

TV's BIGGEST BOOSTER

(See Page 5)

# TV ROCHESTER

15c

*Guide*

JUNE 9-15, 1951

ROCHESTER'S *Official* TV  
PROGRAM & NEWS GUIDE

RED WING-TV SCHEDULE

(See Page 8)



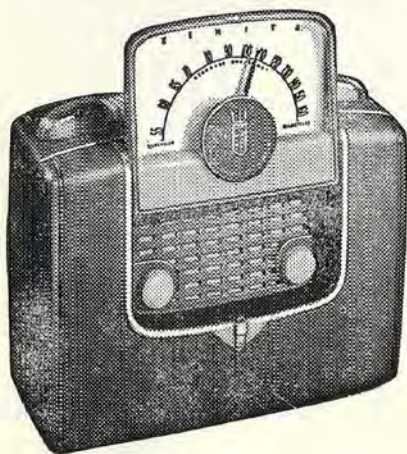


your safest buying guide  
in times like these . . .



QUALITY

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"Zenith 401" with new dial speaker design and tone circuits. AC-DC battery. Maroon or grey plastic.

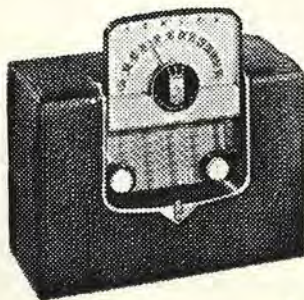
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"Universal" with extra sensitive standard broadcast. Battery AC,DC. Buffalo grained black or brown case.

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## It's Portable Time

Music wherever you go . . .  
Zenith portable radios are better than ever. See them at Columbia right away.



*\*priced less batteries*

A LONG SERIES of negotiations has just been concluded whereby the American Broadcasting Company and United Paramount Theatres, Inc., have merged. The outcome of the project will result in "new personalities and programs for TV" according to company officials.

ABC has been on the block, for sale, for a long time. Originally part of NBC as the Blue Network, it was separated

success such famous bands as Glen Miller's, Tommy Dorsey's, Eddie Duchin's and Stan Kenton's. Many famous stage personalities were launched on the road to fame and fortune by Weitman when he was in New York.

Even though the new outfit is officially divorced from the Paramount Picture Company in Hollywood, the stars have some allegiance to their business cousins.

## MOVIES WED TV

from the parent about 5 or 6 years ago. However, it still uses the NBC facilities in Radio City.

The United Paramount Theatres company is an offshoot of the movie making chain, and owns most of the theatres throughout the company's national set-up. But the two divisions were ordered separated by the Supreme Court in 1949.

Under the proposed set-up between ABC and Paramount, a completely new company will be formed, to be called the "American Broadcasting Paramount Theatres, Inc." The radio and TV division of the company will be headed by Robert Kintner, who is now president of ABC. The plan is subject to the approval of the boards of directors of both companies, the stockholders, and of course, the F. C. C.

Tip-off to the future activities of the company was the naming of Robert Weitman as vice-president of the Radio and Television division. Weitman has been the managing director of the New York Paramount Theatre, where he inaugurated the stage band policy which later became a vogue throughout the country. He launched on the road to

Through this new venture, it is expected that Bing Crosby, one of Hollywood's top stars, may be clipped for his TV debut. There are many other stars in the movie colony who have been shy of TV, but now that Hollywood is more closely connected with the new industry, there's a chance the ice may be broken into larger pieces.

The actual merger deal between ABC and Paramount is a complicated mixup of stocks, both common and preferred. Some kinds will be switched around, and turned over, and backed up and mixed up, but eventually, the stockholders of both ABC and Paramount will hold an equal amount of both stocks.

Most important result, though, will be to the TV viewer throughout the country, and also the Radio listener. A complete daytime and nighttime program schedule is now being made up for television for the five stations involved in the switch-over.

Local TV is not expected to be effected for awhile because there is no ABC-TV outlet in Rochester, even though WHAM-TV occasionally carries some ABC-TV programs.

# ROCHESTER TV GUIDE

Rochester's Official TV Program  
and News Guide

VOL. 1

12

No. 20

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ROCHESTER PUBLICITY SERVICE

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## THIS WEEK'S TV STORIES

Movies Wed TV .....	Page 3
TV's Biggest Booster .....	5
Berle's 3rd Marathon .....	6
½ Ton of Humor .....	8
Press Time Flashes .....	9
Judy's Date .....	10
Shadow Stopper .....	12
The Viewer's Voice .....	14
"Wonderland" Premiere .....	16
Alan Young .....	18
Norma Ellis .....	22
Central N. Y. TV .....	24
Doodles Weaver .....	25
TV Quiz .....	28
Diana Lynn .....	29
Over TV Fence .....	31

## WHAM-TV PROGRAMS

Saturday .....	11
Sunday .....	13
Monday .....	15
Tuesday .....	19
Wednesday .....	21
Thursday .....	23
Friday .....	25
WSYR-TV .....	26
WHEN .....	27
WBEN-TV .....	30

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## Letters

### To The Editor . . .

Sir:

I live in Philadelphia, and like most TV fans here, we think that Ernie Kovacs is just about the greatest thing on any channel. The other afternoon, while watching his program, I saw him read and display a copy of your Rochester TV Guide. On behalf of the people in Philadelphia who think of Kovacs as their own, thank you very much for printing the story about him. He deserves all the recognition he can get. The more of it, the better, and maybe we can start getting good TV all over, instead of just in Philadelphia.

Morton Altman—Philadelphia

(Ernie Kovacs will soon do an exclusive story for the Rochester TV Guide.)

Dear Sirs:

Last year, one of the major events on TV sets was the telecasting of the United Nations at the start of the Korean war. Very shortly, Jacob Malik, the Russian delegate, will take up his duties again as Chairman, and much of importance will happen. Will those sessions again be televised, or isn't enough profit made from them?

Phil Fibish—Rochester

(No plans have been announced yet for the telecasting of the UN this summer.)

Dear Sirs:

Can you tell me if Kyle McDonald and Martha Wright of "Celebrity Time" are relatives, as they are so much alike?

V. M.—Rochester

(As far as can be determined, the lovely ladies are unrelated.)



Big moment in local sports history . . . Bob Turner looks on as Morrey Silver signs contract for Columbia Music and Appliance Store to sponsor Red Wings telecast series.

## TV'S BIGGEST BOOSTER

IT WAS THE YEAR 1918, and a short, thin-faced moppet stood on a downtown street corner and yelled to the passing pedestrians: "Get your morning paper here! Art Irwin named to manage Rochester Ball Club!"

