

SUPER GIVE-AWAY!!!

Page 6

T V ROCHESTER

15c

Guide

Oct. 20 - 26, 1951

**ROCHESTER'S *Official* TV
PROGRAM & NEWS GUIDE**

Win \$50.00 — Page 9



BOSTON BLACKIE

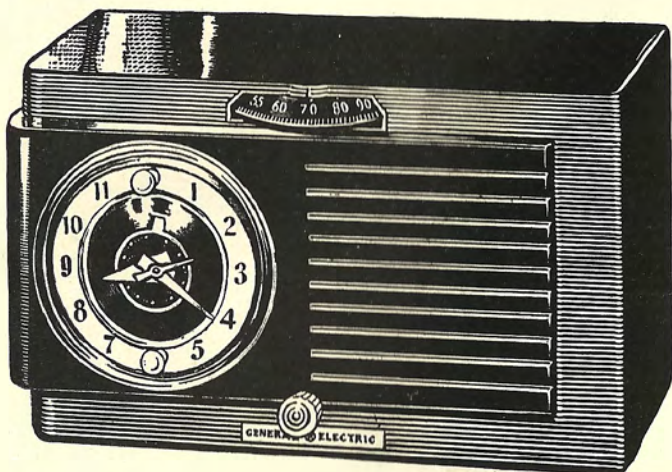
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OPEN MON., TUES., THURS. & FRI. 'TIL 9
WEDNESDAY AND SATURDAY 'TIL 6

... wake up to **MUSIC!**



CLOCK- RADIO



- *Fine toned radio
that wakes you to music*
- *Self-starting
G-E electric clock*

\$29.95

CHARGE IT!

Double value for your radio dollar! A rich-toned G-E radio, plus the famous G-E electric clock. Wakes you to music and if you doze off, it buzzes. Ideal for any room. Mahogany or ivory plastic.

COLUMBIA
MUSIC AND APPLIANCE STORE

ROCHESTER'S TV AND APPLIANCE CENTER

77 CLINTON AVE. SO.



VAL & IRENE MATES

DANCING

on a

DIME

THOSE COLORFUL, graceful, expertly-staged dance routines that have become such an integral part of TV today—oh, the problems they involve!

According to Val Mates, proprietor of the Val Mates School of Dance at 62 East Avenue, choreographing intricate dance numbers for the television medium is the No. 1 problem of most dancing instructors today. And this, despite the fact that Val and practically every other choreographer believe "television is the greatest boon that ever happened to the dancing profession."

What are some of the problems peculiar to tripping the light fantastic before the hungry eye of the studio cameras?

"I'd say that the limited area we must work in is the biggest hurdle," Mr. Mates says. "Because the average TV stage is much smaller than the theatre stage, our routines must be developed in a comparatively small area. And it's a real problem to interpret routines when

you're constantly keeping one eye peeled on chalk marks that limit your dancing area."

Then there are the added obstacles of picking up the sound of tap dancers who have the habit of rocketing across the stage. On a large runway this presents a dandy spectacular routine, but in TV the poor Boom Microphone operator tears his hair out trying to follow the dancer's flying feet.

Rehearsal times are generally short, due to the high cost of production; only certain costumes may be worn—"no spangles, they reflect too much light and studio engineers object"—and because of the intimacy of TV itself, close-up shots oftentimes obscure the meaning a dancer is trying to impart in a certain number.

"However, I still believe that television is wonderful," says Val, and his viewpoint is shared equally by his lovely and talented wife, Irene, who assists him

(Continued on Page 18)

ROCHESTER TV GUIDE

Rochester's Official TV Program
and News Guide

Vol. 1



No. 39

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Letters

To The Editor . . .

Dear Sir:

Bob Turner's morale must be pretty low by now, if he's read the last few issues of your magazine's "Letters To The Editor."

We think he is wonderful, and would like to see and hear more of him on Television.

Mr. and Mrs. W. Hoppough
Henrietta, N. Y.

Dear Sir:

I am disappointed in the TV programs on our station. TV is getting worse instead of better. I wish Godfrey and his Friends would be back on again. I am a Godfrey fan and I miss that show.

Lucy Vacca
Wadsworth, N. Y.

MELTON

vs.

WRESTLING

Last week a letter was printed in our "Letters To The Editor" column from several viewers in Retsof, New York, commenting on the substitution of live wrestling matches on Thursday nights at 9 o'clock for the James Melton Show. We stated that the station's viewpoint would be printed next week.

Your Editor visited with program officials at WHAM-TV and a thorough and honest review of the conflict was ex-

(Continued on Page 22)



That's George Haefner up a-there, hosting on the new "Make it and Market Show.

at 11:15 when he joins Louise Wilson for "Tower Clock Time." (He also does the radio show).

On Fridays, Haefner has another TV task that will be of interest for area housewives. WHAM-TV will be presenting a program entitled "Make It and Market" and working with the station will be the Monroe County Home Bureau.

"The name explains the type of program it is," according to Haefner." For instance, we might give a demonstration on the making of fabric gloves at home, or how to make lamp shades, how to wrap gift packages, or other things of interest. That's the 'make it' part of the program. In addition to home making, the best buy of the day in the line of fruits and vegetables will be discussed. For instance, how do you know when a grapefruit is fully ripe, or how to pick out a good head of lettuce. That's the 'market' part of the show." Working with Haef-

Sows and Silk Purses

On October 15th, 1940, George Haefner marched away to military service with the 10th infantry. One of the things that bothered him the most when he first joined the military, was that early morning bugle call.

"I used to hate to think about that 6 A. M. rise and shine routine," says Haefner. For me, that was awfully early in the day.

Compared to Haefner's hours now, that 6 A. M. bugle was a "second breakfast" routine.

For the past few years, George has been Farm Editor at WHAM, and starts his radio broadcasting day at 5:15, but he has to be up an hour before that. "4:15 A. M. is the coldest, bleakest, dreariest and unhappiest hour of the day or night," according to the 2-year-old-radio man "I'm glad television starts later in the day."

For Haefner, his TV day starts now

ner will be Miss Sue Kamienski, of the Home Bureau who will do some of the demonstrations.

"We'll have mimeographed sheets of instructions free for the asking, about all the things we show and discuss," Haefner said, and we'll be inviting the housewives to send in their suggestions on what they would like to have demonstrated on future programs."

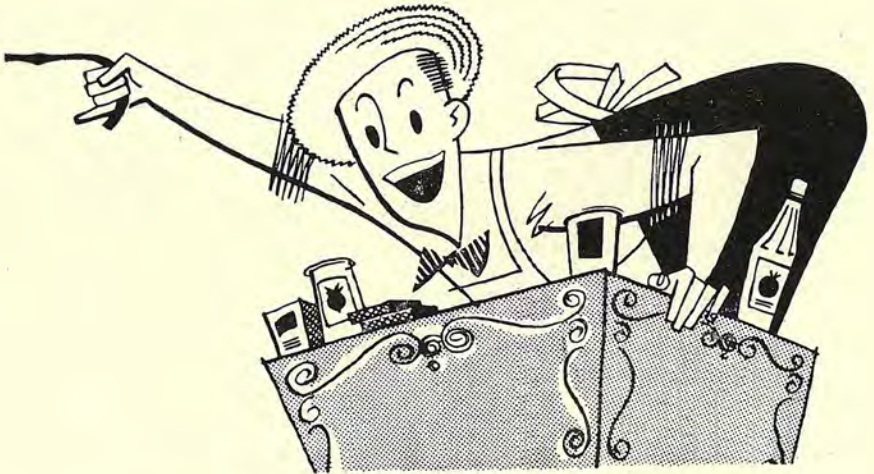
Around WHAM-TV, Haefner is known as a man who will dive into things headfirst, and TV is no exception. Not content to work on one new show, he's going to do another.

