

# Tele-Visions

BY THORTON KANE

Current controversy in the broadcast field is centered around the advertising of Kahlua, a liqueur, on a Los Angeles radio station. Since there is a probability that other media will follow where one leads, it is well to discuss the implications of such advertising procedure.

Never before has liquor, other than beer or wine, been plugged via the nation's broadcast media. The reason for this is not government law, nor is it an apprehension of viewer disapproval. The anti-booze tradition started with the birth of radio. That industry came into national being immediately after the repeal of the prohibition amendment, when a good many of the citizens still believed in the demon rum. Since that time, radio, and more lately, television, have abided by a gentlemen's agreement, without duress from any quarter, to forbid hard liquor advertising on the air.

To some this seems an outright injustice to the distilling industry, but thus for the distillers themselves have raised no complaints. Their lack of irritation is understandable considering the ever-growing profits enjoyed by them. Why, then, must the practice be changed?

At the risk of sounding like something of a psalm-singer, we are convinced that the policy of rejecting liquor advertising in the media of radio and television is sensible and appropriate.

In the first place, there are many listeners and viewers in every market in the country who disapprove of alcoholic beverages and who will quite naturally resent being proselytized.

But, more important, a large proportion of the viewers at any time are children and teen-agers. We all agree that liquor is for adults only. Because of the greater impact of television, which takes advantage of both audio and video senses, many youngsters could easily be influenced to drink more, at an earlier age, than any of us could wish.

As a long-time respecter of the liquor industry's tact and discretion, we hope the problem of advertising on television will not be raised. With violence and crime already filling the screen, let's not compound the evils of bullets and blood with booze.

WELL WHADDYA KNOW — KTLA has switched boxing from Tuesday to Thursday night and will return the auto races to the Sunday afternoon 2:30 slot. . . . Julie London, in New York for the taping of January 15th's "Gershwin Years," is switching wigs to match coif-color to the mood of each song. . . . Dinah Shore's January 18th show will present Fabian, introducing a new teen-age dance, "The Slop"! . . . Well, the NBC 90-min. color spec, "Rain," is being readied, although no playdate is set. Marilyn Monroe will play Sadie Thompson. . . . ABC has assigned a writer to prepare a pilot from Bev. Hill's Police Chief Anderson's book, "B. H. is my beat". . . . Cary Clarke, regular on the "Michael Shayne" show is currently backing Roberta Linn as a musician for her appearance at Vegas' "Stardust". . . . Lee Remick, who scored such a smash in movie melodrama, will co-star with Art Carney in his next TV comedy. . . . Warner Bros. has announced its next series will be based on the Royal Canadian Mounted Police. (Which way did Dick Foran and his white dog go?) . . . Michael Rennie, star of the new "Third Man" series, will headline a two-part "Route 66" show titled "Fly Away Home." The segment will be shot in England. (We knew 66 was a long highway, but this is ridiculous). . . . Shirley Knight, guest star in Mave-rick's "Ice Man" show, will soon start a concert tour—opera, folk and pop songs. By the way, the lady's great! . . . GE Theatre wants Aldo Ray for the crooked cop in "Deadbeat." Ray was once a real constable in Crockett, Calif. . . . Steve McQueen has agreed to play the part of a moron who becomes a genius (how's that, for a success story) in "Flowers for Algernon" on the "U.S. Steel Hour". . . . Lawrence Welk has signed a permanent Champagne Lady. She's Norma Zimmer, a real talented gal and an all-round charmer. A good choice we think, congrats!

Use Classified. Call DA 5-1515

Monday—Friday 7 p.m.



## JACK NARZ

WHIRLS THE WHEEL OF FORTUNE  
IN THE DILEMMA OF THE

# SEVEN KEYS



## Noted World War Film on Ch. 4 Tonight

Dirk Bogarde heads an all-star British cast in the action-filled true story, "Night Ambush," the 1953 Lopert release making its Los Angeles TV debut on "Movie 4," tonight at 11 p.m. over KRCA. Bogarde stars as Major Paddy Leigh-Fermor, who conceives what they say is an impossible plan to capture a German Panzer General and deliver him to the Allies. But they did it anyway, from the island of Crete. Marius Goring co-stars as

## KTTV AIRS JET-SERIES BASED ON NAVY PILOTS

The United States Navy's Blue Angels, world's most skillful flight-demonstrative team, are the colorful heroes of the new, dramatic adventure series, "The Blue Angels," which premieres Thursday, January 19, 7:30 p.m., on KTTV, Channel Eleven.

the captured German, General Kark Kreipe with David Oxley featured as Captain Bill Moss and Cyril Cusack as Sandy.

"Night Ambush" relates all the suspense and excitement involved in this true story of World War II.

Endorsed by the Navy Department and hailed in Congress by Rep. James E. Van Zandt of Pennsylvania as a contribution to national security, "The Blue Angels" makes its debut as a tribute to the 50th anniversary of naval aviation in 1961.

Sam Gallu, who achieved fame for his "Navy Log" series, also is producer of "The Blue Angels."

The story action, with its emphasis on the human conflicts faced alone or together by the four men in the Blue home base at Pensacola, Fla., Angels team, sweeps from the to Los Alamitos, Calif., from the Great Smoktes to the Gulf of Mexico, from big cities to quiet rural areas.

Magnificent aerial photography captures the beauty of this vast panorama and is unprecedented in television. Captured, also, are the exciting aerial sequences, every foot of which is flown by the real-life Blue Angels in their Gruman F-11 F-1 Tigers, used by the team in demonstrations.

To insure authenticity, the Navy assigned Cmdr. R. L. (Zeke) Cormier, former Blue Angels skipper, to act as technical advisor for the production.

In 14 years of flawless close-formation flying, the Blue Angels have thrilled millions in all parts of the country. They perform at incredible speeds, at low altitudes and with just a few feet of space between the wings of the planes. They fly their Tigers with only the guns replaced by oil tanks to provide smoke trails, a bow to showmanship that makes it easier for spectators to follow the maneuvers.



NEW SHOW STARS—Warner Jones, left, Mugu, Miss Crane also appears in the jet series. and Don Gordon escort pretty Susan Crane on location site for "Blue Angels" at Point



JUNE ALLYSON SHOW—James Franciscus and Susan Kohner co-star in "The Guilty Heart," Monday on Channel 2 at 10:30 p.m.



DIVORCE?—French starlet Daniele Aubry plays leading role in "Divorce Court" episode Thursday, Jan. 10, 8 p.m., on KTTV, Channel Eleven

## HAVE ONE OF THESE DENTURE PROBLEMS?

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AL SOLOMON, PRESIDENT, ALCO-PACIFIC CONSTRUCTION COMPANY.



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"For my money, a home should be built to Medallion requirements. And I believe most home buyers today would

like to move up to Medallion standards of living. That's why my new Sol Vista, Luxury Series, Homes in Westminster will bear the Medallion Award."

Only one new home in five qualifies for the Medallion—an award which assures you:

1. All-electric kitchen, equipped with major electric appliances, including flameless range and oven.
2. Housepower wiring for modern electric living.
3. Light for Living—abundant light designed for comfort, safety and beauty.

The Gold Medallion Award includes all these Medallion features and more. For total electric living, the Gold Medallion adds:

4. Flameless electric space and water heating.



Sol Vista model home, Luxury Series, in Westminster

SOUTHERN CALIFORNIA Edison COMPANY