Ten years later this same newsboy, now a senior at East High School, plunked his fifty cents on the marble ticket counter and marched inside the newly-opened Norton Street stadium to watch the Rochester Red Wings squeak out a close victory over the visiting Montreal Royals that gave the home team their first International League pennant in 17 years.

Twenty-three years later, on the night of May 23, 1951, this former newsboy sat down at a table in Rochester Radio City before a battery of TV cameras and penned his name to a contract that for the first time in city history would bring a major sport into the average person's home.

The hand that held that pen belonged to a man who was getting just as big a kick out of signing a many-thousand-dollar contract as he did when he hawked that baseball "Extra" back in 1918—he was helping to promote an interest dear to his heart, baseball.

The man of course was Morrey Silver. Many people know him personally as a generous contributor to assorted gifts, charities and benefits, and thousands more, although unfamiliar with him personally, know him through his establishment, Columbia Music and Appliance Store, which has become a household word in Rochester and as synonymous with television as Pinnacle Hill.

Silver's signing as sponsor of the Red Wing Baseball Series on television marks a high point in his career. It's a Horatio Alger tale with all the trimmings, bar one. Silver wasn't born with a Sterling spoon in his mouth. He came up like a

(Continued on Page 20)

# Milton Berle's Third TV Marathon

Star To Appear on Camera 22 Hours, Starting  
At Noon, June 9, To Aid Runyon Fund



MILTON BERLE . . . his collar will wilt after 22 hours on-camera.

MILTON "Mr. Television" BERLE, who also has earned the title of "Mr. Stamina," will stage his third annual NBC television marathon for the benefit of the Damon Runyon Memorial Fund for Cancer Research starting at 12:00 noon Saturday, June 9 and ending at 10:00 a.m., Sunday, June 10.

Berle's two previous efforts for the fund received tremendous response from television viewers and resulted in pledges totaling more than \$2,300,000. The star

of NBC's top-rated "Texaco Star Theatre" television show feels confident that this year he will top last year's pledges of \$1,300,000, since there are more stations on the NBC-TV interconnected network and the viewing audience has increased considerably.

Berle is expected to establish a new on-camera record June 9-10, since he will appear on many commercial programs during the 22-hour period to maintain the

(Continued on Page 18)



# O'FLYNN FAN FARE

## JIM'S FANS

Watch This Column  
For Your Name

Hi Fans,

Watch the mail, for any day now you will be receiving your pins and pictures. Due to the vast membership, it will be impossible to give them out at the Columbia Music Store.

I don't think we have two more ardent fans than Mr. and Mrs. Lee Evringham of Morton, New York, who write, "we aren't young any more and have no children. But we dream of meeting Jim someday." Jim says a special "hello" to Mr. and Mrs. Evringham.

And speaking of adult membership, we welcome Drs. Ed Nugent, John Detro, Floyd Dinsmore, and their charming wives to our club. It's proving every day that not only kiddies, but adults as well, love our little Jimmy O'Flynn.

That's all for now. See you here next week.

Jim's Gal Friday

(If you want to join the Jimmy O'Flynn Fan Club, write or call Mrs. Mary Licciardi, of 157 Nichols Street. The phone is BAKER 9203.)

Patty Waddell  
Katherine Boyce  
Jeanette Pierce  
Mary Ellis Porter  
Gwen Porter  
Carol Fumia  
Freddy Fumia  
Patty Painting  
Patty Stanton  
Gwen Behl  
Sherri Coley  
Mrs. Kanka  
Nancy DeRoller

Susan Bower  
Lorraine Ilgunas  
Gail Oliver  
Betty Schmidt  
Pav Toole  
Billy Madison  
Mrs. Birk  
Mrs. Mundy  
Mrs. Jessie  
Fred Yoekel  
Mrs. Yoekel  
Mrs. Ann Scott  
Mrs. I. Brown  
Mrs. H. Popel  
Hazel Kane  
Mrs. Davy Gory  
Mrs. F. Streb  
Jimmy Hawley  
C. Schlemmer  
Mrs. Schlemmer  
Paul LaMagra  
Richard LaMagra  
Ann Mancuso  
Dennis Russell  
Ricky Russell  
Jimmy Gilbert  
Joe Fracassi  
Patty Antinnarelli  
Bobby Antinnarelli  
Paul Masters  
Charles Masters  
Nancy Whelpton  
Danny Spiegel  
Helen Simons  
Patricia Ann Amatore  
Ronald Amatore  
Chuck Ziegler  
Tommy Kane  
(New Jersey)  
Robert Rospond  
Barbara Bruckner  
Mary Mannion  
Maurice Canter

# Half Ton of HUMOR

At the spin of a Panama hat, Jack E. Leonard can break out in a rash of jokes, step into a Charleston routine or burst forth in song.

A triple-threat entertainer, Leonard is the new star of NBC-TV's "Broadway Open House" on the Tuesday and Friday segments. (The Rochester portion is presented Tuesdays, Thursdays and Fridays, 11:15 p.m.-12:00 mid.) Forty years old but "pushing thirty-nine," Jack is large and hearty, spins hats around his head as a trademark and is known as one of the fastest ad-libbers in show-business.

For a man who tips the beams at 320 pounds, Leonard can do the Charleston as deftly today as he did in 1925, when he started in showbusiness while still in high school. Five years after his amateur debut, Leonard turned professional and since 1930 has been "killing" the people in night clubs, theatres, on stage and currently in television. He broke into the entertainment world professionally with Billy House in a sketch act, and later toured the country on the Orpheum Circuit, doing two-a-day from coast to coast.

From then on he did a steady procession of vaudeville, theatre and night club engagements. He has played leading theatres in virtually every large American city. In 1938, he toured England and the European continent. For three years during World War II, he

(Continued on Page 13)

## off for the Summer

Show	Last Time
Zoo Parade .....	June 24th
Public Prosecutor .....	June 24th
Broadway to Hollywood .....	July 22nd
Kate Smith Hour .....	June 22nd
Melody Moods .....	July 23rd
Lux Video Theatre .....	June 25th
(Replaced by "Pantomime Quiz")	
Speak Up .....	June 25th
(Repl. by "T" Men in Action")	
Perry Como Show .....	July 31st
Milton Berle .....	June 12th
Cinderella Weekend .....	July 10th
(Replaced by "Fireside Theatre")	
Bob Turner Sports Show .....	June 27th
Doug Duke .....	August 9th
Max Raney .....	July 19th
Martin Kane .....	July 5th
(Replaced by "Freddy Martin")	
Kukla, Fran & Ollie .....	June 29th
(Replaced by "Ernie Kovacs")	
Ask The Kids .....	June 29th
Big Story .....	June 29th
(Repl. by "Door With No Name")	
March of Time .....	July 13th
Boxing Matches .....	June 8th
(Replaced by "Sports Newsreel")	
Bigelow Theatre .....	June 8th
(Repl. by "Madison Sq. Garden")	
Gabby Hayes .....	July 7th
Morton Downey .....	June 23rd
(Replaced by "Horace Heidt")	
Bob Considine .....	June 30th