Each Tuesday, at 12:45, his long time radio partner Louise Wilson will join Haefner on "Homemakers Holiday" or "How To Be A Good Hostess."

Working in conjunction with the Y.W.C.A., George and Louise will chat and demonstrate about the things that interest the modern hostess.

\$ \$

DOLLAR



DERBY

HERE, IN ONE EXCITING FUN-PACKED HALF HOUR,
IS TV'S ANSWER TO THE HIGH COST OF LIVING

Do I hear one? . . . one . . . one . . .
I have one! Do I hear two? . . . two . . .
two dollars bid . . . two it is . . . three
. . . three . . . going once, going twice . . .
S - O - L - D , —to the lady in the
fourth row for Threeee dollars!

The rapid-fire auctioneer's chant brought to Rochester TV on Wed., Oct. 17, one of the liveliest fun-happy half hours ever designed to catch the imagination of Madam Housewife.

Premiered from 11 to 11:30 a.m. from the main auditorium of Rochester Radio City on Humboldt St., Wegman's ultra-

exciting excursion into audience participation—"DOLLAR DERBY"—scored an immediate and jubilant success with the hundreds of happy housewives, children and skeptical husbands who jammed the studio to vie for the many fine prizes which fell to the highest bidders under the auctioneer's gavel.

With versatile Mort Nusbaum performing flawlessly as "Dollar Derby's" Master of Ceremonies, the show swung into a swift opening pitch of excitement that rang some sort of bell for sustained viewer-studio audience interest.

Essentially, for those who might have missed the first show (and for the thousands that will soon clamor to take their Wed. morning seats at the studio) "Dollar Derby" can be classified as a super give-away, a glorified auction. Here's how it works:

With every purchase at any of the Wegmans Super Markets, the customer is given a cash register slip showing the total amount of his purchase. These slips are then redeemed at a special booth in the lobby of Rochester Radio City on the morning of the Wednesday telecast of "Dollar Derby." Derby Dollars are exchanged there for the slips and each studio visitor then uses this "cash" to bid for the many valuable prizes put on the auctioneer's block during the program. No actual money is required—just DERBY



DD's Host — MORT NUSBAUM

DOLLAR DERBY

Wegmans
HOME OWNED SUPER MARKETS

<p>AUCTION MONEY Has No Cash Value</p>	<p>WHAM-TV AUCTION Wed. 11 A.M. MONEY TELEVISION</p>	<p>Has No Cash Value</p>
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Wegman cash register receipts are exchanged for Derby "money."

DOLLARS, and each person at the TV show receives an extra DD bonus. Of course, those with the most Derby Dollar money have the greatest chance of winning a prize.

There are four major items auctioned during the half hour. One of them is a "Mystery Item" whose identity is unknown until the last successful bid has been received. Usually, these mystery prizes are expensive appliances or other valuable gifts.

Home viewers, too, have an opportunity to join the mad fun. By registering (just send your name, address, telephone number to: DOLLAR DERBY, Radio City, Rochester 3, N.Y.) with a postcard. An impartial selection each week picks

two of them to bid by telephone from their own homes. Those chosen will be notified in advance.

In between the auctions which are masterfully conducted by machine-gun tongued Ted Jackson, emcee Mort strolls up and down the studio aisles, chatting with the guests and conducting minor auctions and otherwise giving away several bushels of foodstuffs donated by Wegmans.

There is never a dull moment on this show which received expert handling of the Hart-Conway Co. Inc. advertising agency and John Crosby of the WHAM-TV staff who produced the first program.

Cameras on stage shot down into the studio's happy crowd as Mort and Ted elbowed their way through the audience, spreading joy and an unending assortment of pickles, bread, tuna fish, catsup, cereal, fruit and cheeses to a clamoring crowd.

A smashing success in Dayton, Columbus and Cincinnati, "DOLLAR DERBY" holds high promise of being one of the brightest half hours in morning television. Where else in these hectic days of inflation—except on "DOLLAR DERBY"—can you Bid and Buy... But have it cost you nothing?



*Lois
Gliewe*

**MODELING
AGENCY**

83 Clinton Ave. N.
BAker 6141

A SPECIAL
Announcement

from
12:30-2:30
and 6 P. M.
Sundays

**Dinner
music**

DANCING TONIGHT

and every night except Monday
in the IVANHOE ROOM with
music by the

SINGING STRINGS

IRENE GEDNEY in the Seneca
Lounge every nite except Sun.

Hotel Seneca

L. H. STRAWHECKER, *Managing Director*

Arthur Godfrey's Foundation Grant

"Big Red's" Cash Gift Will
Help Promote His Favorite
Hobby — Aviation

A financial grant from Arthur Godfrey, CBS Radio and Television star and a leading good will ambassador for aviation, to help augment aviation courses at American University in Washington, D. C., will be announced at a luncheon Friday, Oct. 19 marking the 60th anniversary of the first public subscription made to the university. The subscription led to the university's founding in 1893.

Godfrey will be one of the principal speakers, along with Richard C. Patterson Jr., United States Minister to Switzerland and chairman of the university's national development committee, at the luncheon to be held at the Hotel Carlton in Washington.

The grant made by the Godfrey Foundation will establish actual flight and airport training at Hybla Valley Airport, near Alexandria, Va., nine miles south of Washington. The university's present course in aviation, under the direction of Prof. L. M. Homberger, covers all phases of instruction pertaining to the history of aviation, management and design of airports and airways, relationship of civilian aviation to national defense and such collateral subjects as maintenance, law, rates, communication and safety factors.

The Godfrey grant supplements this academic work by instituting actual airport operation and flight training for 30 enrollees who will study at Hybla Valley

(Continued on Page 21)



Press Time Flashes

FRIDAY, OCT. 19

- 3:30—Bert Parks Show. "Get Out & Get under."
- 4:00—Kate Smith Hour. "South Pacific."
- 8:30—We The People. Guests are Helen Japson, James Melton, and some bagpipe players.
- 10:00—Boxing. Roland LaStarza vs. Ted Calaman. Heavyweights.
- 10:45—Greatest Fights. Sixto Escobar vs. Harry Jeffra. Lou Ambers vs. Pedro Montanez.

SATURDAY, OCT. 20

- 11:30—Date With Judy. "I Was A Bigamist."
- 1:45—College Football. Ohio State vs. Indiana.
- 5:00—Better Homes Show. How to repair antique and modern furniture.
- 5:30—The Nature of Things. "The Expanding Universe." Dr. Roy K. Marshall.
- 7:00—Cosmopolitan Theatre. "The Secret Front" with Lee Tracy & Marsha Hunt.
- 8:00—Comedy Revue. Martha Raye, with guest Ezio Pinza.
- 9:00—Show of Shows. Sid Caesar & Imogene Coca.
- 11:30—Fireside Theatre. "Treasure of the Heart" with Ruth Clifford.

SUNDAY, OCT. 21

- 12:30—Gruen Theatre. "Angel" with Steve Brodie.
- 2:00—Football. Pittsburgh at Cleveland.
- 4:30—Zoo Parade. Bushman, famed gorilla, comes back to the zoo.
- 6:00—Boston Blackie. Premier of new show starring Kent Taylor and Lois Collier.
- 6:30—Faye Emerson. Wonderful Town is Baltimore, Maryland, with Garry Moore, The Ink Spots and Earl Wrightson.
- 7:00—Paul Whiteman. Connie Russell is guest star.
- 7:30—This Is Show Business. Movie star Diana Lynn joins the panel to see Dorothy Douglas, Gil Lamb, and Andy & Della Russell.
- 8:00—Colgate Comedy Hour. Jack Carson makes his fall debut.
- 10:00—Celebrity Time. Jane Pickens and Robert Cummings join Jane Wilson, Herman Hickman and Conrad Nagel.

