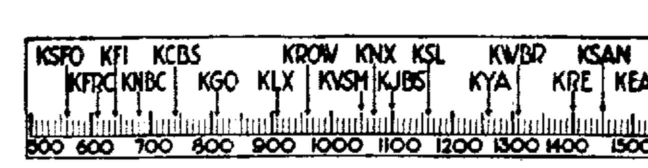


All times Pacific Standard Time.

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-Coglin'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; Bord.
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-Baseball, New York Giants vs. Chicago.
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-Baseball.
KROW-Personality; News.
KJBS-6:15, Off.
KRE-Giornale.
KWBR-6:15, Mi Rancho.
KEAR-Candlelight.

6:30 P.M.
KLX-Golden Gate Races.
KNBC-Silent Men.
KGO-Opera Album.
KCBS-Bing Crosby.
KFRC-Behind the Story; Sam Hayes; News.
KSFO-Album Favorites.
KYA-Baseball.
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-Baseball.
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-All-Star Show.
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.
KCBS-News; Crazy World.

TV Programs

WEDNESDAY, MARCH 19

All times Pacific Standard Time.

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

9:30 A.M.
KRON-Man on Mission.

10:00 A.M.
KRON-Operation Education; 10:15, Morning Marketing.

10:30 A.M.
KRON-Morning Matinee.
KGO-Bright and Early.

11:00 A.M.
KRON-Morning Matinee.
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.
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, Science Laboratory; 6:45, News.
KPIX-The Web.
KGO-Pet Exchange.

7:00 P.M.
KRON-Red Ryder.
KPIX-Boxing.
KGO-Celanese Theater, "Saturday's Children."

7:30 P.M.
KRON-Red Ryder.
KPIX-Boxing; 7:45, Film.
KGO-Celanese Theater.

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. "September Tide."
KPIX-Arthur Godfrey.
KGO-Film.

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

10:00 P.M.
KRON-RCA Victor Show. Ezio Pinza.
KPIX-Wm. Winter; 10:15, Golf Made Easy.
KGO-Drama Time, "In a Monastery Garden."

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, "North of the Border."
KPIX-Chronoscope; 11:15, Life of Chorus Girl.
KGO-Drama Time.

12:30 A.M.
KRON-News.

THURSDAY, MARCH 20

9:30 A.M.
KRON-Man on Mission.

10:00 A.M.
KRON-Operation Education; 10:15, Morning Marketing.

10:30 A.M.
KRON-Morning Matinee, "Calendar."
KGO-Bright and Early.

11:00 A.M.
KRON-Morning Matinee.
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, "Right Man."
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, Science Laboratory; 6:45, News.
KPIX-Film; 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. "Born Again."
KPIX-Gruen Theater.
KGO-The Name's the Same.

9:00 P.M.
KRON-Gangbusters.
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.
KPIX-The Continental; 11:15, This Is the Story.

ON AIR TOMORROW—Thursday, March 20

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 [illegible]
KCBS-Waitin' For Weaver.
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, 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-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, Dodgers vs. Cincinnati.
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	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	102.1	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	8:00 p.m	10:00 p.m
KSBR	100.5	263	8:00 p.m.	10:00 p.m	KGO	106.1	291	3:00 p.m	9:00 p.m
KPFA	94.1	231	5:00 p.m.	11:00 p.m.					

JOHN CROSBY'S COLUMN

Hollywood Know-How Goes Sour on Television

By JOHN CROSBY

NEW YORK, March 19. — Of the roughly 150 hopefuls who dashed into film production for television, dreaming large dreams, maybe twenty or thirty are left. The men have been separated from the boys. Know-how, a word used in Hollywood to cover a multitude of sins, has vastly increased. And, in spite of it all, the TV films get worse and worse.

Take, for example, "The Unexpected." "The Unexpected" is a film series sold in syndicated form in forty-three cities. In New York a brewery went to the length of hiring as narrator Herbert Marshall who is not seen anywhere else. The opening drama, a confection called "Calculated Risk," was a sordid little story featuring adultery, a double murder, extortion and one thing and another. The gimmick in this one was that the murderer and murderee looked exactly alike, leading to a denouement which was both horribly complicated and hopelessly dull.

