RADIO and TELEVISION PROGRAM LISTINGS

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

8:30—KFI—Eleanor Steber, soprano, and Howard Barlow, conductor, have chosen music appropriate to the Easter season for tonight's "Voice of Firestone" program.
8:30—KNX—In a powerful play condemning Communism, Walter Pidgeon, Peter Lawford and Janet Leigh recreate their screen roles in the radio adaption of "The Red Danube" on "Radio Theater."
8:30—KFI—The Fritz Kreisler musical "Apple Blossoms," with Dorothy Kirsten and Gordon MacRae in the lead roles, will be heard on the "Railroad Hour."
8:30—KHJ—"The Sincere Model Report" involves a beautiful girl who even resorts to murder to further her career is heard on the "Under Arrest" program.
9:30—KECA—Dimitri Mitropoulos, noted conductor, is interviewed by Milton Cross on "Piano Playhouse." Guest of the evening is Earl Wild, concert pianist, who plays Chopin's "Ballad in A Flat," and "Lady Be Good," by Gershwin.

MONDAY, MARCH 19, 1951

TONIGHT

5 P. M.
KLAC-News, Sports
KFI-Today
KFI-Feature Wire
KMPC-Help Wanted
KHJ-KVOE-Mark Trail
KECA-News
KFWB-Red Rowe
KNX-Sgt. R. Murrow
KFAC-Serenade
KFOX-Mission
KGER-Rancho 1390

5:15 P. M.
KLAC-Jamboree (5:20)
KFI-News
KECA-Elmer Davis
KMPC-Raymond Swing
KNX-Paul Harmon
KGER-Rancho 1390

5:30 P. M.
KFI-Voice of Firestone
KMPC-Stars of Song
KECA-Chet Huntley
KHJ-KVOE-C. Beatty
KGER-Gospel Friends
KNX-C. Collingwood
KFAC-Whoa Bill
KFOX-News

5:45 P. M.
KLAC-Sam Balter
KMPC-Top Tunes
KECA-Bob Garred
KNX-Frank Goss
KGER-Gospel Friends
KFOX-Fishcaster

6 P. M.
KLAC-News, Jarvis
KMPC-Calif. News
KECA-News, Weaver, Political
KNX-Radio Theater
KFI-American Way
KHJ-Sgt. Heatter
KFWB-News
KFAC-Twilight Hour
KGER-Soul Clinic
KFOX-News, "Time Out"
KVOE-F. Lewis

6:15 P. M.
KMPC-Bob Kelley
KECA-Hannibal Cobb
KHJ-KVOE-News
KFWB-Sports
KFOX-Hawaiian Music

6:30 P. M.
KFI-Candy Matson
KMPC-Joe Hernandez
KECA-Boston Blackie
KHJ-Answer Man
KFWB-American Dances
KFAC-Hour of Music
KGER-Memory Room
KVOE-Sports

6:45 P. M.
KHJ-KVOE-Hayes

7 P. M.
KLAC-News, Crosby & Co
KFI-Boston Pops Orchestra
KMPC-Music Memories
KECA-Lone Ranger
KHJ-War Front-Home Front
KNX-Friend Erma
KGER-Family Bible
KFOX-Serenade
KVOE-Have You Read—

7:30 P. M.
KFOX-Meet Band
KLAC-Music
KECA-Inner Sanctum
KNX-KVOE-Chase Kid
KFWB-Job Opportunities
KNX-Don Hawk Show
KGER-Rev. Harlan

7:45 P. M.
KFOX-News
KMPC-Red Cross Story
KFWB-Rosary Hour

8 P. M.
KLAC-News, Spts. Music
KFI-One Man's Family
KMPC-News
KHJ-KVOE-Lit George Do
KECA-Go With Ralph Flanagan
KFWB-Internal Revenue
KNX-Lowell Thomas
KFAC-Evening Concert
KFOX-Concert
KGER-Bible

8:15 P. M.
KMPC-Bing Crosby
KFI-News
KGER-Hebrew Christian
KNX-Smith & Whiting
KFWB-Mercy Errand
KFOX-Averil Berman

