TICKETS TO KTLA CIRCUS
Reserved for Readers of This Issue
Secrets Aren’t Safe With Ralph Edwards

Ringmaster
DICK LANE
A STORY CONFERENCE on the set of This Is The Life, inspiring series produced by Family Films. Left to right: Sam Hersh, president of Family Films, Rev. Herman W. Gockel and Melvin Schlake of the Lutheran Church (Missouri Synod) Television Productions.

MRS. EMMA PETERSON of Mendon, Utah, 72, had a life-long ambition to be glamorous so Jack McCoy and his KABC-TV Glamour Girl staff gave her a new look.

DICK TUFELD AND HIS KABC-TV news department received a commendation for their exclusive film report on the operation of Los Angeles' Cancer Detection Clinic. Left to right: Saul Halpert, KABC-TV news editor; Superior Judge Roger A. Pfaff; Dick Tufeld, and Dr. Elizabeth Mason-Hohl.

OUT O' THIS WORLD HOLIDAY AT THE OAKS HOTEL IN OJAI, CALIFORNIA

Boy, what a vacation!

On Sunday afternoon check into your beautiful room at the Oaks—and it’s the ultimate in luxurious comfort.

You’ll spend fun-filled days swimming in a gorgeous pool, riding horses over beautiful trails, playing tennis and enjoying other wonderful recreations.

Your stay extends until Friday afternoon.

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FOR THE SECOND CONSECUTIVE YEAR, the nation's teen-agers have named Loretta Young as their favorite television lady and "the best female performer." Her award was given her in behalf of high school newspaper editors throughout the country.
Why Do We Have Re-Runs On TV?

Are they just a nuisance—or could they be a blessing in disguise? TV-Radio Life made some inquiries and came up with some surprising answers.

By Bill Kelsay

Ever since time there have been two sides to any question. And the question of re-runs on television is no exception.

In this instance, the interests lie with the sponsor and the viewer. The answer is simply that the sponsor has found it profitable to buy re-runs and the viewer has welcomed them.

Robert Greenberg, vice-president of MCA-TV, Ltd., one of the largest in the film syndication business, points to facts and figures to justify re-runs to the sponsor.

"Take Waterfront, for example," he says. "Surveys show that when Carnation bought it for a re-run, their cost per thousand viewers was only $1.83. That's pretty cheap for advertising in any medium.

"The whole concept of re-runs in the syndication market has proved so sound that many series plan to use each individual program at least twice. For four years straight, Coca-Cola bought the Kit Carson series on the basis of 26 new episodes each year, and 26 repeats. The fact that this policy was continued over a long period, and that the show consistently maintained a high rating, would certainly indicate re-runs are simply good advertising."

W. I. Clark, who heads up the American Broadcasting Company's Film Syndication in Hollywood, merely points to the A. C. Nielsen Company survey on the subject. This survey shows that often the re-runs pull a greater audience than the first runs! At less cost!

But How About You?

So much for the sponsor. What about you, the viewer?

There are millions of you who do not see a given program on its first showing. A very satisfactory rating of 30.0 actually means that 80 per cent of the potential audience did not see it. If it is repeated, the show is a first run as far as you are concerned, and it is more than probable you have seen dozens of such programs without realizing they were re-runs.

Further, it is obvious that an extremely small percentage of the viewing public sees all the programs in a continuing series. If you are an avid fan of Phil Silvers or Jack Benny or Disneyland you welcome a chance to see the program you missed because you went to the mountains or called on Aunt Minnie when it was first presented.

By checking the logs in TV-Radio Life you know in advance just which episode is being re-run and can make your plans accordingly.

But even if you have seen the episode before, surveys indicate that you will watch it again—and generally enjoy it.

The men who guide television are predominantly the men who presided over radio—and they are learning that two programs are dissimilar in a number of ways. They have carried over a policy of pitting one strong program against another, a policy which has annoyed the public immeasurably.

Policy Change

However, that policy shows signs of wavering. Kraft Theater, for example, repeated "A Night to Remember" within one month of its first showing, and pulled a greater audience because of word-of-mouth advertising, which is the most effective form extant.

There has even been tentative talk of repeating the Spectaculars that have been especially well received.

If this comes to pass, it could mean that particularly good productions will be shown several times in order to draw the largest possible audience. Thus, you would not have to pass up one good show in order to see another.

KHK TV has shown the way on the local level with their Channel 9 Movie Theater and Adventure Movie Theater. A good movie, they reasoned, is not shown one time and one time only at a theater. Why should it be so on TV?

Proved Profitable

These two programs carry the same movie six nights running in the same time slot, which is an obvious blessing to the viewer. And it has proved profitable to KHJ-TV. A survey by the American Research Bureau showed that 76.2 per cent of the families reached had seen Movie Theater and 61.7 per cent had watched Adventure Theater within a four-week period. This is powerful persuasion to a potential sponsor.

It is not inconceivable that the high-budgeted shows eventually will follow their lead for two strong reasons. First, it would lower the cost per presentation, and secondly, the sponsor would reach the greatest potential audience by degrees rather than trying to gulp it all down at once.

This in turn would take off much of the pressure which would make for consistency in good entertainment.

Filmed syndication has already proved this with re-runs. Repeat shows make it possible to put more money into the quality of the product, sometimes to the extent that a program does not return any profit to its producers until the third or even the fourth run.

Television has turned out to be not as perishable a product as was at first believed. That is why you will be seeing more, not fewer, re-runs. That is why you will be seeing steadily improving entertainment.

Actually, re-runs mean a greater variety of viewing for you, with seven channels to choose from instead of only one.

July 20, 1956
Meet Doug Carson, KTLA’s young cowboy star sensation. His appeal is terrific and he’s great at:

Riding...

Roping

Romancing

By Mildred Ross

DOUG CARSON, singing cowboy sensation, astride his favorite palomino Gold. Doug is no drug-store type cowboy: He learned to handle and ride horses when he was a small child.

He can bust a bronco, rope a calf and what’s more even sing a pretty ditty. Make way, you old cow hands! The younger generation wants you to meet a tall, lean, handsome, smiling cow poke, Doug Carson.

The youthful star of KTLA’s Circus is a veteran of the rodeo circuit. He made his professional debut at the age of four winning the hearts of his audience with his small-fry roping and trick riding. And the 20-year-old has been doing what comes naturally since. Actually, he’s following in his dad’s footsteps. The senior Carson was an outstanding cowboy-rodeo star in his own right and he has a few broken ribs and many fond memories to prove it. Doug also inherits his love for horses from his father who runs a ranch in the Valley where he breeds fine palominos.

Doug was spotted on another television show by Klaus Landsberg, when he happened to be seeking a young Western type to headline KTLA’s Circus show. After two appearances on the circusecast, Doug’s changed from a probationer to permanent.

The mail response was overwhelming. This lanky, soft-spoken singing star caught the public’s fancy at once. In the short time he’s been on KTLA, the demand for personal appearances has increased tremendously. For the first time in his life he’s getting letters from fans, particularly teen-agers asking for his autographed picture, but it isn’t going to his head. As a matter of fact Doug Carson is quite a level-headed lad.

The Utah youth has been calling San Fernando Valley his home since 1947. “I graduated from Van Nuys High School and attended the Valley Junior College,” he explains in a quiet yet somewhat proud way. “I’ve always loved to sing and was active in the choral groups at school when I wasn’t busy with football or track work-outs. I’ve had some voice training and have been a member of our church choir as far back as I can remember.”

Church

Doug is very active in his Latter-Day Saints parish, where he conducts a Sunday School class, joins in the choir, participates in square dancing and other activities. His church and home have certainly influenced his thinking. When approached on the subject of romance he said without the slightest hesitation: “Although right now I’m busy concentrating on my career, I hope someday to marry a girl of my own faith, someone who is sweet and has had a proper upbringing. She must have an understanding of home life and have a musical background and share other things in common with me.”

Pretty level thinking for a 20-year-old, don’t you think? “Sometimes in show business it is harder to live one’s religion but I’m determined to live mine,” he concluded.

July 20, 1956
Dick Lane's Dream Comes True

Ever since he was a boy Dick wanted a job under the Big Tent. Now he's in his glory as ringmaster of KTLA's Circus.

By Jack Holland

FINALLY made it—I got in a circus!

And so Dick Lane enthusiastically began talking about his new KTLA assignment—Circus.

"I'd always wanted to be a Barker in a circus," Dick beamed. "In my home town of Rice Lake, Wisconsin, I met the Ringling Brothers who grew up there. They lived upstairs over the 88 Saloon. Those kids always had something going there, something on exhibit—things they'd catch like a muskrat or a raccoon and even a one-earred jackrabbit. My father and I used to drive into town from our home on the outskirts and I'd always stop to see these exhibits."

"In later years, when the Ringling Brothers started their circus empire, I must have written them 50 letters asking for a job. They didn't answer me at all."

Circus Dreams

"I still hold on to my dreams of the big tent. My father owned a meat market and I used to drive the delivery cart. It was a two-wheeled cart with a platform on which I stood. I used to think it was my chariot, and I thought this would be a great circus attraction. I pitched it everywhere—but had no sale."

"Of course, when I could get to any circus I was an awe-struck observer, not so much with the mechanics but with the presentation of the show."

"The closest I ever came to working under the big tent was when I was with Texas Guinan. I did ring work for her and was the equestrian director for the portion of her show."

"I had given up all hopes of being in a circus and then Klaus Landsberg of KTLA came to me with his idea. I jumped at it. Here was a circus where everybody could see the entire show in its entirety. Nobody had to watch three rings at a time. Also, it was intriguing because actual circus people were doing the acts. It was a simon-pure, honest-to-goodness circus."

"Naturally, one of our main attractions has been Susie, the three-year-old elephant who is a delight. No one gets better care than she does. She'll do any trick because she has been trained with kindness. When she first arrived in town she was being fed palamum. From that she graduated to oatmeal, then crushed alfalfa, and now she gets hay. Her favorite food, however, is gum drops."

"Then there are our wild animal acts—and believe me, they're not for kidding. Most trainers are used to working with cats in a cage of at least 32 feet in diameter. We have only a 15-foot one. Several lion tamer have refused to get into the ring because it's so dangerous, and we have had a few narrow escapes. One Italian trainer had to get out in a hurry when the lions got fractious. Yet, there is no danger to the viewing audience. There is no escape hatch. The lions can't get out—but the trainers can, if they're lucky."

TV Career

With all Dick Lane does on TV, he considers Circus his easiest job. He has been on TV since August 19, 1942—and he's never once regretted giving up a very lucrative motion picture career as an actor to become TV's pioneer and most enthusiastic personality.

"The hardest job I have is actually Roller Derby," Dick went on. "But I enjoy it. I still get movie offers but I turn most of them down because I am too busy on TV. Besides, I don't feel right in taking a job away from some other actor who depends entirely on acting for his living."

"As far as I can see it, I'm in television to stay. I would like to do a filmed series for TV, something with general audience appeal, but so far I haven't had the right idea submitted. I do miss acting, of course, for that is, after all, the gratification for any actor."

Doing the Circus was just right for me, since it came at a time when I felt I was falling into the pattern of pseudo sports announcing. I didn't get discouraged, though, because of the mail I got from viewers. Oddly enough, the amount of mail hasn't diminished at all. They all seem to like what I'm doing so I naturally enjoy doing anything that apparently pleases so many people.

"I read every letter sent to me and I answer all those that require an answer. The only ones I don't pay any attention to are those that bear no signature."

"I also get presents and Father's Day cards and birthday cards. How anyone has ever learned the date of my birthday, I'll never know, but more people seem to know it. I send most of the cards I receive to the children's hospitals where they work out projects with them."

With all of Dick's activity, you might think he would have to watch his health. Not this man.

"I've always been in good health, I've never thought of being ill, so I just keep going on and having a good time," he said. "I think when you're doing work you love it isn't hard. Maybe that's why I haven't been too concerned about not having more than one short vacation in 14 years. I'll get around to a long one some of these days."

Dick Lane better not bet too much on that. His fans and his sponsors don't like to see him off any of his shows, so he just stays on. He's practically glued to his job.

July 20, 1956
Richard Ellsasser is a young man who makes music with his hands and with his feet. Being an organist that seems logical.

The KRCA musician who sends out sweet notes around midnight has been gradually gaining in popularity — without benefit of any gimmicks or unusual costumes. He does have a candelabra on the organ, but this is merely a stage prop and is in no way an attempt to out-Liberace Liberace.

"Frankly, I didn't think anyone would be listening to me," Dick Ellsasser began, "at that hour, so I've been surprised by the amount of mail I've been getting. This is highly gratifying and has helped me to select the selections I play. For a while I had stayed pretty much to the popular kind of music, but I've been getting requests for classics recently, so am incorporating a few."

Dick speaks with a slight accent, which he attributes to his Alsatian-Lorraine heritage. However, only his father was born in Europe. Dick is a Cleveland native.

Impressive Career

Some people assume that the music master has devoted his talents to pop tunes. Nothing could be further from the truth. He is a renowned concert organist, has played with many symphonies, and has appeared all over Europe. He started playing the organ when he was nine, so his background to say the least, is extensive.

"Two years ago Christmas I did a show for NBC here and I was asked then about doing a regular program locally," Dick went on. "However, there was no time slot available. I stayed here for a while and then recently I decided to return to New York. I had put my house up for sale when one day Doug Livingston at NBC called to ask if I'd consider doing a TV show here. I reminded him of all of our past talks and delays and said I was leaving for New York. "When do you plan to leave?" he asked.

"On Tuesday," I replied. "Do me a favor," he said. 'Walt till Wednesday.'

"So I did. The next day I was called in for a conference and I walked out with a contract. Incidentally, I didn't sell my house."

In addition to Dick's TV work and his concerts, he has also recorded 43 albums, the latest being an MGM release. In the early part of this year he was in Europe conducting and playing in Hamburg, Berlin, Stuttgart, Frankfurt, Paris, and London.

"I arrived in London in the middle of a strike of musicians and engineers," Dick recalled with a smile. "Since I was the only American artist available I was asked one night to do some shows — two TV and one radio program, to be exact. I agreed — but I didn't know what I was getting into."

"I was due at the TV station at 5:15 for rehearsal. When I arrived I was informed that nothing could be done then because it was tea time, so I was taken upstairs for tea and crumpets. When I returned to the studio about six. I was told that I simply must go to a cocktail party in my honor — so again I went upstairs. I finally got downstairs fifteen minutes before time to go on the air."

"That would seem like a bit of a hassle, but that's TV — it is far more strenuous than concert work, mainly because of the amount of preparation necessary. I have to learn so many songs just to fill out a week's program on KRCA. I had hardly any popular repertoire before I began this show."

Dick does manage to relax at his very charming two-bedroom home on top of a hill in Hollywood. He is unmarried, so he spends his free moments doing what most musicians do — listening to his hi-fi, his records, and playing his concert grand piano or one of the two organs he owns.

He's an artistic guy — and not the active outdoor type.

"Whenever I try to fix anything at the house or do anything constructive, I always gash myself or get banged up," he laughed. "It's much safer for me at the organ."

"I guess I'm not too ambitious about such activity. Even sports don't intrigue me too much. I think I might like football if I could only follow the ball, but I can't ever see who has it."

Richard Ellsasser needn't worry about football. After all, what football player can make such beautiful music?

July 20, 1956
This Week in TV

In & Out of Focus

Around TV Row

Lawrence Welk starts a teen-age show on October 8. Oct 1 and Harriet return to ABC in the fall with a revised format. The Nelson family will leave the hearth for new locales. Bob Russell of CBS' Stand Up and Be Counted takes a leave of absence, direct, and compose the music for the 7th Annual Miss Universe contest. What a plum of an assignment.

Gunsmoke has had to make set changes to accommodate the 6'6" frame of Jim Arness to the tune of $15,000. Jack Owens takes over Glamour Girl for vacationing Jack McCoy. Ray Starr, who does a speer with Gunsmoke, now can be seen on NBC next fall, sold over a million copies of her "Rock and Roll Waltz." Fred Warening and His Pennsylvanians celebrate their 40th anniversary with a musical celebration on the Chevy Show, July 24.

Veteran actor Donald Woods is the new host on ABC's Famous Film and Afternoon Film Festivals. Thomas Mitchell portrays O'Henry in the O'Henry Playhouse series now in production at the California Studios. Ding Dong School sends 1000 toys, books and records to the children's ward of a hospital each week. Hal March on the Coast July 27 and 28. Roberta Linn fans: your songbird is opening at the Copacabana in New York on September 6.

NBC plunks $500,000 in the KRCA color kitty. Wire Service with Done Clark and George Brent debuts on NBC next October. Series covers war news wire service reporters. Zane Grey Theater with Dick Powell hosts replaces Our Miss Brooks series.

Brenda Lee, nine-year old songstress, has been signed to a five-year contract by ABC's Ozark Jubilee. Speaking of singers, pert Peggy King quips: "They say I'm growing in stature as a singer but I measured myself the other day and I'm still five feet tall in my stocking feet." M.R.

"Do-It" Guests

The following TV personalities are scheduled to make evening appearances at the TV RADIO LIFE booth at the Do-It-Yourself Show, Pan Pacific Auditorium, July 19 through 29.

Chucko, the Clown KABC-TV
Engineer Bill KJH-TV
Fireman Joe KJH-TV
Fred Figgie KSH-TV
Dick Lane KTLA
Charles Lind KJH-TV
Helen Parrish KXNT
Louis Quinn KJH-TV
Vampa KJH-TV

Church and TV

KTTV's Great Churches of the Golden West series celebrated its 250th telecast last week. Speaking from the pulpit of St. Paul Presbyterian Church, Reverend Clifton E. Moore spoke about the church and television.

He explained that the thinking about televising services has changed in the past five years. At one time the clergy feared that church attendance would drop if the layman could take care of church-going by watching a sermon on television. Without exception the opposite has proven to be true. It's been the experience that attendance has increased in those churches covered by a Great Churches of the Golden West telecast.

Chucko's Personal Appearance

Chucko, the clown, will make a personal appearance at the TV-Radio Life magazine booth at the Do-It-Yourself Show at the Pan-Pacific Auditorium on July 23, at 7:30 p.m.

TV Training Ground

Helen Kleeb was the personal choice of Morton Fine and David Friedkin for a featured role in "Capital Offense," the movie they are writing at MGM. Helen created several characterizations on Frontier, which Fine and Friedkin wrote for TV. "The Friendly Persuasion" is another upcoming movie for this busy TV actress.

Perle Mesta Tele-treatment

Perle Mesta, the former American Minister of Luxembourg, will have her life story presented on CBS Playhouse 90.

An actress will play the role of Mrs. Mesta in the tele-drama, but the former Minister to Luxembourg will appear as herself in the final scenes of the drama.

Mrs. Mesta receives from CBS Television for her story will be donated to subsidize the foreign college students she has brought to the United States.

London Telepic

A $2,000,000 budget has been allotted by Guild Films for their Jack London series which starts shooting in Hawaii.

The new series will be shot entirely on location at various Pacific islands. First story to go before the cameras is "Captain Griet," based on London's famous yarn. Cast includes Maxwell Reed, Tudor Owen, George E. Stone, Larry Geibman, Michael Whalen, Bob Wilkinson and Helen Wescott.

Dell's Back

Remember the fabulous Dell O'Dell, the famous magician who had a program on KTAL? The vivacious conjurer of tricks is back with her own show at Harrou's Ivar Theater in Hollywood. Dell announced her return to the stage by presenting TV-Radio Life with a darling white bunny and an invitation to a special press preview.

Miss O'Dell's magic is fantastically amusing. There's fun for the entire family at the Ivar Theater where the lady with the magic wand holds forth.

M. S. Telethon

KNXT, in cooperation with the Multiple Sclerosis Society, televises the charity telethon from July 27, from 7:00 a.m. to 5:00 p.m. Under the auspices of the Jack Rourke organization, this is the third M.S. telethon to be aired on Channel 2. Remember to watch and remember to give.

It Could Be You

Monday-Friday, 9:30 a.m.

NBC-TV (Channel 4—KRCA)

It Could Be You is a show full of surprises. It's a Ralph Edwards package and as such is a composite of the fun and sentiment incorporated in all the Edwards' properties.

"You" is a lively, refreshing daytime strip enlivened by warm, friendly, capable Bill Leyden. Working primarily with women's clubs, the program's writers-researchers dig up innocuous and amusing facts about certain club members. "You" uses the audience participations incorporated in the book plus some new imaginative ideas. Watching the payoff on a surprised club woman is most entertaining.

It Could Be You has close audience identification and it is one daytime entry that should be around for quite a spell. M.R.
Z. P., Los Angeles

I was shocked to read that Medic has been dropped by its sponsors, "allegedly because of the controversy over the Caesarean birth episode." This is the most disgusting thing I have ever heard. I pray that other and more courageous of their convictions sponsors will pick up the tab on this fine informative and educational program.

Mrs. J. H., Ontario

We are a service family and were delighted recently when we received orders back to our home in Southern California. Only one thing was missing; however—our entire family was very disappointed to discover that we had left Captain Kangaroo on the East Coast.

With the exception of Ding Dong School and the Little Schoolhouse (neither of which can be compared to Captain Kangaroo) there is nothing in daytime TV for children in this section of the country.

I would like to know what can I, as an individual, possibly do to see that this fine program is brought back to our home, short of moving back to the East Coast?

I taught school for three years in California before I had a family, and, speaking as a teacher. I cannot over-emphasize the merits of Captain Kangaroo.

Letters such as these to publications and individual stations are the best way for the public to let TV officials know what they want.

J. T. J., Arcadia

Is someone crazy or losing their mind to let Medic leave our television sets? For heaven’s sake, don’t take Medic away! It’s the best program I’ve ever seen or hope to see. And I can think of hundreds more who feel the same way.

Mrs. C. P. P., South Pasadena

I certainly think all the disc jockeys—and newspaper columnists, also—are acting like little boys who are envious and jealous because someone meaning Elvis Presley—has something they haven’t got. And, I’ll bet Elvis cries all the way to the bank about it.

Now I happen to like Elvis and think he is a very good entertainer. He is not guilty of half the mean things written about him because I saw him at the Shrine Auditorium recently and enjoyed his show very much.

Mrs. L. T. L., Los Angeles

In objecting to ads on radio and TV we must remember that the firm that advertises pays for the program we see or hear and so long as we have this system we must accept the ads.

Mrs. N. E. St., El Monte

A recent correspondent was absolutely right voicing a protest about Julie London appearing on Juke Box Jury in the extremely low-cut dress. Surely there is a better way to be charming than by such personal display.
HOLLAND'S TUNNEL
DUG BY JACK HOLLAND

A couple of tunnels ago, a remark was made here that Sonny Fox of the $64,000 Challenge wasn't too sharp an ence. It didn't take long for his fans to rise up in protest. As one reader wrote: "He is uniformly kind, gentle, and never has he in the slightest way mocked or held up to ridicule a contestant because of their difference in mannerism from our restricted little center. He is kind and gentle and the people are very much at ease with him."

Perhaps the same reaction will greet my views about Zsa Zsa Gabor. I realize she is now the darling of the sophisticates, the possessor of a newly discovered wit, but after seeing her on a recent Juke Box Jury I found her neither witty, clever, nor interesting. She is so carried away by her own personality and her alleged humor that she is, at least to this department, becoming dull. Frankly, does anyone really care about her views on her diamonds or of her knowledge of romantic manners? Is this really such very, very witty stuff? Or is it just unvarnished conceit?

Certainly, she must be on Juke Box Jury for some reason, it is difficult to know. She can't be on because she knows music! But apparently it's no longer important to have any musical know-how to guest on Juke Box Jury. Of the panelists who appeared with Zsa Zsa, only Nelson Eddy laid any claims to knowing enough about the records to be able to judge them.

