

TVC Club

Newsletter



ROXANNE

**PROGRAM
GUIDE**

APRIL 11-17

TVC NEWSLETTER

COVERING THE TV BEAT:

The good news that Rochester was to have another TV station operated jointly by WHEC and WVET was dampened this week by the announcement that the FCC had again held up approval because of a complaint filed by station WSAY. In view of the fact that WSAY waited five days to file their complaint as well as their application for the channel allotment given to the two Rochester radio stations makes it difficult to understand why the FCC acted in this manner.....Making up for this somewhat, was the announcement by the FCC that approval had been granted for an UHF station to WRNY, also of Rochester. The big question on everyone's lips is, "Just when do we get more local TV?" Best bet is to put up an outdoor antenna and get your variety from Syracuse and Buffalo stations.The Rochester Public Library and WHAM-TV believe they have another first in television with their new series called "GATEWAY TO KNOWLEDGE" seen Mondays at 12:45 pm. This is said to be the only such regular series of its type in the country. During the course of the shows planned they expect to present the many different services that your library performs in the community in addition to providing books of all kinds. Host for the new program will be Rutherford D. Rogers, director of the Rochester Public Library System..... Stations WSYR and WSYR-TV became "newspapers of the air" during the recent newspaper strike in Syracuse. WSYR-TV signed on an hour earlier and through the day brought periodic news reports as well as fitting in special features that are regularly found in your daily paper. The funnies were read to the kids and the women's editors for the two papers appeared to give viewers the latest society news. Many local show got into the act with CANYON JACK reading the funnies to the kids in the evening and ED MURPHY solving the crossword puzzles usually found in the papers. These added to the many news reports added to the days schedules kept Syracuse viewers well informed as to the world and local news. The public's response to WSYR's efforts was tremendous as well it should be..... incidentally, WSYR had an entry in the COLGATE COMEDY HOUR Centenarian Contest: Napoleon J. Hall, of Syracuse, who will be 104 in May. He's a former building contractor, and remarkably spry.....At least 53 George and Gracie husband and wife teams live in upstate New York and watch their more famous namesakes over WHEN. That number of entries was filed in the first three days of the George and Gracie Contest conducted by WHEN in connection with the switch of the BURNS and ALLEN SHOW to Monday nights at 8 pm over channel 8... ..Dr. Allen B. DuMont told the House of

Representatives at a recent hearing that COLOR TV is still from 5 to 10 years off. He based his statement on the supposition that it would be at least a year before an acceptable system could be submitted to the FCC and it would take that agency about three years to act upon the proposed system. It would take the industry at least a year to tool up and go into production, he also stated. In his opinion, none of the present systems are good enough to warrant any manufacturer to go into production. He was also highly critical of the National Production Authority for their ban on color television. The ban, incidentally, was lifted on the morning that Dr. DuMont testified.....Have just seen the latest booklet VACATIONLAND AMERICA which ties in with the new John Cameron Swayze show of the same name. The booklet takes you on a Sunshine Tour through the State of Florida. The TV show can be seen over WBEN, on April 12 and WSyr-TV, April 17th. Viewers are urged to get one of these vacation guides from one of the many dealers carrying the sponsors product.....Milton Berle's Tuesday night series will probably be underwritten next season by a motor car maker. The increased cost of Uncle Miltie's show made it prohibitive for his gasoline sponsor to renew him for the fall.....Ed Byron, who produced "Mr District Attorney" for years before it was dropped last year, is coming back with a television show based on his childhood days. Jay Jostyn, who played the lead in Mr. D.A. is also auditioning for top spots in video shows.....After so many years as a bandleader, Vaughn Monroe has decided to give up his band and strike out as a single. He'll do radio and TV spots..... The Jimmy Durante film "That's My Boy", has been released for showing on TV.....Edgar Bergen and Charley McCarthy have been signed by CBS to do a series of five TV shows during the 1953-54 season.....Frank White, president of the NBC network, paid a call on President Eisenhower to discuss possible White House news-casting. The President is reportedly interested.Johnnie Ray, who has repeatedly turned down offers on TV, will donate the fee he will receive on the Ed Sullivan Show to the "Johnnie Ray Foundation for the Hard Of Hearing Children, to purchase hearing aids for handicapped kids... ..Radio and TV raised over \$135,000 for CARE aid to Holland flood victims last month.....TV can be a stimulant to Theatre box-office. This is proved by Gene Autry's recent tour which grossed \$585,548.....The coronation of Queen Elizabeth will be telecast in color in Great Britain..... Edward R. Murrow of CBS-TV's "See It Now" appeared recently before the Senate Foreign Relations subcommittee, and voiced the opinion that the Voice of America should be separated