8:30 P. M.
KFI-Railroad Hour
KMPC-Your City
KECA-H. Taylor
KHJ-Under Arrest
KNX-Talent Scouts
KFWB-News
KGER-Music Hall
KVOE-War Front

8:45 P. M.
KFOX-Sacramento News Letter
KMPC-Human Relations
KECA-World Flashes
KFWB-U. N. Today
KGER-Voice of China

9 P. M.
KLAC-News, Music
KFI-Telephone Hour
KMPC-Hollywood Closeup
KECA-Richard Wallace
KHJ-KVOE-News
KGER-Bible Study
KFWB-Music
KNX-Star Playhouse
KFAC-Evening Concert
KFOX-Stories

9:15 P. M.
MPC-Curtain Call
KHJ-KVOE-F. Lewis
KFOX-Business Reporter

9:30 P. M.
KMPC-Dance Time
KFI-David Rose
KECA-Piano Playhouse
KGER-Brown Schools
KNX-Beulah
KHJ-KVOE-Crime Fighter.
FWB-News
KFOX-Serenade

9:45 P. M.
KFWB-In Hollywood
KNX-Club 15
KFOX-Music

10 P. M.
KLAC-Boxing
KFI-Reporter
KGER-When Day Is Done
KECA-News of Tomorrow
KHJ-Mystery
KFWB-G. Norman
NX-10 O'clock Wire
KFAC-Music
KFOX-Music
KVOE-Disc & Chat

10:15 P. M.
KFI-Virgil Pinkley
KFI-News
KHJ-Frank Edwards
KFWB-Music
KECA-Dr. F. Bailes
KNX-Bob Elson

10:30 P. M.
KFI-Johnny Murray
KHJ-Lonesome Gal
KGER-Music
KECA-Dream Along
KNX-Starlite Salute
KFOX-Music

10:45 P. M.
KFI-Sports
KGER-Music
KECA-New Yorkers

11 P. M.
KGER-Spirituals
KLAC-Don Otis
KFI-News
MPC-Leisure Time
KHJ-News
KECA-Records
KFWB-G. Norman
KNX-News
KFOX-Music
KVOE-Here's Garland

11:15 P. M.
KFI-Red Nichols
KHJ-The Continental
KNX-Merry Go 'Round
KECA-New Yorkers

11:30 P. M.
KGER-Ranch House
KFI-For You
KHJ-Crowell's Nest
KECA-Phil. Report, Footlight Favorites
KFOX-Memory Room

11:45 P. M.
KNX-You and World

12 MIDNIGHT
KLAC-Don Otis
KFI-Music Menu
KFWB-News, Music
NX-News, Mel Baldwin
KECA-Herb Allen, News

TOMORROW TUESDAY MARCH 20, 1951

DAWN to 7 A. M.
KFOX-Texas Tiny (6:30)
KLAC-Haynes
KFI-News, Farm Music, Pat Bishop (6:00)
KMPC-Music, Farm
KHJ-Rise and Shine
KECA-Religious, News
KFWB-Bill Layden
KNX-Ralph Story
KFAC-Concert
KGER-Stars Sing
KVOE-Mexican Hour

7 A. M.
KLAC-Haynes
KFI-KFOX-News
KECA-Hollywood
KMPC-Farm Advise
KHJ-KVOE-News
KNX-Art Godfrey
FWB-Music
KFAC-Coffee Concert
KGER-Rev. Spencer

7:15 A. M.
KFOX-Mission
KFI-Fleetwood Lawson
KMPC-News
KHJ-KVOE-Breakfast
KGER-Aubrey Lee

7:30 A. M.
KFI-Platter Party
KFOX-Religious
KMPC-R. Mulholland
ECA-Bob Garred
KNX-Frank Goss

7:45 A. M.
KFI-Sam Hayes
KGER-W. B. Record
KECA-Z. Manners
KHJ-News
KNX-Harry Babbitt
KVOE-Reporter

8 A. M.
KLAC-News, Stocks
KMPC-News
KFI-Coffee Time
ECA-Breakfast Club
KHJ-KVOE-Cecil Brown
KFWB-News
KNX-Ralph Story
KFAC-Religion
KGER-Mizpah
KFOX-Bible Society

