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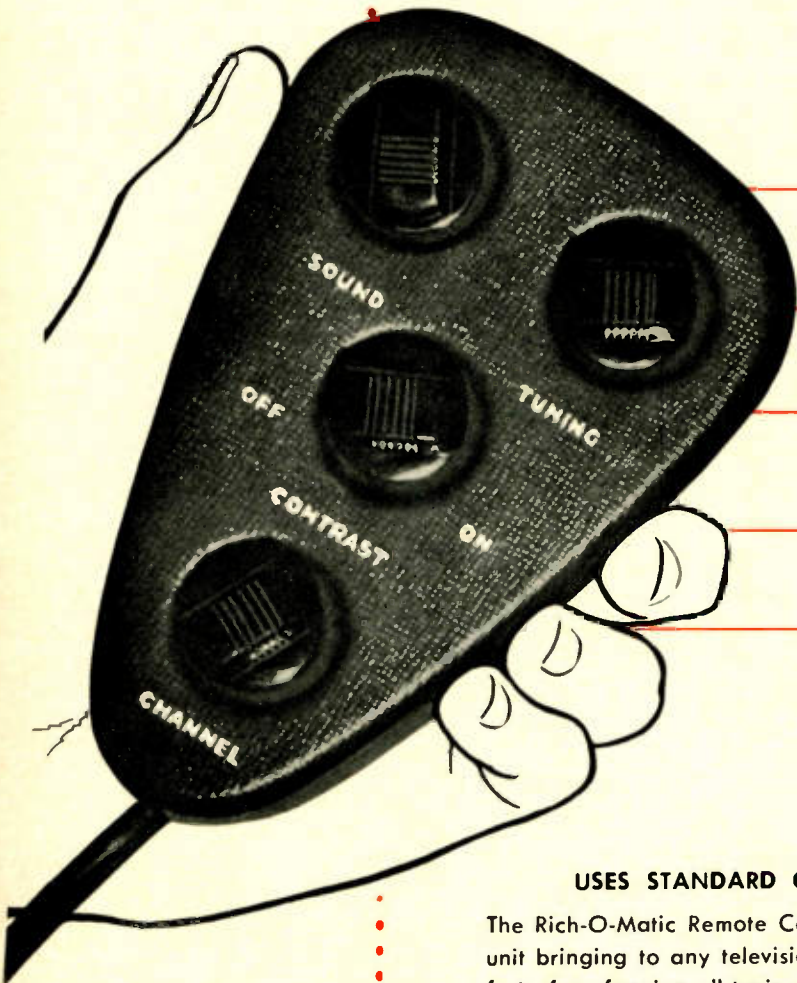
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OUR COVER is the result of our staff artists conception of a perfect TV day. *Handy Hints* with Dorothy Gardiner; *Juke Box Jury* with Peter Potter; *News* with George Putnam; and *Mr. and Mrs. North* with Barbara Britton.



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☆ from The EDITORS DESK ☆

Advertising agencies should be interested in the admonitions of Max A. Geller, Ph. D. Dr. Geller, himself the president of a prominent advertising agency points out in his book, "Advertising at the Crossroads," the ever increasing influence upon the public of the advertising industry and maintains that the industry must accept responsibilities to the public or suffer increased regulation by the government. Not alone is Dr. Geller concerned with false and misleading advertising but with excessive advertising. The solution suggested is that the volume of advertising be regulated through the imposition of federal taxes during inflationary eras and the reverse policy enacted during deflationary periods. Many advertising executives may not agree with Dr. Geller's suggestion. When we asked one advertising man what he thought of the book, he was entirely non-committal, saying: "As an advertising man for 20 years, it has always been my policy to oppose too much governmental regulation and interference. My concern is primarily with the consumer. When I write advertising copy, I always say to myself, 'How will this sound to the man or woman I am trying to persuade?'"

The newest product to be sold via TV are roadmaps. Our experience with roadmaps is that they tell you just about everything except how do you fold 'em up again.

Now that Maurice Evans, the famous Shakespearean actor, is turning to TV, we hope that his success will not give rise to a Shakespearean cycle. Not that we do not approve of Shakespeare's plays, but we do not always approve of the way they are presented. A Shakespearean character is never better than the actor who portrays him. Of actor McCulloch's performance of Richard III, critic Eugene Field made this remark: "He played the King as if he were afraid somebody else might play the ace."

The TV drama of the year could be woven around the saga of (Mrs.) Kazuka Higo of Towyo, Japan. Mrs. Higo with 35 Japanese soldiers was marooned on an island in the Pacific during World War II. It has been whispered that dozens of men have met death while fighting for her favors.

And while we're still in Tokyo, Dr. Masamori Iso says he can restore the youthful appearance of women no longer as youthful as they once were. An injection of Dr. Iso's

plasma will knock twenty years of a person's appearance. It will also relieve headaches, gout and many other ailments. The only drawback, says Dr. Iso is that the treatment costs \$2.50 in AMERICAN MONEY.

An attractive Westwood mother we know, one day heard her little girl say something that was so cute that she couldn't resist sending it into the local paper who paid \$2 for any bright saying they printed.

To her surprise, and delight the kiddie quote was accepted, and she received a check for it. And then one of those press clipping services sent her a card on which was printed: "WE HAVE A CLIPPING IN WHICH YOUR NAME IS MENTIONED. IF YOU SHOULD LIKE US TO SEND YOU A COPY OF THIS CLIPPING, PLEASE SEND TWENTY FIVE CENTS."

Friend husband came across it, and his curiosity was so aroused that he mailed in the card with the twenty five cents. What did he get? A copy of the Bright Sayings.

We tell you all this to show that everyone loves to hear and read cute and funny things that seem to spill out of the mouths of babes.

Beginning this month, TELE-VIEWS Magazine is inaugurating a TV Bright Sayings of Children. To the mothers who contribute Bright TV Sayings which are published here, will be sent a suitable prize.

WHAT'S YOUR OPINION

A lot of boxing experts are convinced that there is a difference between the way a television spectator sees a fight from the way the actual ringsider sees the fight. It is said that the art of boxing which includes ducking and feinting, blocking, and a subtle defense do not appear to advantage on the TV screen, while the blood and thunder charging type of fighter looks better than he is. An opponent of the wild puncher will take many apparently severe punches on his shoulders, gloves and elbows, but on the screen it may appear as though he is getting the worst of the fracas. Be that as it may, boxing on TV has served to familiarize the sport, such as it is, to persons who otherwise would not see fights, and has made prizefight judges of upwards of forty thousand persons.

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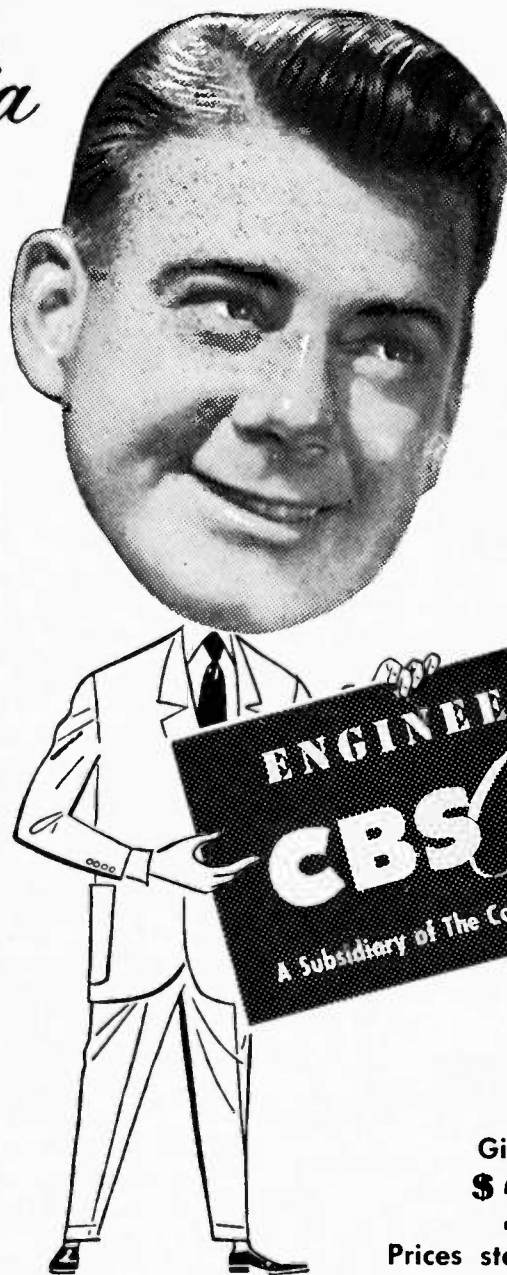
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What's The Hullabaloo About UHF?

What's UHF All About

By Dan Bagott

Shall I spend money on UHF? (FCC has allocated 25 UHF stations; 3 to be located in Los Angeles proper.)

That's the question that you, as a TV set owner, must answer very soon. Two new UHF channels (ultrahigh frequency is what it stands for) are to be added to the Los Angeles television dial this summer, on channels 22 and 28.

Because you will be faced with this decision now, we at TELE-VIEWS Magazine thought it in the best interests of our readers to give you a clear and honest picture of what UHF means to you.

If you decide to convert your set for UHF viewing, you may have to lay out something in the neighborhood of \$45 to \$70. What will you get in return? A chance, in a way, to be a pioneer. More specifically, a chance to see programs on two new channels, and these programs promise to be completely new and exciting, according to the representatives of the new stations.

Here is what a top executive of one of these UHF stations, KPIK (Channel 22) told us: "We see no point in going on the air if we can bring to people only the same things they can see on the present channels."

An attitude like that will not only help local TV grow up all the faster, but think of the added enjoyment it will probably bring to all of us?

In dollars and cents, Channel 22, realizes the folly of competing for business with long-established stations unless they come out with something new and different.

Why is it necessary for you to make changes in your TV set in order to receive UHF transmission?

The explanation is that all but the most recently-designed sets are built to receive mainly the type of stations now in operation, which are on frequencies very low compared to those in the UHF band.

To be specific about the changes, your serviceman has three alternatives to choose from in supplying you with UHF entertainment. Which one he selects depends upon the condition and design of your set.

1. He may advise you to discard it and buy a new, all-channel set rather than waste money on a set that is completely unsuitable to conversion.

2. If the set is already equipped with a turret tuner or channel selector (the kind that snaps from channel to channel), he can install a separate tuning strip in it for each UHF channel you wish to see. Cost, including labor: \$10 to \$15 per strip.

3. If desired, the set owner can purchase a simple converter for all UHF channels. Cost will be from \$50 to \$75.

Depending on the location of your home, your rooftop antenna also may need alteration. In drastic cases an additional antenna or a new all-channel antenna may be required.

First of the new stations to take to the air—and also the first non-commercial, educational television station in California—will be Channel 28, in July. Both will transmit only test patterns for experimental purposes during their first month of operation.

In line with Federal Communications Commission regulations for educational stations, Channel 28 will be operated jointly by almost every educational, civic, religious, service and youth organizations in the community. Programming will be of a basically informative nature and will fall into three classifications:

First, daytime programs directed toward students in the classroom; second, adult education shows paralleling regular adult education courses offered by schools in this area; and third, programs of general interest dealing with political, social, religious and other current issues.

And although the station won't be a genuine business enterprise in the profit-making sense, it will be staffed in all positions with personnel from the professional TV ranks.

"Amateurish production is out of the question. We know our program quality must be equal to that of commercial stations in order to attract viewers," is the assurance from an official of Channel 28. One of the secondary aims of the stations, in fact, is to serve as a laboratory or proving ground for revolutionary television techniques that would be impractical for testing by commercial stations, but could be adopted by them when perfected.

It's an interesting sidelight that Channel 28's physical facilities—purchased last year as a virtual gift to the community by Capt. Allan Hancock, pioneer educator and oilman in Southern California, and located on the USC campus and Mt. Wilson—are the most modern and extensive of any educational station in the country and superior to what many commercial stations possess.

In contrast to the newness of Channel 28, Channel 22 is the outgrowth of a project that has been developing since 1948 when John Poole, presently owner of radio station KBIG, established the first UHF experimental station in the West, KM2XAZ. The final perfection of today's UHF video equipment is due in great measure to the early research carried on at KM2XAZ.

Shall I invest in UHF?

No station can survive without a viewing audience. The fate of Channels 22 and 28 could be decided during the next few months by your answer to that query.

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Awards Night for Tele-Views' Greats

What a night! The Sixth Annual TELE-VIEWS Awards Dinner, held at CIRO's, is what we're speaking of. It was an evening that will go down in television circles as one of the most memorable and most glamorous occasions of the year.

And it was you, the readers of TELE-VIEWS magazine, who made the evening possible. Because with your votes—some 45,000 strong—you named your favorite TV stars, artists and programs to be given the TELE-VIEWS Award, one of the most highly coveted honors in television.

It was a thrilling event—with Harry Babbitt as emcee and such stars as Lawrence Welk, Barbara Britton, Roberta Linn, Spade Cooley, George Putnam and many, many others present.

And every one of the winners told us one thing: "Please thank your readers for making this possible." So to you—all of you—a big "Thanks!"

Lawrence Welk (r.) and Norma Gilchrist (below) look mighty thrilled receiving their TELE-VIEWS Award from Harry Babbitt.



Roberta Linn and Bob ("Time For Beany") Clampett (above), Spade Cooley (far left) and Betty White were among the glamorous winners at the Awards Dinner held at CIRO's.

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READER'S VIEWS

WELK

I have been reading your fine magazine for over a year, and I enjoy it very much. I am one of Lawrence Welk's many fans so I like the articles about him and Roberta Linn and all the Champagne Music gang. Your most recent story about Mr. Welk in the May and June issues is wonderful.

Edna Stoner,
Beresford, S. D.

* * *

JACK'S HER BOY

My favorite TV star is Jackson Wheeler on KTTV. He is so sweet and thoughtful and the kind of boy that any mother would like to have for her son. I never miss his programs . . . and he always makes me feel warm and happy. My second favorite is NTG. I used to like him best before I found Jackie.

Mrs. Fred Haskins,
North Hollywood

* * *

THANKS FROM NORMA

On behalf of my manager, Arnie Mills, and myself, our most sincere appreciation to Paul Theodore of your magazine for being our special guest on *The Norma Gilchrist Show* . . . We both are much indebted to you for running the story "The Trim Is the Thing" by yours truly, too. Thanks for being so wonderful to us.

Norma Gilchrist,
Hollywood

* * *

FRUSTRATED?

You published a poem—and I use the term loosely—

By a gentleman who dislikes Korla most profusely.

He brands all admirers of Korla Pandit As frustrated and love-sick, as I understand it.

However, this well-adjusted man of letters Prefers to see only "damsels in sweaters." Well, just between us, it appears to me That he is more frustrated than thee or me.

