

RADIO, TELEVISION AND F. M. PROGRAMS

- KLAC 570 KFI 640 KMPC 710 KECA 790 KHJ 930 KFWB 980 KNX 1070 KFOX 1280 KFAC 1330 KGER 1390

The following programs are compiled from reports provided by the broadcasters. No responsibility assumed for last-minute changes which sometimes are made.

DIAL LITES - TONIGHT

6:00-KFI-The exciting life of a Marine Corps hero will be the subject of "This Is Your Life." The broadcast takes place on the eve of the Marine Corps 174th anniversary...

7:00-KNX-When "Gracie" learns that money has been devalued she puts into motion a barter plan which consists of swapping "George's" priceless possessions for worthless junk.

7:00-KHJ-The frantic search for the buyer of a "surplus" radio which has a time bomb attached is the mission of "John Steele, Adventurer."

7:30-KECA-"I have a lady doctor"... it's a new time and station for the famous "Dr. I. Q." audience participation program in which the contestants are paid off in silver dollars.

7:30-KNX-Piano sensation, Paulena Carter will be the guest of Lucille Norman on "Hollywood Music Hall" tonight. She will solo with the "First Gershwin Prelude" and joins the orchestra to perform the "Gitinarias" from Lecuona's "Anda Lucia Suite."

9:30-KFI-Looting rich suburban homes is a profitable game until a conniving woman hires the thief to kill her husband, in the "Case of the One Easy Lesson" to be demonstrated by "Mr. District Attorney" tonight.

WEDNESDAY, NOVEMBER 9

5 P. M. KLAC-Fred Henry. KFI-Feature Wire. KMPC-News. KECA-Yukon Challenge. KHJ-KVOE-B-E-B-Ranch. KFWB-Stu Hamblen. KNX-Knox Manning. KFAC-Serenade. KGER-Sports. KFOX-Religious. 5:15 P. M. KMPC-Virgil Pinkley. KLAC-Music Room. KGER-Rancho 1390. KFI-News. KNX-Tom Hanlon. 5:30 P. M. KFI-Casa Cugat. KMPC-All-time Hits. KECA-Sky King. KHJ-KVOE-Tom Mix. KNX-News. KFAC-Whoa Bill Club. KFOX-News. 5:45 P. M. KLAC-Sam Balter. KFI-Elmer Peterson. KMPC-Top Tunes. KNX-Bob Garred. KFOX-Fishmaster. KGER-World News. 6 P. M. KLAC-News. KFI-This Is Your Life. KECA-News. KMPC-News. KHJ-KVOE-Gabriel Heater. KFWB-News. KNX-Groucho Marx. KFAC-Music. KGER-Stamp's Quartet. KFOX-News. Time Out. 6:15 P. M. KLAC-Al Jarvis. KMPC-Bob Kelley. KECA-Elmer Davis. KFOX-Meet Band. KFWB-Steve Shoe-maker. KGER-Soul Clinic. KVOE-Local News. 6:30 P. M. KFI-Screen Directors. KMPC-Bay Mead's. KHJ-KVOE-Tello-Test. KECA-Author Meets Critic. KFWB-America Dances. KNX-Bing Crosby. KGER-Back to Bible. KFOX-Memory Rm. 6:45 P. M. KHJ-KVOE-Answer Man. 7 P. M. KLAC-News. Music. KFI-Big Story. KMPC-Words and Music. KECA-Lone Ranger. KHJ-John Steele. KFWB-America Dances. KFAC-Music. KNX-Burns & Allen. KGER-Family Bible Hour. KFOX-March Time. KVOE-Meet Neighbor.

