

RADIO and TELEVISION PROGRAM LISTINGS

LONG BEACH (CALIF.) PRESS-TELEGRAM WEDNESDAY, MARCH 28, 1951 B-7

KLAC 370 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

8:00-KNX—"Honest Harold" goes back to school tonight as he prepares to enter his newly-found cousin Marvin. Harold Perry recently celebrated his 10,000th broadcast in radio... quite a record!

7:00-KFI—A Boston reporter's successful efforts to save an innocent man from the electric chair will be dramatized on the "Big Story" program.

7:30-KECA—"Mutiny on the Madam X" is the title of another of the exciting adventures of Bob Barclay, "American Agent" who tonight pursues the "X" in an attempt to free the great industrial genius, Henry Holgate, who is being carried as a prisoner to a rendezvous with a Red fleet sub.

8:30-KHJ—Joe E. Brown, veteran comic of stage, screen and radio, hosts when the curtain goes up on tonight's "Family Theater" broadcast.

WEDNESDAY, MARCH 28, 1951

5 P. M.
 KLAC—News, Sports, LA Today
 KFI—Feature Wire
 KMPC—Help Wanted
 KECA—VOD: Mark Trail
 KFWB—Red Rose
 KNX—Ed L. Murrew
 KFAC—Serenade
 KFOX—Mason
 KGER—Marche 1930

6 P. M.
 KLAC—LA Today, Jamboree
 KMPC—Raymond G. Swartz
 KECA—Music
 KFWB—World News
 KFAC—Edgar Davis
 KFOX—Knox
 KGER—Tam Harmon

6:30 P. M.
 KFI—Cassidy
 KFWB—Rae Fosse
 KMPC—Bliss of Song
 KECA—Music
 KFWB—Clyde Beatty
 KGER—Good Friends
 KFOX—Columbia
 KGER—Sue
 KFI—Cassidy
 KFWB—Rae Fosse
 KMPC—Bliss of Song
 KECA—Music
 KFWB—Clyde Beatty
 KGER—Good Friends
 KFOX—Columbia
 KGER—Sue

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8 P. M.
 KLAC—News, Sports, LA Today
 KFI—Cassidy
 KFWB—Rae Fosse
 KMPC—Bliss of Song
 KECA—Music
 KFWB—Clyde Beatty
 KGER—Good Friends
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LOOKING AND LISTENING

Many TV Programs Switch Stations in Coming Week

By KING CHARLES

MORE than 24 hours of Columbia network television programs move to the CBS-owned Los Angeles outlet, Station KTLA, Channel 2, commencing Sunday, April 1. Programs such as Alan Young, Frank Sinatra, Ed Sullivan's "Toasts of the Town," Burns and Allen, Fred Waring, Arthur Godfrey's two shows, Perry Como, "The Goldbergs" and many others are concerned in the switchover to KTLA (2) from KTTV (11).

Also some 46 additional hours of network sustaining and local commercial and sustaining shows will be telecast weekly on KTLA. For the first time in its history, KTLA will telecast on a seven-day-a-week schedule, with the start of Sunday operation April 1 at 3:15 p. m. The announcement of the new program schedule for the station by Merle S. Jones, KTLA general manager, also sets a new sign-on time for the Monday-through-Friday operations. On those days the station comes on the air at 1:00 p. m. Saturday sign-on time will be 5:15 p. m.

Steve Allen, long a local favorite with his midnight radio show on KNX, and now enjoining a CBS television program in New York, will be featured every afternoon, five days a week, in a full hour of his zany antics from 4:00 to 5:00 p. m. Garry Moore, who likewise left Hollywood to do television in New York, will also be seen for an hour each afternoon with his popular comedy routines.

Television's first daytime serial, "The First Hundred Years," a CBS network commercial, will be a daily early-afternoon feature.

TONIGHT ON TV — Dean Cromwell, former Olympic coach, chats with Tom Harmon on KTTV at 6:45. Connie and Frank Hemingway show the progress on the Hollywood Freeway on a film at 6:15 on KTTV. For early evening western action KFI channels "The Lone Rider and the Bandits" at 6:30. Propositions A and B will be discussed in a political talk on KTTV at 6:30.

THURSDAY, MARCH 29, 1951

12 NOON
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

1:30 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

2 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

3 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

4 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

5 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

6 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

7 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

8 P. M.
 KLAC—Jazz
 KFI—Jazz
 KFWB—Jazz
 KECA—Jazz
 KFOX—Jazz
 KGER—Jazz

TELEVISION

8:00-KRNB (4)—Colette Marchand, famous Paris dancer, makes her TV debut tonight on the Jack Benny show, where she demonstrates one of her unusual talents, the ability to do a formal ballet in high heeled shoes.