Maria Morr,
San Diego

* * *

HARD TO FOOL

I may be wrong, but if you will check the May issue of TELE-VIEWS, you will see on page 15 that you have the pictures and write-ups on Jane Nigh and Lois Collier turned around . . . Either the write-ups are in the wrong place or the pictures are.

Marlys M. Ferraris,
Los Angeles

(Congratulations to sharp-eyed reader Ferraris for noting the transposed pictures. Jane is the brunet, Lois the blonde.—Ed.)

* * *

LIKES PLANTER

Being a member of one of Liberace's fan clubs, I was very happy and thrilled to know about the Liberace planter. I have bought one . . . and it sits on top of my TV set . . . It's something that I'll always treasure.

C. Chavarria,
Los Angeles

Dear Editor:

I think Rocky Rockwell is the greatest comedy singer on TV. His performance of the new song, "One Man Band" is just terrific. That little One Man Band outfit is really cute and I think my little niece would enjoy having one. Let's have more articles on Rocky Rockwell and members of the Lawrence Welk Orchestra.

Dora Goodwill,
Van Nuys, Calif.

* * *

"MURDER," HE SAYS

I was sick for a week recently and was able to see all the daytime television shows for the first time. I was never happier to get back to work in my life. After watching the awful stuff that they have the nerve to call "programs" during the day, I feel like pinning a medal for bravery on my wife, who looks at it all the time. It's murder.

Barry McAndrews,
Los Angeles

* * *

Dear Tele-Views Staff:

I was pleased and surprised to receive at NBC last week a copy of your magazine and then to find under "TV Vocalists" a picture of me.

It's an unusual and very thoughtful policy to thus notify performers that you have brought them to the attention of your readers and I am most appreciative.

I wish your excellent magazine continued success and again—many thanks.

Sincerely,
Patricia Lynn

* * *

Dear Sir:

There are lots of people at our Church (Wiltern Theater) that would like to see the picture that was shown on KTTV. (We suggest to write to KTTV with your request). It was on Alcoholism, on the Before Your Eyes program. There are still lots of letters coming in—here and into the station—for request for another showing or more like it. Why don't you people say a word or two in your magazine about it. It would help KTTV to show it. Hope you can. We sure would be grateful to you for just a comment in your Reader's Views Column. Thanking you in advance, I am

Thelma Reddington,
Los Angeles

* * *

Your readers may be interested to know that a three year old baboon is one of the TV top favorites in Baltimore. The baboon's name is Babs and appears regularly on the show, "This Is Your Zoo" which was originated by Arthur Watson, director of Baltimore's Zoo.

Helen Watson,
Los Angeles, Calif.

I have been a constant subscriber to TELE-VIEWS Magazine for six years and have enjoyed every issue. I especially commend you for your many interesting features among which my current favorite is Trade News. This news summary is most important even to those of us who are not directly in the TV industry.

Ben Ralston,
West Los Angeles, Calif.

Whenever I see Sam Mannes on TV, I am reminded of the auctioneer in my home town, Lake Geneva, Wisconsin. His name is Roy Holler.

(Mrs.) Walter Morris
San Diego, Calif.

* * *

Dear Editor:

Enjoyed the article on Norma Gilchrist, wished it had been longer. Felt like I was just getting acquainted with Norma when the article ended. Was that a picture of Norma? If so, let's have bigger and better ones. Didn't even recognize her.

Have a couple of gripes—Why do they back up so many good programs, such as Mr. Peepers and What's My Line? We like both shows and it's annoying to miss either one or the other.

Why do they have so many commercials on Juke Box Jury? We wouldn't buy any of the products—just because they advertise so much. We realize TV time is expensive, but there must be another way.

Lastly why do the sponsors lower the dignity of their actors by having them give the commercials—Such as Jack Webb, we like George Fenneman—he's a good announcer, nice looking and does a good commercial. Then why Webb? Same goes for Burns and Allen; Von Zell is very capable; also Lucille Ball and Desi Arnez? It seems unnecessary.

Lee Bailey
Los Angeles
(Continued on Page 31)

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• West LA & Bay Area

PARAMOUNT TV,

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• Pasadena & San Gabriel Valley Area

RADIO DOC,

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Raytheon 

WHO'S WHO IN TV....by Ed Sotto



ROBERTA STARTED HER CAREER IN HUNTINGTON PARK, CALIF., AS A DIMPLED, 3YR. OLD RADIO WARBLER AND ALSO LATER MANAGED TO SHARE A SCENE OR TWO WITH THE FAMED INGENUES, SHIRLEY TEMPLE AND JANE WITHERS. STILL LATER APPEARED IN MANY BENEFIT SHOWS WITH SUCH FAMOUS STARS AS WILL ROGERS AND BING CROSBY.



ROBERTA'S FIRST ORCHESTRA ENGAGEMENT WAS WITH JOE REICHMAN AFTER WHICH SHE JOINED JAN GARBER ORCHESTRA. WHEN GARBER TEMPORARILY DISBANDED HIS BAND, LAWRENCE WELK WAS QUICK TO OFFER HER A CONTRACT AS HIS NEW "CHAMPAGNE LADY". SHE FILLED THE BILL SO PERFECTLY WITH HER INNATE MUSICAL EFFERVESCENCE THAT SHE BECAME ONE OF THE STELLAR ATTRACTIONS OF THE WELK AGGREGATION.



Roberta Linn

TUES. 7:30 P.M. CHANNEL 5



DIG THAT BAND!

MUSICAL FUN-SATION OF THE NATION!

THE LAWRENCE WELK ONE MAN BAND

- ★ Anyone can play it
- ★ Comes completely assembled with all attachments, and easy-to-learn instructions
- ★ Better than a toy. If you can Hum a Tune— You can play a Hundred musical sounds.
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You Bet! Send me the complete WELK ONE MAN BAND — Here's my \$4.00 and you pay postage. Enclose \$4.00 for each band desired.

Name _____

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K T L A

The
**SPADE COOLEY
SHOW**

**SATURDAY
8:00 P.M.**

WRIGHT ANGLES

By Frank Wright
Originator of the "Calo Pet Exchange"

I am very honored to have been asked to write this column on dogdom's doings. However, my work in the canine world is definitely in the lower social register. I don't mean by that that I'm not concerned with purebred animals. I most certainly am but, of course, as a rule they don't need the help that the mongrel pups of the world require. Anyone will give a home to a beautiful German Shepherd, for example, but getting a home for a little plain old mongrel pup is a different matter. This is true of the felines too. If you watch the Calo Pet Exchange, Fridays, Channel 11, at 7:30 p.m., you know what I mean. The stars of our show are cockers, terriers, shepherds, etc., all of rather undetermined origin. But they have all the lovable traits of the purebreds and only want someone to serve and call their own.

Many of the beautiful animals of the world have appeared on the Pet Exchange to help me with the job of getting homes for the unwanted pups and kittens of this world. I could go on for a long, long time if I were to name them all: Lassie and Lassie, Jr., Bonzo, Flame, the wonderful English Miniature horses, to mention a few. We are deeply grateful to their owners and trainers who have the same humane interest in our little orphans that we have. In succeeding columns I hope to be able to tell you some of the background of the guest

stars who appear on the Pet Exchange. I think that the manner in which some of the wonder animals of the world have been trained, will prove interesting to you.

Last week a rather shocking thing came to my attention. A man who operates a service station on a lonely desert road brought me a very beautiful collie dog which he had rescued from starvation. The owners had abandoned the dog and when the service station operator picked him up, he was in desperate need of medical attention, for which we are in the process of giving. The shocking aspect of this case is that it is only one of many dogs and cats that the man has seen roaming the desert, all of them apparently abandoned. There is absolutely nothing in the desert for an animal to eat or drink. Only death by starvation or thirst awaits any animal left there. Therefore, I most strongly urge anyone confronted with the necessity of giving up a pet to contact the Calo Pet Exchange Office, whose number is Dunkirk 8-5949. This office is maintained throughout the week, solely to help in the placement of unwanted pets.

Frank Wright with Lassie and Lassie Jr., on a recent show.



There is something heartwarming in watching a show, such as the Calo Pet Exchange, in which lovable, lively young pups and kittens find homes and families to love them and be loved in return. All of us, Roy Maypole, the telephone operators and I get a great deal of satisfaction and fun out of working on the show. You can imagine how pleased we are when after eight puppies are offered for adoption, as many as eighty calls are received from people offering them good homes. So, try to join us on Friday nights. I honestly think you'll enjoy yourself.



Frank, checking with the telephone operators on one of the many calls received.



The busy Mr. Leyden finds time to brief Songstress Helen O'Connell on one of her *Musical Chairs* stunts. Johnny Mercer isn't doing so bad, either.

"Rehearsals, meetings with record pluggers, soothing un-happy advertisers, listening to new platters. I get about 250 new records a month, and I have to file 'em with a complicated cross-indexing system. Why, I have to employ an office assistant to help."

You have my sympathy, sir. But under the circumstances, wouldn't you care to devote yourself entirely to television? Cut down on your work load, y'know.

"You have a point there, but I'd hate to leave radio. Sentimental attachment, I guess. Radio gave me my start and I've been with it for ten years, ever since I was a page for NBC in Chicago."

"No, It really happens. I ended up as

an announcer, disc jockey and special-events man at stations in Chicago and Detroit. It wasn't until I came out here that I tried TV, too. Remember KFI-TV? That's where it started. I even worked as a comedian for a while."

Mr. Leyden! Don't tell me that you're a frustrated clown!

"No definitely! But I would like to get into the producing and directing end of this business eventually."

Why so?

"Well, what I'm doing now I can't do forever."

You mean . . . ?

"Yep, I'm allergic to ulcers."

A QUICK QUIZ

with

LEYDEN

By Edwin Rosenberger

Haw! Come now, Mr. Leyden, your pulling my leg. Those tales about people who began careers as lowly pages are pure rot!

Your name please?

"Bill Leyden."

Your Age?

"Thirty-five."

You look familiar, Mr. Leyden. What do you do?

"I'm on television. Maybe that's where you've seen me. I'm the emcee of KNXT's *Musical Chairs* show on Thursday nights and host for KTVV's week-day movies at 2:20. Oh, yes, I'm a radio disc jockey too, two and a half hours daily on KFWB, an interesting schedule, eh?"

I should say so. A soft one, too. Hmm—that adds up to only 22½ hours on the air.

"So if you want to know how much time I really put in, multiply that by about three."

Oh, I see. What consumes the additional time?

Stan Freburg, Helen O'Connell and Bobby Troup cut up a bit on recent show.



A BIG MOUSE TRAP - - - or DICK STEWART AIMS TO PLEASE

By Fran Keller

"I have always wanted to be in show business and I feel very lucky that I was able to win the contest sponsored by Dude Martin two years ago which started me on my way." These are the sentiments of Dick Stewart, young singing star on the Dude Martin Show seen every Wednesday night over the KTTV Channel from nine to ten.

Actually Dick Stewart had his own business and was working in quite a different field when he happened to enter the Dude Martin "Sing Down" Contest. After winning the contest for six straight weeks, Dude decided that nobody was going to "sing Dick down." And so Dick was asked to join the regular cast of the show and he has been with Dude and the gang since May of 1951.

Besides being the romantic singer on the show, Dick also plays the part of Marvy. As Dick explained it, he more

or less fell by accident into the comedy situation. At one of the program rehearsals need arose for someone to deliver a telegram. Dick volunteered and went directly to the costume closet to see what he could find for his appearance. His costume and his delivery were an immediate comical success. At that time the character of Marvy was created and Dick has been happily juggling between his two parts on the Dude Martin Show ever since.

His versatility is further exhibited by the part he plays on the Sheriff John Show which is also viewed via the KTTV Channel at 5:30 every evening, Monday through Saturday. On the Sheriff John Show which is of particular interest to the younger TV viewers, Dick plays the part of the Movie Marshall and as such, he jokes and chats and generally keeps things going on the show.

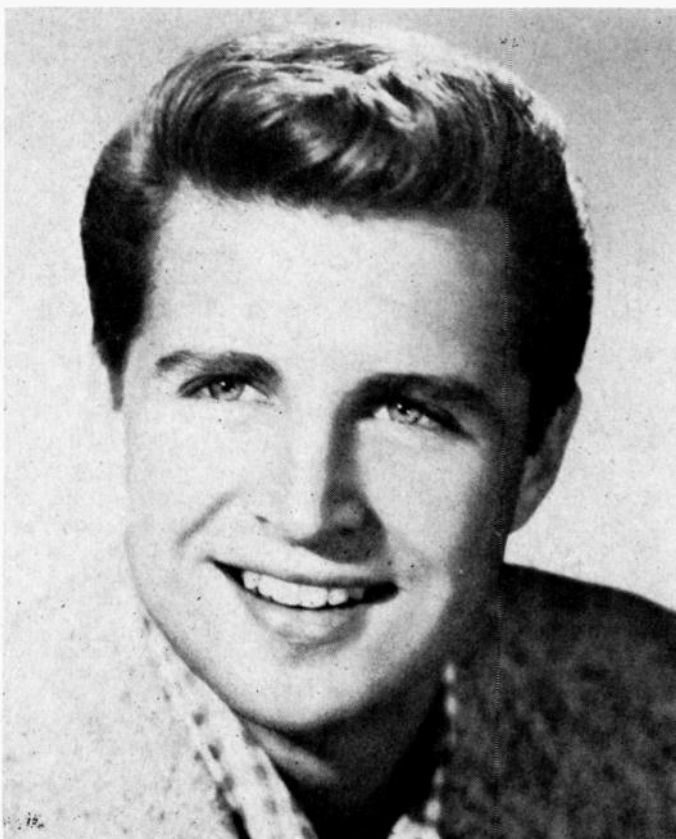


Dick being a modest young man is somewhat bewildered when asked how he feels about being a bobby sox idol. Abashed or not, his appearances on the Dude Martin Show are met with squeals and cheers from the feminine part of the audience and you just can't deny it. Dick's word is, "I just hope I can continue the please them all." The letters he receives each day at the studio are another form of approval which make Dick very happy—whether they are favorable or are in a critical vein. He reads and answers them all personally and is genuinely pleased to know people are really interested in him.

Dick Stewart who looks and acts like the boy you wished lived next door is an avid sports fan. He played football and baseball in high school and was on the boxing team when he was in the Navy. He confided he would like to have been a professional athlete too, but as he says, "you can't do everything."

His future plans center about his desire to become a better artist. He is at this time studying voice with Maestro Sylvio Garavelli of whom he speaks with great respect. Dick says, "The Maestro who did concert tours with Caruso, has been a big inspiration to me. His constant demand for perfection makes winning his approval of deep value."

By studying with this fine teacher and by constant exposure to the various facets of entertaining, Dick hopes to keep his popularity on the march or as he put it, "to build a better mouse trap."



