

All times Pacific Standard Time.

3:00 P.M.
KLX-News; 3:05, Mystery; 3:15, Tin Pan Alley.
KNBC-Welcome Travelers.
KGO-Betty Crocker, 3:15, Marriage for Two.
KCBS-Arthur Godfrey.
KFRC-Open House.
KSFO-Parade of Melody.
KSAN-Sports; Albums.
KYA-News; Korral.
KROW-Coslin's Capers.
KJBS-News; 3:15, Rhythm.
KRE-Open House.
KWBR-Sepia Serenade.
KEAR-Caprice Viennois.

3:30 P.M.
KLX-Melody Showcase.
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, Matinee Mood; 4:15, Hit Parade.
KNBC-Life Beautiful; News; Platters
KGO-Ann Holden.
KCBS-Curt Massey; Jack Owens.
KFRC-Fulton Lewis; Frank Hemingway.
KSFO-Matinee.
KSAN-Sports; Bond.
KYA-4:15 Paula Stone.
KROW-Don Churchill.
KJBS-Rhythm.
KRE-Open House.
KWBR-Sepia Serenade.
KEAR-Melody Design.

4:30 P.M.
KLX-Golden Gate Feature Race.
KNBC-Music
KGO-Big Jon and Sparkie. 4:45, Mark Trail.
KCBS-4:45, Stan Noonan.
KFRC-Curt Massey, Sam Hayes.
KSFO-Matinee.
KSAN-News; Americana.
KYA-Ballroom
KROW-Don Churchill.
KJBS-Rhythm.
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-Edward R. Murrow; 5:15, Jane Todd
KFRC-Green Hornet.
KSFO-News; Curtain.
KSAN-Sports; Corner.
KYA-News; Ballroom.
KROW-Longhorn Joe.
KRE-Sports; News
KJBS-Music, Interlude.
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 Keiter Sports.
KJBS-Rhythm; Serenade.
KROW-Longhorn Joe.
KRE-Portuguese Colony.
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; Showtime.
KROW-Personality; News.
KCBS-6:15, Off.
KRE-Giornale.
KWBR-6:15, Mi Rancho.
KEAR-Candlelight.

6:30 P.M.
KLX-Golden Gate Races.
KNBC-Barry Craig.
KGO-Opera Album.
KCBS-Bing Crosby.
KFRC-Behind the Story; Sam Hayes; News.
KSFO-Album Favorites.
KYA Showtime.
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-Bandstand; 7:45, Baseball Roundup, Bill Laws.
KNBC-Robt. Montgomery; 7:55, 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-Greek American.
KYA Request By Wire.
KROW-Wm. Winter; Ballroom.
KRE-Crosscuts.
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; Requests.
KROW-Ballroom.
KRE-Berkeley Reports; 9:15, Red Cross.
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-Band of Night.
KRE-Organ
KWBR-Camp Meeting.
KEAR-Portals of Melody.

10:30 P.M.
KLX-Doghouse Digest; 10:45, Music.
KNBC-Quiz; Rancho; News.
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 Want.
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 Concert Music.
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, Nickle.
KWBR-Pat Henry

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

ON AIR TOMORROW—Thursday, March 13

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 Weather.
KFRC Rise and Shine
KSFO-Prayer; morning
KSAN Rhythm on Range.
KROW-Ray, 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, Funny 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-9:15, H. R. Baukhage; 9:25, Emily Barton.
KSFO-Ben Sweetland.
KYA-Katherine Kerry.
KSAN-Music Album.
KROW-Nick.
KJBS-R. Thompson; Serenade.
KRE-Louis Sherman; Music.
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-Dr. Sherman; Music.
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-True Story; Whispering Streets.
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-Whispering Streets; When a Girl Marries.
KCBS-Mrs. Burton; Perry Mason.
KFRC-Ladies Fair; News.
KSFO-Our Times Songs.
KSAN-Sports; Records.
KROW-D. Gilmore.
KYA-Baseball.
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-Baseball.
KROW-Betty Baker.
KJBS-Musical Styles.
KRE-11:55, News.
KWBR-Western McGee.
KEAR-Physician; Varieties.