While on annoyances, the Metropolitan Saving's radio commercial in which some actor hams it up a la Shakespeare is probably the most strained attempt at humor to be heard on the air. This is really stretching!

Of the new shows being reviewed, the Case of the Tubs and Brandon Wilde offering may have a chance, even though it wasn't anything terrific. It does have enough family appeal to attract viewers and Case of the Tubs is an interesting new personality, so it could click. The only point is—is there enough material in this premise to sustain a regular series?

Frankie Laine was about to take off for New York to begin his summer CBS-TV series when I caught up with him. Before going into a discussion of the new Laine ventures I got a listen to his new Columbia release, "Make Me a Child Again" with "The Thief" on the flip side—and both sound like hits.

When Frankie was asked if he wanted a regular TV series again of his own, such as he had on film last year, he definitely said he would have no more of film.

"That series proved one thing—that I want to do live shows," Frankie said with humor. "I seem to be the kind of guy who has to work before a live audience. As for doing another kind of series of my own, I can't honestly say whether I'd like that or not. There are pros and cons on the subject. I think a series would restrict me too much and would limit me in some of the things I'd like to do. My own show, however, could make all the other projects I have in mind bigger—and it could also blow them all up."

"I'm glad to be doing these eight weeks on CBS-TV again beginning August 1. Last year when I did the show I was very gratified by the amount of mail we received and by the enthusiastic response. At the present, CBS and I are talking about a couple of deals—but no one knows what the outcome will be.

"Frankly, I'm interested in doing more dramatic things now. I've done some pictures for Columbia that were very exciting to me. The last was 'He Laughed Last,' and I only sing two songs in it. It was Dick Quine, a director at the studio, who convinced Columbia I should be given a chance to act.

"But to go back to the series again—-I think any star is bound to get in a pattern doing a series. If he's successful he's afraid to branch out and try something new. If he's not a success then he's not going to stay on TV for long. In the early days of TV you could experiment more. Now you can't. Not with that villainous shadow called ratings hanging over you all the time.

"For the present, then, I intend (Continued on Page 10)"

Anyone for Polo?

Not everyone shares Commander Whitehead's passion for polo. But virtually everyone agrees with his choice of Schweppes Quinine Water. Even his colonial cousin, Hank Weaver.

HANK WEAVER SHOW
3:00-4:45 P.M. Monday thru Friday
KABC 790 RADIO
TV-RADIO Lifelines

By EVELYN BIGSBY

ON MONDAY, JULY 16, Danny Thomas and his crew started filming their fall series minus Jean Hagen, wife and mother in the “Williams” family.

CONTROVERSY RAGED THROUGH SPRING and early summer over treatment of Jean’s absence from the Make Room for Daddy program. As you probably know, Jean, weary of the same role week in and out, received the release for which she asked to freelance in TV and movies.

EMOTIONAL REACTION of Danny’s fans bore heavy weight in deciding whether a new “Mrs. Williams” should be written into the script right away or another solution hit upon. From the prolific mail the program received, the show realized that fans didn’t want another woman to step into Jean’s shoes now.

THE WAY PRODUCER-DIRECTOR Sheldon Leonard explains it, “We feel it would be slightly dishonest to cast a third character who has been a fixture and different measurements and present her immediately as Danny’s wife, ignoring Jean Hagen’s role of the last three years.”

SAID DANNY, “WE DO NOT WANT to offend the sensibilities of our audience by implying widowerism for me and injecting romance into my TV life immediately. There will be no girl friends for me on the early shows next fall.” In other words, while there will be no sack cloth and ashes, the passage of a year and a half between last season’s close and start of the fall series will be implied gradually.

SPEAKING OF JEAN’S DEPARTURE from the program, Danny continued, “This turn of events, while it looked troublesome at first, is a great relief, story-wise.”

APPELLANTLY THE SHOW WRITERS had just about exhausted all story possibilities for Danny, his wife and the two children. I understand that at the tag end of this past season, one story line was so unsatisfactory that a whole show was scrapped on Monday and an entirely new one whipped up for shooting starting the next day. No fault of the scripters — just a case of the “situation” well getting dry. As Danny and his aides now see it, after a little while he will start bringing a girl home now and then to get the children’s reactions. This entirely new set of premises should liven up proceedings considerably.

SHERRY AND RUSTY WILL necessarily carry a much heavier load under these circumstances and have been so informed. Fatter parts and more work. Sherry is especially keen about passing judgment on her daddy’s lady friends. Danny claims, “We’re all excited about the new stories this new format opens up. It gives all of us and the show a shot in the arm.”

INCIDENTALLY, the show will be moving to Monday evenings starting September 10.

FANS’ FEELINGS ABOUT THE Yogi take-off on Steve Allen’s show past taste. . . People think Penny Carroll cute but gesturing and acting too much like Roberta Lynn . . . Mae West was a hit with the intriguing movie, “The Body Is a Shell.” She’s rumored considering a Brandy Murphy-type show . . . When I punched labels with Wally Cox (“Mr. Peepers”), autograph hounds were hot after his signature. He told me that “Peepers” is to go on radio, with an old part of old “Wes.” Wally himself is all tied up with his new NBC-TV filmed series, Hiram Holiday.

GLEN LOGAN of the ELECTRIC LEAGUE answered my SOS for some facts and figures after the FCC came out with its feelers on shifting TV channels from VHF to UHF. There are now (as of June 1, 1956) 2,071,365 sets in Los Angeles County (this is the number distributed by 22 major manufacturers). They represent an investment of between $600,000,000 and $800,000,000.

IT IS ESTIMATED THAT MOST of these sets could be converted to receive UHF at a cost of between $50 and $100 for an adapter. New sets would probably be slightly higher in price. A last week of years ago when the League was coping with a rumor of a shift from VHF to UHF, it tried to survey the situation to find out how many sets had been converted. Next-est estimate was about 10,000, though there was no way of knowing how many adapters had been installed by local stores.

Well, it looks like summer is really here. And with the coming of such beautiful weather we all like to spend as much time out of doors as possible. This means the beach and outdoor sports. It also means getting home late many afternoons and having to prepare a quick dinner. Well, I have a solution. Kold Kist label drinks. The Kold Kist labels are now worth points at Label Bank and you just can’t find a better frozen food. Here are the products now honored at Label Bank. Kold Kist Beef Steak, Sirlon Tips with Mushrooms, Beef Stew, Creamed Chili Con Carne with Beans, Roast Beef Dinners, Chill Size Twin Dinner, Beef Cutlets, and Twin Steaks. These have their taste points values in the new label list. So send to Label Bank for that new list and the new catalog. And start to shop and save.

I want to remind you folks of that big Do-It-Yourself Show that starts July 19 and runs through July 28 at the Pan-Pacific Auditorium. The show opens at 1:00 daily starting at 11:00. Of special interest to the women is a fashion show each day at 2:00 and 8:00. And for the men, “Neptune,” that fabulous amphibian trailers. For food or water. Go on out there and see how you can do it yourself. And don’t forget the Food-O-Rama held in conjunction with the show. You’ll see and sample all sorts of wonderful foods. You can also pick up a Label Bank list or catalog because we are going to have a booth. I’ll be there part of the time so come on up and say hello.

You’ll have a chance to win some passes to this show, too, if you’re at the Label Bank market appearance July 23 at Metrick’s Market at 2008 W. Compton in Compton. That’s on a Monday night at 8:00. I’ll also have 50 giant bags of groceries and some prizes. So try to be there.

Hope you are listening to the radio programs Monday, Tuesday, and Friday on KABC at 10:30 p.m. And I hope you’re watching the television show Monday through Friday on KRCA at 11:25 a.m.

Be sure to send for that new catalog, folks, and start to shop and save with Label Bank. I’ll be back next week with more Label Talk. Until then, “bye for now.”

HOlland’s Tunnel

(Continued from Page 9)

simply to make several guest appearances on shows, such as the one I did not long ago on Climax!”

Frankie, of course, is always on the lookout for a new song since singing is naturally the big love of his life. It was interesting to learn that he, with Mitch Miller of Columbia Records, hardly ever chooses a number because of its melody.

“If the lyrics have something interesting to say, I’ll go for it,” Frankie stated. “After all, the melodic line in a song can always be changed and I usually improvise as I sing anyway. Not that I do this intentionally. It’s just that as I sing, something comes over me and I start changing the pattern, an interested viewer of the show. Danny’s wife, Sherry, and the two children.”

Give Frankie’s CBS show a look. It was one of the brighter spots last summer.

TOO YOUNG to Go Steady

Sherry Jackson, teen-age daughter on the ABC-TV Danny Thomas Show, has just learned the age of an admiral: who has been sending her weekly letters since Christmas. He’ll be 10 by the end of this month.
Selecting a President

Told with humor and imagination, KNXT's public service program presents a fascinating history of national political conventions.

By BILL KELSAY

Did you know the convention system of selecting a presidential candidate originated with the Anti-Masonic Party in 1831? Did you know Lincoln's managers packed the galleries with supporters by issuing duplicate tickets to the convention? Did you know President Cleveland patted six-year-old Franklin D. Roosevelt on the head and said, "I hope you'll never grow up to be President?"

These are but a few of the sidelights in KNXT's public service presentation. Selecting a President, which tells with humor and imagination the processes of national party conventions, how they were envolved, how they operate and why.

After viewing several of the ten-part filmed series produced by the Educational Television and Radio Center, Bill Whitley, director of public affairs for KNXT, was undeniably enthusiastic.

Nostalgic

"A wave of nostalgia and remembrance swept over me when I saw clips of Wendell Willkie during the 1940 convention," he said. "I was completely fascinated by the whole thing, for this program has been thoroughly researched and competently produced. It is something that no one station could have done satisfactorily, and certainly is more enlightening than any one or a dozen political commentators' observations could ever be.

"There are no professional actors in this drama. Everything is real. The history of conventions is told from the first one - the early stories through rare documents and newspapers, progressing to the days of newsreel film, with the pictures becoming gradually more and more technically perfect.

"Every facet of the conventions is told absorbingly - the smoke-filled rooms, the behind-the-scenes machinations, the functions of candidates' managers, the men who have spent their lives making presidents - everything that goes into the tremendously fascinating business of selecting a President."

"Must" Viewing

"Anyone who will be watching the national conventions in August should find this 'must' viewing - and that includes about 90 per cent of the population."

Presented under the auspices of the University of California Extension, Selecting a President has as its mentor Malcolm Muus, Ph.D., who received his doctorate at UCLA and who is now professor of political science at Johns Hopkins University. Locally, Dr. Ivan Hinderaker, UCLA associate professor of political science, appears to introduce each telecast.

Now being seen at 3:30 Sunday afternoon on Channel 2, Selecting a President is timed to run through and conclude the week after the Republican convention closes in San Francisco.

According to Whitley, KNXT last year donated 20 per cent of its air time to the public interest. This would amount to something over a million and a half dollars in time charges alone. This public affairs program "discovered" USC's Dr. Baxter, and Whitley feels Selecting a President is on a par with the Shakespearian authority in educational and entertainment values.

And that's a pretty tough par to match.

---

WIN A MAID AND A GARDENER FOR A WEEK

PLUS a Riviera Champion Cali-Lounger Chair, a month's supply of Kold Kist products, and a week-end catered dinner party for 14 of your friends.

Every week, YOU will have an opportunity to win, in addition to the big prize, 28 other valuable prizes!

Mail your entry to

Kold Kist, Box 531-B
Hollywood 28, California

Here's all you have to do: In 25 words or less, finish the sentence: "I like KOLD KIST BEEF PRODUCTS because..." Enclose wrapper from ANY Kold Kist product, including Beef Steak; Sirloin Tips with Mushrooms; Beef Stew; Creamed Chicken; Chili Con Carne with Beans; Pork Chop Suey; Chicken Chop Suey; Roast Beef Dinner; Chili Size Twin Dinner; Beef Cutlets; Twin Steaks.

Kold Kist

HERE ARE THE EASY RULES

1. The contest is open to residents of Southern California, except employees and their immediate families of Kold Kist and its advertising agency.
3. You may submit as many entries as you wish. Each entry must be accompanied by a Kold Kist wrapper or a reasonable facsimile.
4. Entries cannot be returned. All become the property of the Kold Kist Company.
5. Entries will be judged by Kold Kist and their agency on the basis of originality, interest and aptness of thought. Decision of judges is final.
6. Winners will be notified by mail.

IN 25 WORDS OR LESS FINISH THIS SENTENCE: "I like KOLD KIST BEEFSTEAKS because..." or "I like KOLD KIST PRODUCTS because..." Enclose wrapper from ANY Kold Kist product, including Beef Steak; Sirloin Tips with Mushrooms; Beef Stew; Creamed Chicken; Chili Con Carne with Beans; Pork Chop Suey; Chicken Chop Suey; Roast Beef Dinner; Chili Size Twin Dinner; Beef Cutlets; Twin Steaks.

TV-RADIO LIFE PAGE 11
SATURDAY, JULY 21

BASEBALL GAME OF THE WEEK, (2), 10:35 p.m. Detroit Tigers vs. Boston Red Sox in Fenster at 10:45 by Dizzy Dean's Baseball Preview.

FIRST RUN MOVIE PLAYHOUSE, (9), 7:00 p.m. "Curse of the Cat People," with Simone Simon.

JULIUS LA ROSA SHOW, (4), 8:00 p.m. Joni James and Paul Winchell guest tonight.

LEGION BOUTS, (9), 8:30 p.m. Jack Johnson vs. Roger Tucker, heavyweights.

STAGE SHOW, (2), 8:30 p.m. Dick Haymes, Henny Youngman and Sister Rosetta Tharpe are guest of the Dorsey Brothers.

SUNDAY, JULY 22

TELEPHONE TIME, (2), 5:30 p.m. Thomas Mitchell stars in "Grandpa Changes the World."

YOU ARE THERE, (2), 6:00 p.m. "Lou Gehrig's Greatest Day."

THREE HOUR THEATER, (11), 6:00 p.m. "Babe Ruth" with Claudette Colbert and Melvyn Douglas. "Parole Racket" with Paul Kelly.

THE MOVIES, (5), 7:30 p.m. "That Way With Women" with Dane Clark, Martha Vickers, Sydney Greenstreet.

FAMOUS FILM FESTIVAL, (7), 7:30 p.m. New host Donald Woods presents "Waves" with James Mason.

ED SULLIVAN SHOW, (2), 8:00 p.m. Ed Sullivan presents the Ames Brothers, Ted Lewis, T. C. Jones, Elaine Malin, Larry Daniels and the Fredonias Acrobats.

STEVE ALLEN SHOW, (4), 8:00 p.m. Jack Haley, Count Basie, Buddy Hackett and the Four Lads.

GENERAL ELECTRIC THEATER, (2), 9:00 p.m. Kathryn Grayson and John Ericson star in "Shadow on the Hearth."

ALCOA HOUR, (4), 9:00 p.m. Vincent Price, Gladys Cooper and Cathleen Nesbitt in a suspense drama, "A Bullet For Baldwin."

ALFRED HITCHCOCK PRESENTS, (2), 9:30 p.m. John Quallen stars in "A Bullet For Baldwin."

PAUL COATES' CONFIDENTIAL FILE, (11), 9:30 p.m. Al Jarvis joins Paul in probing the question, "Is Rock 'n Roll a Threat to Our Youth?"

MONDAY, JULY 23

PRODUCERS' SHOWCASE, (4), 5:00 p.m. COLOR — Cyril Ritchard, Jean Fenn, Lois Hunt and the Wiere Brothers star in the musical comedy, "Rollin'Alinda."

STUDIO ONE, (2), 7:00 p.m. "An Accident of Love," the story of the love between a blind man and a married woman.

ADVENTURE MOVIE THEATER, (9), 7:00 p.m. "Prairie Moon" with Gene Autry. (Mon., through Fri. at 7-5 Sat. at 5.)

GOLDEN VOYAGE, (13), 7:00 p.m. "Japan, Samurai!"

BOLD JOURNEY, (7), 7:30 p.m. Flying trader's adventures in Panama and Alaska.

WANDERLUST, (13), 7:30 p.m. "Byways of San Diego."

VOICE OF FIRESTONE, (7), 8:30 p.m. Guest soloists are the three top winners of radio's Metropolitan Auditions of the Air.

ROBERT MONTGOMERY, (4), 9:00 p.m. "Catch a Falling Star," a drama by David Levy.

STARS OF JAZZ, (7), 10:00 p.m. Dave Brubeck and his quartet are Bobby Troup's guests.

TUESDAY, JULY 24

HOME, (4), 8:00 a.m. Jerry Lewis is Arlene Francis' guest. $64,000 QUESTION, (2), 7:00 p.m. Hal March versus.

7:30 THEATER, (11), 7:30 p.m. "Lady From Shanghai" with Rita Hayworth and Orson Welles.

CHEVY SHOW, (4), 8:00 p.m. Fred Waring and the Pennsylvanians celebrate their 40th anniversary in show business.

MOVIE OF THE WEEK, (13), 8:30 p.m. "Annie Get Your Gun" based on Jules Verne's "From the Earth to the Center of the Earth."

SNEAK PREVIEW, (4), 9:00 p.m. George O'Brien in a situation comedy, "Real George."

SUMMER ORIGINALS, (7), 9:00 p.m. Zachary Scott and Frances Rafferty star in "The Unwilling Witness."

CHANNEL 9 MOVIE, (9), 9:00 p.m. "Born to Kill" with Claire Trevor, Lawrence Tierney and Walter Slezak.

ROSEMARY CLOONEY, (11), 9:00 p.m. Anin Dick Corken.

SPOTLIGHT PLAYHOUSE, (2), 9:30 p.m. Lloyd Corrigan, Frances Bavier and Frances X. Bushman star in "Hollywood Home Sweet Home."


CAVALCADE THEATER, (7), 9:30 p.m. "Q for Goldbergs," true story of the conqueror of pellagra.

WEDNESDAY, JULY 25

20TH CENTURY FOX HOUR, (2), 7:00 p.m. Linda Darnell and Trevor Howard star in "Deception."

WEDNESDAY NIGHT CIGAR BOX, (7), 7:00 p.m. Isaac Logart vs. Jed Black in a ten round welterweight bout from Chicago.

VAGABOND, (13), 7:00 p.m. "Painted Canyons of Utah."

KINGDOM OF THE SEA, (13), 7:30 p.m. "Tuna Clipper."

DISNEYLAND, (7), 8:00 p.m. "The Story of the Animated Drawing."

KRAFT TV THEATER, (4), 9:00 p.m. Victor Jory in "Prairie Night," a drama by John Gay of a frontier couple.

THE AMAZING DUNNINGER, (7), 9:00 p.m. Boris Karloff guest.

SCREEN DIRECTORS' PLAYHOUSE. (7), 9:30 p.m. Macdonald Carey and Joan Caulfield star in "Apples on the Lilac Tree."

DOWN TIN PAN ALLEY, (13), 9:30 p.m. Dave Franklin, composer of " Anniversary Waltz," guest.

THIS IS YOUR LIFE, (4), 10:00 p.m. Ralph Edwards re-runs the life of Gov. Joe Foss, Congressional Medal of Honor holder.

THURSDAY, JULY 26

PCL BASEBALL, (9), 1:25 p.m. Portland Beavers vs. L. A. Angels.

STUDIO 57, (7), 7:00 p.m. "Forest Magic" with Lynn Bari and Steve Dunne.

I SEARCH FOR ADVENTURE, (13), 7:00 p.m. Last year's great European auto races and a hazardous swim down the Colorado.

BEST OF GROUCHO, (4), 8:00 p.m. Baseball's Bob Lemon is Groucho's guest.

CLIMAX!, (2), 8:30 p.m. Debra Paget, John Ericson, Sid Cedrick Hardwicke and Peter Lorre star in "The Man Who Lost His Head."

STAR TONIGHT, (7), 9:00 p.m. "The Coffee Shop Incident" with Loretta Lyter, Seebo Leary, Joe Maross.

ASSIGNMENT AMERICA, (11), 9:00 p.m. Bill Burrud presents a dramatic expose of the 1940 Katyn Forest Massacre.

FOUR STAR PLAYHOUSE, (2), 9:30 p.m. Dick Powell stars in "Success Story."

FORD THEATER, (4), 9:30 p.m. Edward G. Robinson and Ann Doran in "A Set of Witnesses."

LUX VIDEO THEATER, (4), 10:00 p.m. Elsa Lancaster stars in "Misa Mabel."

FRIDAY, JULY 27

GILLETTE FIGHTS, (4), 7:00 p.m. Miguel Berrios vs. Kid Anauchub, featherweights, 10 rounds.

HALL OF STARS, (11), 9:00 p.m. Jan Sterling stars in "Reverse English."

SCHLITZ PLAYHOUSE OF STARS, (2), 9:30 p.m. Phyllis Thaxter portrays an unconvincing actress in "Dara."

STAR STAGE, (4), 9:30 p.m. Greer Garson and Patric Knowles star in "Career."
KEY TO YOUR LOCAL CHANNELS

2 KNXT (CBS) 1313 North Vine, Hollywood, 28
3 KEY-T (NBC, CBS, ABC) 730 Mirimonte Dr., St. Barbara
4 KRCA (NBC) 1500 N. Vine St., Hollywood, 28
5 KTLA (Ind.) 5451 Marathon St., Los Angeles, 38
6 XETV (ABC) 4229 Park Blvd., San Diego, 3
7 KABC-TV (ABC) Prospect & Talmadge, Hollywood, 27, NO. 2-3311
8 KNFB-TX (CBS) 5th and Ash, San Diego, 1
9 KJTV (Ind.) 1313 North Vine, Hollywood, 28
10 KFSD-TV (NBC) 3642 Enterprise, San Diego, 10
11 KTTF (Ind.) 3746 Sunset Blvd., Hollywood, 28
12 KCOP (CBS) 5744 Sunset Blvd., Hollywood, 28
13 KCPD (CBS) 1600 N. Cahuenga, Los Angeles, 38

Information Received From Stations Subject to Last Minute Change

Indicates movie

Morning

11:00 (10) APRIL 30th
11:30 (9) JAMES DICKSON
11:45 (8) GIOVANNI
8:00 (7) IVY
8:30 (6) THE CONQUERED
9:00 (5) FOR THE LADY
9:30 (4) THE ADVENTURER
10:00 (3) THE GREAT SAYS
10:15 (2) THE HUNGRY
10:30 (1) THE TALENTED MR. BANKS

Afternoon

12:00 (5) MICKY MOUSE
12:15 (4) SAM HUNT
12:30 (3) BUSY BODY
12:45 (2) MARY POPPINS
1:00 (1) THE HABITATION

TV-RADIO LIFE PAGE 13
(2) PET SHOWCASE
With Tommy Dixon, emcee. Featuring unusual and interesting animals.

(3) THIS IS THE LIFE
(4) HALLS OF SCIENCE-30m.
"Sexual Adjustment."

(6) HOME THEATER-90m.
"SYNCPATION." Jackie Cooper, Adolphe Menjou. Jazz—1900 to 1942.

(7) COWBOY G-MEN
Jackie Cooper and Russell Hayden tangle with "Rawhiders."

(8) MILLION DOLLAR MOVIE
"THE FIGHTER." Richard Conte. Fighter takes beating in the ring to supply arms for Mexican revolution.

(10) BASEBALL ROUNDUP-15m.
(11) JAMBOREE
This is the Story, John Kieran, Jr.