"George Putnam's voice is the greatest in radio."—*Walter Winchell.*

"No other newscaster . . . has more listeners in the New York metropolitan area than George Putnam."—*Time Magazine.*

"Putnam is sure-fire, rapid delivery."—*Variety.*

Four years after those and similar raves were printed, George Putnam was haunting the corridors of every TV and radio studio in Hollywood. He was looking for a job.

The story of how one of the country's highest-paid newscasters plummeted to the bottom of the heap and then managed to clamber upward again began in New York in 1951 when the career of the high-flying ace reporter was shattered by a raucous disturbance in his family life. When the smoke cleared and the headlines had faded away, Putnam found that he was no longer wanted. Not even a powerful

professional reputation like his could withstand involvement of his name in such a situation.

Describing his feelings at the time, Putnam says, "It was one of those predicaments where you can either blow your brains out or live and face the problem, and sometimes it takes more guts to live." Luckily, he chose the latter course and decided to come to Hollywood and try to make a fresh start.

"When I arrived here," he relates, "I drove in in a Cadillac with 40 suits of clothes piled inside. They were what was left from my lush past. But I didn't have enough cash to buy another gallon of gas." Ask him what remained of his lavish income and he'll tell you frankly, "it was gone. In the old days there just weren't enough cars and clothes and saddle horses in the world for me."

Once he had reached his destination, he began a four-month quest for a

broadcasting job, interrupted opportunely for a few days when he landed a radio assignment to cover the Japanese Peace Treaty signing in San Francisco for KFWB.

His vigil came to an end one day in December of '51 when he learned that KTTV was auditioning for a newscaster. George entered the competition and promptly won the billet. He's been with the station ever since and currently is telecasting on week days at 6:45 and 11 p.m. Recently he also took therein of KFI's 6 p.m. radio news report.

Putnam's high-speed reporting style is now a familiar landmark on the local video scene. His dramatic delivery is so unique that he's been accused more than once of being a "ham."

"I like to dramatize the news," is his reply to the charge. "What's wrong with giving warmth to the story of a lost kid or a returning hero?" Actually, George's flair for the dramatic almost

PUTNAM'S BOUNCING BACK

By Edwin Rosenberger



led him into acting as a permanent vocation.

He had dabbled in amateur stage productions in high school and at the University of Minnesota, and in the mid-'30s he became a winner in the national "Gateway to Hollywood" talent search conducted by Jesse Lasky and Jack Mulhall. The honor earned him a trip to the film capital, but resulted in nothing more.

"I've been 'discovered' about 20 times since then," he chuckles.

He has appeared in six feature pictures to date and at one time was considered prime material for stardom.

"They wanted to make a leading man out of me," George explains. "They decided I was okay as the 'pretty-boy' type, but then they realized that my voice was too old for my face—and they were right. Of course, it didn't make any difference on radio, but I ran into the same kind of trouble when I first went on TV in New York. I've finally grown into my voice now, though."

For a guy who was down and nearly out less than two years ago, George has come a long way. The high point thus far in his salvaged career was reached early last June when, within a period

(Continued on Page 35)

George, wife Ginny and daughter Jan Noel seen in exclusive Pix to TELE-VIEWS

They're Digging Ernie Everywhere

Tennessee Ernie in the London Palladium? It's an incredible idea, but it actually came to pass just a few weeks ago. "They went fer my boogie in a big way too," Ernie roported upon his return to the States.

The Palladium, of course, is one of the most famous theaters in the world. Its hallowed boards have known the tread of almost every great entertainer of modern times, but never had its stage been the scene of an American hillbilly singer's antics. Never, that is, until Ten-

By Dan Baggott

nessee-born Ernest J. Ford made his first entrance.

The explanation is that singers like Ernie—the uproarious, Southern-style, country music artists—had never been in demand previously for engagements in sophisticated theaters and night clubs anywhere. They were considered too "corny" for the crowds who frequent those spots. Ernie proved the fallacy of

that theory. To see how he did it, let's go back about five years and follow him from the beginning of his vocal career. That's right. As recently as five years ago he was solely a little-known radio announcer for a Pasadena station.

It was in 1948 that he went to work at KXLA, where, on his first day, he met Cliffie Stone, star of a radio show on the station and of "Hometown Jamboree" on KLAC-TV. Cliffie soon discovered that the newcomer was pretty fair shakes at trilling a tune for his own amusement, and he insisted that Ford join his Saturday night TV gang as a singing regular. Ernie's held the job ever since.

As a result of the gleeful reception he got from Los Angeles viewers, Ernie began cutting records. His discs soon put him in the limelight, both nationally and internationally, and two of them—"I'll Never Be Free" and "Shotgun Boogie"—have sold over 4,000,000 copies to date.

It was at this point—by cashing in on his reputation on wax—that he cracked the taboo against rural singers in top-ranked niteries when he secured a date at the Thunderbird Hotel in Las Vegas. Not long afterward, he signed in at New York's swank Copacabana. Other appearances followed at spots of equal magnitude, climaxed finally by the Palladium stint.

Whether performing abroad, on KLAC-TV or over the ABC(KECA) network (which carries his radio show nightly), Ernie has found an enthusiastic audience, and has been instrumental in debunking once and for all the belief that his type of music-making is strictly for the "sticks."

In the days when Ernie (right) was getting his start as a singer on KLAC-TV's *Hometown Jamboree*, he used to help in the comedy bits, too, with Cliffie Stone (left) and Herman the Hermit.



GAIETY and *At Tele-Views Star*

How would you like to table-hop with us at TELE-VIEWS Sixth Annual Star Awards Dinner, which was held at world-famous CIRO'S?

It was the outstanding event of the year . . . filled with glamor and excitement, and television celebrities by the score who received their precious TELE-VIEWS Awards.

Lawrence Welk and Roberta Linn (photo No. 1, left) had the crowd laughing and applauding as they danced a spirited polka. Both winners in their individual divisions, Lawrence and Roberta had plenty of reason to be happy.

It was a great night for Bob Clampett (left) who won the award for his "Time for Beany." Bob stands behind a party of friends who helped him celebrate. (L. to R.) Lt. Charles Martin, Jan Martin, Bob Clampett, Walker Edmiston, Joan Gardner.

Klaus Landsberg, head of station KTLA and one of the most highly-honored men in the history of television, received added laurels at TELE-VIEWS Award dinner. Beautiful, blonde KTLA star Dorothy Gardiner and (standing)



GLAMOR . . .

Awards... At **Ciro's**

Harry Babbitt, Roberta Linn and Lawrence Welk, winners themselves, are on hand to congratulate him.

Lovely Barbara Britton, who plays Pam North on the popular "Mr. and Mrs. North" mystery-drama series, was thrilled with her Award. Sharing honors is John Loveton, producer of the Friday night show. Read "The Double Life of Barbara Britton" in next month's TELE-VIEWS.

Richfield's "Success Story" merited not only an award, but a bow from Harry Babbitt, as Fred Jordon, Richfield Oil executive accepts Favorite Public Affairs Program Award.

Popular Klaus Landsberg stops to chat with and congratulate Lawrence Welk, winner of Most Popular Orchestra Award and Favorite Personality Award while Mrs. Welk beams.

Gaiety and glamor galore, as you can see in the photos below of the celebrants dancing.

Lawrence Welk and Roberta Linn cutting up on the dance floor to the delight of everyone.



HERE'S TOP TELEVISION ENTERTAINMENT!



It's CLIFFIE STONES'

*EVERY
SATURDAY*

7:30 P.M.

ON

*KLAC-TV
CHANNEL 13*



Good old Cliffie has been rolling along for Gold's Furniture Company with his "Hometown Jamboree" for nigh on to five years. All that razzle-dazzle and rootin'-tootin' that comes out of El Monte Legion Stadium onto KLAC-TV's cable every Saturday night is inspired by the gol-durndest nicest guy in television. Cliffie has two talents, having talent and finding talent. Look at the characters he's corralled—Tennessee Ernie, Molly Bee, Herman the Hermit, little Bucky Tibbs, pretty Joan O'Brien,—you can see the whole gang on KLAC-TV every Saturday night at 7:30.



"HOMETOWN JAMBOREE"



"You have to have that certain spark, the indefinable something that makes one performer different from another."

That's what actors' agent Ted Lesser will tell you if you question him about the one quality that you *must* have to reach stardom in television or any other medium of entertainment. The nearest description of the quality that can be given is to call it simply "personality," and it's the main thing that Lesser looks for in the entertainers he watches in his role of permanent member of the panel of talent judges on KNBH's Wednesday night STAIRWAY TO STARDOM show.

The well-known representative for a large collection of show business names has held his job as the Old Pro of the panel since the inception of the program last January.

If you have your sights set on breaking into an on-camera career in TV, harken further to what Lesser has to say on the subject.

"This thing called personality isn't just a matter of being a better dancer or singer than somebody else. I could line up 50 aspiring entertainers of equal ability and could find only one, perhaps, who has it. Remember Bill Robinson? He wasn't the best dancer in the world, but he had the spark. That's what made him great."

Analyzing the dancer a little deeper, Ted points out that what he does with his hands and especially with his face is almost as important as how he handles his feet. "When I audition a dancer," he says, "I watch his face much of the time. If the ordinary TV viewer would stop to analyze himself, he'd find that he does the same thing." Ray Bolger, a frequent TV performer, and Buddy Ebsen are masters of facial artistry, according to Lesser.

If you want to sing on television, take a warning from Ted that you should

LISTEN TO LESSER

By Dan Bagott

have the looks to match a good voice.

"In the old days—I'm thinking of radio now—the public never gave much thought to how a pop singer looked because they couldn't see him, but TV



Ted Lesser, president of the California Theatrical Agents association, counsels performers on KNBH's *Stairway to Stardom*. Recognizing talent is his business.

has changed that."

Lesser, who helped Kate Smith get her start on radio, believes that silver-

throated but chubby "Songbird of the South" would have a much tougher time of it if she were trying to launch her career today via TV. "Kate was lucky enough to captivate the public in the early days so that there was a real demand for her when TV became popular," he says.

Ted's advice to you regarding the best way to enter television can be summed up in the old maxim "If at first you don't succeed, try, try again." TV is show business, and show business is a rough business for the beginner.

He can give you many examples of stars who wouldn't be discouraged and eventually became some of the brightest stars in show business even after they'd been told before that they didn't have a chance. Shelley Winters is one. Shelley was dropped by one studio after another until she clicked, and look at her now! And there's Don O'Connor, one of the greatest stars in TV and pictures, who was once trimmed off the Paramount roster as an expense that could be eliminated. Clark Gable's famous protruding ears handicapped his movie ambitions for a long time. And believe it or not, most studios were blind to Marilyn Monroe's obvious charms for a long, long time until Marilyn got started. Now everyone wants her. But what matters with all of these glittering stars—and with so many others—is that discouragement didn't down them. They kept on studying, working and believing in themselves, until the break came.

And if you should ever appear on STAIRWAY TO STARDOM for appraisal of your talents by Lesser, he adds that you shouldn't be too upset if he criticizes your performance, nor should it ruin your hopes of achieving success.

"I've been wrong before," he says wryly. "Believe it or not, I once said that Dorothy Lamour would never be a hit in a sarong."

TRADE NEWS

By Mark Schapiro

Broderick Crawford has been linked to star in *Manhunt*, new video mystery series now being filmed by Screen Gems, Inc. . . . *A Place to Face*, audience participation show emceed by crooner Jack Smith, kicks off July 16 on KNXT under Toni sponsorship and with Ralph Edwards in the producer role . . . Loretta Young's *Letter to Loretta* will bow on KNBH late in August . . . Gertrude Berk has planted her feet firmly on the soil of Videoland again. Besides leading *The Goldbergs* back to NBC as summer replacement for Dennis Day, she's starring in a new musical show now making the rounds of prospective buyers . . . TV film production in Hollywood during the second half of this year is a certainty to reach a \$30,000,000 figure . . . TV comic Tom D'Andrea (*Colgate Comedy Hour* and *Life of Riley* fame) is being groomed by NBC for top billing in a new twice-weekly series—on radio.

★ ★ ★ ★

The widely-heralded move this fall of the *Jackie Gleason Show* from Gotham to Television City here won't materialize after all . . . 1000 TV stations will be in operation in the U. S. within the next few years, according to Brig. Gen. David Sarnoff, boss of RCA . . . Imogene Coca's hubby, Bob Burton, and *Show of Shows* producer, Max Liebman, are summering on the West Coast, but not to labor on the Coca-Sid Caesar movie that Liebman planned to make after his visit here last year. Neither sufficient time nor a satisfactory story is available . . . San Francisco's educational television station goes on the air this fall with the aid of program director John Rice, former news director of KTLA here . . . \$15,000,000 spent for sponsorship during the past year makes General Motors the champ among advertisers using TV. Previously, GM had taken a dim view not only of television, but of radio as well . . . Lucky Strike, on a TV budget-cutting spree, has cancelled its projected backing of a revival of the *Sam Levenson Show* . . . Sammy Davis Jr. and the Will Mastin Trio have hired on with ABC for TV-radio duty on a long-term basis. They were H. D. Hover's (of *Ciro's*) discoveries only a few years back . . . Ziv TV programs, Inc., with headquarters in New York, plans to build its own film studios this year in the San Fernando Valley.

★ ★ ★ ★

Red Barber will begin a new Saturday night sports report over the CBS TV network (KNXT) on Sept. 12 . . . Edward R. Murrow does likewise with his new *Person to*

Person show Oct. 2 under the American Oil Co. banner. He'll utilize the remote-pickup technique characteristic of his *See It Now* series . . . Marlene Dietrich definitely wants into Video, but she hasn't announced her choice of a series format . . . Color television may be available for general consumption late next year, according to statements by H. C. Bonfig, Vice-President of the Zenith Radio Corp., and W. R. G. Baker, V.P. of General Electric. They estimate the first color sets on the market will retail for at least \$800 and possibly more than \$1000 . . . Oscar Katz, CBS-TV director of research, places at 23,000,000 the number of sets now in use in this country. There are 1,600,000 in the LA area alone . . .

★ ★ ★ ★

Robert Cummings probably will be set for the lead in a new series completely unrelated in character and presentation to his present "*My Hero*." If the deal goes through, it will be the first time a star will attempt two shows at once in the TV field . . . Dorothy McGuire is expected to announce that she will headline a TV series entitled *The Magnificent Miss Boone* . . . Corinne Calvet and John Bromfield withdraw as panelists on CBS-TV's *Pantomime Quiz* effective July 10. Replacements have as yet not been announced . . . Hal Roach Jr. who will do new TV film series for ABC stressed that TV is now an important and well-paying business. Roach said, "TV is now paying very respectable amounts of money and picture studios are not."