9:00-KECA (7)—Don McNeill, who is very busy these days with his radio and TV shows, is in need of a good handyman about his "TV Club." We have an applicant tonight for this job in the person of "Rochester," who finds out that working conditions are vastly different here, than at the Jack Benny household.

11:05-KTSL (2)—Candy McDowell and Ed Chandler again join with Peter Potter to help "search for a song" in the program designed to help bring unknown song writers into the spotlight.

TELETIPS TONIGHT

WEDNESDAY, MARCH 28, 1951

4 P. M.
 KRNB (4)—Karl Smith
 4:15 P. M.
 KECA (7)—Philips
 4:30 P. M.
 KFI (6)—Stu Wilson
 5 P. M.
 KRNB (4)—Tele-Comics
 5:15 P. M.
 KRNB (4)—Garry Hayes
 5:30 P. M.
 KTLA (2)—News, Music
 5:45 P. M.
 KRNB (4)—Preview
 6 P. M.
 KTSL (2)—Western Cavalry
 6:15 P. M.
 KTLA (2)—News, Music
 6:30 P. M.
 KRNB (4)—Preview
 6:45 P. M.
 KRNB (4)—Preview
 7 P. M.
 KRNB (4)—Preview
 7:15 P. M.
 KRNB (4)—Preview
 7:30 P. M.
 KRNB (4)—Preview
 7:45 P. M.
 KRNB (4)—Preview
 8 P. M.
 KRNB (4)—Preview
 8:15 P. M.
 KRNB (4)—Preview
 8:30 P. M.
 KRNB (4)—Preview
 8:45 P. M.
 KRNB (4)—Preview
 9 P. M.
 KRNB (4)—Preview
 9:15 P. M.
 KRNB (4)—Preview
 9:30 P. M.
 KRNB (4)—Preview
 9:45 P. M.
 KRNB (4)—Preview
 10 P. M.
 KRNB (4)—Preview
 10:15 P. M.
 KRNB (4)—Preview
 10:30 P. M.
 KRNB (4)—Preview
 10:45 P. M.
 KRNB (4)—Preview
 11 P. M.
 KRNB (4)—Preview
 11:15 P. M.
 KRNB (4)—Preview
 11:30 P. M.
 KRNB (4)—Preview
 11:45 P. M.
 KRNB (4)—Preview
 12 MIDDNIGHT
 KRNB (4)—Preview

New Zealand Cities Shaken, No Damage

AUCKLAND, New Zealand, March 28. (AP) An earthquake shook Wellington and other centers in New Zealand this afternoon. No damage was reported. The Carter Observatory said the quake center appeared to be about 350 miles distant and deep-seated.

coach, and two members of his track team at 6:15.

Councilman on Air

Councilman Raymond C. Kealer will talk on "City Affairs" at the Junior Chamber of Commerce Town Meeting program over KFOX tonight at 8:30 o'clock, Ernest Glaser, junior chamber, announced.

RADIO TONIGHT—KFOX offers Your Fishcaster at 5:45...

Bing Crosby sings "Sparrow in the Tree" and Judy Garland solos "April Showers" on KNX at 6:30. Jack Smith and Dinah Shore duet "Let Me In" on the same station at 8:15. KFLAC brings the Hollywood-Sacramento baseball game at 8:30. Jean Herscholt and Rosemary De Camp will be heard in "Squads" on KNX at 8:30. Swingtime on the Elks is on KFOX at 9.

A California state income tax talk on KGER at 9:15 is timely. Hattie McDaniel as Beulah continues a battle of the sexes on KNX at 9:30.

TOMORROW MARCH 29

10 A. M.
 KLAC (13)—Joe Graydon
 12 NOON
 KECA (7)—Teddy
 12:15 P. M.
 KTTV (11)—Serenade
 1:00 P. M.
 KTLA (2)—News, Music
 1:15 P. M.
 KTLA (2)—News, Music
 1:30 P. M.
 KTLA (2)—News, Music
 1:45 P. M.
 KTLA (2)—News, Music
 2 P. M.
 KTLA (2)—News, Music
 2:15 P. M.
 KTLA (2)—News, Music
 2:30 P. M.
 KTLA (2)—News, Music
 2:45 P. M.
 KTLA (2)—News, Music
 3 P. M.
 KTLA (2)—News, Music
 3:15 P. M.
 KTLA (2)—News, Music
 3:30 P. M.
 KTLA (2)—News, Music
 3:45 P. M.
 KTLA (2)—News, Music
 4 P. M.
 KTLA (2)—News, Music
 4:15 P. M.
 KTLA (2)—News, Music
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 KTLA (2)—News, Music
 5 P. M.
 KTLA (2)—News, Music
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 KTLA (2)—News, Music
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 11 P. M.
 KTLA (2)—News, Music
 11:15 P. M.
 KTLA (2)—News, Music
 11:30 P. M.
 KTLA (2)—News, Music
 11:45 P. M.
 KTLA (2)—News, Music
 12 MIDDNIGHT
 KTLA (2)—News, Music