4:15 (9) BIG MATINEE
(10) BASEBALL HALL OF FAME

4:30 (2) TALES OF TEXAS RANGERS
Eldercy, proud ex-Ranger goes back into action after he is wounded during a robbery at the bank where he is a guard.

(3) WILD WEST THEATER
(4) FEATURE FILM
Gypsy girl becomes pawn in battle between gypsies and nobles.

(7) RIN TIN TIN-30m.
Rin Tin Tin frees Lt. Rip Masters and Corporal Boone from bandits.

(10) STORY THEATER-30m.
(13) GRAND OLE OPRY STARS

5 (2) CISCO KID
Duncan Renaldo and Leo Carrillo in "The Ambush."

(5) DOUBLE BARREL THEATER
"RIDERS OF PASCO EASIN."
Johnny Mack Brown.

(7) ACTION THEATER-30m.
"Monna Lisa," Ralph Byran.

(10) FLORIAN ZABACH-30m.
(11) THREE MUSKETEERS-30m.

(13) JUDGE ROY BEAN
Edgar Buchanan helps an old rancher whose son turns out to be a killer.

5:15 (6) TV CLASSIFIED PAGE
(5:30) (2) LONE RANGER-30m.
Local businesswoman tries to prevent a man from paying off the mortgage when she learns there is oil on his ranch.

(3) MR. WIZARD-30m.
(6) GABBY HAYES-30m.
(7) THRILL THEATER-30m.
"I'M You," Dave Willock.

(10) TWO ON THE AISLE
"COUNSEL FOR CRIME." Otto Kruger. Young man prosecutes criminal lawyer who turns out to be his own father.

(11) HOPALONG CASSIDY-30m.
Bill Boyd in "Ghost Trails."

(13) RANGE RIDER-30m.
Range Rider and Dick West track down two kings of rustlers — one and only — "Bandit Stallion."

5:45 (4) BOWLING TIME-60m.
Leading bowlers in inter-city meets. Audience participation features, host celebrities, and bowling instruction courses are added.

Evening

6 (2) FANDANGO-30m.
Mauricio Jara emcees Latin American musical variety show.

(3) SGT. PRESTON
(5) DOUBLE BARREL THEATER
"LAWSLESS CLAN." Kirby Grant.

(6) JOHN WAYNE MOVIE
"LAWSLESS FRONTIER."

(7) LAWRENCE WELK-60m.

(8) STAR THEATER-30m.

(9) ADVENTURE MOVIE
"FRONTIER PONY EXPRESS." Roy Rogers finds himself in the middle of Civil War spy plot when he saves a pretty Southern belle from a runaway stagecoach.

(11) COUNT OF MONTE CRISTO
The king's niece is accused of an assassination plot against him. George Dolenz stars.

(13) OUR GANG COMEDIES
Hai Smith, dressed as a Keystone Kop, presents: "The Big Show" and "The Glorious Fourth." Mariano McGuire plays honkytonk piano background for these Hai Roach comedies.

6:30 (2) BEAT THE CLOCK
Bud Collyer, Roxanne and guests.

(3) KEN MURRAY SHOW-30m.
Ken Murray has the greatest athlete of the first half of our century who enjoyed his greatest triumph in 1936.

(8) RUSS MORGAN SHOW
(11) ABBOTT AND COSTELLO

6:45 (4) LEE GRIoux—NEWS

7 (2) AMOS 'N ANDY-30m.
(3) GUNSMOKE-30m.
(4) SILVERAMA-30m.
"Double Life of Garry Peters." Gene Raymond, Bobby Driscoll.

(5) HOMETOWN JAMBOREE
With Cliff Stone, host, and Gene O'Quinn, Molly Bee, Billy Strange, Buckle Tibbs and Herman the Himer.

(6) ETHEL AND ALBERT
(7) MASQUERADE PARTY
Jeanette MacDonald subs for Ilka Chase. Regular panelists are Ogden Nash, Betsy Palmer and Bobby Sherwood. Peter Donald brings in the guests in their strange disguises.

(8) DO YOU TRUST YOUR WIFE?
(9) FIRST RUN MOVIE
"THE CURSE OF THE CAT PEOPLE." Simone Simon, Kent Smith, Jane Randolph. Supernatural story of how a lonely child calls upon the spirit of her father's first wife and sets the scene for a deadly sequence of events.

(10) SUSIE-30m.
Ann Southern.

(11) SUPERMAN-30m.
With George Reeves.

(13) MEET CORLISS ARCHER
How to muzzle Dexter's muffler is the problem in this week's mixup. Ann Baker stars.

7:30 (2) HIGH FINANCE-30m.
Dennis James emcees $110,000 quiz.

(3) HARRY OWENS-30m.
(4) (10) DOWN YOU GO
Dr. Bergen Evans emcees a panel quiz game. Panelists include Arthur Treacher, Hildy Parks, Jimmy Nelson and his "friends."

(6) MOVIE OF THE WEEK
"Mr. Universe." Jack Carson enters Mr. Universe contest.

(7) OZARK JUBILEE-90m.
Onie Wheeler, folk singer, is Red Foley's guest.

(8) FATHER KNOWS BEST-30m.
(31) SADGE "714"
Starring Jack Webb as Sgt. Joe Friday and Ben Alexander as Officer Frank Smith.

(13) MOVIE
"SUMMER STORM." George Sanders, Linda Darnell. Chekhov's story of murder on a hunting party and its tragic aftermath.
8:30 (2) (3) (8) JACKIE GLEASON Ralph Kramden cries "wolf" once too often and learns the hard way that honesty is the best policy in "Oh, My Achin' Back," a rerun episode.

(4) (10) JULIUS LA ROSA Julius hosts Joni James, Paul Winchell, Juggler Francis Brunn, Milton Q. Ford and Frances the Parrott, and the Galtiers, a steeplechase act.

(5) SPADE COOLEY The King of Western Swing, featuring vocalist Kay Cee Jones.

(11) SUSIE—30m. Ann Sothern and Don Porter.

8:30 (2) (8) STAGE SHOW The Dorsey Brothers' combined orchestras with the June Taylor Dancers. Tonight's guests are comedian Henry Youngman, Dick Haymes and Sister Rosetta Tharpe, spiritual singer.

(3) PEOPLE ARE FUNNY Jack Johnson vs. Roger Laicher, heavyweight, 12 rounds.

(11) I LED THREE LIVES—30m. Herb Philbrick becomes a pawn in a Communist plot to keep the identity of a top Commie leader secret. Richard Carlson stars as Philbrick, a businessman, Communist—and FBI agent.

9 (2) (3) (8) TWO FOR MONEY Sam Levenson, host.

(4) (10) PEOPLE ARE FUNNY in Art Linkletter's first stunt, a Hollywood woman gets a big gift—an elephant. The second stunt starts a woman on a two-week project of tossing a silver dollar trying to outcall a Las Vegas croupier, and a third woman plays anagrams for a $1 to $10,000 cash prize.


(6) LAWRENCE WELK (7) AL JARVIS' HI-JINX—60m.

(11) MR. DISTRICT ATTORNEY David Brian becomes suspicious when a raft of accidents against the city begin to follow a pattern.

(13) SAT. NIGHT MOVIE "THE WELL." Henry Morgan, Barry Kelly. Based on the Kathy Fiscus San Marino well disaster. Bill Griffiths is host.

9:30 (2) RUSS MORGAN SHOW—30m. Featuring Russ Morgan and his orchestra with guest stars.

(3) CRUNCH AND DES (4) (10) FESTIVAL OF STARS Scott Brady, Gene Barry and Marjorie Rambeau star in "The Blue Ribbon." The story of a woman who promises her dying husband to raise their son to become a prizefighter like his father.

(8) BADGE 714—30m.

(11) SAN FRANCISCO BEAT Paint laundry mark is the only clue which officers have to the murder of a man known only as "Pop." An ex-convict he befriended becomes a prime suspect. Warner Anderson and Tom Tully star.

10 (2) (8) GUNSMOKE—30m. Death comes to Dodge City when a former Union soldier is driven to violence after being made the brunt of constant ridicule by two Confederate die-hards.

(3) (4) (10) ENCORE THEATER Peter Votrian and Jean Byron star in "The Boy with the Beautiful Mother." Through the wise guidance of an understanding school teacher, a young immigrant boy learns how to blend his 'old country' heritage with the problems he faces in the new country.

(6) MASQUERADE PARTY—30m.


(11) TOWN HALL PARTY With Marie Travis, Wes Tuttle, Joe and Rose Lee Magphis, Tex Ritter, Collins Kids, Johnny Bond, Lefty Frizzell and guests.

10:30 (2) THE BIG NEWS Grant Holcomb, Bill Kenneally, Gil Stratton, Gordon Weir.

(3) (4) (10) ADVENTURE THEATER—30m. Barber's razors at four identical murder scenes are vital clues in "The Marriage Trap." Three suspects are vindi- cated during an unusual marriage ceremony. Paul Douglas is host for the series.

(5) ROLLER DERBY—60m. With Dick Lane.

(6) PICTURE WINDOW "MR. DRAKE'S DUCK." Douglas Fairbanks Jr. His duck lays atomic eggs.

(7) VIDEO PLAYHOUSE "DRUMS." Raymond Massey, Sabu. Trouble in India under British rule.

(8) MASTER PLAYHOUSE "CHICAGO CALLING." Dan Duryea. Small boy restores man's faith in himself.

(13) THE HUNTER—30m. Keith Larsen becomes a student to ferret out a subversive secret society.

EVERYONE'S going to Ted Bentley's 4TH ANNUAL DO-IT-YOURSELF SHOW at the COOL AIR-COOLED PAN PACIFIC NOW! through JULY 29 SEE HUNDREDS OF EXHIBITS!

PRIZES:

NEW DO-IT-YOURSELF HOUSE (Mfctrd. & Designed by Bill Taylor)
WIN Valuable Speed Motor Boat
Easy-to-Install Electroless Swim Pool

Food-O-Rama
- Mike Roy
- Stuart's Kitchen Center
- Water and Power Hospitality Kitchen
- Food Demonstration
- Taste-Sampling
- Giant B-B-Q's

Garden Show
- Dr. Bob Atkinson, L.A. Mirror-News
- Panel Discussions
- Prizes
- Free Garden Information

Special Events
- Do-It-Yourself House
- Patios
- Mobil Home
- Neptune Home
- Builders Clinic
- Myron Ronne
- Gageteria
- L.A. Beautiful Turntable Display
- Designs by Nena

SHOW HOURS: 1:00 P.M. to 11:00 P.M.

Mr. DO-IT-YOURSELF SAYS: "You'll see beautiful home improvements displays—and learn ways to save many dollars. Bring the children—they'll be entertained!"
Santa Ana Newscaster Tells Big City Yokels What’s Wrong With Their News Reporting

Pat Michaels is getting to be a local newscaster with a national reputation. As the news director of radio station KWIZ, Santa Ana, he is in constant demand as a featured speaker through the West (the latest being the Oregon State Broadcasters convention in Eugene, Oregon), and the subject of nationwide articles (the latest being an eight-page spread in Sonora magazine).

Michaels' work in the fast-growing, near 500,000-person population Orange County area can best be told by the recent Public Survey of radio listening habits. Although practically all Los Angeles radio stations blanket Orange County, the Santa Ana man's newscasts, which are in the lead of all Los Angeles outlets.

Who is this broadcasting phenomenon? He is a 32-year-old, blond, good-looking reporter who has been with the station since the age of 18. He has covered foreign assignments for major networks and become well-known for his reports as a war correspondent in Korea. However, unlike most newscasters, Michaels is not a stranger to a typewriter. He has written thousands of by-line newspaper pieces and more than 150 articles for national magazines.

The usual friction that exists between newspaper and radio reporters has never existed between Michaels and editorial writers. As a matter of fact, he gets along so well that he recently won the Santa Ana bureau of Orange County News Service, a teletype wire service that feeds copy to five Orange County newspapers—and his by-line appears more frequently in those newspapers than most of the reporters on some publication's staff.

Michaels' newscast technique relies heavily on exclusive, imaginative, capturing stories. He devotes some 80 percent of each newscast to items of a purely local or regional nature, and counts to a large extent on getting accurate news to his audience with blinding speed.

As far as the Los Angeles area is concerned, Michaels believes he has a clear field in this type of radio news reporting. "Nobody hereabout does it," he says. "They don't provide fast news and they concentrate too heavily on national and international copy. They give a lengthy rundown on what's happening in Algeria. To some, Algeria is important. But by-and-large, the listening audience is more concerned with a new local sales tax law that will affect them immediately.

As for TV, Michaels looks at area television newscasting pretty caustically. "It isn't news they're selling; but history," he says. "How many items can you remember from last night's TV newscast that weren't reported on in yesterday's newspapers? None, and for TV to use the excuse that their newscasts aren't aimed at people who read newspapers is ridiculous. Look at the Los Angeles newspaper circulation figures. People don't buy newspapers just to read the comics."

Michaels can speak with authority about the television news. Before he left WDSU-TV in New Orleans, after a stint as news director, his newscast set a still-standing national record for Pulse survey honors—a whopping 53.9.

All of Michaels' 13 daily newscasts are sponsored with a listening line for some of the more choice times during the day. This, in itself, has caused broadcasters in Oregon and throughout the country to turn eyes toward Michaels and see if maybe he isn't giving his audience something they want and thus re-attracting an audience to radio.

Ear, Eye Inspire

M. C., Los Angeles

I'm not much of a writer but I have just seen Victor Borge and I must say his show was just wonderful. He makes long-hair music enjoyable and I wish other programs could capture some of his wonderful technique.

P. Z., Los Angeles

I used to watch Home on KRCA every morning at 11 a.m. How do they think we can watch it now when a wife and mother's busiest time is in the morning when she is getting her husband off to work and her children off to school?"

Here's hoping they change.

Mrs. O. S., Los Angeles

Three cheers for men like Edward R. Murrow, Chet Huntley and Drew Pearson. They are tops.

L. R., Goleta

As Tom Duggan on TV chews, there is less yawnning at TV bore.

J. A., Los Angeles

We watched the Duggan show a few times only. Listening to someone belting insinuating is neither entertaining nor constructive.
July 22

GREAT CHURCHES of the GOLDEN WEST
Sunday, 11 a.m.—KTTV Channel 11

July 22
KNOX PRESBYTERIAN CHURCH
2540 La Tierra
Los Angeles
Rev. Arthur P. Rech

Presented by
INGLEWOOD PARK CEMETERY
Serving Greater Los Angeles For Over Fifty Years

10:45  (8) THIS IS THE LIFE
11  (2) KNXT NEWS
(5) CHURCH IN THE HOME
(10) SPOTLIGHT ON OPERA
Dr. Jan Popper presents a course in opera appreciation.

11:15  (2) Q.E.D.—30m.
Public service show dealing with Los Angeles public health. To day: "The Crowded Room," story or mental health of children.

11:30  (2) YESTERDAY'S WORLDS

11:45  (8) WESTERN THEATER
"WEST OF WYOMING," Johnny Mack Brown.

Afternoon

12  (2) AFTERNOON SHOW
"PARDON US," Laurel and Hardy. Comedy with no apologies.

(4) TEEN AGE TRIALS
Paul Pierce, moderator.

(5) ASK THE DOCTOR—30m.
With Gil Martyn.

(7) 770 ON TV
Discussion program by leading citizens of local and national problems of public interest. A filmed news report from Washington by Drew Pearson is also featured each week.

(9) FEATURE FILM
"BLONDE SAVAGE," Leif Erickson, Veda Ann Borg. Fliers crash in jungle, meet beautiful blonde raised by savages.

12:30  (4) YOUTH WANTS TO KNOW
(5) GARDEN CHATS—30m.
With Joe Littlefield.

7  (7) FAITH FOR TODAY
(8) WILD BILL HICKOK

1  (2) JUVENILE TALENT TIME
Bill Ballew hosts a 30-minute program presenting the talent hopefuls of tomorrow.

(4) FRONTIERS OF FAITH
Dr. Henry Endress of United Lutheran Churches of America; Willard A. Pleuthner of BDDD; Rev. Dana F. Kennedy of the National Council of the Protestant Episcopal Church, discuss the topic: "Christianity Stewardship of Money.

(5) WESTERN MOVIE
"TERROR TRAIL," Tom Mix.

(7) SAGEBRUSH THEATER
"PIONEER JUSTICE," Lash La Rue.

(8) ZOORAMA

(10) PUBLIC SERVICE

(11) THE CHRISTOPHERS

(13) SADDLE AND SPURS

1:15  (9) FEATURE FILM
"POWERS GIRL," George Murphy, Carole Landis, Dennis Day. Top model gets murdered.

1:25  (3) NEWS—5m.

1:30  (2) (3) BANDWAGON '56
Comprehensive survey of the national political scene—past and present.

(8) LONE RANGER—30m.

(10) ROY ROGERS—60m.
"HOME IN OKLAHOMA.

(11) SUNDAY WESTERN
"TRIGGER FINGERS," Tim McCoy.

(2) (8) FACE THE NATION—30m.

(3) THE LIGHTED WINDOW

Color

(4) ZOO PARADE—30m.
Marlin Perkins presents African safari color films of "Kruger Game Reserve." The park's lions are seen using visitor's automobiles as shields when stalking their prey.

(5) TWIN MOVIE NO. 1
"LIGHTHOUSE," Paul Demel. Light-house keeper tries to prevent escape of bank robbers who take refuge there.

(7) MESSAGE OF THE MASTER
Alhambra Church of Christ.

(13) COWBOYS WEST
"SHERIFF OF MEDICINE BOW," Johnny Mack Brown.

2:30  (2) (8) CBS NEWS—30m.
(3) (4) OUTLOOK—30m.
With Chet Huntley.

(7) SUNDAY THEATER

(10) THE CHRISTOPHERS
(11) JALOPY DERBY

3

(2) PUBLIC SERVICE FILM—15m.
(3) THE ETERNAL QUESTION
(4) DR. SPOCK
   The noted pediatrician discusses with
three mothers the lack of courage and
self-confidence in pre-school children.
(5) TWIN MOVIE NO. 2
   "NIGHT IN PARADISE." Turhan
Bay, Mary O'Leary. Aesop rescues princes
from sorcerers.
(6) THE CHRISTOPHERS—30m.
(8) TALES OF TEXAS RANGERS
(9) MILLION $ MATINEE
   "LADY LUCK." Robert Young, Bar-
bara Hale, Frank Morgan. Girl from a
family of gamblers falls in love with one
—much against her will.
(10) PREMIER THEATER
   "HEY ROOKIE" with Ann Miller
and Larry Parks.
(13) GRAND OLE OPRY STARS
3:15
(2) KNXT NEWS
3:30
(2) SELECTING A PRESIDENT
Dr. Malcolm Moos moderates a his-
tory of the American political system with
an explanatory look at the processes in-
volved in the nomination of candidates.
(3) TRAVELOG—30m.
(4) THIS IS THE LIFE
(5) SUNDAY MATINEE
   "VALLEY OF THE EAGLES." Jack
Warner. Scientific expedition trapped in
frozen Lapland wastes.
(8) MILLION $ MOVIES
   "THE LAST CHANGE." John Hay.
Filmed in Switzerland, the story of a Brit-
ish lieutenant and a Yank sergeant who
flee from Nazi prison train across Swit-
erland.
(13) RANGE RIDER—30m.
   Jock Mahoney and Dick Jones in
"Renegade Ranch."
3:45
(7) PUBLIC SERVICE FEATURE
4
(2) THE LITTLE RASCALS
(3) ORAL ROBERTS—30m.
(4) SERMONS IN SCIENCE—30m.
6:00

SUNDAY TV LOGS

JULY 22

(11) JALOPY DERBY

3

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(4) SERMONS IN SCIENCE—30m.

6:00

TONIGHT! ANOTHER NEW EPISODE
Starring Academy Award Winner

THOMAS MITCHELL
in "Mayor of the Town"

SUNDAYS • 6:30 PM
CHANNEL 3 • KEY-T
A Presentation by
RICHFIELD
Conservation of natural resources
means better living for YOU
Focus on Los Angeles
Dick Tufeld presents three exclusive films about Southern California. "Our Vanishing Parks" shows how the Hollywood Freeway is gobbling up San Fernando Valley parks and playgrounds. 2—A look at the De-It-Yourself industry: 3—Summer Skiing at Big Bear.

(7) Famous Film Festival
"ODD MAN OUT." James Mason, Robert Newton. Fleeting from the Belfast police, Mason encounters a crazy artist, a humble parish priest, drunks, ragamuffins, and—most important—Kathleen. With the presentation of this Carol Reed espionage classic, Donald Weeds takes over the duties of host.

(13) DANGEROUS ASSIGNMENT
Brian Donlevy is sent to Paris as a bodyguard for a girl who was eyewitness to a political assassination.

(3) TELEPHONE TIME—30m.
See Channel E, 9:30 p.m. for details.

(4) TOPPER—30m.
The invincible Kerby helps Topper save his boss a million dollars but not before they take him on an airplane ride to a desert island.

(5) LONG JOHN SILVER—30m.
Jim Hawkins falls under a voodoo curse. The late Robert Newton stars in this series based in "Treasure Island."

(7) THE FALCON
Charles McGraw, as Mike Waring, penetrates the Iron Curtain to obtain plans for a guided missile.

INNER SANCTUM—30m.
"Dark of the Night." Wallace Ford, Betsy Palmer. A small-time photographer tries to make his wife believe he is a psychoopathic killer.

7:30 (8) WHAT'S MY LINE?
(3) CISCO KID—30m.
"The Big Dry." The story of a married couple and a grandmother who strike out across the desert in 1849 in search of a short route to the California gold fields. Walter Coy is narrator.

(8) "THE MOVIES"—90m.
"THAT WAY WITH WOMEN." Dane Clark, Martha Vickers, Sydney Greenstreet. A retired auto magnate (Greenstreet) longs for activity and, made up as his own chef, becomes partner in a gas station with Dane Clark—who casts an eye toward his beautiful daughter. Presented by Stan Fisk Tuna and Barbara Ann Bread.

(6) MOVIE PARADE
"MAN IN THE IRON MASK." Louis Hayward, Joan Bennett.

(10) (8) $56,000 CHALLENGE
Challengers compete with winners of $50,000 or more in the $56,000 Question.

(3) INTL THEATER
"THE LIMPING MAN" with Lloyd Bridges. Detective tracks his prey to television.

(4) (10) MAN AGAINST CRIME
Mike Barnett (Frank Lovejoy) goes in for spiritualism to track down a gang of Iron Curtain spies.

(5) JIMMY FIDLER
(6) MYSTERY THEATER
"CONFIDENTIAL GIRL." Tom Conway, Hillary Brooke.

(7) ADVENTURE TOMORROW
Dr. Martin L. Klein shows film of the SAGE (semi-automatic ground emergency) radar system which determines what defense is needed against aircraft and missiles whose readings are fed into it.

(11) STORIES OF THE CENTURY
(13) REV. ORAL ROBERTS
10:15 (5) WEEKEND NEWS—15m.
10:30 (2) CROSS CURRENT
(4) BOWLING CHAMPIONS
Bill Sullivan of Chicago challenges the previous week's winner.

(5) LATE SUNDAY MOVIE
"HOUND OF THE BASKERVILLES." Basil Rathbone, Nigel Bruce and Richard Greene. Holmes and Watson track a murderer from the 1700s.

(7) NITECAP THEATER
"CRIME, INC." Lee Carroll, Tom Neal. Crime syndicate stiffs competition.

(8) BEAT THE CLOCK—30m.
(10) SUNDAY MOVIE
"IT'S A WONDERFUL LIFE" with James Stewart and Donna Reed.

(11) MR. AND MRS. ORTH
"Beauty Prize." Barbara Britton and Richard Denning.

