# HOLLYWOOD TO NEW YORK TELEVISION and RAD

# Look-Hear, Now!

by STUART and JANE HEINEMANN

head above water, shaking the bugaboos of poor talent, trans-mission failures and a hundred other babyhood complaints, this THING had to happen.

THING had to happen.

Imagine — being named as corespondent 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." But
that's what happened to video. It's not just a new medium of
entertainment — it's grounds for divorce.

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.



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.

Jack Carson is taking television seriously. A reported \$6,000 is being spent on his audition show. That's big potatoes for a Hollywood TV production.

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O

BEEFS & BOWS

BEEFS: That so many TV shows take a summer hiatus leaving the new set with little on its screen to attract . . That kinescoped shows from New York still offer little in the way of exciting camera work . . That two of our best TV programs will be seen here via kinescope in the fall when we did so

BOWS: Take A Bow: Phil Gordon, of KNBH, who makes his nightly spot of Previews exceptionally good entertainment. The boy is most engaging . . NBC University Theatre for offering summer drama that is as outstanding as its winter programming. . . . Bill Welsh for excellent mike and camera presence.



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

Set to return on July 6 is the Henry Morgan Show, happily sponsored for a brief period beginning on that date. The said pressure was brought to bear on the irrepressible Henry to let the sponsor's commercials strictly alone on new program.

Hat happy Hedda Hopper should write a book . . . and call it "Talking Through My Hat."

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. Programming remains not too bright because of low budget. One of the better shows is "Children Should Be Heard" with Harry Koplan as eracee.



Elated by his success in bringing together the parents of producer Cy Howard after a 30-year separation, comedian Eddie Cantor reportedly is considering a folksy type of radio program in which he offers his advice to one and all on personal problems. Our advice to Cantor: No.

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. When called by announcer Jerry Lawrence, the generous lady asked that her check be made out to the Chlien's Hospital to aid in the completion of a pool for polio patients.

#### **New Shows**

VIDEO

ETHEL MERMAN SHOW

Broadway's popular headliner in a series of three weekly variety programs. Should be real TV hit. KTTV, Monday, July

4 premiere.
BUDGET PACK COUNTRY
STORE

FIGURE FACE COUNTRY
STORE
First sponsored audience participation show in West Coast TV.
Stunts and gags — and Steve
Allen, stunthappy and popular
radio disc jockey-song writer.
KNBH, Tuesday, 10 p.m.
CLIFFIE STONE'S PARLOR
Mutual's answer to Tex Williams and Spade Cooley. Features
Western singer Cliffie Stone,
Merie Travis, Tennessee Ernie,
Herman the Hermit. Good Western music mixed with gags and
parlor games. KTSL, Monday,
8 p.m.

2 p.m..

LEST WE FORGET

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

day, 10 p.m.

HOLLYWOOD PRESENTS

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

#### **New Shows**

RADIO

RADIO

GEORGE O'HANION 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. Waido and Jinmy
Lydon. Replaces "Godfrey's Talent Scouts," KNX, Monday, July
4, 8:30 p.m.

HOLLYWOOD CALLING

HOLLYWOOD CALLING

"Gigantic" new Jackpot program, said to top them all, with movie star George Murphy as emece. 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.

TED DRAKE

New kids show replacing Superman, Thrilis and chills in the circus. KHJ, Monday, Wednesday, Friday, 5 pm. Also for the youngsters on KHJ: "B-Bar-B Ranch". the adventures of 12-year-old Bobby Benson in the Texas cattle country.

THE SAINT

THE SAINT
Leslie Charteris' popular anticrime crusader, played by Vincent
Price. Debuts KHJ, Sunday, July
10, 7 p.m.

## TELE-SPORTS

by BILL WELSH (Top TV Sportscaster)



Don't give up hope just yet... although the odds are running against your seeing major college or professional football on television this fall. A couple of television sations are still trying to grab the rights to televise the eleven home games of USC and UCLA. The possibilities of your seeing either the Los Angeles Dons or the Los Angeles Rams are practically nil. Matter of fact, the Rams are busily trying to seeing the total profession of the total profession that they are to the college of the theory they cannot hurt the boxoffice, as an actual televat might do.

CBS would like to add some

the boxotice, as an actual teacast might do.

