beauty of the picture that is seen and the rich, clear tone that is heard, to say nothing of thoroughly trouble-free service, is governed by the care and science applied to assembling the receiver. Quality is not part of a production—quality is the product.

February 19, 1954

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**THE BIG QUESTION IS**—will the TV set last? One of every "pilot model" built by Zenith is tested for a period equal to at least three months of average customer use.

**THE "DROP" TEST IS JUST ONE** of many inspection procedures used to determine the effectiveness of the cartons. This packaged TV console has been withdrawn from a group scheduled for shipping and is dropped five times so that each side receives the full impact and weight of the set inside.
CASTOR OIL. Communists, and TV commercials have something in common. Nobody likes 'em.

Maybe it's a bit unfair to put the TV commercials in such a category, but judging from our own mail, from press clippings, and from general conversation, this seems to be the over-all feeling.

Actually, however, when you really scrutinize and analyze the situation you will see and discover many strange and pleasant facts about TV commercials.

**Bad Side**

First of all, the bad side. Some advertising on TV just plain stinks. The announcer, or businessman who dreams of himself as a TV personality, talks too loud and too long about too little. They are as common and unwanted as a cold.

Some people say that we should never squawk about sponsors on TV because after all they pay the bill and if it weren't for them we would not have any shows at all. This is a fallacy.

The American system of free enterprise does, thankfully, sanction privately owned rather than government-controlled TV stations. Eventually, TV advertisers pay all the bills. Nevertheless, this is still no excuse for cheap, annoying, and abusive commercials.

**Good Side**

Now for the other side. The good side. There are many TV commercials on the air today which are in exceedingly good taste. When you see them, you sense, almost unconsciously, that a lot of time, a lot of creative thought, and a great deal of well-planned energy have been put into their production.

Oddly enough, many times they are as entertaining and enlightening as the show itself. And in the long run, it is the qualitative commercial which will do the quantitative business.

**Some Examples**

Name a few? Okay. Each year, the Gillette Cavalcade of Sports gives TV viewers big fights each Friday night; the World Series, the Rose Bowl Game, and many other leading sporting events. Between rounds, between innings, and during "time outs," Gillette gets in plenty of plugs for its product. The animated cartoons, the jingles, the tunes, and the story idea behind the whole sequence make the Gillette commercials some of the best in the business.

Then there's Ed Murrow and the job he does for Alcoa. The film clips used during CBS-TV's "See It Now" are as interesting and educational as portions of the actual program.

In the cigarette field, Old Gold is one of the few that doesn't try to jam the butt between your lips. The pitches by announcer Dennis James are particularly effective. Don Wilson also does a nice job when he's selling Lucky Strikes.

Another veteran announcer, Harry Von Zell, makes Goodrich tires look good and helps Goodrich get richer with his commercial comments during the Burns and Allen Show. The Minute Maid and Paper Mate cartoons are cute. The advertising, or "subscription," as they are called on "Omnibus," are well handled and informative. There are many, many other TV commercials that are easy to take.

**A Breathing Spell**

There's another great factor about TV commercials. It happens night after night in every American home. TV advertisers don't like it, but there is little they can do about it. This is it: whenever a commercial comes on TV, that's the cue for a "break" in the home. That's the time to get some beer, or a snack, or to chat with your friends; to do anything and everything, except to look at the TV set. Psychologically and socially, then, TV commercials serve a very useful purpose.

Last, but far from least, you do not have to pay directly for TV advertising unless you actually go out and buy the particular product.

The first concrete evidence that TV-RADIO LIFE got on the acceptance of TV commercials occurred during the first test of TELEMETER, one of the pay-as-you-see systems for TV. Any TV program that the viewer has to pay cash for naturally excludes any type of advertising.

We polled many of our readers. We asked: "If you had a choice of a special event on TV with regular commercials, or the same event without commercials, which you had to pay an additional price for, which would you choose?"

The answer was typical and surprising: "Me? I don't mind commercials!"

February 19, 1954
ADVENTURES
Unlimited

THE PRODUCERS OF "BIFF BAKER, U.S.A." selected their stars Alan Hale Jr. (Biff Baker) and Randy Stuart (Louise Baker) because they felt they would accurately represent a typical young American couple possessed of vitality, the urge to travel and the spirit of adventure.

The "Biff Bakers" Travel the Video Road from Singapore to Somaliland

By Donna Scott

LOVELY Randy Stuart, co-star of "Biff Baker, U.S.A." has more than her share of adventure in the popular KTLA telefilm series. However, Randy feels that portraying the role of "Louise Baker" is not entirely make believe because the series is based on authentic facts. Randy and her co-star, Alan Hale Jr., play a typical young American couple who encounter startling experiences while traveling abroad on business ventures. "Louise" takes a very active part in all these exciting adventures. She isn't the kind of a helpless, dependent wife frequently depicted in such series. Wherever black markets, political intrigues and iron curtains exist both "Louise" and "Biff" are sure to be found. And they do get around. Their tele-episodes have taken the pair to such exotic locales as Cuba, France, London, Hongkong, Pakistan and Italy.

Blue-eyed Randy cites that the writer of the series, Fenton W. Earnshaw, was an undercover agent during World War II with behind-the-lines experience. His experiences as an espionage agent was replete with fiction-like excitement. Fenton draws freely upon these authentic experiences for his "Biff Baker" story lines.

Discriminating care has been paid to all phases of the series. A special camera crew was sent to Europe to take authentic background shots. Using doubles for Randy and Alan, the cameramen posed sequences in front of the various Embassies in all the major European capitals. On one occasion added excitement was inserted in the series when a cameraman landed in jail for shooting film in front of the Russian Embassy.

Researchers on the series verify minute details because of the program's political significance. Whenever "Biff Baker" is negotiating a sale or purchase for some theoretical American firm, the producers first check with the State Department to ascertain if such an item is being bought or sold in that particular locale.

With all the checking and double checking it isn't any wonder that Randy Stuart feels strongly about the credibility of the series.

This isn't the first time Randy and Alan Hale Jr. have shared their billing. They've co-starred in the movie "Night Train to Danger." They are both offspring of veteran show business parents. Randy states that both their parents had exciting theatrical adventures during vaudeville's heyday. "The senior Hales and Stuarts found their adventures the hard way. They got it first hand, but the 'Biff Bakers' do it more casually on video film," says Randy, "and that's the way for me."
The funniest, friendliest families on television are waiting to entertain your family each Friday night on Channel 7.

Enjoy these great Friday night shows too!

PEPSI-COLA PLAYHOUSE
8:30
THE COMEBACK STORY
9:30