(11) JIM WALTERS PRESENTS—15m.
(13) CRISWELL PREDICTS—15m.
10:45 (9) THE CHRISTOPHERS
(13) SHORT STORY—15m.
(2) (8) NEWS SPECIAL
With Bill Stout.

(4) ELEVENTH HOUR NEWS
With Steve Harms.

(11) SUNDAY LATE FEATURE
"BREWSSTER'S MILLIONS." Dennis O'Keefe, June Havoc. Young man must spend five million dollars within a time limit in order to inherit one million.

(13) A. ALLEN, REVIVALIST
11:15 (2) BIG HIT MOVIE
"TOPPER." Roland Young, Cary Grant, Constance Bennett, Billie Burke. Topper finds himself in night court and some embarrassing sessions with a pair of kind-hearted ghosts.

(4) ELMER PETERSON
(8) MEET YOUR MAYOR—5m.
11:30 (3) LATE NEWS
(4) PARTY LINE—30m.
With Jack Pourke.

(13) REPORTERS ROUNDUP
1:45 (2) LAUREL AND HARDY
1:15 (2) GIVE US THIS DAY
TV RADIO LIFE
**MONDAY W' LOGS**

**JULY 23**

Information Received From Stations Subject to Last Minute Change

\[ \text{Continued on Col. 1} \]

### Morning

5:55 (4) **EARLY FARM REPORT**
6 (4) **TODAY**
6 With Dave Garwoy.
6:30 (8) **THIS IS MY FAITH**
(10) **TODAY ON THE FARM**
6:45 (2) **GIVE US THIS DAY**
(8) **FILM**
6:50 (2) **KNXT FARM REPORT**
7 (2) **PANORAMA PACIFIC**
With Red Rowe, Grant Holcomb, Tommy Dixon.
(4) **(10) TODAY**
(11) **SHERIFF JOHN**
7:25 (10) **TODAY'S DATE-BOOK**
7:30 (10) **TODAY'S CARTOONS**
8 (4) **(10) HOME**
Arlene Francis and Nancy Ann Graham discuss "Home In The Summer With Baby." Howard Whitman reports on anti-radiation suits for industrial workers.
(11) **TOP OF THE MORNING**
With Del Moore and Clammett Gang.
8:25 (8) **LOCAL NEWS—5m.**
8:55 (8) **LOCAL NEWS—5m.**
9 (2) **(8) VALENTINE LADY**
(4) **(10) FEATHER YOUR NEST**
Bud Collyer and Janie Carter.
9:15 (2) **(8) LOVE OF LIFE**
(11) **TROUBLE WITH FATHER**
Hosted by Norma Gilchrist.
9:30 (2) **(8) SEARCH FOR TOMORROW**
(4) **(10) IT COULD BE YOU**
Bill Leyden emcees an audience-participation show with well-known celebrities.
(7) **JACK OWENS**
9:45 (2) **(8) GUIDING LIGHT**
(10) **(2) (3) (8) C. COLLINGWOOD**
(4) **(10) DING DONG SCHOOL**
Dr. Frances Horwich.
(11) **HEART OF THE CITY**
Hosted by Norma Gilchrist.

### Afternoon

10:10 (2) **(3) (8) STAND UP AND BE COUNTED**
Bob Russell moderates panel show in which letters from people with problems are read and members of the studio audience volunteer solutions.
10:25 (3) **NEWS—5m.**
10:30 (2) **(8) AS WORLD TURNS**
Half-hour, daytime dramatic series about the day-to-day problems of a moderately successful lawyer, his wife, their three children and friends of the family.
(3) **(4) (10) TODAY IN WEST**
With George Wolfe.
(7) **CHUCKO'S CARTOONS**
(11) **STAR SHOPPERS**
With Bill Walsh.
11 (2) **(8) JOHNNY CARSON**

### Evening

7 (10) **THE LITTLE SCHOOLHOUSE**
With Eleanor Hempel.

### 11 **MY LITTLE MARGIE**
With Gale Storm, Charles Farrell.
11:25 (4) **TERREA LEA**
11:30 (2) **(8) HOUSE PARTY**
With Art Linkletter.
(3) **(4) (10) TENNESSEE ERNIE FISHER**
An informal program from Hollywood with music, comedy and interviews. Molly Be is featured vocalist.
(7) **BEULAH—30m.**
Hosted by Chef Milani.
(11) **SHERIFF JOHN**
With John Rovick.
11:55 (9) **SUSPECTS WANTED**

### 12 **THE BIG PAYOFF**
Audience participation program with Randy Merriman, host; Bess Myerson, hostess; Betty Ann Grove, singer-actress.
(3) **(4) (10) MATINEE THEATER**
"The Reverbato" is the story of a young, beautiful and wealthy American girl who is wooed in France by both the son of a titled family and correspondent of an American scandal magazine. Arthur Hill directs this Henry James story.
(7) **FILM FESTIVAL**
"I BELIEVE IN YOU." Celia Johnson, Celia Park. A retired bachelor uses unorthodox methods on a wanted girl and a wayward youth. Donald Woods assumes his duties as news host today.
(9) **FIREMAN JOE—45m.**
Cartoons and tips on fire prevention. Sparky, the talking dog, co-hosts.
12:30 (2) **(8) BOB CROSBY**
Musical variety show with Carol Richards, The Modernaires and Paula Kelly, and the Bobcats.
12:45 (11) **MARTIN'S DRAMA MANOR**
With Steve Martin.

### July 24

1 (2) **(8) BRIGHTER DAY**
Quarter-hour dramatic serial.
(3) **(4) (10) QUEEN FOR A DAY**
With Jack Bailey.
(6) **SPANISH MOVIE**
(9) **MILLION $ MATINEE**
(10) "LADY LUCK." Robert Young, Barbara Hale. Girl from a family of gamblers falls in love with one — much against her will.
1:15 (2) **(8) SECRET STORM**
1:30 (2) **(8) EDGE OF NIGHT**
Half-hour dramatic serial.
(13) **BALLANCE 'N MOVIES**
1:45 (3) **(4) (10) Modern Romance**
1:55 (5) **POLICE CALLS**
2 **(2) RED ROYE'S GET-TOGETHER**
Variety show with Red Row, Lucy, Little, Bill Hamilton, Freddie Haynes and the "Rowe-Bots."
(3) **(4) (10) SO THIS IS HOLLYWOOD**
Re-runs of the Mitzi Green situation comedy series.
(5) **MAJOR MOVIES**
"OUTPOST IN MORCOCO." George Raft, Marie Windsor. Legionnaire fails for daughter of hostile Arab chief.
(7) **BILL GWINN'S THEATER**
(8) **AFTERNOON SHOW**
With Bill Mesler.
2:15 (11) **ED REIMERS' MATINEE**
2:30 (3) **(4) ERNIE KOVACS—30m.**
Variety show.
(6) **CINEMA CHEF**
"BLIND MAN'S BLUFF." James Mason. Scientist learns truth about his wife by feigning blindness.
(10) **LYNN TAYLOR'S Pantry**
"PEARLS BRING TEARS." John Stuart, Donny Bond.
2:45 (9) **NEWS**

### New

3 (2) **(8) OF ALL THINGS**
Starring Faye Emerson, with vocalists Jack Haskell and lene Woods, announcer Del Shorbut and Billy Clifton's orchestra.

(3) **STAR MATINEE**
"I LOVE TROUBLE," Franchot Tone, Janet Blair. Missing girl, misbehaving hoodlums provide the trouble.
(4) **RCA VICTOR PLAYHOUSE**
"PARK ROW." Gene Evans, Mary Welsh. Story of newspaper pioneering.
(9) **PARLOR PARTY**
With Bill Stilla.
3:30 (2) **(8) ARTHUR GODFREY TIME**
Variety show with the McGuire Sisters and Tony Martin.
(5) **MILADY**
With Dorothy Gardiner.

(Continued from Col. 1)

**-NGHILL**

(He's got to shorten that name — it's costing KTTV money.)
(7) GLAMOUR GIRL
Four women are selected from the audience and each tells why she wishes to be glamorous. A winner is picked, and the staff go to work. She returns next day as a "new woman," Jack Owens subs for vacationing Jack McCoy.

(11) DICK WHITTINGHILL
Dick presents two 30-minute dramas:
"A Woman Scorned" tells how Louise Jordan and Claude Dauphin of the French Police save a G.I. from a murder rap when his girl friend dies of poisoned brandy.
"The Stars Don't Shine" with Teresa Wright, Phil Carey. A blind girl finds hope for the future with the man who caused her to lose her sight.

4 (5) CARTOON CAROUSEL
With Skipper Frank.

(6) TV CLASSIFIED PAGE

(7) WHAT'S NAME OF SONG?
Bill Gwinn, emcee.

(9) LOUIS QUINN SHOW
Satirist and "expert on almost anything" in the line of humor.

(10) RAMAR OF THE JUNGLE
(13) RANCH PARTY
4:25 (4) MYRON J. BENNETT—5m.
4:30 (2) STRIKE IT RICH
Warren Hull, emcee.

(3) TRAVELOG—30m.

(4) GOOD HUMOR NEWS
Lee Groux.

(6) MR. AND MRS. NORTH

(7) MAKE-BELIEVE BALROOM
With Al Jarvis.

(10) JOHNNY DOWNS EXPRESS
4:35 (4) JACK MEELROY
4:45 (11) DEL MOORE'S SHOW

(2) THE EARLY SHOW
"MAN FROM THUNDER RIVER"
Bill Elliott, Gabby Hayes, Anne Jeffreys. Bill thwarts a gold-ore robbery and saves a young man framed for murder.

(3) FRANK WEBB SHOW

KOLD KIST RECIPE
QUICK MEXICAN CASSEROLE 1

1 Package KOLD KIST CHILE CON CARNE
1/4 Cup Chopped Onion
1 Can Tomatoes
1/2 Cup Grated Cheese

Defrost chili con carne in covered sauce pan over low heat. Meanwhile, brown onion in fat. Take the wrappers from the tamales and cut into small squares. Add the tamales and onions to the chili con carne. When heated thoroughly, pour over greased casserole. Sprinkle with grated cheese and bake in moderate oven until cheese melts.

5 (4) (10) COLOR PRODUCERS' SHOWCASE PRESENTS "ROSA LINDA"
Los Angeles and San Francisco Light Opera Association production of the musical comedy, starring Cyril Ritchard, from the NBC Color Studios in Burbank.

CAST
Mr. Eisenstein ............ CYRIL RITCHARD
Rosalinda ......... JEAN FENN
Adèle ............... LOIS HUNT
Frisch .......... SYLVESTRE WIERE
Frisch .......... HARRY WIERE
Alfredo ...... THOMAS HAWARD
Prince Orlofky ...... ROBERT WRIGHT
Frank ......... RALPH DUMKE
Pofkin ............ ROY FITZELL
Young ladies .......... SUSAN LUCKEY and SALLY BLYTH

Set in Vienna in 1895 "Rosalinda" tells how the domestic bliss of the Eisensteins has been intruded upon by an amorous operatic tenor, Alfredo, who has persisted in serenading Mrs. Eisenstein. Properly indignant, Mr. Eisenstein has assaulted the interloper, been arrested and drawn an eight-day prison sentence. He postpones his appearance at the jail to enable his last feting at a big party at Prince Orlofky's house. The minute he is away, Alfredo returns to serenade Rosalinda, weakens her will with an irresistible high C and, in a chill of hypochondria, puts on Eisenstein's robe to warm himself. Here, the director of the jail appears and arrests Alfredo on the understandable assumption that the man in Eisenstein's robe must be Eisenstein. Explanations being awkward and ungalant, Alfredo submits to prison.

Rid of the men-folk, Rosalinda skips off to Prince Orlofky's ball. It is a fete, indeed, with half of Vienna there, among them Eisenstein and — in one of Mrs. Eisenstein's gowns — their maid Adele. Eisenstein, in disguise, meets Rosalinda, disguised as a gypsy. A gipsy countess, and is beguiled by her charm. The third act finds everyone in jail, but things are put right at last.

* * * "Rosalinda" is an adaptation of the Max Reinhardt-Erich Kornfeld version of Johann Strauss' "Die Fledermaus." EDWIN LESTER is the producer, BOB BANNER the director, ROBERT ZELLER, musical director; TODD BOLENDER, choreographer; OLIVER THOMAS, production designer; DOROTHY JAEKINS, costume designer; RICHARD RODDA, technical director, and E D I T H GORDON, choral director.

(6) THE RUGGLES
(7) (8) MICKEY MOUSE CLUB

5:15 (9) CAMPUS CLUB
Gene Norman with guests from musical world plus teen-agers.

5:30 (5) LITTLE RASCALS
(5) WESTERN THEATER
"BAD MAN FROM RED BUTTE"
Johnny Mack Brown.

(6) RANGER WILL CORRAL
Evening

6 (3) BEVERLY ON 3
(6) JOHNNY JET—UNCLE RUSCH
Cartoons.

(7) CHUCKO'S CARTOONS
The Birthday Clown moves to this new time—with the same fun for oldsters and youngsters alike—plus lots of surprises.

(8) ANNIE OAKLEY—30m.

(9) CARTOON EXPRESS
(13) JUNGLERIM—30m.
Cowardly circus owner brings down wrath of tribemen when he traps a pygmy for his circus. Johnny Weismuller stars.

(13) BAXTER WARD—NEWS
6:05 (2) TOM HARMON SPORTS
6:10 (2) CLEVE ROBERTS NEWS
6:15 (2) DOUG EDWARDS—Newspapers
6:30 (3) ROBIN HOOD
(5) STAR FINAL—30m.
(4) JACK LATHAM—NEWS
(5) HANDY HINTS—23m.
Dorothy Gardiner, Ken Graze.

(7) BEULAH—30m.
(10) LIBERACE SHOW—30m.
(11) LIFE WITH ELIZABETH
Betty White, Del Moore.

(13) RANGE RIDER—30m.
Jack Mahoney and Dick Jones in "Crooked Fork."

6:35 (4) CLEVE HERMANN—SPORTS
6:40 (4) WEATHER—GENE BOLLAY
6:45 (4) JACK LATHAM—NEWS

TV-RADIO LIFE
TOMORROW! ANOTHER NEW EPISODE

Starring Academy Award Winner

THOMAS MITCHELL

in

"Mayor of the Town"

THURSDAYS • 7:00 PM

CHANNEL 10 • KFSO-TV

A Presentation by

RICHFIELD

Conservation of natural resources
means better living for YOU

MONDAY \ LogS

JULY 23

(6) HARRISON EAGLES—NEWS

(11) I MARRIED JOAN—30m.

Joan Davis blows a Thanksgiving turkey up with a bicycle pump in order to make it stretch.

(12) GEORGE PUTNAM—NEWS

(13) THE GOLDEN VOYAGE

"Japan, '56," Jack Douglas host,

George Wurtzburger, president of the Adventures! Club. He shows us behind-the-scenes shots of Japanese

Suma wrestlers and interiors of a Geisha house, among other high

lights.

6:55 (5) WEATHER VANE—5m.

With James Edmundson.

7 (2) STUDIO ONE

"An Incident of Love." The story of

the love of a young married woman and her

neighbor, a man who lost his wife and daughter in an auto accident—an ac
cident which left him blind. A crisis de
develops in the love which leads to a new

life for both families.

(3) ANNIE OAKLEY—30m.

(4) I SPY—30m.

Raymond Massey tells a story about

a famous spy of history.

(5) GIL MARTYN—NEWS—15m.

(6) ROCKY JONES—30m.

(7) YOU ASKED FOR IT—30m.

With Art Baker.

(8) SUPERMAN—30m.

(9) ADVENTURE MOVIE

"PRAIRIE MOON." Gene Autry and

Smiley Burnett tangle with cattle rus
tlers. Peter Potter appears briefly as a

bandleader. (Mon. thru Fri. at 7—Sat. at 6.)

(10) MAYOR OF THE TOWN

The Mayor (Thomas Mitchell) learns that a "strange lady" in town is ac
tually just misunderstood by her

neighbors. Presented by the Rich

field Oil Corp.

(11) I MARRIED JOAN—30m.

Joan Davis blows a Thanksgiving

turkey up with a bicycle pump in order to

make it stretch.

(13) WANDERLUST

"Byways of San Diego County." San

Antonio De Pala mission, Lazy

H Sky Ranch in Pauma Valley, the

Rincon Indian reservation, a visit with a

Witch Doctor, trip to Palm

Valley Observatory and fishing for bass

at Lake Henshaw, San Vi
cente and Sutherland reservo

ria. Slim Barnard of the Los Angeles

Examiner and Bill Burred host.

7:15 (5) EYE WITNESS—15m.

Ken Graue, Tom Hatten, Jay Elliott.

7:30 (3) NAVY LOG

(4) (10) GORDON MACRAE

(5) CONSPIRACY—30m.

(6) CISCO KID—30m.

(7) BOLD JOURNEY—30m.

"The Flying Trader." A bush pilot's

trading adventures in the primitive

San Blas Islands off the coast of Panama

and the Arctic wastelands of Alaska.

(8) PEOPLE IN THE NEWS—15m.

(11) MY LITTLE MARGIE—30m.

Margie plunges Varn into a "Comedy

of Terrors." Gale Storm and Charles Far
rrell star.

(13) WANDERLUST

"Byways of San Diego County." San

Antonio De Pala mission, Lazy

H Sky Ranch in Pauma Valley, the

Rincon Indian reservation, a visit with a

Witch Doctor, trip to Palm

Valley Observatory and fishing for bass

at Lake Henshaw, San Vi
cente and Sutherland reservo

ria. Slim Barnard of the Los Angeles

Examiner and Bill Burred host.

7:45 (4) (10) NEWS CARAVAN

(8) SAN DIEGO NEWSREEL

7:50 (8) WEATHERWORD—5m.

7:55 (8) NEWS

(2) (8) BURNS & ALLEN SHOW

Gendarmes and jonasills combine to

make a daffy-olify of a show when Grace

raids the flower beds of New York's Cen

tral Park.

(3) MYSTERY THEATER—30m.

(4) TOP PLAYS—30m.

"Murderer's Wife," Audrey Totter,

John Howard.

(5) TELEFORUM—30m.

Dr. Rufus B. von Kleinsmid, chan

celor of the University of Southern Cali

fornia, conducts a panel discussion on world

affairs.

(6) COMBAT SERGEANT—30m.

(7) ALL-STAR PLAYHOUSE—30m.

"Gentleman from La Perza." Eve

Miller.

(9) SCARLET PIMPERNEL

An impetuous young nobleman stum
bles into a trap intended for the Pimper
nelt and winds up as hostage of the ruth

less Chauvelin.

(10) MOVIE—90m.

(11) SCIENCE FICTION THEATER

"Beam of Fire" with Wayne Morris

as a scientific security officer who finds

the secret of a murder in a locked and

guarded room—and seeks justice in the

trail of a mysterious fireball from outer

space.

(13) WRESTLING—2½ hrs.

From Hollywood Legion Stadium.

Jules StrongBow describes the action.

8:30 (2) (8) TALENT SCOUTS

Arthur Godfrey.

(3) CRUSADE IN EUROPE

"Rise and Fall of a Dictator.

(4) KRCA PLAYHOUSE—30m.

"It's Easy To Get Ahead." Gene

Raymond, George Brent, Marilyn Erskine.

A man double-crosses his new business

associate.

(5) ROLLER DERBY

With Dick Lane.

(6) SCIENCE FICTION THEATER

(7) VOICE OF FIRESTONE—30m.

This year's top winners of radio's Metropolitan Opera Auditions of

the Air are guest soloists. They are:

Rose Byrum, 25, lyric coloratura,

Charlotte, N. C.; Maria Ferrerio, 25, soprano,

Pittsburgh, Pa.; and Carlotta Ordassy, 31, soprano,

Budapest, Hungary.

Program: 1—"Great Day (chorus

and orchestra), 2—"Der Holle Rache" from

The Magic Flute (Rose Byrum), 3—

"Beautiful Dreamer" (orchestra), 4—"Vissi

d'Arte" from Tosca (Carlotta Ordassy),

5—"Eanni Involami" from Eanni (Maria

Ferrerio), 6—"Intemessato" from Paglacci

(orchestra), 7—"Italian Street Song" (By

rum, Ferrerio, Ordassy). Howard Barlow

conducts the orchestra and chorus.

(9) THE MAN CALLED "X"

Barry Sullivan turns a fast-crocker to

expose an espionage operation stealing

U. S. Air Force secrets in Copenhagen.

(11) LIFE OF RILEY—30m.

Bill Bendix tries to rid his kids of the

foolish notion that he is growing old.

(2) (8) HARLEIGH FARRELL SHOW

Farrell is bombarded by anonymous

phone notes at the Racquet Club and, of

course, suspects the wrong person of

sending them.

(3) PHIL SILVERS SHOW

(4) TOP PLAYS—30m.

"Argument With Death."

(6) FEATURE FILM
(7) FILM FAIR
"EUREKA STOCKADE." Chips Rafferty, Miners battle police during Australian gold rush.

(9) MOVIE THEATER
"FIGHTING FATHER DUNNE." Pat O'Brien, Darryl Hickman. The true story of Father Dunne of St. Louis who led his gang of rough-and-ready kids into the hearts and homes of the best people in town.

(11) HIGHWAY PATROL—30m.
Brod Crawford prepares to shoot it out with an ex-convict charged with a robbery which never happened.

9:30 | (2) (3) (8) VIC DAMONE
Musical-revue show featuring guest stars.

(10) ROBT. MONTGOMERY
"Catch a Falling Star." A drama by David Levy of a once-famous Hollywood star who lost his boxoffice appeal and must adjust to a new status.

(11) CODE 3

10 (2) PRESENTING DAVID NIVEN
"Broken Journey," in which a sharp-witted safecracker devises an ingenious scheme to escape his captors.

(3) WARNER BROS. PRESENTS
(6) ST. NICK'S BOXING
(8) FAIRBANKS PRESENTS
(11) STAIRWAY TO STARDOM
Amateur talent and home quiz show with Wally Sherwin as emcee.

10:30 (2) CLET ROBERT—15m.
(4) FAIRBANKS PRESENTS
Douglas Fairbanks Jr. and Adrienne Corrill star in "The Auction," A desk being auctioned off at a sale is the principle interest in a murder case.

(7) STARS OF JAZZ—30m.
Bobbi Troup, host and narrator, presents Dave Brubeck and his quartet. The presentation highlights the position of piano music in the world of jazz.

(8) STUDIO ONE—60m.
(10) INA RAY HUTTON
(11) FABIAN OF SCOTLAND YARD
Fabian tracks down a housemaid with a predilection for poisoning her employers.

(13) BAXTER WARD—NEWS
10:45 (2) THE BIG NEWS
Bill Stout, Bill Stratton, Austin Green.

(9) DON LEE WORLD NEWS
Lee Wood, Bill Brundige, Ted Meyers.

(13) TOM DUGGAN—60m.
(2) BIG HIT MOVIE
"THE IRON DUKE," George Arliss as the Duke of Wellington defeats Napoleon.

(3) FINAL EDITION
(4) JACK LATHAM—15m.
(6) PICTURE WINDOW
"NIGHT WIND." Charles Russell. War dog hero tracks Nazis when his master is killed.

11 (7) NEWS WITH DICK TUFELO
(9) WEATHERWISE
(10) NEWSREEL—25m.
(11) GEORGE PUTNAM—NEWS
11:05 (9) MYSTERY THEATER—30m.
11:15 (4) CLEVE HERMANN—SPORTS
(5) FINAL EDITION
(7) NIITECAP THEATER
"I'M FROM ARKANSAS." Slim Summerville. Country bumpkin comes a cropper.

