

Gloria Swanson Sees Television Her 'Most Challenging' Career

By WAYNE OLIVER

Gloria Swanson, a star of both silent and sound movies and a veteran of stage and radio, finds her new television career "the most challenging yet."

It is challenging because it's a new field in which nobody knows the answers yet, says Miss Swanson, who has her own weekly one-hour women's program on the New York News' radio WJZ.

Miss Swanson, who at 19 retains much of the glamor that made her a film star before the end of the first World War, is excited over being able to take part in television in its formative stages. But she won't venture very far out on a limb about the future because she says there's still too much to be learned.

One thing though she thinks television may overshadow bridge as a cause of family tiffs.

Because the wife just had to wait and see who was the murderer in the mystery or whether the girl got her man in the love story," she speculates, you can imagine the disgruntled husband getting home and asking "Why didn't you read?" or "Why didn't you meet me with the car at the station?"

Entered Movies at 15

Miss Swanson broke into motion pictures at the age of 15, was playing leading roles a year later and 15 years later successfully met the challenge of talking pictures. She played a leading film role as late as 1911, and since has appeared in stage plays and on the radio and for a time was in the business field buying and exploiting patents.

But she says she needs all her experience and more to cope with television because there just are no films to go by. Because her program is on the air once a week, it takes a number of guests, it's not impossible to work from a script and it practically on an ad lib basis.

Miss Swanson says she "could use three brains" to keep track of what she and her guests are saying at the moment, whether they are in the right position for the camera, what's coming up next, how much time is left—and countless other details.

Of one thing she is convinced about television's future—it will have a great impact on the American way of life as did electricity, the telephone or the automobile.

Education in Radio

The new chairman of the Federal Communications Commission, Wayne Coy, is campaigning for widespread use of radio in education. He says radio could be used to better advantage in education for those who cannot go to college and those who have left college.

Coy says educators themselves must bear the major share of blame for the limited use of radio in education.

Of the more than 1,700 standard radio stations on the air, he points out, only 35 are operated by educational institutions. He adds that for years ago the FCC set aside 20 frequency modulation channels for educational stations, enough for at least 800, but only 17 non-commercial FM stations now are in operation.

WJZ Telematics Vauderville

The American Broadcasting Company's WJZ-TV key station of television network with a big program of vauderville Telematics, featuring Red Lillie, James Barton, Dan Boyer, Dr. Phil Engan and many other veterans of vauderville.

It is featured on a program "Leaving from the famous Palace Theater."

The Juice for Television

Ever wonder how much a television set would add to the monthly electric bill? Well it depends on how big the set is, how much you use it and how much current costs, but this might give you an idea.

The most widely used table model television set uses 275 watts of current, compared with 100 or so for a radio. Most floor models use a 150-watt globe for the main light and the super duplex globe often use 300 watts when fully lighted, or as much as the table model television.

You wouldn't be using the radio and television set at the same time so the video set would actually require only about 175 watts addition. So if you have the floor lamp turned off too, you're just about even with the radio bill.

WABD—Channel 5

7:00 P.M. News and weather

7:30 P.M. Sports

8:00 P.M. News

8:30 P.M. News

9:00 P.M. News

9:30 P.M. News

10:00 P.M. News

10:30 P.M. News

11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC—Channel 7

7:00 P.M. News

7:30 P.M. News

8:00 P.M. News

8:30 P.M. News

9:00 P.M. News

9:30 P.M. News

10:00 P.M. News

10:30 P.M. News

11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC—Channel 8

7:00 P.M. News

7:30 P.M. News

8:00 P.M. News

8:30 P.M. News

9:00 P.M. News

9:30 P.M. News

10:00 P.M. News

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11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC—Channel 9

7:00 P.M. News

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11:30 P.M. News

12:00 P.M. News

WABC—Channel 10

7:00 P.M. News

7:30 P.M. News

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11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC—Channel 11

7:00 P.M. News

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WABC—Channel 12

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WABC—Channel 13

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12:00 P.M. News

WABC—Channel 14

7:00 P.M. News

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WABC—Channel 15

7:00 P.M. News

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WABC—Channel 16

7:00 P.M. News

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12:00 P.M. News

WABC—Channel 17

7:00 P.M. News

7:30 P.M. News

8:00 P.M. News

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9:30 P.M. News

10:00 P.M. News

10:30 P.M. News

11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

SUNDAY RADIO TIMETABLE:

Notes: (*) Indicates program is heard on WJZ and WELI.

