

PROGRAM SCHEDULES FOR
Rochester — Buffalo — Syracuse

TV ROCHESTER TV

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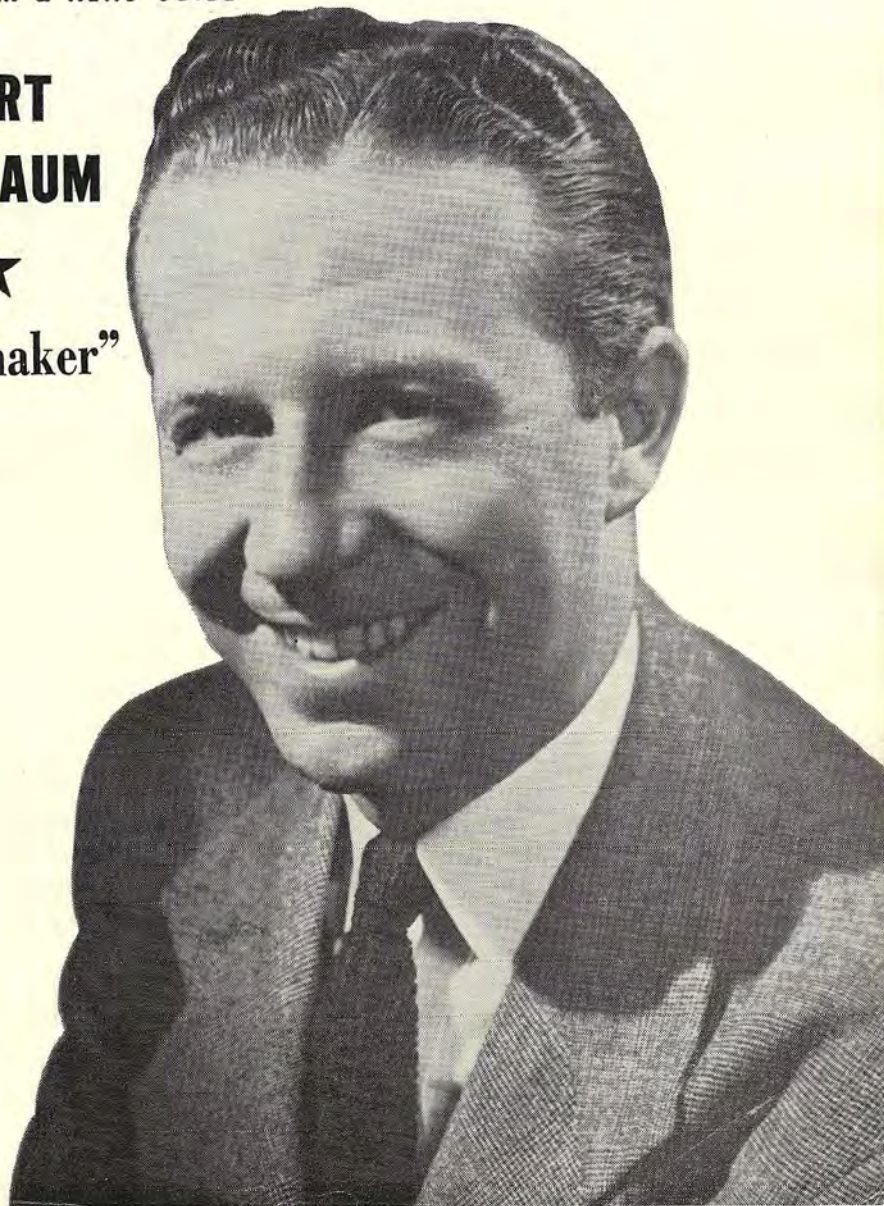
Guide May 5-11, 1951
Vol. 1 No. 15

ROCHESTER'S *Official* TV
PROGRAM & NEWS GUIDE

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Wed.—Bob Turner Sport Show at 7:30

Fri.—Ask the Kids! at 7:30

Sat.—Wrestling Matches at 10:30

COLUMBIA
MUSIC AND APPLIANCE STORE

ROCHESTER'S TV AND APPLIANCE CENTER - 77 Clinton Ave. So.

BALLET RETURNS

or
The
Eyes
Have
It!

Robert Sidney, ballet choreographer —
"TV will give classical dancing
a shot in the leg."



On the first Jimmy Durante Show last fall, the "Schnozz" stalked out on the stage, glared at one of the cameras, and said, "Dis is da only TV show widdout a ballet!"

Jimmy was only partially right. There are a lot of TV shows that can't fit a ballet in anywhere, but most every show that can find room for dancing, manages some kind of ballet. In the past few years, Ballet has swept the country. Few Broadway shows are without it, and most movie musicals have pressed it to their celluloid bosoms. It's "de rigeur"—a **must** on the menu.

Robert Sidney, in charge of ballet for the "Ford Festival" on Thursday nights, (9 p.m.) has some very definite ideas on ballet.

"Many critics have claimed the public doesn't have to think anymore now that we have TV. But they have overlooked one aspect of TV-ballet. Viewing the dance on television," Sidney says, "calls for as much use of the imagination as radio ever did. In radio, the listener has

to draw scenery and faces to fit his story. Watching a ballet pantomime on TV, the viewer's imagination must create a setting that isn't there, but the story line is open to many interpretations."

How do you design dances for TV?

"Well," says Sidney, "you first need a story line. Then you take your dancers and let their motions narrate the story."

Recently on the "James Melton Show", there was a western ballet—supposed to be a simple skit of a dancer riding a horse and roping a steer.

"That was what it was supposed to be," explained the choreographer. "But many viewers gave it entirely different interpretations. Some people believed they were watching a whole herd of cattle. One man told me he looked on the dance as a mimic of his favorite western hero. Still others came to the conclusion they were seeing a rodeo performer."

"I had one important adjustment to make when I moved into TV from the

(Continued on Page 11)

ROCHESTER TV GUIDE

Rochester's Official TV Program
and News Guide

Vol. 1  12 No. 15

Owned and Published by
ROCHESTER PUBLICITY SERVICE

242 Powers Bldg. Rochester, 14, N.Y.
Phone: LOcust 6727

Editor Ellison R. Jack
Bus. Mgr. James M. Trayhern, Jr.
Circulation Mgr. Anthony Ciaraldi

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Rochester TV Guide, May 5-11,
1951. Published weekly at Roches-
ter, New York. Vol. 1, No. 15.
Subscription price \$5.00 per year,
in advance.

JIMMY O'FLYNN FAN CLUB

Hi, Kids.

A Fan Club for me? Boy, all I can say is "Thanks a million!"

I'd like to welcome all the boys and girls who have joined my club. I hope it won't be too long before we can all get together.

We'll be meeting here in this column every week from now on, and it won't



be long before we'll have Club buttons and pictures plus another BIG surprise. So keep the letters coming in. We'll print some of them right here every week.

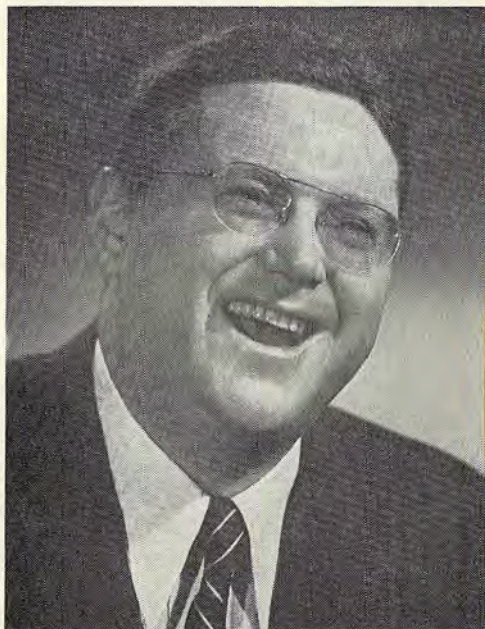
And don't forget—if you'd like to join my club just phone or write to:

Mrs. Mary Licciardi
157 Nichols Street
Rochester 9, N. Y.
BAKER 9203.