(10) YESTERDAY'S NEWSREEL
(11) PUBLIC DEFENDER—30m.
Reed Hadley helps a young man who steals his son when his in-laws obtain legal possession of him.

11:30 (4) (10) TONIGHT
Late evening show of comedy and music, featuring vocalist Eydie Gorme, Steve Lawrence, Andy Williams and Pat Kirby, with Skitch Henderson, orchestra, guest stars.

(8) NIGHT FINAL EDITION
11:45 (1) JACKSON'S THEATER
(13) DESTINY—15m.
12:30 (2) LAUREL AND HARDY
(4) NIGHTFALL
Richard Eliaassen at the organ.

1 (2) GIVE US THIS DAY
1:30 (1) JACKSON'S LATE THEATER
2 (1) JACKSON'S NEWS, SPORTS

NEXT WEEK
On Our Cover

Guess Who?
None Other Than: Ina Ray Hutton

The Blonde Bomb Has Bounced Back on TV!

Other exclusive features:
• A New Approach to News on CBS Radio
• Carole Richard: Lady of Controversy
• Before the Ball Game with Bill Brundige

Special feature:
How Liberace Saved Vampire's Career!

Plus, as always:
• The latest News and Reviews
• Local Columns
• The biggest, best and easiest-to-read TV and radio listings for the entire week.

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JULY 24

TUESDAY TV-LOGS

8 (2) (8) PHIL SILVERS
Sgt. Bilko discovers a millionaire's heir in his platoon and sees a source of money in getting the fellows to wait on the boy hand and foot.

(3) (4) (10) CHEY TV SHOW
Fred Waring and the Pennsylvanians celebrate their 40th anniversary with a full hour musical program. A highlight of the show is Fred Waring Jr., filling in for the late Fred Buck with the three original members of Waring's Banjo Orchestra in a jazz session featuring the "Old Maid's Blues."

(5) HEADLINE—30m.
(9) VICTORY AT SEA
"Design for War." Captured German films show the planning and execution of a U-boat "wolf pack." 

8:30 (2) (8) NAVY LOG
Stilly Cailcot and Howard Price star in "The Bomb." The true account of how two steel-nerved members of a Navy bomb disposal squad pit themselves against an unexploded enemy missile found near a dependents' compound.

(5) GEORGIA RAFT SERIES—30m.
(6) (7) WYATT EARP—30m.
Wyatt Earp seeks to break up a plot to steal the winnings from lucky cowboys who beat the gambling games.

(9) WILLY
Willy's sister tries her hand at dressmaking and wins up marking Willy as an escaped convict. June Havoc stars.

(13) MOVIE OF THE WEEK
"UNKNOWN WORLD." Seven men and a girl plan the center of the earth through the mouth of an extinct volcano. Based on Jules Verne's "A Voyage to the Center of the Earth." Bruce Kellogg, Jim Bannon, Victor Kilian, Marilyn Nash.

9 (2) (8) NAVY AND MABEL
Starring Larry Bryden and Nita Talbot, starring in a comedy series of a city cab driver and his marriage-minded girl friend.

(4) (10) SNEAK PREVIEW
Series of pilot films that never landed a regular spot. Tonight: "Real George," starring George O'Brien, who plays a department store clerk who is continually behind the eight-ball.

(5) CITY AT NIGHT
With Ken Graue.

(7) Summer Originals—30m.
Zachary Scott and Frances Fafferty star in "The Unwilling Witness." In trying to clear a boy of a homicide charge, a criminal lawyer must break down a pretty witness who he believes was at the scene of the crime.

(9) MOVIE THEATER
"BORN TO KILL." Claire Trevor, Lawrence Tierney, Walter Slezak. Story of a ruthless killer and a heartless woman—both of whom stop at nothing to get what they want. (Tuesday thru Monday, except Sat.)

NIGHTLY AT 9:001
CLAIRE TREVOR LAWRENCE TIERNEY WALTER SLEZAK BORN TO KILL CHANNEL 9 MOVIE THEATRE

TV-RADIO LIFE PAGE 25

(7) (8) MICKEY MOUSE CLUB
MEET SooTy: Candy Maker. THE MOUSEKETEERS: Guest Star Day—Cliff (Jiminy Cricket) Edwards, Clarence (Donald Duck) Nash and Jose (Joe Carioca) Oliviera, "SPIN AND MARTY:" Serial: Marty discovers another boy is homesick and befriends him. CARTOON: Babes In the Woods.

(10) GENE AUTRY MOVIE
"CAROLINA MOON." M

5:15 (9) CAMPUS CLUB
Gene Norman with musical and teenage guests.

5:30 (3) THE LITTLE RASCALS
(5) WESTERN THEATER
"RIDERS OF SAN JOAQUIN." Tex Ritter.

(6) RANGER WILL CORRAL
Evening

6 (3) BEVERLY ON 3
(4) JACK LATHAM—5m.
(6) JOHNNY JET—UNCLE RUS.

(7) SKY KING
A crooked express agent seizes the opportunity to smuggle a stolen gold shipment out of town during a celebration. Kirby Grant stars.

(8) WILD BILL HICKOK—30m.
(9) CARTOON EXPRESS—60m.
With Bill Stull

(10) SHEENA, QUEEN OF JUNGLE
(11) MICKEY ROONEY SHOW
Mickey, as page in a television station, gets into all sorts of scrapes with his sidewise, played by Joey Forman. Carla Bandal plays his girl friend. Regis Toomey and Claire Careton are his mother and father. Tonight's episode: "The Robot."

(13) BAXTER—NEWS
(2) TOM HARMON SPORTS
(4) CLEVE HERMANN, SPORTS
(6) CLUTE ROBERTS NEWS
(4) LES PAUL, MARY FORD—5m.

6:15 (2) DOUG EDWARDS—News
(4) DICK WHITTINGHILL
(13) TOM DUGGAN—15m.

6:30 (2) (8) SERGEANT PRESTON
Entrusted with a fortune in gold dust by local miners, a man is victimized by his ex-brother who plots to steal the valuable black acha.

(3) FIVE STAR FINAL—30m.
(5) HANDY HINTS—25m.
Dorothy Gardiner, Ken Graue.

(7) COWBOY G-MEN—30m.
Jackie Coogan and Russ Hayden help gypsies hold on to their mineral rights.

(10) RAY MILLAND
"Stratford On the Ozarks."

(11) LIFE WITH ELIZABETH
With Betty White and Del Moore.

(13) RANGE RIDER—30m.
Jock Mahoney and Dick Jones do some quick thinking while held at gun point.

6:40 (4) WEATHER—GENE BOLLAY
6:45 (4) JACK LATHAM—15m.
(6) HARRISON EAGLES—NEWS
(11) GEORGE PUTNAM—NEWS

6:55 (5) WEATHER VANE—5m.
With James Edmundson.

7 (2) (3) (8) $64,000 QUESTION
Hal March emcees.

(4) TO BE ANNOUNCED
(5) GIL MARTYN—NEWS—15m.
(6) POLICE CALL—30m.
(7) LITTLE PARTY—30m.
"The Case of Marina Goodwin" with Mary Sinclair.

(9) ADVENTURE MOVIE
"MABO COWBOY." Gene Autry and Smiley Burnett tangled with cattle rustlers. Peter Potter appears briefly as a band leader. (Mon. thru Fri. at 7—Sat. at 6.)

(10) THE WAY
(11) PUBLIC DEFENDER
Reed Hadley discovers the key witness to an armed robbery is color blind.

(13) $10,000 PRIZE—BOWLING
Tom Duggan and Duke McGrew, one of the West's top bowlers, call the shots. Both men and women compete; and audience participation is featured.

7:15 (5) EYE WITNESS—15m.
Ken Graue, Tom Martin, Jay Elliott.

7:30 (2) DO YOU TRUST YOUR WIFE?

(3) (4) (10) SNOOKY LANDON
Popular Hit Parade singer fills in for Dinah Shore during the summer.

(5) CONSPIRACY—30m.
(6) (7) WARNER BROS.
In a fierce struggle for survival, Clint Walker and Chief Yellow Knife of the Comanche battle each other in a bed of quicksand. Dennis Hopper is the Utah Kid. Peggy Webber is Elia McIntyr.

(8) PEOPLE IN THE NEWS
(11) 7:30 THEATER
"LADY FROM SHANGHAI," Rita Hayworth, Orson Welles. Adventurers, in love with wealthy girl who happens to be married, signs up a sailor on her husband's yacht.

7:45 (3) INDUSTRY ON PARADE
(4) (11) NEWS CARAVAN
John Cameron Swayze reports.

(8) SAN DIEGO NEWSREEL

7:50 (8) WEATHERWORLD—3m.

7:55 (8) NEWS—15m.

6:00 TONIGHT
KTTV

Mickey Rooney stars in this hilarious series about a young man whose ambitions soar above his current job of page at a broadcasting studio. See THE MICKEY ROONEY SHOW Tuesdays at 6.
(11) ROSEMARY CLOONEY
Dick Contino is Rosemary's guest, playing the "Sabre Dance." Rosemary sings "There Will Never Be Another You" and "Gettin' To Know You," doffing her cap to the political conventions. Hi-Lo's offer "All I Do Is Dream of You." Contino and Rosie duet "You Do Something to Me." Nelson Riddle's orchestra is featured.

9:30 (2) (8) SPOTLIGHT PLAYHOUSE
Lloyd Corrigan and Frances Bavier star in "Hollywood Home Sweet Home." When a wealthy midwestern couple rents a Hollywood film star's mansion they experience more drama than they have ever seen in the movies. Francis X. Bushman is featured as an aging star.

(3) SUMMER ORIGINALS—30m.

(4) (10) CIRCLE THEATER
Filmed repeat of "A Baby Named X," the story of an adoption service and the childless couples to whom it brings happiness.

(6) PENDULUM
(7) CAVALCADE THEATER
"Go Goldberger," the true story of Dr. Joseph Goldberger's fight to conquer pellagra against disbelief and prejudice. Walter Coy stars as the physician who discovered the nature of pellagra and its cure.

(11) LISCABE

10 (2) MY FAVORITE HUSBAND
Re-runs of the comedy series of the first part of last season with Vanessa Brown and Barry Nelson.

(3) SCIENCE FICTION THEATER
(5) LATE MOVIE
"Her Kind of Man." Janis Paige, Dana Clark, Zachary Scott. A reporter (Clark) tries to cure hoofer of her infatuation for a tinhorn gambler in the roaring twenties.

(6) PICTURE WINDOW—90m.
"Tall Timber." George O'Brien.

(7) INT'L POLICE FILES
Mexican police enter the case when a brothers' quarrel leads to murder.

(8) DATELINE EUROPE
(11) PAUL COATES' CRIME BEAT
(13) ADVENTURES IN HYPNOTISM
Emile Franchel conducts clinical demonstrations in experiments in waking somnambulism.

10:30 (2) CLEETE ROBERTS—15m.
(3) (4) (10) BIG TOWN—30m.
Planes to establish a Big Town youth board are temporarily halted when the chairman's son is killed by a juvenile gang. Editor Steve Wilson persuades the boy's grieving father to resume his work to save other young persons.

(7) TUESDAY PLAYHOUSE—30m.
"Close Shave." Tom Powers.

(8) I'VE GOT A SECRET
Garry Moore, emcee.

(11) PARIS PRECINCT—30m.
Claude Dauphin and Louis Jourdan hunt a "Lady Killer.

(13) WAXERD WARD NEWS
10:45 (2) THE BIG NEWS—13m.
Dill Stout, Gil Stratton, Austin Green.

(9) DON LEE WORLD NEWS

(10) TOM DUGGAN—60m.

11 (2) BIG HIT MOVIE
"Woman to Woman." Douglas Montgomery, Joyce Howard. A young Canadian officer on a dangerous mission finds himself in one corner of love triangle.

(3) FINAL EDITION
(4) JACK LATHAM NEWS—15m.
(7) NEWS WITH DICK TVUFED
(8) FOREIGN INTRIGUE
(9) WEATHERWISE
(10) NEWSREEL
(11) GEORGE PUTNAM—NEWS
11:05 (9) LATE FEATURE
"Winter Set." Burgess Meredith, Margo. Maxwell Anderson's play about a youth's vengeance for his father's wrongfully executed man.

11:15 (4) CLEVE HERMANN—SPORTS
(7) NITCAP THEATER
"FOG ISLAND." Lionel Atwill. Convicted financier gets even with pals who framed him.

(10) TODAY'S NEWSREEL
(11) PUBLIC DEFENDER—30m.
Reed Hadley helps a man wrongfully accused of a traffic death.

11:30 (4) (10) TONIGHT—60m.
Late-evening show of comedy and music.

(5) FINAL EDITION
(8) NIGHT FINAL EDITION
11:45 (11) JACKSON'S THEATER
(13) DESTINY—15m.
12:30 (2) LAUREL AND HARDY
(4) NIGHTFALL
Richard Ellsasser at the organ.

1 (2) GIVE US THIS DAY
1:30 (11) JACKSON'S LATE THEATER
2 (11) JACKSON'S NEWS, SPORTS

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KOLD KIST WINNERS
JULY 2-8, 1956

FIRST PRIZE
Mrs. Anna H. Walters, 6313 Centralia Street, Lakewood.

SECOND PRIZE
Mrs. Gladys Winkler, 1444 N. Myers St., Burbank.

KOLD KIST CHICKEN CHOP SUYE
KOLD KIST PORK CHOP SUYE
KOLD KIST RMCK CHOP SUYE
KOLD KIST BEEF CHOP SUYE

KOLD KIST RECIPE
KOLD KIST CHICKEN CHOP SUYE
KOLD KIST PORK CHOP SUYE
KOLD KIST BEEF CHOP SUYE

KOLD KIST PORK CHOP SUYE
Defrost in top part of double boiler with lid or in covered sauce pan over low heat. Serve with Egg Foo Yung, etc.

EGG FOO YUNG
1 1/2 cup diced bacon, cooked
1 cup minced onion
1 cup celery
1 cup green pepper
1 1/2 cups cooked chicken
1 1/2 cups cooked pork
1 1/2 cups cooked beef
1 tsp. salt
1 tsp. soy sauce
1 tsp. pepper
1/2 tsp. nutmeg
1/2 tsp. ginger
1 cup water
1 egg

Beat eggs until thick. Add remaining ingredients, mix well. Spoon onto oiled skillet and fry as for pancakes. Serves four.

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<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>5:55</td>
<td>(4) EARLY FARM REPORT</td>
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<td>6</td>
<td>(4) TODAY With Dave Garwayne.</td>
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<td>6:30</td>
<td>(8) THIS IS MY FAITH</td>
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<td>6:45</td>
<td>(10) TODAY ON THE FARM—30m.</td>
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<td>6:50</td>
<td>(2) GIVE US THIS DAY</td>
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<td>6:55</td>
<td>(8) FILM</td>
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<td>7</td>
<td>(2) (8) PANORAMA PACIFIC With Red Rowe, Grant Holcomb, Tommy Dixon.</td>
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<tr>
<td>7:25</td>
<td>(10) TODAY'S DATEBOOK—5m.</td>
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<td>7:30</td>
<td>(10) TODAY'S CARTOONS</td>
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<td>8</td>
<td>(4) (10) HOME Arien Francis discusses &quot;Budgeting&quot; for the single woman.</td>
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<tr>
<td>8:25</td>
<td>(8) LOCAL NEWS—5m.</td>
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<td>8:55</td>
<td>(8) LOCAL NEWS—5m.</td>
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<td>9</td>
<td>(2) (8) VALIANT LADY</td>
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<td>9:15</td>
<td>(2) (8) LOVE OF LIFE</td>
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<td>9:30</td>
<td>(10) SEARCH FOR TOMORROW Dramatic serial.</td>
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<td>9:45</td>
<td>(2) GUIDING LIGHT</td>
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<tr>
<td>10</td>
<td>(2) (3) (8) C. COLLINGWOOD (4) DING DONG SCHOOL With Dr. Frances Horwich.</td>
</tr>
<tr>
<td>10:10</td>
<td>(2) (3) STAND UP AND BE COUNTED</td>
</tr>
<tr>
<td>10:25</td>
<td>(3) NEWS—5m.</td>
</tr>
<tr>
<td>10:30</td>
<td>(2) (8) AS WORLD TURNS                                               Half-hour daytime dramatic series.</td>
</tr>
<tr>
<td>10:45</td>
<td>(3) (4) TOJAY IN WEST</td>
</tr>
<tr>
<td>11:00</td>
<td>(7) CHUCKO'S CARTOONS</td>
</tr>
<tr>
<td>11:05</td>
<td>(11) STAR SHOPPERS With Bill Welsh.</td>
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<tr>
<td>11:25</td>
<td>(2) (8) JOHNNY CARSON Variety program.</td>
</tr>
<tr>
<td>11:30</td>
<td>(7) LITTLE SCHOOLHOUSE With Eleanor Hempel.</td>
</tr>
<tr>
<td>11:35</td>
<td>(11) MY LITTLE MARGIE</td>
</tr>
<tr>
<td>11:40</td>
<td>(4) TERREA LEA Folkinger.</td>
</tr>
<tr>
<td>11:45</td>
<td>(2) (8) HOUSE PARTY With Art Linkletter.</td>
</tr>
</tbody>
</table>

**Afternoon**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>(2) (8) THE BIG PAYOFF Audience participation program</td>
</tr>
<tr>
<td>12:15</td>
<td>(3) (4) (10) MATinee THEATER &quot;Another Sky&quot; is the 19th century story of a gawky young girl's silent adoration of first a missionary, then a sea captain and how one of them brings her dreams to fulfillment.</td>
</tr>
<tr>
<td>12:30</td>
<td>(2) (8) BOB CROSBY</td>
</tr>
<tr>
<td>12:45</td>
<td>(11) MARTIN'S DRAMA MAN</td>
</tr>
<tr>
<td>12:50</td>
<td>(2) (8) BRIGHTER DAY—15m.</td>
</tr>
<tr>
<td>1:00</td>
<td>(3) (4) (10) QUEEN FOR A DAY With Jack Bailey.</td>
</tr>
<tr>
<td>1:15</td>
<td>(6) SPANISH MOVIE</td>
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<tr>
<td>1:20</td>
<td>(9) MISION's MATINEE</td>
</tr>
<tr>
<td>1:30</td>
<td>(LADY'S LUCK) Robert Young, Barbara Hale, Frank Morgan. Girl from a family of gamblers turns against gambling — then falls in love with a gambler.</td>
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<tr>
<td>1:45</td>
<td>(1) (2) (8) SECRET STORM</td>
</tr>
<tr>
<td>1:50</td>
<td>(2) (8) EDGE OF NIGHT                                                  Half-hour daytime dramatic series.</td>
</tr>
<tr>
<td>2</td>
<td>(13) BALLANCE 'N MOVIES</td>
</tr>
<tr>
<td>2:15</td>
<td>(3) (4) (10) Modern Romances</td>
</tr>
<tr>
<td>2:30</td>
<td>(5) POLICE CALLS</td>
</tr>
<tr>
<td>2:45</td>
<td>(2) RED ROVE'S PLOT-TOGETHER</td>
</tr>
<tr>
<td>3</td>
<td>(3) (4) (10) SO THIS IS HOLLYWOOD</td>
</tr>
<tr>
<td>3:15</td>
<td>(5) MAJOR MOVIES</td>
</tr>
<tr>
<td>3:45</td>
<td>(7) BILL GWINN'S THEATER</td>
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<tr>
<td>3:55</td>
<td>(WOLF HUNTERS), Jan Clayton, Kirby Grant. MOUNTAIN traces murderer through series of fur robberies.</td>
</tr>
<tr>
<td>4</td>
<td>(8) AFTERNOON SHOW                                                    With Bill Meamer.</td>
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<tr>
<td>4:15</td>
<td>(11) ED REIMERS' MATINEE</td>
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<tr>
<td>4:30</td>
<td>(3) (4) ERNIE KOVACS—30m.</td>
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<tr>
<td>4:45</td>
<td>(6) CINEMA CHEF MEN AGAINST THE SUN</td>
</tr>
<tr>
<td>5</td>
<td>(10) LYNN TAYLOR'S PANTRY JACk OF DIAMONDS. Nigel Patrick, Cyril Raymond.</td>
</tr>
<tr>
<td>5:30</td>
<td>(9) NEWS</td>
</tr>
<tr>
<td>5:35</td>
<td>(2) (8) OF ALL THINGS</td>
</tr>
<tr>
<td>5:45</td>
<td>(3) STAR MATINEE</td>
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<tr>
<td>6</td>
<td>(4) RCA VICTOR Playhouse &quot;HOUSE OF FEAR&quot;</td>
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</tbody>
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**Color**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7</td>
<td>(7) AFTERNOON FESTIVAL &quot;POOLS RUSH IN,&quot; Guy Rolfe, Sally Howe. A young girl calls off her impending marriage upon the sudden reappearance of her father after 16 years. Donald Woods is host.</td>
</tr>
<tr>
<td>7:30</td>
<td>(9) FIREMAN JOE Cartoons and tips on fire prevention. Sparky, the ta king dog, co-hosts.</td>
</tr>
</tbody>
</table>

**Evening**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8</td>
<td>(10) GREAT SONGS EXPRESS</td>
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<tr>
<td>8:15</td>
<td>(4) JACK McELROY MOVIE &quot;IN OLD CALIFORNIA&quot; With John Wayne and Binnie Barnes.</td>
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<tr>
<td>8:45</td>
<td>(11) DEL MOORE SHOW</td>
</tr>
<tr>
<td>9</td>
<td>(5) EARLY SHOW &quot;MR. DENNING DRIVES NORTH.&quot; John Millis, Phyllis Calvert, Sam Wana meker. A dangerous ride.</td>
</tr>
<tr>
<td>9:30</td>
<td>(3) FRANK WEBB SHOW</td>
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<tr>
<td>9:45</td>
<td>(6) THE RUGGLES</td>
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<tr>
<td>10:15</td>
<td>(10) ROY ROGERS MOVIE &quot;EYES OF THE TAR.&quot;</td>
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<tr>
<td>10:30</td>
<td>(9) CAMPUS CLUB                                                        Gene Norman.</td>
</tr>
<tr>
<td>10:45</td>
<td>(3) LITTLE RASCALS</td>
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<tr>
<td>11</td>
<td>(5) WESTERN THEATER                                                   &quot;RIDERS OF SANTA FE,&quot; with Rod Cameron.</td>
</tr>
<tr>
<td>11:45</td>
<td>(6) RANGER WILL CORRAL</td>
</tr>
</tbody>
</table>

TV RADIO LIFE PAGE 27
(11) WATERFRONT—30m.
Cap’n John (Preston Foster) gets involved in the attempted theft of a Michelangelo masterpiece.

(13) BAXTER—NEWS
6:05 (2) TOM HARMON SPORTS
6:10 (2) CLEVE HERMANN—SPORTS
6:15 (2) DOUG EDWARDS—NEWS

(13) RANGE RIDER—30m.
Jock Mahoney and Dick West in “Right of Way.”

6:40 (4) WEATHER—GENE BOLLAY
6:45 (4) JACK LATHAM—15m.
6:50 (4) GEORGE PUTNAM—15m.

6:55 (5) WEATHER VANE—5m.
With James Edmonds.

7 (20th CENTURY-FOX HOUR
Linda Darnell and Trevor Howard star in “Deception,” The strange tale of an Intelligence plot that paved the way for the Allied invasion of France during World War II. The hero of the plot never really understood the real meaning of his secret mission and believed he had betrayed his country. His wartime colleague and sweetheart finally convinced him of his essential part in the mission. Joseph Cotten, host, presents film clips from “Bus Stop,” starring Marilyn Monroe.

