

TV Star Returns to Radio for Christmas

HOLLYWOOD, Dec. 20 — A SOUND THAT IS looked forward to every Sunday evening in millions of American homes is the ringing of the telephone bell that signifies the beginning of another pleasant half-hour with the TV star of NBC radio, John Nesbitt. It was my good fortune to spend an equally pleasant half-hour in Hollywood's Clarion Club listening to John's distinctive voice in person. This mild-mannered, charming gentleman had just received the happy news that his sponsor will present him with tickets that will allow his four youngsters to accompany him to New York for the broadcast of the Christmas "Telephone Hour."

Originating from the stage of the soon-to-be-demolished Carnegie Hall, this NBC radio production will feature lovely young Mildred Miller, Metropolitan mezzo-soprano, and the Bell Telephone Chorus and Orchestra. It will mark John's first return to radio in many years. He will use that melodious voice to read the Christmas story from the Bible.

The trip to New York will be the first ever made by his children, and Nesbitt has planned a full round of sight-seeing that will include a visit to famed St. Patrick's Cathedral and other points of historic and cultural interest. Then, to cap the visit off in high style, the kids will be treated to a performance of "My Fair Lady," a feat very worthy of a Broadway, considering the difficulty that even New Yorkers have in getting tickets. John is anxious for his offspring to enjoy themselves in the big city he has even arranged "dates" to squeeze them around town. What a father!

After the broadcast, the Nesbitts will be headed for their Carmel, Calif., ranch for a family Christmas celebration. John is very proud of his ranch home, which he laughingly refers to as "Greenwich Village under the pines."

It is not too difficult to understand why his sponsor is so thoughtful toward John. He has been specialized in seeking out and presenting the unique, unusual type of stories of people and events. Five Academy Award-Oscars stand in a trim little line on his mantle to attest this fact. West Coasters first discovered Nesbitt when he originated a radio program in San Francisco called "The Passing Parade." So impressive was this show that MGM studios arranged for John to produce a filmed short subject series of theatrical releases bearing the same name. It was this series that garnered the five Oscars and made the name of John Nesbitt nationally known.

With the advent of television, it became a natural course of events for Nesbitt to transfer his unique, appealing technique to the new medium. The rest is history. With 20 episodes under his belt and a loyal sponsor, John occupies an enviable position amid the celebrities of a viable TV production.

"WATCHING THE PERENNIAL Christmas Carol" on "Shower of Stars" the other night, I was struck, perhaps the 47th time, by the consummate skill of Freddie March. Here is a man who doesn't do very much TV, doesn't make very many pictures and rarely seems to get his name in the papers, yet every time you see him you have the feeling that you're seeing one of the truly fine actors of our day. As Ebenezer Scrooge in the timeless Dickens story, he is Scrooge. That, in fact, is the secret of his talent—he is never Freddie March, but always the character he plays... and there apparently is nothing he can't play. Television should make more use of him.

NBC HAS ANNOUNCED a plan whereby it will spend \$300,000 in 1957 to produce three weekly half-hour educational programs, live, to be shown on educational stations around the country. Subject: mathematics, the humanities, and government. The programs are scheduled to start in March for 15 weeks, with a second 15-week cycle to begin in October.

ERSON WELLES, whose pilot films for Desilu haven't found any takers, is now considering an offer from NBC for a long-term contract under which he would join the network as a producer, director, and actor. NBC already has offered him the Jan. 6 "Alcoa Show" in which he would star. He is now mulling over three possible scripts.

STARRING: Zsa Zsa Gabor's recent claims she is the most sought-after guest star by all the TV shows, come rating week. Her price doubles during those periods. A deal is being worked out for Frank Lovejoy to star in "Meet McGraw," a new private-eye series to start next summer. Robert Stack has been set for a minimum of three suspense and dance spectaculars during 1957. "People Are Funny" will be more new ones to be added. It's been on the air, believe it or not, for 19 years, including the late John Gaudel, who produces it. It's being up with a brand-new format called "90 Grand Moments." It's to be a quiz show mystery trial. George

Woman Wins Sheriff Post

OTTAWA, Ill., Dec. 20 (AP)—A 60-year-old woman today was appointed sheriff of LaSalle County, winning over a police magistrate, a police captain and a former deputy sheriff. She is Mrs. Frances Lambert, widow of former Sheriff Edward Lambert who died from a heart attack Dec. 7. Her job will be to police the 1,158 square miles, one of the largest counties in the state. She was selected on the first ballot taken by the County Board of Supervisors, polling 29 votes—more than for the other three candidates combined.