The whole exhibit was a rewarding study in Hollywood know-how and where it will lead the television industry if it doesn't watch its step. The confounded thing seemed hardly to have been written at all; it sounded more as if the actors made it up as they went along. The direction consisted largely of getting the actors on and off without bumping into the scenery. The acting by Rochelle Hudson and Louis Jean Heydt was charged with all the emotional intensity of a wet codfish, the actors looking incredibly vague and detached from their violent and highly illicit exertions.

LIGHTING FAULTY

All the foregoing is on the creative or arty side of the picture. What about the technical end where Hollywood know-how is famed the world over? Well, sir, the lighting was an offense against Thomas Alva Edison who invented the art; the picture quality was terribly uneven; the settings were impressive when they were the Golden Gate Bridge and somewhat less than satisfactory when the camera got indoors where the carpenters had to do their own work.

Why, in the face of the uniform mediocrity of these Hollywood whodunits, does everyone predict that television will go on film and that it will go to Hollywood? "The Unexpected" is produced by Ziv Television which is now the hottest outfit on the coast. Ziv is shooting fifteen half-hour TV films this month. Five are in "The Unexpected" series; six in the "Boston Blackie" series which is just as bad; and four in "The Cisco Kid" series which is a little better because a lot of it is on a horse and even Ziv can't do too much harm to a horse opera.

LIVE SHOWS BETTER

Fifteen half-hour films are just too many films for one operator. In contrast to these terrible things, "Lights Out," or "Suspense" or "Danger" — all live, all emanating from New York —are immeasurably better, both technically and esthetically. The difference isn't just in price, either. "The Unexpected" costs $23,500 each, which isn't at all cheap.

What the devil is the matter with Hollywood which, after all, has a huge reservoir of writing, acting and directing talent? The acting in "The Unexpected" is absolutely incredible. As for the writing, I have a few snippets here which should give you some idea. Says a man who has just been told he will be held for murder. "Do you realize what a thing like this will do to a small business man?" And, from a woman who is plotting with her paramour the murder of her husband: "Oh, this is a terrible thing, what we're trying to do. All my life I've tried to do right."

There's no doubt in anyone's mind that Hollywood knows how to make pictures. I have an idea why it goes so terribly wrong whenever it attempts anything for television but I haven't time today. Some other time.

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Ad Man to Give Lecture

"What a Career in Advertising Art Demands" will be topic of a lecture by Louis Shawl, to be given at 4 p.m. tomorrow at the California College of Arts and Crafts.

Shawl is an alumnus of the College of Arts and Crafts, and a partner in a San Francisco advertising agency.

He also is one of the organizers and past president of the Artist Club of San Francisco, and has been active in arranging the annual Advertising Art Exhibits sponsored by the Society of Artists and Art Directors in San Francisco.

Shawl will speak mainly to the advanced advertising art students of the college, but the general public is invited.

The talk is sponsored by the Alumni Society of the College of Arts and Crafts under the direction of Mrs. George S. DeWitt. Shawl will be introduced by Professor Wolfgang Lederer, head of the college's School of Design.

Camera Expert To Lecture on Color Photos

Louis J. Parker, associate of the Photographic Society of America, will present an illustrated lecture on "Getting Results in Color" at a meeting of the Bay Area Camera Clubs at 8 p.m. on March 26.

The meeting, which will be open to the public without charge, will be held at the Merritt Business School Auditorium, 5714 Grove Street.

A teacher of photography and active leader in the movement for better camera clubs, Parker is a member of the Camera Club Committee of the PSA. He has worked with camera enthusiasts in many fields and will bring to his audience the benefit of his contacts with the latest technical developments in photography.

Parker's talk is scheduled to deal primarily with the practical problems which confront the amateur photographer taking color pictures. He will discuss various techniques of producing effective outdoor photographs.

His illustrated lecture will include pictorial slides he has made in Mexico and various parts of the United States. An open discussion will follow his talk.