## RED WINGS on WHAM-TV

BASEBALL SCHEDULE — Thru Saturday, July 21, 1951

~~~~~GAME TIME—8:10 P. M.~~~~~

|                          |          |                         |             |
|--------------------------|----------|-------------------------|-------------|
| Sunday, June 3 .....     | OTTAWA   | Saturday, June 30 ..... | BALTIMORE   |
| Wednesday, June 13 ..... | SYRACUSE | Thursday, July 5 .....  | OTTAWA      |
| Tuesday, June 19 .....   | MONTREAL | Friday, July 6 .....    | BUFFALO     |
| Friday, June 22 .....    | TORONTO  | Saturday, July 21 ..... | SPRINGFIELD |

## Press Time Flashes

### FRIDAY, JUNE 8, 1951

- 2:00—Garry Moore Show. Guests are Kirkwood and Goodman, comedians.
- 3:30—Bert Parks Show. Fashion showcase of Bridal Fashions. Music features "Going Home Train."
- 4:00—Kate Smith Hour. Guests include cellist Edmund Kurtz, and concert pianist Eugene List, plus the Delta Rhythm Boys.
- 9:00—The Big Story. The story of Cleve Ballette, of the Tulsa (Oklahoma) Tribune.
- 10:00—Fights. Jimmy Flood vs. Jimmy Herring. (8 rounds).
- 11:00—Greatest Fights. "Two Ton" Tony Galento vs. Max Baer.
- 11:15—Broadway Open House. Singer Mel Torme starts a 3 week guest appearance.

### SATURDAY, JUNE 9, 1951

- 1:00—Big Top. Joe Hodgini and his 11 educated canines. Kinko the human pretzel and the Nissen Duo on the trampoline.
- 2:00—Gabby Hayes. The story of Dolly Madison's courage when the British troops landed on U.S. shores in 1814.
- 2:30—American Forum of Air. "Should Beef Be Price Controlled," with Price Stabilizer Michael DiSalle, and Joe Montague, general counsel of the Cattle Raisers Association.
- 5:30—Nature of Things. How to Make a Sun Dial.
- 7:00—Cavalcade of Bands. Xavier Cugat, with singer Abbe Lane.
- 9:00—Milton Berle's Telethon. It's the 3rd annual TV Marathon by Mr. TV to raise money for the Damon Runyon Cancer Fund. There'll be guest stars and artists appearing throughout the show.
- 10:00—Doodles Weaver Show. Premier of the program.
- 11:30—Fireside Theatre. "The Green Convertible," stars film favorite Frances Dee, portraying the disillusioned wife of an alcoholic. Gertrude Michael is also featured.
- 12:00—Berle Telethon. Milton Berle again til 1 a. m. in effort to raise money for the Damon Runyon Cancer Fund.

### SUNDAY, JUNE 10, 1951

- 11:30—Versatile Varieties. The Circus, in song and dance, with the talented kids.

- 2:30—Showtime, USA. Juanita Hall, star of "South Pacific." Betty and Jane Kean, comediennes, plus, a scene from Oscar Wilde's "The Importance of Being Earnest" with Brian Aherne, and Viola Roache.
- 7:00—Paul Whiteman. Ann Jeffreys, singing star of "Kiss Me Kate" will be the guest.
- 7:30—This Is Show Business. George S. Kaufman returns to panel, with Eva Gabor. Guests are Ray Middleton, Billy Vine and singer Betty George.
- 8:00—Colgate Comedy Hour. Jackie Gleason makes his debut on the show. Fred Allen, Vivian Blaine, John Carroll will be with him.
- 9:00—Philco TV Playhouse. "The Fast Dollar" by Max Wilk. Vaughan Taylor and Pat O'Malley are starred.
- 10:00—Celebrity Time. Patty Berg and Jimmy Demaret join the regulars on the panel for a golf show.
- 10:30—Who Said That. H. V. Kaltenborn, UP Columnist Robert Ruark, and tennis star Nancy Chafee join John Cameron Swayze to answer the week's quotes given them by Robert Trout.
- 11:30—Sam Levenson Show. Richard Tucker, famed tenor of the Metropolitan Opera Company, and his son present their troubles to Sam Levenson.

### MONDAY, JUNE 11, 1951

- 10:00—Studio One. "Coriolanus," with Judith Evelyn and Richard Green.

### TUESDAY, JUNE 12, 1951

- 5:15—Panhandle Pete. "Samson and Hercules and the 3 wise monks."
- 8:00—Milton Berle. It's Uncle Milty's last show for the season. He'll be back on September 18.
- 9:30—Circle Theatre. "The Rookie" by Eli Cantor.

### THURSDAY, JUNE 14, 1951

- 3:30—"T" Men In Action. "The Case of the Wrinkled Buffalo."
- 5:15—Panhandle Pete. "Rapid Jack Rabbit and Ice Cream Mountain."

### FRIDAY, JUNE 15, 1951

- 10:00—Sports Newsreel. New show replaces the weekly fights.
- 10:30—Greatest Fights. Zale vs. Baer.



Things won't always be as chummy as this on the new ABC-TV comedy series, "A Date With Judy," starting June 2. But video viewers can be sure there'll never be a dull moment when Pat Crowley (Judy) and Jimmy Sommer (Oogie) start their TV shenanigans.

---

## *Judy's Date at 3 A. M.*

---

The complete cast of ABC-TV's new situation comedy, "A Date With Judy", has unanimously chosen as their theme song, "It's Three O-Clock In The Morning." The reason—camera rehearsals for their Saturday telecasts (11:30 a. m.-Noon) begin at 3 a.m. in the morning.

Originating from ABC's TV One, in New York City, the largest television studio on the East coast, "Date With Judy" moved into the round-the-clock operation on June 2. Immediately following ABC-TV's "Pulitzer Prize Playhouse" telecast on Friday night in the same studio, scenery from that show is

"struck." Allowing four hours for that operation, "Date With Judy" scenery is moved into the mammoth studio at 2 a.m., and one hour later the cast and crew are on set.

When 17-year-old Pat Crowley, star of the new show, heard of the rehearsal call, she remarked, "Guess that's the end of Friday evening dates." Not unhappy about the situation, Pat told director Morton Offner that it has always been her life-long desire to ride an early morning milk wagon. If, on her way to studio Saturday morning, she sees one, she plans to hitch a ride.

Other members of the cast for "Date With Judy" include Jimmie Sommer, Judy's steady beau Oogie, who lives way out in Oyster Bay, Long Island, N. Y. The 3 a.m. schedule has caused him to take a permanent room for Friday nights at the YMCA near the TV studios. 11-year-old Judson Rees, Judy's brat-brother, will continue commuting from

(Continued on Page 19)

# WHAM-TV

SATURDAY

June 9, 1951

- 10:55—The Billboard.
- 11:00—Your Pet Parade (ABC). Performances by the animals themselves.
- 11:30—A Date With Judy (ABC). Teen age trials and tribulations.
- 12:00—Two Girls Named Smith (ABC). A regular dramatic feature, starring Peggy Ann Garner.
- 12:30—I Cover Times Square (ABC). Harold Huber stars as Johnny Warren, hard-hitting Broadway columnist.
- 1:00—The Big Top (CBS)—Life in the Circus. Jack Sterling, ringmaster
- 2:00—Gabby Hayes (NBC) Stories for the kids.
- 2:30—The American Forum of the Air (NBC).
- 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—Better Homes Show (ABC). The craftsmanship of Norman Brokenshire.
- 5:30—The Nature of Things 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)
- 6:45—Film
- 7:00—Cavalcade of Bands (Dumont) Host Buddy Rogers presenting name bands with top bracket variety stars.