See you soon!
JIMMY O'FLYNN

I WISH TO JOIN THE NEW
JIMMY O'FLYNN FAN CLUB

Name _____
Address _____
City _____
Zone _____ State _____



*He
Keeps
Them
Laughing!*

SAM LEVENSON

The SAM LEVENSON SHOW premiere will take place on Sunday, May 6 at 11:30 p.m. over WHAM-TV.

~~~~~

Sam Levenson, ex-school teacher turned comedian, has been making folks hold their sides with laughter in theatres and night clubs all over the country. He's a humorist who tells stories, not the usual brand of dog-eared jokes.

His warm humor stems essentially from relationships with family and friends. Enjoying the stories along with his audience, he demolishes the theory that humor is based on man's inhumanity to man. "Affirmation and identification are what I'm after," he says. "If you get those from the audience, you don't need gags. I want humor that is true for my generation, basic to my time."

Sam, born in New York December 28, 1911, is the youngest of a family of seven boys and one girl. Of his sister he says, "Does she know about men!"

"We were as poor as church mice," he adds, "but that didn't keep Mama from putting great store by culture, good cooking and cleanliness. I can still hear

her saying as I started out for the grocery store a half block away, 'Sammy, first you wash your ears. It might be you get run over by the icewagon'. Papa insisted: 'Work hard, get an education, free yourself.'"

As a boy, Levenson dreamed vaguely of a career as a concert violinist, and although the family was poor, it didn't prevent him from enjoying or educating himself. He studied his college textbooks while he pressed suits for his father. He can still play the violin with a flourish, but Levenson gave up music.

He got his B.A. degree from Brooklyn College, but doesn't have a sheepskin to prove it. Across the only photograph of Sam's college career is stamped, "This is a proof."

When Levenson decided to become a schoolteacher (he taught in New York high schools for 10 years), he told himself "Levenson, you could starve' Yes, Levenson, you could starve, but you'll starve steadily." He took the job.

At the end of his first year of teaching, Levenson reviewed the term in a satirical paper. Response was so great that

(Continued on Page 25)