Parker's presentation is jointly sponsored by the Northern California Council of Camera Clubs and the Eastman Kodak Company.

Screen Actors Guild, Producers in Pact

HOLLYWOOD, March 19.—(AP)—The Screen Actors' Guild and the Society of Independent Motion Picture Producers have reached an agreement on terms of a new collective bargaining contract that will extend to June, 1958, with both parties having the right to reopen on wage rates and conditions in 1954 and 1956.

The new contract embodies all the changes made in the recently negotiated agreement between the guild and the major producers, including increases in daily minimum from $55 to $70 and weekly free lance minimum from $175 to $250.

VFW Post Auxiliary To Elect Officers

BERKELEY, March 10. — The Ladies' Auxiliary to Berkeley Post No. 703, Veterans of Foreign Wars, will elect officers at a meeting at 8:15 p.m. Friday at the Veterans Memorial Building.

Mrs. Tessie Richmond, president, will preside at the session, which also will name district and county council delegates as well as alternates. Monday the auxiliary will be hostess at a party for patients at the Oakland Naval Hospital under the direction of Mrs. Ruth Messner, hospital chairman.

ABBE AIRS IT

Adult School Opens Class In Radio-TV Production

By JAMES ABBE

Hooray! for an ex-KLX girl this columnist has known and watched ever since I "joined up" over three years ago. This one hasn't "gone Hollywood," won a contest or anything like that. She has "gone school teacher" right here in Oakland. And if that doesn't start off like the usual success story it is somewhat newsworthy. It also ties in with the recent trend to educational programs in this area on both radio and television, and is in keeping with the TV-Radio-minded Alameda County public school system.

Here's quoting from a letter I received yesterday from Oakland's Technical Adult School:

Dear Mr. Abbe—I am including an announcement of our new class in 'Radio-Television Production.' The class is directed at those interested in acting, music, writing, production, public relations and promotion, advertising, administration, and secretarial work within the radio and television industry.

BROAD BACKGROUND

"Miss Jan Jarvis, the instructor, is well qualified for the assignment by her broad background in radio broadcasting, copy continuity and publicity. She studied at the Wisconsin College for Drama and taught at Wellman's Radio School in Los Angeles. Initial work of the class will center on radio play production with writing and commercial work to follow later. We feel that this class will appeal to and be of benefit to many of your readers. We will appreciate it if you can make some announcement of the course in your column. Very truly yours,

"HENNING A. EDLUND,
"Principal."

It couldn't happen to a nicer girl. What Mr. Edlund did not mention, and doesn't mention in the printed announcement, is that this young school teacher is young, tall, pretty and Irish. Miss Jarvis will also teach a similar course at Oakland High School. Her class at Technical Adult School is scheduled to start next Tuesday, March 25th, from 7 to 10 p.m. and each Tuesday from then on out, and at Oakland High, each Thursday from 7 to 10 p.m. beginning next Thursday, March 27th. In case you figure that merely teaching six hours a week isn't much, I hasten to add that Miss Jarvis is taking some advance courses in language and art at San Francisco State Teachers' College, five days a week.

'IRON-MAN RANDOM'

One more KLX item, please. They call him "Iron Man Random," though only five feet six and weighing in at 135 pounds. He is the lately appointed musical director for KLX, Michael Donn Random. When brawny six-footers Jack Morris and Jay Jacobus were mowed down by tiny little flu bugs last week, Random bore the brunt of newscasts, commercials, log-keeping, plus phone-answering in ADDITION to his regular job of selecting music for varying tastes.

'CORNY' BUT GOOD

One of this columnist's favorite whodunit detective radio programs has been for years, "Mr. District Attorney." Sure, it's on the corny side, but I just happen to like "corn." If you had experienced months of trailing Chicago's Supervising Detective Squad during the heyday of gang warfare in 1928, you'd have agreed I'm sure, that much of what I saw and heard would sound corny in a radio or TV show.

A select audience in San Leandro last night, at a "Town Meeting" heard a youngish good looking man named Robert Shaw tell how he writes the script for "Mr. District Attorney." I'd have been there to listen but I was writing this column.