7:13 (5) EYE WITNESS
Ken Graue, Tom Hatten, Jav Elliott.

7:30 (4) JAYE P. MORGAN

(13) VAGABOND
“Painted Canyons of Utah.” Bill Burrud’s camera crew explores the monuments of beauty from Cedar City through Zion National Park and the Palm Desert.

7:45 (4) (10) NEWS CARAVAN
With John Cameron Swayze.

7:50 (8) PEOPLE IN THE NEWS
(2) (8) ARTHUR GODFREY
With Janette Davis, the McGuire Sisters, Carmel Quinn, Tony Marvin and special acts and guests.

7:55 (3) KINGDOM OF THE SEA
“Tuna Clipper,” Fishing for Tuna with radar and observation airplanes. Depth indicators and lorans also are used.

8:15 (3) DISNEYLAND
(See Channel 7 at 8 p.m.)

8:30 (3) ROSEMARY CLOONEY
(10) FATHER KNOWS BEST
Jim Anderson (Robert Young) promises Bud (Billy Gray) a boat if he raises his science mark from D to B. Circumstantial evidence points out Bud as a cheater when he gets a high grade on a test, but he proves himself honest with another test.

(5) OLYMPIC WRESTLING
Garry Goodwin ringside.

(9) BIFF BAKER—30m.
Biff stumbles on counterfeiting ring operating in Lisbon wine cellar. Alan Hale Jr. and Randy Stuart star.

(11) HEART OF THE CITY
With Patrick McVey and Jane Nigh.

(13) CANTOR COMEDY HOUR
Eddie stars in “The Mink Coat,” the comical story of a man whose wife (Jean Parker) receives a mink coat as an anniversary gift through an error in the shipping department of a very swanky store.

9 (2) (3) MILLIONAIRE—30m.
Donald Woods and Mary Field star in “The Story of Gobb Marley.” While being watched by the police as the prime suspect in a homicide, the proprietor of a general store answers a call from a bank and finds himself the beneficiary of a million dollar gift.

(4) (10) KRAFT TV THEATER
“Prairie Night.” A drama by John Gay of the deep desire of a frontier couple for a son and heir. Victor Jory stars.

(6) ROSEMARY CLOONEY
Guest: Dick Contino.

(7) AMAZING DUNNINGER
Boris Karloff cooks up a thought-reading problem to stump the master mentalist. And Dunninger projects a one-word thought worth $10,000 to someone in the viewing audience.

(9) MOVIE THEATER
“BORN TO KILL,” Claire Trevor, Lawrence Tierney, Watter Slezak. Story of a ruthless killer and a heartless woman — both of whom stop at nothing to get what they want. (Tuesdays through Monday except Saturdays.)
(11) WATERFRONT
Cap'n John (Preston Foster) joins
a Coast Guard rescue of an amateur
sailor.

(13) FAVORITE STORY—30m.
"The Phantom Rickshaw." Adolphes
Menjou tells Rudyard Kipling's story of
a rickshaw guided by a supernatural
force which brings death in its wake.

9:30 (2) (3) I'VE GOT A SECRET
Don McNeill, emcee, with panelists
Faye Emerson, Jayne Meadows, Bill
Cullen and Henry Morgan.

(6) (7) SCREEN DIRECTORS'
Macdonald Carey and John Caul-
field star in "Apples on the Lilac Tree.")
A husband does the housework for his
In the cast are Eleanor Audley, Edgar
Stelhi, John Archer, Joseph Kearns and
William Schallert.

(8) CODE 3

(11) MAYOR OF THE TOWN
The whole town thinks the Mayor's
in financial trouble when he tries to
raise money for a young man to
complete law school. Thomas Mitch-
ell stars. Presented by Richfield Oil
Corp.

(13) DOWN TIN PAN ALLY—30m.
Dave Franklin, composer of "An-
other Waits" and "The Merry-Go-
Round Broke Down," is guest of Ben
Oakland and Harold Spina.

10
(2) MYSTERY PLAYHOUSE—30m.
Christopher Storm's efforts to help
capture a gang of murderers is com-
plified by his discovery of a vicious smug-
bling ring. (Re-runs of Foreign Intrigue)

(3) LAWRENCE WELK SHOW
(4) (10) THIS IS YOUR LIFE
Ralph Edwards re-runs the life of
Joe Foss, governor of South Dakota and
winner of the Congressional Medal of
Honor.

(6) INTO THE NIGHT—30m.
(7) SUMMER SHOWCASE—30m.
"Terror Train," Whit Bissell, Fran-
ces Rafferty. When a scientist's wife dis-
covers they are under surveillance by
government agents, she demands answers
from her husband.

(8) ARTHUR MURRAY PARTY
(11) N. O. P. D.
Rookie cop is accused of murdering
the son of one of New Orleans' most
prominent families in "The Case of the
Elusive Vagrant."

(13) THE GREAT OUTDOORS
10:30 (2) CLEVE ROBERTS—NEWS
(4) INA RAY HUTTON
A musical variety show starring Ina
Ray Hutton and her all-girl band.

(6) PICTURE WINDOW
"THE RED HOUSE." Edw. G. Rob-
inson, Judith Anderson. Farm house hides
mystery and murder.

(7) COUNTERPOINT—30m.

(8) CROSS CURRENT—30m.
Re-runs of Foreign Intrigue.

(10) CONFIDENTIAL FILE
Paul Coates explores the hot rod
craze.

(11) HALLS OF IVY—30m.
Ronald Colman and Benita Hume
contend with a gangster who uses strong
arm methods to enroll his son in Ivy
college.

(13) BAXTER WARD NEWS
10:45 (2) THE BIG NEWS
Bill Stout, Stratton, Austin
Green.
(5) WRESTLERS' LAMENT—30m.
With Dick Lane.
(9) DON LEE WORLD NEWS
With Lee Wood, Bill Brundige, Ted
Meyers.
(13) TOM DUGGAN—60m.

11
(2) BIG HIT MOVIES
"LADIES COURAGEOUS." Loretta
Young, Geraldine Fitzgerald. The story of
the gallant women who served alongside
America's fighting men in World War II.

(3) FINAL EDITION
(4) JACK LATHAM—15m.
(7) NEWS WITH DICK TUFEld
(8) FOREIGN INTRIGUE
(9) WEATHERWISE
(10) CHANNEL 10 NEWSREEL
(11) GEORGE PUTNAM—NEWS

11:05 (9) LATE FEATURE
"A WALK IN THE SUN." Dana
Andrews, John Ireland, Richard Conte.
Patrol accomplishes vital mission in Italy
before noon.

11:10 (3) THE PENDULUM—30m.
11:15 (4) CLEVE HERMANN—SPORTS
(5) FINAL EDITION
(7) NITECAP THEATER
"2nd STREET." Kenny Baker. A
musical love story set against the back-
ground of the famed nightclub street.

(10) YESTERDAY'S NEWSREEL
(11) PUBLIC DEFENDER—30m.
Reed Hadley tackles "open and shut"
case against a young bride accused of
drunk driving manslaughter.

11:30 (4) (10) TONIGHT—60m.
Starring Steve Allen in a late eve-
ning show of comedy and music.

(8) SENATOR KNOWLAND
11:35 (8) NIGHT FINAL
11:45 (11) JACKSON'S THEATER
(13) DESTINY—15m.
12:30 (2) LAUREL AND HARDY
(4) NIGHTFAIR
Richard Elsasser at the organ.
1 (2) GIVE US THIS DAY
1:30 (11) JACKSON'S LATE THEATER
2 (11) JACKSON'S NEWS, SPORTS

TODAY ANOTHER SPARKLING
NEW EPISODE
"Mayor of the Town"
Starring
Academy Award Winner
THOMAS MITCHELL
WEDNESDAYS • 9:30 PM • KTTV Channel 11
Conservation of natural
resources means better
living for YOU
A PRESENTATION BY
RICHFIELD
### Morning

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
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<tbody>
<tr>
<td>5:55</td>
<td>(4) EARLY FARM REPORT</td>
</tr>
<tr>
<td>6:00</td>
<td>TODAY</td>
</tr>
<tr>
<td>6:30</td>
<td>(8) THIS IS MY FAITH</td>
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<tr>
<td>6:45</td>
<td>(10) TODAY ON THE FARM—30m.</td>
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<tr>
<td>7:00</td>
<td>(2) KNXT FARM REPORT</td>
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<tr>
<td></td>
<td>With Paul Pierce.</td>
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<tr>
<td>7:05</td>
<td>(2) PANORAMA PACIFIC</td>
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<tr>
<td></td>
<td>With R.B. Rowe, Grant Holcomb, Helen Parrish,</td>
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<td></td>
<td>(4) (10) TODAY</td>
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<td></td>
<td>(11) SHERIFF JOHN</td>
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<tr>
<td>7:25</td>
<td>(10) TODAY'S DATEBOOK—5m.</td>
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<tr>
<td>7:30</td>
<td>(10) TODAY'S CARTOONS</td>
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<tr>
<td>8:00</td>
<td>(4) (10) HOME—60m.</td>
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<tr>
<td></td>
<td>Arlene Francis, Natalie Cole and Nancyann</td>
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<td></td>
<td>Graham go shopping for a fall wedding.</td>
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<td>Catering, flowers, wedding gifts, and a</td>
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<td></td>
<td>bride's fall wedding fashion show.</td>
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<tr>
<td>8:15</td>
<td>(11) TOP OF THE MORNING</td>
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<tr>
<td></td>
<td>Del Moore and Glampett Gang.</td>
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<tr>
<td>8:25</td>
<td>(8) LOCAL NEWS—5m.</td>
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<tr>
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<tr>
<td>9:00</td>
<td>(2) (8) VALIANT LADY</td>
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<td></td>
<td>(4) (10) FEATHER YOUR NEST</td>
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<td></td>
<td>Bud Collyer and Janis Carter.</td>
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<tr>
<td>9:15</td>
<td>(2) (8) LOVE OF LIFE</td>
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<tr>
<td></td>
<td>Hosted by Norma Gilchrist.</td>
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<tr>
<td>9:30</td>
<td>(2) (8) SEARCH FOR TOMORROW</td>
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<td>(4) (10) IT COULD BE YOU</td>
</tr>
<tr>
<td></td>
<td>With Bill Leyden.</td>
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<tr>
<td>9:45</td>
<td>(2) (8) GUIDING LIGHT</td>
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<td></td>
<td>(2) (3) (8) C. COLLINGWOOD</td>
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<td>10:00</td>
<td>(4) (10) DING DONG SCHOOL</td>
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<td>With Dr. Frances Horwich.</td>
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<td>10:10</td>
<td>(2) (3) (8) STAND UP AND BE COUNTED</td>
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<td></td>
<td>Panel show.</td>
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<td>With Bill Walsh.</td>
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<td>11:00</td>
<td>(2) (8) JOHNNY CA-SON</td>
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<tr>
<td></td>
<td>Variety program.</td>
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<td>11:15</td>
<td>(7) THE LITTLE SCHOOLHOUSE</td>
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<td>With Eleanor Hempel.</td>
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<td>(11) MY LITTLE MARGIE</td>
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<td>(4) TERRE AEA</td>
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<td>Folksinger.</td>
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<td>With Art Linkletter.</td>
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<td>(3) (4) (10) TENNESSEE ERNIE</td>
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<td>BEULAH—30m.</td>
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<td>Chef Milani, host.</td>
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<td>(11) SHERIFF JOHN'S BRIGADE</td>
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<td>11:55</td>
<td>(9) SUSPECTS WANTED—5m.</td>
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<td>Audience participation program.</td>
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<td>12:30</td>
<td>(7) AFTERNOON FESTIVAL</td>
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<tr>
<td></td>
<td>&quot;THEY WERE NOT DIVIDED.&quot; Ralph Clanton.</td>
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<td></td>
<td>Story of the Guards' armored division</td>
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<td>sweeping across Europe in World War II.</td>
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<td>(9) FIREMAN JOE—60m.</td>
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<td>Cartoons and tips on fire prevention.</td>
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<td>Sparkly, the talking dog. co-hosts.</td>
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<td>12:45</td>
<td>(6) MARTIN'S DRAMA MANOR</td>
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<td>1:15</td>
<td>(2) (8) CANDID CAMERAS</td>
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<td>1:25</td>
<td>(9) PCL BASEBALL</td>
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<td></td>
<td>Portland Beavers vs. L. A. Angels.</td>
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<td>(2) (8) RED RAFE'S GET TO-GETHER</td>
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<td>(3) (4) (10) SO THIS IS YOUR</td>
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<td>HOLLYWOOD</td>
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<td>(5) MAJOR MOVIES</td>
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<tr>
<td></td>
<td>&quot;THE WEAKER LINK.&quot;  Kathleen Byron.</td>
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<tr>
<td></td>
<td>and Lawrence Harvey.</td>
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<td></td>
<td>Killers take refuge on college campus.</td>
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<tr>
<td>2:15</td>
<td>(7) BILL GWINN'S THEATER</td>
</tr>
<tr>
<td></td>
<td>&quot;MAN WHO COULD WORK MIRACLES.&quot; Ronald Young.</td>
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<tr>
<td></td>
<td>Mild-mannered LondonerT creates havoc when</td>
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<tr>
<td></td>
<td>he is invested with power over gravity,</td>
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<tr>
<td></td>
<td>motion and people.</td>
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<td>2:30</td>
<td>(8) (4) ERNIE KOYACS—30m.</td>
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<td>2:45</td>
<td>(8) NEWS AFTER NOON</td>
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<td></td>
<td>(3) (8) OF ALL THINGS</td>
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<tr>
<td></td>
<td>Faye Emerson.</td>
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<td>(3) BOB CROSBY—15m.</td>
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<td>(4) RCA VICTOR PLAYHOUSE</td>
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<td></td>
<td>&quot;THE FLAME,&quot; Vera Ralston, John Carroll.</td>
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<tr>
<td></td>
<td>Confidence girl falls for her intended</td>
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<tr>
<td></td>
<td>victim.</td>
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<tr>
<td>3:15</td>
<td>(3) STAR MATINEE</td>
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<td></td>
<td>&quot;COUNTERFEITERS,&quot; Fosco Giocoli.</td>
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<tr>
<td></td>
<td>(Italian).</td>
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<td>3:30</td>
<td>(2) (8) ARTHUR GODFREY TIME</td>
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<td>(5) MILADY</td>
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<td></td>
<td>With Corrie Guy.</td>
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<td>(7) GLAMOUR GIRL</td>
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<td>With Jack Owens.</td>
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<td>4:25</td>
<td>(11) DICK WHITTINGHILL</td>
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<td>With Skipper Frank.</td>
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<td>4:30</td>
<td>(6) TV CLASSIFIED PAGE</td>
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<td>(7) WHAT'S NAME OF SONG?</td>
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<td>With Bill Gwinn.</td>
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<td>5:00</td>
<td>(10) RAMAR OF THE JUNGLE</td>
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<td>(13) RANCH PARTY</td>
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<tr>
<td>5:15</td>
<td>(8) MICKEY MOUSE CLUB</td>
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<tr>
<td></td>
<td>JIMMY CRICKET PRESENTS: The Nature of Things</td>
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<td></td>
<td>&quot;The Elephant.&quot; MOUSEKETEERS: Circus Day</td>
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<tr>
<td></td>
<td>— Ray Berwick, trick rope twirling artiste</td>
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<td></td>
<td>and unusual tap dancer. &quot;SPIN AND MARTY&quot;</td>
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<tr>
<td></td>
<td>SERIAL: A heckled Marty unceremoniously</td>
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<td></td>
<td>gets his first horse riding lesson.</td>
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<td>CARTOON: The Golden Touch.</td>
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<td>5:30</td>
<td>(10) SHEENA, QUEEN OF JUNGLE</td>
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### Evening

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>6:00</td>
<td>(3) BEVERLY ON 3</td>
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<tr>
<td>6:15</td>
<td>(4) JACK LATHAM—5m.</td>
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<tr>
<td>6:30</td>
<td>(5) CIRCUS—60m.</td>
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<td>Dick Lane, ringmaster, presents all</td>
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<td>the thrills of a three-ring circus.</td>
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<tr>
<td>6:45</td>
<td>(6) JOHNNY JET—UNCLE RUSSELL</td>
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<td></td>
<td>Cartoons.</td>
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<td>7:00</td>
<td>(7) ANNIE OAKLEY—30m.</td>
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<td>Starring Gall Davis.</td>
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<td>&quot;The Unforgivable&quot; with Thomas Mitchell.</td>
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<td>7:15</td>
<td>(9) CARTOON EXPRESS—60m.</td>
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<tr>
<td>7:30</td>
<td>(10) SHEENA, QUEEN OF JUNGLE</td>
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</tbody>
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*Information Received From Stations Subject to Last Minute Change*
(11) WATERFRONT—30m.
Cap'n John (Preston Foster) and a girl escape from Terminal Island prison join forces to save the life of a motherly waterfront character.

(13) BAXTER WARD NEWS—15m.
6:05 (2) TOM HARMON SPORTS
6:10 (2) CLEVE HERMANN—SPORTS
(4) LES PAUL, MARY FORD—5m.
6:15 (2) DOUG EDWARDS—News
(4) WEEKEND—25m.
With Jack McElroy.
(13) TOM DUGGAN—15m.
6:30 (2) (B) NAME THAT TUNE
Audience participation, with George Davitt, emcee.
(3) FIVE STAR FINAL—30m.
(7) COWBOY G-MEN—30m.
Rus Hayden and Jackie Coogan solve a ghost town mystery.
(10) TIMES SQUARE PLAYHOUSE
(11) LIFE WITH ELIZABETH
With Betty White and Del Moore.
(13) RANGE RIDER—30m.
Jack Mahoney and Dick Jones in "Shotgun Stage."
6:40 (4) WEATHER—GENE BOLLAY
6:45 (4) JACK LATHAM—13m.
(6) HARRISON EAGLES & NEWS
(11) GEORGE PUTNAM—News
(2) ARTHUR MURRAY PARTY
Kathryn Murray is hostess.
(5) GIL MARTYN—NEWS—15m.
(3) WESTERN MARSHAL—30m.
Steve and Rusty find a double-dealing foreman at the bottom of a tax- evasion case.
(4) WESTERN MARSHAL—30m.
Steve Donovan has to protect a sullen young thief from his cohorts, his family and an avenging Indian tribe.
(6) I SEARCH FOR ADVENTURE
"Antarctic Conquest."

(7) STUDIO 57

(8) DR. HUDSON'S JOURNAL
(9) ADVENTURE MOVIE
"PRAIRIE MOON." Gene Autry and Smiley Burnette tangle with cattle rustlers. Peter Potter appears briefly as a band leader. (Mon. thru Fri. at 7—Sat. at 6.)

(10) SAN FRANCISCO BEAT
(11) STORIES OF THE CENTURY
Story of outlaw Clay Allison.

(13) I SEARCH FOR ADVENTURE
"Speed Across Europe" covers on film all the great European auto races of last year, including the tragedy at Le Mans in which 75 people lost their lives. At 7:30: "The Big Swim." Two Young Americans swim the Grand Canyon length of the Colorado River.

7:15 (5) EYE WITNESS
Tomatten, Ken Graze, Jay Elliott.

7:30 (2) UNDER THE SUN
"Sea of Winslow Homer"—a blending of the arts of painting, featuring a group of Homer's best paintings, and motion picture making narrated by Burgessa Meredith. Second feature shows a Maine lobsterman as he goes about his daily tasks.

(3) (4) (10) SNOOKY LANCE
(5) CONSPIRACY—30m.
(6) JUKE BOX JURY
With Peter Potter.

(7) LONE RANGER—30m.
Ranger and Tonto team up with the daughter of a recently slain newspaper publisher to combat an outlaw.

(8) PEOPLE IN THE NEWS—15m.
(11) THE OPEN ROAD—TRAVEL
With Lynn Rogers.

7:45 (3) DOG SHOW PREVIEW
(4) (10) NEWS CARAVAN
(8) SAN DIEGO NEWSREEL
7:50 (8) WEATHERWORD—5m.
7:55 (8) NEWS
(2) (8) BOB CUMMINGS SHOW
Bob Collins is stopped dead in his wolf tracks by a 14-year-old baby sitter after he finally gets a date with a gorgeous model who heretofore has kept him at camera's length. May Wynn and Shelia James are featured.

(3) (4) (10) BEST OF GROUCHO
Tonight's guest contestants include baseball's Bob Lemon, Australian air line hostess Sue Crawford and socialite Alice Catt Armstrong.

(5) HANS CHRISTIAN ANDERSEN
(6) LONE WOLF
(7) PARLOR PLAYHOUSE
"RUBBER RACKETEERS." Ricardo Cortez, Rochelle Hudson. Gangsters invade used-tire business during war.

(9) CAPTURED
Sheriff Morris tells how the perpetrators of a million dollar burglary were brought to justice.

(11) JOHNNY OTIS SHOW
Rhythm and blues show with Mal Williams, Marie Adams and Little Arthur Mathews. Johnny plays vibes, drums and piano. Recording star guests.

(13) WRESTLING—2 hrs.

REGRET
One of the great regrets for Jim Brown of The Adventures of Rin Tin Tin fame is that his role of deputy to Gary Cooper in "High Noon" was eliminated from the film. Jim says that the producers decided to eliminate his part after seeing the rough cut because it tended to take away sympathy for Cooper's characterization.

JACK DOUGLAS
presents
"I Search for Adventure"
TONIGHT—THURS., 7:00 P.M.
K COP

WRESTLING
FROM LONG BEACH
Tonight
8:00
JULES STRONGBOW
RINGSIDE
K COP CHANNEL 13

TV-RADIO LIFE PAGE 31
(3) (4) (10) DRAGNET—30m.
Sgt. Friday and Officer Smith receive word that a man has barricaded himself in his house and is threatening to kill his children.

(5) OLYMPIC BOXING
Garry Goodwin at the mike.

(6) PLAYHOUSE—30m.
THE PENDULUM
"The Cruel Test." Family of district commissioner in a remote jungle outpost becomes victims and prisoners of its fears.

(9) MOVIE THEATER
"BORN TO KILL." Claire Trevor, Lawrence Tierney, Walter Slezak. Story of a ruthless killer and a heartless woman — both of whom stop at nothing to get what they want. (Tuesday through Monday, except Saturday.)

(11) ASSIGNMENT AMERICA
"Katyn Forest Massacre." Bill Burrud presents Captain Bronislaus Mlynarski, one of the few survivors of the 1940 atrocity near Smolensk, Russia. A dramatic expose of this mass murder of 15,000 top Polish military leaders and intellectuals. Presented by Hinsshaw's Department Stores of Arcadia and Whittier.

9:30 (2) (8) FOUR STAR PLAYHOUSE
Dick Powell stars in "Success Story" as a man who seeks success by any means until a small town accident introduces him to a fellow patient, a young girl whose bandages hide disfigurements for life, but whose philosophy wins his respect and love and changes his course of life.

(3) (4) (10) FORD THEATER
Edward G. Robinson and Ann Doran star in "A Set of Valuables," which tells how an ex-gang chief returns after a 15-year jail term to find his son has become a member of his old mob.

(6) CHINA SMITH
With Dan Duryea.

(7) COMBAT SERGEANT—30m.

(11) STAR AND THE STORY
"Her Crowning Glory." Teressa Wright. A recent college graduate learns that influential friends can often be a handicap when starting out on your own.

