

Hollywood's

# RADIO TELEVISION



# TOPICS

10¢

HOLLYWOOD, CALIFORNIA May 15, 1949

Vol. 1 No. 15



RITA LA ROY WITH FILM STAR ADELE MARA

World Radio History

## LA VELLE OF HOLLYWOOD'S CLASSIFIED BLUE BOOK DIRECTORY



**BOB THOMAS**  
10 yrs.; Hair: Brown; Eyes: Blue  
Horse--Sierra Sue, 3 yr. Palomino,  
Well Trained

Information, concerning professional qualifications of children appearing in these pages will be furnished to duly authorized Agencies, Casting Offices or Talent Scouts on request.

*LaVelle of Hollywood*

C. T. HAMLIN - Publicity Director

3606 W. 6th Street

Los Angeles 5, Calif.

Phone: FAirfax 8854

## "MACBETH" PRODUCTION BRINGS ORCHIDS FROM KTTV AUDIENCE

"Macbeth," most ambitious dramatic fare ever offered West Coast TV audiences, made a tremendous hit with the KTTV viewers, according to the hundreds of letters, telegrams and phone calls received following last Saturday's (April 16) telecast. Stars Victor Jory and Jean Innes share honors with Production Supervisor David, Crandall, Director Thomas Armistead, Art Director Charles Koon, creators of special effects, Bruce Barnhill and John Ritterath, and Technical Director Joseph Conn.

The Shakespeare classic was produced by combined staffs of Station KTTV and the Pasadena Community Playhouse.

Jory was splendid as Macbeth, effectively supported by Jean Innes as Lady Macbeth. Alex Gerry played Macduff. Cy Kendall, who is Inspector Kane of KTLA's "Armchair Detective", again proved himself as probably Hollywood's most versatile regular TV actor, in the brief yet outstanding part of Duncan's porter. The entire cast, too long to list, deserve credit for excellent work.

Chief credit for Macbeth's superlative production must go to the producers, directors and technical men who worked for weeks to create the sound and camera effects. We can hope that those who ridicule television as a medium for presentation of fine dramatic programs glimpsed "Macbeth". But our Los Angeles press seems strangely lacking in comment! TV's critic are evidently busy with hammers in other more vulnerable directions.

Take a Bow, KTTV. . . Take a Bow Pasadena Community Playhouse. I quote by old pal, Samuel Johnson, who wrote "The applause of one person of great importance." But in this case there were a few thousand of us.



### RADIO TELEVISION TOPICS

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## On the Cover

Kidding Her Own Show—Rita LaRoy, popular producer-M.C. of KTLA's Sunday night "You're the Star" program, takes the mask from Adele Mara, currently starring in "The Red Witch." Miss LaRoy's audience-participation dramatic feature in one of Hollywood's best bets for national syndication via kinescope recording.

Photographer Rus Morrill took the picture at the KTLA studios.

## KGO-TV IN S. F. BEGINS REGULAR PROGRAM SERVICE MAY 5

With religious, civic and state dignitaries participating in a special dedicatory program, KGO-TV, the American Broadcasting Company's San Francisco television outlet, will begin regular program service on Thursday, May 5.

Regular program service on opening night with start at 7:15 p.m. with a fifteen-minute dedicatory program.

Following the dedicatory broadcast, a half-hour gala variety show, from 7:30 to 8:00 p.m., featuring personalities and acts which are particular favorites of San Franciscans, will be telecast from the stage of the Golden Gate Theater.

At 8:00 p.m., the KGO-TV television cameras will switch to nearby Emeryville to pick up the Oakland Oaks-San Francisco Seals baseball game. Exclusive television rights to the home games of the Oaks, last season's Pacific Coast League pennant winners, have been acquired by KGO-TV|

Operating on Channel 7, as do all ABC owned and operated TV stations, KGO-TV will beam its powerful signal to the San Francisco Bay Area studios and a transmission site located in the remodelled Surto mansion, famed landmark in the Twin Peaks section. Its 600 foot antenna towers 1,362 feet above sea level and will be operated with maximum power allotted in San Francisco.

## SUMMER CLASSES IN RADIO AT U.S.C., STANFORD

Three summer radio institutes, providing advanced professional training in broadcasting, will be conducted by the National Broadcasting Company this year, in collaboration with Northwestern University, University of Southern California at Los Angeles, and Stanford University.

This announcement was made in New York, today, by Sterling W. Fisher, manager of NBC's Public Affairs and Education Department.

The Northwestern session will run from June 27 to August 6, the UCLA term from June 20 to July 30, and the Stanford term from June 23 to August 20, with the respective instructional staffs composer largely of NBC personnel in Chicago, Hollywood and San Francisco.

The objective of the institutes is to give professional radio personnel and educators opportunity for specialized training under a faculty with broad experience in station and network practice.

Northwestern, this year, will offer 12 courses bearing university credit, in addition to a symposium on "Radio and Television"—1949." The 12 courses will treat station publicity and promotion, sales, announcing, directing techniques, station management, music for radio, dramatic writing, production procedures, continuity writing, program planning and building, public service broadcasting, and news broadcasting and special events.



## TELEVISION SALES INCREASE

According to the latest figures released by the Southern California Radio and Electrical Appliance Association, Inc., there were 112,612 television sets in the Los Angeles video signal area as of March 31.

Broken down to a basis of families in the area, there is now approximately one set to each 12 families.



## "DONNA ROSA" GETS SUNDAY SPOT

"Donna Rosa In Hollywood", KFI-TV's new family comedy series moves to the Channel 9 Sunday afternoon schedule at 4:25 p.m.

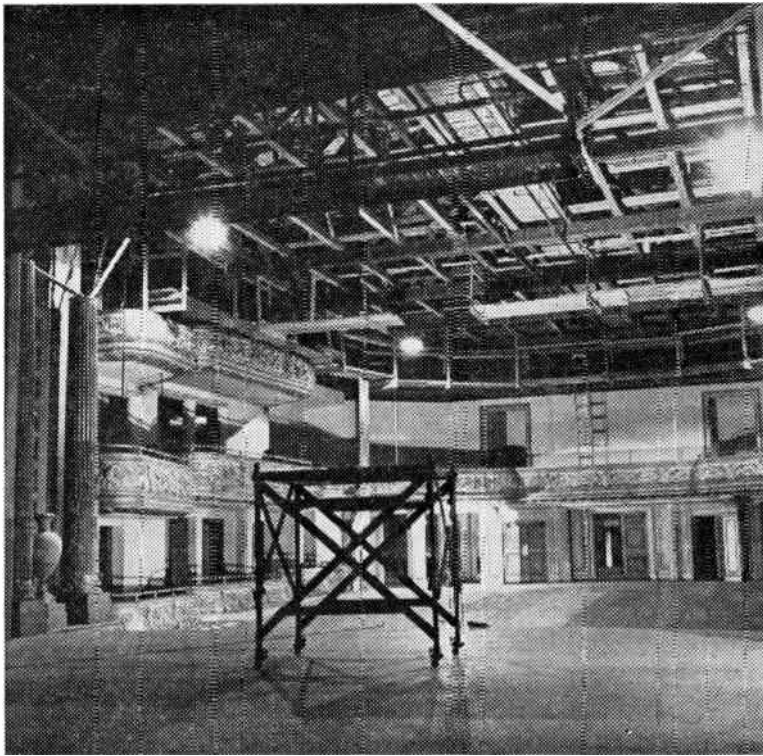
"Donna Rosa In Hollywood" stars Anna DeMetrio as "Donna Rosa" and gives the story of her boarding house in Hollywood. The program is filled with a collection of unique non-paying boarders, who are full of fantastic and ambitious ideas but can't get down to the practical business of making a living.

The cast includes Charles La Tour as "Novello"—artist and actor; John Romanos as the traditional family funny man and singer, "Guiseppe", who can't remember when he had a paying job but is always "keeping in touch" with opportunities; Anthony Rocke and Betty Niglis are cast of "Rocky" and "Nina", the adopted son and daughter of "Mama Rosa"; Mela Shepherd as "Mrs. Bernstein"; Joseph McTurk as the fight promoter; Kate Randell, who is the present girl in Rocky's life; Vito Scott as "Mario"; and Frank Pucci as "Shakespeare Smith" who believes that Shakespeare will never die while he lives.

Mary Kearney, former writer and executive producer of the "Family Theater" series, is writer of "Donna Rosa in Hollywood."

## IT'S SPRING AGAIN

Dorothy Lee Guy of Chicago and Jack Morris of the guest relations department at KTLA, were married Wednesday, April 20, at the Church of the Good Shepherd in Beverly Hills. KTLA staff members gave the couple a breakfast party at the station studios in Hollywood.



Looking from the stage of the largest theatrical sound studio in Hollywood where such early film favorites as John Barrymore, Norma and Constance Talmadge and Al Jolson "trod the boards" for Warner Brothers silent pictures, is shown what will soon become part of the new KECA-TV studios. This will be the world's largest television stage. The new KECA-TV Television Center will be the most extensive of any in Hollywood.