For the past 13 years (Friday nights, KGO 9:30), many millions of Americans have tuned in to "Mr. District Attorney." All ages and kinds have heard the introduction, until it is no wonder that when a civics teacher in a Brooklyn, N.Y., high school asked an incoming class to identify the origin of "life, liberty and the pursuit of happiness," they responded, almost in unison (so they say) with "Mr. District Attorney."

STARS AID FUND

Wrongs to be set right fall upon what is known as "The Bishops' Fund for the Victims of War in Europe and Asia." Tonight at 8:30, on KLX, on behalf of The Bishops' Fund, you may hear an all-star program with Bing Crosby, Pat O'Brien, Bob Hope, Irene Dunne, and Fred McMurray. Among those helped by the fund are the civilians of war-torn Korea, refugees fleeing communist persecution, and victims of Italian floods.

As for other programs tonight:

RADIO

6:00 p.m., KNBC — SHORT STORY. Dramatization of Anton Chekhov's "The Darling."

6:30 p.m., KCBS — BING CROSBY. Screen star Jimmy Stewart and singer Fran Warren share tonight's guest spotlight.

7:00 p.m., KCBS — FIGHTS. Lightheavyweights Danny Nardico of Florida and Dick Wagner of Washington mix in the main event from Cleveland Arena.

7:00 p.m., KNBC—HALLS OF IVY. Ivy College's president, Dr. Hall, welcomes visiting alumni on "Founder's Day" and provides them with a few surprises.

7:00 p.m., KFRC—FAMILY THEATER. "Burden on the Family," co-starring Gene Lockhart and his wife, Kathleen, tells the story of a retired explorer whose family, because of an illness he acquired, has put him in a home for the incurables.

8:30 p.m., KCBS—DR. CHRISTIAN. When an ambitious mother wants her young daughter's looks improved by plastic surgery for a stage career, Dr. Christian stubbornly refuses. Script for "Her Own Wings" was written by Eva Burkey of San Francisco.

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

9:30 p.m., KNBC—BIG STORY. Reporter Allen Cowperthwaite of the Helena (Mont.) Independent Record, gambles his own life to avenge the murder of a friend.

TELEVISION

7:00 p.m., KPIX—BOXING. Jake La-Motta, the "Bronx Bull," goes up against Eugene Hairston of New York City in a re-film of the middleweight event held recently at Detroit.

7:00 p.m., KGO-TV — CELANESE THEATER. Mickey Rooney makes his drama television appearance in Maxwell Anderson's classic story of a young married couple struggling against the frustrations of poverty, "Saturday's Children."

8:00 p.m., KGO-TV — FOREIGN INTRIGUE. Correspondent Helen Davis gets a lead on a story and discovers blackmail on a world-wide scale.

8:30 p.m., KRON-TV — PERSON TO PERSON. Guest: Lamp designer Duane Clogston.

8:30 p.m., KPIX—FAYE EMERSON. TV cameras go on location to present "Hospital Town U.S.A." directly from St. Albans Hospital in New York.

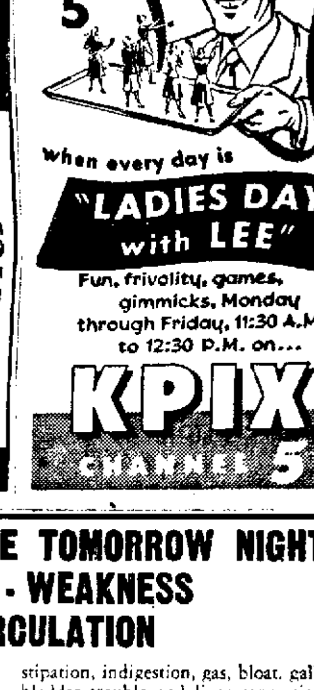
9:00 p.m., KRON—KRAFT TV THEATER. Daphne DeMaurier's love story, "September Tide," features Esther Ralston.

10:00 p.m., KRON — EZIO PINZA SHOW. Guest, Celeste Holm.

