

# RADIO and TELEVISION PROGRAM LISTINGS

A-8 LONG BEACH (CALIF.) PRESS-TELEGRAM FRIDAY, AUGUST 24, 1951  
**KLAC 570 KFI 640 KMPC 710 KECA 790 KHJ 930 KFWB 980 KNX 1070 KFOX 1280 KFAC 1330 KGER KYOE 1390 1480**

The following programs are compiled from reports provided by the broadcasters.

**DIAL LITES — TONIGHT**

**INFORMATIVE**  
 7:00-KMPC—Air Force Association Convention, Assistant Sec. Air Force, Eugene Zuckert.  
 7:05-KLAC—Clete Roberts World Report.  
 7:30-KNX—Woman's Forum.  
 9:00-KFWB—Eleanor Roosevelt ADVENTURE

**DRAMA**  
 6:30-KFI—Mr. Keen, Tracer of Lost Persons.  
 8:30-KECA—This Is Your FBI  
 8:30-KFI—Dimension X  
 9:30-KHJ—Crime Fighters

**FRIDAY, AUGUST 24, 1951**

**5 P. M.**  
 KLAC—News, Sports, L.A. Top  
 KFI—Alvin Karpis  
 KMPC—Head Wanted.  
 KNX—KVOE—Mr. Keen's Reports  
 KFWB—Red Rover Ranch  
 KGER—Hollywood  
 KFAC—Sensational  
 KFOX—Stars of Week  
 KMPC—Lonesome Gals  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**5:15 P. M.**  
 KLAC—Stars of Week  
 KMPC—Lonesome Gals  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**5:30 P. M.**  
 KLAC—News  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**5:45 P. M.**  
 KLAC—Sam Sater  
 KFI—Melody Time  
 KMPC—Top Tunes  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**6 P. M.**  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**6:15 P. M.**  
 KLAC—Al Jarvis  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**6:30 P. M.**  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**6:45 P. M.**  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**7 P. M.**  
 KLAC—News, Clete Roberts  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**7:15 P. M.**  
 KLAC—Haynes at Reins  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**7:30 P. M.**  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**7:45 P. M.**  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

**8 P. M.**  
 KLAC—News, Stocks  
 KFI—Melody Time  
 KMPC—Stars of Week  
 KNX—World Today  
 KFOX—Stars of Week  
 KGER—Gospel Friends  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time  
 KFI—Melody Time

## NBC Opens New Studios Sept. 14 With TV Benefit

By TOM E. DANSON

HOLLYWOOD. A few weeks ago, a very enthusiastic Jack Webb (NBC star of Dragnet and Pete Kelly's Blues) returned from San Francisco after a most successful TV emceeing job for charity in the bay area city. So enthusiastic, in fact, that he promptly enlisted the aid of the powers that be, around the radio-television mill (NBC-KNBE) to do a similar job in Southern California in behalf of the Cerebral Palsy Association. Present plans call for a continuous 36-hour telethon which will be held in conjunction with the grand opening of the new NBC-TV studios, now undergoing remodeling in the El Capitan Theater on Vine St., Hollywood.

It is hoped that the enthusiastic Webb, and his cohorts, Jim Moser and Frank La Tourette, together with the help of hundreds of top Hollywood entertainers, will be able to raise at least a half a million dollars for this very worthy charitable cause.

Tentatively set for Friday, Sept. 14, if the El Capitan is interrupted until Sunday night. There was some talk, however, around NBC that the show might not start until Saturday.

ABC (KECA-TV and KECA) took a flyer at a telethon not too long ago, with only "fair" results. Tom Harmon on the CBS-owned KSTL handled a short two-hour affair. Now, it's NBC's turn to see what they can do, and for a start they've topped them all by adding many more hours.

If properly handled, managed and produced, an affair like this can hold an audience for a long time. On the other hand, if it turns out to be a "nose holder," the other channels in the area will enjoy a greatly increased audience.

