KSFO KFI KCBS KROW KNX KSL KWBR KSAN
KFRC KNBC KGO KLX KVSM KJBS KYA KRE KEAR
500 600 700 800 900 1000 1100 1200 1300 1400 1500

All times Pacific Standard Time.

3:00 P.M.
KLX-News; 3:10, Social Security; 3:15, Melody.
KNBC-Welcome Travelers.
KGO-Valiant Lady; 3:15, Marriage For Two.
KCBS-Arthur Godfrey.
KFRC-Pope Pius XII.
KSFO-Parade of Melody.
KSAN-Sports; Albums.
KYA-News; Korral.
KROW-Coglin's Capers.
KJBS-News, 3:15, Rhythm.
KRE-Open House.
KWBR-Sepia Serenade.
KEAR-Caprice Viennois.

3:30 P.M.
KLX-Melody Lane.
KNBC-Dr. Paul; Dave Garroway.
KGO-Dean Cameron; Manhattan Maharaja.
KCBS-Arthur Godfrey.
KFRC-Open House; 3:55, Music Box.
KSFO-Parade of Melody.
KSAN-News; Albums.
KYA-3:45, Political.
KROW-Coglin.
KJBS-Melodies.
KRE-Open House: News.
KWBR-Sepia Serenade.
KEAR-Encores.

4:00 P.M.
KLX-News; 4:05, Parade of Hits.
KNBC-Life Beautiful; News; Platters.
KGO-Ann Holden.
KCBS-Curt Massey; Jack Owens.
KFRC-Fulton Lewis; Frank Hemingway.
KSFO-Matinee.
KSAN-Sports, Bond.
KYA-News; Listener's Choice.
KROW-Don Churchill.
KJBS-Rhythm.
KRE-Open House.
KWBR-Sepia Serenade.
KEAR-Melody Design.

4:30 P.M.
KLX-Hits; 4:50, Cactus Jack.
KNBC-Music.
KGO-Big Jon and Sparkle; 4:45, Mark Trail.
KCBS-Pope Pius XII, 4:45, Stan Noonan.
KFRC-Curt Massey; Sam Hayes.
KSFO-Matinee.
KSAN-News; Americana.
KYA-Listener's Choice.
KROW-Don Churchill.
KJBS-Take It Easy 4:45, Off.
KRE-Open House; News.
KWBR-Serenade.
KEAR-Melody; News.

5:00 P.M.
KLX-News, 5:05, Cactus Jack.
KNBC-World News; H. V Kaltenborn.
KGO-Fun Factory.
KCBS-E. Murrow, J Todd.
KFRC-Green Hornet.
KSFO-News, Curtain.
KSAN-Sports, Corner.
KYA-News; 5:15, What'u New.
KROW-Longhorn Joe.
KRE-Music; News.
KWBR-Flight of 50's.
KEAR-Concert Personalities.

5:30 P.M.
KLX-Cactus Jack.
KNBC-News; Peterson.
KGO-C. Huntley; B. Garred.
KCBS-World Today; Goss, Hansen.
KFRC-Wild Bill Hickok; 5:55, Cecil Brown.
KSFO-Bing Crosby.
KSAN-News, Music.
KYA-Les Kelter.
KROW-Longhorn Joe.
KRE-Voice of the People.
KWBR-Music; Revival.
KEAR-Carousel.

6:00 P.M.
KLX-News; 6:05, Tribune Funnies; 6:15, Ray Epstein's Sports Scene.
KNBC-Short Story.
KGO-News; Ira Blue; Elmer Davis.
KCBS-Red Skelton.
KFRC-Heatter; Newsreel.
KSFO-News; 6:15, Twilight.
KSAN-Sports; Race; Health.
KYA-News; Revue.
KROW-Personality; News.
KRE-Giornale.
KWBR-6:15, Mi Rancho.
KEAR-Candlelight.

6:30 P.M.
KLX-Music.
KNBC-Barry Craig.
KGO-Ranch Boys.
KCBS-Bing Crosby.
KFRC-Behind the Story; Sam Hayes; News.
KSFO-Album Favorites.
KYA-Revue.
KROW-W. Winter; Rosary.
KRE-6:55, News.
KWBR-Mi Rancho.
KEAR-Candlelight; News.

7:00 P.M.
KLX-James Abbe, Commentator; 7:15, Life Is Like That.
KNBC-Halls of Ivy.
KGO-Lone Ranger.
KCBS-Fights.
KFRC-Family Theater.
KSFO-Musical Memories.
KSAN-S.F After Dark.
KYA-News; Request.
KROW-Italian-Amer Hour.
KRE-Music of Masters.
KWBR-7:15, Portugal.
KEAR-Candlelight.

7:30 P.M.
KLX-Sports Roundup, Bill Laws; 7:45, Music.
KNBC-Robt. Montgomery; 7:35, Meredith Willson.
KFRC-Cisco Kid.
KGO-Mystery Theater.
KCBS-Red Blanchard.
KSFO-Musically Yours.
KSAN-Parade of Melody.
KYA-Request.
KROW-Quiet Hour.
KRE-Music of Masters.
KWBR-Voice of Portugal.
KEAR-Concert Hall.