8:15 A. M.
KFOX-Prison Missionary
KLAC-Haynes
KMPC-Markets, Sports
HJ-KNX-News
KFWB-Bill Layden
KVOE-Stocks

8:30 A. M.
KLAC-News
KFI-Jack Berch
KMPC-R. Mulholland
KHJ-KVOE-Haven of Rest
KNX-Grand Slam
KGER-Voice of China
KFOX-Life Words

8:45 A. M.
KFI-Dave Garroway
KLAC-Racing News
KFAC-Unity
KNX-Rosemary
KFWB-Bible Treasure

9 A. M.
KLAC-News, Crosby
KFI-News
KHJ-Kate Smith
KFWB-Music
KECA-J. Olsen
NX-W. Warren
KFAC-Piano
KGER-Lutheran Hour
KFOX-Pentecostal
KVOE-Club Variety

9:15 A. M.
KFOX-Home Missionary
KECA-Music, News
KFI-Meyers to Market
KVOE-Garden Guide
KNX-Aunt Jenny

9:30 A. M.
KLAC-Top Tunes
FI-Ladies Day
KECA-Quick as Flash
KHJ-Norma Young
KMPC-Chef Milani
KNX-Helen Trent
KFAC-Music
KFWB-Mrs. E. Roosevelt
KGER-God's Half Hour
KVOE-Music

9:45 A. M.
KNX-My Gal Sunday
KFOX-Bible

10 A. M.
"FI-Around Town
KLAC-Al Jarvis
KMPC-News, Melody
KNX-Big Sister
KHJ-KVOE-News
KECA-V. Lindlahr
KFAC-Concert
KGER-News, Lee
KFOX-News, Religious

10:15 A. M.
KFOX-Religious
KECA-Records
FWB-Music
KGER-Bible Band
KHJ-KVOE-Tello-Test
KNX-Ma Perkins

10:30 A. M.
KFI-News
KHJ-KVOE-Music, Morgan Manner
KMPC-Tune Test
KGER-H. Markham
KNX-Dr. Malone
KECA-True Story.
KFWB-News, M. Hart
KFOX-Music
KVOE-Personalities
KFAC-Songs

10:45 A. M.
KHJ-C. Cavallaro
KFI-Life Beautiful
KGER-Rev. Kopp
KNX-Guiding Light
KFOX-Music, Health
KFWB-Music

11 A. M.
"LAC-Al Jarvis
KFI-Double, Nothing
KMPC-News, L. A. Today
KHJ-KVOE-Ladies Fair
KECA-E. Crocker
KFWB-Maurice Hart
KNX-Mrs. Burton
KFAC-Guy Bates Post
KFOX-Rhythmic Age

11:15 A. M.
KECA-Easy Aces
KGER-Mission
KNX-Perry Mason

11:30 A. M.
KFI-Live Like Millionaire
KECA-J. B. Kennedy, Music
KHJ-KVOE-Queen for a Day
KNX-Nora Drake
KFAC-Music Hall
KGER-Redemption Ranch
KFOX-News

11:45 A. M.
"MPC-Beauty Council
KNX-Brighter Day
KECA-Backstage Talks
KGER-Hour of Prayer

TELEVISION

KTSL	Channel 2	KFI	Channel 9
KNBH	Channel 4	KTTV	Channel 11
KTLA	Channel 5	KLAC	Channel 13
KECA	Channel 7		

TELE-TIPS — TONIGHT

7:00—KECA (7)—Four hours of film fare on "Triple Feature Theater," starting with Range Buster movie for the kids followed at 8:00 with J. Arthur Rank production and winding up with television premiere of "Philo Vance's Gamble" starring Alan Curtis and Lola Birell.
7:30—KTSL (2)—Milton Douglas, musical comedy baritone, returns for an encore appearance on "Cavalcade of Stars."
8:00—KTLA (5)—"Double Thriller" concludes its current series of mystery features with "Shoot to Kill," followed by "Jack of Diamonds" at 9:15.
9:15—KFI (9)—Promoter Morrie Cohan has booked Big King Kari and Danny Darling to meet Billy Varga and Johnny (Red Shoes) Dugan, with the team getting the best two out of three falls to be proclaimed the winner.
10:30—KNBH (4)—Kenny Del Mar, who is known for his portrayal of Sen. Claghorn on the Fred Allen show, takes over as emcee of the new television show, "Patents Pending," at which the needs of people will be filled by inventors who appear to demonstrate their "brain-children."