- 8:00—Paul Whiteman's TV Teen Club.
- 9:00—Milton Berle Telethon (NBC). Money raising stint for the Damon Runyon Cancer Fund.
- 10:00—Doodles Weaver Show (NBC) Feedlebaum's Boss in a variety program.



Curvaceous Esther Williams, slim, trim swimming queen dropped into Rochester Radio City to catch Mort Nusbaum's early afternoon show, "Star Matinee." She obviously liked what she saw, and vice-versa for Mort.

## FORGOTTEN SELF

Audre, costume designer on the "Paul Whiteman Revue" Sunday night telecast, was complaining to a friend the other day about her wardrobe. "I'm like the shoemaker's son who never wears shoes. Each week I design outfits for dozens of actors and actresses, but I never get a chance to create something new for myself."

EXPERT RADIO and TELEVISION SERVICE

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"Truefone Service Center"

**21 York St.      GEn. 7073**

- 10:30—Wrestling from Chicago with Russ Davis
- 11:30—Fireside Theatre (NBC) Bizarre and whimsical stories, originals and adaptations of classics.
- 12:00—Milton Berle Telethon (NBC). Uncle Milty again.

# SHADOW STOPPER

## Guess The Shadow



CLUE:

Children A'plenty'  
Been Around a Long Time

### Win This Jackpot \$20.00

The SHADOW STOPPER can be either a person, place or thing.

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

The Jackpot Prize will be increased by \$10.00 each week until some lucky reader names the shadow.

## ACT NOW!

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.

### CURRENT WINNER

MRS. MARY KALUZYNY  
384 Wilder Street  
Rochester 11, N. Y.



HELEN WOOD

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

MY GUESS FOR THE SHADOW STOPPER IS:

NAME .....

ADDRESS .....

(Please Print)

# WHAM-TV SUNDAY

June 10, 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—Mr. Wizard (NBC).
- 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"
- 5:30—Range Riders—Stories of the great West with Jack Mahoney.

## 1/2 Ton of Humor . . .

(Continued from Page 8)

toured with USO Camp Shows to entertain American troops.

Jack E. Leonard's trademark is his Panama hat, without which he is never seen on stage. In the course of a year, he wears out 50 such chapeaux at a cost of \$300. His clothes are a source of special pride to him, since it takes five yards of material to house his bulging frame. He buys cashmere suits all over the country—made to order—and makes a specialty of collecting cuff links. He has 200 pairs, collected from all over the world, including one pair of solid gold nuggets.

A native of Brooklyn, N.Y., Leonard was raised in Chicago, where he attended school. Among his occupations, he served as a lifeguard for nine years at public pools. He has three sisters and a brother, and is married to the former Kay Emerald, one of the Emerald Sisters, a comedy act.

- 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. Clifton Fadiman heads panel which solves problems for show people.
- 8:00—Colgate Comedy Hour (NBC). Jackie Gleason.
- 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 Mary McCarty, 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

# THE VIEWERS VOICE

**Question:** Would you watch television if it were on in the morning?

**Mrs. Edward Epping, 897 Britton Rd.:** "Yes, I'd find time somehow. I'm a great TV fan and if TV were on in the morning I'd like to see a lot more of Arthur Godfrey. Even those soap operas or other stories would be good."

**Mrs. Carolyn Patton, 321 University Ave.:** "I'm afraid I'd watch it only occas-

ionally. You see, I have a tiny baby that takes up most of my time. However, morning television would be fine for children of the pre-school age, if the programs were suitable. It would help keep them occupied and give the mothers a little more free time."

**Mrs. Henry H. Tozier, 265 Culver Rd.:** "I doubt if I would. It wouldn't appeal to me that early. I like the late afternoon and evening programs immensely, but we're older folk and busy doing other things at that time of day."

**Mrs. Joseph Pfeffer, 218 Seville Drive:** "Yes, I'd enjoy morning television. Being in ill health and not able to move around a great deal it would afford entertainment that I know I'd enjoy. I'd prefer Arthur Godfrey, or programs that featured music and singing."

**Mrs. G. Cuomo, 775 Chili Avenue:** "Personally, I wouldn't. I work in the morning, and wouldn't have the chance."

(Continued on Page 15)



## Len Campagno STUDIO

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... we'll take the Candid*



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# WHAM-TV MONDAY

June 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 (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—Ernie Kovacs, screwball disc jockey. Anything can happen on this show.
- 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 Allison take you thru the merry antics of their puppets
- 7:30—Melody Moods.

## Viewer's Voice . . .

(Continued from Page 14)

But if I were home I'm sure I would. I imagine that most other women at home would. My preference would run to news programs and musical variety shows."

**Mrs. Florence Larsen, 152 Lenox St.:** "Morning television would have to be very, very, very good—if you know what I mean. I hate to get up early, and when I do I like to sit down and enjoy my coffee in peace. Not even the radio goes on that early. I start watching TV when the Garry Moore show comes on. He's wonderful. I wish WHAM-TV carried his whole program."

### ON OUR COVER

LOLA ALBRIGHT, lovely young movie starlet, plays leading roles opposite Jack Carson on NBC-TV's "Four Star Revue." As the girl friend, Lola provides a beautiful foil for Carson's comedy antics.

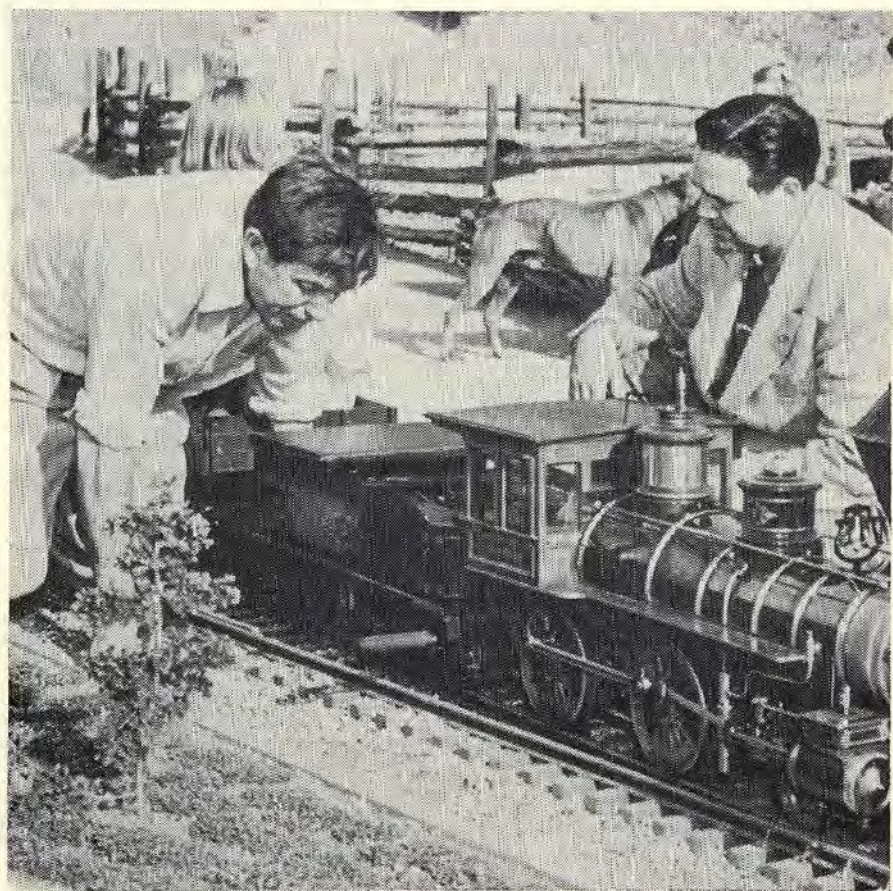
- 7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today
- 8:00—Lux Video Theatre (CBS) Unusual stories of adventure featuring Hollywood and Broadway actors.
- 8:30—Speak Up — Rochester's Local Press Conference of TV
- 9:00—Lights Out (NBC) Dramatic presentations with Frank Gallop as narrator.
- 9:30—The Week In Sports (Film).
- 9:45—Strange Adventure—Mystery
- 10:00—Studio One (CBS) Widely acclaimed for exciting plays.
- 11:00—Telenews Daily—News In Review
- 11:15—Seven At Eleven (NBC). A variety show, where anything can happen and probably will. Features music, songs, dancing, and comedy.



Left: Disney leans on film that will show how "Alice In Wonderland" was created.

Right: Some of Disney's friends that will appear on the "Ford Festival" tour of the famous artist's Hollywood studios are Alice of Wonderland fame and her two pint sized pixie pals.