- 10:30—Who Said That. John Mason Brown, Joan Diener, John Crider and J. C. Swayze answer the quotes of Robert Trout.
- 11:30—Robert Montgomery Presents. "To Walk The Night," with Geraldine Fitzgerald, John Baragrey and Don Briggs.

MONDAY, OCT. 22

- 1:30—Garry Moore Show. Actress Lucille Watson is guest.
- 3:30—Bert Parks. "Oh My Darling Clementine."
- 9:00—Lights Out. "The Deal" by James Blumgarten.
- 10:00—Studio One. "Macbeth" by Shakespeare, with Charlton Heston and Judith Evelyn.
- 11:15—Hollywood Opening Nite. "Girl or Ghost" with Gloria Saunders and Herbert Patterson.

TUESDAY, OCT. 23

- 1:30—Garry Moore Show. Winston L. Mittenjuice is guest comic.
- 9:30—Circle Theatre. "The Long View" with Thomas Mitchell.
- 11:15—Stars Playhouse. "The Name is Bellingham" with John Payne. A documentary tale of the fight against narcotics.

WEDNESDAY, OCT. 24

- 1:30—Garry Moore Show. Wally Brown joins the crew.
- 3:30—Bert Parks Show. "Yes Sir, That's My Baby."
- 9:00—Kraft TV Theatre. "Interference" with Margaret Phillips and John Stephen.

THURSDAY, OCT. 25

- 1:30—Garry Moore Show. Irving Strauss, tropical fish expert is guest.
- 8:30—Alan Young. Martha Tilton scheduled to lilt.
- 10:30—Court of Public Opinion. "Where Does the U.N. Stand Today." Moderator Sol Linowitz and panel of Dr. Dexter Perkins, Justice Wroe Nixon and Judge Luther Youngdahl.
- 11:15—Genesee Playhouse. "Stagecoach" with John Wayne, Claire Trevor and Thomas Mitchell.

***It's* NEW!**

***It's* DIFFERENT!**

DON'T MISS

"DOLLAR DERBY"

starring **MORT NUSBAUM** at M.C.

11:00 A. M.

every Wednesday at Radio City

Get your FREE TICKETS to this show

at any WEGMAN SUPERMARKET

WHAM-TV

WHAM-TV

Saturday, October 20, 1951

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

- 9:00—Super Circus (ABC)
9:30—Big Top. (ABC) The Circus
10:30—Smilin' Ed McConnell (CBS)
11:00—Fashion Magic (CBS). How to wear the best clothes for YOU.
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—Romance Theatre (ABC).
1:00—Kate Smith (NBC). The "Evening Shop" on Kinescope.
2:00—Football, Ohio State vs. Indiana (NBC).
4:00—Hopalong Cassidy (NBC)—Cowboy Film with Bill Boyd
5:00—Better Homes Show (ABC). The craftsmanship of Norman Brokenshire.
5:30—Nature of Things (NBC) with Dr. Roy K. Marshall.
5:45—Bob Considine
6:00—The Cisco Kid
6:30—Wild Bill Hickok.
7:00—Cavalcade of Bands (Dumont) Host Buddy Rogers presenting name bands with top bracket variety stars.
8:00—Martha Raye with Ezio Pinza.
9:00—Your Show of Shows (NBC) Imogene Coca and Sid Caesar.
10:30—Wrestling from Chicago with Russ Davis
11:30—Fireside Theatre.
12:00—News.

Cooking is the main hobby of Jack Sterling, ringmaster of CBS-TV's "Big Top"; favorite recipe is spaghetti sauce.

* * *

Ed McMahon, clown on CBS-TV's "Big Top," is a former carnival barker and pitchman.



O'FLYNN FAN FARE

By JIM'S GAL FRIDAY

Hi Kids;

I visited Jim the other day and am pleased to report he is feeling fine, and seems to be in very good spirits. He is doing very well in school and likes it very much.

I don't know if we ever mentioned that Jim has a very nice aquarium of tropical fish. He has some very pretty fishes and loves all the baby fish especially. As Jim says, "they just seem to grow."

A new addition to Jim's collection is a Parakeet that one of Jim's fans gave him. He named it TeeVee. Jim is waiting for the day the Parakeet will talk with him the way the Mynah birds did the day he visited the Westinghouse Talking Birds at Sibley's.

I'll be talking to you again next week, same time, same place—the Rochester TV Guide. Don't forget to keep your scrapbooks up to date.

Your pal,
Jim's Gal Friday



Here's another snapshot for your scrapbooks. It's one of Jim and the dog house he helped build for his new pup.

**SQUEEZER'S
MUSICAL BAR
JOE MOONEY**

Formerly at Meadowbrook in N.J.
Every Night Except Monday
420 STATE ST.

For Complete
**SATISFACTION—Call Jay
FURNACES**

- CLEANED
 - REPAIRED
 - and INSTALLED
- Also GAS, OIL UNITS and
CONVERSIONS

JAY HEATING CO.

797 JAY ST.
GE. 8946 - CU. 7237-R

**ALVERA
SARSON**

DIRECTOR OF



149 E. MAIN - Opp. Edwards

LEARN all the latest in Tap, Toe,
Ballet, Adagio, Spanish with
Castanets, Tumbling, Unicycling, Exhibi-
tion, and Ballroom Dancing.

Class and Private Instruction for Children
and Adults

Register NOW for New Fall Classes

EMpire 0396

If no answer call CULver 6291-R

WHAM-TV

Sunday, October 21, 1951

To get fuller enjoyment and last-minute in-
formation, always check "Press Time Flashes"
on Page 9 of this TV Guide.

- 12:10—Billboard
12:15—Ranger Joe
12:30—Gruen Theatre (ABC) Topflite dra-
matics
1:00—Religious Program (NBC) A special
series of programs for all faiths.
1:30—One Man's Family (NBC) The lives
and loves of the Barbours.
2:00—Pittsburgh vs. Cleveland.
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.
6:00—Boston Blackie, starring Kent Taylor
with Lois Collier.
6:30—Faye Emerson's "Wonderful Town."
7:00—Paul Whiteman Revue, the "King" of
Jazz with Maureen Cannon and Earl
Wrightson. (ABC).
7:30—This Is Show Business (NBC). Clifton
Fadiman presides as top acts pass in
review.
8:00—Jack Carson makes his fall debut.
9:00—The Fred Waring Show (CBS).
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) Bob Trout and
his "quotes"
11:00—Broadway to Hollywood
11:30—Robert Montgomery Presents (NBC).
12:30—News.

—TV—

Conrad Nagel, host of "Celebrity
Time," likes best for dessert old-fash-
ioned lemon pie—without meringue.

* * *

Robert Trout, panelist of "Who Said
That?" is a New York Giant baseball
fan and Columbia football roter.



LOIS GLIEWE

Beauty
is her
Business

When a fashion photographer says "Watch the birdie," he snaps the shutter and work ends. No so on TV, where the camera's "eye" never sleeps . . . and those lovely models like Lois Gliewe can't afford to relax for even a moment.

You start out with vanilla ice cream, pass through Champagne, and you get back to vanilla ice cream. You do all this if you happen to be Lois Gliewe, Rochester's top model, and expert on TV modeling.

The vanilla ice cream starts back a few years after an afternoon of swimming. "I had gone to an ice cream parlor near my house looking pretty grim after coming out of the pool. While I was eating the ice cream (vanilla, that is) a man came up to me, and just like that—turned my head around to look at my profile. Before I could object, he had handed me his card. He was a model scout for Kodak and that started me off."

"We did all sorts of things at Kodak; advertising, professional portraits, movies—and it was a good start for my later work," said Lois. "When I became a young lady of 16, I began modeling in fashion shows for retail stores and also for photographic fashion ads."