(Continued on page 10)

THE TVC NEWSLETTER IS PUBLISHED WEEKLY BY THE TELEVISION CLUB OF AMERICA,
16 STATE STREET, ROCHESTER 14, NEW YORK. SUBSCRIPTION PRICE \$2.00 PER YEAR.

9:15	6	NEWS ADVENTURE'S	6:15	4	NEWS, Dinsmore
9:30	6	ROOTIE KAZOOTIE	6:30	4	WESTERN THEATRE
10:00	4	TOOTSIE HIPPODROME	5	5	SAIL HO !
	6	ED McCONNELL	6	6	WILD BILL HICKOK
10:30	4	KIDS & CO.	8	8	THE CISCO KID
	6	SUPER CIRCUS	6:45	5	SHORT SHORT DRAMA
	8	ROOTIE KAZOOTIE	7:00	5	OZZIE & HARRIET
11:00	4-6-8	SPACE PATROL	6	6	WHO SAID THAT
11:30	4-8	ED McCONNELL	8	8	STU ERWIN SHOW
	6	HOPALONG CASSIDY	7:30	4	U of B ROUND TABLE
12:00	4-6-8	BIG TOP	5	5	MY HERO
12:15	5	MUSICAL CLOCK	6	6	U of R OPEN HOUSE
12:30	5	SPORTS ON PARADE	8	8	BEAT THE CLOCK
1:00	4	WILD BILL HICKOK	8:00	4-5-6	ALL STAR REVUE
	5	CONT. PERFORMANCE	8	8	JACKIE GLEASON
	6	KUKLA, FRAN & O	9:00	4	SHOW OF SHOWS
	8	CAPTAIN MIDNIGHT	5-6	5-6	Same
1:30	4	SCHOOLS AT WORK	8	8	SAT. NIGHT FIGHTS
	6	THIS IS THE LIFE	9:45	8	WEEK IN SPORTS
	8	HAIL THE CHAMP	10:00	4	NEWS OF THE WEEK
2:00	4	VICTORY AT SEA	8	8	BAL. YOUR BUDGET
	6	THE BIG PICTURE	10:15	4	CHARLES LAUGHTON
	8	SATURDAY MATINEE	10:30	4-5	YOUR HIT PARADE
2:30	4	ALDRICH FAMILY	6	6	WRESTLING
	6	DOWN YOU GO	8	8	MARKE SABRE
3:00	4	HOPALONG CASSIDY	11:00	4	LATE NEWS, SPORTS
	6	DRAGNET	5	5	THE 11th HOUR
3:30	4	DATE WITH JUDY	8	8	WRESTLING
	6	I MARRIED JOAN	11:15	4	FILM PLAYHOUSE
	8	WHERE WAS I ?	11:30	6	GENESEE PLAYHOUSE
4:00	4	THIS IS YOUR LIFE	12:30	8	THE LATE SHOW
	6	TV TEEN CLUB			
	8	WHAT'S YOUR BID			
4:30	4	LONE RANGER			
	6	DATE WITH JUDY			
	8	DATE WITH JUDY			
5:00	4	FILM FEATURETTE			
	6	DENNIS DAY SHOW			
	8	TALENT PATROL			
5:15	5	SPORTS SPOTLIGHT			
5:30	4	BEAT THE CLOCK			
	6	ROY ROGERS SHOW			
	8	WILD BILL HICKOK			
5:45	5	BOBO THE HOBO			
6:00	4	SPORTS, Rifenburg			
	5	THE BIG PICTURE.			
	6	OZZIE & HARRIET			
	8	BEULAH			



Versatile Alice Ghostley, currently appearing in the Broadway hit, "New Faces," doubles as actress-comedienne in her featured role with star John Beal, on CBS-TV's "Freedom Rings" series.