8:00 P.M.
KLX-News; 8:10, Music.
KNBC-One Man's Family; Morgan Beatty.
KGO-Top Guy.
KCBS-Lowell Thomas; Jack Smith Show.
KFRC-Name That Song.
KSFO-News; 8:15, After Dark.
KSAN-Melody.
KYA-News; Request.
KROW-Voice of China; Country Music.
KRE-Music.
KWBR-Echo of Italia.
KEAR-Concert Hall.

8:30 P.M.
KLX-Music; 8:45, Stars on Parade.
KNBC-Great Gildersleeve.
KGO-Rogues Gallery.
KCBS-Dr Christian.
KFRC-Gracie Fields Show.
KSFO-Hour of Melody.
KSAN-Green American.
KYA-Request By Wire.
KROW-Wm. Winter; Ballroom.
KRE-Music.
KWBR-Echo of Italia.
KEAR-Concert Hall.

9:00 P.M.
KLX-News; 9:05, Here's Music.
KNBC-You Bet Your Life.
KGO-Great Adventure.
KCBS-Big Town.
KFRC-News; F. Lewis.
KSFO-Hour of Melody.
KSAN-Italian Hour.
KYA-News; Wire.
KROW-Ballroom.
KRE-Berkeley Reports; 9:15, Dr. Sherman.
KWBR-Valley Church.
KEAR-Concert Hall.

9:30 P.M.
KLX-Here's Music.
KNBC-Big Story.
KGO-Dance Time.
KCBS-Beulah; Club 15.
KFRC-Out of Thunder.
KSFO-Hour of Melody.
KSAN-Italian Hour.
KYA-Request By Wire.
KROW-Ballroom.
KRE-Lutheran Church.
KWBR-9:45, Errand of Mercy.
KEAR-Concert Stage.

10:00 P.M.
KLX-News; 10:05, Community Quiz.
KNBC-Reporter; 10:15, Bob Letts.
KCBS-G. Holcomb; Hansen.
KGO-News; Dance Time.
KFRC-I Love Mystery; Frank Edwards.
KSFO-Tune Time.
KSAN-Fatso Berry.
KYA-News; 10:05, Tops in Pops.
KROW-Holiday.
KJBS-Melody Lane.
KRE-Organ.
KWBR-Camp Meeting.
KEAR-Portals of Melody.

10:30 P.M.
KLX-Doghouse Digest; 10:45, Music.
KNBC-Pope Pius XII.
KGO-Dance Time.
KCBS-Lewis Martin.
KFRC-Health Talk; Discs.
KSFO-Tune Time.
KSAN-Fatso Berry.
KYA-Repeat Performance.
KROW-Harlem Holiday.
KJBS-Melody Lane.
KRE-Science of Mind; Music; News.
KWBR-Musical Moods.
KEAR-Doug. Pledger.

11:00 P.M.
KLX-News; 11:05, Music.
KNBC-Music You Love.
KGO-Dance Time.
KCBS-News; Lew Martin.
KFRC-News; 11:15, Discs.
KSFO-Tune Time.
KSAN-Chinese Hour.
KYA-News; Kwiz Kapers.
KROW-Holiday.
KJBS-Melody Lane.
KRE-Don Brodie; Request.
KWBR-Serenade.
KEAR-Music of Spheres.

11:30 P.M.
KLX-Music You Want.
KNBC-Orch. News.
KGO-Dance Time.
KCBS-Remember; 11:45, You and the World.
KFRC-Dancing Discs.
KSFO-Tune Time.
KSAN-Chinese Hour.
KYA-Kwiz Kapers.
KROW-Holiday.
KRE-Concert Request.
KJBS-Melody Lane.
KWBR-Serenade.
KEAR-Music of Spheres.

12:00 MIDNIGHT
KNBC-Discapades.
KGO-Dance Time; 12:30, News, Music.
KCBS-News.
KSFO-News.
KJBS-'Til Three.
KRE-12:15, News.
KYA-News; Hurley.
KROW-Nick, Nickie.
KWBR-Pat Henry.

12:30 A.M.
KNBC-Classical Music, till 6 a.m.

TV Programs

WEDNESDAY, FEBRUARY 27

All times Pacific Standard Time.

KRON, Channel 4 — KPIX, Channel 5 — KGO, Channel 7

9:30 A.M.
KRON-News Ticker.

10:00 A.M.
KRON-10:15, Man on Mission.

10:30 A.M.
KRON-10:45, Operation Education.
KGO-Bright and Early.

11:00 A.M.
KRON-Marketing; 11:15, Designs for Leisure.
KPIX-11:15, Bride and Groom.
KGO-Crosby Calling.

11:30 A.M.
KRON-Designs for Leisure.
KPIX-Ladies' Day With Lee.
KGO-Crosby Calling.