A beautiful young woman can go far in Rochester, and then she begins to look for bigger and better things, and the obvious place is New York. The Big Town is the place for glamour, models, excitement, and thousands try to crack it every year.

Lois had the usual ups and downs but one day she walked into the Harry Conover Model Agency, and from then on she was all set.

"You know, only a few new models are taken on by the agencies each year. To get in and on their lists, you can do

(Continued on Page 20)

EILEEN

BARTON

She "baked a cake" and now she's enjoying the frosting on Bill Goodwin's afternoon TV show



Eileen's cake sold 1,000,000

When you meet Eileen Barton, featured vocalist on the daytime "Bill Goodwin Show" (NBC-TV, Tues. and Thur., 3:30 p.m.), you find her, in reality, the same warm, vivacious, entertaining personality you see on the television screen.

Petite, blonde and just about always in motion, Eileen first gives the impression of being as carefree as the teenagers who have worshipped her since she sky-rocketed to fame with her recording of "If I Knew You Were Coming I'd've Baked a Cake." But, underneath her breezy manner, you discover a level-headed, hard-working girl, who is determined to stay on top after years of apprenticeship.

Still possessing the "little girl" type of charm at twenty-two, Eileen can

boast of eighteen years of experience in show business. During that time, she has appeared with some of the biggest names in stardom.

The only child of vaudeville troupers Elsie and Ben Barton, this Brooklyn-born lass was given her first break by the late Ted Healy. Only four years old, she played a stooge with the Healy troupe at the original Palace.

Soon, Eileen was hustled off to school

(Continued on Page 24)

A stylized advertisement for a restaurant. On the left is a cartoon illustration of a man in a chef's hat, looking thoughtful with his hand to his chin. The text "Smitty's back!" is written in a large, bubbly font above him. Below that, it says "and the TRITON'S Got Him!". To the right, "Special SHELL FISH SEA FOOD PLATE" is written in a bold, outlined font. At the bottom left, it says "COMPLETE DINNERS from \$2". At the bottom center, it says "for reservations CULVER 6077". At the bottom right, the word "Triton" is written in a large, bold font, with "for fine foods" written vertically to its right. Below "Triton" is the address "1443 MAIN ST. EAST".

DAYTIME PROGRAMS

Monday-Tuesday

10:25—Billboard. Preview of the day's TV.

10:30—Film (Mon.)

10:30—Coffee Time (Tues.) Mort Nusbaum adds music to your second breakfast.

11:00—Film

11:15—You and Your Child (Mon.)

11:15—Tower Clock Time (Tues.) Louise Wilson helps you shop by TV.

11:30—Strike It Rich (CBS) Warren Hull gives money away, FREE.

12:00—Noonday News. Up to the minute happenings, at home and abroad.

12:15—Love of Life (CBS) Dramatic serial starring Peggy McCay.

12:30—Search for Tomorrow (CBS) stars Mary Stuart and John Sylvester.

12:45—Film (Mon.)

12:45—Homemakers' Holiday (Tues.) Louise Wilson and George Haefner.

1:00—Steve Allen Show (CBS) Music, interviews, songs and what have you.

1:30—Garry Moore Show (CBS) with Durward Kirby and daily guest stars.

2:30—First Hundred Years (CBS) TV's first soap opera, with Olive Stacey.

2:45—Open House. Ann Rogers and Ross Weller match words.

3:00—Miss Susan (NBC) Susan Peters as a lady lawyer.

3:15—Here's Looking At You (NBC). Fashion and Beauty Advice.

3:30—Bert Parks Show (NBC) (Mon.) Music and comedy with Bert, Betty Ann Groves, and others.

3:30—Bill Goodwin Show (NBC) (Tues.) Variety, starring Goodwin.

4:00—Kate Smith Hour (NBC) with Ted Collins. Entertainment, guidance, inspiration.

5:00—Hawkins Falls (NBC) The story of a small town.

5:15—Gabby Hayes (NBC) Stories by the movie star. (Cowboys).

5:30—Howdy Doody (NBC) The puppet and his friend Bob Smith.

Monday, October 22, 1951

6:00—Film.

6:15—Local and National News with Earl Wood.

6:30—Mohawk Showroom, with Roberta Quinlan.

6:45—Film.

7:00—Kukla, Fran & Ollie (NBC).

7:30—Films.

7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today

8:00—Lux Video Theatre (CBS).

8:30—You Can Be A Star. Mort Nusbaum gives talented contestants a chance.

9:00—"Lights Out." Spine chilling thrillers.

9:30—This Week In Sports.

9:45—Show Goer

10:00—Studio One (CBS) Top flight dramatic show.

11:00—Telenews Daily—News In Review

11:15—Hollywood Opening Night (CBS). A new show especially filmed each week in Hollywood, starring leading dramatic figures from the screen.

Tuesday, October 23, 1951

6:00—Industry On Parade

6:15—The News of the Day with Earl Wood.

6:30—The Perry Como Show (CBS).

6:45—Sports Scholar

7:00—Kukla, Fran & Ollie (NBC).

7:30—On The Avenue.

7:45—Camel News Caravan (NBC)—John Cameron Swayze

8:00—Milton Berle (NBC) The Texaco Star Theatre.

8:30—Juvenile Jury (NBC).

9:00—Cinderella Weekend. Ross Weller sends contestants to New York.

9:30—Circle Theatre (NBC) Half hour of drama.

10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera

11:00—Telenews Daily

11:15—Racket Squad (CBS). Cracking the dangerous rackets in America.

11:45—Stars Playhouse (CBS) The "BEST" in drama with the "BEST" stars of Broadway and Hollywood.

THE HUGELY FAMOUS fictional character of "Boston Blackie" makes his TV debut in Rochester on Sunday night, Oct. 21, at 6 p. m.

Despite the fact that this mystery-thriller's plot will revolve about various and asundry forms of violence each week, home viewers will enjoy the unique pleasure of never having to witness the last agonized moments of some undone culprit shuffling his mortal way off the scriptwriters coil. The public, being essentially a customer, must be served. And ZIV Television Productions which filmed the series, took the public taste to heart and eliminated all on the spot murders from the story.

Equally unique is the fact that "Boston Blackie" was filmed especially for TV, and audiences once again will benefit from high-quality films that offer the more potent impact of close-up shots and dramatic staging drafted with the home screen in mind.

Presented by the Daw Drug Co. of Rochester, Blackie will boast a simultaneous Sunday showing in Syracuse and Utica as well, where they have a total of 25 stores including the fringe-area towns of Auburn and Rome. Featured on each program will be products of these three manufacturers: American Safety Razor Co., Rybutol VAC Laboratories and the Toni Home Permanent Co.



Lois
Collier

TV PREVIEW

BOSTON BLACKIE

A Pre-Curtain Peek at the Most
Mystery-Thriller Slated to Begin

This will be the first time that the Daw Drug Co. has owned a TV show outright. Their contract calls for a 52-week run with filmdom's famed detective. Hav Nash & Associates will act as agency representative.

The first "Boston Blackie" series started in Cosmopolitan Magazine many years ago, and later was taken up by Hollywood after a stage play of the mag version blossomed into a sensational hit. Chester Morris is best remembered for his role of Blackie in the Hollywood series.

The new TV shows, each one a complete half-hour thriller, were filmed in Hollywood by ZIV on a \$3,000,000 studio purchased from Universal Pictures. A full cast of screenland stars will act in supporting roles to the main stars.

The headliners will be Kent Taylor as Blackie, Lois Collier as the detective's girl

friend Mary, and movie veteran Frank Orth who assumes the role of Inspector Farraday.

Where the "Boston" aspect comes from is anybody's guess: Taylor hails from Iowa, Lois from South Carolina and Orth down Pennsylvania way.