DIAL SETTINGS

WJZ—1480
WELI—1300
WICC—600
WNBC—650
WOR—710
WJZ—770
WLAD—800
WNYC—830
WQXR—880
WHN—1060

Time	Station	Program
7:00 A.M.	WJZ	Sunday Symphony
7:00 A.M.	WELI	Sunday Symphony
7:00 A.M.	WICC	Sunday Symphony
7:00 A.M.	WNBC	Sunday Symphony
7:00 A.M.	WOR	Sunday Symphony
7:00 A.M.	WJZ	Sunday Symphony
7:00 A.M.	WLAD	Sunday Symphony
7:00 A.M.	WNYC	Sunday Symphony
7:00 A.M.	WQXR	Sunday Symphony
7:00 A.M.	WHN	Sunday Symphony

Time	Station	Program
8:00 A.M.	WJZ	Sunday Symphony
8:00 A.M.	WELI	Sunday Symphony
8:00 A.M.	WICC	Sunday Symphony
8:00 A.M.	WNBC	Sunday Symphony
8:00 A.M.	WOR	Sunday Symphony
8:00 A.M.	WJZ	Sunday Symphony
8:00 A.M.	WLAD	Sunday Symphony
8:00 A.M.	WNYC	Sunday Symphony
8:00 A.M.	WQXR	Sunday Symphony
8:00 A.M.	WHN	Sunday Symphony

Time	Station	Program
9:00 A.M.	WJZ	Sunday Symphony
9:00 A.M.	WELI	Sunday Symphony
9:00 A.M.	WICC	Sunday Symphony
9:00 A.M.	WNBC	Sunday Symphony
9:00 A.M.	WOR	Sunday Symphony
9:00 A.M.	WJZ	Sunday Symphony
9:00 A.M.	WLAD	Sunday Symphony
9:00 A.M.	WNYC	Sunday Symphony
9:00 A.M.	WQXR	Sunday Symphony
9:00 A.M.	WHN	Sunday Symphony

Time	Station	Program
10:00 A.M.	WJZ	Sunday Symphony
10:00 A.M.	WELI	Sunday Symphony
10:00 A.M.	WICC	Sunday Symphony
10:00 A.M.	WNBC	Sunday Symphony
10:00 A.M.	WOR	Sunday Symphony
10:00 A.M.	WJZ	Sunday Symphony
10:00 A.M.	WLAD	Sunday Symphony
10:00 A.M.	WNYC	Sunday Symphony
10:00 A.M.	WQXR	Sunday Symphony
10:00 A.M.	WHN	Sunday Symphony

Time	Station	Program
11:00 A.M.	WJZ	Sunday Symphony
11:00 A.M.	WELI	Sunday Symphony
11:00 A.M.	WICC	Sunday Symphony
11:00 A.M.	WNBC	Sunday Symphony
11:00 A.M.	WOR	Sunday Symphony
11:00 A.M.	WJZ	Sunday Symphony
11:00 A.M.	WLAD	Sunday Symphony
11:00 A.M.	WNYC	Sunday Symphony
11:00 A.M.	WQXR	Sunday Symphony
11:00 A.M.	WHN	Sunday Symphony

Time	Station	Program
12:00 P.M.	WJZ	Sunday Symphony
12:00 P.M.	WELI	Sunday Symphony
12:00 P.M.	WICC	Sunday Symphony
12:00 P.M.	WNBC	Sunday Symphony
12:00 P.M.	WOR	Sunday Symphony
12:00 P.M.	WJZ	Sunday Symphony
12:00 P.M.	WLAD	Sunday Symphony
12:00 P.M.	WNYC	Sunday Symphony
12:00 P.M.	WQXR	Sunday Symphony
12:00 P.M.	WHN	Sunday Symphony

Rubinstein Plays with Hollywood Bowl Orchestra; All-Strauss Program Conducted by Eugene Ormandy

Artur Schnabel, pianist, will play with the Hollywood Bowl Orchestra in a concert on Sunday, August 8, at 8:00 P.M. The program will include the "Rachmaninoff Piano Concerto No. 2" and the "Schubert Piano Sonata in G Major." The orchestra will be conducted by Eugene Ormandy.