12:00 Noon
KRON-The Big Payoff.
KPIX-Ladies' Day.
KGO-Langford-Ameche.

12:30 P.M.
KRON-Ralph Edwards.
KPIX-Bert Parks.
KGO-Langford-Ameche.

1:00 P.M.
KRON-Kate Smith.
KPIX-Strike It Rich.
KGO-Gaylord Hauser; Chef Cardini.

1:30 P.M.
KRON-Kate Smith.
KPIX-Kitchen.
KGO-Chef Cardini.

2:00 P.M.
KRON-G.G. Playhouse. "Mystery of the 13th Guest."
KPIX-Kitchen.
KGO-Marjorie King.

2:30 P.M.
KRON-Playhouse.
KPIX-Garry Moore.
KGO-Marjorie King.

3:00 P.M.
KRON-Home Kitchen.
KPIX-3:15, Del Courtney.
KGO-Let's Go Shopping; 3:15, Western Film.

3:30 P.M.
KRON-Home Kitchen.
KPIX-Del Courtney.
KGO-Western Film.

4:00 P.M.
KRON-Exclusively Yours.
KPIX-4:15, First 100 Years.
KGO-Jolly Bill.

4:30 P.M.
KRON-Exclusively Yours.
KPIX-The Villa Show; Search for Tomorrow.
KGO-Les Malloy.

5:00 P.M.
KRON-Capt. Z-Ro; 5:15, Western Theater.
KPIX-Beany; 5:15, Cartoon.
KGO-Les Malloy.

5:30 P.M.
KRON-Howdy Doody.
KPIX-Capt. Fortune.
KGO-Adventure Series.

6:00 P.M.
KRON-Adventure Time; 6:20, Buckskin Dan.
KPIX-Strike It Rich.
KGO-Telecomics; 6:15, Space Cadet.

6:30 P.M.
KRON-6:35, Cartoon Time; 6:45, News.
KPIX-The Web.
KGO-Pet Exchange.

7:00 P.M.
KRON-Your Show.
KPIX-Boxing.
KGO-Pulitzer Playhouse. "Hill 346."

7:30 P.M.
KRON-Who Said That.
KPIX-Boxing; 7:45, Sports Page.
KGO-Pulitzer Playhouse.

8:00 P.M.
KRON-Kate Smith.
KPIX-Doug Edwards News; 8:15, Perry Como.
KGO-Foreign Intrigue.

8:30 P.M.
KRON-Kate Smith.
KPIX-TV Workshop.
KGO-Person to Person; 8:45, Looking at Fashion.

9:00 P.M.
KRON-Kraft TV Theater, "Follow the Dream."
KPIX-Arthur Godfrey.
KGO-Boys' Club Boxing.

9:30 P.M.
KRON-Kraft TV Theater.
KPIX-Arthur Godfrey.
KGO-Madison Square Garden.

10:00 P.M.
KRON-RCA Victor Show, Dennis Day.
KPIX-Wm. Winter; 10:15, Golf Made Easy.
KGO-Washington Spotlight; 10:15, J. Arthur Rank, "Man at the Gate."

10:30 P.M.
KRON-Club Four.
KPIX-Suspense.
KGO-J. Arthur Rank.

11:00 P.M.
KRON-11:15, Cliff Norton; 11:20, Owl Theater "Call of the Jungle."
KPIX-Chronoscope; 11:15, Ship's Reporter.
KGO-J. Arthur Rank.

12:30 A.M.
KRON-News.

THURSDAY, FEBRUARY 28

9:30 A.M.
KRON-News Ticker.

10:00 A.M.
KRON-10:15, Man On Mission.

10:30 A.M.
KRON-10:45, U.C. Child Psychology.
KGO-Bright and Early.

11:00 A.M.
KRON-Marketing; 11:15, Designs for Leisure.
KPIX-11:15, This Is the Story.
KGO-Crosby Calling.

11:30 A.M.
KRON-Designs for Leisure.
KPIX-Ladies' Day With Lee.
KGO-Crosby Calling.

12:00 Noon
KRON-The Big Pay-off.
KPIX-Ladies' Day.
KGO-Langford-Ameche Show

12:30 P.M.
KRON-Bill Goodwin.
KPIX-Pentagon Washington.
KGO-Langford-Ameche.

1:00 P.M.
KRON-Kate Smith.
KPIX-Johns Hopkins Science Review.
KGO-Chef Cardini.

1:30 P.M.
KRON-Kate Smith.
KPIX-Kitchen.
KGO-Chef Cardini.

2:00 P.M.
KRON-G. G. Playhouse. "Club Paradise."
KPIX-Kitchen.
KGO-Marjorie King.

2:30 P.M.
KRON-G. G. Playhouse.
KPIX-Garry Moore.
KGO-Marjorie King.

3:00 P.M.
KRON-Home Kitchen.
KPIX-Del Courtney.
KGO-Let's Go Shopping; 3:15, Western Film.

3:30 P.M.
KRON-Home Kitchen.
KPIX-Del Courtney.
KGO-Western Film.