Taylor, as Blackie, will usually find himself in as much hot water each week as any of the TV villains he may encounter. As a lad, Taylor moved West from Iowa with a stock company when the acting bug bit a large bite from his anatomy. Arriving in Flicker City, he applied for and was granted a stand-in role for a young lovely who was making her first screen test. To the young lady's dismay, Taylor walked off with the contract.

Since then he has starred in more than 100 films, done numerous guest shots on radio and TV. Now, as BB, he assumes the role of being "an enemy of those who make him an enemy, and a friend of those who have no friend."

Viewers will also have occasion to see and whistle at the very shapely Lois Collier, Blackie's girl friend, Mary. Miss Collier's career began when she and her grandma traveled to Hollywood for a visit. When grandma had taken in all the sights, she trundled back home. But Lois stayed on, slightly stage-struck. After a herculean task of removing her Southern drawl was completed, she began to land a few small roles in

VIEW !

T ON CKIE

Frank
Orth



Main Characters in This New
Begin Sunday, Oct. 21 at 6 P. M.

local radio. These eventually led to a movie contract and for 2½ years she took top billing in some 25 films.

Inspector Farraday, played by Frank Orth, will be locking brains and brass knuckles with Blackie each week. Orth started out originally as a child wizard of the piano in Philadelphia. The keyboard gave way to footlights and he progressed to vaudeville where he made a headliner name for himself as a comic. Years later the movies called him. With his wife he has made some 28 crossings of the Atlantic to play in foreign countries. And he holds the distinction of making the first talking picture in a foreign language.

Well, there's the show—and you've met the cast. Now you can settle back and enjoy the excitement.

Val Mates . . .

(Continued from Page 3)

in planning many of the video routines his students and instructors are called upon to perform.

"TV is a 'natural' for dancers," says Irene, "because the action can be *seen*, and the sound *heard*. In radio, all the audience could do was listen to the dancers' feet."

"Yes, and TV has created a terrific new demand for dancers," Val adds. "It seems that every variety show now has some sort of dancing in the script—and each routine must be fresh and unseen—which makes for an ever-greater call for talent.

Val and Irene hung out the shingle on their dancing studio a little over four years ago. Their first class was rather small: one pupil. Today they are recognized as one of the largest dance schools in Western New York and their students number in the hundreds.

Their daily work schedule would seem busy enough to tax the energy of a machine. Some 200 song and dance routines pour out of their imaginative brains each year, and it's a rare night indeed when they can stretch out for a well-earned rest before four of five a. m.

Val, at the present time is writing a book on—you guessed it, dancing—in collaboration with Joseph Mann of New York. Before World War II began, he had already scored signal success in many of the nation's leading theatres and night clubs: the Roxy, the World's Fair, Leon and Eddies, to name a few.

At present it is wife Irene, who, according to Val, originates many of their best numbers and designs many of their clever and colorful costumes. Their pupils have gone on to win fame in such noted talent outlets as Hollywood, the New York stage and in several of the top television shows in New York.

Val, himself a pioneer TV performer, (he was with Dumont TV when it was still in the experimental stage) recalls

his first encounter with this powerful new medium.

"I was hired to do a number on a New York show several years ago," he says. "I had stepped on stage and begun to dance when suddenly through the spotlights I caught a fleeting glimpse of myself on the studio monitor. What I saw nearly scared me to death! It was an apparition with hardly any head or shoulders, and practically all legs and feet!"

It took a long time for the technicians to convince Val that it was the monitor which was out of order, not his physiology.

"So now that they've made us all look human, I'm one of TV's biggest boosters," says the man whose toes light up when the music starts.

—TV—

Harriet Snelling who arranges all the wedding details on "Bride and Groom" is only 22 and unmarried herself.



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WHAM-TV

8:30

EVERY WEDNESDAY NIGHT

DAYTIME PROGRAMS Wednesday-Thursday

- 10:25—Billboard. The day on TV.
10:30—Coffee Time. Mort Nusbaum, with music to pep up the mid-morning.
11:00—(Wed.) Dollar Derby. A chance to win prizes at Radio City.
11:15—Tower Clock Time (Thurs.) Louise and you go shopping.
11:30—Strike It Rich (CBS) Deserving folk get \$\$\$ from Warren Hull.
12:00—Noonday News. All the news till noon.
12:15—Love of Life (CBS) Paul Potter and others in a daily drama.
12:30—Search For Tomorrow (CBS) An inspirational story of everyday living.
12:45—Art Gallery (Wed.)
12:45—How Do You Do It? (Thurs.)
1:00—Steve Allen Show (CBS) Steve is a popular young comedian, who emcees a variety show.
1:15—(Wed.) Bride and Groom (CBS) A marriage before the cameras.
1:30—Garry Moore Show (CBS) Entertainment and guests. Lots of laughs.
2:30—First Hundred Years (CBS) Jimmy Lydon and young married life.
2:45—Open House. Ross Weller and Ann Rogers invite you to join them.
3:00—Miss Susan (NBC) Susan Peters as a woman attorney helps her clients.
3:15—Here's Looking At You (NBC). For the ladies to become beautiful.
3:30—Bert Parks Show (NBC) Peggy Ann Grove, Bobby Sherwood and fun.
3:30—Bill Goodwin Show (NBC) (Thurs.) Variety entertainment.
4:00—Kate Smith Hour (NBC) Kate sings and Ted Collins talks.
5:00—Hawkins Falls (NBC) Small town life, its people and problems.
5:15—Gabby Hayes (NBC) Western adventure with cowboys and rustlers.
5:30—Howdy Doody (NBC) Entertainment for the kids.

Wednesday, October 24, 1951

- 6:00—Touchdown. Football films.
6:15—Top of the News with Earl Wood.
6:30—Mohawk "Showroom" with Roberta Quinlan. (NBC).
6:45—Touchdown. Football pictures.
7:00—Kukla, Fran & Ollie (NBC).
7:30—Hunting and Fishing Show
7:45—Camel News Caravan (NBC)
8:00—Crusade in The Pacific. "Time" and "Life" story of the Pacific war.
8:30—John Kiernan. A panorama of nature, with Kiernan as your host.
8:45—Aquinas Football review.
9:00—Philco TV Playhouse (NBC). The best in drama.
10:00—Blue Ribbon Boxing (CBS)
10:45—After-Fight Club.
11:00—Telenews Daily
11:15—Sammy Kaye (CBS). So You Want To Lead A Band.

Thursday, October 25, 1951

- 6:00—"TV Varieties"
6:15—Latest National and Local News by Earl Wood.
6:30—Perry Como Show (CBS).
6:45—Doug Duke
7:00—Kukla, Fran & Ollie (NBC).
7:30—Max Raney and his Hi Boys
7:45—Camel News Caravan (NBC)
8:00—Groucho Marx (NBC). You Bet Your Life.
8:30—Alan Young (CBS) Comedy of a special sort.
9:00—Sports Digest.
9:15—Wrestling. Pedro Martinez matches from the Sports Arena. Turner does the grunt by groan.
10:00—Martin Kane (NBC). Lloyd Nolan as the private investigator.
10:30—Court of Public Opinion. "The U.N. Today."
11:00—Telenews Daily
11:15—Film Playhouse

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Lois Gliewe . . .

(Continued from Page 13)

one of two things. Have experience, and start right in, or go to a school run by the agency. Either way, you have to be approved by Mr. Conover himself. I didn't have to go to the school because I was able to fill out a good part of the experience space on the application blank."

Once in the agency, the career of Lois Gliewe started to zoom. She worked in all the various phases of fashion and photographic modeling for several seasons. It was a lot of fun and there was an occasional glass of champagne, but mostly it was hard work.