MONDAY, MARCH 19, 1951

TONIGHT

4:15 P. M.
KNBH (4)-Kate Smith
KECA (7)-Foreman Phillips
KLAC (13)-Al Jarvis

4:30 P. M.
KFI (9)-Stu Wilson
KTTV (11)- Matinee, Jack Rourke

5 P. M.
KNBH (4)-Tele Comics
KTLA (5)- News, Music
KTTV (11)-Range Riders
KLAC (13)-Al Jarvis

5:15 P. M.
KNBH (4)-Gabby Hayes Show
KTLA (5)- Police Calls
KFI (9)-Meglin Revue

5:30 P. M.
KNBH (4)-Howdy Doody
KTLA (5)-Cowboy Turilis
KFI (9)-News

5:45 P. M.
KTSL (2)-Preview, Carnival for Kids
KECA (7)-Sandy Strong

6 P. M.
KTSL (2)-Western Cavalcade, "Range Law"
KNBH (4)-Crusader Rabbit Comedy Klub (6:05)
KECA (7)-Space Patrol
KFI (9)-TV University
KLAC (13)-Film

6:15 P. M.
KECA (7)-Tom Corbett, Space Cadet
KLAC (13)-Jimmie Dolan

6:30 P. M.
KNBH (4)-Western Serial "Boots and Saddle"
KTLA (5)-Beany
KECA (7)-Foreman Phillips
KFI (9)-Film, "Billy the Kid"
KTTV (11)-Film Oddities

6:45 P. M.
KNBH (4)-Evening Stars, Elmer Peterson, (6:55)
KECA (7)-Faye Emerson
KTLA (5)-Handy Hints
KLAC (13)-Song Trails
KTTV (11)-Tom Harmon Show

7 P. M.
KTSL (2)-Lee's Lair
KNBH (4)-Joe Hernandez at Caliente
KTLA (5)-News
KECA (7)-Triple Feature Theater
KTTV (11)- Open Road
KLAC (13)-Western Film

7:15 P. M.
KTLA (5)-Dixie Show Boat

7:30 P. M.
KTSL (2)-Cavalcade of Stars
KNBH (4)-News, Weather
KFI (9)-Film
KTTV (11)-Newsreel

7:45 P. M.
KNBH (4)-Roberta Quinlan
KTTV (11)-Perry Como

8 P. M.
KECA (7)-Film, "Blind Goddess"
KNBH (4)-Film, "Prince Doctor"
KTLA (5)-Film, "Shoot to Kill"
KFI (9)-Film, "Local Bad Man"
KTTV (11)-What's My Line?
KLAC (13)-Sports

8:15 P. M.
KLAC (13)-Fred Haney Clubhouse

8:30 P. M.
KNBH (4)-"Bet Your Life," Groucho Marx
KTSL (2)-Film, "Looking on Bright Side"
KTTV (11)-Arthur Godfrey
KLAC (13)-Boxing, Ocean Park

9 P. M.
KNBH (4)-Lights Out "The Disposessed"
KFI (9)-Canasta
KTTV (11)-Horace Heidt

9:15 P. M.
KTLA (5)-Film, "Jack of Diamonds"
KFI (9)-Wrestling at Pasadena

9:30 P. M.
KNBH (4)-"Leave It to Girls"
KTTV (11)-The Goldbergs

9:45 P. M.
KTSL (2)-Manhattan Spotlight

10 P. M.
KECA (7)-Film, "Philo Vance"
KNBH (4)-Voice of Firestone, with Rise Stevens
KTSL (2)-F. Lawton, Backstage with NTG
KTTV (11)-Studio 1, "One Pair of Hands"