Below: Walt Disney and Jimmy Melton pondering over a power problem on one of the lines of Disney's toy train collections at his Brentwood, California estate. Melton, who has a world famous automobile collection and is an amateur engineer, quickly solved the problem and the trains soon started to roll across the spacious lawn.





PREMIERE !

## Disney To Conduct "WONDERLAND" TOUR

Walt Disney will personally conduct the television audience on a tour through his Hollywood studios on the James Melton "Ford Festival" Thursday evening, June 14 at 9:00 p.m. over NBC-TV. Disney will bring to the show a special film taken when Melton visited him at his studios a short time ago.

The picture shows all of the interesting steps behind the curtain of Disney's soon to be released movie "Alice In Wonderland." Although Melton is not seen, the studios will be seen with the camera acting as his eyes. He will also narrate.

At the studio Disney transported Melton through the large sets and offices on his miniature railroad. As narrator, Melton will show the artist creating the characters on a sketch pad and trace the intricate stages of turning Alice, the Mad Hatter, the Cheshire Cat and the Queen into "live" people on the movie screen.

Going along on the trip into the Disney "Wonderland" will be Melton's six-year-old daughter, Margo plus the "Ford Festival" regulars, Dorothy Warenskjold, the three Wiere Brothers and the David Broekman orchestra.

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| 52 WEEKS ..... | 5.00   |

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## ALAN YOUNG

### . . . Dumb Like A Fox

Alan Young, who has made himself famous for his wistful, helplessness on CBS-TV and in the movies, has some shrewd philosophy on the subject. "Most people feel sorry for helpless characters," he says. "Even people who don't like you feel sorry for you—makes them feel superior, and they probably are. They go out of their way to help. Another edge the helpless person has—all the smart people reveal their plans in front of him. They think he's a dope, that he won't understand. If they thought he was smart, they'd do the talking and planning behind closed doors." Young isn't naturally helpless in private life, but he finds it pays off when he falls into character unconsciously with newly-made friends.

—TV—

### Berle's Marathon . . .

(Continued from Page 6)

continuity of the "telethon." Last year he was off-camera during the two-and-one-half hour "Saturday Night Revue," but continued to receive pledges by telephone.

As on the previous shows, stars of television, radio, stage, screen and name personalities will appear with Berle throughout the day and night as he raises funds for the cause. Showgirl volunteers from various New York night clubs will assist Berle and his guests in accepting telephoned pledges from the audience.

A huge blackboard will be built on the stage to record the amount of pledges received and to record a breakdown of pledges called in to the various television stations on the NBC network. One hundred telephones will be installed on-stage and backstage to handle the expected traffic of calls.

Irving Gray, Berle's "right hand," and William Garden, NBC television producer, again will produce and direct the telethon for the third consecutive year.

# WHAM-TV TUESDAY

June 12, 1951

- 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—Ernie Kovacs. The pride of Philadelphia. The wildman of TV.
- 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 Doody (NBC) with Bob Smith, Clarabel and the kids in the Peanut Gallery.
- 6:00—A Film Featurette.
- 6:15—The News of the Day with Earl Wood.
- 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's own version of Paris Life, with Norma Lee Clark, and Lee Sherwin.

Television and Radio Service

**GUYETTE & GUTACKER**

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

## Judy's Date . . .

(Continued from Page 10)

his home in Jamaica, Long Island. Anna Lee, noted Hollywood actress who is slated for the role of Judy's mother has yet to make arrangements for the early morning rehearsal. She lives in Darien, Conn. Gene O'Donnell, Judy's father, considers himself the luckiest of them all since he lives within four blocks of ABC's Television Center.

- 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. Nite Club Variety, featuring Dagmar, and hefty comic Jack Leonard. Music by Kirby Stone's quintet.

TOPS for Tuesday  
"Sidewalk Cafe" - 7:30

Produced for  
HARRY LEVIN CO.

by  
STORM ADVERTISING CO.

FOR ADVERTISING RATES IN THE  
**ROCHESTER TV GUIDE**

Call LOcust 6727

Lou Ann Simms, TV vocalist who works at Columbia, shows the boss a new recording she'll use on forthcoming show.



## TV's Booster . . .

(Continued from Page 5)

meteor, but he did it the hard way. And a lot of bruises, bumps and Aspirin tablets were encountered en route.

Morrey Silver earned his first dollar at the age of eight by hustling papers for the Rochester Democrat & Chronicle. A pupil at the time in No. 18 School, he earned the distinction of being Class Standard Bearer, and he had the ambition and the elbow grease to back it up. By the time he was in long trousers he was working for the Times-Union, and it was while he labored under the influence of this Rochester daily that a very funda-

mental and highly important bit of social psychology lodged itself in his cranium: It pays to advertise.

Morrey kept this bit of wisdom stashed away, then put it to use when, in 1937, he started into business on his own. The Silver shingle was borrowed, and so was the cash for his budding enterprise, but advertising—that important word again—brought him over 500 new students the first year for his newly-organized Columbia Institute of Music. The school was doing nicely (he leaned to music himself, but never actually instructed pupils in the school), so nicely in fact that two years later he opened a Music Store

(Continued on Page 21)



Guesting on a recent "Star Matinee" program Emceed by Mort Nussbaum was pretty Chick Jones, Miss Defense Bonds of 1951. Beside Chick stands Francis, the talking mule, who added her voice to that of Mort and Chick in appealing to the public to invest in U. S. Defense Bonds.

# WHAM-TV WEDNESDAY

June 13, 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—Here's Ernie Kovacs. Nuff said.
- 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)—Roberta 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—Danny Thomas stars on the Four Star Revue.
- 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—Seven At Eleven (NBC). Variety Show, with no stars featured. The youngsters of the TV world get their chance.

## TV's Booster . . .

(Continued from Page 20)  
