

# RADIO and TELEVISION PROGRAM LISTINGS

A-12 LONG BEACH (CALIF.) PRESS-TELEGRAM WEDNESDAY, APRIL 11, 1951

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

**SPECIAL**  
7:30 KFI—American Cancer Society Revue; all star, Joan Crawford  
**ADVENTURE**  
7:30 KECA—Bob Barclay, American Agent  
8:30 KFI—Mr. District Attorney  
8:30 KHJ—International Airport  
**SPORTS**  
7:00 KNX—Prize Fight; Ike Williams-Fritze Fruden

## LOOKING AND LISTENING

### Company Spends Million Yearly to Make TV Shorts

By TOM DANSON

ONE of the most amazing success stories in the television field is that of the Snader Television Co., which spends annually \$1,000,000, producing "quickie" shorts for TV stations. With plenty of faith in the future of television—plenty of capital and an ever-present element of risk attached to the venture, Louis D. Snader, a small, unassuming and very likable gentleman, now produces 400 filmed shorts yearly for the industry, and, as he said, knocking on wood, "in the black." Snader said: "Just as radio stations need phonograph records, so do television stations need something similar, and thus, I got the idea to produce musical shorts featuring the top names in music, running the same length of time as a record."

The company films just once a week, each Friday, but all week holds rehearsals and prepares for this big day during which 10 shorts are filmed. An eight-man camera crew using three complete camera setups, at a cost of \$2500 per short. I spent a very interesting afternoon last week watching the band of Les Brown film five numbers, followed by Burl Ives doing five new folk tunes, which was rather confused as to why, before each shooting, a man came on stage with a heavy mist, an eight-man camera crew. On asking the reason for all of this action, I was informed that a fly or moth could wreck many feet of film, in fact, the entire short, and the mist was fly spray to clear the set. Out of 20,000 feet of film used during the day's shooting, only 2700 feet make up the finished 10 shorts. Here's a man with an idea, and forgetful enough to make use of it, who deserves the gains earned. (KNBH features these shorts locally.)

**DOWN TV-RADIO ROW**... Last Monday, they named the new singer on the Bob Crosby show, dubbing her Giselle MacKenzie... KTLA had no spots to sell when KNBH (new home of "Happy") approached them to play the Cassidy classic to Mary Sinclair, wife of N. Y. Producer George Abbott, and first to be signed by CBS under their new "star system," arrived in Hollywood last week end... The original studios for KTLA (1942) were in a room about 10

TELEVISION	Channel 2	KECA	Channel 7
KNBH	Channel 4	KFI	Channel 8
KTLA	Channel 5	KTVV	Channel 11
		KLAC	Channel 12

SMART FOLKS KNOW that Press-Telegram Want Ads are everyday problem-solvers. Phone 6-9066 for an ad-writer.

## TV OWNERS

Remember the old saying — "A Barrel Full of Holes Won't Hold Water."

Be sure the TV you own is sound and reliable. Give you the protection you need and save money on TV repairs.

**DON'T WAIT... PROTECT YOUR SET TODAY... TOMORROW MAY BE TOO LATE.**

Phone 4-4534 or Write **TV DRIVE-IN** 2537 AMERICAN

## TELEVISION CAMERAMAN PREFERS HALICRAFTERS

STEVE WARNER, Chief Cameraman of a leading Chicago television station, says: "I've known we have a Hallicrafters Precision Television Set."

Thousands of television engineers, cameramen and service men own Hallicrafters Precision Television. These experts know the world-famous reputation of Hallicrafters for building precision electronic equipment. They know, too, that only Hallicrafters is equipped with the Dynamic Tuner... to give you the clearest picture in television.

Follow the lead of these experts. Before you buy any television set, go to your local dealer and see Hallicrafters Television... PRECISION BUILT TO LAST FOR YEARS.

