ON RADIO . . . During the "Clyde Beatty" adventure, "Winter Quarters," a fire breaks out, with Sultan, Clyde's meanest lion breaking loose, KHJ, 5:30 . . . Joseph Cotton recreates his thrilling screen role in "The Third Man," costarring Evelyn Keyes on "Radio Theater." KNX at 6. ... It's a serious game of hide 'n' seek-for keeps, in Korea according to "War Front-Home Fron:" from KHJ at 7 . . . Barry Sullivan, one of the screen's fastestrising stars, portrays the meek Sam Crane in "Ledge of Death" at 9 on KNX during "Hollywood Playhouse." . . . A favorite with listeners, Lily Pons, guestars tonight on the "Telephone Hour" ifrom KFI at 9 . . and from KECA at 9:30, the curtain rings up on "Piano Playhouse."