WEDNESDAY, NOVEMBER 9

7:15 P. M. KLAC-Harness Races. KMPC-Words and Music. KFOX-Music. KVOE-Candies & Silver. 7:30 P. M. KFI-Curtain Time. KECA-Dr. I. Q. KHJ-KVOE-Cisco Kid. KFWB-Sid Ziff. KNX-Hollywood Music Hall. KGER-Rev. Al Harlan. KFOX-Waltz time. 7:45 P. M. KLAC-Evening echoes. KMPC-Community Chest. KEWB-Steve Shoe-maker. KFOX-News. 8 P. M. KLAC-370 Club. KFI-Light Up Time. KMPC-Parade of Hits. KHJ-KVOE-Name That Song. KECA-Sherlock Holmes. KFWB-To Vets. KNX-Lowell Thomas. KFAC-Music. KGER-Bible Treasury. KFOX-Co. Barn Dance. (1 hr.). 8:15 P. M. KFI-World News. KFWB-Music. KGER-Hebrew Christian. KNX-Jack Smith. 8:30 P. M. KFI-Great Gilder-sleeve. KMPC-Parade of Hits. KECA-Boris Karloff. KHJ-KVOE-Family Theatre. KNX-Dr. Christian. KFWB-News. KGER-Billy Starr. 8:45 P. M. KFWB-Music. 9 P. M. KLAC-Crosby Time. KFI-Break the Bank. KECA-The Croupier. KHJ-KVOE-News. KFWB-Music. KNX-Joe Regan. KFAC-Music. KGER-Cavalcade of Music. KFOX-Music. 9:15 P. M. KHJ-KVOE-Sammy Man. KFWB-U. N. KFOX-News. 9:30 P. M. KLAC-Serenade. KFI-Mr. D. A. KECA-Lawrence Welk. KHJ-International Airport. KNX-Beulah. KFWB-Unity. KGER-Winny Schools Prog. KFOX-Long Beach Town Forum.

TOMORROW (Thursday), NOVEMBER 10

5 P. M. KLAC-News. KFI-News. KMPC-News. KECA-News. KHJ-News. KFWB-News. KNX-News. KFOX-News. KFAC-News. KGER-News. 5:15 P. M. KMPC-Virgil Pinkley. KLAC-Music Room. KGER-Rancho 1390. KFI-News. KNX-Tom Hanlon. 5:30 P. M. KFI-Casa Cugat. KMPC-All-time Hits. KECA-Sky King. KHJ-KVOE-Tom Mix. KNX-News. KFAC-Whoa Bill Club. KFOX-News. 5:45 P. M. KLAC-Sam Balter. KFI-Elmer Peterson. KMPC-Top Tunes. KNX-Bob Garred. KFOX-Fishmaster. KGER-World News. 6 P. M. KLAC-News. KFI-This Is Your Life. KECA-News. KMPC-News. KHJ-KVOE-Gabriel Heater. KFWB-News. KNX-Groucho Marx. KFAC-Music. KGER-Stamp's Quartet. KFOX-News. Time Out. 6:15 P. M. KLAC-Al Jarvis. KMPC-Bob Kelley. KECA-Elmer Davis. KFOX-Meet Band. KFWB-Steve Shoe-maker. KGER-Soul Clinic. KVOE-Local News. 6:30 P. M. KFI-Screen Directors. KMPC-Bay Mead's. KHJ-KVOE-Tello-Test. KECA-Author Meets Critic. KFWB-America Dances. KNX-Bing Crosby. KGER-Back to Bible. KFOX-Memory Rm. 6:45 P. M. KHJ-KVOE-Answer Man. 7 P. M. KLAC-News. Music. KFI-Big Story. KMPC-Words and Music. KECA-Lone Ranger. KHJ-John Steele. KFWB-America Dances. KFAC-Music. KNX-Burns & Allen. KGER-Family Bible Hour. KFOX-March Time. KVOE-Meet Neighbor.

TOMORROW (Thursday), NOVEMBER 10

7:30 A. M. KFI-News. KMPC-West Stars. KECA-Breakfast in Hollywood. KHJ-KVOE-News. KFWB-Bill Leyden. KNX-Nelson Pringle. KFAC-Music. KGER-Religious. KFOX-News. 7:15 A. M. KFI-Fleetwood Lawton. KMPC-News. KHJ-KVOE-Bkfst. Gang. KNX-Stars in Morning. KGER-Aubrey Lee. KFOX-Dr. Harrod, News, Music. 7:30 A. M. KFI-Platter Party. KMPC-Say With Music. KECA-Zeke Manders. KNX-Bob Garred. KFOX-Bible Hour. 7:45 A. M. KFI-Sam Hayes. KMPC-Morning Time. KGER-W. B. Record. KHJ-News. KNX-Fred Beck. KVOE-Hotcake Club. 8 A. M. KLAC-News. Stocks. KFI-Coffee Time. KFWB-Clete Roberts.