4:00 P.M.
KRON-Exclusively Yours.
KPIX-4:15, First 100 Years.
KGO-Jolly Bill.

4:30 P.M.
KRON-Exclusively Yours.
KPIX-Youth Steps Out; 4:45, Search For Tomorrow.
KGO-Les Malloy.

5:00 P.M.
KRON-Kukla Fran and Ollie; 5:15, Western Theater.
KPIX-Beany; 5:15, Cartoon.
KGO-Stop the Music.

5:30 P.M.
KRON-Howdy Doody.
KPIX-Capt. Fortune.
KGO-Stop the Music.

6:00 P.M.
KRON-Adventure Time; 6:20, Happy Birthday.
KPIX-S.F Police Show; 6:15, Teletrips.
KGO-Candlelighters; Animal Bazaar.

6:30 P.M.
KRON-6:35, Cartoon Time; 6:45, News.
KPIX-Top of the Mark.
KGO-Hopalong Cassidy.

7:00 P.M.
KRON-Cisco Kid.
KPIX-Big Town.
KGO-Hopalong Cassidy.

7:30 P.M.
KRON-Dinah Shore. Norm Standlee.
KPIX-Crime Photographer.
KGO-Lone Ranger.

8:00 P.M.
KRON-You Bet Your Life.
KPIX-Doug Edwards News; 8:15, Stork Club.
KGO-The Name's the Same.

8:30 P.M.
KRON-The Unexpected, "Man From Yesterday."
KPIX-Burns & Allen.
KGO-"The Big Picture."

9:00 P.M.
KRON-Dragnet.
KPIX-Amos 'n' Andy.
KGO-Herb Shriner.

9:30 P.M.
KRON-James Melton.
KPIX-Candid Camera.
KGO-Meet the Champs.

10:00 P.M.
KRON-Martin Kane.
KPIX-Racket Squad.
KGO-This Week in Sports; 10:15, Roving Camera.

10:30 P.M.
KRON-Club Four.
KPIX-Crime Syndicated.
KGO-Beauty on Parade; 10:45, Solo Drama.

11:00 P.M.
KRON-Cliff Norton; 11:20, Owl Theater, "Here Comes Kelly."
KPIX-The Continental; 11:15, This Is the Story.

Video Public Service Parley Set at Stanford

STANFORD UNIVERSITY, Feb. 27.—A survey conference on the future public service aspects of television will be held here Friday and Saturday.

An estimated 250 radio and television experts, writers and educators will be on hand. The Western Radio and Television Conference, as it will be called, will hear Stanford President Wallace Sterling at a Friday noon luncheon in Stanford Union.

Panel speakers at the luncheon discussing television experience and purposes will include James Day of Radio Free Asia, Marjorie McGilvrey of Mountain View High School and the Stanford-NBC Institute, and William Ladd, program director of KWSC at Washington State College.

Judge Justin Miller, chairman the National Association of Radio and Television Broadcasters, will speak on the industry's "TV Code" at 8 p.m. Friday in Cubberly Auditorium on the Stanford campus. Saturday sessions will take up public education problems in television.

School Writers Elect

SAN LEANDRO, Feb. 27. — Linda Stohr is the new-term president of the Quill and Scroll, a journalistic honor group of the San Leandro High School. The secretary is Cheryl Chambers.

ABBE AIRS IT

Folk Dances on TV Tonight; Dennis Day Bows on Video

By JAMES ABBE

We are promised some dance samples tonight at 7 over KRON-TV. This is possibly a taste of what we may expect May 30, 31 and June 1 when folk dancers from all over California converge on Oakland's Civic Auditorium for the seventh annual folk dance festival.

Tonight's televised dances will be presented by Dan McDonald on "Your Show." McDonald himself is a square dance caller and folk dance teacher and tonight he will introduce us to a group of Mill Valley Dancers. (I mean "you" not "us." I'll be involved with "my show" come 7 p.m.) Come March 12 "Your Show" will bring you some Irish folk dancers. Speaking of the Irish—Dennis Day becomes visible as well as audible tonight at 10 o'clock when we get our first look at the "RCA Victor Show starring Dennis Day." From now on out, Dennis will be shown on alternate Wednesdays with the "RCA-Victor Show starring Ezio Pinza."

VIDEO PREMIERE

This Dennis Day show tonight marks his debut in television. I cannot recall his even being a guest on any program? Be that as it may, this is the Irish tenor's first TV show and it could be good. Especially as a lovely little San Francisco number now known as "Kathy" Phillips is in the show as the girl friend of Dennis. "Kathy" is well known in San Francisco where she grew up and went to school and later became a photographer's model while playing bit parts in Mission High School theatricals. She was picked out of dozens (the press agent says hundreds and that could be literally true). When they started searching for a cute little "girl friend" for a major attraction like Dennis Day, you can imagine how the candidates responded.

Anyhow, we'll see what we'll see tonight as another of those Cinderella girls from real life meets her prince charming.

Whether they live happily ever after or not, they come into a lot of money and once in awhile even real romance.