★ ★ ★ ★

United Artists Television acquired distribution rights to *Adventures of Blinky*, new quarter hour TV series for children, combining live action with marionettes. Murray King will produce . . . Don Wilson, veteran Radio and TV announcer has joined Chertok Television Productions to direct TV Spot Commercial Divisions. He will continue announcing Jack Benny and other shows . . . Frank Wright whose *Calo Pet Exchange* is on KTTV, has opened a local office of his Frank Wright National Corporation at the station . . . Alan Young and CBS-TV have parted. Comic will package and produce his own situation comedy series . . . It is not likely that NBC will buy the Palladium for a TV studio as reported . . .

★ ★ ★ ★

NBC-TV's *This Is Your Life* with Ralph Edwards as emcee, continues through the thirteen summer weeks under sponsorship of Hazel Bishop. The thirteen shows will be re-telecasts of favorite "Life" stories most requested by viewers . . . *Dragnet* and *Gangbusters* are hitting syndication route via NBC. *Dragnet* is to be re-titled *The Cop* and *Gangbusters* to be called *Captured*. *The Cop* comprises 48 films and *Captured* 26. Chester Morris will narrate opening and closing commentaries for *Captured*. Jack Webb continues on *The Cop*.

★ ★ ★ ★

New Douglas "three dimensional" effect receivers are equipped with a specially developed cathode ray tube of the 27-inch size which will deliver all presently telecast programs with a startling real "depth."



or not TV

By Isaac Robinson

At the wedding of a TV starlet, a newly-assigned newspaper reporter went up to a handsome young man and asked, "Are you the groom?"

"No sir," the young man sorrowfully replied, "but I wasn't eliminated until the semifinals."

Remember the Coronation Chair of the British Empire? You saw Queen Liz crowned in it over TV, but maybe you didn't realize it's a battered relic that has been used since 1274 and is covered with names and initials that have been carved in it over the years.

They have just finished a new mystery series and the film was being put into the cans when the producer suggested that they get a lot of reactionaries to attend the preview. "Reactionaries?" exclaimed his press agent. "What do you want reactionaries for?" "So we can get some reactions," answered the producer in all seriousness.

Thirty-four shows have been set by the *Comedy Hour* for the coming season. Jimmy Durante and Eddie Cantor will do ten shows each, Abbott and Costello will do seven, Martin and Lewis four, and Donald O'Connor will star in three. As of now the first show is scheduled for August 31.

Short definition of Walter Winchell's TV programs: 15 minutes of breathless commentary by America's favorite newsboy . . . Recommended for video sponsorships Edith Gwynn. The L.A. Mirror's Hollywood chatterer embodies three qualifications—she's an excellent writer, very attractive and has a fine voice. Edith would be an asset to any program as either an added attraction or the featured commentator.

The next time you see a war picture on TV, bear in mind that at the present rate it costs warring countries about \$100,000 for each foe killed in action. At the time Julius Caesar crossed the Rubicon, it cost 75 cents to kill a man. At the time of Napoleon the cost was about \$3000. During the American Civil War the bill was about \$6000. By World War I, the expense had skyrocketed to \$20,000, and in World War II it rose to \$45,000.

The Hal Roach Studio was shooting one of its wildest wild west TV specials and they hired some

real Indians from a nearby reservation to provide realism. The studio then rented teepees so the Indians would feel more at home and get into the genuine spirit of the picture.

When the Redmen arrived on the scene, their chief went to Roach and asked, "Who's going to put up the teepees?"

"Why, I think it would be just great if your braves would do it," answered the famous moviemanager.

"Mr. Roach," the chief said, "my men haven't the faintest idea as to how to put up those things." So the Indians were shown how to do the job—by a troop of Beverly Hills Boy Scouts!

Little Isaac says: Money won't bring you happiness, but you can be comfortable while you're unhappy.

Our favorite tune for the past few months has been "How Much Is That Doggie In The Window?" Nor will we soon forget Jane Kean's interpretation of this number during her and sister Betty's engagement at Ciro's. But these dog songs remind us of the story about a dog whose mistress entered a New York store and asked for instructions for making a sweater for her pooch. "How big is he?" the salesgirl asked. The woman began to make gestures indicating the dog's size. "Maybe you'd better bring him in," suggested the girl. "Oh, I can't," gasped the woman. "It's to be a surprise!"

I wonder whether Rita LaRoy knows that in China beauty shops are operated outdoors. On a stand in the street the operator gives manicures, facials and permanents in full view of all who may wish to see. In Russia, however, there are so few beauty shops that women frequently find it necessary to stand in line for hours in order to get the desired beauty treatments. A little more colorful, though less convenient, is the method customarily used in India where the operators work on house boats.

A mink-wrapped girl entered a Beverly Hills restaurant and when someone remarked about her coat, she said, "Oh—I got the mink wrap for a song." Joan Davis, hearing this, commented, "Looks to me more like an overture."

LEE DE FOREST — his studio tube made possible the television industry.

W.C. Fields went to Mexico, he wired a friend, "Having a great time — so they tell me." Another time, when the town he was visiting ran out of liquor, he wrote to a friend in the states, "We have lived for days on nothing but food and water."

The musical director was having a rough time of it rehearsing the new tenor. "I guess you think I'm a jackass," said the singer. "No, I don't," replied the director. "You would need two more legs and a better voice."

Few viewers realize the restrictions advertising agencies place on commercial programs. For example, on the *Armour* program the word "swift" would be replaced by "Quick," and on the *Philip Morris* show, the word "lucky" would normally take the place of "fortunate." On a *Heinz* show, the word "hunts" was changed to "seeks." Can you imagine the *Acme* beer show doing an old musical where it is necessary to sing "Eastside, Westside, all around the town," and the agency changing it to "Northside, Southside, etc."?

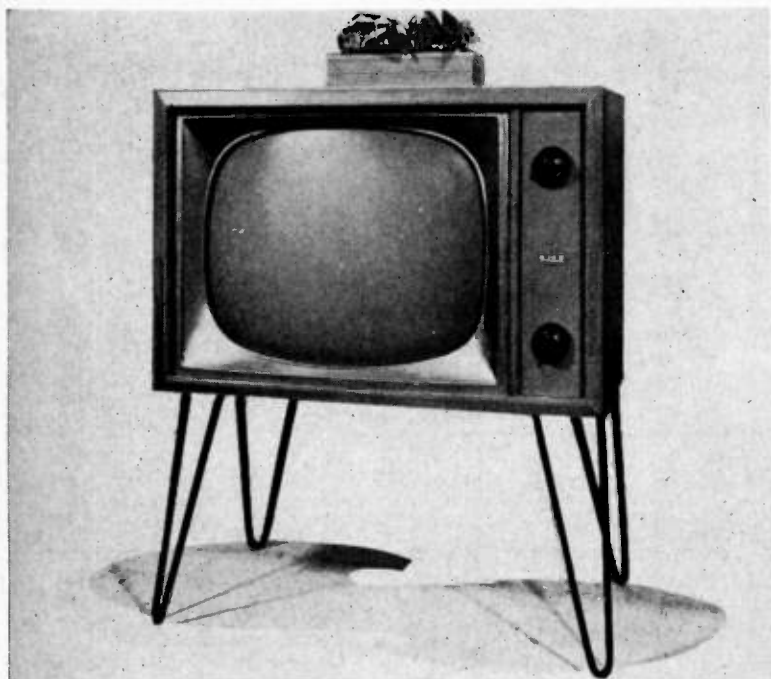
CBS statistics are very interesting: New York has 3,641,000 TV sets in ownership; California has 2,542,500 and Pennsylvania has 2,049,000. Nevada has 470, Montana has 25 and Wyoming 160.

27 INCH

R C A

LIC. TV

THE SIZE YOU'VE BEEN WAITING FOR!
THE PRICE YOU'VE HELD OUT FOR!



MONEY BACK GUARANTEE!

On The Following:

LOWEST PRICE 27" TV IN L.A.
EVEN INCLUDING OFF BRAND MAKES

★ ★ ★

SHARPEST PICTURE YOU HAVE EVER
SEEN ON ANY TV SET. THIS
INCLUDES ALL MAKES AND TYPES

★ ★ ★

NO EXTRAS NO SWITCHES

INCLUDES:

- WARRANTY
- INSTALLATION
- ANTENNA
- DELIVERY

\$ 299⁰⁰

THESE 3 CONVENIENT LOCATIONS

BIGG TV

2506 W. Washington
LOS ANGELES
REpublic 4-1181

GIANT TV

6161 Lankershim
NORTH HOLLYWOOD
SUnset 2-0689

MANCHESTER TV

2070 W. Manchester
LOS ANGELES
PLesant 3-1994

Centlemen Prefer Ladies!

By Rita LaRoy

(Star of *Glamour Session*, KTTV,
Tues., Thurs., 4 p.m.)

A seasoned actress of stage and screen, Rita LaRoy trains many of the nation's top fashion models. She has won two awards for her television productions.

Men of all ages from 6 to 60 are much more puritanical about "their" women than most young girls believe. Even a small boy may frown disapprovingly at his older sister's daring swimsuit. For any worthwhile man, his mother, his sister, his fiancee or his wife—all the women in his life—must be above reproach. They must avoid not only coarseness, but also the very *appearance* of it, lest they fail to do honor to "His Highness."

So the sensitive and intelligent girl who hopes for real happiness in life will think twice before she begins to accuse her mother of being old-fashioned. Saying that an older person is "old-fashioned" is sometimes only another way of saying that she is well-bred. And the finest men, those who can make the *best* husbands and fathers, sincerely appreciate the girl who is well-bred.

If a boy whose "friendship" seems important tries to coax a girl to go on wild parties, if he kids her about having to get home early, or is careless about protecting her reputation, this boy is no friend!

You can take it as a tested rule of life that *anyone* who is asking you to go against what *you* know is right, is wishing you



harm and is unworthy of friendship.

Boys may say "Wow!" when a girl walks down a city street in abbreviated shorts or a skimpy swimsuit, but a nice boy won't want that girl for a wife because she has made herself look cheap.

Ladies are properly dressed for all occasions and swimsuit or shorts are *not* proper attire except at a beach resort or on a tennis court. They are certainly out of place on a public bus or city streets. This is simply asking for trouble from the wrong kind of men.

Don't confuse notoriety with popularity. Almost always the high school girl who is trying to be sophisticated beyond her years with clusters of boys hanging around is the last to marry and usually draws a bad matrimonial lot.

On the other hand, we frequently see quite plain women adored by wonderful husbands. You may wonder what they see in them. I once asked such a man what qualities first attracted him to his wife.

"I think that the first thing I admired about her was her modesty," he said. "Frankly, I was sort of a big wheel

(Continued on Page 35)

FAN CLUB NEWS

Gentlemen:

I would like to introduce an active fan club called the "Howlin For Allen" fan club, started for Steve Allen, who is locally seen on WHAT'S MY LINE and who is currently starring in the Broadway production "The Pink Elephant."

For information about this club contact:

Marlene Zollen, Secretary
79 Francisco Avenue
Rutherford, New Jersey

She would only be too happy to gain new members on the West Coast.

Thank you very much.

Sincerely,
Theresa Marie Plant

I would like to have the following notice put in you Fan Club's column:

I would like to have all of the Presidents and Secretaries of all the fan clubs for Ken Mayer of "SPACE PATROL" contact me. This is very important. My address is 4233 W. Ave. 41, Los Angeles 65, Calif.

Sincerely,
Leslie Lupton, President
Ken Mayer Fan Club

Dear Sirs:

Anyone interested in joining the Del and Zel Gerbers, famous dance couple, fan club write to John P. Schwaba Accordion Studio, 11322 E. Garvey Ave., El Monte, Calif.

Mr. Del Gerber is the short man with the small mustache seen on Arthur Murray's dance review on the "HOLLYWOOD PALLADIUM SHOW," Channel 2 KNXT, Sundays at 5:30 P.M. Let me hear from all you dancers.

Sincerely,
John P. Schwaba
Monterey Park, Calif.

The Dinah Shore-George Montgomery Fan Club is constantly looking for new members. Everyone is eligible to join. Why don't you get in on three journals loaded with pictures each year, not counting two 8x10s, bulletins, contests, and pen pals.

We'll be looking for that post card requesting information. How 'bout doing it today?

Write: Kay Daly
3528 Greenfield Ave.
Los Angeles 34, Calif.

Thanks a million.

Sincerely,
Maurene Hart

Dear Sirs:

Readers who are interested in joining the Tony Lovello Fan Club the "Lovello-ettes," please contact me at the following address:

Barbara Bestland
2200 N. Orchard Drive
Burbank, Calif.

Since Tony is now in the army, we really need to get behind him.

Thank you,
Barbara Bestland

Who Plays the Role?

What stars portray the following characters on TV?
(Each correct answer counts ten points. Perfect score: 100.)

1. Ramar of the Jungle.....
2. Cmdr. Buss Corry (*Spact Patrol*).....
3. Range Rider
4. Mr. Peepers
5. Luigi (*Life With Luigi*).....
6. Rocky King
7. Kit Carson
8. Cisco Kid
9. Mike Barnett (*Man Against Crime*).....
10. China Smith

Answers on Page 38

Who Sponsors These?

Can you name the sponsors of these shows. (Each correct answer is worth ten points. Score 100 for a perfect record.)

1. Liberace
2. My Little Margie.....
3. Walter Winchell
4. Roberta Linn
5. Dinah Shore
6. Lawrence Welk
7. Life With Elizabeth.....
8. What's My Line?.....
9. Dude Martin
10. See It Now.....

Answers on Page 38

Where Do They Sing?

You can see these vocalists on television. Can you supply the titles of the programs on which they appear? (Give yourself ten points for each correct answer—and try for 100.)

1. Judy Johnson
2. Patricia Lynn
3. Jane Davids
4. Julius La Rosa.....
5. The King Sisters
6. Frank Parker
7. Mindy Carson
8. The Roguettes
9. Marion Morgan
10. Patti Page

Answers on Page 38

Give yourself ten points for each correct answer.
60 points is good
70 points very good
80 points super
90 points is excellent and 100 is perfect.

QUOTES!

HAL HUMPHREY, L. A. Mirror (on a clothing manufacturer's survey of opinions of clothes worn by TV stars): "What a joke . . . If Wally Cox gave up that 'baggy suit' and Arthur Godfrey quit wearing suits that look 'slept in,' both . . . would wind up on a Garry Moore panel show."

★ ★ ★ ★

DAN JENKINS, Hollywood Reporter: ". . . One more little item we can do without. The gum chewers. Their number is increasing, especially among the guests appearing on TV, and we wish them nothing but the worst of luck."

★ ★ ★ ★

HAL ROACH JR., TV film producer: "TV is now an important and well-paying business . . . I am now getting people to work for me that a couple of years ago I couldn't even get on the phone."