~~~~~  
"TILL DEATH DO US PART," an exciting drama by Tolstoi will be presented on the Fourth Anniversary program of the Kraft TV Theatre, Wednesday, May 9 beginning at 9 o'clock over WHAM-TV.
~~~~~

This will be the 208th presentation since the program's debut on May 7th, 1948. Since that first play "Double Door" was televised, things like the coaxial cable and mass production of TV sets have trebled their original audience. Some 32,000 set owners have increased to eight or ten million now.

The Kraft TV Theatre has outgrown four studios, one a year, and now goes to 42 cities from NBC's largest studio, 8-H, recently remodeled at an expenditure of a million dollars.

These 208 performances have featured stories by 138 different writers, ranging from Groucho Marx to Shakespeare. Comedies have led the list, with dramas, mysteries, and fantasies coming next in that order. Gradually the plays turned from all adaptations of older plays to modern classics and then to originals written just for the show. Fifteen of the 25 plays submitted during the past year have been originals. One author, Joe Bates Smith, has written six plays especially for the Kraft TV Theatre.

A weekly TV dramatic show uses up actors at an alarming rate. More than 300 actors and 636 different actresses plus 48 children and 20 live animals have been used in the four-year span of the program.

Actors and actresses—7,119 of them—have been auditioned for roles on the shows, and guest artists have filled more than 2,100 parts. To prepare for the show, 132,849 man hours of work have been expended, and the total cost has run well over several millions of dollars.

Script editors begin choosing manuscripts a month in advance. Hundreds of stories are narrowed down to two or three, and the producer makes the final choice. The casting director takes

over 13 days before showtime. Performers are chosen and rehearsals begin five days later. Not until the day of the performance do rehearsals go before the cameras on the set which carpenters have been building all week.

The most difficult presentation was "On Stage," a television play-within-a-television play. The set used one group of cameras, stagehands, and performers as "props," while a duplicate group did the actual job of putting the show on the air.

The toughest show from the standpoint of the makeup was the recent play called, "Of Famous Memory." The powder and putty man had to age Queen Elizabeth from a girl of 25 to an old woman of 75—in the space of 60 minutes.

When the show made its debut, the full hour comprised half of NBC-TV's New York daily schedule. At the time, no TV station was operating more than 2 hours a day. Politics, incidentally, is the only thing that ever drove the Kraft show off video. In June of 1948 a performance was cancelled to make room for the Democratic National Convention telecast.

The Kraft TV Theatre is the oldest show on Video, and was the first dramatic program to be carried over the Coaxial cable.

During the past year, the program has given its audience several plays now scheduled for Broadway. One of them was "Gramercy Ghost" which will open on the Big Stem in two weeks, starring Sarah Churchill.

Several KTT "discoveries", virtual unknowns a few years ago, are now established stage and screen players, as well as seasoned video performers. Hollywood has hired beautiful Ann Francis who was still in High School when she made her TV debut in 1948. Many of the performers have made repeat performances on the show, with Vaughn Taylor holding the record. When the show gave its premiere performance

(Continued on Page 23)



# Meet the Duke!

Part Two

Doug Duke, organist extraordinary, made his first public debut at the age of 12.

His audience was an auditorium full of pigtailed, gum-chewing moppets at Rochester's Public School No. 44. It was the school's weekly assembly, and the Entertainment Committee had tapped Doug for a solo spot.

"It was the first time I had ever played in front of an audience that was listening to me alone," Doug recalls with a wide grin. "You can write this down—I was scared to death, and when I walked out on the stage I was pretty sure everyone else could hear my heart beating."

What selection did he favor the student body with on the school's battered pianos? "The tune was *Annie Laurie*," Doug remembers. "Two choruses. The first was pretty much as written, but man!—that second chorus! That was my first original arrangement—my 'baby'—and I played it with variations."

That's how the pint-sized pianist was introduced: "Doug Duke Playing 'Annie Laurie'—With Variations."

"My fingers felt like lead that day," the Duke remembers. "I guess it was the toughest 'one-time shot' I ever did."

But if Duke's fingers were once lead, then an amazing chemical transformation

has taken place since. It is said that Doug's ten talented digits are worth their weight in Ft. Knox beanbags. More than a little wampum has jingled into the Duke trouser pocket as a result of his "variations," enough to amass an assortment of musical equipment valued at a cool \$12,000.

In addition, few performers, if their fingers really are lead ingots, would go to the expense Doug has of insuring each slender hand for a respectable \$5,000.

His formal debut behind him, and the shrill applause of his schoolhood chums ringing in his ears, Doug forged ahead with new confidence and vigor.

His methods, however, were just a mite unorthodox.

"When I was 15," Doug says, "I used to shinny out of my bedroom window, after Mom and Dad were asleep, and make a beeline for the nightspots in town where big-name musicians were playing. I studied their style, and by many midnight gab fests was able to pick up considerable knowledge of jazz music, and how to put it across in show business."

These after-hour soirees with the cream of Jazzland brought Doug into speaking terms with such "greats" as

(Continued on Page 14)



## Press Time Flashes

### SATURDAY, MAY 5

- 2:00—**Gabby Hayes Show**; story of two rival fur trading companies who prepare to wage war against each other, but through the intervention of a French Trapper they are made to realize that by uniting for strength and not fighting among themselves, they will be able to repel Indian attacks.
- 2:30—**Sinatra**; Return appearance of Dagmar, Frank Fontaine and Henry Slade. Program dedicated to the U.S. Navy.
- 7:00—**Cavalcade**; Freddie Martin and his Orchestra with Buddy Rogers. In the spotlight are Morey Amsterdam, one of the country's top comedians, and Rosemary Clooney, popular recording artist.

### SUNDAY, MAY 6

- 11:30—**Varieties**. Recalling the old minstrel days, these talented youngsters put on their own vest-pocket edition of an old-time minstrel show.
- 12:30—**Blind Date**; Six young ladies competing for secretarial positions will try to impress their potential employers who will "interview" their applicants.
- 1:00—**Talent Scouts**; Performers competing for top honors include singer Tom Eldredge, soprano Arlyne Frank, Roman and Revas, a vocal-instrumental duo, the Picadilly Pipers and Bonnie Davis.
- 1:30—**One Man's Family**; Teddy Lawton, tiny orphan girl new to the Sea Cliff neighborhood, runs away from the home of her foster mother. Bill Herbert leaves the hospital and goes to the Barbour home before returning to his farm with Hazel.
- 7:00—**Revue**; Dorothy Kirsten, Metropolitan Opera soprano is guest of "Pops" Whiteman.
- 7:30—**Show Business**; Eva Gabor, blonde Hungarian star and Jackie Gleason, comedian are guest panelists. Performers include comedian Georgie

Price, songstress Eileen Barton and Henny Youngman, ace comedian.

- 8:00—**Comedy Hour**; Phil Silvers has as guests Dean Martin, Jerry Lewis and Vivian Blaine.
- 10:00—**Celebrity Time**; Guest panelists are Celeste Holm and Russell Nye. Mary McCarty, comedienne and singer, replaces Martha Wright who will take over Mary Martin's role in "South Pacific" on June 1.
- 10:30—**Who Said That**; Paul Gallico, author and columnist; Betty Smith, author of "A Tree Grows in Brooklyn;" and James A. Farley are guest panelists.
- 11:30—**Sam Levenson**; The initial appearance of Sam Levenson who has as his guests, Morey Amsterdam and his eight-year-old son, Gregory.

### MONDAY, MAY 7

- 6:30—**Showroom**; Snooky Lanson is the guest of Roberta Quinlan.

### WEDNESDAY, MAY 9

- 6:30—**Showroom**; Roberta Quinlan presents Allen Dale as guest on the program.
- 8:00—**Comedy Hour**; starring Jack Carson.
- 10:00—**Boxing**; Bob Murphy vs. Dan Nardio, light heavyweights in a ten-round bout from Chicago Stadium.

### THURSDAY, MAY 10

- 6:30—**Como Show**; Texas Jim Robertson, singer is the guest on the program.

### FRIDAY, MAY 11

- 6:30—**Showroom**; A Dixieland Band are guests of Roberta Quinlan.
- 9:00—**Big Story**; Max Schwartz of the Minneapolis Star and Tribune is the prize-winning reporter.
- 10:00—**Cavalcade**; Ike Williams vs. James Carter in a 15-round lightweight championship bout from Madison Square Garden.



## Letters To The Editor . . .

(No letters will be published in this column unless signed in full with the address given. We will not, however, use your name if you request us to keep your identity confidential.)

Sirs,

We enjoy the TV Guide very much. Would you please tell me how old Betty Ann Grove is; if she is married, and to whom?

Mrs. John Scott—LeRoy

(Betty Ann is married to a New York musician, and is 26.)

Dear Sir;

Thank you for the story of Max Raney. I just wish there had been more. I enjoy him very much and go square dancing every Saturday night to see him. His program is very good on television, but why can't they make it last longer? He's marvelous. This was the best issue of TV Guide I have gotten because of him being in it. Thank you.

Jane N.—Rochester

Sir;

Last night on the "Melody Moods" TV show, we saw the finest singer it has been our pleasure to enjoy. Can you tell us if Jimmy Raymond is from Rochester, and will we be seeing more of him? We all hope so.

Mr. and Mrs. Cronotti, Mr. and Mrs. Griffin, Mr. and Mrs. Carr—  
Rochester

(Syl Novelli, musical director of the show tells us Jimmy Raymond is a Brockport native, now singing at a local nite spot. He's scheduled for several more appearances on the show.)

## Let Your Set B-R-E-A-T-H-E

Those little slits you see in the side of your expensive TV set aren't put there just to be ornamental, but they are there for a purpose.

Because the elements in your set produce such a high temperature when the set is in operation, video engineers have designed the cabinet with these ventilation slots to "cool" your console and keep it from acquiring a bad case of "filament fever."

Mats, doilies, drapes, or even if the set is set too close to a wall will do more than melt the "snow" on your TV screen. Overheated, the delicate mechanism inside your parlor theater will soon deteriorate to the point where your picture quality will become lost in a maze of blur, smear, horizontal bars and double-headed entertainers.