BLESSED EVENT

There was a boy born over in San Francisco last week who may want to have his middle name changed some day, or perhaps sue his parents. It seems that George Ruge, KYA announcer, ably assisted by his wife Geri became a father. The 9-pound boy could have been named "George" after his father or "George Washington" after the father of his country, as he was born on Washington's birthday. But for reasons which I assume were personal, they named their son George Marshall Ruge.

Before Chef Cardini's personal public relations man Mickey Calhoun can write or phone me that he made a mistake in his prices, I quote his advance release which reads this way—"Choice steaks for 20 to 25 cents a pound! I'll show you how to buy meat and carve them for yourself" explains the clever Chef Cardini on his KGO-TV telecast "Short Cuts to Cooking" unquote. I can hardly wait until next Monday (from 1 to 2 p.m.) to learn what sort of "choice" steaks I can dig up at from 20 to 25 cents per pound. Unless he means the kind I used to buy (for even less) when I lived on the Rue Joufroy, and could reach out of my window and pat a gilded horse's head, which the law required be placed above every butcher shop in Paris where horse meat was sold.

RENO TV STUDIED

Over in Reno, Nev., where they boast various forms of "amusements" but are too short on people to support a local television station, the City Council is considering an offer to pipe in Bay area video. It seems a San Mateo TV firm, "Carnco Enterprises, Inc.," will bring the same programs we have if they are given an exclusive 25-year franchise which exempts them from local taxation but would provide Reno with a 2 per cent cut on its gross income. Bay area programs would be transmitted via an antenna system at the 7000 foot level near Reno. From that point, signals would be transmitted through a coaxial cable to a central switchboard and then "wired" into homes and business houses at a price.

There's another television program scheduled to start over KPIX a week from tomorrow, which, like U.C.'s "Child Psychology" program on KRON-TV, offers college credits to those who observe the program and turn in examination papers that will pass. In one respect, it goes the U.C. course one better by making no charge. It is a San Francisco City College project in collaboration with KPIX. I'll pass on more detailed information on this scheduled program in a later column.

PROGRAMS TONIGHT

As for a few hand picked programs on tonight's air; Archie Moore of St. Louis and Jimmy Slade of New York, clash in a 10-round light heavyweight boxing bout at 7 o'clock on KPIX. The bout will be broadcast over radio's KCBS.

The Bell Sisters and Wingy Manone are the guests on Bing Crosby's radio show tonight at 6:30 over KCBS.

At 7 tonight on KNBC's "Hall of Ivy" Dr. Wm. Todhunter Hall (Ronald Colman) runs into opposition for a library fund from a board chairman whose record shows that he owes the library $1999.45 over due fines for a book he borrowed 31 years previously.

From 9 to 9:30 tonight on KGO-TV we can witness the first of a weekly series of boxing matches in the sixty to seventy pound class. (NO, that was not intended to be 160 to 170 class.) They are juvenile two round bouts with pillow size gloves but speed like nothing you ever saw in the heavy bouts.

Oakland's own Margaret Higgins goes coast to coast tonight from 7 to 8 as narrator on "Pulitzer Prize Playhouse" over KGO-TV. The piece is called "Hill 346," a report on Korea based on dispatches from that war zone by none other than Maggie Higgins herself. They say the entire production has been developed with the co-operation of the U.S. Army, bringing in actual battle scenes. The advance notice says nothing about the scene (which Maggie more or less described to us at the Press Club) where she bathes in a steel helmet.

(Hear James Abbe tonight at 7 over KLX.)

ON AIR TOMORROW—Thursday, February 28

5:30 A.M.
KCBS-Farm Review.

6:00 A.M.
KLX-News; 6:05, Lake Merritt Ducks. Glen King.
KNBC-Morning; 6:15, Farm.
KGO-Quiet Hour; Western Caravan.
KCBS-Waitin' For Weaver.
KFRC-Rise and Shine.
KSFO-Prayer; morning.
KSAN-Rhythm on Range.
KROW-Kay; Bible.
KYA-Koffee Klub.
KJBS-Alarm Klok Klub.
KRE-Koffee Klub.
KWBR-Arise and Smile.

6:30 A.M.
KLX-News; Lake Merritt Ducks.
KNBC-6:45, Sunny Side.
KCBS-Waitin' For Weaver.
KGO-Home Digest.
KFRC-Rise and Shine.
KSFO-Calif. Agriculture; Top of Morning.
KSAN-6:45, Health.
KYA-Koffee Klub.
KROW-6:45, Biblecasts.
KJBS-Alarm Klok Klub.
KRE-6:55, News.
KWBR-Portuguese; News.
KEAR-News; Music.

7:00 A.M.
KLX-News; N.Y. Stock Market; 7:10, KLX Breakfast Club; 7:25, Datebook.
KNBC-D Anderson, News.
KGO-Weather Report; Interlude and News.
KCBS-Don Mozley; Ralph Story, News.
KFRC-News; 7:15, Gang.
KSFO-News; Morning.
KSAN-Rhythm.
KYA-News; Klub.
KJBS-Klub; 7:25, Headline.
KRE-March Time; News.
KWBR-Radio Revival.
KROW-Unity; Nick.
KEAR-Music Festival.