11:55	8	MORNING PRAYER	8	TALENT REVUE
12:00	4	NEWS, Booth	6:30	4 CHARADES
	5	FOOTNOTES TO AM.	5	ROY ROGERS
	6	BALANCE YOUR BUD.	6	RED BUTTONS
	8	TOOTSIE HIPPADROME	8	SEE IT NOW
12:15	4	VACATIONLAND AMER	6:50	4 NEWS
12:30	4-8	CANDY CARNIVAL	7:00	4 RED SKELTON
	5	REV. NORMAN PEALE	5-6	Same
	6	YOU ARE THERE	8	GENE AUTRY
12:45	5	NATURE OF THINGS	7:30	4 PRIVATE SECRETARY
1:00	4	I MARRIED JOAN	8	Same
	5	YOUTH QUIZ SHOW	5	TERRY & PIRATES
	6	WISDOM OF AGES	6	MR. PEEPERS
	8	THIS IS THE LIFE	8:00	4-5-6 COMEDY HOUR
1:30	4	MODERN MEDICINE	8	TOAST OF THE TOWN
	5	CATHOLIC HOUR	9:00	4 TV PLAYHOUSE
	6	FRONTIERS OF FAITH	5-6	Same
	8	THE CHRISTOPHERS	8	FRED WARING
1:45	8	TO BE ANNOUNCED	10:00	4-5-6 THE DOCTOR
2:00	4	ARMCHAIR ADVENTURE	8	THE WEB
	5	TELL US A STORY	10:30	4 WHAT'S MY LINE
	6	NAME'S THE SAME	5	TO BE ANNOUNCED
	8	FAMILY THEATRE	6	DOUG FAIRBANKS
2:15	4	NEWS ADVENTURES	8	WHAT'S MY LINE
2:30	4	BURNS & ALLEN	11:00	4 LATE NEWS
	5	AM. AIR FORUM	5	PLAIN CLOTHESMAN
	6	STU ERWIN SHOW	6	FIRESIDE THEATRE
3:00	4	ROY ROGERS	8	SUNDAY NEWS
	5-6	VICTORY AT SEA	11:15	4 ROB'T. MONTGOMERY
3:30	4	RED BUTTONS	8	MYSTERY THEATRE
	5	JUVENILE JURY	11:30	6 TALENT SCOUTS
	6	WHAT'S MY NAME	5	H'WOOD THEATRE
	8	YOU ARE THERE	12:00	6 FIVE STAR THEATRE
4:00	4	NAMES THE SAME		
	5	KUKLA, FRAN & OLLIE		
	6	GODFREY & FRIENDS		
	8	SUPER CIRCUS		
4:30	4	BUFFALO AMATEURS		
	5	ZOO PARADE		
	6	H'WOOD SCREEN TEST		
	8	OMNIBUS		
5:00	4	SUPER CIRCUS		
	5-6	SUPERMAN		
5:30	5	BOSTON BLACKIE		
	6	TERRY & PIRATES		
6:00	4	SUNDAY PARTY		
	5	HOPALONG CASSIDY		
	6	THIS IS YOUR LIFE		

Get More Fun
Out of TV



MORNING PROGRAMS

MON. TUES. WED. THURS. FRI.

