

RADIO PROGRAMS AND PERSONALITIES

PROPOSALS FOR AN INTERNATIONAL COMMODITY clearing house, to be set up by the Food and Agricultural Organization of the United Nations, will be discussed by Norris E. Dodd, Director General of F.A.O., when he is quizzed by three CBS Washington correspondents on "Capitol Cloak Room" simulcast over CBS radio and TV at 9:30 p.m. Friday. CBS Washington newsmen Griffing Bancroft, Eric Sevareid and Willard Shadel will conduct the interview. Other phases of the "Cloak Room" Q. and A. session will be the Truman point four program, and the agenda of the annual conference of the F.A.O., now in session in Washington. "Capitol Cloak Room" is produced by Lewis Shollenberger, CBS Washington Director of Special Events. **KTSA—9:30 P.M.**

LIZ COOPER PARTICIPATES IN A RADIO QUIZ SHOW and comes a cropper after she gets a tip-off on the answers, during KTSA-CBS' "My Favorite Husband," family comedy starring Lucille Ball at 7:30 p.m. Friday. Richard Denning is featured as hubby George. Ruth Perrott is their maid, Katy. Jess Oppenheimer produces. Wilbur Hatch conducts the music. **KTSA—7:30 P.M.**



Ball

A SPECIAL PREVIEW OF THE 50th Army-Navy game in the service schools' football series will be broadcast over the coast-to-coast KMAC-Mutual network on Friday at 7:30 p.m. The program will originate from the Racquet Club, in Philadelphia, where Maj. Gen. Bryant E. Moore, superintendent of the U.S. Military Academy, is to be host at a reception to both squads. The preview will present, in addition to General Moore, the remarks of Rear Adm. James L. Holloway, Jr., superintendent of the U.S. Naval Academy, coaches Earl "Red" Blaik of Army and George Sauer of Navy, respective team captains, outstanding players of both squads, and the noted sports writers gathered in Philadelphia to cover the contest. **KMAC—7:30 P.M.**

MOLLY GOLDBERG WINS THE ROLE OF PRISCILLA Mullens in "The Courtship of Miles Standish." Thanksgiving play to be presented by her night school, on KTSA-CBS' "The Goldbergs" at 7 p.m. Friday. In this drama, which marks the beginning of "The Goldbergs'" 21st year of broadcasting, husband Jake becomes jealous of the play's John Alden, Molly goes speechless with stagefright, and Jake himself takes an unexpected part in the production. Gertrude Berg, author of the series, stars as Molly, with Philip Loeb as Jake. Eli Mintz is Uncle David, Larry Robinson is son Sammy and Arlene "Fuzzy" McQuade is daughter Rosie. Worthington Miner produces and Walter Hart directs. **KTSA—7 P.M.**

THE FAMOUS "FOUR HORSEMEN OF Notre Dame," holding their 25th anniversary reunion, will be guests on Bill Stern's "Sports Newsreel" Friday at 9:30 p.m. over WOAI-NBC. James Crowley, Elmer Layden, Harry Stuhldreher and Don Miller, who composed the Irish backfield in 1924, will recall the "old days" when the great Knute Rockne was coach of the team. **WOAI—9:30 P.M.**

"CLUB 15" LISTENERS WILL BE TREATED TO A preview of songs from a new Broadway musical comedy, "Texas, Li'l Darlin'" on its opening night Friday (KTSA-CBS at 6:30 p.m.).



20 YEARS ON THE AIR—The 20th anniversary of KTSA-CBS "The Goldbergs," starring Gertrude Berg as Molly and Philip Loeb as husband Jake, will be observed on the radio broadcast Friday.

'The Goldbergs' Mark Twentieth Anniversary

"The Goldbergs," veteran family drama which branched from radio to the stage and television and then returned this fall to its original medium, enters its 21st year on the air with Friday's broadcast at 7 p.m. (KTSA-CBS). "The Goldbergs" also are a Monday night feature on CBS-TV.

Originally known as "The Rise of the Goldbergs," the series went on the air on Nov. 20, 1929, and was an immediate success. This perennially popular saga of family life was uniquely molded from a pattern of comedy that bordered on tears and tears that bordered on comedy. Human relationships were the keynote of its inspiration, while the credibility of its scripting and the sincerity of its projection made "The Goldbergs" a "must" to millions of its followers, many of whom looked upon

the series as a mirror reflecting the same problems arising out of their daily lives.

Launched as a sustaining feature, presented once a week for half an hour, the heart-warming show caught on so quickly that within a year it became a five-times weekly commercial presentation. Her famous call, "Yoo-hoo, Mrs. Bloom!" swept the country and became a national catch-phrase.

A cross-section of the mail received by Mrs. Berg proved the popularity of "The Goldbergs" among people of all faiths. Many of the most cherished letters, in praise of her work, have come from the clergy of numerous dominations.

Mrs. Berg writes all her scripts in longhand, because she dislikes using a typewriter. Her husband transcribes them for her.



Denning