TELEVISION SCHEDULE

WEDNESDAY, NOVEMBER 9

KTSL-Channel 2. 6:30-Test, Preview. 7:00-Film, "Roaring Guns." 8:00-Film. 9:15-Col. McCormick, S. American Adventure. 9:45-Telenews. Hilites. KLAC-Channel 13. 5:45-Eye Opener. 6:00-Mickey O'Day. 6:15-Western. 6:30-Sam Balter. 6:35-Kemper's Kapers. 7:00-TV Showcase. 7:15-Ed & Ev. 7:30-Joe Graydon. 8:00-Clark Shaughnessy. 8:15-TV Golf Clinic. 8:30-Mystery House. 9:00-Harness Races. 9:30-Hold That Curtain.

TOMORROW (Thursday), NOVEMBER 10

KFI-TV-Channel 9. 12:00-News. 12:15-Ladies' Day. 12:50-Farm Reporter. 1:00-Shop, Look, Listen. 1:15-Meet World. 1:30-Meet Neighbor. 1:45-Cook's Corner. 2:00-Ted Meyers. 2:40-Burritt Wheeler. 3:00-Reduce by Rhythm. 3:15-Report. 3:30-Gardens. 3:50-Are Ya' Lookin'.

FREQUENCY MODULATION

WEDNESDAY, NOVEMBER 9

Following same as daily schedule: KKLA-97.1 Meg. 5:00-In the Groove. 6:00-Opera Miniature. 7:00-Songs. 8:00-Concert. 9:00-Memories. KECA-95.5 Meg. 5:30 a. m. to 12 KNC-93.1 Meg. 3 to 9. KMPC-100.3 Meg. 3:00 to 12. KHJ-101.9 Meg. 1:30-Norma Young. 2:00-Farm Fare. 2:30-9:00-Same as daily schedule. KFI-103.9 Meg. Same as daily schedule. KNOB-103.1 Meg. 5:00-Palos Verdes Ramblers. 6:00-Music. 7:15-Bon Jour Mesdames Paris. 7:30-Popular Music. 7:45-Hawaiian Music. 8:00-Western Music. 8:30-Jazz. 9:00-Tom Norton. 9:15-Babe Ruth Story. 9:55-Ray McKee Sports. 10:00-Orchestra. 10:15-Popular Music. 10:30-Orchestra. 10:45-U. N. 11:30-Looking Glass. 12:00-Rhythms. 12:45-Hello, Troy. 1:00-Music.

TOMORROW (Thursday), NOVEMBER 10

KUSC-91.5 Meg. 9:00-News. Music. 9:15-Chapel. 9:30-Story of Music. 10:45-U. N. 11:30-Looking Glass. 12:00-Rhythms. 12:45-Hello, Troy. 1:00-Music. 3:00-Let's Talk. 4:00-Musicalia. 4:30-Melodies. KNOB-103.1 Meg. 3:00 to 5:00-Music. KGER-Mizpah. KMPC-Norm Nesbit. KFOX-All Nations Bible Society. KNX-Club Time. KHJ-Cecil Brown. 8:15 A. M. KLAC-Haynes. KMPC-Markets, Sports. KFI-Marriage For 2. KFWB-Music. KNX-News. KHJ-News. KFOX-Music. KVOE-Reserve. 8:30 A. M. KFI-Jack Berch. KMPC-Song of You. KHJ-KVOE-Haven of Rest. KFWB-Music. KNX-Grand Slam. KFAC-News. KGER-R. B. Hammond. KFOX-Life Words. 8:45 A. M. KLAC-Racing News. KFI-Meyers Goes to Market. KMPC-News. KFAC-Unity. KNX-Rosemary. KFWB-Science. KGER-Bible Treasury. KVOE-Radio Tour. 9 A. M. KLAC-News, Music. KFI-News, Ladies' Day. KMPC-Band Box. KHJ-KVOE-Kate Smith Speaks. KECA-Art Linklater. KNX-Wendy Warren. KFWB-Strollin' Tom. KFAC-Concert. KGER-Lutheran. KFOX-Religious. 9:15 A. M. KLAC-Sing Worries Away. KHJ-Lanny Ross. KNX-Aunt Jenny. KFWB-Music. KFOX-Music. KVOE-Lyrics for Ladies. 9:30 A. M. KMPC-Chet Milan. KECA-Ira Cook. KHJ-Women Are Wonderful. KNX-Helen Trent. KGER-Religious. KFOX-Full Gospel. KVOE-Tell Neighbor.

