

HOLLYWOOD TO NEW YORK TELEVISION and RADIO

Look-Hear, Now!

by STUART and JANE HEINEMANN

It was BOUND to happen. Things were going too smoothly. Poor television. Just when it looked as though it were getting its head above water...

Imagine — being named as correspondent in a divorce suit! Poor television. Put in the same category as the "other" woman, golf, poker with the boys or "visiting a sick friend."

In divorcing her radio announcer husband, Mrs. Don Wilson named their television set as the cause of it all; said Wilson preferred it to her. Wilson happily was granted custody of the set.

Let us hope television can rise above this thing.



Hilarity on "Breakfast Club"

One reason ABC's "Breakfast Club" has remained popular through the years: Don McNeill, Jack Owens and the rest never take themselves too seriously, they got a good format and kept it.

BEERS & BOWS That so many TV shows take a summer hiatus leaving the new set with little on its screen to attract...

BOWS: Take A Bow: Phil Gordon, of KNBH, who makes his nightly spot of Previews exceptionally good entertainment. The boy is most engaging...



Foodini and Pinhead On "Lucky Pup"

Still giving the best humor on TV: the puppet shows. KTTV's "Lucky Pup" claims an adult following almost as large as its child audience.

Set to return on July 6 is the Henry Morgan Show, happily sponsored for a brief period beginning on that date.

Daytime television is proving itself for KFI. Losing less money than ever before with its daylight video, the station is upping its advertising rates because of increasing audience.



"Children Should Be Heard"

HEART THROB Recent winner on CBS' "Mother Knows Best" was Mrs. Arthur Olson of Los Angeles. Prize was \$1,000 but, Mrs. Olson isn't keeping a penny of it.

New Shows

VIDEO

ETHEL MERMAN SHOW Broadway's popular headliner in a series of three weekly variety programs. Should be real TV hit.

BUDGET PACK COUNTRY STORE

First sponsored audience participation show in West Coast TV. Stunts and gags — and Steve Allen, stunt-happy and popular radio disc jockey-singer-writer.

CLIFFIE STONE'S PARLOR

Mutual's answer to Tex Williams and Spade Cooley. Features Western singer Cliffie Stone, Merle Travis, Tennessee Ernie, Herman the Hermit.

WESTERN VARIETIES

Showcasing unemployed veterans, the show attempts to find jobs for them. Produced in cooperation with VA. KTLA, Thursday, 10 p.m.

HOLLYWOOD PRESENTS

Features film exec Wm. Fadiman as emcee; showcases young talent for Hollywood writers, directors and producers who assist performers in polishing their acts. KTTV, Tuesday, 9 p.m.

New Shows

RADIO

GEORGE O'HANLON SHOW Situation comedy with good cast headed by film comedian O'Hanlon plus Lurene Tuttle. Summer replaces Alan Young show, KFI, Tuesday, 5:30 p.m.

YOUNG LOVE

New comedy series about problems of married college couple, starring Janet Waldo and Jimmy Lydon. Replaces "Godfrey's Talent Scouts" on KNX, Monday, July 4, 8:30 p.m.

HOLLYWOOD CALLING

"Gigantic" new jackpot program, said to top them all, with movie star George Murphy as emcee. Program will present a series of dramatic and musical clues for mystery film star or picture. Premieres KFI, Sunday, July 10, 2:30 p.m.

THE SAINT

Leslie Charteris' popular anti-crime crusader, played by Vincent Price. Debuts KFI, Sunday, July 10, 7 p.m.

TELE-SPORTS

by BILL WELSH (Top TV Sportscaster)

Late Air News

(SPECIAL FROM NEW YORK) Television has knocked show business to the tune of 2 1/2 million dollars a month, according to estimates of nightclubs, motion picture houses and play houses.

Don't give up hope just yet, although the odds are running against your seeing major college or professional football on television this fall.

CBS would like to add some prestige to its local television set-up with the collegiate coverage, and ABC would like to have its new television station, which you'll get on Channel 7, get off to an auspicious start by covering the colleges. Up to now, however, both networks have attempted to beat down the \$75,000 or higher, asking price of the two universities, rather than raise that kind of money.

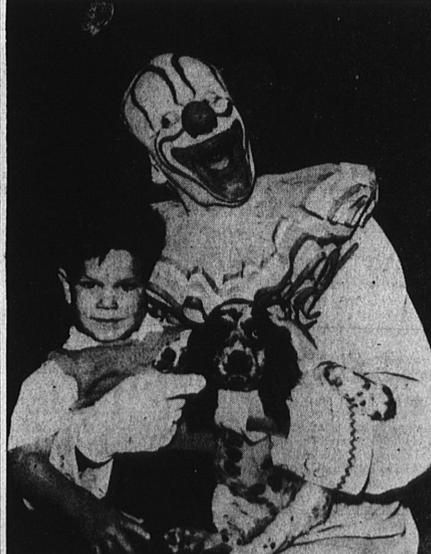
It's just my guess that if the pros and the colleges bypass television this year the uproar from their supporters and alumni may be of such proportions that when 1950 rolls around they will have to give television a better break, from a financial standpoint.

television programs Effective Through July 8

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

Table listing television programs for Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, and Friday, including channel numbers and program titles.

Last minute changes in station programming make it impossible to keep this weekly television log accurate in every instance.



A CLOWN AND A DOG... what more could a boy want to make him happy? One of the good things about some radio shows is that they bring an excitement to people's life they would get no other way.