So for top performance—keep those ventilation slits open!

---

Dear Sirs,

We are appealing to you for some good local talent. In the past it has been simply terrible. (That's putting it mildly) Ask anyone. We don't expect to see Hollywood beauties, but for heaven's sake, at least have some with good talent and good looks. The Tuesday night (7:30) show! Holy smokes! What vice presidents do they know?

We do enjoy "Cinderella Weekend." Is there only one organ and piano player in this fair city? When will his playing improve?

It's too bad we don't have more than one channel in this city. But then we can always turn on the radio.

We aren't blaming you at the TV Guide for all of this so-called "local talent," but are appealing to you to help improve this situation. If a poll was ever taken, we're sure there would be some changes made.

Yours in disgust,

Mrs. J. P.—Rochester

(Continued from Page 3)

## SATURDAY

May 5, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 11:25—Billboard
- 11:30—Pet Parade (ABC) Performances by various pets under the guidance of their moppet trainers. Bob Russell, emcee.
- 12:00—Two Girls Named Smith (ABC)—Dramatic feature stars Peggy Ann Garner
- 12:30—I Cover Times Square (ABC) starring Harold Huber. Adventures of Johnny Warren, Broadway columnist.  
— Alternates with —
- 12:30—Faith Baldwin Theatre (ABC)
- 1:00—The Big Top (CBS)—Life in the Circus. Jack Sterling, ringmaster
- 2:00—Gabby Hayes (NBC) Stories for the kids.
- 2:30—Frank Sinatra Show (CBS) June Hutton and the Heathertones
- 3:00—Morton Downey (CBS)
- 3:30—Super Circus (ABC) Claude Kirchner introduces circus talent. Mary Hartline leads the circus band, and Cliff Soubier provides the clowning antics
- 4:00—Hopalong Cassidy (NBC)—Cowboy Film with Bill Boyd
- 5:00—TV Teen Club (ABC)—Paul Whiteman and Nancy Lewis
- 5:30—The Nature of Things (NBC)—Science discussion program with Dr. Roy K. Marshall
- 5:45—Bob Considine (NBC) News, views and interviews.
- 6:00—Cisco Kid (NBC)—Film adventure series starring Duncan Renaldo and Leo Carrillo
- 6:30—Top Views in Sports (CBS)

stage and movies," relates Sidney. "Instead of working out dances for a second balcony audience, I had to arrange everything for the camera. You have to think constantly of how the dance will look through a lens and not just to the naked eye."

There's comic ballet, and obscure interpretative ballet on TV. During a recent NBC-TV salute to Richard Rogers, the composer of "South Pacific," one of the most controversial parts of the program was a ballet. It was done to the music of "Slaughter on Tenth Avenue," and to this day many TV viewers are still writing in to find out what the piece was all about, or complimenting the ballerina on the performance.

"Television," Sidney is convinced, "will do more for the dance of America than any other media. People who have never seen ballet will become acquainted with it now. They have become prejudiced against classical dancing without ever seeing any. But all this," predicts Robert Sidney, "will change with television."

- 6:45—Hollywood Line—Visiting the Homes of the Stars
- 7:00—Cavalcade of Bands (Dumont) Host Buddy Rogers presenting name bands with top bracket variety stars.
- 8:00—The Jack Carter Show (NBC)—starring Jack Carter with Donald Richards and Harry Sosnik
- 9:00—Your Show of Shows (NBC) Sid Caesar and Imogene Coca. Robert Merrill and Marguerite Piazza, Metropolitan Opera artists plus guest stars
- 10:30—Wrestling from Chicago with Russ Davis
- 11:30—Fireside Theatre (NBC) Bizarre and whimsical stories, originals and adaptations of classics.
- 12:00—World and Local News



### SATURDAY

**Fireside Theatre—11:30 P. M.** "The Moment of Truth." Edward Norris, cast as Emilo Serrano, famous young Toreador, promises his wife that he will not enter the ring again when she fears for his safety. He finds it impossible to keep his promise, and tragedy results.

### SUNDAY

**Showtime . . . U.S.A.—2:30 P. M.** Starring Arthur Treacher, the impeccable Englishman whose butler roles have made him famous, "Clutterbuck" is a play concerning the amours of a gentleman who is cruising the tropics aboard a luxury liner. Mildred Whiting, vocalist and The Mademoiselles, comedy trio, complete the star-studded line-up.

**TV Playhouse—9:00 P. M.** "A Secret Island," starring Mildred Natwick. The play concerns an unscrupulous aunt whose main aim in life is to see her attractive niece marry a successful, stuffy lawyer and not the young struggling composer she loves. The principal thorn in the aunt's plan is her supposedly impoverished brother. When the uncle is informed of the predicament confronting his niece, he reveals that he possesses a fortune in painting which she will inherit upon his death, thus allowing her to marry whomever she wishes. Learning of this, his sister devises a scheme to steal the art work.

**Hands of Mystery—11:00 P. M.** "Murder Calls the Clue" starring Karl Weber. He will portray a police inspector who is called in to investigate the death of the star of a new play which is due to open very shortly. Figuring prominently in the action are her understudy who desperately wanted a chance at the starring role, the leading

man with whom the star was in love but who in turn adored the understudy, the show's producer and the stagehand who was the star's uncle.

### MONDAY

**Lux Video Theatre—8:00 P. M.** Coleen Gray and Richard Green star in "The Sire de Maletrois Door." The story deals with a young man who flees from the Royal Guard after trying to avenge the death of a friend. He takes refuge in the home of the Sire de Maletroit, who, mistakenly takes him for another guard who is in love with his daughter, orders an immediate marriage. The daughter, realizing he is the wrong man and a fugitive, is unwilling to reveal his identity.

**Studio One—10:00 P. M.** Mary Sinclair stars in "No Tears For Hilda." Miss Sinclair is the first young actress to sign a long term, exclusive contract with CBS. The drama is an absorbing psychological mystery.

### TUESDAY

**Circle Theatre—9:30 P. M.** "The Open Heart" by Anne Howard Bailey.

### WEDNESDAY

**Kraft TV Theatre—9:00 P. M.** "Till Death Do Us Part," by Leo Tolstoy, starring Gwen Anderson, John Newland, and Charles Summers. This program commemorates the Fourth Anniversary of the Theatre.

### THURSDAY

**Treasury Men—3:30 P. M.** "The Case of the Fox and Rabbit." An exciting story of how Federal agents trapped a bootlegger on income tax evasion charges.

### FRIDAY

**Bigelow Theatre—8:00 P. M.** "The Big Hello" starring Cesar Romero and Jeanne Cagney. The story takes place in Hollywood and concerns a wrestler, his manager and a young dancer with whom they both fall in love. Raymond Burr is the wrestler, Romero the manager, Miss Cagney is the dancer and Kathryn Card is seen in the role of "Madame Canary" the cigar-smoking landlady.

# WHAM-TV

## SUNDAY

May 6, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 10:55—Billboard
- 11:00—American Forum of the Air (NBC) Discussion program with Theodore Granik as moderator.
- 11:30—Versatile Varieties (CBS) Juvenile revue with Lady Iris Mountbatten as mistress of ceremonies
- 12:00—Ranger Joe (ABC)—Children's Variety program featuring cowboy songs, games and guests
- 12:15—Film Feature
- 12:30—Blind Date (ABC) Six males vie for dates with three glamour girls for an all-expense evening's gala entertainment. Arlene Francis, femcee.
- 1:00—Godfrey Talent Scouts (CBS) Polished performers compete for stardom.
- 1:30—One Man's Family (NBC) Domestic drama of the Barbour family starring Bert Lytell and Marjorie Gateson
- 2:00—Showtime . . . U.S.A. (ABC) star-studded casts in highlights from the best Broadway dramatic and musical hits.
- 2:30—The Stu Erwin Show (ABC)—"The Trouble with Father," Comedy with June Collyer.
- 3:00—Battle Report (NBC) Official briefing of the American public on defense at home and abroad. John Steelman is moderator
- 3:30—Mrs. Roosevelt Meets the Public (NBC) Discussion program with well-known personalities
- 4:00—Meet the Press (NBC) Four of the nation's top reporters fire searching questions at a personality whose words make national news
- 4:30—Zoo Parade (NBC) Front seats at the animal parade at Lincoln Park Zoo in Chicago
- 5:00—Super Circus (ABC)—Claude Kirchner, Mary Hartline, Clown "Scampy"

### HONORS FOR EDDIE

Make it "Doctor" Eddie Cantor, please. The banjo-eyed comedian will receive the honorary degree of Doctor of Humane Letters from Temple University, Philadelphia at commencement exercises June 14.

Notification of the honor was received by Cantor from Dr. Robert Johnston, Temple's president, who will make the presentation. Former President Herbert Hoover and Warren R. Austin, chief U.S. delegate to the United Nations, will receive the degree at the same time. Because this year's graduating class of 2,000 is the largest in the school's history, the commencement will take place in Philadelphia's huge Convention Hall.

- 5:30—Range Riders—Stories of the great West with Jack Mahoney.
- 6:00—Telenews Weekly
- 6:20—Congressman Kenneth B. Keating
- 6:40—Public Prosecutor—Drama
- 7:00—Paul Whiteman Revue (ABC) Variety show with Earl Wrightson, and Maveen Cannon, vocalists.
- 7:30—This Is Show Business (CBS)—Variety entertainment with Clifton Fadiman, host. Panel of experts include Abe Burrows and George Kaufman.
- 8:00—Colgate Comedy Hour (NBC) Variety and comedy with the top names in the entertainment field
- 9:00—Philco Television Playhouse (NBC). Celebrated actors in high-calibre drama adapted from best selling books and hit shows.
- 10:00—Celebrity Time (CBS)—Conrad Nagel, emcee. Quiz show with Martha Wright, singer and Herman Hickman, coach of the Yale Football team.
- 10:30—"Who Said That?" (NBC) Robert Trout emcee; John Cameron Swayze, regular panel member.
- 11:00—Broadway to Hollywood
- 11:30—Sam Levenson Show (CBS) Sam, a rare show business phenomenon, tells excruciating stories of family life.
- 12:00—Local and National News

## Meet the Duke . . .

(Continued from Page 8)

Tom and Jimmy Dorsey, Duke Ellington, "Fats" Waller, Glenn Miller, Gene Krupa, Harry James, Charlie Barnett, ad infinitum.

They all liked the serious-browed young kid who leaned on their every word, and it was a rare night when Doug was not out "jamming" with some of the hottest drawing cards in the musical world.

"It was along about then," Doug says,

band jobs in Rochester," Doug states. Doug, as ramrod of the group, starred on the piano, and absorbed enough musical know-how of band management that by the time he reached his 18th birthday he was on the road with his piano, playing various engagements in social saltlicks throughout the country.

It was during this gay but grueling round of the Sipping Spas that Doug suddenly realized he could expect little in the way of big-time recognition unless he associated himself with a big-



Young man with a bassoon at the age of 12. Doug's combo, the "Ambassadors", played it loud and played it long. The pre-Dukatron era in Doug's life—age four on his tricycle.