12 NOON
KLX-John K. Chapel; 12:15, KLX Presents.
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-Baseball.
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-Baseball.
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-Orchestra; Mary Marlin.
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; 2:05, Mystery; 2:15, Personality Time.
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-Showtime.
KNBC-Lorenzo Jones; 2:45, The Doctor's Wife.
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; 3:05, Mystery; 3:15, South American.
KNBC Welcome Travelers.
KGO-Betty Crocker; Marriage For Two.
KCBS-Arthur Godfrey.
KFRC-Open House.
KSFO-Melody
KSAN-Sports; Albums.
KYA-News; Tune; Choice
KROW-Coglin.
KJBS-News; Music; Rhythm.
KRE-Open House.
KWBR-Serenade.
KEAR-Caprice Viennois.

3:30 P.M.
KLX-Melody Showcase.
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, Mystery; 4:15, Hit Parade.
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-4:15, Paula Stone.
KROW-Don Churchill.
KRE-Open House.
KJBS-Rhythm
KWBR-Serenade
KEAR-Design for Melody.

4:30 P.M.
KLX-Golden Gate Feature Race.
KNBC-Eddy Arnold; Music.
KGO-Big Jon and Sparkie; Mark Trail.
KCBS-Jack Owens; Stan Noonan Songs.
KFRC-Curt Massey; Sam Hayes.
KSFO-Matinee.
KSAN-News; Latin Americana; Bing Crosby.
KYA-Ballroom.
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.	Chnl.	On Air	Off Air	Sta.	Megs.	Chnl.	On Air	Off Air
KSJO	95.3	237	8:15 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	102.1	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	3:00 p.m.	10:00 p.m.
KNBC	99.7	259	6:00 a.m.	1:00 a.m.	KCBS	103.7	279	3:00 p.m.	10:00 p.m.
KSBR	100.5	263	3:00 p.m.	10:00 p.m.	KGO	106.1	291	5:00 p.m.	9:00 p.m.
KPFA	94.1	231	5:00 p.m.	11:00 p.m.					

TV Programs

WEDNESDAY, MARCH 12

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-Crosbys Calling.

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

12:00 Noon
KRON-The Big Payoff.
KPIX-News; 12:05, 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. "Father Steps Out."
KPIX-Kitchen.
KGO-Marjorie King.

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

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, Brother Buzz.
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, "The Phantom on the Bridge."
KGO-Pet Exchange.

7:00 P.M.
KRON-Red Ryder.
KPIX-Boxing.
KGO-Pulitzer Prize Playhouse, "Melville Goodwin, U.S.A."

7:30 P.M.
KRON-Red Ryder.
KPIX-Boxing.
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-Faye Emerson.
KGO-Person to Person; 8:45, Looking at Fashion

9:00 P.M.
KRON-Kraft TV Theater, "The Mollusc."
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-Drama Time, "The Lost Chord."

10:30 P.M.
KRON-Club Four.
KPIX-Suspense
KGO-Drama Time.

11:00 P.M.
KRON-11:15, Cliff Norton; 11:20, Owl Theater, "My Old Kentucky Home."
KPIX-Chronoscope; 11:15, Ship's Reporter
KGO-Drama Time.

12:30 A.M.
KRON-News.

THURSDAY, MARCH 13

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-Crosbys Calling.

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

12:00 Noon
KRON-The Big Pay-off.
KPIX-News; 12:05, 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-Come to Order.
KGO-Chef Cardini.

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

2:00 P.M.
KRON-G. G. Playhouse, "There Goes Kelly."
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-Del Courtney; 4:45, Search For Tomorrow.
KGO-Les Malloy.

5:00 P.M.
KRON-Kukla Fran and Ollie; 5:15, Western Theater.
KPIX-Time for Beany; 5:15, Cartoon Time.
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-Travelogue; 6:45, Peggy Mann Show.
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 Big Picture.

8:30 P.M.
KRON-The Unexpected, "Slide Rule Blonde."
KPIX-Burns & Allen.
KGO-The Name's the Same.

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-United or Not.

10:30 P.M.
KRON-Club Four.
KPIX-Crime Syndicated.
KGO-Beauty on Parade.

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

ABBE AIRS IT

Radio Scores Beat Over TV On New Hampshire Primary

By JAMES ABBE

Once again radio has come in first with a scheduled news story. The New Hampshire primary election, which had been labeled "a political beauty contest," had the Nation with its ear to the radio set last night.