7:30 A.M.
KLX-John K Chapel; 7:45, KLX Breakfast Club.
KNBC-Neighbors; Sam Hayes.
KGO-News; Pauline Frederick; John Conte.
KCBS-F Goss; H Babbitt.
KFRC-Gang; 7:45, News.
KSFO-Morning; Prayer.
KSAN-Meditations.
KYA-Koffee Klub.
KROW-Nick.
KJBS-Alarm Klock Klub.
KRE-Quiet Hour.
KWBR-Here's to Vets; Music.
KEAR-Music Festival.

8:00 A.M.
KLX-News; 8:05, KLX Breakfast Club.
KNBC-Bell Ringers; 8:15, Judy Deane.
KGO-Breakfast Club.
KCBS-San Francisco; News.
KFRC-C. Brown; News; B Bye.
KSFO-News; 7:15, Request.
KSAN-Message; Morning.
KYA-News; Klub.
KROW-Nick.
KJBS-Tunes; 8:15, News.
KRE-Morning Watch.
KWBR-Club 1310.
KEAR-Music Festival.

8:30 A.M.
KLX-John K. Chapel; 8:45, Glen King.
KNBC-Judy Deane.
KGO-Breakfast Club.
KCBS-Grand Slam; Rosemary.
KFRC-Haven of Rest.
KSFO-Business News; 8:45 Headlines, F Stewart.
KSAN-News; Want Ads; Job.
KYA-Koffee Klub.
KROW-Nick.
KJBS-Morning Melodies.
KRE-Cross Cuts.
KWBR-Club; Calvary Echoes.
KEAR-Festival; News.

9:00 A.M.
KLX-News; 9:05, Adv. in Homemaking.
KNBC-Woman's Magazine.
KGO-V. A. Lindlahr; Chet Huntley.
KCBS-Wendy Warren; Aunt Jenny.
KFRC-News; Music; 9:15, H. R. Baukhage.
KSFO-Ben Sweetland.
KYA-Katherine Kerry.
KSAN-Music Album.
KROW-Nick.
KJBS-R. Thompson; Serenade.
KRE-Louis Sherman.
KWBR-Musical Echoes.
KEAR-Symphony.

9:30 A.M.
KLX-Cactus Jack.
KNBC-Music With Leisure.
KGO-Break the Bank.
KCBS-Helen Trent; 9:45, Our Gal Sunday.
KFRC-Emily Barton.
KSFO-Music; Science of Mind.
KSAN-News; Music.
KROW-Ray.
KYA-Matinee.
KJBS-Melody Time.
KRE-Music; News.
KWBR-Club.
KEAR-Symphony; News.

10:00 A.M.
KLX-John K. Chapel; 10:15, Glen King.
KNBC-V. H. Lindlahr; King's Row.
KCBS-Big Sister; Ma Perkins.
KGO-Jack Berch; 10:15, Lone Journey.
KFRC-News; Tello-Test.
KSFO-Tunes.
KSAN-Hits.
KYA-Your News; Matinee.
KROW-Ray.
KJBS-News; Music; Tunes.
KRE-Music.
KWBR-Club.
KEAR-Classic Traditions.

10:30 A.M.
KLX-Glen King Show.
KNBC-Strike It Rich.
KGO-Story; 10:55, Edward Arnold.
KCBS-Dr. Malone; Guiding Light.
KFRC-Answer Man; Three Suns; Ken Carson.
KSFO-Tunes.
KSAN-News; Hits.
KYA-Morning Matinee.
KROW-W. Winter; Band.
KJBS-Meanderings.
KRE-Music; 10:55, News.
KWBR-Song Shop.
KEAR-Children's Records.

11:00 A.M.
KLX-News; 11:10, Glen King.
KNBC-Double or Nothing.
KGO-Betty Crocker; When A Girl Marries.
KCBS-Mrs. Burton; Perry Mason.
KFRC-Ladies Fair; News.
KSFO-Our Times Songs.
KSAN-Sports; Records.
KROW-D. Gilmore.
KYA-News; Matinee.
KJBS-Music.
KRE-Turntable Twirling.
KWBR-Western McGee.
KEAR-Telemusicquiz; Concert.

11:30 A.M.
KLX-Glen King.
KNBC-Live Like a Millionaire; News.
KGO-Against the Storm; Paul Harvey.
KCBS-Nora Drake; Brighter Day.
KFRC-Queen For a Day.
KSFO-Piano; Rent Control.
KSAN-News; Records.
KYA-Matinee.
KROW-Betty Baker.
KJBS-Musical Styles.
KRE-11:55, News.
KWBR-Western McGee.
KEAR-Physician; Varieties.