10:30 P. M.
KNBH (4)-"Patent Pending" Premier of new show.
KTLA (5)-Teleforum

11 P. M.
KTSL (2)-Earl Wrightson
KNBH (4)-Broadway Open House
KECA (7)-"Champange Party"
KTTV (11)-Newsreel, George Martin Jr.
KLAC (13)-News

11:10 P. M.
KLAC (13)-Film, "Social Error"

11:15 P. M.
KTSL (2)-Peter Potter
KTTV (11)-Dancing at Anson

11:30 P. M.
KTLA (5)-Final Edition

12:05 A. M.
KTSL (2)-High Lights

TOMORROW TUESDAY MARCH 20, 1951

11:45 A. M.
KTTV (11)-Serenade

12 NOON
KLAC (13)-Mike Roy
KECA (7)-Test
KTTV (11)-Frank Hemingway

12:15 P. M.
KTTV (11)-Film Oddities
KLAC (13)-
9:00-Breakfast Frolics
10:00-Joe Graydon
12:00-Mike Roy
1:00-Al Jarvis
3:00-Film, "Death Kiss"
4:15-Al Jarvis
KTTV (11)-
12:30-Instruction for Survival
1:00-Bonus Bids
2:00-Film Oddities
2:15-Garry Moore
2:45-First 100 Years
3:00-Come to Kitchen
3:30-Movie
4:30-Ladies' Matinee
KFI (9)-
11:00-Film, "Sing as You Swing"
12:15-News
12:30-Ladies' Day
1:30-Cook's Corner
2:00-Film, "Hard Hombre"
3:20-Suspects Wanted
3:30-Guest Book, Marian Anderson
4:30-Stu Wilson
KNBH (4)-
12:15-News
12:30-Notes & Keynotes
1:00-Paul Pierce
1:30-Comedy Matinee
2:30-Chef Milani
3:00-Curtiss Cantera
3:45-Stephen Graham
4:00-Kate Smith
KECA (7)-
12:30-Grace Lawson
1:30-Mulholland's Matinee
2:30-Reserve
3:00-Cowboy Theater
4:15-F. Phillips

TUESDAY, MARCH 20, 1951

12 NOON
KFOX-Music
KLAC-Al Jarvis
KFI-Farm Reporter
KMPC-Prayer, Music
KHJ-KVOE-KECA-KNX-News
KFWB-Bill Anson
KFAC-Concert
KGER-Songs

12:15 P. M.
KFI-Road of Life
KFOX-KMPC-News
KHJ-Bell Ringer
KNX-Wendell Noble
KGER-World News
KECA-Records
KVOE-Farm Forum

12:30 P. M.
KFI-Pepper Young
KMPC-Religious Science
KECA-Modern Romance
KHJ-Nancy Dixon
KNX-Art Linkletter
KFWB-News
KGER-Serenade
KFOX-Studio
KVOE-Ranch

12:45 P. M.
KFI-Happiness
..HJ-Cedric Foster
KECA-David Amity
KMPC-For Ranchers
KFAC-News
KFOX-Latin American

1 P. M.
KLAC-News, Sport 570 Club
KFI-Back Stage
KMPC-News, Bill Ewing
KHJ-KVOE-Jack Kirkwood
KECA-Ira Cook
KFWB-Bill Anson
KNX-Hill Top House
KFAC-Festival
KFOX-Texas Tiny

1:15 P. M.
KGER-Army Voice
KNX-King's Row
KFI-Stella Dallas
KFAC-Child's Music

1:30 P. M.
KFI-Lorenzo Jones
KFWB-News
KHJ-Double or Nothing
GER-Adventure Research
KVOE-Frank Russell

1:45 P. M.
KFI-Widder Brown
KGER-News, Music

2 P. M.
KLAC-News, Sports 570 Club
KFI-Girl Marries
KGER-L. B. Band
KHJ-News
KFWB-Bill Anson
KFAC-Composers
KMPC-News, Johnny Grant
KECA-Surprise
KNX-News, Paul Masterson, Mr. Info.