(Columbia, of course) at 53 Clinton Avenue South.

"It was pretty small there," Morrey recalls, "only about 12 feet wide and if two customers came in simultaneously we had to move one behind the counter." Here again the business sense of young Mr. Silver blossomed into keen competition for his downtown associates. Sales zoomed—advertising, again—and on December 13, 1945 a ribbon was snipped that opened the doors to that now famous address, Columbia Music and Appliance Store, 77 Clinton Avenue South.

"Our advertising budget must have jumped several hundred percent between 1945 and 1951," he recalls. "And it did the job we'd hoped it would do, it brought business to our store."

But advertising without service, and a capital S on service at that, would be meaningless. Silver sums it up this way: "Honest service and dependability brings old customers back, and helps to make good friends of them. It also introduces us to new friends."

A postscript could be attached to that last remark, for Morrey Silver has often been tabbed as "the best liked guy in Rochester." Curt Gerling once called him "Rochester's Bernard Baruch." One of his competitors once remarked: "He's got a heart so big he has to keep giving away pieces of it."

Piled on top of personal compliments is a general opinion that businessman Silver is one fellow who has lifted the television set and appliance business to a new high standard of merchandising. Because he deals in a large volume with a low operating profit he has been able to corner a sizeable share of the TV set market in this area. Of the 87-thousand odd sets sold since WHAM-TV went on the air two years ago, approximately 20% were carried out the doors at 77 Clinton Avenue South.

One of the major reasons for Silver's immense success is his genuine love of people — maudlin as the description

(Continued on Page 23)

# NORMA ELLIS

## Signs Record Contract

Norma Ellis, dark-haired lovely, who for many weeks has adorned the set of Harry Levin's Tues. night (7:30 p. m.) "Sidewalk Cafe," has left for New York City where it is reported she has been signed to a contract with one of the country's leading recording companies.

Norma, former student at the Eastman School of Music, was a double threat girl on the Levin showpiece—her talented fingers won her wide praise as a pianist, and her husky voice was more than capable in the vocal department.

Norma earned her TV letter on the "Girl, Boy and Piano" show where she shared the honors with singer Giles Hobin and emcee Bob Keefe. When "GB & P" cancelled out, Norma's option was snapped up by the Storm Agency in Rochester and her talents were spotlighted on the Tues. night stanza.

Norma's style, both at the piano and while singing, is distinctly individual—a new freshness that caught both the eye and ear of New York Talent scouts. "I've tried to develop a style," Norma says, "that puts emphasis on the off-beat—



Talented Norma Ellis who leaves "Sidewalk Cafe" for a crack at Broadway fame.

you can improvise a lot that way without losing sight of the main melody. The way I look at it, anyone can sing (or play) with the beat, but it takes a little imagination to create a color all your own."

Rochester TV fans wish the young lady well and will look forward to hearing her music on platters that should be displayed soon on local music counters.

## Jack Forbes FAWN CLUB

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MISS VOICE Contest—Every Friday

FAMOUS ARTIST SHOW—Every Saturday

SMORGASBORD—Every Sun., 3-9

1982 RIDGE ROAD WEST

CULVER 7403

# WHAM-TV THURSDAY

June 14, 1951



Picture of a man at work . . . but Morrey's work day is never too busy that he can't call 'time out' to chat with a friend.

- 1:25—Billboard
- 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—Ernie Kovacs in Here's Ernie. The maddest music-maker in the world.
- 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—Film.
- 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
- 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—Court of Public Opinion.
- 11:00—Telenews Daily

## TV's Booster . . .

(Continued from Page 21)

sounds when applied to a hard-headed businessman. But like and enjoy people Silver does. And the many, many things he does for others—the unfortunates, the needy causes, the kids, the community enterprises—would be endless if all compiled in a list. It was nothing for him to send a television set to bedridden Jimmy O'Flynn last Christmas. Or to buy a book of tickets to a high school square dance. "People have been nice to me, why shouldn't I return the favor?"

A hard taskmaster with himself (many long hours make up his normal day), Morrey gets his relaxation by attending sporting events or listening to them on the radio or on TV. Although he's on the Board of Directors of the Better Business Bureau, past president of the Clinton Ave. S. Merchants Association and a member of the Executive Board of the Chamber of Commerce's Retail Merchants Council, Morrey Silver, aged 41, is still a bachelor.

"Okay," he laughs, "I'll give you the stock answer to that one. No one ever asked me."

Why some lucky girl hasn't swept him out of his ultra-modern Television Salon

(Continued on Page 28)

11:15—Broadway Open House (NBC). Dagmar is really the star of the show, with Kirby Stone Quintet also on hand.



# CENTRAL N.Y. STATE TV



By NED RYAN—Station WHEN—Syracuse

Television sports coverage looks considerably brighter this week with the announcement that the Dumont Television Network has signed for exclusive television and film rights to world championship games of the National Football League. A five-year contract to the tune of \$475,000 to be paid into the players' pool closed the deal.

Bob Ehle, familiar to youngsters viewing the WHEN "Bunk House" program every day at 5:15 p.m. returned to his corral this past week. Bob had been away for two weeks for Army Reserve training. During Ehle's absence, Wayne Schramm of "The Ozark Mountain Boys" took over as the nightly Western storyteller.

The Saturday night television outlook changes on CBS and WHEN in the near future. The "Frank Sinatra Show," seen for the past several months will be discontinued, with two half-hour programs taking its place. Faye Emerson will be seen in a new half-hour variety show, starting June 9th, at nine o'clock. In the 9:30 time period will be the Robert Q. Lewis program, "The Show Goes On." Several other Saturday program changes make TV news this week. "A Date With Judy," longtime radio favorite, made its TV debut last Saturday at 11:30. It will be a regular ABC Saturday morning feature. On Saturday afternoons, starting June 23rd, WHEN will air the Paul Whiteman "TV Teen Club," at 4:00 p.m. The show will feature young television talent from the various cities carrying the program.