"It was also expensive," recalls Lois. "Models have to have a large wardrobe, because when they are called for jobs, a particular type of dress is called for. If you don't have it, and can't borrow it, you have to buy it, and it runs up into big money."

But the experience is invaluable. In the field of modeling you just have to know what to do, when to do it, and how to make it all fit or you're just not a model. As time goes on, and models get more experience and better known, their rates go up.

According to Lois, some of the top models are making as much as \$75 an hour. It can be hard work though. Standing, or sitting, or posing in one way for an hour or two or three can be deadening. And the hustle and bustle of New York can get a Rochesterian down.

"One day I decided I'd had about enough," she said. "I packed my bags, got a train ticket, popped over to Grand Central Station, and was on my way back to Rochester—all in a morning. Two days later I got a frantic telegram from New York, 'Are You Working or Not.' I wasn't and told them so, and I started to build a local career for myself."

Back in Rochester, Lois worked for Sibley's as a staff model. During her stint at Main and Clinton she branched

out into fashion coordinating, window display, and finally TV.

"That's the best of all, TV. For a model on TV has to combine the best of fashion modeling, photographic modeling, and style show modeling."

While working for Sibley's, on the Tower Clock TV show, Lois not only was modeling, but was called upon to coach other models appearing on the shows, as well as to check their make-up and general technique before their appearances before the cameras.

As a TV model, she demonstrated everything from perfume to pots and pans, and many a housewife must have bought some of those pots hoping to look as well in her own kitchen as the TV picture.

But in Rochester, there is a shortage of trained models. With many department stores turning to TV, and fashions coming into more and more importance, there is a crying demand for trained models. An untrained model is really a liability because she shows off clothes in the wrong, rather than the right way.

Realizing the need for experienced young ladies to model, Lois Gliewe, about five months ago, decided it was time she went in for herself. And now she is the proud proprietor of a model studio, where training is given for this exacting technique.

At 83 North Clinton Street, a varied group of ladies—in a surprising range of ages—is getting the fundamentals of modeling.

TV modeling is emphasized, since more and more the fashions are being publicized through that medium. Such things as posture, walking, complexion, weight control, make-up, hair styling and many other facets of modeling are taught.

You'd think with modeling and teaching, our friend Miss Gliewe would have enough to do—but no. She's got plans for a TV show of her own and right now she says, "It couldn't happen too soon to suit me."

And of course, plenty of that vanilla ice cream which started it all.

Godfrey's Grant . . .

(Continued from Page 8)

Airport, under the direction of Robert Ashburn, president of the Ashburn Flying Service Inc.

The Godfrey Foundation's grant to support 30 scholarships calls for free instruction of 35 flying hours for beginning and advanced students who have completed a course in transportation or are currently enrolled for a course in the Air Transportation Institute of the University. In addition to flight instruction in dual-control planes, students will also receive complete indoctrination in airport operation and maintenance.

"The establishment of this flying wing to the University is a unique advance in education in this area," Dr. Douglass stated, "for while other colleges and universities conduct schools in the academic aspects of air transportation, none has yet instituted this final phase to a rounded-out aviation program making possible the obtaining of pilots' licenses."



"YOU CAN BE A STAR"

Mon 8:30 P.M.

"CINDERELLA WEEKEND" Tue. 9 P.M.

"BOB TURNER SHOW"

Wed. 7:30 P.M.

"ASK THE KIDS" Fri. 7:30 P.M.

For Columbia Music & Appliance Store

"WRESTLING" from the Sports Arena

Thurs. 9:15 P. M.

For Columbia Music & Appliance Store

"TELENEWS DAILY" Mon. thru Fri. 11 P.M.

For Doyle Main Motors

"SPORTSCHOLAR" Tues. 6 P. M.

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SATURDAY NIGHT WRESTLING Sat. 10:30

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Letters To Editor . . .

(Continued from Page 4)

pled. Among other things, station officials pointed out that two years ago the station carried live wrestling from Edgerton Park and the spectacle proved one of the most popular programs ever telecast in Rochester. However, due to other commitments, that series was forced to discontinue. Since that time, an effort has been made by the station to bring live wrestling back to Rochester, and station officials were delighted when arrangements were completed to air the series this year. At the time of wrestling's discontinuance two years ago, the station was deluged with letters and phone calls asking that it be returned to the air.

Wrestling, it is true, has always proved one of the favorite programs telecast throughout the country. In Buffalo, for example, wrestling has proven through surveys to be the most popular program telecast all week, even topping the Milton Berle audience. WHAM-TV believed

that in returning live wrestling to Rochester it was serving a larger number of its viewers, thus complying with the public's desires.

Incidentally, during the time the Melton show was telecast, fewer than half a dozen letters were received commenting on the series, and of that number most spoke of not enjoying the program. In other words there was no indication to WHAM-TV that the Melton show was of particular interest to them.

In the trade papers, there have been rumors that the Melton show would be cut to 30 minutes, and an NBC announcement indicated this week that the cut would take place before the first of the year. This would seem to indicate that the Melton program has not met with complete approval throughout the country.

—TV—

Sammy Kaye was all set for an engineering career when he found he could make more money at music.



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Friday, October 26, 1951

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

- 10:25—Billboard.
- 10:30—Coffee Time.
- 11:00—To Be Announced.
- 11:30—Strike It Rich (CBS).
- 12:00—News.
- 12:15—Love of Life (CBS).
- 12:30—Search for Tomorrow (CBS).
- 12:45—Make It and Market.
- 1:00—Steve Allen Show (CBS).
- 1:30—Garry Moore Show (CBS).
- 2:30—First Hundred Years (CBS).
- 2:45—Open House.
- 3:00—Miss Susan (NBC).
- 3:15—Here's Looking At You (NBC).
- 3:30—Bert Parks Show (NBC).
- 4:00—Kate Smith Hour (NBC).
- 5:00—Hawkins Falls (NBC).
- 5:15—Gabby Hayes (NBC).
- 5:30—Howdy Doody (NBC).

- 6:00—Film.
- 6:15—Up-to-the-Minute News flashes by Earl Wood.
- 6:30—Mohawk Showroom, with Roberta Quinlan.
- 6:45—Football Forecast.
- 7:00—Kukla, Fran & Ollie (NBC).
- 7:30—Ask The Kids. Jimmy O'Flynn stars on a panel with Ralph Collier as MC.
- 7:45—Camel News Caravan (NBC)
- 8:00—Bigelow Theatre (Drama).
- 8:30—We The People, with Dan Seymour.
- 9:00—The Big Story (NBC).
- 9:30—Case of Eddie Drake.
- 10:00—Boxing from The Garden (NBC).
- 10:45—Greatest Fights (NBC).
- 11:00—Telenews Daily
- 11:15—Charlie Wild, Detective (CBS)

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"ON OUR COVER"

"Boston Blackie"—his new
show is on Page 16.

Eileen Barton . . .

(Continued from Page 14)

by her dad, today, one of Tin Pan Alley's leading music publishers. But, in between school "bouts"—and that's just the way she expressed it—she managed to appear with Bobby Breen on the Eddie Cantor show, with Rudy Valee and later with Milton Berle. She becomes particularly nostalgic when she recalls how Frank Sinatra chose her as the first girl to be featured with him on his radio show.

Eileen has also been in musical comedies and conducted her own NBC radio show. But, the "Baked A Cake" recording, which sold over a million copies, was the real break she needed. Overnight, she became the most sought-after artist in the country with Hollywood, television, radio and the stage all beckoning. Among the first offers she accepted were with Dean Martin and Jerry Lewis at New York's Copacabana, and a thrilling return engagement with Frank Sinatra at the Paramount.