2:15 P. M.
KHJ-Lunch with Lopez
KFI-Portia

2:30 P. M.
KHJ-Woman Wonderful
KFI-Plain Bill
KNX-Jack Owens
KGER-Garden School Band
KECA-Variety Fare

2:45 P. M.
KFI-Front-Page Farrell
KNX-George Fisher

3 P. M.
KLAC-News, Sports 570 Club
KFI-Welcome Travelers
KMPC-News, Johnny Grant
KHJ-Club 930
KECA-Rudy Vallee
KNX-Art Godfrey
KFWB-Peter Potter
KFAC-Opera
KGER-News, Fiesta
KFOX-High Lights, Music
KVOE-Orange News

3:15 P. M.
KFOX-Mat Melodies
KVOE-Here's Garland

3:30 P. M.
KFI-Aunt Mary
KFWB-KLAC-News
KGER-News, Rancho
KECA-Fran Scully
KFOX-Music

3:45 P. M.
KFI-Love and Learn
KFWB-Peter Potter
KHJ-Lynn and Hollywood
KFAC-News
KFOX-Pension

4 P. M.
KLAC-News, Sports Stars
KMPC-News, Johnny Grant
KHJ-Fulton Lewis
KFI-Woman's Secret
KECA-Lou Crosby
KNX-Curt Massey
KFAC-Masterpieces
KGER-Ranch, News
KFOX-News

4:15 P. M.
KMPC-Tales
KFI-Dr. Paul
KHJ-KVOE-Frank Hemingway
KNX-Strike It Rich
KFOX-Freddie Martin Sings

4:30 P. M.
KFI-B. Wheeler
KMPC-Ira Cook
KHJ-Behind Story
KECA-Happy Theater
KFWB-Platter Pals
KVOE-U. N.
KFOX-Hitching Post

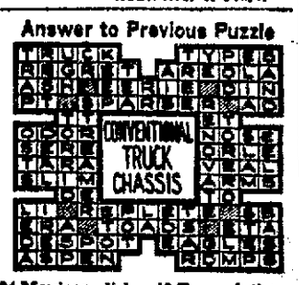
4:45 P. M.
KLAC-Racing
KECA-Headlines
KNX-Harry Babbitt
KVOE-KHJ-Hayes
KGER-Sport (4:55)

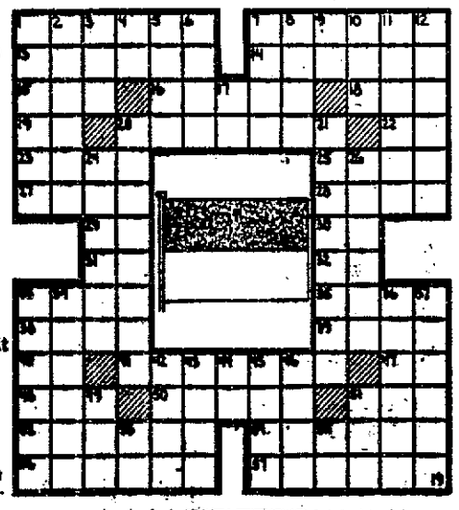
National Flag

HORIZONTAL
1 Depicted is the flag of the principality of ——
7 It is noted for the Monte Carlo ——
13 Puffed up
14 Group of eight
15 Limb
16 French river
18 Direction (ab.)
19 Note of scale
20 Threads
22 Symbol for tin
23 German king
25 Malt drinks
27 Have on
29 Horse's neck hair
30 Written form of Mister
30 Afternoon (ab.)
31 Three-toed sloth
32 Chinese measure
33 Wing
35 Sally's son
36 Secrets
39 Child's rattle
40 In the same place (ab.)
41 Dollars
42 Hypothetical structural unit
44 Sister
46 Slaughten
51 Bail
52 Mills
54 Mile, more precisely
55 Dinner course
56 Heavy rains

VERTICAL
1 Well-matured
2 Chemical salt
3 Scold
4 Preposition
5 Ancient ax
6 Scant
7 Cereal
8 Old
9 "Coyote State" (ab.)
10 Charged atom
11 Arctic explorer
12 Danish seaport
17 Medical suffix
20 Saddest
21 Embroidered pieces
24 Mexican dish
26 Layer
33 Its ruler is —— Rainier
34 Reddish brown color
36 Palestine mountain
37 Types of cars
42 Grade
43 Toward the sheltered side
44 Two (prefix)
45 Finishes
46 Stagger
49 Seine
51 Unclose (poet.)
53 Area measure
55 Eye (Scot.)