Mary Livingstone has good news for TV fans. She reports that she enjoyed her TV debut on the "Jack Benny Show" on May 20th, and plans on doing more in the Fall, in addition to remaining as

a regular member of the cast of the Benny radio show.

Jean Slade of "What's New" and "Your TV Shopper" fame on Channel 8 returned from a two-week honeymoon trip this week. Now Mrs. Kendall Smith, Jean plans on continuing her television work at WHEN. Husband Ken Smith is a director at the station.

Trade circles rumor that CBS is planning a new emcee for the Saturday night "Sing It Again" program, with Steve Allen reported to be the man being considered for the assignment. The network is quite satisfied with Allen's day-time show and is mulling the possibility of a night-time half-hour built around the comic.

A widely known Syracuse radio and Little Theatre personality will join the WHEN staff in July. Gordon Alderman, program mgr. of Radio Station WAGE will become production mgr. at WHEN, beginning July 23rd. Alderman has had wide radio and theatrical experience and is expected to be a valuable addition to the staff of the Syracuse TV station.

And now let's look ahead and see what's doing on Channel 8. This Week In Television.

The new day-time dramatic feature, "A Date With Judy," will be presented at 11:30 a.m., Saturday on WHEN.

There's a full hour of variety entertainment by youngsters of show business on Monday nights, with "Arthur Godfrey's Talent Scouts," at 8:30 and "The Horace Heidt Show," at 9:00 p.m.

The new alternate Tuesday night lineup in the eight to nine o'clock time period on Channel 8 finds "Live Like A Millionaire" from 8:00 to 8:30 and "The Steve Allen Show," at 8:30 p.m.

# WHAM-TV FRIDAY

June 15, 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—Ernie Kovacs brings music (?) from Philadelphia.
- 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)—Roberto 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—Events from Madison Square Garden (NBC).
- 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—Sports News Reel (NBC)
- 10:30—Greatest Fights of the Century (NBC)
- 11:00—TeleneWS Daily

## Naw . . . It Ain't A Riot . . . It's **DOODLES WEAVER**

No adjustment of the horizontal, vertical or fine tuning knobs will help televiewers on **Saturday, June 9**, at 10 p. m., because the chaos on your screen won't be electronic. It will be the **DOODLES WEAVER SHOW**, a half-hour of riotous comedy and music.

The lanky and red-haired Weaver is a product of Hollywood, Broadway and Stanford. His comedy routines run the gamut from monologues and anecdotes to the frantic impersonation of a racing car and its driver, and will be aided by three staunch burlesque comics fresh out of Mike Todd's "Peep Show:" Red Marshall, Peanuts Mann and Dick Dana.

Musical moments will be supplied by Marian Colby, charming brunette songstress who recently appeared on the Monday and Wednesday seminars of NBC-TV's "Broadway Open House," and by Maestro Milton DeLugg and his Phony Philharmonic, also recent fugitives from "Broadway Open House." Lois Weaver, blonde and beautiful dancer (and, by a curious coincidence, the star's wife), may occasionally appear on the show.

The comedy revue, which will be telecast direct from NBC's Hudson Theater in New York, will be produced by Mort Werner, directed by Warren Jacober and written by Fred Fox. The first 15 minutes of the Doodles Weaver Show will be sponsored by Lehn & Fink Products, Inc., through the advertising agency of McCann-Erickson, Inc.

- 11:15—Broadway Open House. 360 pound comic Jack Leonard is aided and abetted by Dagmar, in this variety show. Music by the Kirby Stone outfit.

## SUNDAY

- 1:15—Crosley Family Theater  
 1:35—26 by Korda  
 3:00—Battle Report  
 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—Crosley Family Theater  
 10:45—NBC News Review  
 11:00—Twenty-Six by Korda

## MONDAY

- 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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

- 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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

- 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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—Flech's Little Theater  
 10:45—Feature Film  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## THURSDAY

- 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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—This Week in Sports  
 10:45—World in Your Home  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## FRIDAY

- 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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  
11:00—What's New?  
11:30—Steve Allen Show

12:30—Ozark Mountain Boys  
1:00—Day-Time Shopper  
1:30—Gary Moore (M-W-F)

1:30—Matinee Theatre (T-T)  
2:30—First 100 Years  
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—Faye Emerson  
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—Music For You  
11:30—Mystery Theater  
12:00—Telenews Daily

## TUESDAY

2:00—Gary 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—Faye Emerson  
7:45—Stork Club  
8:00—Ford Theatre  
9:00—Vaughn Monroe Show  
9:30—Suspense  
10:00—Danger  
10:30—Starlight Theater  
11:00—The Show Goes On  
11:30—Mystery Theater  
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—Mostly Music  
7:00—Captain Video  
7:30—Furniture Trends  
7:40—Fishing For Fun  
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—Crime Photographer  
11:00—Faye Emerson Show  
11:15—Mystery Theater

## 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—Theatre of Romance  
1:00—The Big Top  
2:00—Film Featurettes  
2:30—Mystery Matinee  
3:30—The Roller Derby  
4:30—To Be Announced  
5:00—Racing  
5:30—Kreiser Bandstand  
6:00—The Cisco Kid  
6:30—Sam Levenson Show  
7:00—Stu Erwin Show  
7:30—The Family Handiman  
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)

Your questions this week are on  
geography.

1. One of the original 13 states of the U. S. has a girl's name. What is it?
2. In Western Canada you'll find Prince What island?
3. The first settlement in this New World of ours had a man's name. It's called what town?
4. The Emu is symbolic of only one country in the world. Which one?
5. A large river in the state of Missouri has a man's name. What Saint is this river called?

Now, **GUESS THE PUMPKIN.** It can be a thing, a person, or place.

Pumpkin means apparent.

You can have a pumpkin automobile.

Windows and doors can be pumpkined.

Lawyers say a pumpkin court.

And the best kind of a mind is a pumpkin mind.

