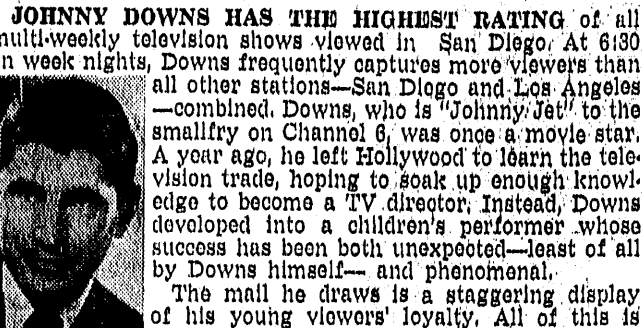


CHILDREN LOVE JOHNNY DOWNS

By DONALD FREEMAN
The San Diego Union's Radio-TV Editor



Freeman not a man given much to introspection, is concerned by the responsibility that was absent in his career in films and the stage.

"This is more than just a theatrical performance," Downs admitted. "These kids believe in me. I don't want this to sound prudish or saintly—I'm just a human being—but you



Johnny Downs of XETV flashes the familiar "Johnny Jet" smile with his own children—upper, Claudia and Mary; lower, John and Molly.

got to live up to the kids' faith. The parents' faith, too. They entrust their children to me for a half hour and I've got to live up to the trust. It's that simple—and that complex."

ACTUALLY, DOWNS IS SEEN only about eight minutes on "Johnny Jet." Eighteen minutes are devoted to filmed comedies and cartoons, the remainder to commercials. His is one of the few programs on which children are interviewed to entertain other children rather than adults.

"Johnny Jet" originally found Downs in a space helmet introducing an out-of-this-world series. When the show was replaced by comedy films, Downs discarded the helmet. He bought a clown's hat for \$5 cents—he still wears it—some toys and a Spike Jones record of "When You're Smiling." Downs smiled into the camera, chirped, "Howdy, howdy, howdy, guys and gals" and "Johnny Jet" was on its way.

For Downs, who lives with his wife and four children in Coronado, the show provided homecoming last year. Johnny, born in Brooklyn, came to San Diego as a child when his father, Navy Lt. Morley Downs, was transferred. They lived at 2813 Thorne St. in North Park.

JOHNNY MADE HIS PROFESSIONAL debut at 8 in San Diego and was called to Hollywood to join the original "Our Gang" comedy unit. Later, showing a gift for happy songs and dances, Downs gained a reputation as a top-ranking juvenile. He appeared in movies and Broadway musicals.

This was the show business background that Johnny Downs brought to "Johnny Jet," an attractive, youthful personality and more than 30 years as an entertainer. But performing for kids—that was new and, because children are the toughest and most honest critics, somewhat perilous.

"I'd meet these kids on the street and they'd recognize me as a friend," Downs said. "And there'd be this terrifying confidence in their faces—a confidence in me. So I learned how to talk to them, to kneel down to their physical level and talk about things that interested them. Soon their interests became mine."

JOHNNY, WHO IS A GENUINELY NICE GUY, is cautious, however, that his enthusiasm for children not be regarded as either purely commercial or saccharine in the tradition of the Babe Ruth legends.

"It'd be dishonest to say being 'Johnny Jet' is the biggest thrill in my career," Downs said. "There's nothing more exciting than appearing on Broadway. Yet playing for kids has—well, more meaning. I'm still not sure what it all adds up to. But I do know this; I don't ever want to do anything else in show business but children's programs.

"Perhaps," said Johnny Downs, "it's like being a kid all over again."

COLOR TV COSTLY

NEW YORK (AP)—If those prices of \$1,100 to \$1,200 for first models of color television sets sound high, manufacturers say it will cost them even more than that to make them until they get into mass production.

H. C. Bonfig, vice president of Zenith Radio Corp., Chicago, comments: "The first 100 color sets which we are making at Zenith are costing our company more than \$2,000 per set in prime labor and materials alone."

L. F. Cramer, vice president of Avco Manufacturing Corp. and general manager of radio and TV for its electronics division, says that producing a color set is the equivalent of making three black and white sets.

He says, for example, if 150 people turn out 350 black and white sets a day, it would take 320 to produce an equal number of color sets.