7:00	4-6	TODAY, Garroway
8:25	6	LOCAL NEWS
8:30	6	TODAY, Garroway
8:55	4	NEWS, Ogilvie
9:00	4	YOUR FIGURE
	5	MORNING DEVOTION
9:05	5	NEWS
	6	TEST PATTERN
9:15	4	GARRY MOORE SHOW
	5	DING DONG SCHOOL
9:30	4	LEARN AND LIVE
	8	THINGS WE SHARE
9:45	4	CHILDRENS THEATRE
	5	MOVIE FOR MOM
	8	CBS NEWS
9:55	6	THOUGHT FOR DAY
10:00	4	SHOPPERS' GUIDE
	6	DING DONG SCHOOL
	8	MTWT - GODFREY
	8	F-WHEEL OF FORT'N.
10:15	4	MTWT - GODFREY
10:30	4	F - LENTEN TALKS
	6	TAKE IT EASY
10:45	4	F-BETTY FURNESS
	4	F-BETTY FURNESS
11:00	4	COOKING SCHOOL
	5	JIM DeLINE GANG
	6	MWF - 1 IN FAMILY
	6	TT - GODFREY
	8	KAY'S KITCHEN
11:15	6	TUE-TOWER CLOCK
	6	TH-FRENCH LESSON

11:15	8	MTWF-1 IN FAMILY
	8	TH-BILL CULLEN
	4	TH-YOUR FAMILY
11:30	4	MWF-STRIKE IT RICH
	4	TUE-MY BRETHERN
	6-8	STRIKE IT RICH
12:00	4	NOONDAY NEWS
	5	NOON, PLAYHOUSE
	6-8	BRIDE & GROOM
12:15	4-6-8	LOVE OF LIFE
12:30	4	SEARCH FOR T'ROW
	6-8	Same
	5	M-WIRED WOODSHED
	5	TWTF-HEADLINES
12:45	4	GUIDING LIGHT
	8	Same
	5	H'WOOD MATINEE
	6	M-VOICE OF R.I.T.
	6	TUE- CROSS TALK
	6	W- ART GALLERY
	6	TH-HOW YOU DO IT
	6	F -MAKE IT, MARKET
1:00	4	MATINEE PLAYHOUSE
	6	MTWT-MID-DAY
	6	F - BETTY FURNESS
	8	TUE-FASHIONS
1:00	8	MWTF - ED BROWN
1:15	6	M-YOU & YOUR CHILD
	6	F-MIDDAY, MIDWAY
	6	TH - TRAVEEERS
1:30	6-8	GARRY MOORE
1:45	4	JOHNNY'S SHOW



KATE AND TED — Kate Smith, "America's first lady of song," and Ted Collins, her partner in entertainment, are shown on the set of "The Kate Smith Hour." Collins' "Cracker Barrel" interviews of newsworthy persons are a highlight of the Monday-through-Friday afternoon show on NBC-TV.

2:00 4 DOUBLE OR NOTHING
6-8 Same
5 LADIES' DAY

2:30 4 MEET THE MILLERS
6 GUIDING LIGHT
8 LINKLETTER PARTY

2:45 6 LADIES FAIR

3:00 4 THE BIG PAYOFF
5-6 Same
8 THE BIG PAYOFF

3:30 4 BRIDE & GROOM
5 WELCOME TRAVELER
6 SAME
8 WHO, WHAT, WHERE

3:45 4 WELCOME TRAVELER
8 GAL NEXT DOOR

4:00 4-5-6 KATE SMITH
8 YOUR MOVIE MAT.