12 NOON
KLX-John K. Chapel; 12:15, Bing Crosby.
KNBC-News; Road of Life.
KGO-Music; 12:15, News.
KCBS-News; K. Howard.
KFRC-News; Reporter.
KSFO-News; 12:15, Band.
KSAN-Sports; Revue.
KYA-News; 12:05, Ballroom.
KROW-Sherwood.
KJBS-Tempos.
KRE-Portuguese Colony.
KWBR-Western McGee.
KEAR-News; Boston Pops.

12:30 P.M.
KLX-Cactus Jack.
KNBC-Pepper Young; Right to Happiness.
KGO-Lucky U Ranch.
KCBS-Houseparty; C. Adams.
KFRC-12:45, C. Engle.
KSFO-Today's Best.
KYA-Paula Stone.
KROW-W. Winter; Record.
KSAN-News; Bonds.
KJBS-News; Music; Hits.
KRE-Colony; News.
KWBR-Western McGee.
KEAR-Composers Corner.

1:00 P.M.
KLX-News; 1:05, Cactus Jack.
KNBC-Backstage Wife; Stella Dallas.
KGO-Frances Scully; Mary Martin.
KCBS-Hilltop House; Carl Smith; 1:20, This I Believe.
KFRC-Jack Kirkwood.
KSFO-Music in Air.
KSAN-Sports; Music.
KYA-News; Ballroom.
KROW-News; Coglin.
KJBS-Cope's Matinee.
KRE-Organ.
KWBR-Western McGee.
KEAR-Strings Serenade.

1:30 P.M.
KLX-Cactus Jack.
KNBC-Widder Brown; Woman in My House.
KCBS-Protective League.
KGO-Home Institute.
KFRC-Garden Guide; 1:45, Dick Haymes.
KSFO-Waltz Time.
KSAN-News; Music.
KYA-Ballroom.
KROW-Coglin.
KJBS-Cope's Matinee.
KRE-Quiet Hour.
KWBR-Western McGee.
KEAR-Date in Music.

2:00 P.M.
KLX-News; 2:10, Melody Lane.
KNBC-Just Plain Bill; Front Page Farrell.
KGO-Mary Margaret McBride.
KCBS-Bill Weaver.
KFRC-News; Take A Number.
KSFO-Parade of Melody.
KSAN-Sports Albums.
KYA-News; Ballroom.
KROW-Coglin.
KJBS-R. Thompson; Races Rhythm.
KRE-Blind; Music.
KWBR-Serenade.
KEAR-Symphony.

2:30 P.M.
KLX-Melody Lane.
KNBC-Lorenzo Jones; 2:45, Quiz.
KGO-Joyce Jordan; Evelyn Winters.
KCBS-Arthur Godfrey.
KFRC-Open House.
KSFO-Melody.
KSAN-News Albums.
KYA-Ballroom.
KROW-Coglin.
KJBS-Serenade.
KRE-Open House; News.
KWBR-Sepia Serenade.
KEAR-Symphony; News.

3:00 P.M.
KLX-News; 3:10, Melody.
KNBC-Welcome Travelers.
KGO-Valiant Lady; Marriage For Two.
KCBS-Arthur Godfrey.
KFRC-Open House.
KSFO-Melody.
KSAN-Sports; Albums.
KYA-News; Time; Choice.
KROW-Coglin.
KJBS-News; Music; Rhythm.
KRE-Open House.
KWBR-Serenade.
KEAR-Caprice Viennois.

3:30 P.M.
KLX-Melody Lane.
KNBC-Dr. Paul; Dave Garroway.
KGO-Dean Cameron; Manhattan Maharaja.
KCBS-Arthur Godfrey.
KFRC-Open House; Music Box.
KSFO-Melody.
KSAN-News; Albums.
KYA-3:45, Political.
KROW-Coglin.
KJBS-Melodies.
KRE-3:55, News.
KWBR-Serenade.
KEAR-Encores.

4:00 P.M.
KLX-News; 4:05, Parade of Hits.
KNBC-Life Can Be Beautiful; News; Platters.
KGO-Ann Holden.
KCBS-Curt Massey; Jack Owens.
KFRC-F. Lewis; Hemingway.
KSFO-Matinee.
KSAN-Sports; Band.
KYA-News; Tunes.
KROW-Don Churchill.
KRE-Open House.
KJBS-Rhythm.
KWBR-Serenade.
KEAR-Design for Melody.

4:30 P.M.
KLX-Hits; 4:50, Cactus Jack.
KNBC-Eddy Arnold; Music.
KGO-Big Jon and Sparkle; Mark Trail.
KCBS-Jack Owens; Stan Noonan Songs.
KFRC-Curt Massey; Sam Hayes.
KSFO-Matinee.
KSAN-News; Latin Americana; Bing Crosby.
KYA-Listener's Choice.
KROW-Don Churchill.
KJBS-Rhythm.
KRE-Open House; News.
KEAR-Melody; News.
KWBR-Serenade.

5:00 P.M.
KLX-News; 5:05, Cactus Jack.
KNBC-Music; R. Harkness.
KGO-Space Cadet; World Reporter.
KCBS-Murrow; J. Todd.
KFRC-Challenge of Yukon.
KSFO-News; 5:15, Curtain.
KSAN-Sports; Children Corner.