"that I began to realize that playing wasn't so bad, either. I decided to take a crack at the musical till."

Doug's nightly pay check (he prefers to remember it as his "nightly insult")—ran into three figures, \$2.00. But it was a beginning and certainly not to be sneezed at.

When he was 17 the Duke took a deep breath and launched an organization of his own. It was a local group of kids, ranging in age up to 18 years. A typical "have tux, can travel" combo, they tabbed themselves the "Ambassadors," and at times their music wasn't good, it could never be said that it wasn't loud. "We played some of the best—and some of the worst — dance

time band. In typical Duke fashion he singled out a fellow by the name of Shep Fields who was, at that time, perched right on top of Tin Pan Alley's totem pole. Doug riffled off a few tunes on the Eighty-eight and signed his name to a one-year contract with the band. It was that easy.

Doug toured with the Shep Fields ensemble for nine months, and under tutelage of the master refined his technique to much of its present day quality. But off in Asia the curtain was going up on a much more important musicale, and when the overture of bombs exploded on Pearl Harbor, Doug headed for home at the somewhat insistent urging of his

(Continued on Page 28)

# WHAM-TV

## MONDAY

May 7, 1951

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To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 1:25—Billboard
- 1:30—Star Matinee with Mort Nusbaum
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS)—Daytime Serial Starring Jimmy Lydon, Olive Stacey
- 2:45—Open House—Ann Rogers and Ross Weller
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—Vacation Wonderland (NBC)—Interesting trips for your vacation planning.
- 3:30—Bert Parks Show (NBC)—Musical variety featuring Betty Ann Grove and Bobby Sherwood
- 4:00—Kate Smith Hour (NBC)—Song and variety
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—The Bearded Man of the Range
- 5:30—Howdy-Doody (NBC)—"Buffalo Bob," Howdy-Doody and Clarabell with the youngsters in the peanut gallery
- 6:00—Faye Emerson (ABC) featuring interviews with prominent guests.
- 6:15—Local and National News with Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan Songstress
- 6:45—Tower Clock Time—Louise Wilson Helps You Shop by TV
- 7:00—Kukla, Fran and Ollie (NBC)—Burr Tillstrom and Fran Alleson take you thru the merry antics of their puppets
- 7:30—Melody Moods.

# CHATTER CABLE

Adrian Spies, who writes NBC-TV's "We, the People," made it a point to explain to U. S. Attorney Irving H. Saypol, a recent guest of the show that his name, although spelled Spies, is actually pronounced "Spees." "It has nothing to do with spies."

—TV—

Since he's had flying saucer and rocket ship experts guest-appearing on "We, the People," Dan Seymour has managed to overcome an early reluctance of his son, Steve, to dial in the NBC-TV show his Dad emcees. "You only go coast-to-coast," the 9-year-old once remarked to Dan, "but the 'Space Cadet' goes to the moon!"

—TV—

Ted Brown, announcer on the "Bert Parks Show" who often doubles as vocalist and "soft shoe" tap dancer, has recently taken on the roles of carpenter and bricklayer. On his days off, you'll find Ted out in his back yard knee deep in bricks, plaster and 2 x 4's, building what he fondly calls "the patio."

- 
- 7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today
  - 8:00—Lux Video Theatre (CBS) Unusual stories of adventure featuring Hollywood and Broadway actors.
  - 8:30—Speak Up—Rochester's Local Press Conference of TV
  - 9:00—Lights Out (NBC) Dramatic presentations with Frank Gallop as narrator.
  - 9:30—Kieran's Kaleidoscope—John Kieran rambles thru the world of Nature
  - 9:45—Strange Adventure—Mystery
  - 10:00—Studio One (CBS) Widely acclaimed for exciting plays.
  - 11:00—Telenews Daily—News In Review
  - 11:15—Broadway Open House (NBC). Variety show. Richard Hayes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.



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# MORT

# "STAR MATINEE"

Genial Host on "Star Matinee"  
Mon.—Fri., 1:30-2:00 P. M.

---

One drizzly morning in the summer of 1936, a dapper young man seated himself before a microphone in the broadcasting studios of Station WSAY.

As an Eastern sunrise broke through the overcast, he punched on his "announce" button, and thereupon launched his voice and personality on a career that would one day lead him to the fabled "end of the rainbow" that arched itself over the city of Rochester that very moment.

The young man was Mort Nusbaum, and before his first working day had ended, the sun had long set, the freshly-starched collar had wilted, a stubble of five o'clock shadow on his chin outlined the weary wrinkles around his bloodshot eyes.

Such were, and are, the rigors of radio work, and for Mort Nusbaum, who worked "so many hours we didn't count 'em" that first year, the weekly pay check of \$6.00 seemed to dissolve into an endless parade of cigarette stubs, empty coffee containers, aspirin tablets and No-Doze pills.

A far, far cry from the well-entrenched Nusbaum of today whose name and voice are known to thousands, via the radio waves, who has just been selected

to headline the new TV film jockey show, "Star Matinee," and who cruises about town in his sleek black Cadillac sedan or who is often seen reclining in season on the mahogany deck of his handsome 28-foot yacht.

But milk and honey were not always present on the Nusbaum bill of fare. Like all good things, Mort's present success just "didn't happen"—it came about the hard way.

Born in Rochester shortly after the war (he didn't say which one), Mort dampened his feet in the radio puddle while still a senior at the University of Rochester. The first all-college amateur hour broadcast over WHAM was a Nusbaum brainstorm and the show business bug took a healthy nip at Mort's budding ego. "Radio," he recalls, "was for me."

The lure of limelights led him from his graduation exercises in 1935 to the glamour of Broadway's legitimate stage. But the famed Avenue's lullaby played a discordant note in his life: he flopped miserably, went stone broke, returned to the less turbulent routines of the Flower City.

At Station WHEC he free lanced a highly successful show until his switch



# M★KER" NUSBAUM



to WSAY later in the year when he went on a radio staff payroll for the first time. Mort was a hustler at WSAY as judged by his promotions. To wit: announcer, chief announcer, program di-

rector, sales manager, commercial manager, station manager. This in 48 short months.

The year 1944 found Mort back in NYC as the National Radio Director for 20th Century Fox Films. "This job was a very pleasant one," Nusbaum recalls. In addition to the routine task of writing, casting and producing all radio spot ads for 20th Century, Mort was obliged to entertain many of the studio's stars who stopped off in New York for a bit of business or entertainment. No one had to twist his arm on this assignment.

"I guess I've held practically every 20th Century actress in my arms," he boasts with tongue-in-cheek. "But, then, it was only while we were dancing."

Nice work if you can get it. And Mort got it. He also got himself a promotion to Station WQQW in Washington, D.C., in 1947 as commercial manager, but illness in the family brought him once again to Rochester in

(Continued on Next Page)



UPPER LEFT—Gorgeous Rhonda Fleming falls prey to Mort's suave charm. LOWER RIGHT—Bubbling Betty Ann Grove swaps confidences in a late evening tete-a-tete with our Mr. N.

## Star Maker . . .

(Continued from Preceding Page)

September of 1947, and here he's been ever since.

"I was sort of helping out in my father's fur business," Mort says, "when one day I bumped into Charlie Siverson, the program director of WHAM. We had a chat or two, and the next thing I knew I was emceeing a new radio show, 'Cinderella Weekend' at Rochester Radio City." It was at this same time, 1948, that busy Mort headlined a late night record stint that originated in Sam Imburgia's swank Triton Hotel. Mort spun the discs and filled with chatter while interviewing such famed Triton luminaries as Frankie Lane, Connie



Marcelled muscles of wrestler Gorgeous George draw admiring grin from emcee

Haynes, Betty Ann Grove, Vic Damone, Helen Forrest and others.

Then came the well-remembered Nusbbaum extravaganza, "You Can Be A Star," which Mort personally built, owned and sold. One of the most popular talent hunts of its kind in that day, it played 26 weeks at the Paramount and 13 at Rochester Radio City.

A new morning show at WHAM edged out "Cinderella," and Mort cudgled his showwise brain for another venture. He came up with "Your Best Bet," purchased by Bond Clothes, Inc. which has enjoyed a highly successful run at several major theatres here.

Two weeks ago Mort made his video debut as host on "Star Matinee." He

(Continued on Page 20)

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Due to the rapid rise in circulation of the Rochester TV Guide, many of our friends have been unable to obtain their issue every week.

Enjoy every exciting issue—take advantage of this special "get acquainted subscription offer!

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- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

# SUBSCRIBE TODAY!



# WHAM-TV

## TUESDAY

May 8, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 1:25—Billboard
- 1:30—Star Matinee with Mort Nusbaum
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey
- 2:45—Open House with Ross Weller and Ann Rogers
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—Vacation Wonderland (NBC)—Interesting trips for your vacation planning.
- 3:30—Break The Bank (NBC)—Bert Parks, emcee, with Janis Gilbert and Jean Darling.
- 4:00—Kate Smith Hour (NBC)—Variety and Music
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Panhandle Pete (NBC) Johnny Coons and Jenifer Holt
- 5:30—Howdy Doodo (NBC) with Bob Smith, Clarabel and the kids in the Peanut Gallery.
- 6:00—To be announced
- 6:15—The News of the Day with Earl Wood.

TUNE IN  
**HEINRICH'S**  
**"NEWS PROGRAM"**  
*Every Wed. and Fri.*  
**6:15 P. M. WHAM-TV**



**HEINRICH!**  
*In Chevrolet*  
 214 LAKE AVENUE

- 6:30—Perry Como (CBS) with the Fontane Sisters
- 6:45—Sports Scholar
- 7:00—Kula, Fran and Ollie (NBC)—Burr Tillstrom and his Puppet Show
- 7:30—Sidewalk Cafe. Rue de la East Avenue. Rochester version of Paris life. Norma Lee Clark, Norma Ellis and Lee Sherwin
- 7:45—Camel News Caravan (NBC)—John Cameron Swayze
- 8:00—Texaco Star Theatre (NBC)—starring Milton Berle; guests.
- 9:00—Cinderella Weekend. Win a free trip to New York. Ross Weller, quizmaster; Doug Duke, organist; Ralph Collier, announcer
- 9:30—Circle Theatre (NBC) Stories of real people in everyday situations
- 10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—Nite Club Variety starring Jerry Lester, Dagmar and guests

ROCHESTER