Answer to Previous Puzzle





Let's Explore Your Mind

By ALBERT EDWARD WIGGAM, D. Sc.

Answer to Question No. 1

Yes. Psychiatrist Neil Dayton after analyzing nearly 90,000 cases of mental disorders concludes in "New Facts on Mental Disorders" (paraphrased): "widowers suffer mental breakdown over one-third oftener than widows. Faced with loss of home and financial support of husband, women manage rather well. But dissolving the home means greater strain on the man. If he remarries, he improves his position, but he must preserve his marriage or he is in greater danger of mental breakdown than is the single man."

Answer to Question No. 2

Yes. My mail is filled with such cases. Many young men want to be doctors, lawyers and engineers, but their school marks are low and their IQs are around 90 or 100, which indicates that success in these professions is well-nigh impossible. Psychologists call ambition the "level of aspiration." You should have a goal, but try to develop one that fits your abilities. Many executives develop stomach ulcers from over-ambition.

Answer to Question No. 3

Apparently yes. Ohio University Sociologist A. R. Mangnus, gave personality tests to 371 farm children, 573 village children and 285 city children (third and sixth grade pupils). Farm and small town children ranked distinctly higher in self-reliance. The author thought that farm and village life, with its chores and tasks, probably offers greater opportunity for such development.

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LOOKING AND LISTENING

Some Shows Lose Favor by Too Many Commercials

By KING CHARLES

WHILE the public realizes that commercials are a necessity in providing television and radio entertainment, there seems to be a general move among most stations to overdo them at this time.

Many shows are losing favor with the TV viewers by breaking up films too often to bring in a commercial ranging from one minute to four to advertise anything from a bottled drink to a kitchen gadget.

A reader writes that one movie last week was broken 10 times for commercial plugs, once every five minutes. Another growls that a certain mid-day show was demonstrating the cutting and packaging of meat for home freezing. "And every time the butcher got ready to make a cut the program switched to a commercial. When the picture returned the butcher was done. It was a good idea but I still would like to see the meat being cut."

Incidently, that same program revealed Saturday that will limit sponsors to eight in the future. For a one-hour show, eight commercials will mean plenty of breaks in the show.

TONIGHT ON TV—Beany captures "The Thing" but lets it go. KTLA at 6:30 . . . The Scatman comes with Dick Lane on channel 5 at 7:15 . . . Peter Potter Parties with seven beauty contestants from the Torrance YWCA. KTSL at 11:15. Potter's show is good viewing to stay-uppers. Tomorrow night he guests Harry Babbitt and Martha Tilton . . . "Evening Stars," a new program, starts tonight on channel 4, 6:45 p. m. with Nat King Cole and Peggy Lee visiting.

There are many good shows tonight on Video. Arthur Godfrey's talent scouts have come up with some exceptional contestants, KTTV at 8:30 . . . Sam Balter brings boxing from Ocean Park ringside, KLAC-TV at 8:30 . . . Art Baker's triple features tonight are billed as "Arizona Stagecoach," "Blind Goddess," and "Philo Vance's Gamble" on KECA-TV 7 to 11.

Horace Heidt's Youth Opportunity Show on KTTV, 9 o'clock, brings another round in his never-ending search for talent . . . The film "Looking at the Bright Side" stars Gracie Fields on KTSL at 8:30 . . . Bob Steele and Al St. John in "Billy the Kid In Santa Fe" is KFI-TV's film at 6:30 and Hoot Gibson in "Local Bad Man" is the 8 o'clock opening.

Marian Anderson, one of the greatest of singers, will make a TV appearance with Heidi Olson tomorrow afternoon at 3:30 on KFI-TV. A group of Austrian students will offer a medley of folk dances and songs on the show.

JUST LISTENING—Radio offers much good enterainment tonight. For instance, Bob Hawk broadcasts from the San Diego Navy Base at 7:30, following My Friend Irma which comes over KNX at 7. Irma gets sophisticated tonight and tries to ditch her boy friend, Al. * * * Walter Pidgeon, Peter Lawford and Janet Leigh recreate their screen role of the "Red Danube" on KNX at 6. * * * KGER gives the Voice of China at 8.45 * * * Inner Sanctum at 7:30 on KECA is good for another spine chiller.