## MILLION \$ FOR CANCER FUND

Milton Berle and the National Broadcasting Company personnel in New York who helped him with his giant television marathon in behalf of the Damon Runyon Memorial Cancer Fund is currently recuperating from the 16-hour telecast.

The telecast, which was carried by 15 NBC television stations in the East and Mid-West ended at 3:35 a.m. (New York time) April 10, after contributions to the fund had reached the \$1,000,000 mark. Contributions were still pouring in as the show went off the air.

The telethon started at 12:00 noon, Saturday (April 9) when Berle greeted New York's Mayor Wm. O'Dwyer and NBC's president Niles Trammell, who accepted the first telephone pledges to the fund.

Berle remained before the television cameras almost continuously for the 16 hours. Leading personalities from the entertainment world appeared at intervals to assist him.

Frequent calls were received during the broadcast from persons offering to donate items to be auctioned off for the benefit of the fund. Auctioned off during the program were several automobiles, a live heifer (which appeared on the stage), and a toy electric train.

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## Between Telecasts

By FRANK ORME

Look what we found in Edith Gwynn's column in the Mirror (April 19):

**"Cheer up! We hear the coaxial cable will reach this coast before summer is over and thus enable you to get all New York television shows. (Anything would be an improvement!)"**

Miss Gwynn, you've been reading Lou Larkin's section, which is rapidly making the Mirror famous for its ridiculous comments on television.

The coaxial cable from the East won't be put in use before 1952 and possibly not until 1954. When it does get here it can carry just one program in one direction at one time. Do your readers know that local stations are now televising about thirty eastern programs each week? . . . Also that the technical quality of the kinescope recordings we see here is superior to that of transmission by coaxial cable?

Why don't you subscribe to Radio-Television Topics?

While we're handing out plugs for other publications we don't want to overlook LOOK, April 26 issue, now at your newstand. Picture of the girl in the knit swim suit on page 83 is worth more than the 15 cents, but our business is to call your attention to the article by Merlin "Deac" Ayleworth, the first president of the National Broadcasting Company. The story is titled: "Radio Is Doomed." Aylesworth begins with this:

**"I predict that within three years the broadcast of sound, or ear radio, over giant networks will be wiped out."**

Well . . . Mr. Aylesworth has three years to think up an explanation. Radio isn't doomed. It's just going to be subdued a little. Saddest part of the picture is the plight of the hucksters, who may have to use last year's yacht. Funny thing about TV—it's leveling down some of radio's big shots to the size of their ability to produce. A sorry condition, but its booming the manufacture of the smaller sizes in hats.

For a number of weeks now I've kept on my desk a rather startling headline which Elmer clipped from the Hollywood Citizen-News. Here it is: VIDEO NO RADIO THREAT, REAGAN TELLS AD CLUB. Neil Reagan is the man's name. He's an advertising agency executive. . . . Confusing, isn't it?

Maybe NBC doesn't quite understand what "Deac" Aylesworth said. Look at the story elsewhere in this issue (after you finish this column, please), which announces that the University of Southern California, Stanford and Northwestern are collaborating with the National Broadcasting Company in providing advanced professional training in broadcasting at three summer radio institutes.

Two articles in this issue take widely divergent views toward the matter of the production of television film programs in Hollywood. The Stan Wilkinson story releases material prepared by the ATAS. The Jerry Fairbanks article on films produced in Mexico is a publicity release from the Fairbanks studios.

Too much criticism of television is written by critics who take a hobby-like and unenlightened approach toward TV. Actually the development of video programs is the most rapid and amazing growth in entertainment history. The program departments of our six local stations need no apologists.

If television programs are so bad how does it happen that the best radio shows lose the greater part of their audience in homes which have TV?

## Sultry



Janette Davis, pleasing both to the eye and ear, sings on Arthur Godfrey's daytime CBS show and on CBS-TV's "Arthur Godfrey and His Friends." She's also a top-ranking Columbia Records artist.

### ★ YOUR SHOW TIME

'Your Show Time' programs KNBH Thursday, will present Herman Suderman's "A Confession On New Year's Eve" April 28 and "The Mysterious Picture", Charles de Coster classic on May 5.

### ★ TFPA ELECTION POSTPONED

Election of officers for the Television Film Producers Association, scheduled for April 20, was postponed to Wednesday, May 4. Hal Eugene Roach, Jr., is present head of the film producers group.

★  
PIERRE GORDON  
TEACHER OF PIANO  
25 Years' Experience  
Children a Specialty  
HEmpstead 8856





**PHIL'S GIRLS** — Alice Faye, one of radio's prettiest mamas, takes her two daughters, Phyllis (left), and Alice, Jr., for a stroll through the garden of their home in Encino, Calif. Phyllis, 5, seems to be taking after her distaff parent, while young Alice, 7, bears more resemblance to her famous dad, Phil Harris. The senior Harris co-stars Sunday nights on their NBC show.

## MAL BOYD, LOADED WITH AMMUNITION, INVADES N.Y.

President of Television Producers Association Mal Boyd planed east to see what he could do to impress the East Coast with the Hollywood TV picture. Armed with propaganda statistics he was prepared by Academy of Television Arts and Sciences research experts, with a kinescope recording of his own "Punch With Buddy" show, plus the moral support of members of TPA, TFPA and ATAS. In New York, he addressed a meeting of the Independent

Television Producers Association. Before he returns to Hollywood in approximately three weeks Boyd will stop at Ohio State University to speak on West Coast TV.

**DID YOU KNOW THAT . . .**

CBS' Amos 'n' Andy have been classified as one of the three natural wonders of the United States by the noted George Bernard Shaw? Yes, GBS once remarked: "Three things I'll never forget about America are the Rocky Mountains, Niagara and AMOS 'N' ANDY."

**DOT MEYBERG**  
HOLLYWOOD'S FILM REPORTER OF THE AIR  
MONDAY — TUESDAY — SATURDAY  
8:10 P. M. — KGfJ

## ANNA ROOSEVELT TO AWARD PLAQUE TO SHIRLEY DINSDALE

For their work in behalf of hospitalized veterans, Shirley Dinsdale and her ventriloquist, Judy Splinters, will be honored Tuesday, April 26, on the "Eleanor and Anna Roosevelt" program over Station KECA and the ABC network at 4:45 p.m.

The blonde Television star will receive an engraved bronze plaque from Anna Roosevelt in Hollywood, singling her out as "Woman Of the Month". The presentation will be made at the end of an interview in which Anna finds herself caught between a crossfire of repartee from Shirley and Judy.

## ★ THAT'S RIGHT . . . MILTON IS YER OL' BUDDY

If you've been listening to Fibber McGee and Molly" during the past three weeks you know Milton, the new soda clerk and errand boy for the Wistful Vista drug store. Milton is Bud Stefan, star of KTLA's "Yer Ol' Buddy" program and writer-camera director for "Sandy Dreams".

Last August Frank Pitman, producer for Needham, Louis & Brorby Agency which handles the McGee show, began watching and listening to "Yer Ol' Buddy". So did Marian and Jim Jordan (Fibber and Molly). A few weeks back when an opening occurred in the show Pitman called Stefan. Result: A television star is now a regular with the third-ranking show in radio.

Stefan doesn't have a contract. Along with the rest of the cast he'll appear with the Wistful Vista family for about ten years while Fibber and Molly decide whether or not they can keep him on steady. Program time is 6:30 p. m. every Tuesday over KFI.

Stefan will remain as a staff member of KTLA and will continue his "Ol' Buddy" and "Sandy Dreams" programs.

**"KISS ME KATE"**  
THE COMPLETE SCORE AND CAST FROM THIS GREAT MUSICAL HIT IN ONE COLUMBIA RECORD ALBUM  
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**VARSITY DRAG** — Milton Berle, star and emcee of the NBC Television "Texaco Star Theater," joins musical comedy headliner Ethel Merman to satirize the way collegians danced in the bouncing Twenties. It's the "Varsity Drag," but there was nothing dragging about this interpretation, which brought down the house on a recent telecast of the variety program.

## MEXICAN MADE MUSICALS RELEASED BY FAIRBANKS

First musical series to be filmed for television, completed by Jerry Fairbanks Productions, began broadcasts over 22 video stations last week, the producer revealed.

In production for more than three months and titled "Paradise Island", the series of 26 15-minute musicals now is in final editing. First releases already have been delivered to stations.

"Paradise Island", Fairbanks reported, will have the largest potential audience of any video program. He expects the films to be booked by a total of 35 stations in as many cities by the end of April.

Los Angeles audiences saw a "sneak preview" of the series two weeks ago Monday evening when one of the initial programs was telecast by KNBH. Footage of the 26 programs is the equivalent of

more than six feature pictures.

Starring Danny O'Neil and featuring Anne Sterling, the series includes 27 new tunes written especially for video, 90 song numbers, 18 dance productions, 26 musical production numbers with Everett Hoagland and his orchestra, and a large group of specialty acts.