★ ★ ★ ★

JACK LAIT JR., L. A. Examiner: "TV has . . . drawn much of its writing talent from the ranks of the radio scribes—and while this might seem to be a very logical procedure . . . there are greater differences in the two techniques than you might think, and these differences have been responsible for some of the bad video scripts we've been afflicted with."

★ ★ ★ ★

SIG MICKELSON, CBS-TV director of news and public affairs: "The next time a major news story, equal in worldwide interest to the Coronation, breaks in Europe, we should have trans-Atlantic television . . . to replace jet planes."

★ ★ ★ ★

BUGS BAER: "Museum of Natural History went on television . . . with accumulative results. It is wonderful to get into a starring contest with Neanderthal Man. He doesn't bat a wink."

★ ★ ★ ★

JACK GOULD, N. Y. Times: "Real wit and humor are being supplanted by assembly-line corn and childlike charades . . . The criterion no longer is 'Is it funny?' Rather the criterion is 'Is it funny for television?' There is a vast difference."

★ ★ ★ ★

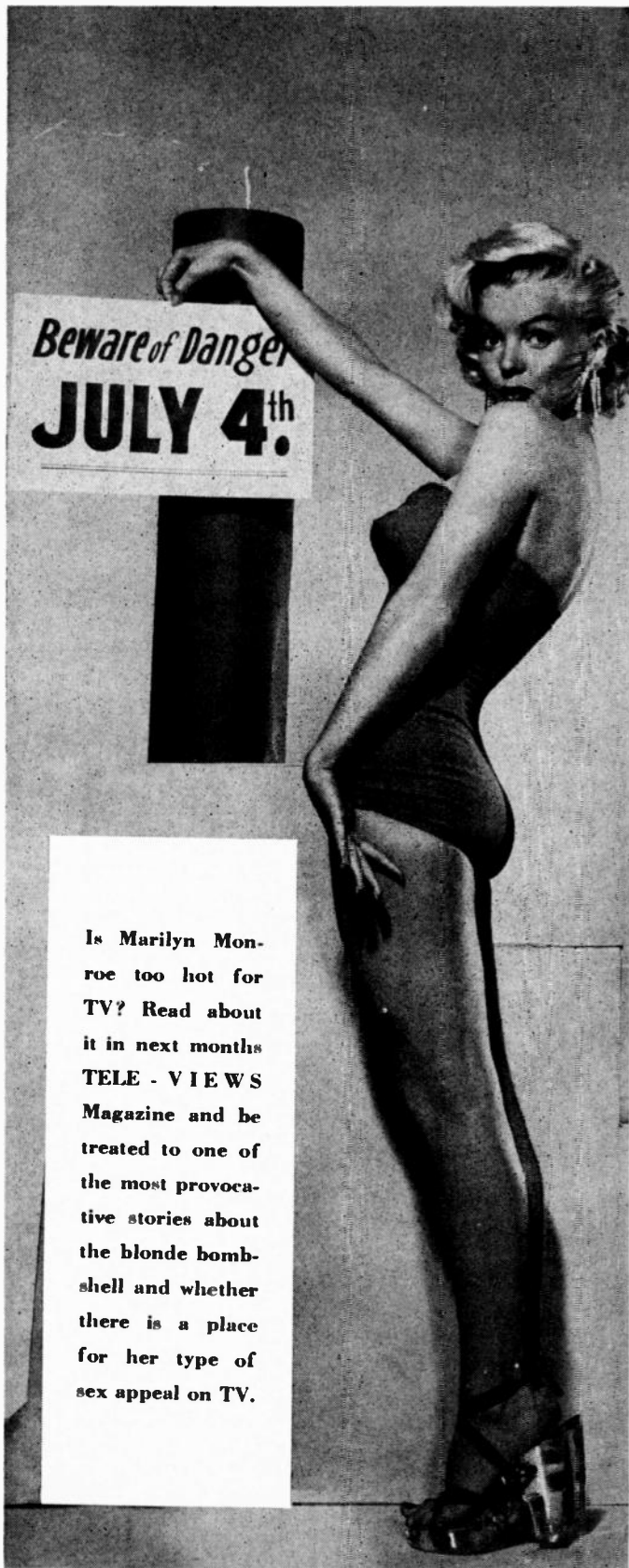
MIKE CONNOLLY, Hollywood Reporter: "A TV producer decided to go out of business. 'We'll sell everything to the bare walls,' he told his partner, 'then we'll have one game of handball, and we're through!'"

★ ★ ★ ★

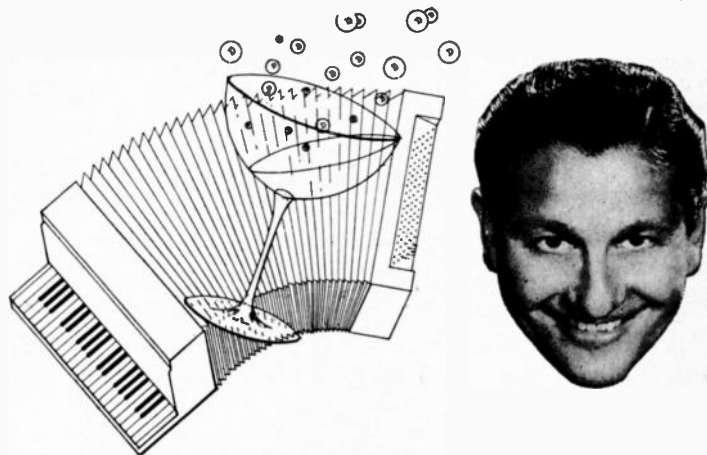
STEPHEN WHITE, Look Magazine: "Within the recent past I have witnessed three television shows that sought to wrench laughter from their audiences by means of that homely instrument known as the 'plumber's friend' . . . Television has now progressed from the plunging neckline to the plunger."

★ ★ ★ ★

JACK GEYER, L. A. Times: "Many years ago children used to recite nursery rhymes . . . Today's children, weaned on TV, chant like tobacco auctioneers, wail little songs about soap and refuse to drink their . . . orange juice unless they know the brand name."



Is Marilyn Monroe too hot for TV? Read about it in next month's TELE-VIEWS Magazine and be treated to one of the most provocative stories about the blonde bombshell and whether there is a place for her type of sex appeal on TV.



WELK-O-GRAM

By Dorothy Lambert

The Welk-O-Gram is the Lawrence Welk Fan Club news. It is necessary to have an official membership card to take part in the Fan Club activities. To become a member, for which you will receive an accordion pin and official membership card, send 50c with your request for membership to:

LAWRENCE WELK FAN CLUB
3543 Poynette, La Crescenta, Calif.

CHAMPAGNE DATE

The LAWRENCE WELK FAN CLUB will hold a picnic for all members and their families at Griffith Park Picnic Grounds on July 25, 1953, at 1:00 p.m. There will be a lot of fun for everyone and you'll enjoy knowing the "Champagne Gang" better. **BE SURE TO BRING YOUR MEMBERSHIP CARD AND YOUR LUNCH.**

• NOTE FROM LAWRENCE

"Your loyalty to me and the Champagne Orchestra means so much to us. It's hard to find words to express my appreciation for voting for me in the TELE-VIEWS Personality Poll. Thank you, and believe me, it comes from my heart."
Lawrence Welk

• FAN CLUB MEMBERS

Whenever you have a spare minute, remember every card or letter you write the disc jockeys means more Champagne Music on the radio.

THE CHAMPAGNE LADY, WHO WILL IT BE?

Telev viewers have recently been viewing the Lawrence Welk show with much added interest and enthusiasm. All are anticipating the final selection of the Champagne Lady, who will portray the feminine version of Champagne Music's Bubble and Bounce.

Aileen Stanley, Jr. is the cute personable blond, whose novelty tune "Jelly Roll" was well accepted on the Television show. Aileen presents a song well and has been welcomed by Champagne Music fans.

Alice Lon is the little brown haired girl, whose eyes sparkle with personality. Her voice has a lilt and she sings right to you. Either of these girls could easily slip into the spot of "Champagne Lady."

Others are yet to be heard from before the "One" is chosen to bring the feminine song of Champagne Music into your home. Your letters are the deciding factor.

Comedians Are the Funniest People . . .

FRANK LOESSER (famous composer): "Edith Piaf always looks like she's ironing shirts for the wrong guy."

FIBBER MCGEE to MOLLY: "They met in a revolving door and started going around together."

ROBERT Q. LEWIS to a young lady who said she'd been dancing since she was four years old: "You must be tired."

WILL ROGERS: "America never lost a war or won a conference."

ED WYNN: "She's like a photo—overexposed and underdeveloped."

BEN BERNIE: "When I arrived in Florida I was greeted with great news. They had discovered land on my property."

JIMMY DURANTE (about his hair): "Dere's not much dere, but every strand has a muscle."

ARTHUR GODFREY: "A friend of mine sent his wife and kid off on a vacation, then discovered that she'd taken the only key to the mailbox. So he wired her—and she mailed him the key."

JACKIE MILES: "I borrowed \$100 from a loan shark, paid back \$312, and I still owe \$410."

GEORGE JESSEL (scanning the menu at a drugstore where sandwiches are named after celebrities): "The food isn't very good here, but I do know everyone on the menu."

GROUCHO MARX (when a celebrity approached him and asked whether Groucho remembered him): "I NEVER FORGET A FACE, BUT IN YOUR CASE I'LL MAKE AN EXCEPTION."

JACK BENNY: "Hors d'oeuvres is a ham sandwich cut into forty pieces."

EDDIE CANTOR: "I know a drive-in theatre which shows movies for adults only. No car less than twenty-one years old is admitted."

JOE FRISCO (as quoted by Columnist Earl Wilson. Frisco had lost an election bet even though he had bet on Eisenhower): "I had him to place."

W. C. FIELDS (while suffering from a nasty hangover): "Do I want a Bromo Seltzer? Gosh, No. I COULDN'T STAND THE NOISE."

"MY MOST EMBARRASSING MOMENT"

By Norma Gilchrist

My most embarrassing moment occurred several years ago on TV when I was delivering a commercial for a department store on *Helpfully Yours*. It involved what is commonly known as a fluff.

It was my intention to describe a white quilted bed PAD as such. But what came out instead, and as quite a shock to me, was BED PAN. I promptly got an uncontrollable seizure of giggles, feeling very foolish. Only the quick thinking—and talking—of Bill Leyden, who was working with me, saved the day.

Needless to say, I heard about this one for quite some time!

READER'S VIEWS

(Continued from Page 10)

Dear Editor:

I thought I'd like to write you a letter inasmuch as I enjoy your magazine so much—it is my favorite of all the TV magazines on the market.

How's about doing an article on my favorite singer, Mr. Chet Fisher? His song-styling is dynamic. You don't see any looks of pain on his face when he sings!

I was very fortunate and "caught" him in one of his personal appearances and believe me, those television cameras don't begin to do his handsome appearance justice, nor does

that wonderful voice of his sound as thrilling. Man, I want to be quoted—that Chet Fisher is sensational!!!!

So be a good Joe—let's have a big article done on him. You'll be pleasing me and his many, many friends.

Thanks a lot.

Lorraine Pool,
Van Nuys.

Dear Editor:

Please do a story on Mary McAdoo and her friend, Bingo—two very lovely ladies we would like to know more about.

Mrs. Jack Brock,
Bell, Calif.

I especially like Ramar of the Jungle. The liberties taken do not distort the truth too much. Having spent many years in the South African Veldt, I can speak with some authority. An incident which you will probably not see on TV is a wild animal in a drunken condition which is not an infrequent occurrence. Many animals seem to enjoy this state, which they accomplish by eating fermented

fruits. Like the higher forms of life, some animals become almost comical while others want to fight anyone that may get in the way.

Jack Greenberg,
Los Angeles, Calif.

Eddie Cantor deserves an award for his last TV show. It was one of the best I have ever seen from beginning to end. The humor and pathos of the program struck a responsive chord in me. We should have more of Eddie Cantor and Jack Benny.

J. Stone,
Beverly Hills, Calif.

Some of those television producers should get their heads examined. They must think that we, the audience, are a pack of fools to foist such stupid uninteresting programs on us. If they can't get the right directors and producers, they should stay off the air. As for me, I patronize only the products of the good shows.

Marion Feld,
Los Angeles, Calif.



Tune in the top daytime TV show in Los Angeles!

"OWL STAR TIME"



with Gene Norman

KHJ-TV • Ch. 9 • 4:00-4:30 • Mon. through Fri.

sponsored by

OWL DRUG STORES

YOUR TV QUESTIONS ANSWERED

This is the second installment of important questions that the TV set owner wants to know most when he has repair problems.

These questions and answers have been compiled by CORES as an aid to the public.

By Bill Scott

President, Council of Radio & Electronics Servicemen

- Q:** *When my radio fails to work I usually take my tubes out to have them tested. Should I employ the same procedure with my TV set?*
- A:** No! It is not advisable for many reasons. There are many tubes in your set which have the same type number, but which will not operate properly when they are put back in the many different sensitive circuits which comprise the video portion of your set. Your set was aligned and adjusted at the factory according to the sensitivity of each tube at the time they were placed in each individual circuit. Changing them about may upset these delicate adjustments. Testing of TV tubes in a tube tester in over 90% of tube troubles is of no value. With regards to intermittent or noisy tubes or "leaky" tubes, the best way to handle this condition is by direct replacement. These tubes usually will test perfectly good and still be bad.
- Q:** *When my set failed to work I looked in the back of the set and found that one of the tubes was not lit. I replaced it with a new one and when I turned the set on it started to smoke. Why?*
- A:** The obvious reason is that the tube was "blown" because some part or parts were defective in the set. By replacing the tube the condition was made worse by causing other parts to burn up a little more. By not calling in a technician to correct this trouble, you just make your repair bill a little more costly, besides throwing away your money by burning out another tube.
- Q:** *Is it safe for me to remove the back of my set for the purpose of removing tubes to be tested or to clean the picture tube?*
- A:** No! It is very dangerous for several reasons. It is important to remember that very high voltages anywhere from 10,000 to 30,000 volts remain stored up in your set even though the set is switched off and the AC plug is disconnected! These high voltages can be fatal depending upon the physical condition of the person exposed to the shock. Serious burns to the hands when touching hot tubes is another danger. Striking the neck of the picture tube accidentally can cause it to implode, resulting in very painful injuries. It is imperative that no one but a qualified technician who is experienced in these matters should service your set.
- Q:** *What causes "ghosts" on a screen?*
- A:** "Ghosts," or second images, are very often the fault of the antenna or of the location of the set.
- Q:** *Could there be any other reason for "ghosts?"*
- A:** Yes. Certain defects within the set could cause them. However, these defects are rare and can be immediately recognized, since good reception is usually enjoyed before the trouble occurs.
- Q:** *If "ghosts" are usually the fault of the antenna or of the set location, can they be cured easily?*
- A:** Usually they can—by changing the antenna system or shifting the set. Your television service engineer can quickly detect the cause of the trouble, and take proper action.
- Q:** *Should I expect variations in reception when I move from one location to another?*
- A:** Definitely yes. Receiving conditions can be entirely different in locations only twenty feet apart!
- Q:** *Which gives better reception, an outdoor or indoor antenna?*
- A:** An outdoor antenna.
- Q:** *But if my set is near a TV transmitting station, won't I get good results from an indoor antenna?*
- A:** You probably will—in any event you'll get a strong signal. But if the transmitter is located within a city, you may not get a clear signal because of the electrical interference.
- Q:** *What are the causes of interference?*
- A:** Diathermy machines, radio transmitters (both amateur and commercial), airplanes, sun lamps, auto ignitions, sparking electrical devices, and atmospheric conditions.
- Q:** *Is interference on my set difficult to correct?*
- A:** Yes, and it usually requires the service of your television engineer to efficiently track down the source of it. Interference is one of the most frequent service problems.
- Q:** *Aren't free "courtesy calls" a part of the service I should expect from my serviceman?*
- A:** Actually, no. You cannot expect a television service engineer to make a free service call any more than you can expect a doctor to make a free house call. Your service engineer is paid by the hour for skill and ability, which is at your command for a very moderate cost.
- Q:** *Sometimes I have to wait quite a while for the TV serviceman to arrive. How come?*
- A:** Simply because he must finish jobs elsewhere before he can get to you—and skilled service takes time. When the service engineer arrives at your home, note how deliberately he works, how carefully he diagnoses the trouble, and how surely he makes the necessary repairs. He is an expert; and expert service cannot be rushed.
- Q:** *Why do you call a television serviceman a "television service ENGINEER?"*
- A:** Because he is one. He has had a minimum of four years of highly-specialized training in electronics and television maintenance: two years of study, and two years of supervised field work. This thorough training has enabled him to expertly diagnose and repair the vastly complicated instrument that is your television set.