CBS would like to add somprestige to its local television
set-up with the collegiate coversige, 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 twouniversities, 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** 

7:00 Amster Hour Chen. 1
Pickar Family
State Me Signate
Creade in Europe
Creade in Europe
Creade in Europe
Foreign Signate
For

MONDAY AFTERNOOF

CHANNIL 9

21-10 New
21-10 Ledies Day
21-10 Guest Book wet
21-10 Guest Book wet
21-10 Guest Book wet
21-10 Guest Book wet
21-10 Guest Book
21-10 Guest

MONDAY EVENI

6:00 Western Serial.
Mr. Do Good
6:20 Telescout
6:30 Playtime
Sleepy Joe
Beanie
6:45 Program Review.
Lucky Pup
Serial

SATURDAY AFTERNOON

12:00 News 12:15 Scout Jamboree 12:45 Shop, Look, Listen 1:00 Western Film

100 Western Film
2:00 News
2:10 Mirandy
2:15 Youth & Music
3:15 Fan-See-Free
3:14 Traffic Quis
4:15 Film
4:45 Film
4:45 Film
4:45 Film
5:10 Film
5:10 Let's Talk Spores
SATURDAY P. M.

Cho

6:00 Mr. Do Good
6:20 Telescout Club...
6:30 Sandy Dreams
Sieepy Joe
Play Time
6:45 Serial
Lucky Pup...
7:00 Royal Guard...
Western Film
7:01 Telegray.

7:05 Telenews 7:10 Man's Best Priend

7-110 Man's Best Priesd...
7-150 Variety Varieties
7-150 Variety Varieties
Comedy Featurers
5-150 Feature Film
Growing Paynes
5-150 Sacobie
5-150 Sacobie
7-150 Perones
5-150 Perones
5-150 Pinn Perones
5-150 Pinn Hayride
9-150 Film
9-150 In Public Interest
1-150-150 News

10:00 News 11 10:15 Holly. Park Races ....11 Western Varieties ..... 5

1011 Holly, Park Races ...
Western Varieties ...
SUNDAY AFTERHOOM
CHANNEL 9
12:00 Midday Devotions
12:10 Midday Devotions
12:10 Minus
12:10 Minus
12:10 Minus
12:10 Minus
12:10 Minus
12:10 Valley Video Times
12:10 Valley Video Times
13:10 Valley Video Times
14:10 Ram Highlighes
14:10 Ram Highlighes
14:10 Nam Highlighes
14:10 Nam Highlighes
14:10 Spelling Rice
11:10 Traith Abbout Dinie
11:10 Traith Abbout Dinie
11:10 Traith Abbout Dinie
11:10 Minus

9:00 America Goldbergs 9:30 Film Editor's Roundesh Hollywood in 3

CHANNEL 9

TUESDAY EVENING

6:20 Telescout
6:30 Playtime
Beanie
Mickey O'Day
6:45 Lucky Pup
Scrial

tern Serial

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

9:30 Dunninger Winchel ...
9:40 Program Review ....
10:00 Late News Your Town 7.15 Pail Gordon
Audres 7 Antiring
Audres 7 Antiring
7.30 Let 1 Lit
The Meakins
7.15 Musical Screpbook
7.15 Musical Screpbook
7.16 Weather
7.17 Musical Screpbook
7.18 None Trick
Roberts Quintan
7.10 Rancho Newtred
Newtred
Newtred
1.10 Packets Trick
8.00 Let Newtred
Newtred
7.10 Packets Trick
8.00 Let Newtred
7.10 Packets
8.00 Let Newtred
7.10 Packets
7.1 FRIDAY AFTERNOON CHANNEL 9

2:00 News

2:00 News

1:00 Jery

2:04 Guest Day

1:05 Jery Marlow

1:05 J CHANNEL 9 CHANNEL 9 CHANNEL 9

12.00 News
12.10 Ladies Day
13.10 Film Shorp. Look & Listen
115 Shop. Look & Listen
13.00 Film Shorp.
14.00 Ladies Day
15.00 Cordon's Gardon's Gardon' Our Future
Suspense
Your Town
To be announced
News
Morton Downey
10:15 Turf Topics WIDNISDAY ATTERNA

2000 News
212:00 News
212:00 News
212:01 Listin Day
212:01 Listin FRIDAY EVENING TUESDAY AFTERNOON THURSDAY EVENING Chan.
6:00 Western Serial,
Mr. Do Good
6:05 Telenews
6:15 Children's Record
Room
6:20 Telescout Club.
6:10 Beanie
Public Service.
Playtime CHANNEL 9

12:00 New Park
12:00 New Park
12:01 Fairs Reporter
1:00 Jerry Mariow
1:00 Chen

Chen

Mr. Do Good

Ci S. Children's Record

Room

Ci D. Telescout

Sleep Joe

Micky O'Day,

Ci S. Program Review...