10 (2) CELEBRITY PLAYHOUSE
(3) (4) (10) LUX THEATER
Elsa Lanchester stars in "Miss Mable." A kindly spinster decides to bring special happiness to a group of "nice" people, but her well laid plan backfires and "Miss Mable" finds herself on the spot with a large. A surprise finale wraps up the drama. Ken Carpenter hosts.

(6) PASSERBY—15m.
(7) BOSTON BLACKIE—30m.
With Kent Taylor.

(8) ROLLER DERBY
From San Diego Arena.

(11) RACKET SQUAD
Reed Hadley shows how many small business buyers are gyped with fraudulent bills of sale.

(13) THE STAR TONES—30m.
A lush, original song fabricates music for TV "debut" show for "The Lord's Prayer." A Gershwin medley is presented. Special guest is Chick Crayne, 20-year-old singer.

10:15 (6) FAMOUS FIGHTS
10:30 (2) CLEVE ROBERTS—NEWS
(6) TEXAS RASSLIN'
(7) DETECTIVE SHOW—30m.
Melvyn Douglas as detective Steve Randall in "A Question of Truth."

11 (11) THE LONE WOLF—30m.
Louis Hayward investigates report of a flying saucer landing in New Mexico.

(13) BAXTER WARD NEWS
10:45 (2) THE BIG NEWS
Bill Stout, Gil Stratton, Austin Green.

(5) MOVIE THEATER
"TWO YANKS IN TRINIDAD." Brain Donlevy, Pat O'Brien, Janet Blair. Gangsters wind up in uniform.

(9) DON LEE WORLD NEWS
Lee Wood, Bill Brundige, Ted Meyers.

(13) TOM DUGGAN—60m.
11 (2) BIG HIT MOVIES
"THE BIG BREAK." James Lipton, Gaby Rogers. Story of a file clerk's struggle to make good and the ethical pitfalls which threaten his personal life.

(3) FINAL EDITION
(4) JACK LATHAM—15m.
(7) NEWS WITH DICK TUFELD
(9) WEATHERWISE
(10) CHANNEL 10 NEWSREEL
(11) GEORGE PUTNAM—NEWS
11:05 (9) LATE FEATURE
"THE LONG NIGHT." Henry Fonda, Barbara Bel Geddes, Vincent Price. While barricaded in a room, a youth driven to murder relives the events leading up to his crime.

11:10 (3) MARK SABER—30m.
11:15 (4) CLEVE HERMANN—SPORTS
(7) NITECAP THEATER

(10) YESTERDAY'S NEWSREEL
(11) PUBLIC DEFENDER—30m.
Reed Hadley helps a young jockey jailed on an assault charge after refusing to throw a horse race.

11:30 (4) (10) TONIGHT—60m.
Starring Steve Allen in a late evening show of comedy and music.

11:45 (11) JACKSON'S THEATER
(13) DESTINY—15m.
12:15 (5) FINAL EDITION
12:30 (2) LAUREL AND HARDY
(4) NIGHTFALL
Richard Ellsasser at the organ.

5 (1) GIVE US THIS DAY
1:30 (11) JACKSON'S LATE THEATER
2 (11) JACKSON'S NEWS, SPORTS

8:30 p.m. (Thurs.)

HINSCHAW'S: ASSIGNMENT AMERICA
"KATYN FOREST MASSACRE"
KTTV, Channel 11, 9:00 P.M.
Bill Burrud Productions
(7) THE LITTLE SCHOOLHOUSE
With Eleanor Hempel.
(11) MY LITTLE MARGIE—30m.
11:25 (4) TERREA LEA
Folksinger.
11:30 (2) (8) HOUSE PARTY
With Art Linkletter.
(3) (4) (10) TENNESSEE ERNIE
(7) BEULAH—30m.
Chef Millani, host.
(11) SHERIFF JOHN'S BRIGADE
With John Rovick.
11:55 (9) SUSPECTS WANTED—5m.

Afternoon
12 (2) (8) THE BIG PAYOFF
Audience participation program.

Color
(3) (4) (10) MATINEE THEATER
"Home At Seven." This mystery story by Sheriff, author of the noted play, "Journey's End," concerns a bank employee who suffers a 24-hour lapse of memory, during which time two serious crimes are committed.

(7) AFTERNOON FESTIVAL
"DANCE HALL." Diana Dors. Four girls meet with sunsy adventures in a dance hall. Donald Woods hosts.
(9) FIREMAN JOE—45m.
Cartoons and tips on fire prevention. Sparky, the talking dog, co-hosts.
12:30 (2) (8) BOB CROSBY
Musical variety show.
12:45 (11) MARTIN'S DRAMA MANOR
1 (2) (8) BRIGHTER DAY—15m.
3 (4) (10) QUEEN FOR A DAY
With Jack Bailey.
(8) SPANISH MOVIE
(9) MILLION DOLLAR MAT
"LADY LUCK." Robert Young, Barbara Hale, Frank Morgan. Girl from family of gamblers turns against gambling — then falls in love with a gambler.
1:15 (2) (8) SECRET STORM
1:30 (2) (8) EDGE OF NIGHT
Half-hour daytime dramatic series.
(13) BALANCE 'N' MOVIES
1:45 (3) (4) (10) Modern Romances
1:55 (5) POLICE CALLS
2 (2) RED ROWE'S GET-TOGETHER
(3) (4) (10) SO THIS IS
HOLLYWOOD
(5) MAJOR MOVIES
"THE GREAT GILBERT AND SULLIVAN." Robert Morley, Maurice Evans. With excerpts from their work performed by D'Oyly Carte Opera Co.

(7) BILL GWINN'S THEATER
(8) AFTERNOON SHOW
With Bill Meamer.
2:15 (11) ED REIMERS' MATINEE
2:30 (3) (4) ERNIE KOVACS—30m.
(6) CINEMA CHEF
"GIRL IN THE NEWS." Margaret Lockwood. Nurse is tried for murder when her patient dies.
(10) LYNN TAYLOR'S PANTRY
"MOVIE CRAZY" with Harold Lloyd.
2:45 (9) NEWS
(3) (2) (8) OF ALL THINGS
Faye Emerson.
(3) GARRY MOORE SHOW
(4) RCA VICTOR Playhouse
"SCOTLAND YARD INVESTIGATOR." Erich von Stroheim, Sir C. Aubrey Smith.
(9) PARlor PARTY
With Bill Stulla.
3:15 (3) STAR MATINEE
"HIS DOUBLE LIFE." Roland Young, Lillian Gish. Famed painter assumes identity of his deceased butler.
3:30 (5) MILADY
With Dorothy Gardner.
(7) GLAMOUR GIRL
With Jack Owens.
(11) DICK WHITTINGHILL
4 (5) CARTOON CAROUSEL
With Skipper Frank.
(8) TV CLASSIFIED PAGE
(7) WHAT'S NAME OF SONG?
With Bill Glivin.
(9) LOUIS QUINN SHOW
Satirical and "expert on almost anything" in the line of humor.
(13) RANCH PARTY
4:25 (4) MYRON J. BENNETT
4:30 (2) (8) STRIKE IT RICH
With Warren Hull, emcee.
(3) TRAVELOG—30m.
(4) GOOD HUMOR NEWS
Lee Groulx.
(6) MR. AND MRS. NORTH
(7) MAKE-BELIEVE BALLOON
With Al Jarvis.
(10) JOHNNY DOWNS EXPRESS
4:35 (4) JACK McELROY MOVIE
"THE AMAZING MR. X." Lynn Bari, Turhan Bay. Phoney medium preys on the beautiful and wealthy.
4:45 (11) DEL MOORE SHOW
(2) EARLY SHOW
"ARREST BULL DOG DRUMMOND." John Howard, Heather Angel. The ace sleuth must first extricate himself from Scotland Yard before solving a crime.
FRIDAY TV LOGS

(3) FRANK WEBB SHOW
(6) THE RUGGLES
(7) (B) MICKEY MOUSE CLUB


(10) ROY ROGERS MOVIE M

"APACHE ROSE."

5:15 (9) CAMPUS CLUB
Gene Norman with guests from the musical world and teen-agers.

5:30 (3) LITTLE RASCALS
(5) WESTERN THEATER M
"WHEN A MAN SEES RED." Buck Jones.

(6) RANGER WILL CORRAL

Evening

6 (3) BEVERLY ON 3
(4) JACK LATHAM—5m.
(6) JOHNNY JET—UNCLE RUSS
Cartoons.

(7) SPACE SOLDIERS—30m.
(8) SKY KING—30m.
(9) CARTOON EXPRESS—60m.

With Bill "Casey" Stults.

(10) LONG JOHN SILVER
(11) WATERFRONT—30m.

Cap'n John (Preston Foster) faces criminal negligence charges when his boat is rammed by a sub.

(13) BAXTER WARD—NEWS
6:05 (2) TOM HARMON, SPTS. NEWS
(4) CLEVE HERMANN—SPORTS

6:10 (2) CLETIE ROBERTS, NEWS
(4) WEATHER—GEO BOLLAY

6:13 (2) DOUG EDWARDS—News
(4) MOVIE MUSEUM

(13) TOM DUGGAN—15m.

6:30 (2) MY FRIEND FLICKA
(8) FRANK WRIGHT OFFER FREE PETS. Presented by Calo Pet Food.

(7) CALO PET EXCHANGE
Frank Wright offers free pets. Presented by Calo Pet Food.

(10) COUNT OF MONTE CRISTO
(11) LIFE WITH ELIZABETH
With Betty White and Del Moore.

(13) RANGE RIDER—30m.
Jack Mahoney and Dick Jones in "Blind Trail."

6:45 (4) JACK LATHAM—15m.

(6) HARRISON EAGLES & NEWS
(11) GEORGE PUTNAM—NEWS

6:55 (5) WEATHER VANE
With James Edmundson.

7 (2) LIFE WITH FATHER—30m.
Starring Leon Ames, Lurene Tuttle. A hilarious chain of events follows when father reads "Robinson Crusoe."

(8) GIL MARTYN—NEWS

(8) WATERFRONT
(7) THE WHISTLER—30m.
"The First Year." A domineric uncle refuses to release his hold over his niece — even after death. Virginia Field, Craig Stevens.

(8) MAN CALLED "X"

(8) ADVENTURE MOVIE M

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(8) MAN CALLED "X"

7:15 (5) EYE WITNESS
Ken Graue, Tom Hatten, Jay Elliott.

7:30 (2) PANTOMIME QUIZ
Mike Stokoe emcees charade show featuring panelists Rocky Graziano, Carol Haney, Robert Strauss, Dorothy Hart and Hans Conried.

(5) CONSPIRACY—30m.

(6) (7) RIN TIN TIN—30m.
Mexican bandito wound Rinty with gunfire while he is part of a party giving safe conduct to the Mexican ambassador.

(8) PEOPLE IN THE NEWS
(11) MAN BEHIND THE BADGE
Charles Bickford tells how a member of the Postal Investigation branch broke up a gang using first class mail to further a fifth column.

(13) GRAND OLD OPRY STARS
7:45 (3) SPORTSCENE—15m.
With Bill Huddy.

(4) (10) NEWS CARAVAN
John Cameron Swayze reporting.

(8) SAN DIEGO NEWSREEL
7:50 (8) WEATHERWORD
7:55 (8) NEWS

8 (2) MAMA
Starring Peggy Wood.

(3) DO YOU TRUST YOUR WIFE?
(4) (10) TRUTH OR CONSEQUENCES
With Jack Bailey.

(5) CRYSTAL TONE MUSIC
Orchestra conducted by Orrin Tucker. Host is Harry Rabbitt.

(6) HIGHWAY PATROL
(7) KIT CARSON—30m.

(8) DEATH VALLEY DAYS
(9) FEDERAL MEN—30m.

(11) STAR AND STORY
"The Blue Landscape." Peter Lorre. Second-rate artist who copies famous paintings is murdered.

(13) POLKA PARADE WITH DICK SINCLAIR—60m.
Eileen Christy sings "Swinging Down the Lane" and "I Want to Say Hello." Walter Eckard sings "That's Amore" and "Only a Rose." Polka Parade dancers do the national dance of Poland, a mazurka. Originates live from the Music Hall theater in Beverly Hills.

POLKA PARADE WITH DICK SINCLAIR
TONIGHT
8:00
THE HAPPIEST SHOW ON TELEVISION
KCP M

PAGE 34
TV RADIO LIFE
9:30 (2) (8) OUR MISS BROOKS
Trying to place her boy-friend's in-
terest, Connie Brooks (Eva Arden) tries
wearing theatrical wigs, but Mr. Boynton
is only convinced that it is the inside
of her head that needs attention.

(3) WATERFRONT
With Preston Foster.

(4) (10) CRUNCH AND DES
A quarreling man and his wife who
are partners in a business concern are re-
united through the appearance of a mys-
terious sea serpent. Forrest Tucker and
Sandy Kenyon in a leading role.

(6) I LED THREE LIVES—30m.

(7) CROSSROADS—30m.
"The Good Thief" with James
Whitmore as a chaplain who fought
brainwashing and Red torture to a stand-
still, giving back more than he received.

(9) GANG BUSTERS
"The Unholy Trio." West Virginia
is scene of feisty manhunt for killers of
benevolent minister.

(11) CITY DETECTIVE
Financial report and an attractive
secretary lead to late office hours; a quiet
midnight supper — and murder.

9 (2) (8) CRUSADER—30m.
Matt Andrews (Brian Keith) is re-
 sponsible for a European war orphan
im-migrating to America for adoption by a
teamster. When the teamster is killed
by racketeers, Matt must convince the
boy that violence is the not the foundation
of American life.

(3) (4) (10) BEST IN MYSTERY
Willee Dante (Dick Powell) tries
to help a beautiful girl who claims her life
is in danger, but he becomes implicated
in another murder. Virginia Gray, Regis
Toomey and Marvin Miller are featured.

(5) WESTERN VARIETIES
Doyle O'Dell, host, with Eddie Creno,
Tex Williams, Eddie Dean, Caroline Cott-
on, Roscoe Ates, Gall Moer, Twin Tonas,
The Frontiermen and Homer Garrett's
Y-Knot Twirlers.

(6) (11) HALL OF STARS
"Reverse English," Jan Sterling,
Amelia Williams and Richard (Code
3) Travis. A high-powered business
woman fights fire with fire when a
beetle ex-employee tries to blackmail
her.

(7) DOLLAR A SECOND—30m.

(9) MOVIE THEATER
"BORN TO KILL." Claire Trevor,
Lawrence Tierney, Walter Slezak.
Story of a ruthless killer and a
heartless woman — both of whom stop
at nothing to get what they want.
(Tuesday through Monday, except Saturday.)

(13) CORONET THEATER
"THE MAGNET." William Fox,
Kay Walsh. A small boy almost makes
his psychiatrist father psychotic when he
swaps an "invisible" watch for a magnet.

9:30 (2) (8) SCHLITZ PLAYHOUSE
Phyllis Thaxter stars as "Dara," an
actress who is pursued by a man-
bressed "Sanz" when her husband is reported lost in a plane
 crash, but her performance lacks convic-
tion after he returns and charges her with
attempted murder.

(3) THE PENDULUM—30m.

(4) (10) STAR STAGE—30m.
Greer Garson stars in "Coward." In
order to correct the damage caused by
her head-making romantic escapades,
a famous screen star adopts a little girl.
Patric Knowles and Stephen Bekassy.

(6) THE WHISTLER—30m.

(7) THE VISE—30m.
Mark Saber (Donald Gray) solves an
International diamond theft.

(11) COATES' CONFIDENTIAL FILE
Paul Coates probes the working of
private eyes.

10 (2) (8) (10) UNDERCURRENT
(4) POTTER'S JUKE BOX JURY
Peter Potter, host, and guest stars
rate America's newest records.

(5) MODERN MOVIES—90m.
"ADVENTURES OF GALLANT
BECK." Cameron Mitchell, Audrey Long.
Roustabouts train wonder horse and bit-
tles villainous railroad owner.

(6) ORIENT EXPRESS—30m.

(7) IT'S POLKA TIME
Features polka rhythms and Europe-
nian cultural groups and productions.
Emcee is Bruno Ziekmiski. Tonight's
guests are the Atjeys Lithuanian Folk
Dancers.

(10) CELEBRITY PLAYHOUSE
(11) ROCKIN' RHYTHM—60m.
With Doodles Weaver, Gloria
Heaton, Margie Rayburn, the Collins KIDS
and Carl Cotter's band.

10:30 (2) CLEVE ROBERTS—NEWS

(3) PREMIER THEATER
"WHITE FIRE." Scott Brady looks
for his missing brother and uncovers a
diamond smuggling ring.

(6) CHINA SMITH
(7) LATE CURTAIN
"Hot Welcome." Richard Denning.

(9) PREMIER THEATER
"HE CAN..." with Mervin
Cambridge, John Ireland. Psychopathic
killer hides out on chicken farm.

(10) RAY MILLAND SHOW
"Jury Duty." 50-50
(13) BAXTER WARD—NEWS
10:45 (2) THE BIG NEWS
Bill Stout, Gil Stratton, Austin
Green.

(9) DON LEE WORLD NEWS
With Lee Wood, Bill Brundige, Ted
Meyers.

(13) TOM DUGGAN—60m.

11 (2) BIG HIT MOVIES
"KNIGHT WITHOUT A ARMOR." Marlene Dietrich, Robert Donat, James
Hilton's story of passions and violence
during the Russian revolution.

(4) JACK LATHAM
(6) PICTURE WINDOW
"THE GREAT GILBERT AND
SULLIVAN." Robert Merley, Maurice
Evan. With excerpts from their works
performed by the D'Oyly Carte Opera Co.

(7) NEWS WITH DICK TUFEL
(9) WEATHERWISE
(10) NEWSREEL—30m.
(11) GEORGE PUTNAM—NEWS

11:05 (9) VAMPIRA'S MOVIE
"THE MAN ON THE EIFFEL
TOWER." Franchot Tone, Charles
Lauton, Burgess Meredith. Detective
chases his prey all over Paris.

11:15 (4) CLEVE HERMANN—SPORTS
(7) NITECAP THEATER
"COMMAND PERFORMANCE." Anna Neagle.

(10) YESTERDAY'S NEWSREEL
(11) PUBLIC DEFENDER—30m.
Reed Hadley helps a girl who joins
an off-campus club which races care
heads on at 90 mph.

11:30 (4) (10) TONIGHT—60m.
Starring Steve Allen in a late evening
show of comedy and music.

(5) FINAL EDITION

11:45 (5) WESTERN FEATURE
"WESTERN TRAILS." Bob Baker.

(11) JACKSON'S THEATER

(13) DESTINY—15m.

12 (3) LATE NEWS

12:30 (2) LAUREL AND HARDY
(4) NIGHTFALL
Richard Eilssasser at the organ.

1 (2) GIVE US THIS DAY

1:30 (11) JACKSON'S LATE THEATER
(11) JACKSON'S NEWS, SPORTS

FAMILY MEMBER
Jim Brown, star of The Adventures
of Rin Tin Tin, has as a pet an 8-
month-old son of Rinty who answers
the "Saber" and shares the bed in the
Brown home with a venerable Schnau-
er, Pat.

DIRECTS SPEC
Bretaigne Windust will stage and
direct NBC-TV's 90-minute color spec-
tacular, The Lord Don't Play Favorites,
which will be seen on Producers' 
Showcase next fall. Windust's current
play on Broadway is The Great Sebas-
tians.
TV PROGRAM FINDER

Listings after 12 noon are indicated by dark type, morning by light type. Channels are indicated by ( ).

Abbott and Costello (11) 8:00 Sa
Adventure (4) 4:30 Sa
Adventure Theater (4) 1:30 Sa
Adventure, The Big
Alben, Steve (4) 8:00 Sa
American Forum (4) 7:30 Sa
American Theater (4) 10:00 Sa
Armstrong Circle Theater (4) 9:00 Sa
As the World Turns (2) 10:30 Ul
Ask the Doctor (2) 15:00 Ul
Assignment America (4) 8:00 Sa
Ball of Fire (11) 2:00 Sa
Ball of Movie's (12) 1:30 Sa
Bandleader (4) 7:30 Sa
Bandleader Log (2) 10:30 Sa
Bandleader Series (2) 9:00 Sa
Bandleader, Neil (2) 11:30 Sa
Bandleader, Phil (4) 8:00 Sa
Bandleader, Richard (4) 12:30 Sa
Bandleader, Tom (2) 11:30 Sa
Bandleader, Walter (2) 11:00 Sa
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Bande...
John Lyle, Jr., of San Diego, writes, "On the cover of June 30, what is Watty Earp supposed to be doing? I think you misspelled the whole works. It should read 'Watty A. Twerp.' Your jokes aren't very funny, either." But yours are. "It is a known fact there that everybody asks for money... I have about twenty five thousand of my own that I'm afraid to go around telling. Otherwise everybody would think that I'm completely crazy." I don't. Send me the twenty five thousand. "I hope you don't think this criticism is unfair. I get some of it myself. Very generous of you to give some to me. Send me the twenty five thousand. "I'm just a little bit afraid to go to Hollywood. I'm afraid they'll put me in the movies." Just so they put you where you belong, John, and when they do, send me the twenty five thousand.

"Lady From Shanghai." (11) July 24, 7:30. I guess Orson Welles just wanted to make a picture that would show off his then wife, Rita Hayworth, to the best possible advantage. She has seldom been better photographed than in this film, a bizarre tale about an Irish sailor who ships on a yacht with a lawyer, Everett Sloane, and wife Rita, becomes enmeshed in a murder insurance scheme and winds up on trial for his life. There are quite a few quaint scenes of man's inhuman frailties, and although the movie is no masterpiece, becoming, in fact, tedious at times, there are flashes of brilliance that make it almost worthwhile and are attributable, no doubt, to Orson.

"Born To Kill." (9) Beginning July 24, 9:00. 1947. Lawrence Tierney is a homocidal maniac who kills people who cross him. He kills a girl who jilts him, a buddy who tries to help him and a couple of other people and... Claire Trevor and Walter Slezak quake at his approach and... I don't think this is a wholesome picture.

"She Married Her Boss." (11) July 22, 6:00. Claudette Colbert marries the boss Melvyn Douglas after six years of loving him and then discovers that he doesn't appreciate her efforts at being a wife and housekeeper, so she kicks over the traces by getting drunk in a store window and he finally comes to his senses. A light comedy done in heavy fashion.

"Odd Man Out." (7) July 22, 7:30. One of the best suspense movies ever made but you'd hardly know it from this sliced up version. With James Mason and directed by Carol Reed.

"Curse of the Cat People." (9) July 21, 7:00. A sequel to the excellent "The Cat People," this doesn't come off. A little girl dreams up a ghost for a playmate, played by Simone Simon, and her parents have a deuce of a time convincing her she's neurotic. She, like most children, considers it quite normal to play with ghosts. Simone finally goes away. With a name like hers, there was bound to be a sequel.

"Mr. Denning Drives North." (2) July 25, 5:00. Well, let's see... Richard Denning plays Mr. North in the "Mr. and Mrs. North" series, so I could make a funny joke about his south side or something. Only trouble is, he isn't in this picture... John Mills is and it grinds exceeding slow.

"That Way With Women." (5) July 22, 7:30. Originally scheduled for this slot was an excellent film, entitled "Three Strangers," with Peter Lorre and Sydney Greenstreet. I wrote a smash review for it and I hope they play it soon. This one stars Dane Clark and Martha Vickers, and is about a fellow who's that way with women. Who isn't? "Three Strangers" was my lead review, you see, and I'd seen that one. I ain't seen this one.

End of column.