# TV Guide

242 POWERS BUILDING  
Rochester 14, New York

Gentlemen:

I go plain batty when I miss my copy of the Rochester TV Guide. I'm a lazy guy and can't see dashing wildly to newsstands. F'evven's sake mail me a copy each week. I'll keep my head, my know-it-all expression and will be grateful.

13 Weeks, \$1.50

26 Weeks, \$3.00

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MY NAME.....

ADDRESS.....

.....ZONE.....

## Star Maker . . .

(Continued from Page 18)

acts in the capacity of "film jockey," ad-libbing his way through a thirty-minute program featuring top names in variety entertainment filmed especially for televiewing. Mort's newest venture airs at 1:30 p.m. daily, Mon. thru Fri., and from all indications promises to be a long-term affair.

On the personal side, Mort's bachelor status is best summed up by his tacit comment: "Nobody ever asked me."

Why some predatory female hasn't anybody's guess, for Mort stands a healthy five feet ten, sports a robust tan 12 months a year, has brown wavy hair, and hasn't any immediate fears of a wolf howling at his threshold.

Week nights find Mort happily snoozing by 10 p.m. in his Rutgers St. trundle bed. At 6 a.m. he is covered with

shaving cream, at 6:15 the toast is buttered, at 6:25 the garage doors open and at 6:50 a.m. his voice is sifting down to a waking populace throughout upper New York State and Canada.

Aside from his Chris Craft, the "WHAM" which he moors at the Genesee Yacht Club, Mort's other mania is skipping off to New York or Florida for a visit with friends or family. At work, his office desk at Rochester Radio City is a madhouse of activity. Mort's correspondence amounts to some 325 letters a week, many from prominent music publishers, and as many as five or six long distance calls from New York or Hollywood from the same gentlemen.

"Just a little while ago I picked up the phone one morning," he says, "and there was Frankie Lane calling me from out in Hollywood. He had just recorded

(Continued on Next Page)



Guesting on "Star Matinee"—beautiful, talented Ann Deering, leading lady at Arena Theatre here. "Do I look like that?" asks Mort as he peers down the zoomar lens manned by ace cameraman, Don Poole.

# WHAM-TV

## WEDNESDAY

May 9, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 1:25—Billboard
- 1:30—Star Matinee with Mort Nusbaum
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS)—Jimmy Lydon and Olive Stacey
- 2:45—Open House with Ross Weller and Ann Rogers
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—Vacation Wonderland (NBC)—Interesting trips for your vacation planning.
- 3:30—Bert Parks Show (NBC)—Variety Show and Bobby Sherwood's Orchestra
- 4:00—Kate Smith Hour (NBC)—Guest Stars and Kate Herself
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—Cowboy Stories
- 5:30—Howdy Doody (NBC)—with "Buffalo" Bob Smith, Clarabell and others
- 6:00—The Faye Emerson Show (ABC) Interviews with interesting guests.
- 6:15—Top of the News with Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Robertta Quinlan, Songstress
- 6:45—Quarter Hour—Jackie McNall and Len Hawley Sing
- 7:00—Kukla, Fran and Ollie (NBC)
- 7:30—The Bob Turner Show. Bob interviews outstanding people in the sports world
- 7:45—Camel News Caravan (NBC)
- 8:00—Four Star Revue (NBC) Variety show with top name stars
- 9:00—Kraft TV Theatre (NBC) The world's most distinguished plays and novels of all times are dramatized.
- 10:00—Blue Ribbon Boxing (CBS) A program of interest to all sports lovers, presenting the best in the boxing world
- 10:45—Guest Book with Ruth McFarland
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC). Variety show. Richard Hayes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.

## Star Maker . . .

(Continued from Preceding Page)

a new song and wanted my help in introducing it in New York State. I asked him how it went, and from out in Hollywood came the voice of Frankie himself singing the first eight bars of the song. See what I mean?"

Other Nusbaum high points include the time Vaughn Monroe played a tune on his coast-to-coast show that Mort had been plugging locally here in Rochester. The band leader not only named the tune, "No One But You," but paid oral tribute to Mort for his amazing ability to pick "hits" in the musical world.

Similar recognition has come from "Variety," the "bible" of show business which has consistently listed Mort as one of the nation's top 24 disc jockeys for the last two years.

"Probably my greatest thrill came the day I had the honor of introducing President Roosevelt," Mort recalls. "It was the president's only appearance in this city, and my heart really thumped when I stood beside him at the New York Central depot and listened to his stirring speech."

A several-time guest on the nationwide Jack Berch show, Mort has received many letters from Rochester GI's fighting in Korea where the program was short-waved by Overseas Armed Forces Radio. "It's a wonderful thrill hearing from those guys way out there," Mort says, "and from their letters it must be mighty nice to hear a voice from home—even if it has to be my somewhat nasal twang."

That it must be. And not only for the GI's, but also for the countless listeners and viewers who have come to know, enjoy and admire Mort Nusbaum—the star maker—who suddenly found himself to be the star.

—TV—

Vladimir Selinsky, CBS-TV "Lux Video Theatre" director, sketches members of the cast during rehearsal breaks.

# WHAT'S New on WHEN!

A former engineer, Phil Clark, has come up with a novel electronics device that enables him to play the old game of 'tic tac toe' without the aid of a partner—a human partner, that is. Phil has devised an electronics machine that will automatically play the game with him and match his moves as he pushes a series of buttons.

Clark was a transmitter engineer at the Syracuse television station during the Summer months last year. He is studying Applied Sciences at Syracuse University.

The Western Union Company is now experimenting with an adventure into the field of television service in cooperation with the Dumont Laboratories. Starting May 1st, WU will install and service Dumont receivers in certain counties in New Jersey, getting a fixed fee for installation and service or a 'per-call' basis for repairs. Should the experiment prove satisfactory, the concern may make it a nation-wide service.

Ever wondered what newlyweds appearing on the "Bride and Groom" program wish most in the line of New York City tours? According to Harriet Snelling, who's the chaperone, sightseeing guide and shopping advisor to couples married on the CBS television program, they ask for the following three things: Help in buying tickets to a Broadway hit; tickets for any Arthur Godfrey broadcast; and a visit to the Empire State Building.

While millions of television owners stayed at home to see the New York City welcome for General MacArthur, three WHEN television employees made separate jaunts to the big city to see the festivities first hand. Engineers Mort Skoler and George Kiyak made a mid-week visit. Secretary Julie Burke was a week-end visitor.

The glamorous looking cowgirl of the

"Ken Murray Show," lovely Laurie Anders, has just recorded a novelty tune with Arthur Godfrey. The tune, "The Wide Open Spaces," was co-authored by Ken Murray, Royal Foster and Charles Wick. The recording draws upon Archie's orchestra, The Mariners and The Chordettes for special effects.

Frank Sinatra and Dagmar who have gotten to be something of a TV team through their recent Saturday night appearances on CBS television are currently appearing on the stage of New York's Paramount Theatre. For the first time in theatrical history, an arrangement has been made whereby a star will be able to rehearse his television show while backstage at a theatre where he is making stage appearances. The Paramount has provided facilities for such rehearsals during Sinatra's engagement there. Dagmar, incidentally, is rumored to be switching to the ABC television network in the near future.

—TV—

## MOLLIE-VIEWS

Heard on "The Goldbergs"

WHEN - Monday, 8:30 P. M.

My husband wants our children to have everything money can buy; I want them to have everything money can't buy.

Give people something for nothing and they'll pay twice as much.

I'd rather be a living failure than a big success with a tombstone on my head!

A close friend is closer than even a near relative.

Every day is a small life in itself. Any minute, or second, given over to hate or doubt is a part of that life lost forever.

Understanding is like a seed which is borne on the winds to the gardens of unrest, in time to bring these gardens the fruits of tolerance and faith.

(Continued from Page 7)

**THURSDAY****May 10, 1951**

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 1:25—Billboard
- 1:30—Star Matinee with Mort Nusbaum
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey
- 2:45—Bride and Groom (CBS) with John Nelson, emcee and Dick Foran, vocalist.
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—Vacation Wonderland (NBC)—Interesting trips for your vacation planning.
- 3:30—Treasury Men (NBC) Stories from the closed files of the U. S. Treasury Dept. starring Walter Greaza as "chief of the bureau"
- 4:00—Kate Smith Hour (NBC)—with Ted Collins and guests
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Panhandle Pete (NBC) Johnny Coons and Jennifer Holt
- 5:30—Howdy Doody (NBC)—Entertainment for the Small Fry
- 6:00—This Week In Sports
- 6:15—Latest National and Local News by Earl Wood.
- 6:30—Perry Como (CBS) with the Fontane Sisters
- 6:45—Doug Duke
- 7:00—Kukla, Fran and Ollie (NBC)—Puppet Show
- 7:30—Max Raney and his Hi Boys

four years ago, Taylor was the only actor trying to make a full time living from TV. Since that time, he has played more diversified roles than any other TV actor, appearing on the show 32 times. Actress Valerie Cossart has appeared 16 times, with Margaret Phillips recording 13 appearances.

Probably the toughest role a TV actor ever had to fill was done by Judson Laire. He played George Washington and had to memorize a complete 12 minute speech. The largest cast recruited for any TV drama came when the Kraft Theatre presented Shakespeare's "Macbeth" with 32 performers taking part.

By using local stage and TV performers, the show has given many actors and actresses their first starring roles in Video. Thus, the program has become a "regular" in homes across the nation, and the participants have been welcome and recognized visitors from week to week. Quite a record for any TV show!

- 7:45—Camel News Caravan (NBC)
- 8:00—You Bet Your Life (NBC) Groucho Marx as emcee
- 8:30—Alan Young Show (CBS) featuring Alan who gained fame with his distinctive humor and daffy characterizations
- 9:00—Ford Festival (NBC) starring James Melton and featuring top names from Hollywood and Broadway
- 10:00—Martin Kane (NBC) starring William Gargan as the sleuth.
- 10:30—University of Rochester Public Service Program