Serial Playtime Sleepy Joe Mickey O Day Program Preview... Lucky Pup Serial Serial 6:50 Shopping at Home 7:00 Judy Splinters 7:05 Telenery Control of the Contro 7:00 Judy Spiniters
7:05 Telementers
Kay Mulvey
Open House
7:10 Photonews
Womens World
7:15 Phil Gordon
Blue Print for Chart
9:00 News Flashes
7:20 News Flashes
7:00 The Spot
Comedy Featurette
7:40 Wesselster
7:40 Wesselster
7:40 Wesselster
7:40 Wesselster
7:40 Wesselster
7:40 Wesselster WEDNESDAY EVENING Chan, N
6:00 Western Serial
6:15 Children's Record
Room
6:20 Telescout
6:30 Beanie | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | 1-10 | Western Film
Arthur Godfrey
Sports Program
8:05 Baseball
9:00 Meet Me in Holly'd
Pantomime Quiz
Boxins 6:50 Shopping at Home. 7:00 Judy Splinters..... Cartoon ....
Golf Clinic
7:10 Photonews .
7:15 Who's New
Phil Gordor
Eddy & Ev.
7:25 News Flesh

3-49 Your the Judge 56-00 Shop at Home 56-00 Western Fearm 57-00 Judy Spinaters 6-10 J 5 6:50 Shop at Home.... 11 7:00 Judy Splinters.... Film Short Western Theater 5 7:00 Cafe Comedy - 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 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. Witness the Joy of little Donny Fenton as he sits with clown "Bozo after winning a pedigreed puppy on ABC's "Jay Stewart's Fun Fair.

### Late Air News

(SPECIAL FROM NEW YORK)
Television has knocked show
business to the tune of 2½ milllon dollars a month, according to estimates of nightclubs, motion picture houses and play
houses. Bandleader Guy Lombardo is starting another venture! A swank restaurant on
Long Island . . Despite contrary
indications. Texaco will have
Milton Berle again next fall . .
Plans are bening made to videoize "Life With Luigi. . . CBS
cancelling TV sustainer "Kobbs
Korner" . . "Stop The Music"
going great guns on video; program has received over—300.009,
responses to announcement that
viewers must send in post cards
with their names and phone
numbers in order to be called for
a shot at guessing tune titles
. Battle of the glantis, BingCrosby and Arthur Godfrey
locked horns over who was to
get a choice morning time spot
both wanted in the New York
area. Crosby won. . . Eigin
Watch has nixed the NBC
Thanksgiving and Christmas air
shows which last year cost the
watch maker \$100.000 each . . "
'Kra Music Hall" expected to
be cancelled this fall as cheese
maker gets into daytime radio.

## Capsule Critic

SQUARE DANCE Thurs., KNBH, 8:30 p.m.

Thurs, KNBH, 8:30 p.m.
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 be tan watch the dancing, so he sat near the caller and learned the calls. One time even called the square dances in Honolulu. Bob says the Hawailians dance without shoes with "sort of a hula touch" but it's still fun.
"Square Dancing" is well pro-

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



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 tashion 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. Television itself does not produce eye strain but, since it requires "all the components of the visual act," many people complain of eye fatigue after a short period. Those persons with eye defects are particularly susceptible to this fatigue and wearers of bi-focal glasses may even find it necessary to have special lenses prescribed for the proper distance.

necessary to have species of the distance.

To aid in the elimination of eye strain and increase en joyment of the program, the following suggestions have been wather this

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. Soit, 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.

excessively long periods of gazing at the screen should be ided.

7. In case of eye discomfort, have the eyes examined by

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. Televiewing 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 Himalaya Mountains 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.

Charlie McGraw.

The cinema hisa 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 exgumnan.

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



is screen-wise. In person, Me Graw 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 materials. No press agents are needed for the talented toughle. This time its the real McGraw.

SHAVINGS., Looks like ABC will soon be the Musical Network. They're building up som solid musicains...Frank Love joy of radio's 'Amazing Mr. Maine' tame is another radio actor currently woying theatre goers in 'Home of he Brave.' His performance is outstanding... television set in the house is a sure-cure for lonliness. One is immediately the most popular member of the block.

#### **Radio Invades Comics**

Radio is invading the comic book business. Soap operas, Who-dunits and kid shows are being translated into pulp thrillers at a fist clip. Aiready as comic monthlies are "Mr. District Attorney" and "Gangbusters." Before long "Por-tia 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
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 video
viewers via kinescope recording.
"Sunday at Home" with the
Pickard Family and "Nocturne"
with singer Lucille Norman already are on their way to New
Yorkvia kline.

KTLA, meanwhile, announced

ready are on their way to New Yorkvia kine. Amounced 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 confract renewals." RTLA 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," "Wusical Adventure" and "Teleforum."

"Musical Adventure" and "Teleforum."

CONTRACT TROUBLE
Anxious to add to its programming, KTSL got off to bad start-with Western singer Cliffe Stone and his troupe. Contract arguments posiponed the premiere show an hour before show time. Don Lee advanced along teen incal lines however, with dejopment of a "remote synchizing coordinator." Nickseg "sync," the new gadgelang possible the cross-fadvorg superimposition of in with a remote pick-up life" rethose of a studie rethous possible the cross-fadvorg superimposition of in with a remote pick-up life" rethose of a studie rethous or jump or jump on the series.