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**No Mining**

Clint "Cheyenne" Walker has just sold his self-built "sleeper truck" he's using in uranium mining expeditions. He says his heavy filming schedule won't give him time for prospecting.
morning news, staff, editorial, new French disc, the bows news, ... Ear, Tiger Tuesday 2 ABC.

PAGE 38

Radio in Review

For Love o' Mike (General Comment)

Radio Ramblings

George Walsh, KNX staff announcer, takes over Ralph Story's early-morning show until Ralph's permanent replacement Bob Crane joins the staff in early September. Mickey Katz returns to the KABC lanes in a new series starting July 29. Veteran reporter Walter Kiernan joins the ABC news staff covering the presidential conventions.

Capitol has placed a rush order on its first record by Larry Adler. The disc, recorded in Paris, has some gay French tunes.

If you want to hear TV-RL's Letters to the Editor

"Ear, Eye Inspire the Pen"

Jack Rourke's Party Line Midnight to 2 a.m. Tuesday Through Saturday KABC 790 on the dial

Repeat Performance

"The Exile's Return," third of KNX's Minority Report series, dealing with the Japanese-American community in Los Angeles, is being repeated by urgent request from hundreds of persons who missed its original broadcast, as well as many who wanted to hear it again. Date: Saturday, July 21, 9 p.m.

Rembrandt Honored

Radio Nederland of Hilversum, The Netherlands, produced a four-program transcription honoring the 350th anniversary of the old master, Rembrandt van Rijn. The Netherlands Information Service is distributing the program to the various radio stations. Locally, KCON, KUSC and KPPC (all FM stations) have received the transcription which they will undoubtably program in the near future.

SATURDAY

GAME OF THE DAY, KIJH, 11:00 a.m. Kansas City Athletics vs. New York Yankees.

PCC BASEBALL GAME, KFWB, 1:30 p.m. Hollywood Stars vs. Vancouver.

MAJOR LEAGUE BASEBALL GAME, KMPC, 1:30 p.m. Cleveland Indians vs. Baltimore Orioles.

SUNDAY

INVITATION TO LEARNING, KNX, 8:05 a.m. Lyman Byrum and guest panelists discuss Edgar Allan Poe's "Short Stories.

WORLD MUSIC FESTIVAL, KNX, 11:05 a.m. Grant Johanneson plays the Grieg Piano Concerto with the Bergen (Norway) Symphony Orchestra.

PCC BASEBALL GAME, KFWB, 1:30 p.m. Hollywood Stars vs. Vancouver.

MONDAY

MAJOR LEAGUE BASEBALL GAME, KMPC, 1:30 p.m. New York Giants vs. Detroit Tigers.

VOICE OF FIRESTONE, KABC, 8:30 p.m. Three top winners of the Metropolitan Opera Auditions of the Air guest tonight. They are Rose Byrum, Maria Fierrez, and Carlotta Ordassy, all sopranos.

TELEPHONE HOUR, KFI, 9:00 p.m. William Warfield, baritone, is guest with Donald Vorhees and the Bell Telephone Orchestra.

TUESDAY

BIOGRAPHIES IN SOUND, KFI, 9:06 p.m. A repeat presentation of the George Bernard Shaw story is heard tonight.

WEDNESDAY

MAJOR LEAGUE BASEBALL GAME, KMPC, 1:30 p.m. Boston Braves vs. New York Giants.

WEDNESDAY NIGHT FIGHTS, KABC, 7:00 p.m. Isaac Logart vs. Ted Black in a ten-round welterweight bout from Chicago.

THREE SCORE AND FIVE, KFI, 7:30 p.m. H. V. Kallenborn narrates a new series devoted to trends and prospects of the country's older persons, income is the theme for tonight's program.

THURSDAY

PCL BASEBALL GAME, KMPC, 1:30 p.m. Los Angeles Angels vs. Portland.

MAJOR LEAGUE BASEBALL GAME, 1:30 p.m. St. Louis Cardinals vs. Philadelphia Phillies.

CAN FREEDOM WINT, KFI, 7:35 p.m. "What Are Soviet Weapons for World Conquest?"

CONVERSATION, KFI, 9:00 p.m. Clifton Fadiman, moderator and guest panelists Jacques Barzun and Rex Stout discuss the topic: "Detective Stories."

FRIDAY

GILLETTE FIGHTS, KFI, 7:00 p.m. Miguel Berrios vs. Kid Anaahuc in a ten-round featherweight bout.
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<th>Dial</th>
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<tr>
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<td>KFMB</td>
<td>11:45</td>
<td>News</td>
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<td>570</td>
<td>KLAC</td>
<td>12:30</td>
<td>KGJF-Saturday Morning</td>
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<td>590</td>
<td>KFXM</td>
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<td>KJGK-Baseball</td>
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<td>790</td>
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<td>870</td>
<td>KIEV</td>
<td>19:00</td>
<td>KJGK-Baseball</td>
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**Notes:**
- Radio Logs for SATURDAY, July 21
- Various news and sports programs across different stations.
- Special events include baseball games and music programs.
- Coverage includes locations such as Hollywood, Laramie, and Vancouver.

**Radio News:**
- Various news bulletins throughout the day.
- Coverage includes local and national news.

**Radio Sports:**
- Baseball games are broadcast on multiple stations.
- Music and entertainment programs are also featured.
Monday–Friday Daytime Radio Logs

THE EARL MCDANIEL SHOW 7:00 to 10:30 A.M. Mon. thru Fri.

THE HARRY BABBITT SHOW 7:45 A.M. Mon.–Fri.

Mary Ellen’s Jams and Jellies

THE POPULAR station 1020 on the dial

THE POPULAR station 1020 on the dial

Live a Life of Luxury for a Week

KOLD-K I S T S “Win a Maid for a Week” (Plus a Gardener For a Week)

CONTEST IN THIS WEEK’S TV-Radio LIFE

TV-RADIO LIFE PAGE 41
### RADIO Logs for THURSDAY, JULY 26

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<td>News</td>
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<td>6:20</td>
<td>KFI</td>
<td>Feature</td>
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<td>6:30</td>
<td>KNX</td>
<td>News</td>
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<td>6:50</td>
<td>KFWB</td>
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<td>KFOX</td>
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### LUCKY LAGER DANCE TIME

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### RADIO Logs for FRIDAY, JULY 27

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### HOW TO FIND PEACE IN THIS CHANGING WORLD

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Virgil Pinkley traveled 32,000 miles throughout the Far East and returned with a special report on:

**Broadcasting – Oriental Style**

By Mildred Ross

During Virgil Pinkley's recent trip to the Far East, the editor-publisher of the Mirror-News and radio commentator, paused long enough in his busy travels to make some observations for our readers. In this exclusive report he answers some pertinent questions about radio and televisions in the Far East.

What kind of programming do the Asians prefer?

Disc jockeys and jazz music are popular in the Far East. Their programs are patterned after ours. In the Japanese television field, Socom wrestling is the most popular video pastime with baseball being a close runner up. Generally the wrestling matches are sponsored by breweries and those wrestlers in the champion class are guaranteed rice and beer for the rest of their lives.

The sport is so popular in Japan that whenever there's a match held in an arena holding 20,000 people, 60,000 fans are sure to show up at the gate.

Do TV-radio fan magazines exist in the Far East?

Fan magazines are very popular in Hong Kong and throughout Japan. The publications are similar to ours. However, a single magazine will combine stories on radio, television and motion picture personalities in one book.

Has radio built personalities such as Godfrey in the Far East? If so who are they?

No one has the rating or following that our personalities have because the broadcasting hours are far fewer than those of our stations. Not only are the stations on the air a limited time but the sets are inferior to ours. They are domestic products and there is no comparison to the sets we manufacture.

Do the people in the Far East depend on radio as much as we do for news dissemination?

Far more depend on radio than we can appreciate. The illiteracy rate is very high. For example in Indonesia only 6% of the population can read or write.

There are many rural and mountainous areas (in the Far East) and thousands of islands. Transmitting written material to these areas is impossible. The people living in these remote areas rely almost totally on radio for their information. Mass communication is also attained by motion pictures but the need for many more documentaries and cartoon films is acute.

Does radio operate on a network basis similar to what we have in our country or at an independent station level?

Most countries in the Far East have networks operating under government supervision. Japan has the Nippon Hoso Kyokai network which is patterned after the BBC and the CBC. The Nippon TV has extensive coverage of some of its broadcasts are picked up in such far off places as Brazil. Japan and the Philippines are the most active broadcasters in this area of the world.

Japan is one of the most literate countries in the world; they have a higher rate of literacy than the United States. Compulsory education is enforced for all children between the ages of 5 and 14, and what's more they attend classes six days a week for a fuller school year than students of our own country.

Thailand has government owned stations; Australia government regulated-owned and also privately owned radio as well as television stations in Sydney and Melbourne. Telecasting time is limited now but will be extended next fall.

Does the Voice of America have any influence in the Far East?

It is a tremendous undertaking and you can imagine what a task the Voice of America has when there are 225 dialects spoken in India alone. The natives of these countries are not interested in learning about America, Hollywood or the Fourth of July when they are hungry and cold. We should broadcast from within the countries we are trying to teach, learn, and feed. For all other broadcasters their psychology, religion and history for more effective Voice broadcasts.

There is certainly room for improvement however; some good is done for some people.

**Did World War II change the radio picture?**

Radio was used widely overseas during the war and the natives bought radio sets on a grand scale. The increased use of radios has whet their appetites for more knowledge.

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**WANTED: MEN WHO ARE LOSING HAIR**

To benefit from world's most advanced scientific
dry shampoo – It cleanses away dandruff safely

$1 and This Ad Gives You $2.50 DRY SHAMPOO TREAT

M. Rose Gordon

Trichologist

6309 Yucca (At Vine)

Hollywood 5-9811
MRS. VIRGIL B. OLSON of the San Fernando Valley is the first winner in the 13-week "Win a Maid and Gardener" contest now underway in Southern California under the sponsorship of Kold Kist. Congratulating the Olsons are (left to right) Cliff Jay, general sales manager of Kold Kist, Mrs. Olson, son Sky, Captain Olson and Paul Fagette, store supervisor of the Valley Plaza Thriftimart, where the lucky winners receive a bonus gift of the sponsor's product.

LIFE IS EASY for the Olsons (left to right) Keetjie, Mrs. Olson, Sky, Jaloo, Captain Olson and Janaan, as they enjoy the services of gardener Jim Carroll and maid Willie Johnson for a week as a result of winning the Kold Kist contest.

READING TV-RADIO LIFE has many advantages besides keeping up with the latest in the broadcasting industry. The Olsons, regular readers of the magazine, followed the Kold Kist contest rules in TV-Radio Life and became the lucky first winners.

YOU TOO CAN ENJOY the luxury of breakfast in bed if you become a winning contestant in the Kold Kist contest. Mrs. Olson is enjoying her first real vacation in 17 years as Willie Johnson serves her a steaming cup of coffee.
The Party Line

Editor's Note: On these pages you will see pictures of a dozen Party Liners. We sincerely regret that lack of space precluded inclusion of all the photos sent in to us for this "spread." Perhaps at some future date we may be able to use more. Kindly be patient in the knowledge that your interest is appreciated and that we will do our best to make everyone happy.

OUR PARTY LINE.” one radio listener wrote KABC's Jack Rourke, “is a life line—a line that is strung from heart to heart. It's a shining line of kindness; a line to say hello on and to tell a few troubles on when the shadows come closer and one is so alone.”

Yes, there are heartaches on the Party Line. The hearts that ache belong to rich and poor, to old and young, to the hale and to a person like Whispering Hope.

Hope is one of the top “stars” on Party Line. When she calls Jack and talks, her faint words are accompanied by her labored breathing in an oxygen tent. To Jack came the rewarding opinion of Whispering Hope's doctor's wife, who said, “You've done more for her in one week than anybody has before.”

There's Marietta, who started to cry on the Party Line when she finally managed to get through to the studio. Really, she was sobbing from happiness, but Jack judged her elderly and lonely, encouraged a flood of calls from Party Liners who have now taken Marietta under their wing. "She'll be set from now on," Jack observed comfortably.

On his Party Line Jack has had an unofficial estimate of as many as 3000 calls in a two-hour period. Out of this "cast of thousands," Jack calls it, "ten or fifteen stars have been developed." There are Snowdrift from Carson City who drives a dog sled; The Eagle, who is a flier; The Rock, a character actor; The Joker; Ozzie Nelson who goes under his own name; The Poet, who sounds like Orson Welles.

Jack's huge phone family started out quite innocently one night last fall. He had his disc jockey show on KABC just happened to mention between records that it would be interesting to know who was listening and what state they were born in.

Deluge

In a flick, the telephone started ringing and within 40 minutes Jack had a caller from every state of the 48 except New Hampshire. Finally, a plaintive-sounding man punched in to complete the round-up. He was plaintive because he'd had to wait seemingly forever to get through.

Records on Jack's show are now

July 20, 1956
There are heartaches in the still of the night, but there is friendship, too, and a bond which links Jack Rourke's fans

By Evelyn Bigsby

few and far between. His conversations with fans calling in constitute the program. To abide by the FCC rules, which require that no live phone conversation be broadcast, Jack's conversation with the Party Liners is taped in the control booth and played back within a second of the tapping.

Jack's callers pay their own phone bills. Only once has someone tried to call collect. "I don't screen the calls," Jack stated. "Any one person can say 'go to h--' and kill the whole show." It's hoped this doesn't happen, for the transgressor would be heartily hated by the thousands to whom Party Line has brought such fun and friendship.

The friendship aspect of the Line has gone so far that now there is a daytime Party Line—a group of Jack's fans who do good deeds and cement relationships between members of the group. You can imagine what demolition of their Party Line on the air would mean to these people. Understandably, Jack begs his audience to behave, a feat which they've pulled off quite handsomely so far while the maestro and his backers keep their digits crossed.

Charlie Cooper, the engineer, also keeps his quick hand on the dial.

Snowdrift
One personal heartache in which all the Party Liners had interest was Snowdrift's single "blessedness." The way things worked around, another Party Liner, Sierra Pat, decided to accept Snowdrift's marriage overtures. Now in Carson City where Snowdrift lives, forty plus, with his 20 dogs, the wedding bells have chimed.

Hours of Jack's program have played havoc with some fans' routines. One Long Beach couple told him they went to bed nightly at 7:30, setting the alarm for midnight to tune in the two-hour show without too much loss of sleep.

"You're ruining my routine," another listener reported not too grouchily. "I have to get up at seven and I'm still listening at 2 a.m."

Jack himself usually gets up at 11 a.m. As he hustles about Hollywood, eating his breakfast when others are having luncheon, he often carries his briefcase crammed to the edges with letters from his Party Liners. Some of the financial heartache he felt in trying to get the show on the air and line up sponsors is now abating. He hopes to regain the $5000 he sunk into the program that was supposed to be a disc session but didn't quite turn out that way.

"I've become a much better, nicer guy through this show," he says objectively.
The Whistler Revealed

He's chilled you and thrilled you for more than a decade — now see what the "man who walks by night" is like in real life.

By Bill Kelsay

You've seen Him hundreds of times—the distinguished-looking gentleman in TV commercials, the bit player in innumerable movies, supporting actor in television dramas.

You've heard his voice for a dozen years as the announcer on such top-rated radio shows as Kay Kyser, Edgar Bergen, Hit Parade, Phil Harris, Father Knows Best, Sherlock Holmes and others.

And the chances are you never recognized him as one of the most famous characters in radio and television — the man who walks by night, The Whistler.

The Whistler on KABC-TV is a sort of omniscient character who probes the minds of evil-doers, observes them, laughs at their foibles as they are caught up within a whirlpool of inescapable fate, as is the voice of malignant Fate.

But it was a quirk of kindly fate that brought the role of The Whistler to Bill Forman.

'Casual Assignment'

"It was probably the most casual assignment I ever had," he says. "I was having lunch at Brittingham's one day with J. Donald Wilson. He was doing the Raffles show, on which I played a Norwegian, and had just started writing and producing The Whistler.

"We weren't talking about anything in particular — just conversation — when he stopped suddenly as if he had had an idea.

"As it turned out, he had, and I've been The Whistler ever since."

That was in 1942, when Forman was the announcer on four big-time shows, and The Whistler was just another job until one night he was asked to pass out the door prizes for a local high school rally. The stage was darkened, he stood in one eerie spotlight and announced himself.

"Those kids went wild!" he explains. "I kept looking over my shoulder to see if Frank Sinatra had walked in. That's how much squealing and yelling they were doing.

"I was a celebrity — and didn't know it!"

The incident caused him to look upon his assignment with a bit more respect, but has never turned him to any dedication to the character.

As The Whistler, Bill Forman is a rather languid individual with no intention of raising a finger to the face of destiny.

As himself, Bill Forman is one of the most energetic men who ever came to Hollywood.

Long-time Habit

It seems to be a habit with him, a habit that dates back to his youth when he won a combination baseball and scholastic scholarship to Wesleyan University. Wesleyan is in Middletown, Conn., where Bill's father was a Methodist minister.

Those were depression years, and a minister's income has never been bountiful. So young Forman took to waiting tables, working in the library and numerous other jobs. Finally, he organized a band.

"Frankly," he says, "I have a tin ear. I'm no musician, but I could rattle out the beat on the drums. It worked out pretty well, too. After four years of college I had paid my own way — and made a $30 net profit."

During vacations he played summer stock at the Wharf Playhouse on the Cape, taking the lead in their production of "Outward Bound" when he was only 15. The summer after his sophomore year in college, producer John Golden saw him and asked if he would like a part in one of his New York plays.

"Like it!" Forman recalls explosively. "Good gosh, yes, I'd like it! I was walking on clouds."

"The only trouble was the clouds turned into a series of resounding flops. I appeared in six flops in one year, which ought to be some kind of a record!"

There is notoriously little money in plays that fail, so he wound up acting on radio soap operas in the morning and walking the boards at night.

"After a year of that, I realized I had been making better money at college," he admits. "So I went back to school."

Comes West

Forman came west in 1941 from Station WGAR in Cleveland where he was special events and sports announcer. He took the job as program director for KMPC, which was then in Beverly Hills, but a year later he resigned to do free-lance announcing and acting.

Today, he successfully juggles a show-business career with commercial interests in one of the large paint companies and a thriving automobile agency.

"I like to keep busy," he comments. "Mystery is Forman's hobby, as well as his business. Specialized mystery. He has the complete works of Sir Arthur Conan Doyle, which he reads and re-reads continually. And, he confesses, the only television programs he watches religiously are the Sherlock Holmes series.

He also has a collection of more than 200 cook books in his Westwood home.

"I use them, too," he insists. "I love to cook. I can do any kind of cooking except baking, and for some reason that escapes me."

"I can even take one of those fool-proof, ready-mix concoctions, put it in the oven — and nothing!"

But when it comes to meats and sauces, Forman considers himself an expert chef and connoisseur.

And when it comes to the ingredients for a full and busy life, Bill Forman knows how to mix those, too.

For a man of mystery, there's nothing mysterious about how he spends his time.

July 20, 1956
What Ralph Edwards Knows About You

It Could Be You is a new premise for daytime TV, but it will bear the Ralph Edwards stamp. That alone is a guarantee of a solid show—and one packed with surprises.

By Jon Bruce

RALPH EDWARDS is not a man to sit still. It doesn't matter to him that he has such popular shows as This Is Your Life and Truth or Consequences going. He has to keep thinking ahead to new shows.

And now he has what looks like a blockbuster for daytime TV in a number called It Could Be You. Starring Bill Levden. Ralph has something up his sleeve here!

The NBC-KRCA show recently debuted, but before it was launched, Ralph and Bill let TV-Radio Life in on a few background details of importance.

Had Idea for Years

Ralph, looking as contented as only a successful man with a hot new brainchild can, said, "I've been brewing this idea for some time—in fact, ever since there's been a This Is Your Life and Truth or Consequences. One of the biggest emotions on both of these shows is surprise, so I always planned to do something that was built entirely on surprise. It Could Be You was it.

"I purposely kept the idea in the background for several years but now I felt the time was right to launch it. Daytime TV is taking over a big solid hunk of TV programming, with major networks concentrating more and more on shows for these hours. Yet, there is a great challenge here and to meet that challenge you have to have a great staff and a great emcee. We think we have both.

"It's a difficult thing to find the right emcee. The main source of TV emcees has been from radio. Bill Levden has been a favorite of my kids—and of mine—for some time now and the more I watched him the more I was sure he had radio background. When we finally got together and compared notes, we found that our careers almost paralleled each other's since we both had a lot of radio experience behind us."

Bill had been doing all right at KTTV with his shows, but recently he left to join the NBC ranks. Within 48 hours he had cut a show with an NBC contract but with a deal to emcee It Could Be You.

"Everyone had his eye on Bill," Ralph continued, "so I was lucky to get him. I'm not a good stand-up comic, but give me a contestant and I can play a straight man all right. Bill is the same—he is at his best when he is on an audience participation show. After all, he was a radio announcer and as such he has gone through all the nerves, the frights, the sudden catastrophes, the unexpected. He has had to learn to think fast, which is an important part of an emcee's job."

Bill Levden

"I was almost teethed on radio," Bill put in. "I started in the field when I was just out of my teens. In fact, I went from page and mail boy at NBC in Chicago to announcing. Everything has happened to me a drunk who walked in on my show one day talking to a man on the street for a broadcast and suddenly finding him using foul language. I had to learn my trade—or I'd have been lost.

"You also learned how to time your shows too," Ralph commented. "Emcees on audience participation programs also have to have a built-in timing control so they can cut a show or lengthen it at a moment's notice. TV demands even more of the training of a pro than radio, and certainly Bill's instinctive wit and know-how will be of value here."

"But you've taught me something," Bill said. "The innate taste you show on This Is Your Life has been a great lesson. You've shown me how to avoid getting maudlin, how to lighten a heavy dramatic situation in an interview with a person. Yet, Ralph, I know you'll agree that an emcee is no good unless he is sold on the show. When I read the first script I knew it was going to be a hit. It was something I knew I would like doing because it was exciting and fun."

Both Ralph and Bill have one sterling characteristic that more emcees should adopt—they listen to their contestants. So many just rattle on without hearing a word the people say, all of which makes some of the questions the emcees ask sound slightly ridiculous.

Daytime TV

"To go back to daytime TV for a minute," Ralph remarked seriously. "I feel we haven't even touched some of the fine ideas that can be used in the daytime hours. It Could Be You, then, is a release of a great frustration for me in that I can place at least a few of the ideas I have had for a long time. I feel it can step up all daytime programs.

"Actually, It Could Be You looks like a difficult show. People are going to wonder how we can suddenly tell personal and unknown facts about those who are just sitting in the audience watching the show. Well, we've been used to sleuthing; we have had experience doing the impossible, so we're not overwhelmed by the demands. Our information comes partly by mail, partly by station managers, some from clubs and organizations."

Ralph intends to avoid the hokum and the sloppy sentiment on It Could Be You and to stress a maximum amount of fun. He also refuses to award any contest a valuable prize unless that person has done something to warrant it.

"The gist of this show is that we know about you," Ralph concluded. "And we're going to surprise a lot of people. Who knows he might even throw you one any day?"

July 20, 1956

RALPH EDWARDS AND BILL LEVDEN gag up things with some hand cuffs just to prove how closely they are working together on Ralph's new NBC-KRCA daytime show, It Could Be You. Bill is the emcee.
Another Great Western Corralled on ABC

"ANNIE OAKLEY"

NEW TIME!

NEW STATION!

NOW...6 PM THURSDAYS

still brought to you by:
HOSTESS CUP CAKES
CARNATION PRODUCTS
FRISKIES DOG FOOD
and WONDER BREAD

CHANNEL 7
KABC-TV
the station with *life*