-CORES-

Council of Radio & Electronic Servicemen

Webster 3-8529

"Responsible Sales . . . Responsive Service"

The dealers listed below are members of local associations in their area. These organizations are affiliated with CORES, and acknowledge the rules and regulations that Cores has formulated for the benefit of individual TV set owners.

Visit these responsible dealers when purchasing TV sets.

FOR SERVICE ALWAYS CALL A CORES DEALER.

ALHAMBRA

BENEV ELECTRONICS
215 E. Garvey
AT 9-4188 N-E-CS

ARTESIA

LEE'S TV & APP.
12005 E. Carson
TO 5-2250 CS-S

BELL GARDENS

ADAMS RADIO
7600 Eastern Ave.
TO 2-2567 N-CS-S

BEVERLY HILLS

BEVERLY TV & RADIO CO.
8413 Beverly Blvd.
CR 1-7415 CS

UNITED WESTERN RADIO & TV
LABS
5247 W. Adams
WE 3-8517 N-E-SS

CLAREMONT

TELE-TRONICS
114 Yale Ave.
PH 5-2507 CS-S

CULVER CITY

CARL & BOB'S RADIO SERVICE
6035 Washington Blvd.
VE 8-0216 CS
MR. "TV"—KILMAN ELEC.
4327 Sepulveda
EX 7-2768 CS-S-E
UNITED WESTERN RADIO & TV
LABS
5247 W. Adams
WE 3-8517 N-E-SS

HAWTHORNE

TROYS CITY TV SERVICE CO.
469 No. Hawthorne Blvd.
OSborne 6-6807 N-SS-E

HOLLYWOOD

A. REYNOLDS TV
705 N. Vine St.
GRanite 6129 N-SS-S-E

HUNTINGTON PARK

AUTO ELECTRIC RADIO SERV.
2507 Randolph St.
LO 4557
WHEEL TV
2528 E. Stauson
LU 7161 N-CS-S

LONG BEACH

GARNER TV
808 W. Willow
40-1847 N-CS-E-S

LOS ANGELES

4 CALIFORNIA TV SERVICE CO.
239 No. Vermont
DU 2-1183

5 CHEVRON RADIO & TV
549 S. Western
DU 3-9186 N-E-CS-S

16 UNITED WESTERN RADIO & TV
LABS
5247 W. Adams
WE 3-8517 N-E-SS

18 BIGG RADIO & TV
2506 W. Washington Blvd.
PA 1181 N-S

19 MID CITY TV
5261 W. Pico
WE 1-1007 N-E

22 THE CRAFTSMAN RADIO & TV
SERVICE
5915 Whittier Blvd.
UN. 1-6133 CS

22 EAST SIDE TV SERVICE
4954 Whittier Blvd.
AN 9-6902 N-SS-E-S

31 FRANK GODOY TV SERVICE

2422 No. Broadway
CA 2-2698 NS-CS-S

31 J. R. CHIBARO
122 W. Avenue 33
Capitol 1-6551 N-CS-S

32 DICK'S TV
3107 No. Eastern Ave.
CA 2-3062
CA 2-3074 NS-CS-S

36 PAUL S. LIGHT TV
625 No. LaBrea
WE 8-5070 CS-S

37 H. R. CHAPMAN SERVICE CO.
509 W. Vernon Ave.
AD. 1-9375 CS

42 A & S TV
5036 York Blvd.
AL 9962 NS

42 PAGE TV SERVICE
5056 York Blvd.
Albany 1835 N-SS-S

43 COMMERCIAL TV SERVICE
2424 W. Slouson Avenue
AXminster 5159

44 VERN'S TV
7701 So. Normandie
PL 1-0278 CS

47 LENARD'S TV
9120 So. Western Ave.
PL 2-7760 CS-S

47 THRIFT RADIO & TV
7723 So. Western
PL 1-2032 NS-CS

48 BEVERLY TV & RADIO CO.
8413 Beverly Blvd.
CR 1-7415 CS

59 AUGUSTINS RADIO & TV
11311 So. Central Ave.
LO 9-2985 LO 6-3888

65 C & H RADIO & TV SALES AND
SERVICE
2807 No. Figueroa
Capitol 6705 N-CS-S

MAR VISTA

HAM THE TV MAN
12103 Venice
EX 7-5672 CS-S-E

MONTEBELLO

COMBO SALES & SERVICE
3527 W. Beverly Blvd.
UNderhill 0-3781 N-CS-S

POTTS RADIO
114 6th Street
UN 1-5317 N-CS-S

MONTEREY PARK

POTTS RADIO
114 S. 6th St.
UN 1-5317 N-CS-S

NORTH HOLLYWOOD

GIANT TV
6161 Lankershim Blvd.
SU 2-0689 NSS-E-S

NORWALK

JASON'S RADIO & TV
11915 E. Firestone
TO 4-4706 N-CS-E-S

ONTARIO

ART TRAIN
123 East "A" St.
633-233 CS-S

PALMS

A. M. WARDELL RAD., TV & ELEC.
10425 Venice, West of Motor
VE 8-0976 N-CS-S

POMONA

PRECISION TV SERVICE
110 Kodota Ave.
LY 2-6412 CS-E
ROMO RADIO & TV
1079 So. Garvey Ave.
LY 9-2862 CS-E

PICO

B & H TV
9561 E. Whittier
OX 9-3711 N-CS-S

SAN PEDRO

WILLIAMS RADIO & TV
106 No. Gaffey
TE 3-1396 CS-S

SANTA MONICA

CLEF TV & APP.
1642 Ocean Blvd.
EX 93224 N-CS-S
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EVERYBODY'S NEIGHBORS

By Elizabeth Shelley

"That's what we are," said Vivian Vance, "everyone's neighbors. When I'm out with Philip Ober, my real husband, people look at us and whisper 'Look at Ethel Mertz out with another man. Do you think Fred knows?'"

"People stop me on the street and ask me 'Where's Ethel?'" chuckled Bill Frawley. "I always tell them she's at home doing my laundry."

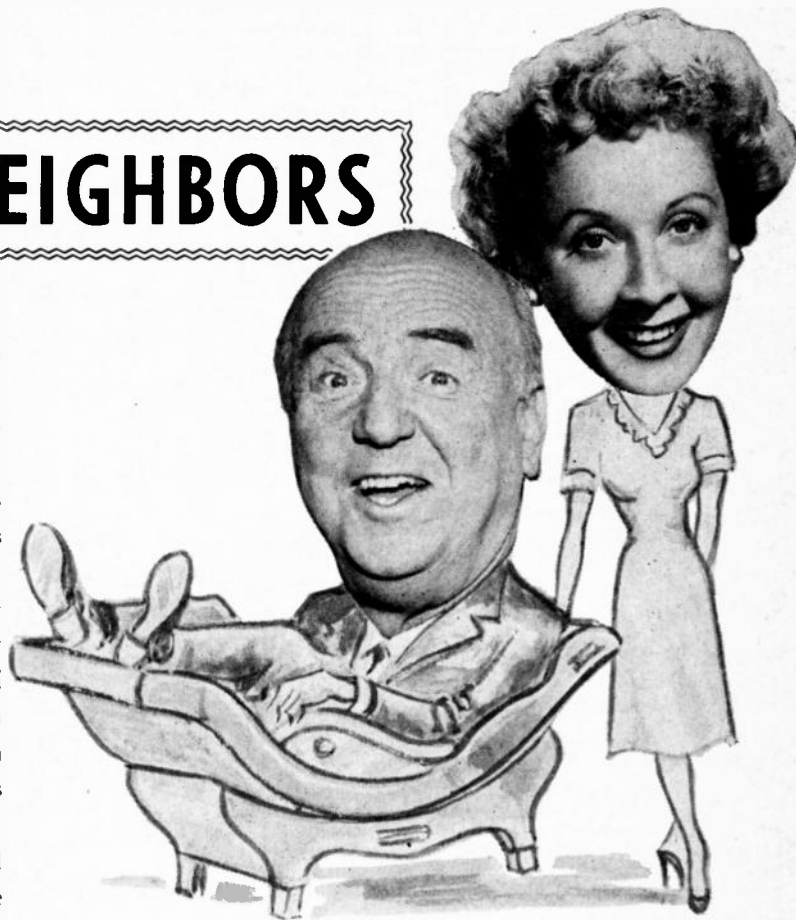
Because of the nationwide popularity of (KNXT's) *I Love Lucy* show—on which Viv and Bill, as the Mertzes, portray the neighbors and closest friends of Lucille Ball and Desi Arnaz—the pair have become "neighbors" to every TV fan in the U.S.A. Oddly enough, Vivian and Fred are both from New York where each lived next door to people for years and remained complete strangers to them.

"I have to be neighborly now," Bill said, "and if I had my choice neighbors, it would be Toots Shor's on one side and the Yankee Stadium on the other. I've got credit at Toots' and a pass to the ball park." In fact, Bill is such an avid baseball fan that he now owns a slice of the Hollywood Stars ballclub, or "vice-versa," says he. "I haven't been able to figure out which way it works yet." In the active sports department, he plays what his opponents consider a mean round of golf.

"I have the most wonderful neighbors in the world, now," Vivian said. "We have a ranch in New Mexico where we raise acres and acres of relaxation. Our neighbors there are just the kind we like as ranchhands. At my home in Huntington Palisades I'm just as lucky. We visit over the back fence, borrow back and forth and do all the things neighbors are supposed to do. I never knew it could be so much fun."

"Ha!" Bill snorted. "You'll never be really happy until you move next door to the Farmer's Market. Do you know that she eats lunch there every day? And she's always bringing food here to the set, and we all stuff ourselves at rehearsals. I never turn any of it down," Bill sighed.

"I used to watch my figure," he continued, "but I've decided to let Mother Nature watch it from now on. I think she's been looking the other way lately," Bill said, patting a small bay window gingerly. "Incidentally, Viv is a wonderful cook; the true housewife type."



"Yes, and I love it," Vivian confessed. "I'm from a large family and I'm not happy unless there are loads of people at my table eating their heads off. We have no children of our own, but there are always plenty of 'em at the table. I have so many nieces and nephews. I feel sorry for people who don't like youngsters. They miss so much."

"I've been missing it, and on me it feels good," Bill grunted.

"The sentiment of a true bachelor," scoffed Vivian. Then she went off on another track.

"You know," she said, "Bill and I have both done lots of musical comedy on Broadway as well as stock and movie work. For my part, I thought I had quit the stage forever when we moved to New Mexico from New York. For three years I just vegetated, and loved every minute of it. Then I was offered a lead in 'The Voice of the Turtle.'"

"I almost turned the offer down, and what if I had?" Viv wailed. "Desi Arnaz was in the audience one night and decided that I was the one to play the role of Ethel in the new TV show that he and Lucille Ball were planning. Think of the fun I'd have missed."

The multitudes of *I Love Lucy* viewers would have missed a lot, too. It's hard to imagine anyone as perfect for the roles of Ethel and Fred Mertz as Vivian Vance and Bill Frawley.

"THIS HOUSEWIFE THINKS"



By Juanita Beatty

It is time for some of the "bad taste" commercials to go. I find the scientific terminology and microscopic slides quite revolting, and believe you me, I do not stand alone. Heavenly days, if they keep this up, we shall all be developing something new in complexes.

While I am on the subject of commercials, I may as well make a clean sweep of what I feel about long, drawn out and overdone commercials. High pressure selling does not always work. At times, I really try to enjoy the commercials, and I do, on well done and meaningful ones. Too, I realize the importance of a sponsor. No sponsor—no show. But gad, when I see or hear a few seconds of a show, and then a commercial and another and on and on, I have completely lost the thread of what preceded all of these "glorious products." I do hold faith that these tremendous faults will be adjusted in not too long a period. A case in point, is a new TV commercial. This bath soap protects you for three days. Does that mean you can now cut down on your baths? I did laugh, when I heard this one.

Bill Leyden of KNXT's Musical Chairs is a refreshing emcee. He typifies the "parlor comic." But being a professional entertainer, his style and performance is so natural and enjoyable. Not the usual "between the eyes" style comic. As a TV viewer, I nominate this boy for Tele-Views annual awards in 1954, as favorite Quizmaster, Think it over!

For the past three weeks, I've been watching the Richfield Oil, "Success Story." It has always been a most interesting and educational half-hour of television. My point in mentioning these past three weeks, is due to a newcomer to the show, namely the Master of Ceremonies, KEN PETERS. This gentleman, has added sincerity and dignity to this quality show. His natural charm is a delight to behold. Watch him, Friday at 7 on Channel 11.—KTTV.

Reams have been written about the one and only, LIBERACE. Still I want to say what a thrilling artist, I think he is. Isn't it a pleasure to be able to view his weekly show? To me, it is the most artistic show we have. The staging, lighting effects and magnificent

musical arrangements by Gordon Robinson, plus George's violin, and the wide variety of numbers, is more than enough to please all. It is a happy thought, to know people all over our nation, are now able to share this gloriously-packed half-hour of joy with us.