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FASHION CHANGER FOR MEN: COLOR TELEVISION

By WAYNE OLIVER
NEW YORK (AP)—Color television will cause a revolution in men's fashions, bringing out the peacock in the American male, forecasts Mike Wallace of CBS.

Wallace, who emcees the weekly CBS-TV color program "The New Revue" on Friday afternoons, predicts that tinted TV will make such video performers as Jackie Gleason, Edward R. Murrow, Sid Caesar and John Cameron Swayze, the male fashion leaders of the country.

"Men want color," he says. "They're wisful about color—and they're going to get it."

"I'm sure color television is going to wind up in a revolution in men's fashions—a return to past centuries when men went in for colorful attire."

Wallace says black and white TV is unable to appeal to men's color consciousness

and as a result dark ties are in vogue, and before that it was the red tie with a stripe. But with color, he says, men not only will note the cut of their favorite star's suit and the pattern of his tie, but the colors as well, and be gulled accordingly when they go shopping.

Wallace, incidentally, is among the busier performers in television, along with his pretty wife Buff. He also is narrator and master of ceremonies for the ambitious CBS radio program "Stage Struck," which takes listeners backstage at Broadway plays, and the weekly CBS-TV "I'll Buy That."

It's due in part to the fact that he and his wife, granddaughter of humorist Irving S. Cobb, are what might be called survivors of a CBS experiment in signing performers to long-term contracts.

As the big movie companies once did, CBS decided to make contracts with promising young performers whom they hoped to develop into stars. Others signed up included Maria Riva and Mary Sinclair, who did become stars but asked for and were given releases from their CBS contracts.

The contract performers were given minimum annual guarantees but also received specified pay per performance so they could get more than their contract minimum. Mike has been kept so busy he has averaged about three times his guarantee.

At 36, he's a veteran of 15 years of broadcasting. The rugged, mild-mannered performer and his attractive wife are familiar figures on broadcasts and telecasts of special events, in addition to their regular chores.

Television needs both live and filmed shows, says Sheldon Reynolds, producer of the filmed "Foreign Intrigue."

Taking a middle ground in a controversy that has raged since TV started, the young producer, writer and director says, "I feel that filmed and live shows are not competitive."

It depends on what the show is, he declares. If it's a play of the type you might see in a legitimate theater with a limited setting, or a variety or quiz show, he says it should be live. If it's a story in which locale and broad scope are important, then he feels that film is the only answer.

Although he's a film producer, Reynolds asserts: "I resent the filming of what could be a live show. To me, the only excuse for using film is to get greater scope—to be able to leave the studio."

Without pointing a finger at any specific programs, Reynolds says he feels that some current film shows using

only two or three indoor sets would be much better live.

On the other hand, he says "Foreign Intrigue" has to be on film as its principal appeal is in its authentic European background, with numerous scenic shots. The same would be true, he declared on a recent trip back from Europe, for other stories were locale plays a major part in the plot.

Owners of Broadway playhouses and legitimate theaters elsewhere in the country have launched a campaign against the 20 per cent federal excise tax on theater tickets—contending it and not TV has been responsible for a decline in the living theater.

John D. MacArthur, publisher of Theater Arts Magazine, says a survey recently completed by O. Glenn Saxton, professor of economics at Yale, shows only 233 legitimate theaters outside Broadway now compared with a peak of 647 in 1921. The number on Broadway, he says, has declined from 66 in 1931 to 32 now. He says that despite the hits, Broadway productions show an average annual loss of \$1,600,000.

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TELEVISION HIGHLIGHTS

Latter-Day Saints Conference: Two-hour coverage of Mormon conference in Salt Lake City. Channels 2 and 8, 9 a.m.

Hi-Fi Music: Today's symphonic highlight, Khachaturian's "Gayne Suite," Channel 6, 1 p.m.

Adventure: Bernard De Voto commemorates 150th anniversary of Lewis and Clark Expedition. Channels 2 and 3, 2 p.m.

American Forum: Senators John J. Williams (R-DeI) and Russel B. Long (D-La) discuss tax reductions. Channels 4 and 10, 4 p.m.

Debut: Amparo Iturbil, pianist, is among judges for the finals. Channel 13, 4:30 p.m.

Hall of Fame: William Penn's struggle against the English courts is portrayed. Channels 4 and 10, 5 p.m.