### Mexican Costs Lower

Filmed at the producer's facilities at Churubuseo Studios, the "Paradise Island" series is but one of a number of video pix being made by Fairbanks in Mexico City. Producer has had a production group in Mexico at work for nearly a year filming material for his "Musical Journeys", "Television Closeups", and "Going Places With Uncle George" series. Numerous tests have been made and construction started on a western street for a forthcoming series of cowboy tele programs.

Use of his Mexico City facilities, Fairbanks pointed out, is necessitated by the limited budgets of all present films for tele. To-

day's market, he reported, requires the filming of pretentious video shows at budgets heretofore considered impossible. The solution of providing stations with pictures at prices they can afford is to make the product in Mexico, he said.

Original tunes to be heard for the first time in the series include "Paradise Island", "It's the Little Things You Do", "Rhapsody of Love", "I'm Gonna Be Needin' You", and "Words of Love". Numbers will be plugged on all mediums to exploit the series. Composers represented include Al Stewart, Sandy Stevens, Augustin Lara, N. Roubanis, Margarita Lecuona, Allan Rankin Jones, Irvin Graham, Jack Owens, Bernie Wayne, Jack Baker, Monia Fleisch Wayne Jack Baker, Monia Fleischer, Hoagy Carmichael, and others.

### Headline Acts Featured

Specialty acts in "Paradise Island" are headed by Leo Diamond, hit harmonica player of the Hollywood Band Box; Tony Larue, film and stage marimba soloist; John Matson, Earl Carroll, accordionist; Rosa Linda, piano soloist with Phil Spitalny's orchestra; Reggie Dvorak, screen and vaudeville mimic; Ken Card, banjo specialist; the Royal Hawaiian Serenaders and others.

Dance numbers are headed by Pierre Andre, film and night club soloist; Laura Corbay, Billy Rose Diamond Horseshoe dancer; Judith Sargent, Broadway hooper; Leil Guerrero, Honolulu's foremost hula dancer, and others. Dances were originated and staged by Andre. Oscar Yerg was art director. Edward Paul was in charge of music.

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# Statistics Back Hollywood Claim

## TV Production Set For This Area

STANLEY WILKINSON

Months' long plans for a campaign that will put this area in the nation's top spot as a TV production center were launched here this week by the Academy of Television Arts and Sciences. The academy announced the backing of the Hollywood Chamber of Commerce at its monthly meeting on April 19. Its officers are already meeting with representatives of the Los Angeles Chamber of Commerce to coordinate regional activity based on the academy's official slogan, "Hollywood, Television Capital of the World."

On May 2, in a speech before the Hollywood Advertising Club, ATAS president, Harry R. Lubcke, will release facts and figures gathered by the research group of the academy. Aiding Lubcke in compilation of the first statistics of their kind available in the TV field is Glenn Wallich's Capitol Records president and chairman of the academy's Hollywood committee.

Hollywood's bid for television leadership is based largely on its reservoir of resources and facilities. The following numerical break-down of strength along diverse lines was obtained by the academy from various guilds in the first such compilation taken for television research. The film capital is in a sound position to compete for leadership in TV.

### Impressive Personnel List:

Hollywood has:

Art Directors	200
Cameramen	940
Cartoonists	700
Active Directors	278
Film Editors (including assistant editors, sound effect and music cutters)	830
Electricians	1,512
Grips	1,300
Laboratory workers	2,250
Musicians	14,709
Skilled painters	600
Prop men (8 categories)	2,000
Sound engineers	950
Costumers (26 classifications)	1,000
Radio writers	650
Screen Writers	1,300

**There are 32 film laboratories in Hollywood which handle all types of color, black-and-white and processing of 16 through 35 mm. films. The film capital has 84 suppliers of specialized equip-**

**ment such as opticians, experts on animation cameras, lenses, etc. There are 18 motion picture prop houses, several having million dollar stocks, and some with an inventory of more than 35,000 pieces.**

### Costumes for Anything

Showcase, first-run film pieces are processed in Hollywood labs, Academy spokesmen point out. In mass distribution set-up, on the other hand, the negative is sent to New York for quantity prints.

Hollywood's tremendous backlog in the costuming field is a major factor in its bid for TV leadership. The 26 classifications among costumers include experts on hand crocheting, shoemaking, hatmaking, handweaving, uniforms, period designs and even a specialist on insignia of all kinds. It is estimated by the Academy that Hollywood has \$1,015,150 worth of costumes available for the producers. Western Costume paces the field by a wide margin, followed by Jacks of Hollywood, Euclid Fancy Dress, Western Clothing, Asiatic Rentals, Olive Hatch, Rojas Costumes and Studio Wardrobe.

Television Producers Association, headed by Mal Boyd, and Television Film Producers Association, headed by Hal Roach, Jr., are working hand-in-hand with the Academy and the two Cham-

bers of Commerce in a coordinated drive to promote Hollywood video. Tremendous backlog of facilities amassed by the motion picture industry, as well as film know-how in the "film capital," are stressed by TFPA as major reasons for shooting television film here. Roach pointed out that all major television film contracts signed to date (including American Tobacco Co. with Marshall Grant-Realm, Proctor and Gamble with Gordon Levoy, American Broadcasting Co., with Apex Films Corp.) have been granted to Hollywood.

### Live Shows in Good Spot

It is recognized that "live" shows still garner top national sponsorship in New York. TPA, along with the Academy and TFPA, maintains that "live" TV leadership will move to Hollywood because of its position as talent center as well as its facilities for fast processing of kine shows. It is felt that kinescoped shows will have to originate in Hollywood in the same way that top radio programs, which formerly originated in the East, have shifted to the West Coast because vast majority of available "name" talent is here.

Stringent demands by the motion picture industry have led to Hollywood's hoarding a vast variety of facilities in addition in building-up a virtually foolproof library of statistics. Location experts can advise producers how to recreate a Louisiana swamp or a corner of Versailles, and with a minimum of time. Motion picture equipment manufacturers all have branch offices in Hollywood and the top company (Mitchell) has its home office here.



## Back Stage

WITH

JACK TIERNEY

A sudden and terrifying thought just occurred to us: What if television should start making everybody as self-conscious as they appear on video screens? It could happen. With everybody getting in front of the camera these days, it could be only a matter of time before "video nervousness" starts showing up in our daily lives. Think how it will be if friends, neighbors and relatives start acting self-conscious every time you see them, as do those people being televised!!

**THE HOLLYWOOD HASSLE:** Clark Dennis, whose tenor voice you hear on Jo Stafford Show on ABC and Capitol records, owns one of Al Jolson's former cars; a custom job that cost Jolson \$9,500 a few years ago. Clark bought it from him for \$400. . . Marvin Miller, who has more hobbies and interests than any ten guys we know, is searching for bottles of pure apricot brandy, but not the flavored imitation. . . Marion Morgan, a five-foot-four blonde with blue eyes, is Hollywood's newest entry in the local radio-television talent sweepstakes. She used to chirp with Harry James' band; now is featured with "Buzz" Adlam's ork each Monday night over KECA and on Sunday nights with Bob McLaughlin's "Picture Album," show over KLAC-TV. The gal's going places! . . . Jerry Ross stood in line at the ticket window at a local baseball game the other day when a stranger approached and asked him to buy a bleacher seat, to save the fellow a long wait. Jerry did. When Jerry started to enter the gate, however, the ticket taker wouldn't accept his ducat. "That ticket is for the bleachers, bub," the man said. Then it dawned on Ross; the choice grandstand seat he bought for himself—you guessed it!! . . . "Buzz" Adlam has another potential hit on his hands; a new tune called, "I Must Have Been Crazy."

Kay Starr, the luscious thrush, is making good use of her time off the air by filling as many engagements as she can before the kilocycles call her back to that weekly routine. Recently she has been playing a flock of guest shots on both radio and TV, singing for various college affairs (the college crowd is her very biggest fan club) and this week goes to Las Vegas for a three week night club appearance. Since her own ABC show went off the air last month, Kay has had exactly three days to herself for resting and relaxing.

Bill Tusher, whose show, "William Tusher In Hollywood," is heard every Wednesday at 7:30 p.m. over KFMV, the FM station, may soon get nationwide distribution of his program. Bill, incidentally, is one Hollywood interviewer who does it the hard way. He ad-libs his seven minute stints with film personalities, no easy chore when the important thing is to pack plenty of meat into every minute! . . . Remi Morrison, who was still man at Paramount for 15 years and is one of the town's best known photographers, has joined the staff of Lee Green and Bill Tillisch. . . Despite the die-hards who still scorn the taped shows as being inferior, more and more top names are taking the transcribed route. Bob Hawk is the latest to go all-out for the more convenient tape. Hawk cuts a 45-minute session in front of a live audience and then edits it down to 30 minutes of air time. Bing Crosby and Groucho Marx do the same. . . New York City's Beverly is the first in the country to open a cocktail lounge exclusively for television patrons. A six by four foot screen is set up before special chairs equipped to hold sandwich plates and drinks.