**hallicrafters**  
The Set The Experts Own

## TV PARTS WARRANTIES

Includes:  
• Main Picture Tube, All Tubes and All Parts for One Year.  
• ANY MAKE  
• ANY MODEL  
• ANY AGE

**1995**

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TV SPECIALISTS  
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**OPEN 7 DAYS A WEEK 10-10 P.M.**

## PHILCO OWNERS

Call about our special PHILCO parts warranty on your Television Receiver.

**ALL REPAIRS MADE UNDER FACTORY SUPERVISION**  
CALL 4-4584

## SERVICE WHILE YOU WAIT

2537 AMERICAN AVENUE  
PHONE 4-4584

FOR THE FINEST RADIO AND TELEVISION SERVICE At the rate of 1 Year Home Hours 10 to 10 Daily - 7 to 7 Sundays **TV DRIVE-IN SERVICE** 2537 AMERICAN AVE.

## YOU SAVE MORE at Mac Harris Seat Covers

Two drunken drivers were ordered to pay heavy fines or serve jail sentences after pleading guilty in Municipal Court of Judge Wilber F. Downs yesterday.

Sentenced to pay \$250 fine or serve 30 days in jail was James A. McPherson, 37, Los Angeles salesman, arrested at South St and Daisy Ave, March 16 where police said he was racing his car at 35 miles an hour with the car in low gear.

Harry W. Raimsey, 28, bartender, was sentenced to pay a \$150 fine or serve 30 days in jail. He was arrested at Burnett St and Santa Fe Ave, where police said he parked his car in the center of the street and turned off his lights.

**PLASTIC SEAT COVERS**  
Reg. 39.95 Value **\$22.95**  
Beautiful Durable NO ELASTIC! No Wrinkles!  
FREE! Post Installation while you wait!

Fibre SEAT COVERS 3.98  
Plastic SEAT COVERS 9.95  
As low as

**MAG HARRIS SEAT COVERS**  
1245 E. ANAHEIM  
1 Block East of Orange Phone 70-4904

## L. A. Civil Engineer Section Meets Today

The Los Angeles Section of the American Society of Civil Engineers of which R. R. Shoemaker of Long Beach is immediate past president, will hold its monthly dinner meeting at 6:30 this evening at the Alexandria Hotel, Los Angeles. Finley B. Laverty, president of the section, announced that naval construction would be the theme of tonight's meeting.

Comdr. L. C. Cox, USN, of the 11th Naval District engineering office, widely known for his work at the Naval Shipyard here, is one of three engineers scheduled to address the group. Others are Henry L. Wright, architect, who will talk on "Planning Problems of a Major Naval Air Base," and William T. Wright, civil and structural engineer, whose subject will be "The Development of a Prototype Hangar for Naval Air Stations."

## Two Drunken Drivers Handed Stiff Penalties

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## Howard's Jewelry

AND TELEVISION  
356 AMERICAN AVE.

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ALL PARTS INCLUDING LARGE PICTURE TUBE  
We repair all makes, all sizes tubes - 7" - 10" - 12 1/2" - 14" - 16" - 17" - 19" - 20".  
Prompt service done by trained technicians. Large stock of parts.

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**Long Beach Community FAIR**  
MEMORIAL STADIUM  
Official Opening  
6 P.M. WED. APRIL 11  
SUNDAY, APRIL 15

**GIANT FUN ZONE**  
HUGE EXHIBITION TENT

\* COMMUNITY FAIR Vanities 8 and 10 P.M. nightly.  
\* KIDDIES MATINEE Saturday 1 P.M.  
\* LADIES MATINEE Friday 1 P.M.  
\* FAMILY MATINEE Sunday 1 P.M.

ONE 75¢ ADMISSION GOOD FOR THREE FIVE DAYS  
LOTS OF FREE GIVEAWAYS

## Can you bake and cook with the gas turned OFF?

Baking with the gas turned ON... cooking on top burners is not only Old Fashioned but requires 50% of your life in the kitchen! It robs you of the freedom that can and should be yours. Untie yourself from this drudgery... enjoy your family and take time off to live by modernizing your cooking equipment with a Chambers Range... It bakes and "cooks while the cook's away!" See a Chambers today!