Beulah alters her Easter outfit with plenty of comedy chatter on KNX at 9:30 in another good radio show. * * * The Cisco Kid is the KHJ offering at 7:30, always a pleaser for young and old. * * * Tip for Tomorrow: For good harmony hear Curt Massey and Martha Tilton duet "Aba Daba Honeymoon" on KNX at 4 o'clock.

TV CHATTER—The Bob Keene trio has replaced the Hollywood Jesters on Glancin' at Anson" on KTTV for late viewers. * * * Dorothy Gardener, whom you see on several KTLA shows, including her own "Handy Hints," is a former top model. Was with Harry Conover several years. * * * KTTV (channel 11) becomes an entirely independent operation April 1 when it concludes its Columbia TV network affiliation. * * * Book lovers should appreciate a new show on KFI-TV at 11:45 Sunday mornings. Johnny Murray brings book reviews.

Work Nearing Completion on Steel TV 'Magic Wand' Atop Empire State Bldg.

(Photos on Page A-3)

NEW YORK, March 19. (AP) Work is nearing completion on a magic wand of steel that will transmit television programs of five stations from the top of the Empire State Building to an area will includes one-tenth of the nation's population.

With a kindly nod from the weatherman, workmen should be able to complete the 222-foot tower in a few more weeks.

The tower, which extends above the famed dirigible mooring mast of the Empire State and increases its height to a dizzy 1472 feet, also will be used to broadcast programs from three frequency modulation (FM) radio stations. A sixth television station hopes to find a place on the tower and a seventh also may apply.

There also has been talk of the possibility of using it for telecasting special programs to theater chains in this area—programs that could be received only in theaters.

The late Al Smith's insistence that the world's tallest building be topped by a dirigible mooring mast, which never was used, made it possible to errect the television tower.

The strong framework of the building, designed to carry the mooring tower, made reinforcement unnecessary for the television tower—a procedure that might have been impractical at present construction costs.

TV stations definitely slated to use the tower are WNBT of the National Broadcasting Co., WCBS-TV of the Columbia Broadcasting System. WJZ-TV of the American Broadcasting Co., WABD of the DuMont Network, and WPIX, the New York News station. WATV in Newark has asked for permission to move to the tower, and the remaining station in this area, WOR-TV, has it under consideration.

The FM stations of WJZ, WCBS and WNBC also will operate from the tower.

Besides providing what has been described as the world's best video transmission site, the concentration of stations in one location will eliminate the problem of orienting the antenna of the set owner. Instead of compromising to get the best reception possible from transmitters in different directions, he can aim his atenna at the Empire State and get maximum reception from all.

Berle in 30-year Service Contract With NBC in N. Y.

NEW YORK, March 19. (AP) Milton Berle has signed a 30-year contract with the National Broadcasting Co.

The contract gives NBC first call on the 42-year-old comedian's services, either as actor, producer, writer or director, in radio and television. It is subject to his present contract with the Texas Co. for next year.

The network announced yesterday that Berle had signed.

His attorney, Irwin W. Rosenberg, said later that the contract would run into "seven figures"—$1,000,000 and up—over the 30-year period.

The lawyer said this sum merely covered the granting of exclusixe services to NBC, and that Berle's activities as actor, producer, writer or director will call for additional compensation.

The agreement covers Berle's regular appearances on his own television show sponsored by the Texas Co. on Tuesday at 8 p. m., as well as guest appearances on other programs.

The contract is the longest ever signed in the radio and television field. The previous record was a 20-year contract reserving the services of Don McNeil, star of the Breakfast Club program, to the American Broadcasting Co.

Princess Elizabeth Flying to Malta

LONDON, March 19. (AP) Princess Elizabeth left by plane today to visit her husband, Prince Philip, in Malta.

The prince, who is stationed on Malta as commander of a royal navy frigate, and the princess will make a trip to Rome April 11. She plans to return to England April 24.

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