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—starring Jerry Lester, emcee; Dagmar, The Mel-lowlarks, Milton DeLugg Quintet.

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**ROCHESTER TV GUIDE**

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Each week, if no reader guesses its identity correctly, a new **CLUE** will be added.

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The first correct answer bearing the earliest postmark will be declared the winner. In case of a tie, Jackpot will be divided equally. Employees and their families of WHAM-TV and advertising agencies are ineligible.

All entries must be postmarked not later than Sunday midnight following date of publication.

Print your answer on attached form and mail it to **ROCHESTER TV GUIDE, 242 POWERS BLDG., ROCHESTER 14, N. Y.**

### LAST WEEK'S WINNER

**RICHARD UNTERBORN**  
128 Scrantom St.  
Rochester, New York



**M O R G A N**

ROCHESTER TV GUIDE  
242 Powers Bldg.  
Rochester 14, N. Y.

MY GUESS FOR THE SHADOW STOPPER IS:

NAME.....

ADDRESS.....

(Please Print)

## FRIDAY

May 11, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on Page 9 of this guide.

- 1:25—Billboard
- 1:30—Star Matinee with Mort Nusbaum
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (NBC) Daytime serial starring Olive Stacey, Jimmy Lydon
- 2:45—Open House with Ross Weller and Ann Rogers
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—Vacation Wonderland (NBC)—Interesting trips for your vacation planning.
- 3:30—Bert Parks Show (NBC)—Variety Show With "The Heathertones"
- 4:00—Kate Smith Show (NBC)—with Ted Collins. Friday guests Ethel and Albert
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—The Old Southwest
- 5:30—Howdy Doody (NBC)—Children's Fun
- 6:00—The Faye Emerson Show (ABC) Interviews with interesting guests.
- 6:15—Up-to-the-Minute News flashes by Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan in Song
- 6:45—Women in the News
- 7:00—Kukla, Fran and Ollie (NBC)
- 7:30—Ask the Kids—Round Table discussion by the small fry. Ralph Collier, moderator
- 7:45—Camel News Caravan (NBC)
- 8:00—Bigelow Theatre (CBS) Drama.
- 8:30—We the People (NBC)—Dan Seymour, emcee; Oscar Bradley Orchestra.
- 9:00—Big Story (NBC) Exciting, authentic experiences of newspapermen cracking a big story. Bob Sloane is narrator.
- 9:30—March of Time Thru the Years
- 10:00—Cavalcade of Sports (NBC) Jimmy Powers announces the country's best boxing bouts from Madison Square Garden.

## Laughing . . .

(Continued from Page 5)

the principal handed out a copy with each diploma.

In the summer of 1939, he went along as emcee with an all-teacher orchestra, playing at a Catskill resort. In lieu of a salary, Levenson received free board for his wife, Esther Levine, a school-day sweetheart, whom he married on Christmas Day, 1936. The following summer another resort owner upped the bid to "keep" plus \$50.00. After that summer, the humorist compiled a mailing list and sent out circulars billing himself as "Sam Levenson, folk humorist." In no time he had doubled his teaching salary by appearances at assorted gatherings.

The Levenson touch in humor is merciful. It is the kind of humor that stresses the common bonds as well as the common foibles of all men. His son, Conrad, born January 4, 1943 is a Cub Scout. "I was going to be a Cub Scout too," says Levenson, "but when my father found out the uniform cost \$12, he asked me to resign."

Levenson retains the fresh charm of a man who finds life interesting, intriguing and humorous. He has had that attitude from his boyhood, and now, when he earns more in a week than he once earned in a year, he shares it with his audience.

—TV—

### Television and Radio Service **GUYETTE & GUTACKER**

CULVER 4484 222 WINTON ROAD N.  
Open 'til 9:00 Tuesday and Friday Nights

- 10:45—Greatest Fights of the Century (NBC)
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—with Jerry Lester, Dagmar and all the Bean Bags

## SUNDAY

- 1:15—Crosley Family Theater  
 3:00—University Showcase  
 3:30—Mrs. Roosevelt meets  
 the Public  
 4:00—Meet the Press  
 4:30—Zoo Parade  
 5:00—Gabby Hayes Show  
 5:30—The Magic Slate  
 6:00—Hopalong Cassidy  
 7:00—Charade Parade  
 7:30—The Aldrich Family  
 8:00—Colgate Comedy Hour  
 9:00—Philco Television  
 Theater  
 10:00—Garraway at Large  
 10:30—Yesterday's Newsreel  
 10:45—NBC News Review  
 11:00—Twenty-Six by Korda

## MONDAY

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Winchell-Mahoney  
 Show  
 8:30—Voice of Firestone  
 9:00—Lights Out  
 9:30—Robert Montgomery  
 10:30—Who Said That?  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## TUESDAY

- 12:45—Index for Living  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Remember This Date  
 4:00—Kate Smith Hour

- 5:00—Hawkins Falls  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—Texaco Star Theater  
 9:00—Fireside Theater  
 9:30—Circle Theatre  
 10:00—Original Amateur Hour  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## WEDNESDAY

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Four Star Revue  
 9:00—Television Theatre  
 10:00—Break the Bank  
 10:30—Flah's Little Theater  
 10:45—Feature Film  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## THURSDAY

- 12:45—Index for Living  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Remember This Date  
 4:00—Kate Smith Hour  
 5:00—Hawkins Falls  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show

- 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—You Bet Your Life  
 8:30—Treasury Men  
 9:00—Ford Festival  
 10:00—Martin Kane  
 10:30—Week in Sports  
 10:45—World in Your Home  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## FRIDAY

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—The Quiz Kids  
 8:30—We, the People  
 9:00—The Big Story  
 9:30—Henry Morgan  
 10:00—Boxing  
 10:45—Greatest Fights  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## SATURDAY

- 2:15—Film Theatre  
 3:30—Jamaica Race Track  
 4:30—Doodles  
 5:00—Mr. Wizard  
 5:30—The Nature of Things  
 5:45—Bob Considine  
 6:00—McNeill's TV Club  
 6:30—Western Film  
 7:00—Feature Film  
 7:15—Sports Scholar  
 7:30—One Man's Family  
 8:00—Jack Carter Show  
 9:00—Your Show of Shows  
 10:30—Your Hit Parade  
 11:00—Wrestling

## DAILY — MONDAY THROUGH FRIDAY

|                        |                           |                            |
|------------------------|---------------------------|----------------------------|
| 10:55—World Headlines  | 12:30—Ozark Mountain Boys | 1:30—Matinee Theatre (T-T) |
| 11:00—What's New?      | 1:00—Day-Time Shopper     | 2:30—First 100 Years       |
| 11:30—Steve Allen Show | 1:30—Gary Moore (M-W-F)   | 2:45—Winner Take All       |

## SUNDAY

|                            |
|----------------------------|
| 11:30—Versatile Varieties  |
| 12:00—Ranger Joe           |
| 12:15—Chester the Pup      |
| 12:30—Story of a Symbol    |
| 12:45—Inside City Hall     |
| 1:00—Youth on the March    |
| 1:30—Family Hour (ABC)     |
| 2:30—Showtime, U. S. A.    |
| 3:00—Beulah                |
| 3:30—Chance Of A Lifetime  |
| 4:00—Life Begins At 80     |
| 4:30—Your Pet Parade       |
| 5:00—Super Circus          |
| 6:00—Billy Rose Show       |
| 6:30—Mr. I, Magination     |
| 7:00—Paul Whiteman Revue   |
| 7:30—This Is Show Business |
| 8:00—Toast of the Town     |
| 9:00—Fred Waring Show      |
| 10:00—Celebrity Time       |
| 10:30—What's My Line?      |
| 11:00—Telenews Weekly      |
| 11:20—Rossi Reports        |
| 11:30—WHEN Previews        |

## MONDAY

|                              |
|------------------------------|
| 3:30—Fashion Magic           |
| 4:00—Homemakers Exchange     |
| 4:30—Vanity Fair             |
| 5:00—Lucky Pup               |
| 5:15—Bob Ehle's Bunk House   |
| 6:00—Telenews Daily          |
| 6:20—Sportscope              |
| 6:30—T Corbett, Space Cadet  |
| 6:45—Lou Tarr's Workshop     |
| 7:00—Captain Video           |
| 7:30—Music for You           |
| 7:45—Perry Como Show         |
| 8:00—Lux Video Theater       |
| 8:30—Godfrey's Talent Scouts |
| 9:00—Horace Heidt Show       |
| 9:30—The Goldbergs           |
| 10:00—Studio One             |
| 11:00—At Home Show           |
| 11:15—Faye Emerson Show      |
| 11:30—Mystery Theater        |
| 12:00—Telenews Daily         |

## TUESDAY

|                         |
|-------------------------|
| 2:00—Garry Moore Show   |
| 3:15—Bride & Groom      |
| 3:30—Betty Crocker Show |

|                            |
|----------------------------|
| 4:00—Homemakers Exchange   |
| 4:30—Vanity Fair           |
| 5:00—Lucky Pup             |
| 5:15—Bob Ehle's Bunk House |
| 6:00—Telenews Daily        |
| 6:20—Sportscope            |
| 6:30—Famous Jury Trials    |
| 7:00—Captain Video         |
| 7:30—Madison Garden Sports |
| 7:45—Stork Club            |
| 8:00—Sure As Fate          |
| 9:00—Vaughn Monroe Show    |
| 9:30—Suspense              |
| 10:00—Danger               |
| 10:30—Burns & Allen        |
| 11:00—The Show Goes On     |
| 11:30—Mystery Theatre      |
| 12:00—Telenews Daily       |

## WEDNESDAY

|                            |
|----------------------------|
| 3:30—V-I-D-E-O             |
| 4:00—Homemakers Exchange   |
| 4:30—Vanity Fair           |
| 5:00—Lucky Pup             |
| 5:15—Bob Ehle's Bunk House |
| 6:00—Telenews Daily        |
| 6:20—Sportscope            |
| 6:30—Corbett, Space Cadet  |
| 6:45—TV Shopper            |
| 7:00—Captain Video         |
| 7:30—Furniture Trends      |
| 7:40—Motor Mart            |
| 7:45—Perry Como Show       |
| 8:00—Godfrey & His Friends |
| 9:00—Charlie Wild          |
| 9:30—The Web               |
| 10:00—Boxing               |
| 10:45—Powerhouse of Sports |
| 11:00—Holiday Hotel        |
| 11:30—Mystery Theater      |
| 12:00—Telenews Daily       |

## THURSDAY

|                            |
|----------------------------|
| 10:45—Susan Adams          |
| 3:15—Bride & Groom         |
| 3:30—Betty Crocker Show    |
| 4:00—Homemakers Exchange   |
| 4:30—Vanity Fair           |
| 5:00—Lucky Pup             |
| 5:15—Bob Ehle's Bunk House |
| 6:00—Telenews Daily        |
| 6:20—Sportscope            |
| 6:30—Can You Top This      |
| 7:00—Captain Video         |

|                             |
|-----------------------------|
| 7:30—The Lone Ranger        |
| 8:00—Stop the Music         |
| 9:00—Alan Young Show        |
| 9:30—Big Town               |
| 10:00—Truth or Consequences |
| 10:30—Festival of Music     |
| 11:00—Faye Emerson Show     |
| 11:15—Mystery Theatre       |

## FRIDAY

|                              |
|------------------------------|
| 3:30—Fashion Magic           |
| 4:00—Homemakers Exchange     |
| 4:30—Vanity Fair             |
| 5:00—Lucky Pup               |
| 5:15—Bob Ehle's Bunk House   |
| 6:00—Telenews Daily          |
| 6:20—Sportscope              |
| 6:30—Corbett, Space Cadet    |
| 6:45—Mostly Music            |
| 7:00—Captain Video           |
| 7:30—TV Shopper              |