PUTNAM'S BOUNCING BACK

(Continued from Page 18)

of a few days, he accepted the "Favorite Newscaster" trophy at the TELE-VIEWS award presentations at Ciro's and won a citation from the National Council of Christians and Jews for his work in the furtherance of brotherhood. He generously credits his success to the 30 other people at KTTV who, he says, are responsible for putting him on the air every day.

The Putnams—George, wife Ginny, who's a former top-ranked New York model, and their 18-month-old Jan Noel—live modestly in a rented apartment not far from the KTTV studios. "I decided in 1935 that I wanted to be a news reporter," George says, "and I never have changed my mind."

UNMASK YOUR TV STAR'S CONTEST WINNERS

Evelyn Schlamp
North Hollywood, Calif.
Linda Fulford
Montebello, Calif.
Mrs. H. E. Bennett
Coachella, Calif.
Mrs. Mead R. Johnson
Culver City, Calif.
Irene Wood
Long Beach, Calif.
Mary Harper
Santa Monica, Calif.
Betty Payne
Sun Valley, Calif.
Cora Johnston
Culver City, Calif.
Lillian Simmons
Redondo Beach, Calif.
Eileen Ross
Culver City, Calif.
Patti Nolan
Gardena, Calif.
Valerie Winkle
Rolling Hills, Calif.
Cathy Cornell
Gardena, Calif.
Vesta Schwarz
L. A. 62, Calif.
Janice Scott
Los Angeles, Calif.
Pat Johns
Riverside, Calif.
Janet Roosa
Glendale 6, Calif.
Delores Curry
Pasadena, Calif.
Lynda Ann Young
Lemon Grove, Calif.

GENTLEMEN PREFER LADIES!

(Continued from Page 28)

on campus. I was a half-back on the football team and the bolder girls threw themselves at me as they do at all football heroes. When we went swimming they wore as little as they could without getting arrested.

"My wife was a girl I hardly knew at that time but she wore almost the only one-piece, really modest swimsuit on that section of the beach. I thought to myself, 'Gee, that's a nice girl. She's behaving the way I'd like my wife to act.'"

So remember, it's not only the "older folks" who want girls to dress and act like ladies. Men may whistle or stare at the daring girls, but the simple truth is that *gentlemen prefer ladies!*

FROM THE MOUTHS OF BABES

TELE-VIEWS, upon publication, will give a beautiful gift to each mother who sends in a bright TV saying of children.

"Recently I was a guest on 'Helpfully Yours' TV show and was heavily made up with dark powder and glamorous lips. I rushed home immediately after, without removing my makeup and when my 6-year-old daughter, Sharon, saw me, she asked if the lipstick would come off. To this, I answered that I didn't know; whereupon she said, 'Kiss me and let's find out.'"

Mrs. Pauline K. Mells
Culver City, California.

"Johnny's mother gave birth to a little baby girl and Johnny said he would rather it had been a little baby brother. 'Why,' I asked, 'Would you rather have a brother than a sister?' And Johnny answered, 'Because then we could watch Hopalong together and all the action TV shows.' Then I said, 'Why don't you exchange her for a brother?' And Johnny replied, 'We can't do that. WE'VE USED HER FOR THREE DAYS ALREADY.'"

Mrs. Alice Blume,
El Monte, Calif.

"Little Mildred was making so much noise during the recent coronation telecasts that when we tried to shut her up, she said, 'First you teach me how to talk, now you want me to keep quiet.'"

Mrs. Nancy Stearns,
Los Angeles, Calif.

This is the conversation that occurred at my home last Wednesday.

Gwen: "Mommy, what do the angels do in heaven?"

Mom: "They sing and play the harp."

Gwen: "Gosh ma, haven't they any TV sets?"

Mrs. August Hamm,
Burbank, Calif.

The show depicted a Yuletide spirit, I turned to little Angel and asked, "Do you know why the bells ring at Christmas?" And the sweet child replied, "I guess it's cause someone is pulling the rope."

Mrs. Martin Strauss,
Los Angeles, Calif.

MORNING AND AFTERNOON PROGRAMS

8:00 4 Ask Washington	11:00 13 Mike Roy Kitchen	4 Welcome Travelers	4 Mary McAdoo (M, W, F)
8:30 4 Mrs. U.S.A.	2 Freedom Rings (Tu, Th)	7 Movie (12:20)	13 David Street Music
9:00 4 Star Salon (M, Tu, Th, F)	11:15 2 Coffee with Coates (M, W, F)	11 Sheriff John	11 Star Shopper
4 Big Picture (W)	11:30 2 Art Linkletter	9 News	2:15 2 Guiding Light
2 I'll Buy That	4 Foods for Thought	1:00 2 Strike It Rich	2:20 7 News
4 Ding Dong School	12:00 13 Mike Roy Kitchen	11 Chef Milani	2:30 2 Arthur Godfrey (M, Tu, W, Th)
9:45 2 Film (Th)	2 Big Payoff	9 Crosbys Calling	4 Bill Stulla
10:00 2 News	4 Break Bank	1:30 2 Bride & Groom	11 Gwen & Lorraine (MWF)
2-4 Morning Movie	11 Norma Gilchrist	7 Mercedes Gaffney	11 B. Leyden's Theater (Tu, Th)
10:30 7 Video Views	12:15 7 News	4 Ladies Choice	2 Ladies Will Win (F)
10:45 2 Star Hostess Party (W)	12:30 13 Betty White	1:45 2 Search for Tomorrow	
7 Morning Movie	2 Mercedes Bates Show	13 Betty White	
13 Public Service Film	9 News	2:00 2 Love of Life	
		9 Mama Weiss	

★ ★ EVENING PROGRAMS ★ ★

SATURDAY		SUNDAY		MONDAY		TUESDAY	
10:15 7 Sagebrush Theater	11 Mystery Theater	13 Time For Music	7 Cisco Kid	11 Art Linkletter	7 Owl Movie	7 World Church	6:00 2 Laurel & Hardy
10:30 5 Music	13-5-9 Movie	11 Water Carnival	11 Little Theater	7 Gordon's Garden	7 World Church	7 World Church	4 Peanut Circus
4 Burbank Parade	2 You're Never Too Old	13 United Nations' Film	9 Little Theater	5:15 13 United Nations' Film	13 Owl Movie	13 Owl Movie	4 Eye Witness
10:45 5 Recorded Music	4 Alvino Key Show	5:30 4 Tex Williams	11 Window on Washington	2 Gene Autry	7 World Church	7 World Church	5 Cowboy Thrills
11:00 5 Movie	10:30 11 Film Short	13 Freedom Forum	5 Time for Beany	2 Better Living Theater	11 International Interview	11 International Interview	7 News
11:30 7 Baseball of Week	2 Peter Potter	7 Better Living Theater	9 Craig Kennedy	2 TV Theater	4 Eye Witness	4 Eye Witness	9 Movie
11:45 11 Music & News	11:00 4-5-7-11 Movie	9 Movie	7 Kit Carson	9 Movie	11 Movie	11 Movie	11 Thunderbolt
12:00 5 Movie	11:30 13 Al Herman Show	5 Wild Bill Hickok	4 Bob and Ray	5 Wild Bill Hickok	11:00 4 Cinema Carnival	11:00 4 Cinema Carnival	7 Sheriff John
4 Social Security	12:00 13 Movie	7 Texas Wrestling	11 March of Time	11 20 Questions	5 Final Edition	5 Final Edition	13-2 News
9 The Christophers	11 Circus Gardens	2 Arthur Murray-Guests	5 Your Hidden Talent	6:30 2 Arthur Murray-Guests	11:15 5 Tele-Vespers	11:15 5 Tele-Vespers	5 Flyboy
12:15 4 Farms and Gardens	12:15 5 News	4 Roy Rogers	9 News	11 Your Big Moment	11:30 2 Late Show	11:30 2 Late Show	4 Hawthorne & News
12:30 4 Farms & Gardens		13 Movie of Week	7:45 4 News	11 Your Big Moment	11:45 13 Late News	11:45 13 Late News	11-13 News
12:45 9 Baseball Warmup		5 Eastside Kids	9 News	11 Your Big Moment			2 USA Canteen
1:00 4 Cinema Carnival		11 Red Skelton	8:00 9 News	11 Your Big Moment			5 Handy Hints
9 Baseball		2 Stork Club	2 Talent Scouts	11 Your Big Moment			4 It's A Good Idea
1:15 11 Movie		7 Home & Fashion Show	4 Winchell & Mahoney	11 Your Big Moment			13 Film Playhouse
2:00 7 Sagebrush Theater		11 Noah Webster Says	7 You Asked for It	11 Your Big Moment			2 Range Riders
2:15 5 Movie		2 What's My Line	11 Jeffrey Jones	11 Your Big Moment			5-9 News
4 Big Picture		4 Mr. Peepers	5 Bike Races	11 Your Big Moment			7 Beulah
3:15 9 Dug Out Dope		5-7-11 Movie	8:15 9 Baseball—Harmon	11 Your Big Moment			11 Ramar of Jungle
3:30 4 American Inventory		7:45 13 Surprise Theater	13 Movie	11 Your Big Moment			7 Little Theater
7 Stu Erwin		8:00 4 Big Payoff	9 Photography Is Fun	11 Your Big Moment			9 Short Short Drama
3:45 5 Movie		2 Palladium Party	2 Burns & Allen	11 Your Big Moment			5 Time for Beany
4:00 4 Waggy Wangeheim		13 Western Cavalcade	4 Voice of Firestone	11 Your Big Moment			4 Dinah Shore
7 Beulah		2 Take A Guess	7 Superman	11 Your Big Moment			2 Your Claim to Fame
4:15 11 Comedy Cameos		7 Drama	11 Wrestling	11 Your Big Moment			9 Town's Talent
4:30 2 Learning '53		11 Voices of Victory	2 Love Lucy	11 Your Big Moment			5 Roberta Linn
7 Sky King		2 Toast of Town	4 Meet Press	11 Your Big Moment			7 Name's the Same
13 Public Service Film		4 TV Theater	7 Film Short	11 Your Big Moment			11 ChevroneTheater
4 Rodeo Roundup		11 Short Story	9 Professional Boxing	11 Your Big Moment			
11 Movie		7 Walter Winchell	7 Film Short	11 Your Big Moment			
4:45 13 Film		5 Bandstand Revue	10:00 2 Johnny Carson	11 Your Big Moment			
2 Space Hopper's Matinee		11 Front Page Detective	7 Film Short	11 Your Big Moment			
5 Man's Best Friend		7 Orchid Award	10:30 2-7 News	11 Your Big Moment			
7 Tootsie Hippodrome		9:30 11 Rocky King	4 City Detective	11 Your Big Moment			
9 Movie		7 Wash. Calling Calif.	9 Newspaper of Air	11 Your Big Moment			
5:30 5 Fighting West		9:45 7 Movie	5 At Ease	11 Your Big Moment			
7 Space Patrol		10:00 2 Your Play Time	7 Movie	11 Your Big Moment			
4 Tele-Teen Reporter		4 The Doctor	11 Locker Room	11 Your Big Moment			
11 Cartoon Time		13 Chas. Laughton Reads	2 Chronoscope	11 Your Big Moment			
6:00 4 Hoagy Carmichael		7 Hour of Decision	11:00 4-5-9-11-13 News	11 Your Big Moment			
11 Captain Z-Ro		11 Plainclothes Man	2 Movie	11 Your Big Moment			
7 Fights		5 Teleforum	11:05 13 Movie	11 Your Big Moment			
13 Who Knows This		10:15 13 Owl Movie	11:15 4-11 Movie	11 Your Big Moment			
6:15 11 Cartoon Time		7 World Church	9 Music Moods	11 Your Big Moment			
9 Western Show		10:30 2 Platterpanel	1:00 11 News & Sports	11 Your Big Moment			
6:30 Meet Millie		11 International Interview	1:10 11 Movie	11 Your Big Moment			
13 Successful Homes		4 Eye Witness		11 Your Big Moment			
5 Movie		10:45 11 Movie		11 Your Big Moment			
11 Auction City		11:00 4 Cinema Carnival		11 Your Big Moment			
6:45 7 Fight Talk		5 Final Edition		11 Your Big Moment			
7:00 7 Grand Theater		11:15 5 Tele-Vespers		11 Your Big Moment			
13 Gary Goodwin		11:30 2 Late Show		11 Your Big Moment			
2 Movie		11:45 13 Late News		11 Your Big Moment			
7:30 4 Private Secretary				11 Your Big Moment			
13 Hometown Jamboree				11 Your Big Moment			
11 Wrestling				11 Your Big Moment			
9 Movie				11 Your Big Moment			
8:00 4 Boston Blackie				11 Your Big Moment			
2 Jackie Gleason				11 Your Big Moment			
5 Spade Cooley				11 Your Big Moment			
8:15 7 Hank Weaver				11 Your Big Moment			
8:30 4 Amateur Hour				11 Your Big Moment			
13 Movie				11 Your Big Moment			
7 Hollywood Bouts				11 Your Big Moment			
11 Film Featurette				11 Your Big Moment			
9:00 4 Ethel & Albert				11 Your Big Moment			
2 Our Miss Brooks				11 Your Big Moment			
9-11-5 Movie				11 Your Big Moment			
9:30 4 My Hero				11 Your Big Moment			

MONDAY THROUGH FRIDAY

7 Johnny Kirby Calling
5 Recorded Music (F)
2:40 11 B. Leyden's Thr., MWF
2:45 5 News (F)
3:00 9 Queen for Day
13 Betty White
7 Merle Travis
5 Big Picture (F)
2 Dble. or Nothing (MWF)
2 Eddie Albert (Tu, Th)
3:30 9 Lucky U
4 Monty Margetts
7 Al Jarvis
5 Music (M, Tu, W, Th)

5 Tricks & Treats (F)
2 Garry Moore Show
3:45 5 News (M, Tu, W, Th)
2 Movie (M, Tu)
4:00 5 Movie
9 Gene Norman
4 Jack McElroy
13 Dick Haynes
11 Nancy Dixon (M, W, F)
7 Play This
2 Movie (W, Th, F)
11 Rita LaRoy (Tu, Th)
4:15 11 Movie
4:30 7 Al Jarvis

4:45 4 Gabby Hayes
4:50 13 Thought for Day
5:00 13 Jump Jump
4 Junior Crossroads
2 Tim McCoy
5 Placrafter's Club
4 Pet Showcase
5:30 13 Televenture
4 Howdy Doody
2 Space Funnies
7 Ladies Matinee
11 Sheriff John
5 Cowboy Thrills (MWF)
5 Draw It (Tu, Th)