Says Color TV Is Long Way Off Unusual Bid Revealed Here Was Made in Title Tourney

KANSAS CITY, Mo. (E. H. C. Bonfig, vice president of Zenith Radio Corp., said that there is now no system of color television with which "both the public and the radio industry could live". Bonfig, in a speech prepared for delivery before the Kansas City CO-OP Club, also said there was no answer to the question of when we would have commercial color television. He said that, once an acceptable system of color television was worked out, "the time before it could go into general service would extend for months and years."

"It would have to be field tested throughout the country," he continued. "Then would come the long, tedious process of designing and manufacturing commercial color transmitters and the equally complex job of developing and building color receivers at a price within the public's purse."

"The television of today is an economic monstrosity," he said. "It's popularity is spectacular and it has already proved a dangerous competitor to the motion picture industry and to others. Yet, it is causing enormous losses for broadcasters and has found no way to pay for the really high caliber, costly entertainment provided by Hollywood."

He cited surveys to show that most Americans would be willing to pay to see Hollywood movies on home television screens. Bonfig said that "nobody, anywhere" knows what color receivers would cost in mass production. He related that early this year Zenith built 22 color receivers, using a revolving mechanism disc to produce color pictures sent by telephone wire for CBS.

The contract price was \$1000 per receiver, he said. "We found that we had suffered a net loss of \$15,400 on the order," he added. "The television of today is an economic monstrosity," he said. "It's popularity is spectacular and it has already proved a dangerous competitor to the motion picture industry and to others. Yet, it is causing enormous losses for broadcasters and has found no way to pay for the really high caliber, costly entertainment provided by Hollywood."

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While I am sure you will think there is a misprint in the bidding, let me assure you that this is just the way it went in a championship event in Chicago. North said, when the bidding came around to him the second time, he wondered why nobody had bid spades, so he tried to find out the location of the spade holding with his bid of three no trump. He expected to be doubled, in which case, of course, he would run back to diamonds, but was very much surprised when everybody passed. He now had visions of a horrible bottom score on the board. East opened with the queen of spades. North played low from dummy and West overtook the trick with the king. He returned the seven of spades. North suddenly realized that West had only two spades, so he won the second trick with the ace.

He ran his six diamond tricks. During the course of discarding West got himself down to the blank ace and king of hearts and three clubs to the king. North now threw West in with a heart. West returned a club, which North won. He now played another heart and West, after winning this trick, was forced to lead another club. In this way North was able to make four no trump on the hand for a top score on the board, which helped him and his partner to win the championship.

Dick Powell Guest on Bergen's Show. Dick Powell drops in on Edgar Bergen-Charlie McCarthy show Sunday night, in order to help Bergen persuade Charlie to give up his ambition to become a "private eye." The program will be heard over CBS.

Services to Offer T-V, Radio Training. LOS ANGELES. (U. P.) An armed forces radio and television service has been established to train officers and men of the four services in radio-television programming and operations. Representatives of the Army, Navy, Air Force and Marines met last night to set up the organization. It will produce shows with live talent and films to inform and educate troops at home and overseas.

None Q 8 4 2 K Q 10 7 4 2 Q J 6 K 7 W N Q J 10 9 A K 10 3 W S E 8 5 3 2 K 9 8 3 2 Dealer 8 9 8 A 6 4 W J 7 5 A 8 3 A 10 7 4 Tournament-E-W vul. South West North East 1 1 2 2 1 1 Pass 3 3 Pass 3 N.T. Pass Opening lead-A Q

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