Unspoiled by all her success, Eileen is a real pet among the crew on the "Bill Goodwin Show." Bill and Roger Dann, the French singer featured with her on the program, both make the same enthusiastic comment about her; "She's a real trouper!"

A typical example of the way she gets along with everyone, including "New York's Finest," is the following experience she loves to tell on herself: Late for rehearsal one day, with no place to park, she circled Radio City several times. Even the parking lots were crammed to capacity. In desperation, she pulled into a space over which loomed a "No Parking" sign. Hastily, she scribbled a note: PLEASE don't give me a ticket. I really tried to find a place, but couldn't. Now, I'm way overdue for rehearsal. Signed: Eileen Barton.

Returning to the car, hours later, she found the following message: "You'd better bake that cake for me, for you knew I was coming—or NEXT time you'll get a ticket."



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MY NAME

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ZONE

SUNDAY

2:35—26 By Korda
 4:00—Survival
 4:30—Zoo Parade
 5:00—How Does Garden Grow
 5:30—The Down-Homers
 6:00—Hopalong Cassidy
 7:00—Charade Parade
 7:30—Meet The Press
 8:00—American Inventory
 8:30—TV Recital Hall
 9:00—Philco Television
 Theater
 10:00—American Air Forum
 10:30—Weather, Scores, News

MONDAY

12:30—Deacon Doubleday
 1:00—Films
 1:30—Featherstone's Book
 2:30—Ladies' Day
 3:00—Miss Susan
 3:15—Vacation Wonderlands
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Cowboy Playhouse
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—Ed Murphy Show
 6:45—Camera Headlines
 7:00—Ernie in Kovacsland
 7:30—Song At Twilight
 7:45—Camel News Caravan
 8:00—Cameo Theatre
 8:30—Voice of Firestone
 9:00—Lights Out
 9:30—Somerset Maugham
 10:00—Exchange House
 10:30—Who Said That?
 11:00—Camera Headline.

TUESDAY

1:00—Films
 1:30—Featherstone's Book
 2:30—Ladies' Day
 3:00—Miss Susan
 3:15—Vacation Wonderlands
 3:30—America Speaks
 3:30—America Speaks

4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Coyboy Playhouse
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—Ed Murphy Show
 6:45—Camera Headlines
 7:00—Ernie in Kovacsland
 7:30—Song At Twilight
 7:45—Camel News Caravan
 8:00—Meet The Press
 8:30—Juvenile Jury
 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—Films
 1:30—Featherstone's Book
 2:30—Ladies' Day
 3:00—Miss Susan
 3:15—Vacation Wonderlands
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Coyboy Playhouse
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—Ed Murphy Show
 6:45—Camera Headlines
 7:30—Song At Twilight
 7:45—Camel News Caravan
 8:00—Heritage
 9:00—Television Theatre
 10:00—Break the Bank
 10:30—Stars Over Hollywood
 11:00—Camera Headlines

THURSDAY

1:00—Films
 1:30—Featherstone's Book
 2:30—Ladies' Day
 3:00—Miss Susan
 3:15—Vacation Wonderlands
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Coyboy Playhouse
 5:30—Howdy Doody
 6:00—Cactus Jim

6:30—Ed Murphy Show
 6:45—Camera Headlines
 7:00—Ernie in Kovacsland
 7:30—Song At Twilight
 7:45—Camel News Caravan
 8:00—It Pays To Be Ignorant
 8:30—Treasury Men
 9:00—Ford Festival
 10:00—Freddy Martin Show
 10:30—Feature Film
 11:00—Camera Headlines
 11:15—Broadway Open House

FRIDAY

1:00—Films
 1:30—Featherstone's Book
 2:30—Ladies' Day
 3:00—Miss Susan
 3:15—Vacation Wonderlands
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Coyboy Playhouse
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—Ed Murphy Show
 6:45—Camera Headlines
 7:00—Ernie in Kovacsland
 7:30—Songs At Twilight
 7:45—Camel News Caravan
 8:00—The Quiz Kids
 8:30—The Clock
 9:00—Door With No Name
 9:30—Royal Playhouse
 10:00—Sports Newsreel
 10:30—Greatest Fights
 11:00—Camera Headlines
 11:15—Broadway Open House

SATURDAY

4:25—Sign On & Music
 4:30—Doodle With Music
 5:00—Feature Film
 6:30—Mr. Wizard
 7:00—Dick Tracy
 7:30—The Art Ford Show
 8:00—Saturday Roundup
 9:00—Midwestern Hayride
 10:00—Doodles Weaver Show
 10:30—Assignment - Manhunt
 11:00—Sports Scholar
 11:15—Cafes - USA
 11:45—Weather, News, Scores

DAILY — MONDAY THROUGH FRIDAY

10:55—World Headlines	12:00—Steve Allen	2:30—First 100 Years
11:00—What's New?	1:00—Day-Time Shopper	2:45—Vanity Fair
11:30—Strike It Rich	1:30—Garry Moore Show	

SUNDAY

11:55—World Headlines
12:00—Ranger Joe
12:15—Chester the Pup
12:30—The Flying Tigers
1:00—Feature Film
2:00—Western Feature
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—Ted Mack
7:00—Goodyear Revue
7:30—Go Lucky
8:00—Toast of the Town
10:00—Celebrity Time
10:30—What's My Line?
11:00—Sunday News Special
11:20—Rossi Reports
11:30—WHEN Previews

MONDAY

3:30—All Around The Town
4:00—Homemakers Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunkhouse
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—Inside City Hall
7:45—TV's Top Tunes
8:00—Pantomine Quiz
8:30—Godfrey's Talent Scouts
9:00—Horace Heidt Show
9:30—It's News To Me
10:00—Westinghouse Theatre
11:00—Chronoscope
11:15—Mystery Theatre
11:45—Telenews Daily

TUESDAY

3:15—Bride & Groom
3:30—Fashion Magic
4:00—Homemakers Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunkhouse
6:00—Telenews Daily
6:20—Sportscope

6:30—Amos 'n' Andy
7:00—Captain Video
7:45—Stork Club
8:00—Film Theatre of Air
9:00—How To
9:30—Suspense
10:00—Danger
10:30—Starlight Theatre
11:00—Sammy Kaye Show
11:30—Mystery Theatre
12:00—Telenews Daily

WEDNESDAY

3:30—V-I-D-E-O
4:00—Homemakers Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunkhouse
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—TV's Top Tunes
8:00—Godfrey & His Friends
9:00—Strike It Rich
9:30—The Web
10:00—Boxing
10:45—Powerhouse of Sports
11:00—Mystery Theatre
11:30—Telenews Daily
11:40—News Briefs
11:45—WHEN Previews

THURSDAY

3:30—Matinee Theatre
4:00—Homemakers Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunkhouse
6:00—Telenews Daily
6:20—Sportscope
6:30—Broadway To Hollywood
7:00—Captain Video
7:30—The Lone Ranger
8:00—Stop the Music
9:00—Esso News
9:30—Big Town
10:00—Racket Squad

10:30—Crime Photographer
11:00—Ameche's Playhouse
11:30—Mystery Theatre
12:00—Telenews Daily

FRIDAY

3:30—Matinee Theatre
4:00—Homemakers Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunkhouse
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—TV's Top Tunes
8:00—The "Ad-Libbers"
8:30—Man Against Crime
9:00—Film Firsts
10:00—CBS News Highlights
10:05—Meet Corliss Archer
10:30—Opening Night
11:00—Blind Date
11:30—Telenews Daily
11:40—News Briefs
11:45—WHEN Previews