**YOU WANT MY OPINION?**—Hawthorne, the zaney comic who ABC officials didn't think was funny enough, will try a comeback via television, with a variety show. Hawthorne got a brief taste of network recognition a few months ago, after coming up the hard way from a small, local indie station. Radio and television certainly need new comedians badly and Hawthorne may yet make the grade. What he needs is more of a chance to prove himself. Video may well be the answer. Start practicing thumbing your nose, Hawthorne!



**POPULAR** tenor Clark Dennis is featured on "The Jo Stafford Show" heard Thursday nights on ABC. Together with Jo, Paul Weston and his orchestra, Clark makes for extremely easy listening to songs old and new.

★

## TV FILM COMPANY TO MAKE LOW-COST ADS

Herbert Strock, Imppro., Inc., director, announces that his company is concentrating on the production of TV commercials of 20 to 30 second lengths. Strock declares that the short quality films are the best medium for selling merchandise on video. Imppro is trying to discourage advertisers from using the long repetitious ads which have caused loud complaints from viewers across the nation.

"In volume production," Strock said, "we can sell these films to sponsors at prices which range from one to three hundred dollars." Imppro reports that its new distribution set-up has several new good TV film series made by other companies ready for national and regional release. Offices are located on the Hal Roach lot in Culver City.

★

## STILL WAITING

Norman Elzer, business manager of Grant-Realm Productions, returned to Culver City after a trip to New York to negotiate renewal of the "Your Show Time" film program with Lucky Strike. Realm president, Stanley Rubin, and Attorney Morris Coopersmith remained in the East to conclude arrangements for the expected extension of the series.

# TV PROGRAMS

TUESDAY, APRIL 26 and MAY 3

APRIL 25 to MAY 8

KTSL .....	Channel 2
KNBH .....	Channel 4
KTLA .....	Channel 5
KFI-TV .....	Channel 9
KTTV .....	Channel 11
KLAC-TV .....	Channel 13

MONDAY, APRIL 25 and MAY 2

## 12 Noon to 6 P.M.

Channel 9—12:00	News — Russ Stewart
Channel 9—12:15	Ladies' Day
Channel 9—12:50	Guest Book
Channel 9—1:00	Shop, Look and Listen
Channel 9—1:15	Pianologue — Jerry Marlowe
Channel 9—1:30	Meet the World
Channel 9—1:50	Cook's Corner — Monty Margetts
Channel 9—2:00	Belles & Beaux
Channel 9—2:30	Are You Looking?
Channel 9—3:00	Slice of Life
Channel 9—3:20	Bridge Club
Channel 9—3:30	Jack Rogers
Channel 9—3:50	Johnny Murray
Channel 9—4:00	News with Pat Bishop
Channel 9—4:10	Apples for the Teacher
Channel 9—4:25	Meglin's Revue
Channel 9—4:40	Ebontires (quartet)
Channel 9—4:50	Florabel Muir Reporting
Channel 9—5:00	Just for You — Lou Spence
Channel 9—5:30	Film Short
Channel 5—5:30	World Wide News and Music
Channel 9—5:45	Sports with Tom Harmon
Channel 9—5:50	News with Ted Meyers

## 6 P.M. to 7 P.M.

Channel 5—6:00	The Western
Channel 2—6:15	Adventures of Mr. Dogood
Channel 4—6:15	Serial
Channel 13—6:15	Children's Record Room
Channel 5—6:20	Telescout Club
Channel 5—6:30	Time for Beany
Channel 4—6:30	Kukla, Fran and Ollie Show
Channel 13—6:30	Squeaky Mulligan
Channel 2—6:40	Sleepy Joe
Channel 5—6:45	Program Preview
Channel 13—6:45	Mickey O'Day
Channel 5—6:50	Shopping at Home
Channel 11—6:50	Mystery Eyes
Channel 2—6:55	Serial

## 7 P.M. to 8 P.M.

Channel 4—7:00	Judy Splinters and Shirley Dinsdale
Channel 5—7:00	Cartoon Comedy
Channel 11—7:00	Lucky Pup—Bunin Puppets
Channel 13—7:00	Make Me Sing II
Channel 5—7:10	News Flashes
Channel 5—7:15	My Hobby — with Dick Garton
Channel 4—7:15	Prevue with Phil Gordon
Channel 2—7:15	Telenews
Channel 11—7:15	The Meakins
Channel 13—7:15	Music
Channel 2—7:25	Sports Review — Bill Symes
Channel 4—7:30	On the Spot (Newsreel)
Channel 2—7:30	Audrea's Knitting Time
Channel 5—7:30	Musical Scrapbook—with Felix de Cola
Channel 11—7:30	News—Sports
Channel 13—7:30	Gadget Jury
Channel 4—7:40	Weather
Channel 4—7:45	You Are An Atrist (Kinescope for N.Y.)
Channel 5—7:45	Name the Star
Channel 11—7:45	Manhattan Showcase
Channel 2—7:50	It's a Neat Trick
Channel 5—7:50	Rancho Newsreel

## 8 P.M. to 9 P.M.

Channel 2—8:00	Growing Paynes
Channel 4—8:00	Chevrolet on Broadway
Channel 5—8:00	Hoffman Hayride—with Spade Cooley
Channel 11—8:00	Fred Beck's Kitchen
Channel 13—8:00	Don Otis
Channel 2—8:30	Wrestling Matches
Channel 4—8:30	Stop Me If You've Heard This
Channel 5—8:30	Boxing—from South Gate Arena
Channel 11—8:30	Kobb's Korner

## 9 P.M. to 10 P.M.

Channel 4—9:00	Americana (Youth Quiz) from NY
Channel 11—9:00	The Goldbergs
Channel 13—9:00	Punch with Buddy Rogers
Channel 4—9:30	Film
Channel 11—9:30	Doctor Hobby
Channel 13—9:30	Hollywood Little Theater

## 10 P.M. to 11 P.M.

Channel 13—10:00	Irwin Allen
Channel 4—10:30	Late News
Channel 2—11:00	Final Edition

## 12 Noon to 6 P.M.

Channel 9—12:00	News — Russ Stewart
Channel 9—12:15	Ladies' Day
Channel 9—12:50	Farm Reporter — N. McIninch
Channel 9—1:00	Shop, Look and Listen
Channel 9—1:15	Pianologue — J Marlowe
Channel 9—1:30	Meet the World
Channel 9—1:50	Cook's Corner
Channel 9—2:00	Belles & Beaux
Channel 9—2:30	Are You Looking?
Channel 9—2:50	Guest Book
Channel 9—3:00	Gardening — G. B. Lloyd
Channel 9—3:20	The Ancient Newlyweds
Channel 9—3:40	Fashions Caroline Leonetti
Channel 9—4:00	News — Pat Bishop
Channel 9—4:10	TBA
Channel 9—4:40	Film
Channel 9—4:50	Hollywood Gossip with Gloria Grant
Channel 9—5:00	Nancy Martin Entertains
Channel 5—5:30	World Wide News and Music
Channel 9—5:30	KFI Family — Al Poska
Channel 9—5:45	Sports with Tom Harmon
Channel 9—5:50	News with Ted Meyers

## 6 P.M. to 7 P.M.

Channel 5—6:00	The Western
Channel 4—6:15	Serial
Channel 13—6:15	Children's Record Room
Channel 5—6:20	Telescout Club
Channel 4—6:30	Kukla, Fran and Ollie Show
Channel 5—6:30	Time for Beany
Channel 13—6:30	Squeaky Mulligan
Channel 5—6:45	Program Preview
Channel 13—6:45	Mickey O'Day
Channel 5—6:50	Shopping at Home
Channel 11—6:50	Mystery Eyes

## 7 P.M. to 8 P.M.

Channel 4—7:00	Judy Splinters and Shirley Dinsdale
Channel 5—7:00	Film
Channel 11—7:00	Lucky Pup
Channel 13—7:00	Melody Inc.
Channel 5—7:10	News Flashes
Channel 4—7:15	Prevue with Phil Gordon
Channel 5—7:15	Tricks and Treats
Channel 11—7:15	The Meakins
Channel 4—7:30	On the Spot (Newsreel)
Channel 5—7:30	Musical Journey—with Korla Pandit
Channel 11—7:30	News-Sports
Channel 13—7:30	Eddie and Ev
Channel 4—7:40	Weather
Channel 4—7:45	Fun with Flowers
Channel 11—7:45	Sport Folio
Channel 13—7:45	3 Strikes and a Hit
Channel 5—7:50	Rancho Newsreel

## 8 P.M. to 9 P.M.

Channel 4—8:00	Texaco Star Theater
Channel 5—8:00	Feature Picture
Channel 11—8:00	Western Film Theater
Channel 13—8:00	Sports Program
Channel 13—8:05	Baseball

## 9 P.M. to 10 P.M.

Channel 4—9:00	Tex Williams Western Caravan
Channel 5—9:00	Magazine of the Week
Channel 11—9:00	Hollywood Talks It Over
Channel 5—9:30	Our Future
Channel 11—9:30	Suspense

## 10 P.M. to 11 P.M.

Channel 4—10:00	News Flashes
Channel 11—10:00	Health Show

In accordance with current summer television trends, video Station KTSL, in Hollywood, is realigning its program structure to five nights a week, eliminating Tuesdays and Wednesdays.