Chambers — cooks with the Gas Turned Off

Available in Six Beautiful Colors

**Chambers**  
25-YEAR NAME SEAL GUARANTEE

ASK YOURSELF THESE QUESTIONS—  
Can you: Broil meats on top of your range? ... Cook a complete dinner and be gone all day? ... Bake in two ovens at the same time? ... Save \$76 yearly? If you can't, then you need a Chambers Range!

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Telephone 2-1278 5874 Atlantic Ave. Long Beach 5, Calif.

## Let's Explore Your Mind

By ALBERT EDWARD WIGGAM, D. Sc.

**2. SHOULD WE FREQUENTLY RE-EXAMINE OUR OPINIONS?**  
YES  NO

**3. ARE HALF OF ALL WORKERS SATISFIED WITH THEIR JOBS?**  
YES  NO

**4. IS MONEY SPENDING THE CHIEF VALUE IN A YOUNG COUPLE'S BUDGET?**  
YES  NO

© 1951 by John F. Deane Co. YES  NO

**Answer to Question No. 1**  
No. As one marriage counselor says, a budget provides a framework for young married couples to work out a design for living together. An expense account shows what you have spent, but a budget is a program for spending, a plan for living. You decide in advance whether to have an expensive vacation later or a good "blow-out" now, or to live simply this year in order to have a car next year.

**Answer to Question No. 2**  
Yes. Plato said, "The unexamined life is a life not worth living." It is a life that never grows, never changes its outline, never sees new points of view. It is "once-a-Democrat, or Republican, always-a-Democrat or Republican." Don't think God you are right, but ask Him whether you are right. As never before, we should stop, look and listen to see if our opinions are based on facts instead of old habits, emotions and attitudes.

**Answer to Question No. 3**  
Yes. Studies indicate that not over 49 per cent are positively satisfied. Numerous studies show that job satisfaction depends largely upon opportunity, type of boss, creative activity of the job, chance to voice grievances, benefit programs, etc. As I recently pointed out, "pay" ranks about fifth with satisfied workers, first with the dissatisfied.

Our great new booklet—how to double your income—READ FASTER AND BETTER. By Albert Edward Wiggam, D. Sc. Read it now! It is simple and successful. See simple but priceless rules and without cost for 15 cents in coin. Address Dr. P. W. Wiggam, care of this newspaper. Enclose a 3-cent stamped self-addressed envelope.

## Oriental Animal

- HORIZONTAL**
- 5 Cotton fabric
  - 6 Landed animal
  - 7 Mexican coin
  - 8 State
  - 9 Symbol for deer
  - 10 Greek letter
  - 11 Finches
  - 12 Urfa
  - 13 Dry
  - 14 Raised
  - 15 Seed vessel
  - 16 Rear
  - 17 Exist
  - 18 Atop
  - 19 Advisers
  - 20 dark
  - 21 brown
  - 22 Cereal grain
  - 23 Vases
  - 24 Cicatrix
  - 25 Italian city
  - 26 Transpose (ab.)
  - 27 Italian river
  - 28 Palm Lily
  - 29 On time (ab.)
  - 30 Leap
  - 31 Places
  - 32 Reduct
  - 33 Four (Roman)
  - 34 Tells secrets
  - 35 Artificial language
  - 36 Seize
  - 37 Stupid person
  - 38 Distant
  - 39 Vibrant effects
  - 40 Burden
  - 41 Chemical salt
  - 42 Pooms
- VERTICAL**
- 1 Flavors
  - 2 Satrix
  - 3 Young goat
  - 4 To (prefix)
  - 5 Reverse
  - 6 Harangue
  - 7 Shops
  - 8 Love god
  - 9 Weight of India
  - 10 Horse's gait
  - 11 Misplace
  - 12 Half an em
  - 13 Device used by golfers
  - 14 Passing fancy
  - 15 Parent.
  - 16 Behold!

**Answer to Previous Puzzle**

**ZASU PITTS**

**ACROSS**

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