10:30 p.m., KPIX—SUSPENSE. Signe Hasso stars in a tense mystery woven from the international intrigue that preceeded Japan's attack on Pearl Harbor, titled "Day of Infamy."

11:00 p.m., KPIX — CHRONOSCOPE. Congressman John Kennedy discusses domestic affairs with Mr. William B. Huie and Editor Donald I. Rogers.

Hear James Abbe tonight at 7 on KLX.





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Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

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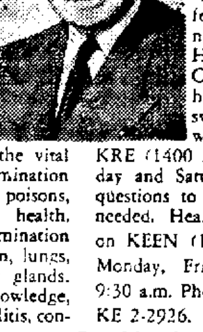
It's a lucky day when you can discover a medicine that goes right to the spot to bring wonder-soothing relief for stabbing, hammering, energy-killing pains in the back, hands, legs, arms, shoulders and neck, caused by Arthritis, Rheumatism, Neuritis, Sciatica, Bursitis or Neuralgia. Thousands are starting to discover this the first day they take ROMIND.

ROMIND is one of the latest scientifically compounded formulas to be developed by the Knox Control Laboratory. It is a tasteless, internal medicine that works through the blood and can thus reach every muscle and joint in the body. That's why it usually works so fast in these 3 ways: 1. First dose starts right to work soothing, calming and sweeping away pain. 2. Helps Nature remove excess Uric Acid which often causes pain and stiffness. 3. Helps relax you so that thousands are able to work again and sleep and enjoy life more completely.

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HEAR THIS LECTURE TOMORROW NIGHT
TIREDNESS - WEAKNESS
POOR CIRCULATION



You are invited to hear Louis L. Sherman, M.D., lecture tomorrow night, 7:30 p.m., in Oakland at 2801 High St. This Thursday night lecture is designed for those unable to attend daytime lectures. Everyone invited, no charge or obligation. There will be a round-table discussion of health problems for those who wish to stay after the lecture is finished at 8:30 p.m. Among the subjects to be discussed are tiredness, weakness and poor circulation as related to nervousness, digestive disorders and poisons not eliminated. Dr. Sherman will explain the vital role the seven organs of elimination play in ridding the system of poisons, thereby promoting better health. These seven organs of elimination are the bowels, kidneys, skin, lungs, blood, liver and lymphatic glands. With this fundamental knowledge, dropped stomachs, spastic colitis, constipation, indigestion, gas, bloat, gallbladder trouble and liver congestion can be helped. The lecture will be illustrated with medical slides colored during class, indelibly fixing the message on the mind. Anyone wanting a health blank analysis may have it done between 5 and 9 p.m. If unable to attend the lecture, read Dr. Sherman's "Road to Health," mailed for 50c and this Tribune notice. Send to 2801 High St., Oakland 19, Calif. Attention: Personal health questions answered free of charge and without obligation over KRE (1400 kc) on Tuesday, Thursday and Saturday at 9 a.m. Phone questions to KE 2-2926, name not needed. Health questions answered on KEEN (1370 kc), San Jose, on Monday, Friday and Saturday at 9:30 a.m. Phone CY press 4-0344 or KE 2-2926.

Note: Dr. Sherman sponsors a Gospel broadcast 9:30 a.m., daily over KRE (1400 kc).

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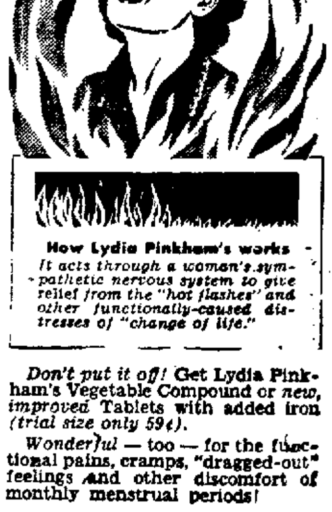
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Try Lydia Pinkham's on the basis of medical evidence! See if *you*, too, don't gain blessed relief from those terrible "hot flashes" and weakness so common in "change of life."



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It acts through a woman's sympathetic nervous system to give relief from the "hot flashes" and other functionally-caused distresses of "change of life."

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