12 Noon to 6 P.M.

Channel 9—12:00 News — Russ Stewart  
 Channel 9—12:15 Ladies' Day  
 Channel 9—12:50 Farm Reporter — N. McIninch  
 Channel 9—1:00 Shop, Look and Listen  
 Channel 9—1:15 Pianologue — Jerry Marlowe  
 Channel 9—1:30 Meet the World  
 Channel 9—1:50 Cook's Corner — M. Margetta  
 Channel 9—2:00 Belles & Beaux  
 Channel 9—2:30 Are You Looking?  
 Channel 9—2:50 Guest Book  
 Channel 9—3:00 Slice of Life  
 Channel 9—3:20 Tele-Briefs  
 Channel 9—3:25 Bridge Club  
 Channel 9—3:35 For Your Approval  
 Channel 9—3:50 Burritt Wheeler  
 Channel 9—4:00 News with Pat Bishop  
 Channel 9—4:10 Uncle Howie the Story Book Man  
 Channel 9—4:40 Ebonaires (quartet)  
 Channel 9—4:50 Hollywood Gossip with Florabel Muir  
 Channel 9—5:00 Just For You — Carter and Brooks  
 Channel 9—5:30 Film Short  
 Channel 9—5:30 World Wide News and Music  
 Channel 9—5:45 Sports with Tom Harmon  
 Channel 9—5:50 News with Ted Meyers

6 P.M. to 7 P.M.

Channel 5—6:00 The Western  
 Channel 4—6:15 Serial  
 Channel 13—6:15 Children's Record Room  
 Channel 5—6:20 Telescout Club  
 Channel 4—6:30 Kukla, Fran and Ollie Show  
 Channel 5—6:30 Time for Beany  
 Channel 13—6:30 Squeaky Mulligan  
 Channel 5—6:45 Program Preview  
 Channel 13—6:45 Mickey O'Day  
 Channel 5—6:50 Shopping at Home

7 P.M. to 8 P.M.

Channel 4—7:00 Judy Splinters and Shirley Dinsdale  
 Channel 5—7:00 Cartoon Comedy  
 Channel 13—7:00 Teleteen Reporter  
 Channel 5—7:10 News Flashes  
 Channel 4—7:15 Prevue with Phil Gordon  
 Channel 5—7:15 Who's News  
 Channel 4—7:30 On the Spot (Newsreel)  
 Channel 5—7:30 Roving Camera  
 Channel 13—7:30 Eddie and Ev  
 Channel 4—7:40 Weather  
 Channel 4—7:45 America's Song  
 Channel 13—7:45 3 Strikes and a Hit  
 Channel 5—7:50 Rancho Newsreel

8 P.M. to 9 P.M.

Channel 4—8:00 Kraft Television Theater  
 Channel 5—8:00 Armchair Detective  
 Channel 13—8:00 Sports Quiz  
 Channel 4—8:05 Baseball  
 Channel 4—8:30 Tex Williams' Western Caravan  
 Channel 5—8:30 Wrestling — from Olympic Auditorium

9 P.M. to 10 P.M.

Channel 4—9:00 Concl. CYO Boxing Bouts

10 P.M. to 11 P.M.

Channel 4—10:00 News Flashes

12 Noon to 6 P.M.

Channel 9—12:00 News with Russ Stewart  
 Channel 9—12:15 Ladies' Days  
 Channel 9—12:50 Farm Reporter — N. McIninch  
 Channel 9—1:00 Shop, Look and Listen  
 Channel 9—1:15 Pianologue — Jerry Marlowe  
 Channel 9—1:30 Meet the World  
 Channel 9—1:50 Cook's Corner — Monty Margetta  
 Channel 9—2:00 Belles & Beaux  
 Channel 9—2:30 Are You Looking?  
 Channel 9—2:50 Guest Book  
 Channel 9—2:55 Gordon's Garden  
 Channel 9—3:15 15 Manners Lane  
 Channel 9—3:30 The Ricardo Show  
 Channel 9—4:00 News — Pat Bishop  
 Channel 9—4:10 Children Should Be Heard  
 Channel 9—4:40 Film  
 Channel 9—4:50 Hollywood Gossip — Gloria Grant  
 Channel 9—5:00 Just For You — Nancy Martin  
 Channel 5—5:30 World Wide News and Music  
 Channel 9—5:30 For Your Approval  
 Channel 9—5:45 Sports — Tom Harmon  
 Channel 9—5:50 News — Ted Meyers

6 P.M. to 7 P.M.

Channel 5—6:00 The Western  
 Channel 2—6:15 Adventures of Mr. Dogood  
 Channel 4—6:15 Serial  
 Channel 13—6:15 Children's Record Room  
 Channel 5—6:20 Telescout Club  
 Channel 4—6:30 Kukla, Fran and Ollie Show  
 Channel 5—6:30 Time for Beany  
 Channel 13—6:30 Squeaky Mulligan  
 Channel 2—6:40 Sleepy Joe  
 Channel 5—6:45 Program Preview  
 Channel 13—6:45 Mickey O'Day  
 Channel 5—6:50 Shopping at Home  
 Channel 2—6:55 Serial

7 P.M. to 8 P.M.

Channel 4—7:00 Judy Splinters and Shirley Dinsdale  
 Channel 5—7:00 Film  
 Channel 13—7:00 Dick Haynes  
 Channel 5—7:10 News Flashes  
 Channel 2—7:15 Telenevs  
 Channel 4—7:15 Prevue with Phil Gordon  
 Channel 5—7:15 Woman's World  
 Channel 2—7:25 Sports Review — Bill Symes  
 Chappel 2—7:30 Norma Young Show  
 Channel 4—7:30 On the Spot (Newsreel)  
 Channel 5—7:30 Comedy Featurette  
 Channel 13—7:30 Eddie and Ev  
 Channel 4—7:40 Weather  
 Channel 2—7:45 Blueprint for Charm  
 Channel 13—7:45 3 Strikes and a Hit  
 Channel 4—7:45 TBA  
 Channel 5—7:50 Rancho Newsreel

8 P.M. to 9 P.M.

Channel 2—8:00 Faith and Mr. Winkle  
 Channel 4—8:00 Can You Picture This?  
 Channel 5—8:00 Hollywood Opportunity  
 Channel 13—8:00 Sports Program  
 Channel 13—8:05 Baseball  
 Channel 2—8:20 Film Short  
 Channel 2—8:30 Piano Portraits  
 Channel 4—8:30 Designed for Women with Lee Hogan  
 Channel 5—8:30 So This Is Hollywood  
 Channel 4—8:50 NBC Newsreel

9 P.M. to 10 P.M.

Channel 2—9:00 Maurie Amsterdam Show  
 Channel 4—9:00 Your Show Time  
 Channel 5—9:00 Teleforum  
 Channel 2—9:30 Television Examiner  
 Channel 4—9:30 Dunninger-Paul Winchell Show

10 P.M. to 11 P.M.

Channel 4—10:00 Chesterfield Supper Club  
 Channel 5—10:00 Your Town  
 Channel 4—10:15 News Flashes  
 Channel 2—10:30 Program Review

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**FRIDAY, APRIL 29 and MAY 6**

**12 Noon to 6 P.M.**

Channel 9—12:00 News — Russ Stewart  
 Channel 9—12:15 Ladies' Day  
 Channel 9—12:50 Guest Book  
 Channel 9—1:00 Shop, Look and Listen  
 Channel 9—1:15 Pianoolgue — Jerry Marlowe  
 Channel 9—1:30 Meet the World  
 Channel 9—1:45 Cook's Corner  
 Channel 9—2:00 Belles & Beaux  
 Channel 9—2:30 Are You Looking?  
 Channel 9—3:00 Slice of Life  
 Channel 9—3:20 Tele-Briefs  
 Channel 9—3:25 Bridge Club — Robert Johnson  
 Channel 9—3:35 The World Is Your Garden  
 Channel 9—3:50 Mailbag  
 Channel 9—4:00 News — Pat Bishop  
 Channel 9—4:10 Apples for the Teacher  
 Channel 9—4:40 Film  
 Channel 9—4:50 Hollywood Gossip — Florabel Muir  
 Channel 9—5:00 Just for You — Gibson and Fisher  
 Channel 5—5:30 World Wide News and Music  
 Channel 9—5:30 Film Short  
 Channel 9—5:45 Sports — Tom Harmon  
 Channel 9—5:50 News — Ted Meyers

**6 P.M. to 7 P.M.**

Channel 5—6:00 The Western  
 Channel 2—6:15 Adventures of Mr. Dogood  
 Channel 13—6:15 Children's Record Room  
 Channel 5—6:20 Telescout Club  
 Channel 5—6:30 Time for Beany  
 Channel 13—6:30 Squeaky Mulligan  
 Channel 2—6:40 Sleepy Joe  
 Channel 5—6:45 Program Preview  
 Channel 13—6:45 Mickey O'Day  
 Channel 5—6:50 Shopping at Home  
 Channel 11—6:50 Mystery Eyes  
 Channel 2—6:55 Serial