Toast of the Town: Sophie Tucker, Eartha Kitt, Mary Garden guest with Ed Sullivan. Channels 2 and 8, 8 p.m. Channel 3, 9 p.m.

Comedy Hour: Eddie Cantor presents his "Follies of 1945." Channels 3, 4 and 10, 8 p.m.

Freedom Forum: Freeman Lusk repeats telecast on "Is McCarthy Good or Bad?" Channel 13, 8:30 p.m.

Walter Winchell: The San Diego Union columnist gives the news and commentary. Channels 7 and 8, 9 p.m.

TV Playhouse: Kathleen Nesbitt stars in "The Mother" by Paddy Chayefsky. Channels 4 and 10, 9 p.m.

Theater: Richard Carlson and Zasu Pitts co-star in "Pardon My Aunt." Channel 2, 9 p.m.

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RADIO HIGHLIGHTS

Invitation to Learning: Dr. A. Whitney Griswold, Dr. Irwin Edman and Lyman Bryson discuss Francis Bacon's "Advancement of Learning." KNX, 8:35 a.m. and KFMB, 10:30 p.m.

Parade of Hits: Don Howard spins the week's record hits and comments on pop tunes. KSDO, 8:45 a.m.

Metropolitan Opera: Rise Stevens and Richard Tucker sing in Bizet's "Carmen." KCEB, 1 p.m.

The World Today: State Secy. Dulles, Anthony Eden and George Bidault speak on NATO. KNX, 1:30 p.m.

NBC Symphony: Arturo Toscanini conducts a program of Wagner's music. KFSD, 3:30 p.m.

Jack Benny: "Secrets of a Psychiatrist" a new book, sends Jack on an analyzing spree. KFMB, 4 p.m. and 9:30 p.m.

Oklahoma City Symphony: Guy Fraser Harrison conducts selections by Mozart, Verdi and Sigmund Freud. KGB, 4 p.m.

Charlie McCarthy Show: Charlie and David Niven attempt an extravaganza in the jungle. KFMB, 5 p.m.

Walter Winchell: The San Diego Union's columnist presents news in his electric style. KCEB, 6 p.m.

Star Playhouse: Vincent Price and Judith Evelyn co-star in Patrick Hamilton's "Angel Street." KFSD, 6 p.m.

Hall of Fame: Lionel Barrymore narrates the founding of Mayo Clinic. KFMB 6 p.m.

Sounding Board: "Woman's Eye View of Party Politics" is discussed. KGB, 8 p.m.

Bing Crosby Show: Bing's two sons, Gary and Lindsay, visit "Dad Crosby." KFMB, 9 p.m.

Chicago Theater: Baritone John Rudawsky makes his debut in Verdi's "La Traviata." KGB, 10 p.m.

Video, Radio Aid Opera Disk Sales

NEW YORK (AP)—Radio and television have been a major factor in giving opera an all-time peak in popularity with phonograph record fans, says George R. Marek, director of artists and repertoire for RCA Victor. He says Victor alone has sold more than \$8,500,000 worth of opera recordings since 1949, with sales still climbing.

Other important factors, he says, are the use of magnetic tape for master recordings to give more lifelike reproduction of the human voice, and development of the new speeds of 33 1/3 and 45 revolutions a minute, giving better sound at less cost.