SATURDAY

11:00—Fashion Magic
11:30—A Date With Judy
12:00—Two Girls Named Smith
12:30—Theatre of Romance
1:00—The Big Top
2:00—Space Patrol
2:30—Mystery Matinee
4:00—Whiteman's Teen Club
5:00—Better Homes Show
5:30—Wild Bill Hickok
6:30—The Cisco Kid
7:00—Stu Erwin Show
7:30—Beat The Clock
8:00—Budweiser Theatre
9:00—Faye Emerson
9:30—The Show Goes On
10:00—Songs For Sale
11:00—Wrestling from Chicago
12:00—WHEN PREVIEWES

"OVER THE TV FENCE"



Here's the reason Peggy Ann Garner dropped out of the Saturday noon "Two Girls Named Smith" show. She's knitting little things for a little stranger. So is Peggy Franch, who is still on the show—but for a limited time only . . . Nelson Eddy's bit on the Alan Young show showed he was good at laughing at himself as well as singing. Too bad more top notchers don't take the hint . . . With the World Series fever over, we can turn to the comic side of baseball—especially the tale about a Yankee fan who dreamed he was a member of the team. Doing nothing but thinking and dreaming about being a Yankee, he got worried and went to a psychiatrist. The medico suggested "Why don't you concentrate on something else? For example, dream you're on a desert island, alone with Dagmar?" "What," screams the fan, "and lose my turn at bat?" . . . You'll be seeing bigger and better kinds of talent on the Berle show from now on. CBS is trying to break his hold on the 8 p.m. Tuesday spot by putting Frank Sinatra on opposite Berle. Word has gone out to spare no expense to break the Sinatra show's hooper . . . One of the top TV comics is due to be nailed by a paternity suit . . . British elections are keeping strictly away from TV . . . Found no one to disagree so far that the best TV show this fall was the Durante premiere . . . First inter-American TV came from Detroit when cameras picked up Princess Elizabeth and her consort in Canada and relayed it around the U. S. Canada has no commercial TV as yet . . . Don't sell the baritone voice of Vaughan Monroe short. It's buying him a \$49,000 airplane . . . Jack Carson, who'll marry his TV lady Lola Albright soon, is reversing his trend. Instead of going back to Hollywood for his TV shows, he's selling his Cali-

fornia home and will stay in the East . . . Dave Garroway isn't on TV, but by the terms of his contract with CBS, he's paid \$10,000 a week for his show . . . Milton DeLugg, late of Broadway Open House now has a new baby son—the 2nd . . . Jimmy Melton may be dropped from the Ford show . . . When, oh When is Mrs. Roosevelt coming back to TV? . . . Next in line for TV engineers—a new electronic system similar to tape recordings for radio. T'will do away with kinescopes and film . . . Eddie Cantor's new musical director did the same task for Al Jolson for years. (Maybe he'll have a new idea for the dull and duller Cantor shows) . . . Oct. 24th shindig by local newspaper guild promises to be top flite entertainment—if you can afford the ten bucks to get in . . . NBC-TV will soon have disc jockeys on TV at 7 a.m. They'd better be better than some of the local boys or we give up . . . Most worked over gag of '51. Hollywood will soon make a picture called 'Lanza, Son of Pinza'." . . . Margaret Truman refused to do a TV bit with an actor who was to impersonate her father (Mr. President) . . . Goodie—Dinah Shore is headed toward the cameras for Chevrolet. Goodee for her too—it's for 26 weeks at \$10 thousand per . . . Jack Benny can do TV, but no more overseas trips to entertain troops—he's got a weak heart . . . William Bendix will soon be guest shooting on TV shows . . . Two F.C.C. commissioners are scheduled to be leaving their posts soon. That leaves the lifting of the freeze even higher up in the air. Until they make up their minds, there's no chance of more channels, and it has the TV industry mighty upset.



"By simply re-enacting his personal disasters before a television camera—and adding a few more that might have happened (and may yet)—he has become TV's most popular comedian of the beloved bumbler or sad sack school," says Lloyd Shearer of CBS-TV's star Alan Young in a four page picture story in a recent issue of *Collier's*.

Shearer quotes Young's wife Virginia as declaring that on television the young man with the wry, gentle style of humor is actually playing himself. "People won't believe it," she says. "Sometimes I wish CBS could set up a camera or two around the house. Within a week, I promise you, we'd have enough film for a half a dozen shows."

What is the secret of Young's type of humor? Young declares: "I once heard Chaplin explain the secret of his success, 'Do something funny, but don't be funny while doing it.' And right there I realized that was the basis of most humor."

Alan Young's Secret . . .

**HOW
TO
BE
FUNNY**

SUNDAY

12:00—News Bulletins
 12:15—Magic Clown
 12:30—Starlight Theatre (CBS)
 1:00—TV Travelogue
 1:30—American Air Forum
 2:00—Space Cadet
 2:30—Better Buffalo
 3:00—Hopalong Cassidy
 3:30—Mr. Wizard
 4:00—Survival
 4:30—Buffalo Amateur Hour
 5:00—Super Circus
 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—American Inventory
 9:00—Television Playhouse
 10:00—Celebrity Time
 10:30—CBS News
 11:00—Late News and Sports
 11:15—Somerset Maugham

MONDAY

12:15—First Hundred Years
 12:30—Shoppers' Guide
 1:00—Matinee Playhouse
 2:00—Garry Moore Show
 2:30—Meet the Millers
 3:00—Miss Susan
 3:15—Vacation Wonderland
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Hollywood on the Line
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Ernie Kovac's Show
 7:30—All Nations Symphonies
 7:45—News Caravan
 8:00—It Pays To Be Ignorant
 8:30—Howard Barlow
 9:00—Lights Out
 9:30—March of Time
 9:45—Family Theatre
 10:00—Summer Theatre
 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—Meet the Millers
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls

5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Ernie Kovac's Show
 7:30—The Clue
 7:45—News Caravan
 8:00—Meet The Press
 8:30—Juvenile Jury (NBC)
 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
 2:30—Meet the Millers
 3:00—Miss Susan
 3:15—Vacation Wonderland
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Ranger Joe
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Ernie Kovac's Show
 7:45—News Caravan
 8:00—Arthur Godfrey
 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
 12:45—Charm Studio
 1:00—Matinee Playhouse
 1:45—Johnny from J. N.'s
 2:00—Garry Moore Show
 2:15—Laraine Day Show
 2:30—Meet the Millers
 3:00—Miss Susan
 3:15—Vacation Wonderland
 3:30—Treasury Men
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Teen-Age Charades
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Ernie Kovac's Show
 7:30—Outdoor Camera

7:30—Kieran's Kaleidoscope
 7:45—News Caravan
 8:00—Schlitz Film Firsts
 9:00—James Melton
 10:00—Freddy Martin Show
 10:30—Tenth Row Centre
 11:00—Late News and Sports
 11:20—Roving Camera

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
 2:30—Meet the Millers
 3:00—Miss Susan
 3:15—Vacation Wonderland
 3:30—America Speaks
 4:00—Straw Hat Matinee
 5:00—Hawkins Falls
 5:15—Spelldown
 5:30—Howdy Doody
 6:00—Cactus Jim
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Ernie Kovac's Show
 7:30—Top Views in Sports
 7:45—News Caravan
 8:00—Ad Libbers
 8:30—The Clock (NBC)
 9:00—Wrestling Preliminaries
 9:00—Cavalcade of Sports
 10:30—Greatest Fights
 10:45—Nature of Things (NBC)
 11:00—Late News Roundup

SATURDAY

11:30—A Date With Judy
 12:00—Two Girls Named Smith
 12:30—Wild Bill Hickok
 1:00—The Big Top
 2:00—Film Featurette
 2:30—Beat the Clock
 3:00—Armed Forces Hour
 3:30—Better Homes Show
 4:00—Film
 4:30—Your Pet Parade
 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—TV Teen Club (ABC)
 9:00—Faye Emerson
 9:30—The Show Goes On
 10:00—TeleneWS Weekly
 10:45—Summer Film Theatre

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