**7 P.M. to 8 P.M.**

Channel 5—7:00 Cartoon Comedy  
 Channel 11—7:00 Lucky Pup  
 Channel 13—7:00 Hall the Champ  
 Channel 5—7:10 News Flashes  
 Channel 2—7:15 Teleneews  
 Channel 5—7:15 Sport Follo — with Bill Welsh  
 Channel 11—7:15 The Meakins  
 Channel 2—7:25 Sports Review — Bill Symes  
 Channel 2—7:30 Film Short  
 Channel 5—7:30 Yer Ole Buddy  
 Channel 11—7:30 News-Sports  
 Channel 13—7:30 Eddie and Ev  
 Channel 2—7:45 Richard Webb's Hobby Shop  
 Channel 11—7:45 Masters of Magic  
 Channel 13—7:45 3 Strikes and a Hit  
 Channel 5—7:50 Rancho Newsreel

**8 P.M. to 9 P.M.**

Channel 2—8:00 Broadway Revue  
 Channel 5—8:00 Hopalong Cassidy  
 Channel 11—8:00 Arthur Godfrey and His Friends  
 Channel 13—8:00 Sports Quiz  
 Channel 13—8:05 Baseball

**9 P.M. to 10 P.M.**

Channel 2—9:00 Boxing Matches  
 Channel 5—9:00 Meet Me in Hollywood  
 Channel 11—9:00 Pantomime Quiz  
 Channel 11—9:30 Backstage with Barry

**10 P.M. to 11 P.M.**

Channel 11—10:00 What Do You Think  
 Channel 2—11:00 Final Edition

**SATURDAY, APRIL 30 and MAY 7**

**12 Noon to 6 P.M.**

Channel 9—12:00 News — Charlie Anderson  
 Channel 9—12:15 Scout Jamboree  
 Channel 9—12:45 Shop, Look and Listen  
 Channel 9—1:00 Western Film  
 Channel 9—2:00 News — Charlie Anderson  
 Channel 9—2:15 Mirandy and The Garden  
 Channel 9—2:40 Youth and Music  
 Channel 9—3:25 Film  
 Channel 9—3:55 Traffic Quiz  
 Channel 9—4:15 Square Dance  
 Channel 9—4:45 For Sportsmen Only — T. Meyers  
 Channel 9—5:00 TBA  
 Channel 5—5:30—World Wide News and Music  
 Channel 9—5:30 Let's Talk Sports — Tom Harmon

**6 P.M. to 7 P.M.**

Channel 5—6:00 The Western  
 Channel 2—6:15 Adventures of Mr. Do-Good  
 Channel 5—6:20 Telescout Club  
 Channel 5—6:30 Sandy Dreams  
 Channel 2—6:40 Sleepy Joe  
 Channel 5—6:50 Program Preview  
 Channel 11—6:50 Mystery Eyes  
 Channel 2—6:55 "Galloping Ghost" — Serial

**7 P.M. to 8 P.M.**

Channel 5—7:00 Film  
 Channel 11—7:00 Lucky Pup  
 Channel 5—7:10 Man's Best Friend  
 Channel 2—7:15 Teleneews  
 Channel 11—7:15 The Meakins  
 Channel 2—7:25 Sports Review — Bill Symes  
 Channel 2—7:30 Varsity Varieties  
 Channel 5—7:30 Comedy Featurette  
 Channel 11—7:30 News-Sports  
 Channel 11—7:45 Manhattan Showcase  
 Channel 5—7:50 Rancho Newsreel

**8 P.M. to 9 P.M.**

Channel 2—8:00 Dance Ballads  
 Channel 5—8:00 Special—To Be Announced  
 Channel 11—8:00 Bid for Bargains  
 Channel 13—8:00 Baseball  
 Channel 2—8:30 Eddie Stanley's Be a Good Sport

**9 P.M. to 10 P.M.**

Channel 2—9:00 Korda Feature Film  
 Channel 5—9:00 Western Varieties—with Spade Cooley  
 Channel 11—8:30 Feature Film Theater

**10 P.M. to 11 P.M.**

Channel 2—10:30 Program Review

**SUNDAY, MAY 1 and MAY 8**

**12 Noon to 6 P.M.**

Channel 9—12:00 Midday Devotions  
 Channel 9—12:15 Baby Sitting  
 Channel 9—12:45 Shop, Look and Listen  
 Channel 9—1:00 Feature Film  
 Channel 13—1:15 Baseball  
 Channel 9—2:15 Your Future Home  
 Channel 9—2:30 Valley Video Times  
 Channel 9—3:00 A Pretty Girl—Sybil Chism  
 Channel 9—3:20 Film  
 Channel 9—4:00 News  
 Channel 9—4:10 Lily Commrs  
 Channel 9—4:25 Dona Rosa in Hollywood  
 Channel 9—4:45 Thespian  
 Channel 9—5:00 At Home with the Harmon's  
 Channel 9—5:30 Music Theater  
 Channel 2—5:40 Sage Brush Theater  
 Channel 5—5:45 Televespers  
 Channel 13—5:45 Musical Scoreboard  
 Channel 5—5:55 Program Preview

**6 P.M. to 7 P.M.**

Channel 5—6:00 Western Matinee  
 Channel 13—6:00 Film  
 Channel 13—6:15 John Braislis  
 Channel 4—6:30 Kukla, Fran and Ollie Show  
 Channel 13—6:30 City Desk  
 Channel 2—6:40 Teleneews  
 Channel 11—6:50 Mystery Eyes

**7 P.M. to 8 P.M.**

Channel 2—7:00 Original Amateur Hour  
 Channel 4—7:00 Judy Splinters and Shirley Dinsdale  
 Channel 5—7:00 Shopping at Home  
 Channel 11—7:00 Bozo's Circus, Pinto Colvig and Guests  
 Channel 13—7:00 Picture Album  
 Channel 4—7:15 Pickard Family  
 Channel 5—7:15 My Harp and I  
 Channel 4—7:30 On the Spot (Newsreel)  
 Channel 5—7:30 You're the Star  
 Channel 11—7:30 Rumpus Room  
 Channel 13—7:30 Gina Janss  
 Channel 4—7:40 Nocturne  
 Channel 11—7:45 Make Mine Music  
 Channel 13—7:45 Clef Dwellers

**8 P.M. to 9 P.M.**

Channel 2—8:00 Feature Film  
 Channel 4—8:00 Who Said That?  
 Channel 5—8:00 Movietown — R.S.V.P.  
 Channel 11—8:00 Toast of the Town  
 Channel 13—8:00 Violin Echoes  
 Channel 4—8:30 Editor's Round Table  
 Channel 11—8:30 Rumpus Room  
 Channel 13—8:30 Keyboard Stylings  
 Channel 5—8:45 The Movies  
 Channel 13—8:45 Film

**9 P.M. to 10 P.M.**

Channel 4—9:00 Film—TBA  
 Channel 11—9:00 Fred Waring Show  
 Channel 2—9:15 Program Review  
 Channel 13—9:15 High Lights and News

**10 P.M. to 11 P.M.**

Channel 11—10:00 Caliente Races — Joe Hernandez  
 Channel 4—10:00 Late News



# REVIEWING TV

## "AIDA". KNBH, April 11 and 18.

Giuseppe Verdi would have been thrilled to hear and see the televersion of his opera as produced by NBC under direction of Arturo Toscanini. If not, he just didn't like opera. These programs were magnificent in every respect.

Those of us who have written or thought that NBC and other networks are overly commercial in their approach to TV programming will have a hard job explaining things like this. . . How come they spend \$70,000 on an unsponsored program? Do you suppose they're trying to entertain us? . . . Let's ask Lou Larkin.

## TEXACO STAR THEATER. KNBH, every Tuesday, 8 p.m.

Of course you've all seen this and probably know that eastern popularity surveys have placed it on top of their lists for months. In spite of the dozens of radio, stage and film celebrities who have appeared, Star Theater — TEXACO Star Theater, that is — is dominated by Milton Berle. We give Texaco the double plug because the Texas Company, along with Chesterfields, Bulova, B.V.D. and a few others, gives the television audience an even break with its advertising.

I've made up my mind to admit that this show deserves its high rating, if only as a reward for the energy with which Berle attacks his job. I know that as a child Berle read Horatio Alger's "Work and Win", and I suspect he still sleeps with it under his pillow. He's a living example of the Dale Carnegie approach to the problem of living.

More power to him, but I'm afraid to contemplate what he might do with it.

## WINDOW ON THE WORLD. KTSL, 9:00 p.m. Every Thursday.

Du Mont's first kinescope recording of this new variety program appeared here for the first time April 14. It originates in New York. KTSL publicity release omits credits for producer, director, etc.

The initial telecast presented Irene Manning, Gil Lamb, Gaston Palmer and the dance team of Landre and Verne. Any one of these people could entertain an audience for the full half hour. Most interesting feature of the program, aside from the top quality of the talent used, is the use of film inserts to set the locale and the mood for the various acts.