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TELEVISION FOR SUNDAY

Channel	Time	Program
2-KNXT	8-KHFM	Johnny Jupiter
3-KCXT	9-KHJ	Frontiers of Faith
4-KNHB	10-KFSD	Captain Hartz
5-KTLA	11-KTTV	Adventure
6-XETV	13-KCOP	Western Feature
7-KABC		Hi-Fi Music
		Super Circus
		Movie
		Styles & Smiles
		Auction Park
		Christopher
		American Road
		In My Opinion
		Cowboy Theater
		Feature Film
		Big Picture
		Jaiy Derby
		Industry on Parade
		American Week
		Twin Movie
		Hi-Fi Music
		Dr. Oz
		Bob Cavalcade
		Sunday Cinema
		Comic Kid
		Ollie
		Pilm
		Movie
		Feature Film
		American Forum
		Twin Movie
		Hi-Fi Music
		Gordons Garden
		Frida Family
		Playhouse
		Lone Ranger
		Plant Doctor
		Faith is Power
		Hank McCune
		Doan
		Rocky Jones
		Inspirational Time
		Man of the Week
		Contest Carnival
		Zoo Parade
		Match
		Path for Today
		Garden Chats
		Chapin
		Light of Faith
		Mr. Wizard
		Hi-Fi Music
		Long Hair
		Juvenile Jury
		Words & Music
		Movie
		Madness
		Sunday Stands
		Sunday Service
		Tommy Baird
		Flash Gordon
		Terry & Pirates
		Bill Hickok
		Red Waring
		Sky King
		Draw Pearson
		20 Questions
		Sundays Extra
		Life with Father
		George Jessel
		Roy Rogers
		Bastille Kids
		Dangerous Assignment
		Waterfront
		Chowells
		Sundays Starting
		Private Secretary
		Winchell & Maloney
		City Detective
		Break the Bank
		Feature Theater
		Noah Webster
		Steve
		Phil Playhouse
		What's My Line
		Comic Kid
		Mr. Peppers
		Movie
		Movie
		Voices of Victory
		Toast of Town
		American Hour
		State Income Tax
		Bishop Shoem
		Clare Roberts
		The Light Window
		Mark Baber
		Pantomime Quiz
		Freedom Forum
		Theater
		Toast of Town
		Bandstand Review
		Boat Baker
		TV Theater
		Walter Winchell
		Rocky King
		Magazine
		Tomorrow's News
		Man Behind
		Badges
		Orient Express
		Dr. IQ
		KFSD-Clothesman
		TV Playhouse
		Mystery Theatre
		Macomber
		Led 3 Live
		Louisa Young
		Frank Veloz
		Movie
		Life Begins
		Calif. House Party
		Meet the Press
		Teletorium
		Late Show
		Bit in Theater
		Crime Ticker
		World Church
		Meet Millie
		TV Jukebox
		Confidential File
		Cinema Showcase
		Industry on Parade
		Late Movie Date
		Dangerous Assignment
		Mystery Star
		Theater
		George Putnam
		Final Edition
		Movie
		Telecasters
		News

RADIO FOR SUNDAY

Channel	Time	Program
7 AM		Church of the Air
8 AM		National Pulpit
9 AM		Breakfast Concert
10 AM		Moody
11 AM		Church of the Air
12 PM		Art of Living
1 PM		Religious Science
2 PM		Mexican Baptist
3 PM		Journey to Me
4 PM		World News
5 PM		Prayertime
6 PM		Call to Worship
7 PM		Tabernacle
8 PM		Prayertime
9 PM		Church Guide
10 PM		Worship of Healing
11 PM		Melody Aids
12 PM		Trinity Choir
1 PM		Land of Hope
2 PM		Spiritual Warfare
3 PM		Invitation to Learning
4 PM		Melody Aids
5 PM		United Time
6 PM		Revival
7 PM		Back to God
8 PM		Memorable Music
9 PM		Wash. Report
10 PM		Parade of Hits
11 PM		Hyman
12 PM		Sunday Carousel
1 PM		News
2 PM		Capital Clockroom
3 PM		Parade of Hits
4 PM		Dr. Frank Lowe
5 PM		Parade of Hits
6 PM		Bible Class
7 PM		Mystical Star
8 PM		Christian Science
9 PM		Prayertime
10 PM		Howard Garland
11 PM		Parade of Hits
12 PM		Mayo Report
1 AM		Showline USA
2 AM		Voice of Prophecy
3 AM		Answer Man
4 AM		Say With Music
5 AM		Carroll
6 AM		Hearting Over Land
7 AM		Herbert Mann
8 AM		Right to Knowledge
9 AM		Parade of Hits
10 AM		Parade of Hits
11 AM		Parade of Hits
12 PM		Parade of Hits
1 PM		Parade of Hits
2 PM		Parade of Hits
3 PM		Parade of Hits
4 PM		Parade of Hits
5 PM		Parade of Hits
6 PM		Parade of Hits
7 PM		Parade of Hits
8 PM		Parade of Hits
9 PM		Parade of Hits
10 PM		Parade of Hits
11 PM		Parade of Hits
12 PM		Parade of Hits

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		Dr. Oz