

A Complete TV Log for the Week Sunday to Saturday, June 15 to 21

**IF YOU NEED TO**  
 TRADE  
 SELL  
 BUY  
 RENT  
 HIRE  
 EXCHANGE  
**JUST PHONE**

**444**  
 TORRANCE

**Real Estate for Sale**  
 1000 sq. ft. bungalow, 3 bedrooms, 1.5 baths, central air, close to schools and shopping. Call 444-1234.

**Radio-Television**  
 100% service, guaranteed. Call 444-5678.

**Auto-Television**  
 100% service, guaranteed. Call 444-9012.



# THE BIG "9"

## CLASSIFIED ADS

9 NEWSPAPERS GOING INTO  
 22,868 HOMES

100% Coverage! 100% Selling Power!

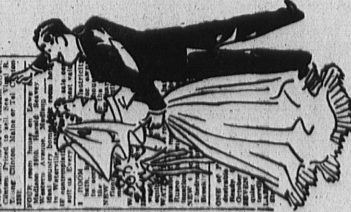
- Torrance Herald
- Lomita Light
- Waveria & News Pacific Hills
- Harbor City Herald
- Torrance Neighborhood News
- Riviera-Seaside Sun
- No. Torrance Times
- El Nido News
- Keystone Courier

**BUSINESS OPPORTUNITIES**  
 OPPORTUNITY: Homebased business, no inventory, no employees. Call 444-3456.

**SALESMAN**  
 Part-time position available. Call 444-7890.

**MALE HELP**  
 Available for various tasks. Call 444-2345.

**RENTALS**  
 Available for various purposes. Call 444-6789.



THE **Big "9"**

UNDUPLICATED CIRCULATION

22,868

FOR QUICK RESULTS

USE THE CLASSIFIED

TRADE BUY SELL

LOST FOR QUICK RESULTS HIRE



# TORRANCE HERALD COMPLETE TELEVISION LOG

TORRANCE, CALIFORNIA, SUNDAY, JUNE 15, 1952



BECAUSE SHE ENJOYS HOUSEWORK, MARY McADOO IS NOW A TOP TELEVISION PERFORMER

## MARY McADOO: HOMEMAKER WITH IDEAS

Unlike many women, charming, blue-eyed Mary McAdoo gets much enjoyment out of her role of Mrs. Average Housewife. So much so, in fact, that she has become one of television's most popular daytime performers almost overnight.

It all began one year ago when Mary herself used to say at home, catching an occasional glimpse of her own television personality. Because she wanted to know more about her occupation — Mary chooses to call it "homemaker" — she deplored the lack of programs that might tell her how to make over last year's hat, how to paint chinaware, how to dress well on a budget, how to learn the art of makeup or how to be a gracious hostess. What Mary wanted was a short-cut course of study on the million-and-one little things that every good homemaker wants to know.

And so she went to ABC, to suggest such a program. Not only did ABC bigwigs like the idea — they liked Mary, too.

With no previous acting experience — not even high school dramatics — Mary made good the job. Soon a large audience of Southern California women was regularly tuning in to the three-weekly "Mary McAdoo at Home." Now, one year later, Mary is celebrating the first anniversary of her show.

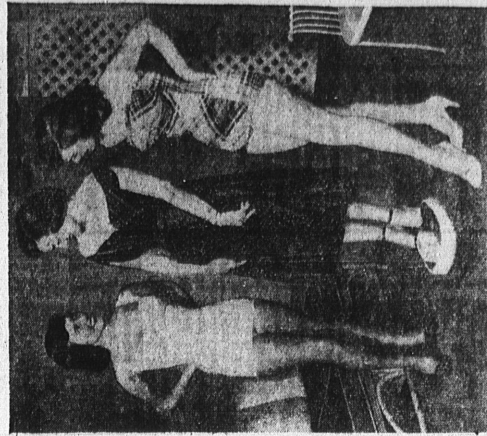
Mary McAdoo regularly does all the things she once hoped someone else would do on daytime television. She glorifies and simplifies the gentle art of homemaking, expanding the scope of her show to include a wide field of women's interests.

The mother of two active children, Judy Linda, 12, and Janice Lynn, 5, she speaks authoritatively on the problems of raising a family.

As a housewife-turned-television artist, Mary McAdoo is a phenomenon in the industry. But even more outstanding is the fact that a major financial institution, Security-First National Bank, quickly assumed sponsorship of the untested performer.

The move proved a wise one for Security-First because it gave them a vast audience of women — and statisticians assert that 78 per cent of all banking is done by women.

In private life, Mary is Mrs. Robert Huser. She attended Van Ness High School and U.S.C., and she is one of those rarities, a native Californian — born in Los Angeles, February 28, 1915.



MARY McADOO talks over this year's swim suit styles, and which go best with various figure types, with models Roberta Dursi, left, and Carol McInosh. Fashions are a popular topic on Channel 7's "Mary McAdoo at Home."

## PROGRAM NOTES

"Daisy Mayne," George Kelly's warm comedy about a bachelor who has to struggle with his demanding sisters to establish his own rights to life, flowers and the purse will be shown on Channel 7 at 7:30 p.m. "Pulitzer Prize Playhouse," full-hour dramatic series over Channel 7 on Wednesday at 7:00-8:00 p.m., with stage and screen star June Havoc in the starring role.

KHJ-TV, Channel 9, will exclusively televise 12 Junior College football games. Bill Symes, who called the play-by-play for Channel 9's J.C. games last year, has again been named as the sportscaster for this year's schedule.

Mrs. Eleanor Roosevelt, United States representative to the U. S. Human Rights Commission, will propose for a Constitutional amendment to limit the President's power to make treaties or executive agreements, on ABC-TV's "United — Or Not?" on Sunday at 4:00 p.m., over Channel 7.

An exciting story of international espionage in Berlin is the "Chevron Theatre" offering, "Cafe Berlin," viewed over Channel 5 Friday at 9:00 p.m.

Angered at a breach of law concerning the spirited wild horses of the plains, The Three Mesquites "Hit the Saddle" to trail the gang who are capturing the horses in an area set aside for the preservation of the wild horses. Saturday, 6:00-7:00 p.m., Channel 11.