"Window on the World" should quickly become one of the most popular programs here. It is smooth entertainment presented in a refreshing way. . . The quality of the teletranscription—finally I can say it—is GOOD. Du Mont rates applause for not overdoing the commercials.

## FELIX DE COLA'S "MUSICAL SCRAPBOOK". KTLA, 7:30 Every Monday.

Producer-Director: Lou Place (Russell Seeds Agency).

This program, as far as I know, is the only agency produced and directed show on the TV air in Southern California. Lou Place writes the continuity for the program and also handles camera direction. Figuratively and in other ways "Spooky", elfish super-imposed imp who molests de Cola throughout the program, is one of video's real stars. In fact Musical Scrapbook is a TELEVISION show . . . not something dragged into the medium from radio or vaudeville.

Publicity for the Ford show which debuts over KTTV May 2 claims that Jimmy Savo's "Through the Crystal Ball" is the first program to develop an entertainment form without counterpart in any other branch of show business. Evidently they haven't seen Felix de Cola's telecasts, which began over KTLA in June, 1948. Unique camera effects and tricks have made this one of the most amusing and entertaining features in TV.

De Cola is an entertainer whose charm and talent grow on the audience. Brunette Massalini is a capable singer.

Musical Scrapbook is definitely one of Hollywood's programs which merit national distribution. If you've been missing it you'd better have a look.

## ARMCHAIR DETECTIVE. KTLA, 8 p.m. Every Wednesday.

We reviewed this very good program in our last issue. Somewhere along the line the top paragraph of credits for producers, directors, etc., was misplaced. Looks as though we're going to have to serialize this magazine. Here's the second installment, which should have been first.

Producers: Stokey-Ebert Television productions; camera directors: Gordon Minter and Phil Booth; writers: Gene Colton and Jack Hardy; crime authorities: H. Allen Smith and Evell Younger.

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### RADIO TELEVISION TOPICS

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# Waring Invades Video



Fred Waring, in foreground, and his Pennsylvanians bring to video the popular features that have made them famous in 16 years of radio—and some new ones too—in CBS-TV's new full-hour "Fred Waring Show." Innovations include a "Video Ballroom" in which amateur dance teams compete and a "Song Trial" for song pluggers to air what they hope will be new hits.

## Take Five

With HAZEL LANE



### DID YOU KNOW THAT . . .

"HOPALONG CASSIDY" was voted the man that American children would most rather meet, in a recent nationwide poll? He nosed out Eisenhower, Truman and Crosby! WALTER WHITE JR. and SHIRLEY THOMAS, otherwise known as COMMODORE PRODUCTIONS, are due

credit for doing such an excellent job of bringing "HOPALONG"—a great American institution—to radio.

Ten-year-old ANN WHITFIELD ("Phyllis" on the Phil Harris-Alice Faye show), proclaimed a lepidopterist in a recent magazine story, is getting letters from other butterfly and moth collectors all over the nations. She is now a member of an organization collecting data on the migration of the Monarch butterfly. For such a LITTLE girl, that's quite something!

An "ARTIST WITH A CAMERA"—that's the way CBS stars describe BEN POLIN, director of photography for the Columbia network in Hollywood. BEN has spent 12 years behind the ground glass view-finder gaining that accolade.

HENRY BLAIR'S Capitol albums, "Rusty in Orchestraville" and the "SPARKY" series, were among the top 11 children's favorites in a recent poll. By the way, HENRY celebrates his fifth year in radio this week with 1200 shows to his credit. He is cur-

rently heard as "DONNIE HENDERSON" on the "Beulah show" and as TIM BARNES in "Today's Children".

KHJ-DON LEE'S "COUNT OF MONTE CRISTO" (Tuesdays 8 to 8:30 p.m.) has been cited by the American Cancer Society for outstanding service for its part in the fight against the dread disease. Three programs aired in the series thus far this year have pointed out the dangers of the international killer. The "Count of Monte Cristo" is produced and directed by JAIME DEL VALLE.

Eleven-year-old JEFFRY SILVER came to Hollywood six months ago to take radio by storm. He has the enviable record of having worked one hundred shows in this short time. He is currently heard as "ALEXANDER" on the "Blondie" show.

SONNY BARNETT (One of Jack Benny's "Beverly Beavers") has just signed a contract at 20th Century Fox for the role of "STINKY PARKER" in the film, "FATHER WAS A FULLBACK."

Versatile RUTH PERROTT was surprised recently on COMMAND PERFORMANCE when she found herself working with Bob Hope and Lucille Ball. It was quite a coincidence as Ruth plays Bob's "MOTHER" on the Bob Hope show and also plays "KATY", the cook, on Lucille Ball's show, "My Favorite Husband".

**CORRECTION:** The popular young actor, JERRY FARBER, had his name misspelled in our last issue. Sorry, Jerry. By the way, I was told that at a recent guest spot to plug five dramatic albums he'd made, JERRY talked the entire time about the 500 Club, of which he is a proud charter member.

SCOTT ELLIOTT won the lead in the new RKO "NEWLYWED" series over several other young eligibles, and in addition to his regular radio chores, recently appeared opposite June Lockhart on "HOLLYWOOD STAR THEATRE".

NOREEN GAMILLE has sold an article, "MAKING ANTIQUES USEFUL", and illustrated with pictures from her own collection, to another magazine, soon to be released.





**OBVIOUSLY** enjoying his work, singer Gordon MacRae gives out with one of the numbers which have made him and "The Railroad Hour" a favorite Monday night feature for ABC audiences.



**CLOWNING** Sam Cowling, whose zany antics endear him to ABC's "Breakfast Club" audiences, can sometimes be found in a more serious mood as this portrait evidences.



**CROONER** Jack Owens a regular (and handsome) fixture of ABC's "Breakfast Club" broadcasts. Jack writes songs as well as sings them and has scored as well with his composing as he does with his vocalizing.



*Nemeth Photo*

It's being signed, sealed and delivered, this fishing license which Kate Smith is obtaining with such pleasant anticipation as the star of the MBS weekday "Kate Smith Speaks" broadcasts completes her preparations for moments of well-earned relaxation at Lake Placid where her summer home is located and where the fish run plentifully in the good old spring and summertime. Now all you have to do is catch them, Kate.



- CBS actress Elaine Williams lacks only one incidental detail to complete the scene—some water in which to swim. But on second thought, who wants her to go in swimming anyway?

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# **Radio - Television Topics**

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## IN THE MOOD



Andre Baruch, popular emcee and announcer, is mesmerized into the mood for his role of host to visiting magicians on CBS-TV's "Masters of Magic."

★

## NEW WRITER-ILLUSTRATOR TEAM WINS VIDEO AWARD

Donna Cassyd, writer, and Carol Quentmeyer, illustrator, combined talents to produce a picture-story which won first place in classification, according to word from NBC headquarters in Hollywood.

The prize-winning story about a wild horse finally tamed through gentle treatment, is titled "Red Blaze." Miss Quentmeyer made six water-color illustrations which will be displayed along with Miss Cassyd's manuscript on KNBH Thursday evening, May 3, at 7 p.m. Both girls will appear at that time.

The prize "a Day with Judy Splinters", will be shared with winners of other divisions of the Shirley Dinsdale contest on Saturday, May 5. Donna, who is eight, and Carol, nine years old, topped the seven-to-nine group.

## DOT'S DASHES

'bout Hollywood

★  
By DOT MEYBERG



HOWDY FOLKS! The worm is turning with the old cycle of years ago called back to save studio coin. Cameras will again grind on stars in our city streets, at the beach or in the country—to save the exorbitant lighting costs. Even the public has shown preference for publicity routines of 15 years ago, giving honor to **Joan Crawford** and **Shirley Temple** for outstanding performances in real life. . . Joan is our "Mother of the Year" while Shirley gets national recognition as "Sweetest Mother of the Year". Yes, gone are the days when glamour gals shied from motherhood like a damsel shies from a rattlesnake. Today's stars place motherhood first, stardom second.

ODDITIES: **Robert Shayne** has been set in an important role in Monogram's "Forgotten Women". For Shayme, no, I mean Shayne! . . . A rumor that all is not well between **Gene Kelly** and his actress wife, **Betsy Blair**, seems immature since they hope to co-star on Broadway come September! **Gene Autry** is suing Daily Brothers circus over billing of his brother, **Doug Autry**, asking \$3,000 damages. Hear that Autry contends the use of the last name hurts his career. Could it be a suit should be filed against Autry's parents 'cause they gave him a brother?

ON THE BANDWAGON: Pretty noble gesture of the **12:30 Club** to give contributions to charity totaling more than \$5,800. A handful of filmites hold weekly luncheons; but have a big garden fete coming June 4 at the home of **Bud Abbott** . . . **Yvonne de Carlo** has a bid to sing a top role in **Pagliacci** at the St. Louis summer music festival. Says she'll accept if film commitments do not interfere. I'll betcha . . . **Ava Gardner** admits she's serious yet only about her career. Saw her doing a scene for "The Great Sinner"

with **Gregory Peck**. She was serious, especially in those romantic closeups. No wonder Peck got to stuttering on the set at MGM . . . The **Friars Frolic** will be a lasting compliment to the contribution of time and energy to allow the public to view talent on which no price tag could ever be pinned.