| 7:45—Perry Como Show         |
| 8:00—Mama                    |
| 8:30—Man Against Crime       |
| 9:00—Pulitzer Prize Plays    |
| 9:30—Live Like A Millionaire |
| 10:00—Star of the Family     |
| 10:30—Beat the Clock         |
| 11:00—Blind Date             |
| 11:30—Wrestling (Dumont)     |
| 12:30—Telenews Daily         |

## SATURDAY

|                             |
|-----------------------------|
| 10:30—Scouting In Action    |
| 10:45—Acrobat Ranch         |
| 11:00—Theatre of Romance    |
| 11:30—Dick Tracy            |
| 12:00—Two Girls Named Smith |
| 12:30—I Cover Times Square  |
| 1:00—The Big Top            |
| 2:00—Film Featurettes       |
| 2:30—Wrestling              |
| 3:30—The Roller Derby       |
| 4:30—Mystery Matinee        |
| 5:30—Kreisler Bandstand     |
| 6:00—The Cisco Kid          |
| 6:30—Sam Levenson Show      |
| 7:00—Stu Erwin Show         |
| 7:30—Industry on Parade     |
| 7:45—Faye Emerson Show      |
| 8:00—Ken Murray Show        |
| 9:00—Frank Sinatra Show     |
| 10:00—Sing It Again         |
| 11:00—Pulitzer Prize Plays  |



## TV-QUIZ

by

## ROSS WELLER

Ross Weller, star of "Cinderella Weekend,"  
(WHAM-TV, Tues. 9-9:30)

**Music hath charms, but it never solved  
a TV Quiz. That's up to you:**

1. Is an intermezzo a violin solo, a song or chorus between acts of an opera or a musical instrument?
2. Who made the song "Some of These Days" famous?
3. Who is called "The poet of the piano?"
4. "Swanee River" brings to mind what famous musical American?
5. What comedy team made a terrific hit in the film, "A Night At the Opera?"

**GUESS MY PUMPKIN—It Can Be A Person,  
Place, or Thing.**

Today's pumpkin leads a clean life.  
Pumpkin stones are not very hard.  
You can soft pumpkin a friend.  
There are pumpkin operas.  
And many songs have been written  
about it.  
Pumpkin sometimes floats.  
There are pumpkin suds.

**WHAT IS THIS PUMPKIN?**

**ANSWERS TO LAST WEEK'S TV QUIZ.**

1. Jane Russell
2. Rita Hayworth
3. Lana Turner
4. Ann Sheridan
5. Linda Darnell

**PUMPKIN: RIVER**

## Meet the Duke . . .

(Continued from Page 14)

local Draft Board here. Uncle Sam was a long time in calling — in fact his "Greetings!" letter never came to the Duke mailbox. While he was toeing the mark, Doug took a job at a very popular local jazz spot, O'Dell's. He also accepted a radio show at Station WSAY, and his weekly guestings there won him new friends in this area.

Following the war Doug suffered a series of financial setbacks due to the post-war slack-off in nightclub entertainment. "I was dead broke in 4/4 time," Doug states. "But my real break came when I was hired at Squeezer's Musical Bar. Somehow I seemed to click there, and I finally felt like I was going someplace."

He really was. His reputation spread rapidly, and soon the State Street Fizz Shop was buckling at the seams with rabid customers who flocked in to catch the unique and refreshing "variations" of the Duke himself. One of the patrons who caught his act introduced himself as W. W. O'Brien, the ad man, and would Doug be interested in a few TV spots. The Duke's noodle almost shook itself off the Duke shoulders.

And so Doug came to television. He first appeared on Columbia Music and Appliance Store popular "Cinderella Weekend" program. Doug played the numbers for the contestants to guess, and he's been playing them ever since. His real ability was given vent on the recent Edwards "TV Club" show, which spotlighted the young organist and permitted him full swing at the keyboard.

When the "TV Club" folded, Doug's video appearances were trimmed down to the Cinderella Show and his usual nightly appearances at Squeezer's. Even if nothing else turns up in the immediate future, one would think his schedule enough to keep the average musician happily busy. But Doug is a demon for work and the prospect of spreading his time schedule over a wider area doesn't phase him in the least.

# Watch the Birdie!



Here's a twist! When he snapped this pin-up, our photographer couldn't keep his eyes off the birdie in his lens—in this case the lovely young thrush, LOU ANN SIMMS, guest vocalist on WHAM-TV.

Photo by Campagno

## LEN CAMPAGNO STUDIOS

*"Artistic Creations of True Quality"*

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## SUNDAY

12:00—News Bulletins  
 12:15—Magic Clown  
 12:30—Mr. I. Magination  
 1:00—Burns and Allen  
 1:30—Super Circus  
 2:00—Victor Borge Show  
 2:30—Sunday Theater  
 3:00—Hopalong Cassidy  
 4:00—Meet the Press  
 4:30—Buffalo Amateur Show  
 5:00—Super Circus  
 5:30—Sunday Afternoon Party  
 6:00—One Man's Family  
 6:30—Let's Play Charades  
 7:00—Paul Whiteman Revue  
 7:30—This Is Show Business  
 8:00—Comedy Hour  
 9:00—Television Playhouse  
 10:00—Celebrity Time  
 10:30—Alan Young Show  
 11:00—Late News and Sports  
 11:15—Showtime U. S. A.

## MONDAY

12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Children's Theater  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Vienna Philharmonic  
 7:45—News Caravan  
 8:00—You Bet Your Life  
 8:30—Howard Barlow  
 9:00—Lights Out  
 9:30—March of Time  
 10:00—Studio One  
 11:00—Late News, Sports  
 11:15—American Forum of Air

## TUESDAY

12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—Women in the News  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Garroway at Large

4:00—Kate Smith Show  
 5:00—John Conte's Show  
 5:15—Children's Theatre  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—The Clue  
 7:45—News Caravan  
 8:00—Star Theater  
 9:00—Fireside Theatre  
 9:30—Circle Theatre  
 10:00—Original Amateur Hour  
 11:00—Barn Dance  
 11:30—Late News and Sports

## WEDNESDAY

12:15—First Hundred Years  
 12:30—Shopper's Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Ranger Joe  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Kieran's Kaleidoscope  
 7:45—News Caravan  
 8:00—Toast of the Town  
 9:00—Television Theater  
 10:00—Blue Ribbon Boxing  
 11:00—Late News and Sports  
 11:30—The Web

## THURSDAY

12:15—First Hundred Years  
 12:30—Industry on Parade  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—TV Travelogue  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Treasury Men  
 4:00—Kate Smith Show  
 5:00—John Conte's Show  
 5:15—Teen-Age Charades  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Outdoor Camera

7:45—News Caravan  
 8:00—Pulitzer Playhouse  
 9:00—James Melton  
 10:00—Martin Kane  
 10:30—Case of Eddie Drake  
 11:00—Late News and Sports  
 11:30—Sam Levenson Show


## FRIDAY

11:30—You and Your Family  
 12:00—News Bulletins  
 12:15—First Hundred Years  
 12:30—Shopper's Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Vacation Wonderlands  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Children's Theatre  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Top Views in Sports  
 7:45—News Caravan  
 8:00—Mama  
 8:30—We, the People  
 9:00—Wrestling Preliminaries  
 10:00—Cavalcade of Sports  
 11:00—Greatest Fights  
 11:15—Late News and Sports  
 11:30—Charlie Wild, Detective

## SATURDAY


11:30—Pet Parade  
 12:00—Two Girls Named Smith  
 12:30—I Cover Times Square  
 1:00—The Big Top  
 2:00—Film Featurette  
 2:15—Science in Action  
 2:30—Beat the Clock  
 3:00—Schools at Work  
 3:30—Armed Forces Hour  
 4:00—Star of the Family  
 4:30—Frank Sinatra  
 5:00—The Cisco Kid  
 5:30—Science Museum  
 5:45—Stranger Than Fiction  
 6:00—Sports Spotlight  
 6:15—News, Ed Dinsmore  
 6:30—Western Theater  
 7:30—U. B. Round Table  
 8:00—Jack Carter Show  
 9:00—Your Show of Shows  
 10:00—Telenews Weekly  
 10:15—Sportscholar  
 10:30—Late News  
 10:45—Saturday Playhouse

# "OVER THE TV FENCE"



It has been rumored around TV circles that the Truman-MacArthur feud was framed to give 13 year old Arthur MacArthur a presidential build-up for 1982 . . . Radio is going to get the Jerry Lester treatment soon. 'Jer' has written a book (yes he can write, too) and will appear on many AM programs to plug it . . . title—"The Comedian" . . . Red Skelton aimed for TV, says Hollywood. He's been dangling for a long time, and maybe has finally got the bug . . . either that, or he's afraid he might miss the boat . . . Summer subs for the Perry Como show may be Peggy Lee and Mel Torme. Mel, incidentally, is breathing faster because of Jack Benny's daughter . . . Ralph Collier's first "TV Caravan" show in Caledonia a smash success, wife Donna reports . . . Some of those quaint William Saroyan short stories may be produced on TV soon . . . Abe Burrows is leaving CBS. His contract called for \$12,000 a week, but the hefty guy with no hair wanted out . . . The hour-long Jimmy Melton show on Thursday nights costs the sponsor (Ford) a cool 40 G's a week . . . We like Alan Young, and it's good to hear his show has been renewed for another 52 weeks by Esso . . . Local TV missed the boat on the Royal's final basketball game. Greatest game in local basketball history, and no TV—only radio . . . Al Moss, political pundit for a local newspaper, reports that West Coast movie operations are hard hit by TV. Studios cutting back on help, and theatres going black because they're in the red . . . Will Bob Hope have a regular TV session next year? . . . When Sid Caesar goes on summer vacation, Ben Blue may take over, with Guy Lombardo grabbing off the re-

placement spot for the Jack Carter show. . . Local sponsor cancelled his weekly night show when a similar show was put on daily on a non-commercial basis . . . plenty miffed. If MacArthur wins out in his current fight with Truman, he'll have TV to thank. He got the most complete coverage ever given a current event . . . When is NBC going to get smart and grab Tallulah for TV . . . Glenda Farrell strictly a floppola on her recent "Who Said That" appearance. Came as quite a shock to the movie queen that there was something else happening in the world besides the Kefauver hearings . . . WHEC reportedly purchasing \$10,000 worth of film processing equipment for production of badly needed local TV newsreels when they are granted a license. Local news coverage problem still not solved for Rochester TV viewers . . . Morrie Silver, of Columbia Music and Appliance Store dropped sponsorship of "Who Said That" on Sunday nights . . . The Rochester Sun misreading Rochester TV Guide story to print headline about a "Jerry O'Flynn Fan Club" . . . Mary McCarty is in line to replace Martha Wright on CBS-TV "Celebrity Time" when the latter takes over the Mary Martin role in "South Pacific" . . . Increasing buying resistance reported by TV salesmen in local stores. High prices, program quality, no dough listed as some reasons . . . You haven't been hearing any gags about General MacArthur over NBC. That's due to a strict order from way up on top . . . Whatever happened to Morey Amsterdam who used to be on "Broadway Open House"? He's sorely missed on Monday and Wednesday. The other nights, there's always Dagmar . . .



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