Television played an important role in the build-up to last night's climax, but wasn't giving us even any hint last night of what we may count on election night, November 4. Or for that matter what we can look forward to from the nominating conventions this summer. IF the Federal Communications Commission grants the request of the American Telephone and Telegraph Company for more microwave channels and if the channels are in operation by convention time or at the latest by November 4, we may see, as well as hear, climactic moments in presidential and congressional elections the like of which we couldn't even visualize at the windup of the 1948 elections.

KERENSKY ON TV

Alexander Kerensky, the first President of the Provisional Republic of Russia, will be on television tomorrow. He will be interviewed on Kate Smith's program (1 p.m. KRON-TV) by Ted Collins, the "cracker barrel commentator" and producer of the show.

Having interviewed Kerensky myself, I can hope that Ted Collins will know how to handle the man who not only knows his Russia way back, but knows about all the answers to communist propaganda. It is just 35 years since Russia's March revolution unseated the czarist regime and was all set to build a republic but was fated to succumb to the Bolshevik counter-revolution eight months later. Today, some 60 prominent Americans including ex-President Herbert Hoover, a number of Republican and Democratic senators, industrialists, union leaders and educators, attempted to bypass the Soviet Government, and transmit a message to the people of the Soviet Union. Here's the message which went out over The Voice of America, and Radio Free Europe:

"We hold the profound conviction that, in spite of every difficulty, you, like all who have tasted freedom, will find the way to regain it so that a liberated Russia may assume her normal place in the international community."

ETHEL BARRYMORE BILLED

Turning from politics and politicians past and present, to an actress of the past and present, we have Ethel Barrymore just signed up on a long-term contract for a series of half hour television shows, to be packaged and labeled "The Ethel Barrymore Theater." The programs will be filmed in Hollywood starting next month. Ethel Barrymore more or less got her TV start on Jimmy Durante's program. Recalling how well the otherwise stately Helen Traubel did as Durante's guest, you may be wondering if that charming grand opera singer may not be getting her own TV program one of these days.

The Bay area is waiting to learn who will get the two available television channels which the Federal Communications Commission may be dealing out some day soon. And as we wait to learn if and how educators will take one of the two channels, we learn from the Nation's capital that the "National Association of Educational Broadcasters," affiliated with 62 local radio stations throughout the country, will present a series of 15-minute reports "On the Health, Education, and Economic Security of the American People." The word from Washington is that the first of the series of 26 programs will be on the air March 15. The programs will be titled "On the General State of the Nation's Health." It might have been more appropriate to start off on THAT day with "On the General State of the Taxpayer's Pocketbook." It is not known yet whether the broadcasts will be heard locally.

Also on March 15 the University of California will launch over KPIX at noon a weekly television program designed to interest farm, urban and suburban viewers through presentation of problems and things incident to the production, consumption and marketing of foods.

Guests will include specialists in animal husbandry, dairy work, farm management, marketing, irrigation and wheat control. What? No backyard vegetable gardens?

RADIO

6:15 p.m. KLX—RAY EPSTEIN'S SPORT SCENE. Ray will interview Coach Hal Fisher of the Oakland Engineers whose team meets the Stewart Chevrolets in tonight's Pacific Association Basketball Champion playoffs.

6:30 p.m. KCBS—BING CROSBY. Guests: Humphrey Bogart and Lauren Bacall.

7:00 p.m. KCBS—FIGHTS: Lightweight Champion Jimmy Carter vs. Luther Rawlings of Chicago in the main event from Chicago Stadium.

7:00 p.m. KFRC—FAMILY THEATER. "The Big One," an Irish tale complete with leprechauns, stars Pat O'Brien.

7:00 p.m. KNBC—HALLS OF IVY. A hopelessly crippled little girl gives great inspiration to a self-pitying Ivy College professor and wins the admiration of President Hall.

8:30 p.m. KCBS—DR. CHRISTIAN. An ex-Marine finds life difficult until Dr. Christian proves to him that there is no "Escape From Yesterday."

9:00 p.m. KNBC—GROUCHO MARX; "You Bet Your Life."

9:30 p.m. KNBC—THE BIG STORY. A "perfect murder" plot backfires when reporter J. Victor Bate of the Detroit Times unmasks the would-be killer.

TELEVISION

6:30 p.m. KPIX—THE WEB: "The Phantom on The Bridge."

7:00 p.m. KPIX—BOXING. Tonight's lightweight match between champion Jimmy Carter of New York and Luther Rawlings of Chicago, direct from Chicago Stadium.