CONGRATULATIONS to **Mervyn LeRoy's** youngster, **Linda**, celebrating her birthday by having Daddy take her and 20 kids to view his "Little Women". . . . To **Jo Stafford** for signing a three-year pact with Capitol Records. . . To **June Allyson** for her outstanding job in "The Stratton Story" with **Jimmy Stewart** who outplayed Stratton. . . . To **Dave Ward** with the two-hour KWIK show started this week where I display some talent. . . . To the **Hollywood Stars** for staying up there in the Pacific League.

DOT'S DIARY: To lunch with **Bebe Daniels' Ma. Phyllis**. . . To bid goodbye to **Bob Burns** who's enroute to John Hopkins for a checkup. . . To lunch at Hal Roach TV studio where I was surprised seeing so many TV producers talking to each other. . . To try to understand **Lon McCallister**, who's taking French lessons so he can go abroad. . . To see **Bing Crosby's** "Connecticut Yankee" after it's been previewed 'steen' times before. . . To get some data at **Smith, Bull and McCreery** on the **Icescapades** which takes the cake.

I REMEMBER WHEN a little guy with big dreams and sincerity of purposes started out in the film business. Now, it's all you can do to see him behind that big black cigar. **Mervyn LeRoy** was in wardrobe after vaudeville. Then he became a gag writer which he called "Comedy Constructor" and maybe he's right? Advances were made rapidly by this kid (both kinds) until he became assistant to DeMille. A writer - director - actor - producer. A hard pull to stay up there directing "Anthony Adverse", "Little Caesar", "Random Harbest," "Little Women", to name a few. Many could copy, perhaps, but few could come out on top in the same way as the same guy. Guess it's 'cause Mervyn LeRoy remembers When! SO LONG!

# Radio-Television Topics TV Station Directory

**KTSL (Don Lee) Channel 2**  
**1313 N. Vine St., Hollywood. HU 2-2133**

LEWIS ALLEN WEISS, Pres., Don Lee Radio-TV  
 WILLET H. BROWN Executive Vice President  
 HARRY LUBCKE Technical Director of TV  
 E. CARLETON WINCKLER, Program Coordinator  
 ROBERT HOAG Business Manager  
 JOHN REYNOLDS Sales Manager  
 ELBERT WALKER Producer  
 DON HINE Producer  
 HAROLD HELVENSTON Art Director  
 BILL SYMES Remote Director  
 MARK FINLEY Publicity Dir. (Radio and TV)

**KNBH (NBC) Channel 4**  
**1500 N. Vine St., Hollywood. HO 6161**

HAL BOCK, TV Mgr. West Coast Division, NBC  
 ROBERT V. BROWN Program Mgr.  
 EDWARD SOLOL Executive Producer  
 ROBERT W. CLARK Operations Supervisor  
 FRANK (BUD) BEREND Sales Manager  
 W. W. BOONE, Jr. Business Manager  
 A. V. (BUD) COLE Field Director  
 BLAKE CHATFIELD In Charge of Publicity  
 CARROLL O'MEARA Studio Director  
 JOHN GAUNT Studio Director  
 JACK LYMAN Studio Director  
 HOWARD E. JOHNSON Facilities Manager  
 ROBERT GUGGENHEIM Film Handler

**KTSLA (Paramount) Channel 5**  
**721 North Bronson Ave., Hollywood. HO 6363**

KLAUS LANDSBERG Managing Director  
 GORDON WRIGHT Production Supervisor  
 PHIL BOOTH Program Director  
 HARRY MAYNARD Sales Manager  
 JOHN RICE News Editor  
 RAYMOND MOORE Chief Engineer  
 CHARLES THEODORE, Dir. Studio Operations  
 JOHN SILVA Director Remote Operations  
 JERRY MULLER Film Director  
 SHERMAN LAUDERMILK Art Director  
 GORDON MINTER Studio Director  
 BUD STEFAN Studio Director  
 RICHARD DE MILLE Studio Director  
 SEYMOUR BERNIS Studio Director  
 BILL WELSH Sports Director  
 WILLARD DAVIS Publicity

**KECA-TV (American Broadcasting Co.) HU 2-3141**  
**6363 Sunset Blvd., Hollywood. Channel 7**

FRANK SAMUELS, Gen. Mgr., ABC Western Div.  
 CLYDE SCOTT Manager, KECA-TV  
 PAUL MOWREY National Director of TV  
 JOHN EDWARDS Program Director, W. Div.  
 RICHARD MOORE Legal Consultant  
 RICHARD GOGGINS, Production Mgr. KECA-TV

JAMES VANDIVEER, TV Special Events Director  
 FRANK LATOURETTE News Director  
 PHIL CALDWELL, Tech. Operations Director  
 ROBERT Z. HALL Publicity Director  
 GEORGE CAHAN TV Studio Producer  
 AMOS BARRON Sales Manager  
 DOROTHY BROWN Continuity Editor

**KFI-TV, 141 N. Vermont Ave., L.A. 54. FA 2121**  
**Channel 9**

W. B. RYAN Station Manager  
 HAAN TYLER TV Manager  
 RONALD OXFORD Executive TV Producer  
 PATRICK KELLY Program Director  
 KEVIN SWEENEY Sales Manager  
 SEYMOUR JOHNSON Chief Engineer  
 CURTIS MASON Engineer  
 H. L. BLATTERMAN Engineer  
 KELLY ANTHONY, Assistant Executive Producer  
 SERGE KRIZMAN Facilities Manager  
 J. W. CUNNINGHAM Comptroller  
 GEORGE LEDELL Publicity Manager  
 PAUL KNIGHT Remote Director  
 ROBERT LIVINGSTON Studio Director  
 KENNETH HIGGINS Studio Director  
 JAMES A. LILLY Studio Director

**KTTV (CBS) Channel 11**  
**1025 N. Highland Ave., Hollywood. HU 2-1301**

HARRY W. WITT General Manager  
 FRANK G. KING Sales Manager  
 HAL HUDSON Program Director  
 RAY MONFORT Chief Engineer  
 ROBERT BRECKNER Film Editor  
 STUART PHELPS Studio Director  
 PHILIPPE DELACY Studio Director  
 PAUL RITTS Studio Director  
 FRANK WOODRUFF Studio Director  
 RITA GLOVER Art Director  
 JOSEPH W. CONN Assistant Chief Engineer  
 CHARLES SPENCE Publicity Director

**KLAC-TV 1000 N. Cahuenga, Hollywood, 38**  
**HI 1161 Channel 13**

DON FEDDERSON Station Manager  
 DAVID LUNDY Sales Manager  
 RUSSELL HORGAN Business Manager  
 PAUL SCHULTZ, Chief Eng. (KYA & KLAC-TV)  
 CARL OLSEN Engineer  
 DON FORBES Program Director  
 JOE LOWE Studio Director  
 LUTHER NEWBY Studio Director  
 LOU BOONSHAFT Studio Director  
 HAROLD AZINE Studio Director  
 RALPH CONNORS Facilities Manager  
 RED DOFF Publicity Director  
 FRED HENRY Field Director



# LA VELLE OF HOLLYWOOD'S CLASSIFIED BLUE BOOK DIRECTORY



RANDY and GREGG THOMSON  
4½ yrs. and 16 mos.; Hair: Lt. Brown  
Eyes: Grey



ORVILLE LEAO  
6 yrs.; Wt.: 62; Hair: Lt. Brown  
Eyes: Grey



JACQUELINE and SUSAN ROPER  
7 and 3½ yrs.; Wt.: 54 and 33;  
Hair: Dk. Blonde and Lt. Blonde  
Eyes: Blue Grey and Blue



VERNON MUSICK  
8 yrs.; Ht.: 54" Wt.: 75  
Hair: Lt. Brown; Eyes: Blue



LINDA La BODA  
21 mos.; Ht.: 32"; Wt.: 25  
Hair: Blonde; Eyes: Blue



JOSEPHINE TODD  
10 yrs.; Hair: Blonde; Eyes: Brown



DONALD GEORGE  
6 yrs.; Ht.: 36"; Wt.: 42;  
Hair: Dk. Brown; Eyes: Dk. Brown



DAVETTA MARIE PETERSON  
9 Mos.; Wt. 20; Hair: Blonde  
Eyes: Blue



VICK DIANNA CRADDOCK  
6 Mos.; Ht.: 26"; Wt. 14  
Hair: Brown; Eyes: Black

Information concerning professional qualifications of children appearing in these pages will be furnished to duly authorized Agencies, Casting Offices or Talent Scouts on request.

*LaVelle of Hollywood*

C. T. HAMLIN - Publicity Director

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large cabinet to take up val-  
uable floor space. . . . This  
MASTER CONTROL UNIT  
can be hidden away . . this  
REMOTE CONTROL feature  
is an outstanding must in  
public places.



# *Richard*

820 North Fairfax Ave. - WALnut 2233 - Hollywood, Calif.