FM LOG

Sta.	Megs.	Chan.	On Air	Off Air	Sta.	Megs.	Chan.	On Air	Off Air
KSJO	95.3	237	6:15 a.m.	Midnight	KLX	101.3	267	6:00 a.m.	Midnight
KGSF	97.3	247	3:00 p.m.	10:00 p.m.	KDFC	102.3	271	8:00 a.m.	1:00 a.m.
KRON	96.5	243	2:00 p.m.	10:00 p.m.	KRE	102.9	275	2:00 p.m.	10:00 p.m.
KNBC	99.7	259	6:00 a.m.	1:00 a.m.	KCBS	103.7	279	5:00 p.m.	10:00 p.m.
KSBR	100.5	263	5:00 p.m.	10:00 a.m.	KGO	106.1	[illegible]	5:00 p.m.	9:00 p.m.
KPFA	94.1	231	5:00 p.m.	11:00 p.m.					

RADIO, TV COMMENT

Uncle Miltie, Bishop on Competing Programs

By JOHN CROSBY

NEW YORK, Feb. 27.—When the police finally caught up with Willie "The Actor" Sutton, they found in his room a rather pathetic pile of self help books, including Bishop Fulton J. Sheen's "Peace of Soul," which apparently hadn't done Willie much good. It goes to show, though, how Sheen gets his message into the oddest places.

Latest place is television where Bishop Sheen, a veteran of 22 years of radio, has inaugurated a half hour show called "Life is Worth Living" on Dumont. That throws him up against some formidable competition—Milton Berle and Frank Sinatra—a situation that hasn't bothered the Bishop very much. His first show drew 4000 letters (and is still drawing mail), an impressive figure in any league.

"Apparently," said the Bishop, "people are looking for something else besides distraction." Apparently, at any rate, they are looking for something besides Milton Berle. Apart from the fact that they both tell jokes (the Bishop's being no older than Berle's) the two shows are studies in opposites.

NOT TELEVISION

Veteran TV men, including those who have had prior experience with religious programs, would almost certainly argue that "Life Is Worth Living" is not television at all, that it violates all the tenets of show business, that it needs a gimmick. Sheen, resplendent in his bishop's robes, simply walks out in front of the cameras in a book-lined study (designed by Jo Mielziner) and starts to talk. There is no script, he explains, and he begs people not to write in for one. (They do anyway, refusing to believe so suave and polished an address could be unprepared.)

He stands very erect throughout. ("If you can stand for me, I can stand for you," he says, a pun which, I have an idea, saw long service at Catholic University.) His props are his cavernous luminous eyes, his superb vocal equipment and his eloquent hands, which are among the most expressive in television. The effect is hypnotic — only partly because of the personal magnetism of the man himself.

The fact is, that Bishop Sheen is dealing in ideas; by eschewing showmanship, nothing comes between the ideas and the audience. Essentially he is a great teacher and he demonstrates that a great teacher doesn't need film clips, dramatization, panels of experts, diagrams, charts, or fancy lighting. He needs only himself. A great teacher is fundamentally a great personality different only in outlook from any great show business personality like Bing Crosby.

There is a lesson here for all broadcasters, commercial or noncommercial, who plan to get into educational broadcasting. There must be spellbinders on subjects other than Christianity—physics, chemistry, history or some such—and they had best be let alone to talk, unencumbered by showmanship, by know-how and by the experts.

Sheen started this series from the very bottom, assuming that his listeners had no faith and almost no knowledge, an assumption that a good many people may find irritating. His first broadcast argued the existence of God on the ground that there could not not be a God. On his second one, he demolished a good many of the standard arguments against the existence of God, including evolution and the atom bomb.

The Protestants and Jews, who generally share equally whenever a religious program is started on a network, are not going to be especially happy about Bishop Sheen's which is not counterbalanced by the views of the other denominations. However, Sheen proposes to keep the program strictly non-denominational and Dumont plans to start another religious program in which Catholic, Protestant and Jew will share equally.

One last word. Bishop Sheen is very fond of a story about a frisky waitress, not at all bedazzled by his scarlet vestments, who once asked him: "Well, Cock Robin, what will you have?" This anecdote needs a rest. It was in a national magazine ("Liberty") in 1946. Bishop Sheen has told it at several dinners. Arthur Godfrey related it on his program not long ago. And the Bishop tried it out on the second of his television shows. These things get around, Bishop. Next thing you know Berle will have it, and he's on a competing network.

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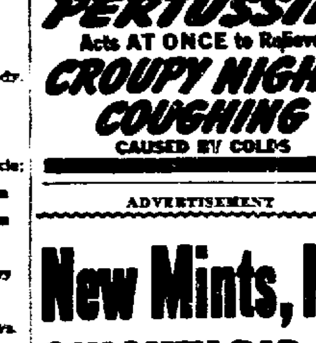
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