DOWN TV-RADIO ROW... KTLA is boasting somewhat of a record with the fact that in the past 10 days, it has sold 7000 minutes of time. ... That pert little blonde, Ina Ray Hutton, will soon break forth with a complete new set and three complete changes of wardrobe. ... Can't understand why the thousands of dollars are being spent in remodeling head-

quarters and studios for television audiences of several hundred, when actually the production is meant to reach the home TV viewer in the thousands. Really, some shows could be done from a barn just as effectively.

ON TV... From Long Beach, Calif., KTTV will show an overall of two and a half hours, starting at 5 with Walkin' Charlie, then at 9, On the Town. Be sure to see their Air Force exclusive at 10... Issues of prime importance will be discussed on "United... Or Not" over KECA (7) at 8:00... The \$350,000 General Motors model car, LeSabre, will be shown on KNBE's (4) "Industry on Parade" at 7:45... Ralph Bellamy returns to "Man Against Crime" on the KSTL (2) show at 8:30... The champagne music of Lawrence Walk returns by popular demand to KTLA (5) at 10:30.

ON RADIO... Sen. Joseph P. McCarthy (R-Wis.) will speak over KFI during the "Pro and Con" show at 7:45... Gen. Robert H. Hadow of Great Britain will be special guest on "News in Our Business" over KFWB at 8... The popular quiz show, "True or False" is aired over KHJ at 8:30... In the form of dramatic quiz, "A Life in Your Hands" is heard from KECA at 9... Another speech by Sen. McCarthy will be heard over KNX tonight at 11:45, replacing "You and the World."

NO PRICE BOOST  
 Box of 40 Matches Remains One Cent  
 NEW YORK, Aug. 24. (AP) The price of a penny box of matches in this country will remain one cent, a leading manufacturer says.

The Diamond Match Co. said that besides retaining the penny price in effect 87 years, it would maintain also the half-century United States standard of 40 matches per box.

Let's Explore Your Mind  
 By ALBERT EDWARD WIGGAM, D.Sc.

1. SHOULD PARENTS REVEAL ANGER TO THEIR CHILDREN?  
 2. WHAT IS MEANT BY A PSYCHOPATH?  
 3. DO MEN OR WOMEN RADIO AND SCREEN STARS RECEIVE MORE FAN MAIL?  
 MEN  WOMEN

# TELEVISION

**TELE-TIPS — TONIGHT**

**SPECIAL**  
 5:00-KTTV (11)—Range Riders, Long Beach Kids Contest  
 9:00-KTTV (11)—On the Town, Columbia Dept. Store  
 10:00-KTTV (11)—Air Force Convention  
**INFORMATIVE**  
 7:30-KFI (9)—Homes for Sale  
**DRAMA**  
 8:30-KNBE (4)—Tom Corbett, Space Cadet

**FRIDAY, AUGUST 24, 1951**

**5:00 P. M.**  
 KSTL (2)—Ghost Rider  
 KNBE (4)—Boots and Saddles  
 KTLA (5)—News, Music  
 KECA (7)—Foreman  
 KTTV (11)—Range Riders  
 KTLA (13)—Al Jarvis

**5:15 P. M.**  
 KTLA (5)—Police Calls  
 KFI (9)—Raving Beauty  
**5:30 P. M.**  
 KTLA (5)—Cowboy  
 KFI (9)—News  
 KNBE (4)—Howdy  
 KTLA (13)—Hitch, Post  
 KFI (9)—TV University (5:30)

**6:00 P. M.**  
 KSTL (2)—Pete Comics  
 KNBE (4)—Komeedy Klub  
 KECA (7)—Space Patrol  
**6:15 P. M.**  
 KSTL (2)—Stop at  
 KFI (9)—Action Theater  
 KECA (7)—Tom Corbett, Space Cadet