Which is quite a leap from "Eloise." And she hit the Dinah Shore show in between. Busy little girl... There's talk, probably of the loose variety that CBS will schedule "I Love Lucy" on Thursdays opposite Groucho Marx next season, and move the Bob Cummings show into Lucy's Monday spot. I doubt Desi Arnaz would hold still for that one!

Eddie says: "When you give RCA VICTOR albums, the world's greatest artists say 'MERRY CHRISTMAS' for you."



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POINTE D'AZZ, The Four Tops and Urvil, Long Play (LPM-1597) □; Also on 45 EP □

ELVIS, Seasonal performance by great double star, Long Play (LPM-1596) □; Also on 45 EP □

PARIS - THE SIGHTS, The Four Tops and Urvil, Long Play (LPM-1595) □; Also on 45 EP □

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Are they leather? They look like the finest! But... Surprise!... they're plastic! That's why they clean so easily with a damp cloth! Each has at least one roomy zipper compartment, each is fully lined. Choose your favorite accessory color.

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Gaymode® sheers give you the most of everything at Penney's lowest-possible price! High twist for sleek fit, dull finish, greater elasticity! Laboratory tested for wear! 8 1/2 to 11.

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Quilted Brocade Plaf'm Slippers

2.98 Sizes 5 to 9

Penney's colorful quilted platform slippers! Long wearing rayon-acetate, open toe, Sanitized for freshness.

DOWNSTAIRS STORE

Womens Novelty Rayon Briefs

59c Sizes 32 to 40

Sleek-fitting rayon acetate lavishly trimmed, machine washes in lukewarm water. White, pink, blue, maize.

MAIN FLOOR

Girl's Soft Orlon Sweaters

2.98 Sizes 3 to 6x 3.98 Sizes 7 to 14

Orlon®... not just ordinary Orlon, but turbo processed high bulk Orlon, the softest, lightest, warmest Orlon made!

SECOND FLOOR

Girl's Camisole Nylon Slips

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Little miss chic's camisole swirling in tulle and taffetized nylon... Elasticized back for perfect fit! Hand washable.

SECOND FLOOR

Infants Nylon Dress and Slips

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So thrift-priced... so very elegant with contrasting frosty white dress.

SECOND FLOOR

Terry Cloth Sleeper Sets

1.98 Sizes 4 to 14

Cuddly-soft, sturdy, absorbent! Non-skid booties ideal for baby's first steps. Machine washable in lukewarm water.

SECOND FLOOR

Heavy Cotton Bedspreads

9.90 Twin or Full

Early American styling, reversible heavy cotton machine washes in luke-warm water.

MEZZANINE

Dacron Filled Comforter

10.00 73"x 84"

Dacron®-filled comforter—its nylon cover drifted in golden flakes. Airtight, warm, non-matting. Machine washable.

MEZZANINE

Gift-Boxed Cannon Sets

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Embroidered Penney pillowcases, styled with hemstitched hems, stamped with exquisite easy-to-follow designs. Fine 80-square muslin.

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Many different styles to pick from. Choose from plains or print covers. Fancy trims or plaids.

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60" x 90" 3.98

Penney's luxury damask tablecloths make every meal an occasion! They gleam with elegance—they're a sturdy blend of cotton-and-rayon.

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83 ONLY

Wom's Cotton Quilt Robes

Only 6.88

Assorted styles... Sizes 10 to 18.

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52 ONLY

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Only 5.88

Assorted plaids. Sizes 10 to 18.

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129 Only

Orlon Blend Blankets 72"x90" 7.90

36 Only

Ceramic Smoker Planters 2.00

28 Only Imported

Swedish Angel Chimes 88c

46 Pair

Sailcloth Short Slacks 2.88

80 Only Women's

Driving Coats Now 8.88 to 10.00

32 Only Women's

All Wool Suits 10 to 18 Only 7.99

83 Only Women's

Plastic Raincoats Only 1.50

22 Only Women's

All Wool Plaid Jackets Now 8.88

37 Only Women's

Tapestry Raincoats Only 11.00

27 Only Toddlers

Boxed Shirt and Tie Sets 1.98

32 Only Toddlers

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