7:00 p.m. KGO-TV—PULITZER PRIZE PLAYHOUSE. Paul Kelly leads in J. P. Marquand's "Melville Goodwin, U.S.A.", the timely story about a general who is unable to adjust to the social and occupational realities of post-war life.

8:00 p.m. KRON—KATE SMITH HOUR. Guest: Broderick Crawford.

8:00 p.m. KGO-TV—FOREIGN INTRIGUE. Foreign Correspondent Robert Cannon is assigned to cover the murder of a prime minister's secretary and becomes the key figure in a political intrigue.

8:30 p.m. KGO-TV—PERSON TO PERSON. Guest: Virginia Scallon, fashion editor of the Californian.

10:00 p.m. KRON—DENNIS DAY SHOW. Dennis is inspired with such love for beautiful Kathy Phillips that he finally winds up in a psychiatrist office.

10:15 p.m. KGO-TV—DRAMA TIME: "The Lost Chord."

10:30 p.m. KPIX—SUSPENSE. "Night Drive," a mystery set in the woods of northern Michigan.

Hear James Abbe tonight at 7 on KLX.

Picking on Him

FORT WORTH, Tex. — (UP) — T. K. McCarty, manager of a barbecue stand, hasn't had much luck at discouraging burglars from hitting his place, which has been entered 10 times in two years.

JOHN CROSBY'S COLUMN

Voters Get Into Act In Television Politics

By JOHN CROSBY

NEW YORK, March 12.—On my screen, the New Hampshire lady looked nonplussed and even a little hostile when accosted by Senator and Mrs. Estes Kefauver right out on the Main Street. New Hampshire folk are not noted for loquacity to strangers, which leads me to suggest that, for the next presidential primary, the cameramen take along a platoon of actors to shake hands with the candidates.

Actors were the only thing missing up in New Hampshire. Never in my memory have 14 delegates been fought over so strenuously. The natives were being jostled by candidates, reports, newsreel boys, radio commentators, tape reporters and television cameramen all over the state. The particular lady mentioned above was buttonholed by the Kefauvers on a snowy street in the presence of a movie camera. Before she fought loose she had confessed that the weather was pretty cold. That's all the opinion the Kafauvers would extract from her.

HOMEY LITTLE SCENE

Not all the New Hampshire people were that reticent. Seems to me, pretty near all of them were seated at one time or another around a pot-bellied stove and (while the cameras purred) divested themselves of their opinions on Taft or Eisenhower or MacArthur. It was a homey little scene—the pot-bellied stove, symbol of New England freedom of thought; the citizenry gathered around, warming their hands and their convictions; the cameras recording the whole thing for posterity and for John Cameron Swayze and for Doug Edwards and for the Nation's TV screens.

No one thinks the New Hampshire primary was really that significant, but before the reporters and W. W. Chaplin and George Hicks and the rest of them got through with New Hampshire, the local residents probably thought it was. It must have been terribly unsettling to find Estes Kefauver athwart the route to the Main Street grocery, to encounter Stewart Alsop when you just wanted to trot down to the corner for a beer. It must have set a voter thinking some rather uppity thoughts, getting interviewed every time he set foot out the front door.

The importance of it all crept into NBC's prose which is as sensitive as litmus paper to affairs of this sort. "Yesterday," says a dispatch from NBC press in the language of the communique, "an NBC radio and television task force left for Concord, N.H., spearheaded by a trio of topflight commentators—George Hicks, Leon Pearson and W. W. Chaplin."

VOTERS TURN HAMS

Much has been written about the effect of television on the candidates. No one has thought very much of the effect of television coverage on the voter encountering a television task force for the first time. The down Easters have been noted up to now for the stability of their political judgment. But this is the first year they have been hamming it up around a pot-bellied stove, the first time a TV director has been around asking them to assume picturesque poses around the general store, the first time the tape machines have so assiduously recorded their political utterances.