**6:30 P. M.**  
 KSTL (2)—NYG, Road to Rome  
 KNBE (4)—Film: "Barbara Ann Smith"  
 KECA (7)—Sensational  
 KTTV (11)—Cap, Video  
 KTLA (13)—Ed Lyon, Cleo Roberts

**6:45 P. M.**  
 KNBE (4)—Kellee and Moran  
 KTLA (5)—Handy Hints  
 KTLA (13)—Sam Sater  
**7:00 P. M.**  
 KNBE (4)—Laurel and Hardy  
 KTLA (5)—Nerwelle  
 KECA (7)—Bill Gwin Show  
 KTTV (11)—Open

**7:15 P. M.**  
 KSTL (2)—The Ad Libbers  
 KNBE (4)—Living Book: Joseph the Prisoner  
 KTLA (5)—Frosty  
 KFI (9)—United or Not  
 KTTV (11)—20 Questions  
 KTLA (13)—Women's Wrestling

**8:30 P. M.**  
 KSTL (2)—Men Against Crime  
 KECA (7)—Film: "First Command"  
 KNBE (4)—Space Cadet  
 KTTV (11)—Front Page Detective  
 KTLA (13)—Wrestling

**9 P. M.**  
 KSTL (2)—Film: "Man Who Lost Himself"  
 KNBE (4)—Kellee and Moran  
 KTLA (5)—Film: "Red"  
 KTTV (11)—On the Town  
 Columbia Dept. Store

**9:15 P. M.**  
 KET (9)—Film: "Children of the Wild"  
 KTLA (5)—Film: "The Door With No Name"  
 KECA (7)—Tales of Tomorrow

**10 P. M.**  
 KSTL (2)—Crime Photographer  
 KNBE (4)—Sports  
 KTTV (11)—Theater Time  
 KTTV (11)—Air Force Convention

**10:30 P. M.**  
 KSTL (2)—Jollywood Opening Night: "Return of Van Sickle"  
 KNBE (4)—Gene Norman  
 KTTV (11)—Lawrence Welk  
 KTTV (11)—Sawyer Views

**11 P. M.**  
 KSTL (2)—Peter Potter  
 KECA (7)—H. Weaver's Press Room  
 KTLA (13)—News, Clete Roberts  
 KTTV (11)—Club 11

**11:20 P. M.**  
 KECA (7)—Film: "Oh Yeah"  
 KTLA (13)—Film: "Pointing Fingers"  
**11:30 P. M.**  
 KTLA (5)—Film: "The King of Kings"  
 KTTV (11)—Midnight Movie: "The King of Kings"

**TOMORROW, AUGUST 25, 1951**

**6:15 P. M.**  
 KTLA (5)—News, Music  
 10:30—Tricks and Treats  
 11:00 (to 5:00)  
 Saturday Matinees  
 KECA (7)—"Valley of the Lawless"  
 11:30—Date With Judy  
 12:00—Two Girls Named Smith  
 12:30—Faith Baldwin  
 1:00—Paddock Parade  
 1:15—Scouting in Action  
 KTTV (11)  
 12:45—Serenade  
 1:00—Air Force Convention  
 3:00—Farm Fair  
 4:00—Theater: "Pony and the Woman"  
 KSTL (2)  
 4:00—Preview  
 4:30—Parade of Events  
 4:30—Mardi Miracle

**TOMORROW SATURDAY**  
**ICE CREAM CONES 4c** Large Dip

Featuring CARNATION ICE CREAM Exclusively

**PRICES**  
 Ice Cream Cones 3c-10c  
 Hand-packed Ice Cream  
 Flats ..... 12c  
 Quarts ..... 37c  
 Bulk Pack Ice Cream  
 2 Gallons ..... \$4.41  
 16 Gallons ..... 17.00

**KEN'S**  
 ICE CREAM DRIVE-IN

Direct from our freezer to your car

3010 L. B. Blvd. Open 12 Noon-11 P. M.

**TV—1-Year PARTS**  
**Warranty \$17.95**

All Parts Including All Size Picture Tubes Plus \$2.00 to register and inspect set

We repair all makes, work done by trained technicians. 17 years in L. B. with one of the finest TV repair shops. PHONE 70-5438

**HOWARD'S**  
 JEWELRY TELEVISION

**TOMORROW, AUGUST 25, 1951**

**WEEK-END SPECIAL**

Standard **TYPEWRITERS**  
 All Makes

\$260 to \$450  
 Guaranteed 1 Year  
 Open Fri. Till 9 P. M.