Capsule Critic

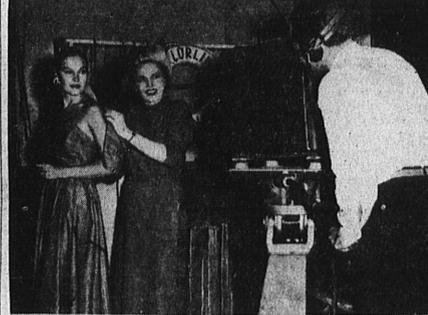
SQUARE DANCE

Here's an audience participation show without a single problem to solve or a question to answer. Just don't be a square as you join in the fun of square dancing, the rage which came in with TV.

KNBH's caller, Bob Osgood, got to be that way by breaking a leg one time in Arizona. Bob had to sit and watch the dancing, so he sat near the caller and learned the calls. One time even called the square dances in Honolulu.

"Square Dancing" is well produced, the music is buoyant and good-natured and Bob seems to us an excellent caller. The dancers are having an obviously good time and the viewer at home isn't left out. He can learn too, as Osgood shows the Do-Si-Do and the Polka.

Of no comfort to several thousand Los Angelenos unable to use television sets because they live in "blind spots," KTLA announced that its signal has been picked up in Minden, Louisiana, a distance of 1440 miles.



TELEVISION COMMERCIALS are suffering growing pains. Selling the sponsor's product by use of a live model, one of several accepted ways of doing it, presents production problems. Here is Babette, who does a fashion show on Mutual's KTSL, showing a commercial model a few camera tricks.

AMA ADVANCES THEORY ON HOW TO VIEW TV

Suggestions to television fans to enable them to avoid eye strain have been advanced by the American Medical Association and other organizations concerned with the maintenance of good sight.

To aid in the elimination of eye strain and increase enjoyment of the program, the following suggestions have been offered:

- 1. It is usually better to have a large screen rather than a small one because it allows for clearer vision at a greater distance and gives a larger visual angle.
2. The nearer the screen is viewed head-on, the better. Too much of an angle produces distortion and makes coordination difficult.
3. A distance of 10 feet or more away from the screen would, in general, be better than a shorter distance provided the size of the screen and of the room would permit.
4. Avoid both intense darkness and bright lights in the room. Soft, indirect lighting is preferable.
5. Sun glasses should not be worn.
6. There is no definite time limit for watching television but excessively long periods of gazing at the screen should be avoided.
7. In case of eye discomfort, have the eyes examined by a competent specialist and follow his advice.
There are a number of excellent educational programs on television for children. It is well for parents to sit in on them long enough to see what character of entertainment is being shown. Television is in its infancy and producers are eager to receive constructive criticism and suggestions as to the type of show that is wanted. Television is not the thing for children to do when the sun is shining and they should be outdoors, but it can provide good entertainment during the early evening hours and be tremendously informative as well. It is part of a parent's responsibility to see that it is and that the children's vision, as well as their own, is safeguarded.

DEATH AND DEFEAT

Death or defeat has greeted everyone who has tried to climb the highest mountain in the world, Mount Everest in the Himalayas between Tibet and India.

The Listener

Mark Hellinger made him one of "The Killers" but it took RKO to make a star out of radio actor Charlie McGraw.

The cinema has long been the happy hunting grounds for directors in search of talent for radio dramas, but this time the tables are turned. From behind the microphone the producers of "Terror" brought Charlie to star as the hunted convict and ex-gunnman.

Stocky, tough-guy McGraw sounds like his vocal cords had been scratched with sandpaper. His appeal is one of quiet menace, mixed with latent savagery. That



is screen-wise. In person, McGraw is gentle as a mourning dove and apt to kick the baby only twice a month. Rumor says he's also good to his mother.

His radio credits are many, currently, however, he's going straight as the Inspector on "Dragnet" the story taken from the Los Angeles Police files and starring Jack Webb. But the movies are giving McGraw a terrific build-up. And for once, they've actually got star material. No press agents are needed for the talented tough. This time it's the real McGraw.

SHAVINGS... Looks like ABC will soon be the Musical Network. They're building up some solid musicians... Frank Lovejoy of radio's "Amazing Mr. Malone" fame is another radio actor currently wowing theatre goers in "Home of the Brave." His performance is outstanding... A television set in the house is a sure-cure for loneliness. One is immediately the most popular member of the block.

Radio Invades Comics

Radio is invading the comic book business. Soap operas, Whodunits and kid shows are being translated into pulp thrillers at a fast clip.

Already as comic monthlies are "Mr. District Attorney" and "Gangbusters" Before long "Fortia Faces Life" in a similar manner.

Summertime Spurt Seen In West Video

Television activity in Hollywood refused to take the anticipated summer slump, and all six-pated stations appeared feverishly active with new show plans, kinescoping to new markets and the continuous scramble for sponsors.

NBC claimed honor as the first network to show west coast video shows to eastern viewers via kinescope recording. "Sunday at Home" with the Pickard Family and "Nocturne" with singer Lucille Norman already are on their way to New York-via kine.

KTLA, meanwhile, announced there would be no summer hiatus on its television. The station will stay on a regular seven day weekly schedule during the summer with full programming and "a host" of new sponsors and contract renewals. KTLA added four additional programs to its networking with San Diego's KFMB to make an eight program lineup on the west coast's first TV web. New networkers are "Beany," "Sandy Dreams," "Musical Adventure" and "Teleforum."

CONTRACT TROUBLE

Anxious to add to its programming, KFTS got off to bad start with Western singer Cliffie Stone and his troupe. Contract arguments postponed the premiere show an hour before show time.

Don Lee advanced along technical line however, with development of a "remote synchronizing coordinator." Nicknamed "Synic" the new gadget allows possible the cross-factory superimposition of in with a remote pickup. It's a real feat of those of a studio, its more operation. It's a breakthrough achieved without receiving or jump on it screen.