SATURDAY THROUGH FRIDAY

8:00 2 The Web
4 Circus Hour
9 News
9 Baseball (8:10)
11 Gloria Swanson
7 Plymouth Playhouse
5 Spotlight Magazine
8:30 2 It's News To Me
13 Olympic Boxing
11 Terry & Pirates
11 Death Valley Days
7 Film Short
9:00 2 Crime Syndicated
4 Fireside Theater
11 Movie
7 Play of Week
5 Ina Ray Hutton
9:30 2 Suspense
4 Candid Camera
7 The Unexpected
10:00 2 Danger
4 Two for Money
7 Drama
5 Movie
10:15 7 Sports Car News
10:30 9-2-7 News
4 Embassy Club
11 Heart of Citv
10:45 2-4 Film Short
7-9 Movie
11:00 2 Late show
4-5-11 News
13 Big Payback
11:15 4-11 Movie
13 News
11:35 13 Movie
12:50 2 News
1:00 11 News
1:10 11 Jackson Theater

11 Life With Riley
7 Fishing Fun
9:00 2 Arthur Godfrey
4 TV Theater
13 Movie
11 Dude Martin
5 Broadway Playhouse
7 Wrestling
9:30 5 Star Theater
10:00 2 Neighborhood Theater
4 This Is Your Life
11 Destination Unknown
5 City at Night
10:15 11 Boxing
13 News
10:30 2-9 News
4 Stairway to Stardom
13 Movie
10:45 9 Mystery Theater
2 Chronoscope
11:00 2 Late Show
11-4-5 News
11:15 4-11 Movie
11:30 7 Moonlight Movie
12:30 2 News
1:00 11 News and Sports
1:10 11 Jackson Theater

10:00 2 Musical Chairs
4 Martin Kane
7 Unexpected
10:30 2-7-9 News
4 Foreign Intrigue
11 Ebony Showcase
13 Bob Davis Show
10:45 9 Mystery Theater
7 Movie
2 Popular Science
11:00 2 Movie
4-5-11-13 News
11:15 4-11-13 Movie
12:30 2 News
1:00 11 News & Sports
1:10 11 Jackson Theater

FRIDAY

6:00 2 Laurel & Hardy
4 Peanut Circus
9 Western Show
11 Thunderbolt
6:15 4 Comedy Klub
7 Jack Owens
6:30 2-13 News
11 Sheriff John
5 Flyboy
6:45 4 Hawthorne
2 Perry Como
11-13 News
5 Handy Hints
7:00 4 Cavalcade of Sports
2 H'wood Road Fame
13 Film Playhouse
5-9 News
7 What's Name of Song
11 Success Story
7:15 9 Little Theater
5 Time for Beany
7:30 2 Beat the Clock
9 Fearless Fosdick
11 Calo Pet Exchange
5 Charlie Chase Comedy
7 Stu Erwin Show
7:45 4 News
8:00 2 Playhouse of Stars
9 News
9 Baseball (8:10)
4 Greatest Fights
11 Movie
5 Lawrence Welk
7 Ozzie & Harriet
8:30 2 This Is Show Business
13 Wrestling
4 Sight Seeing
7 China Smith
8:45 4 Bob Considine
9:00 2 My Friend Irma
5 Western Varieties
4 Big Story
9:15 11 Christopher Program
9:30 2 Mr and Mrs North
4 Double or Nothing
11 Movie
7 Quick Flash
10:00 4 Dennis Day
5 Movie
7 Jack Rourke
10:30 2-9 News
4 Dangerous Assignment
10:45 2 Chronoscope
13 Locker Room Interviews
9 Mystery Theater
7 News and Sports
11:00 7 Movie
2 Lieutenant Daring, RN
4-11-13 News
11:15 4-11 Movie
11:30 5 News
12:30 2 News
1:00 11 News & Sports
1:10 11 Movie

THURSDAY

6:00 2 Laurel & Hardy
4 Peanut Circus
5 Cowboy Thrills
7 Paul Price
9 Movie
11 Thunderbolt
4 Comedy Klub
6:15 7 Jack Owens
11 Sheriff John
6:30 13-2 News
5 Flyboy
6:45 4 Weather & News
11-13 News
5 Handy Hint
2 USA Canteen
13 Hank McCune
5-9 News
2 Mama
7 The Ruggles
11 Tito Guizar
7:15 9 Little Theater
5 Time for Beany
7:30 4 Dinah Shore
13 Life with Elizabeth
9 Fishing Tips
2 I've Got A Secret
7 Lone Ranger
5 Hollywood Opportunity
11 Open Road
7:45 4 News
8:00 2 Big Town
13 Dinner Theater
4 Groucho Marx
9 News
9 Baseball (8:10)
7 Action Fishing
11 In Our Times
8:30 2 Lux Video
13 Boxing
4 T-Men in Action
7 Chance of Lifetime
5 Wrestling
11 Before Your Eyes
9:00 2 Film Short
13 Short Story
4 Dragnet
7 Movie
11 Fishing Facts
9:30 2 My Little Margie
4 Ford Theater
11 Movie

WEDNESDAY

6:00 2 Laurel & Hardy
4 Peanut Circus
7 News
9 Movie
11 Thunderbolt
6:15 4 Comedy Klub
7 Jack Owens Show
11 Sheriff John
6:30 13-2 News
5 Flyboy
6:45 11-13 News
4 Weather & News
2 Perry Como
5 Handy Hints
7:00 13 Invitation Playhouse
4 Here's To Your Health
2 Boxing
5-9 News
11 Hopalong Cassidy
7 Playhouse
7:15 9 Little Theater
5 Time for Beany
7:30 13 Liberace
9 From Hollywood
11 Abbott & Costello
5 Dell O'Dell
7 Date with Judy
4 Eddie Fisher
7:45 4 News
2 Sport Spot
9 News
8:00 9 Baseball (8:10)
2 Strike It Rich
4 I Married Jean
13 I'm The Law
11 Adolph Menjou
5 Frosty Frolics
7 Crusade in Pacific
8:30 2 Man Against Crime
4 Cavalcade of America
13 Jules Strongbow

"...REPLY REQUESTED"

This month TELE-VIEWS asks: "If your next TV performance were to be your farewell appearance, what kind of show would you choose to do?"

Jack Benny, star of CBS' (KNXT) *Jack Benny Show*—

"I can answer unhesitatingly that I'd like to play opposite Gracie Allen. She's a mistress of timing which, as you know, is a fetish of mine, and she's a perfectionist in her work. It would seem reasonable that I'd want my old friend George Burns with me on my bow-out, but what comedian would want to be topped in the ad lib department on such an occasion? Besides, Gracie is prettier than George."



Jack Benny considers reply, as Nina Bara reads hers.

Nina Bara, Tonga of ABC-TV's *Space Patrol*—

"I would like to do a highly-sensitive dramatic role. It has always been my ambition to portray the character of Maria in Hemingway's 'For Whom the Bell Tolls.' I was the age of Maria at the time I first read the book. I lived the part in my mind for a long time. I feel that because of my upbringing I understand the excitability and emotions of the Spanish people, and I, too, have witnessed the actions of people caught up in revolutions."

Charles Ruggles, patriarch of *The Ruggles*, ABC (KECA-TV)—

"It would be fun to play a 'Mr. Milquetoast' character who, through hilarious circumstances, becomes an American ambassador of good will, going abroad fully realizing his responsibilities but lacking the usual diplomatic *savoir faire*. With sincerity and persistence, he would prove that people basically are the same no matter what their nationality, race or creed."

Lucille Ball, CBS-TV star of *I Love Lucy*—

"I think immediately, somehow, of the puckish Edward Everett Horton as a fine foil and of the dry humor of Ransom Sherman. Remember him as leader of the "friendliness" group on one of our recent shows? I'd like to have them with me on my final show. And it's more than obvious today that I'd want Desi and Vivian Vance and Bill Frawley along to help with the laughs."



FREE DOGS
Free Cats! Homes for extra pets! See
The CALO PET EXCHANGE
with
FRANK WRIGHT
7:30 Friday
Channel 11



Behind the Scenes

By Lisa Morrow

We hear that Red Skelton and MGM are parting ways—He'll be busy, however, filming two TV shows in Las Vegas. Reason—to capture authentic gambling and gold-prospecting locales.

Warner Bros. realizing how Ozzie and Harriet Nelson have popularized themselves on TV are planning to re-issue a bunch of their musical shorts made for studio in 1945.

Ann Sothern like many other TV favorites is planning a personal nitery tour.

Eve Arden and Brooks West's trip to the Pasadena railroad station was quite a setting for a terrific comedy show. Seems they lost their way to station, plus tickets and then forgot most important item of their proposed European jaunt, a Stereo-camera, which they left on the doorstep. Hope the rest of their trip will be fun but less confusing.

Eddie Cantor told us he was having supper at Ciro's when Jimmy Durante walked in and joined him. "Have one of these three decked sandwiches, Jimmy. They're delicious," said Eddie.

"I can't," answered Jimmy, "By the time I got to the second layer, *my nose would get in the way.*"

To those of you who have seen Hawthorne on TV, we recommend as well, his Wednesday night radio show—heard locally over KNX at 7:30.

THE NAME'S THE THING— Seems that when Lucille Ball and Desi Arnaz signed their MGM contract for the picture "The Long, Long Trailer" to star as Tacy and Jim Collins, the writers had to change the name of Jim Collins to Tony Carlos Collini to tie in with Desi's accent.

If Jack Carson takes his TV show from CBS to NBC don't say we didn't tell you so.

We hear that Bill Cagney is dicker-ing for Imogene and Sid Ceasar to star in the late Thorne Smith's **THE STRAY LAMB.**

Very attractive Peggy Knudsen, wife of TV producer Jimmy Jordan, is readying a return to pictures.

TV producer Bob Fallon, husband of Marie Wilson, is working day and night on Marie's new picture.

George Jessel would like to start on his new picture but he doesn't yet know whether to film it in 3D or not. While

he and the studio are making up their collective minds, he's concentrating on his duties with ABC-TV.

Edmund Beloin returned to NBC after being lent as producer to the Bob Cummings "My Hero" show. Good producers are hard to find.

Nowhere in the world is protocol so important as in Hollywood, especially among new arrivals in the picture and TV colony. When the wife of a newly added member of the KNBH staff, decided to give a little party at home and invited some of their new Hollywood friends, she was prompted to send the following inquiry to the etiquette editor of the LA Examiner: "What takes precedence, tea or coffee?"

Answers to Where Do They Sing?

1. Show of Shows
2. Bill Stulla Show
3. Western Varieties
4. Arthur Godfrey Show
5. Alvino Rey Show
6. Arthur Godfrey Show
7. Club Embassy
8. Ina Ray Hutton Show
9. Bandstand Revue
10. Scott Music Hall

Answers to Who Plays the Role?

1. Jon Hall
2. Ed Kemmer
3. Jack Mahoney
4. Wally Cox
5. Vito Scotti
6. Roscoe Karns
7. Bill Williams
8. Duncan Renaldo
9. Ralph Bellamy
10. Dan Duryea

Answers to Who Sponsors These?

1. Citizens' National Bank
2. Philip Morris
3. Gruen Watch Co.
4. Gas Appliance Dealers of Southern California
5. Chevrolet
6. L.A. Dodge Dealers
7. Sears, Roebuck & Co.
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10. Aluminum Co. of America.

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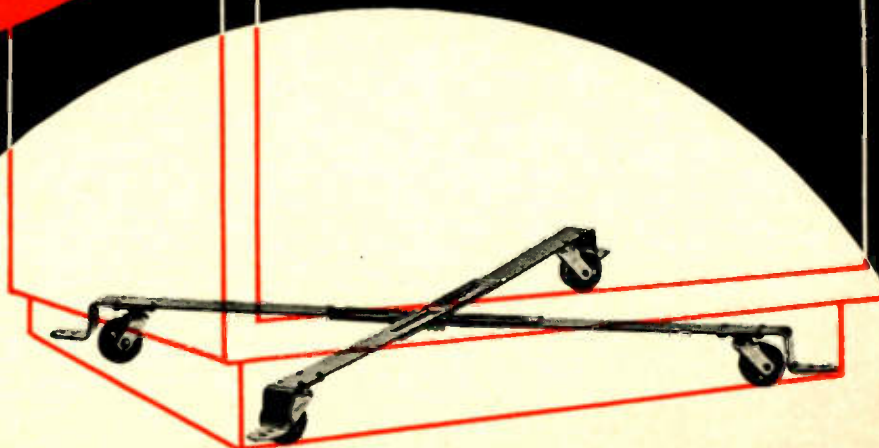


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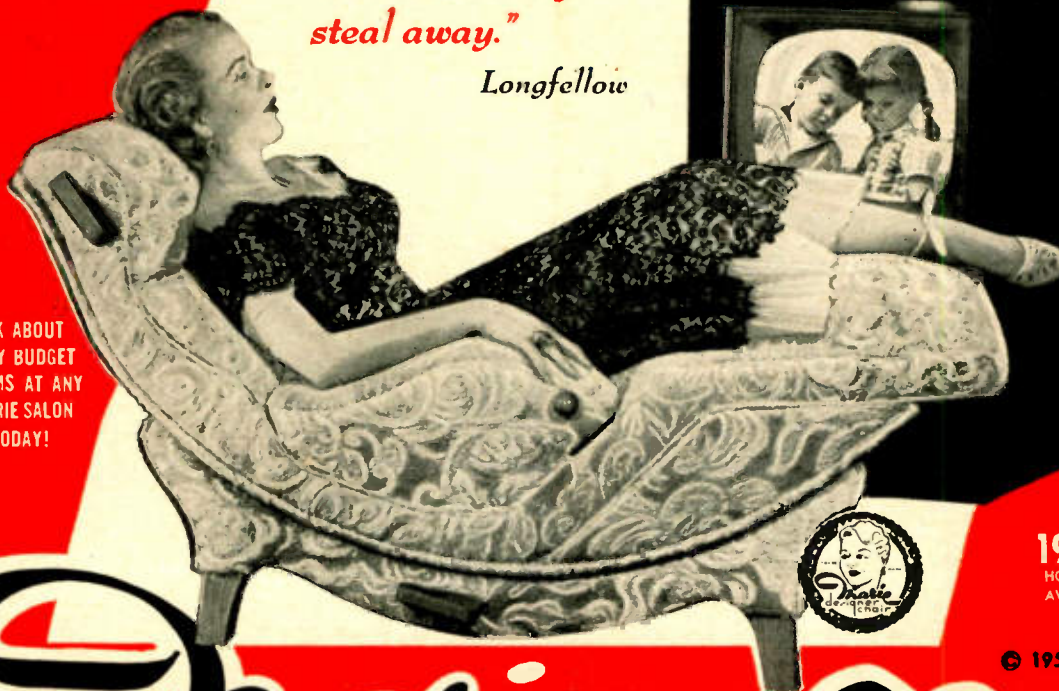
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