**ACE**  
 Typewriter Co.  
 600 East 19th Street  
 Phone 7-9100

**Flood Relief Drive Collects \$3 Million**

WASHINGTON, Aug. 24. (AP) The Red Cross drive to raise \$5,000,000 for flood relief work in the midwest is approaching the three-quarters mark.

The organization reported that \$3,267,000 had been raised as of Tuesday, with 693 of 3700 Red Cross chapters exceeding their quotas.

**LET'S TRADE YOUR**

As long as the present momentum is maintained, we're optimistic about the outcome," Robert Shea, national director of fund-raising, told a reporter yesterday.

The Red Cross launched the campaign July 24, at the request of President Truman, after devastating floods hit Kansas, Missouri and other areas of the midwest.

**LET'S TRADE YOUR**

20 in. CONSOLETTA  
 20 in. CONSOLETTA (with doors)  
 20 in. COMBINATION

199.95 219.95 349.95

**MODERN TELEVISION ISN'T COMING... IT'S HERE!**

Take just two minutes of the new, incredibly better and clearer 20 inch Muntz TV reception to realize how ancient your older, small-screen set has become!

But here's the big surprise: because it's sold, serviced and guaranteed by the factory—because you buy FACTORY DIRECT—a huge, handsome 20 inch Muntz TV costs less... infinitely less than the "postage-stamp" sets of yesterday.

Hence, with 20 inch Muntz TV so shockingly low, let's dispose of the squinty 7's, 10's, 12's and 16's... let's sell 'em, trade 'em, move 'em into "secondary rooms"... and start enjoying the great, big, wonderful, eye-resting performance of MODERN 20 inch TV!!

Remember... without "middlemen" merchandising expenses... without dealers and distributors, it costs Muntz less to sell... so naturally, it costs you less... so much, much less to buy!!

Call in... or come in... to learn how little it takes, how much you save, how much greater your constant satisfaction, when your purchase, your service and your guarantee is FACTORY DIRECT!!

**20 in.**

199.95 219.95 349.95

Leatherette

\*IN WALNUT • CASH OR TERMS • ALL PRICES PLUS FED. EXCISE TAX

**Muntz TV**

LONG BEACH 7-2221  
 LONG BEACH 219 E. 4th St.  
 SANTA ANA 3-8316  
 SANTA ANA 512 N. MAIN ST.

**Today's Crossword Puzzle**

Antelope

Answer to Previous Puzzle

**HORIZONTAL**  
 2 Component of the atom bomb  
 1 Depleted antelope  
 6 It is an animal  
 13 Expunge  
 14 Part of face  
 15 Boy  
 16 Approaches  
 18 Scottish river  
 19 A top  
 20 Wise  
 22 Hypothetical force  
 23 Australian river  
 25 Unemployed  
 27 South American bird

**VERTICAL**  
 1 It — to the hardest sound

**Let's Explore Your Mind**

By ALBERT EDWARD WIGGAM, D.Sc.

1. SHOULD PARENTS REVEAL ANGER TO THEIR CHILDREN?  
 2. WHAT IS MEANT BY A PSYCHOPATH?  
 3. DO MEN OR WOMEN RADIO AND SCREEN STARS RECEIVE MORE FAN MAIL?  
 MEN  WOMEN

Answer to Question No. 1  
 1. Yes, according to Dorothy Bruch, eminent child psychologist who says that no matter how hard you try to conceal it, the kids instantly know when you are boiling inside. Five-year-old Bobbie told the Doctor: "My Mom sounds okay, but when she washes my face I can feel if something's bothering her. If she's real cross she does big jerks with the wash cloth. If half-cross she does little jerks. I can always tell."