5:00 4 FUN TO LEARN
5-6 HAWKINS FALLS
8 HOW WE DO IT

5:15 4 TIME FOR BEANY
5-6 GABBY HAYES
8 THE BUNKHOUSE

5:30 4-5-6 HOWDY DOODY

6:00 4 SAGEBRUSH TRAIL
5 CANYON JACK
6 FILM, BROKENSIRE
8 WESTERN THEATRE

6:15 6 NEWS

6:25 6 ALMANAC

6:30 4 NEWS
5 ED MURPHY SHOW
6 SPEAKING OF SPORTS
8 CLUB CONTINENTAL

6:45 4 SPORTS SPOTLIGHT
5 CAMERA HEADLINES
6 PERRY COMO
8 NEWS & SPORTS

7:00 4 OZZIE & HARRIET
5 MR. PEEPERS
6 FILM
8 CAPTAIN VIDEO

7:15 6 DO IT YOURSELF

7:30 4 STRANGER THAN FICT.
5-6 THOSE TWO
8 CHARLES LAUGHTON

7:45 4 NEWS CARAVAN
5-6 Same
8 PERRY COMO

8:00 4 WINCHELL-MAHONEY
5-6 MR. & MRS. NORTH
8 BURNS AND ALLEN

8:30 4 VOICE OF FIRESTONE
5 Same
6 YOU CAN BE A STAR
8 TALENT SCOUTS

9:00 4 I LOVE LUCY
6-8 Same
5 H'WOOD OPENING

9:30 4 MARCH OF TIME
5 ROB'T. MONTGOMERY
6 HEART OF THE CITY
8 RED BUTTONS

10:00 4 STUDIO ONE
6-8 Same

10:30 5 BOXING

11:00 4 NEWS
6 NEWS
8 CHRONOSCOPE

11:15 6 THE WEB
5 CAMERA HEADLINES
8 NEWS & SPORTS

11:20 8 WHERE WAS I

11:30 4 SUSPENSE MYSTERY

11:45 6 TALENT PATROL



'OPENING NIGHT' HOST — Jimmie Fidler, noted newspaper columnist, is host of NBC-TV's weekly drama series, "Hollywood Opening Night." The program,

Your Video Week



HAPPY PRINCESS—Judy Tyler, the happy Princess Summer-fall-Winterspring of NBC-TV's "Howdy Doody" show, dances gleefully in celebration of Spring.



Glamorous Gloria Marlowe is featured as a Mexican senorita in "A Cry of Trumpets," a story of bull fighters and the turbulent and dangerous lives they live, on CBS-TV's "The Web"



HAROLD GOES PLAYH

52 ONLY
WEEKS **\$2.00**



"But, Boss, she violates the TV Code from EVERY angle!"



TIME T takes to recreation schedule new NB Mondays twice-w

k In Pictures

OLD PEARY STARS IN "PAPA
ES TO THE BALL" ON "SCHLITZ
YHOUSE OF STARS" APRIL 17

Harold Peary, guest-star host, plays a Portuguese-American immigrant in "Papa Goes to the Ball" on "Schlitz Playhouse of Stars" Friday, April 17, over CBS-TV, 9:00-9:30 P.M., EST. He's the same Hal Peary who gained radio fame as the bumptious "Great Gildersleeve."



FOR WEEKLY TV SCHEDULES
& NEWS—FILL IN AND MAIL
COUPON ON BACK PAGE

FROLICSOME THREESOME—A perplexed Jimmy Durante glares at his buddy, Eddie Jackson, who is trying to "get into de act" with opera star Helen Traubel. It's all in fun, however, as they rehearse for Schnozzola's final NBC television show of the season Saturday, April 11, on "All Star Revue."

E TO PLAY—Dinah Shore to the tennis courts for action from her busy working schedule. The singing star has a NBC radio series broadcast days and Fridays, plus her weekly NBC-TV programs.



Four Daytime Queens And a Joker

Four leads of popular five-a-week CBS-TV programs join comedian Garry Moore to make up a daytime entertainment hand hard to beat. Left to right: Peggy McKay of "Love of Life"; Bess Myerson of "The Big Payoff"; Garry Moore of the "Garry Moore Show"; Mary Stuart of "Search for Tomorrow" and Ellen Demming of "The Guiding Light."