The Hollywood Bowl Orchestra, under the direction of Eugene Ormandy, will present a concert on Sunday, August 8, at 8:00 P.M. The program will include the "Rachmaninoff Piano Concerto No. 2" and the "Schubert Piano Sonata in G Major." The pianist for the concert is Artur Schnabel.

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Bob Crosby's Guest



Songstress Doris Day is slated for two guest visits as Bob Crosby's "Club 16" returns to CBS this week. She will be featured Tuesday and Thursday.

Radio Guest Book

Monday: IRA WAIN and Andre Barish on "The Hour" (WJZ 8:00 A.M.); HENRIETTA HOPKIN on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

Tuesday: MARIAN AMON on "The Hour" (WJZ 8:00 A.M.); LEO LAMER on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

Wednesday: BOBBY LINDEN on "The Hour" (WJZ 8:00 A.M.); LEO LAMER on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

Thursday: BOBBY LINDEN on "The Hour" (WJZ 8:00 A.M.); LEO LAMER on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

Friday: BOBBY LINDEN on "The Hour" (WJZ 8:00 A.M.); LEO LAMER on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

Saturday: BOBBY LINDEN on "The Hour" (WJZ 8:00 A.M.); LEO LAMER on "The Hour" (WJZ 8:00 A.M.); JIM MERRAY on "The Hour" (WJZ 8:00 A.M.); MICHAEL HALPERIN and Leslie Paul on "You Can Lose Your Shirt" (WJZ 8:00 A.M.).

TELEVISION PROGRAMS

WJZ-TV—Channel 5

7:00 P.M. News and weather

7:30 P.M. Sports

8:00 P.M. News

8:30 P.M. News

9:00 P.M. News

9:30 P.M. News

10:00 P.M. News

10:30 P.M. News

11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC-TV—Channel 7

7:00 P.M. News

7:30 P.M. News

8:00 P.M. News

8:30 P.M. News

9:00 P.M. News

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10:00 P.M. News

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11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC-TV—Channel 8

7:00 P.M. News

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11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

WABC-TV—Channel 9

7:00 P.M. News

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11:00 P.M. News

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12:00 P.M. News

WABC-TV—Channel 10

7:00 P.M. News

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12:00 P.M. News

WABC-TV—Channel 11

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12:00 P.M. News

WABC-TV—Channel 12

7:00 P.M. News

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10:00 P.M. News

10:30 P.M. News

11:00 P.M. News

11:30 P.M. News

12:00 P.M. News

DEAFENED DISCOVER HEARING FACTS IN NEW FREE BOOK

Thousands of deafened people all over the country have discovered the facts about hearing impairment, and how it can be helped, by reading an authoritative new book prepared by Bell Telephone Laboratories and Western Electric. Entitled "Modern Science and Your Hearing," the book is available at no cost to anyone sending his or her name to Mr. Allan M. Dubin of Personal Hearing Aid Bureau, 83 Fairfield Ave., Bridgeport, Conn.—ADU.

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Other models, \$299.50 up. No Finance. No Carrying Charge. Up To 1 Year To Pay.

Only FLORENCE gives you ALL these Features

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- PATENTED HEAT INTENSIFIER. Gives extra rapid heating, highest temperatures, greater all-around efficiency.
- SCIENTIFICALLY DESIGNED OVEN, heavily insulated. For uniform baking with oil or gas, or both at once!
- AUTOMATIC OVEN HEAT CONTROL. Easy-to-read sensitive thermostat insures accurate temperatures.
- SMOKELESS TYPE BROILER for speedy broiling with gas. Pulls out for easy food inspection.

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