The only good book is a pumpkin book.

And the worst kind of a heart is not a pumpkin heart.

And there was a famous magical command which went "pumpkin Sesame."

Now you should know the pumpkin.

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

1. Orchid.
2. Violets.
3. Tulips.
4. Goldenrod.
5. Iris.

**PUMPKIN:** Medicine.

## TV's Booster . . .

(Continued from Page 23)

is anybody's guess, but being an essentially perceptive gent he has probably been able to anticipate any such matrimonial overtures in time to duck behind a pile of his long playing records.

It was part of this foresight which helped put Columbia on the Rochester map. Months before the Rochester TV station went on the air, Silver was busy preparing his business for the expected boom in TV sets. But when programs were finally broadcast on June 11, 1949, Columbia pulled a switch that left so-called advertising experts gasping with amazement. In those days it was considered foolhardy to advertise television sets on television. After all, the experts said, why try to sell television sets to people who already own one?

"I look at it like this," he recalls. "If a person owns a television set, he's probably invited friends in to enjoy it, too. Maybe the friends don't have a set, so they become prospective buyers. That's the theory we worked on."

Evidently his theory worked 100 percent, for today Columbia is recognized as a leader in its field not only on the local scene but in national circles as well.

After two years of working so closely with TV, one would think that Morrey would feel right at home before the cameras. But such was not the case. The night of the Red Wing signing Silver admitted to Bob Turner after the telecast: "I was scared to death. I always wanted to know what it felt like to sit on the other side of the cameras, but now that I know, I'll take my TV from the viewing side of the fence."

Thanks to Silver's strong support of local sports, good viewing for Rochester fans now is a certainty. When you're watching those Red Wings games at home don't forget that off there in the background stands a modest chap—his eye on the infield, and his hand on his wallet, ready and willing to pay the tab that brings you fuller television enjoyment.



DIANA LYNN once dreamed of starring in a major television role. Her dream came true when she was selected to play the feminine lead in "Walt and Lavinia" on the "Bigelow Theatre" series.

## 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—Jack Benny  
 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—Ernie Kovacs  
 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—All Nations Symphonies  
 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—Ernie Kovacs  
 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—Shoppers' 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—Ernie Kovacs  
 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—Sports 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—Laraine Day Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Ernie Kovacs  
 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—Fairway Facts

- 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—Ernie Kovacs  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Spelldown  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports 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"



In any any controversy, the public usually takes it on the chin. The latest issue where **John and Mary Citizen** get it in the neck is Color TV. With the Supreme Court's decision to let Columbia's system stand as standard, the public is hit right where it hurts most—the pocket-book. **Columbia's TV color system** makes present sets obsolete, or will make them so when color is here. The "compatibility" of the Columbia system is zero—which means you have to have the right sort of a set, or no TV in color. **Reports from New York** say the RCA system is getting better and better, and could be workable in about a year, but the Supreme Court says NO. **CBS is designing a new set**, though, with a revolving drum instead of the heavy and ugly looking wheel. Too bad, though, about the whole mess . . . Isn't the **Monday and Wednesday** night segment of **Broadway Open House** getting worse? **Milton Berle** has just been picked as Abbot of the Friars club for the 10th consecutive year. **Ernie Kovacs**, the mad Philadelphian, is getting to be a Rochester favorite. He's been flooded with letters from here after the recent article in the TV Guide . . . **Want a laugh**—watch the station breaks on TV. Lots of times you'll see one commercial and hear a message from another sponsor. **Most complete mixup** came last Saturday night . . . **WHAM-TV** made two tries to lure two local announcers from other stations. Both fell through . . . "**Old Soldiers Never Die**. They live to testify," according to **A. J. Moss**, local political pundit . . . **Egad—TV's glamor girls** are getting organized. Not for higher wages, either. Seems they

want to fight the network's proposed clampdown on low-cut gowns. The girls complain the networks won't be giving them a chance to show their talent, and they plan to present a **UNITED FRONT**

So **Dagmar is married**. Who will we be dreaming about next? . . . Way back when, **Lou Costello** made \$5 a day working as an extra on a movie lot in Hollywood. He's recently rented that same lot to make movie shorts himself for TV. Working as an extra will be one of the directors who used to hire Costello . . . **Eddie Cantor** went right from his Sunday night TV show to a hospital. He ruptured a blood vessel in his vocal cords, and that's the reason he didn't make his scheduled appearance with Uncle Miltie. **Danny Thomas** subbed. Cantor must take a complete rest for two weeks . . . **Congressman now making TV films** for local constituents at special studios in Washington. The government picks up the check for part of the cost. But the rates for the Solons (that word is supposed to represent wise lawgivers) are much less than commercial TV rates . . . **H. V. Kaltenborn**, who appears too often on "Who Said That" is about to receive a Wendell Wilkie "One World" award. It consists of a free trip about the globe. Well, that will keep H. V. and his pompous opinions off TV for a while. Too bad it couldn't happen to a few other wise men.

When the "**Michaels**" for TV awards were given out last month, the benefit was for the **Cerebral Palsy** fund. The fund collected about \$40,000. Couldn't have happened anywhere but in TV and Radio. Hollywood would have spent the money on orchids . . .

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