COVERING THE TV BEAT:

(Continued from page 3)

from State Department jurisdiction and operated by professional newsmen, rather than by "Striped-Pants" diplomats... ..Are you one of the many TVuers who are troubled by a white spot on your screen after the receiver is turned off? According to DuMont Television engineers, there is nothing to worry about. The spot appears because certain parts of the tube which put the picture on the tube face remain warm and in operating condition for a few moments after the set is turned off. If the spot really annoys you, you can frequently avoid it by turning the brightness control up full force before turning off the television set.....Lawrence Menkin, the director-producer of the TV innovation, Mono-Drama Theatre, daily, 11:15 p.m. (one actor, no sets, few props) reports that even though his show features only one actor, it takes 45 people to put it on the air.....Voted 1952's best adventure film by THE BILLBOARD, the new Thurs. night thriller FOREIGN INTRIGUE takes viewers overseas to the actual scene of each episode's dramatic action, over station WHEN. Jerome Thor stars in the popular 8 p.m. series..... TED MACK, now in Korea, where he has been entertaining troop under the auspices of the USO Camp Shows, will return to the United States in time for the "Original Amateur Hour's" premier telecast. The program, one of the oldest in the history of radio and television, will continue its familiar format of presenting talented newcomers and giving them the opportunity to break into showbusiness. THE ORIGINAL AMATEUR HOUR will return to NBC-TV on Saturday, April 25, 8:30-9:00 p.m..... This Sunday's episode of VICTORY AT SEA (April 12), the 23rd in the public service documentary of naval action in World War II, will be entitled "Target Suribachi" outlining the events immediately preceding the capture of Iwo Jima and the furious fighting for the island itself.....The ten round middleweight contest between Pierre Langlois of Paris, France, and Joe Miceli of New York, will be the Pabst Blue Ribbon Bout this coming Wednesday, April 15th from Miami, Florida. Langlois has won 57 (a dozen by knockouts) out of 71 fights. Miceli, raised on New York's East Side, is a fast mover, a hard hitter, and has one of the most unusual punches in boxing, a left-handed uppercut.....Barry Nelson, motion picture and stage actor, has been signed to play the male lead opposite Joan Caulfield in the forthcoming "MY FAVORITE HUSBAND" series. The show is slated for an early Fall showing.....Arthur Godfrey will establish another "First" in television when he originates his various radio and TV programs direct from the beach at Miami, Florida, for one week beginning April 13. This is the first time in the history of the famous resort city that

(Continued on page 14)

2:00	4-8 FREEDOM RINGS	7:45	4 NEWS CARAVAN
	5 LADIES DAY		5-6 Same
	6 IND. ON PARADE	8	U.S.A. CANTEEN
2:15	6 WHAT'S YOUR TROUBLE	8:00	4-5-6 MILTON BERLE
2:30	4 MEET THE MILLERS	8	LIFE WORTH LIVING
	6 GUIDING LIGHT	8:30	8 KEEP POSTED
	8 LINKLETTER PARTY	9:00	4 FIRESIDE THEATRE
2:45	6 LADIES FAIR		5 Same
3:00	4 SHORT SHORT DRAMA	6	CINDERELLA WEEKEND
	5-6 BIG PAYOFF	8	CITY HOSPITAL
	8 THE BIG PAYOFF	9:30	4-5-6 CIRCLE THEATRE
3:15	4 STOP, LOOK, LISTEN	8	CITY HOSPITAL
3:30	4 BRIDE & GROOM	10:00	4 TWO FOR THE MONEY
	5 WELCOME TRAVELER		5-6 Same
	6 Same	8	DANGER
	8 WHO, WHAT, WHERE	10:30	4 AMOS 'N' ANDY
3:45	4 WELCOME TRAVELER	5	EMBASSY CLUB
	8 GAL NEXT DOOR	6	Same
4:00	4-5-6- KATE SMITH	8	NAME'S THE SAME
	8 YOUR MOVIE MAT.	10:45	5-6 BOB CONSIDINE
5:00	4 FUN TO LEARN	11:00	4 NEWS
	5-6 HAWKINS FALLS	5	CAMERA HEADLINES
	8 COUNTRY SCHOOLS	6	NEWS
5:15	4 TIME FOR BEANY	8	NEWS
	5-6 GABBY HAYES	11:05	8 MYSTERY THEATRE
	8 THE BUNKHOUSE	11:15	PG. DETECTIVE
5:30	4-5-6 HOWDY DOODY	11:20	4 PARADOX FILM
6:00	4 SAGEBRUSH TRAIL	11:25	4 F.B.I. FUGITIVES
	5 CANYON JACK	11:30	4 WHERE WAS I
	6 SHORT SHORT DRAMA	12:00	4 RACKET SQUAD
	8 WESTERN THEATRE		
6:15	6 NEWS		
6:25	6 ALMANAC		
6:30	4 NEWS		
	5 ED MURPHY SHOW		
	6 SPEAKING OF SPORTS		
	8 INSIDE CITY HALL		
6:45	4 SPORTS SPOTLIGHT		
	5 CAMERA HEADLINES		
	6 INDUSTRY ON PARADE		
	8 NEWS & SPORTS		
7:00	4 CAVALCADE OF AM.		
	5 LIFE BEGINS AT 80		
	6 MARCH OF TIME		
	8 CAPTAIN VIDEO		
7:30	4 WEEK IN SPORTS		
	5-6 DINAH SHORE		
	8 IT'S IN THE BOOK		



