

Ageless Jolson Is Fabulous

In recent years the word "comeback" has been almost synonymous with Al Jolson—a grand human being and an entertainer of brimming vitality who, in his own time, has become a fabulous legend of show business.

To anyone familiar with Jolson's career, it is apparent that the word "comeback" has been misused in connection with the ageless singer, whose career predates Caruso's. He is as contemporary as today's television. CBS has announced that Jolson will perform exclusively for CBS radio and television for the next three years.

There is no record that Al Jolson ever left show business since he made his legitimate stage debut in 1899 as a member of a mob milling about the boards of the Herald Square Theatre in New York City.

FILMS IMPORTANT

Films now contribute as much as 50 per cent of the over-all programming of the average television station.

RADIO PROGRAMS AND PERSONALITIES

LUCILLE BALL, AS "LIZ COOPER," MAKES THE MISTAKE OF EXCHANGING HER Christmas present from husband "George" even before he has a chance to give it to her, during the "My Favorite Husband" broadcast Friday. While "innocently" rummaging through a clothes closet, Liz happens upon a Christmas package containing a red robe in her size. Liz immediately exchanges it for a green gown to harmonize with her hair. **KTSA**—7:30 P.M.

ONE OF THE WORLD'S GREAT SOLDIER-STATEMEN, GENERAL George C. Marshall, will join other pre-holiday guests on the "We, the People" broadcast Friday. Making one of his rare appearances before a radio audience, wartime Chief of Staff Marshall, a former secretary of state, will be heard in a special broadcast from Arlington Cemetery at the installation of new Carillon Bells, a memorial to the dead of World War II. **WOAI**—7:30 P.M.

JAKE GOLDBERG'S COUSIN MUTTEL SUNSHINE, NOW PROSPEROUS as a result of his "musical shoes" invention, is so grateful about the whole thing that he begins writing checks lavishly for all his less opulent relations, in "The Goldbergs" on CBS radio Friday. Gertrude Berg is starred as Molly, with Philip Loeb as Jake. Eli Mintz is Uncle David, Larry Robinson is son Sammy and Arlene (Fuzzy) McQuade is daughter Rosie. Worthington Miner produces and Walter Hart directs. **KTSA**—7 P.M.

MRS. MARIA AUGUSTA TRAPP, A CHARMING WOMAN, WILL TELL THE ENCHANTING and heartwarming story of her family—"The Story of Trapp Family Singers" Friday. **KABC** 9:25 A.M.

ONE MAN'S LIFE IS IN NORA DRAKE'S HANDS . . . BUT SIX PEOPLE'S LIVES might be changed by a fugitive's decision! . . . Don't miss "This Is Nora Drake," an exciting serial romance. **KTSA**—1:30 P.M.



Ball