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Answer to Previous Puzzle

Music-Maker

HORIZONTAL
 1 Depleted musical instrument
 8 It is used in the section
 13 Interstices
 14 Artist's stand
 15 Contain
 16 Italian coins
 18 High note of Guido's scale
 19 Card game
 20 Take as one's own
 21 Every one substances
 22 Plural suffix
 23 Daybreak

VERTICAL
 1 Rich fare
 3 Melody

Let's Explore Your Mind

By ALBERT EDWARD WIGGAM, D. Sc.

2 DO COUPLES HAVE SMALL FAMILIES BECAUSE THEY CAN'T AFFORD MORE CHILDREN? YOUR OPINION.

3 IS THERE ONE QUICK WAY TO SHOW YOU ARE AN EDUCATED PERSON? YES NO

I SHOULD ENGAGE COUPLES VISIT EACH OTHER'S HOMES? YES NO

Answer to Question No. 1
 By all means. Nothing tells more about a person than his home life—how his parents treat him and how he treats them, how brothers and sisters get along, how the mother keeps house and the home's social and moral atmosphere. This will give each a better knowledge of the other than driving in the moonlight. Our booklet, "How to Predict Your Married Happiness," has helped thousands in sizing up their chances. Sent at cost, 15c (coin only) with stamped, self-addressed envelope.

Answer to Question No. 2
 Only partly so. If the reason for small families were purely economic, then the richer the people the more children they would have. But the very rich don't have enough children to replace themselves. However, in the economic middle class families, the reason is mostly lack of money to rear more children properly.

Answer to Question No. 3
 Yes, by your vocabulary. The late President Eliot of Harvard said in substance, "The most essential part of education is a refined use of the mother tongue." Herbert Spencer said you could quickly tell the caliber of any man's mind by the "broad, general words" he used. Send for our new booklet, "How to Improve Your Word Power, Think Better and Spell Perfectly with Vocabulary Test of Intelligence," 15c (coin only) plus self-addressed, stamped envelope.

INCREASE YOUR WORD POWER!
 Words make a great deal of difference in how you impress people. Therefore, you can improve yourself and create a more favorable impression of you, read our intriguing new booklet, "How to Increase Your Word Power, Think Better and Spell Perfectly with Vocabulary Test of Intelligence," 15c (coin only) and a stamped (5c) self-addressed return envelope.

End-of-Month SALE

LONG BEACH'S OLDEST AND LARGEST MUSIC STORE, Est. 1916

130 PINE AVENUE

These are floor samples, window samples and demonstrator models, mechanically perfect, but in some cases marked or scuffed by normal handling. A hardly noticeable imperfection can save you many, many dollars. You get Humphreys regular guarantee. But hurry! It's first come, first served and there are no more than one or two of a kind.

Three Days Only—Thursday—Friday—Saturday

TELEVISION TABLE MODELS	TELEVISION CONSOLES
Motorola, blond, 7".....NOW ONLY \$ 39.95	Magnavox, maple, 12 1/2".....NOW ONLY \$150.00
Philco, mahogany, 10".....NOW ONLY 89.50	Motorola, oak, 12 1/2".....NOW ONLY 159.50
Philco, mahogany, 12 1/2".....NOW ONLY 150.00	Hoffman, mahogany, 12 1/2".....NOW ONLY 150.00
RCA Victor, ebony, 10".....NOW ONLY 99.50	Magnavox, mahogany, 12 1/2".....NOW ONLY 150.00
Magnavox, Chippendale, 12".....NOW ONLY 150.00	Philco, mahogany, 12 1/2".....NOW ONLY 150.00
Hoffman, mahogany, 10".....NOW ONLY 89.50	Emerson, mahogany, 16".....NOW ONLY 150.00
Westinghouse, mahogany, 14".....NOW ONLY 225.00	Hoffman, mahogany, 16".....NOW ONLY 195.00
	Motorola, mahogany, 19".....NOW ONLY 325.00
	Zenith, mahogany, 19".....NOW ONLY 325.00

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 rect blow action. Was \$895. NOW ONLY

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 blow action. Was \$1095. NOW ONLY

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