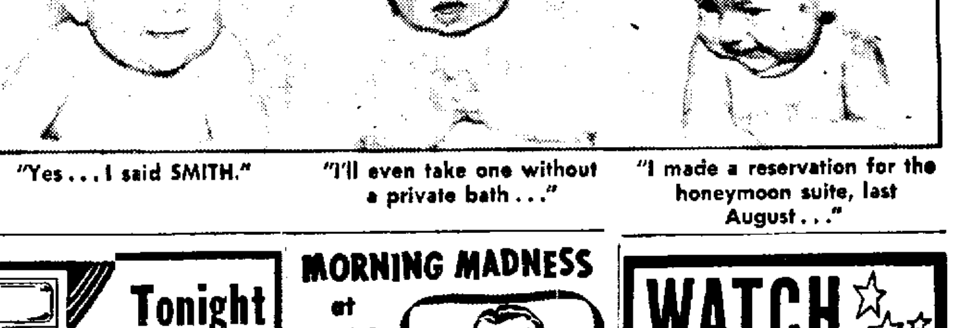
Heaven knows what this will do to the electorate. At the 1948 conventions, the candidates first began to demand makeup. The minute the pancake got on his face, it began to infiltrate into his thinking. Well, the voter will be demanding the makeup next—complaining about the camera position, rehearsing his inflexions, worrying about himself rather than the candidate's foreign policy.

Show business, in short, has begun to absorb the attention of the voter as well as the man he is to vote for. This'll keep both their minds off such distractions as Korea, taxes, and the shape of SHAPE.

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"Yes . . . I said SMITH." — "I'll even take one without a private bath . . ." — "I made a reservation for the honeymoon suite, last August . . ."

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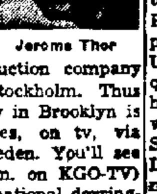
Show Time

By BOB FRANKLIN

Jerome Thor, a Brooklyn lad, reached television's FOREIGN INTRIGUE through a fancy bit of domestic intrigue.

Thor, who plays the Robert Cannon foreign correspondent role, had practically lived in various Manhattan theaters ever since he earned his first stage part at the tender age of 18.

He appeared in some 25 plays, most of them hits—"My Sister Eileen", "Calico Wedding", "Miss Julia", etc. He always had a weather eye out for a film assignment, but Hollywood was slow on the draw.



Jerome Thor

Along came writer - producer Sheldon Reynolds whose FOREIGN INTRIGUE production company headquarters in Stockholm. Thus the Thor who grew in Brooklyn is now in the movies, on tv, via Broadway and Sweden. You'll see him tonight (8 p.m. on KGO-TV) in a story of international derring-do—all about a plot to sway an unstable nation's political affiliations.

• • •

Jack Berch salutes hospitalized veterans and their "bedside radio network" on his ABC-radio program, 10 a.m. today, KGO-radio. The veterans' radio project is guided by the Veterans Hospital Radio Guild, a group of volunteers from radio's pro ranks who train the vets in the craft. KGO presents Jack Berch at 10 each morning, Monday through Friday.

Reminder: KGO-radio keeps you posted on the news each morning with . . . Tony Morse at 7:15 . . . Bob Garred at 7:30 . . . local news at 7:40 . . . Chet Huntley at 9:15.

• • •

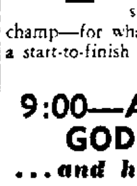
KGO-TV Notebook: the noted actor Paul Kelly stars tonight in the PULITZER PRIZE PLAYHOUSE presentation of "Melville Goodwin, U. S. A.". This is the J. P. Marquand story about a general and his difficulties in adjusting to post-war life. (7 p.m. on channel 7) . . . Spring fashion is the fashion for LOOKING AT FASHION, 8:45 tonight, as Evangeline Baker shows off the latest in accessories—hats, shoes, gloves and other Livingston Bros. items . . . and, immediately preceding at 8:30, will be PERSON TO PERSON with some fashion highlights by Virginia Scallon of The Californian magazine.

• • •

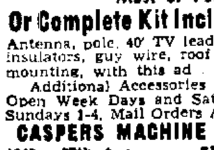
Anita Colby, who needs no introduction to you ladies, guests tomorrow on the "Betty Crocker Magazine of the Air" . . . 3 p.m. on KGO-radio. (3-12-52)





WATCH THE STARS TONIGHT ON CHANNEL 5
5:15—for the kids..
BROTHER BUZZ
The adventures of an enchanted bee in the fairyland of insects... a new, delightful KPIX feature.
7:00—BOXING

Jimmy Carter vs. Luther Rawlings from ringside
Jimmy goes in overweight — but still lightweight champ—for what promises to be a start-to-finish thriller.
9:00—ARTHUR GODFREY
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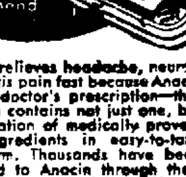
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