Answer to Question No. 2  
 2. A leading text book on Abnormal Psychology gives the following definition (abridged): "Psychopaths are unable to control their impulses, particularly aggressiveness. They are vacillating and changeable, and not restrained by future consequences. Their morals are low. They lack group responsibility and seize on ideas and methods of others and claim them as their own. (Attention Uncle Joe Stalin!) Some are incredible in making other people believe in them. They are often good conversationalists."

Answer to Question No. 3  
 3. Men. The largest love-love mail comes from women to male singers—especially crooners. Why crooning should cause a woman to fall in love more than straight singing requires a more powerful mind than mine

**REWARD**

... is yours. A fine evening of television entertainment is your reward if you pick your programs from TV Time's handy time-saver log. It tells the When, Where, Who and What of all the programs. The feature stories, news and columns will keep you informed of TV happenings. Best dollar you ever spent—send it for 15 weeks' subscription—Five Dollars for 52 issues—15c a copy at your newsstand. TV Time, The Southern California Magazine, 5747 Melrose, Los Angeles 38. Phone HU 2-1277.

**Top Quality Boys' Shoes**

**Buster Brown**  
 SHOES FOR BOYS

895

Give your son a treat and your budget a break at the same time, mother. Get junior a pair of these handsome stylemasters for fall, and you'll be sure he's wearing the finest footwear possible.

**WEEK-END SPECIAL**

Standard **TYPEWRITERS**  
 All Makes

\$260 to \$450  
 Guaranteed 1 Year  
 Open Fri. Till 9 P. M.

**ACE**  
 Typewriter Co.  
 600 East 19th Street  
 Phone 7-9100

**LET'S TRADE YOUR**

As long as the present momentum is maintained, we're optimistic about the outcome," Robert Shea, national director of fund-raising, told a reporter yesterday.

The Red Cross launched the campaign July 24, at the request of President Truman, after devastating floods hit Kansas, Missouri and other areas of the midwest.

**LET'S TRADE YOUR**

20 in. CONSOLETTA  
 20 in. CONSOLETTA (with doors)  
 20 in. COMBINATION

199.95 219.95 349.95

**MODERN TELEVISION ISN'T COMING... IT'S HERE!**

Take just two minutes of the new, incredibly better and clearer 20 inch Muntz TV reception to realize how ancient your older, small-screen set has become!

But here's the big surprise: because it's sold, serviced and guaranteed by the factory—because you buy FACTORY DIRECT—a huge, handsome 20 inch Muntz TV costs less... infinitely less than the "postage-stamp" sets of yesterday.

Hence, with 20 inch Muntz TV so shockingly low, let's dispose of the squinty 7's, 10's, 12's and 16's... let's sell 'em, trade 'em, move 'em into "secondary rooms"... and start enjoying the great, big, wonderful, eye-resting performance of MODERN 20 inch TV!!

Remember... without "middlemen" merchandising expenses... without dealers and distributors, it costs Muntz less to sell... so naturally, it costs you less... so much, much less to buy!!

Call in... or come in... to learn how little it takes, how much you save, how much greater your constant satisfaction, when your purchase, your service and your guarantee is FACTORY DIRECT!!

**20 in.**

199.95 219.95 349.95

Leatherette

\*IN WALNUT • CASH OR TERMS • ALL PRICES PLUS FED. EXCISE TAX

**Muntz TV**

LONG BEACH 7-2221  
 LONG BEACH 219 E. 4th St.  
 SANTA ANA 3-8316  
 SANTA ANA 512 N. MAIN ST.