2:00 4 DOUBLE OR NOTHING
 6 Same
 8 Same
 5 LADIES DAY
 2:30 4 MEET THE MILLERS
 6 GUIDING LIGHT
 8 LINKLETTER PARTY
 2:45 6 LADIES FAIR
 3:00 4-5-6 BIG PAYOFF
 8 THE BIG PAYOFF
 3:30 4 BRIDE & GROOM
 5 WELCOME TRAVELER
 6 Same
 8 WHO, WHAT, WHERE
 3:45 4 WELCOME TRAVELER
 8 GAL NEXT DOOR
 4:00 4-5-6 KATE SMITH
 5:00 4 FUN TO LEARN
 5-6 HAWKINS FALLS
 8 EVERYONE A SCIEN'T
 5:15 4 TIME FOR BEANY
 5-6 GABBY HAYES
 8 THE BUNKHOUSE
 5:30 4-5-6 HOWDY DOODY
 6:00 4 SAGEBRUSH TRAIL
 5 CANYON JACK
 6 FILM, BROKENSIRE
 8 SUPERMAN
 6:15 6 NEWS
 6:25 6 ALMANAC
 6:30 4 NEWS
 5 ED MURPHY SHOW
 6 SPEAKING OF SPORTS
 8 CLUB CONTINENTAL
 6:45 4 SPORTS SPOTLIGHT
 5 CAMERA HEADLINES
 6 PERRY COMO
 8 NEWS & SPORTS
 7:00 4 SUPERMAN
 5 SHORT SHORT DRAMA
 6 CHARLES LAUGHTON
 8 CAPTAIN VIDEO
 7:15 5 SHIPS REPORTER
 6 PUBLIC PROSECUTOR
 7:30 4 OUTDOOR CAMERA
 5 THOSE TWO
 6 Same
 8 FURNITURE TRENDS

7:45 4 NEWS CARAVAN
 5-6 Same
 8 PERRY COMO
 8:00 4 GODFREY'S FRIENDS
 8 Same
 5 I MARRIED JOAN
 6 BOSTON BLACKIE
 8:30 5 CAVALCADE OF AM.
 6 POPULAR SCIENCE
 8:45 6 WONDERS OF WILD
 9:00 4 TV THEATRE
 5-6 Same
 8 STRIKE IT RICH
 9:30 8 MAN AGAINST CRIME
 10:00 4 BOXING BOUT
 6-8 Same
 5 THIS IS YOUR LIFE
 10:30 5 BD'WDY TO H'WOOD
 10:45 4-8 SPORTS SPOT
 6 CHRONOSCOPE
 11:00 4 LATE NEWS
 5 CAMERA HEADLINES
 6 NEWS, WEATHER
 8 NEWS & SPORTS
 11:05 8 MYSTERY THEATRE
 11:15 6 ROB'T. MONTGOMERY
 11:20 4 IND. ON PARADE
 11:35 4 THE WEB
 12:05 4 THEATRE PLAYHOUSE



HITCH - HIKING PALS —
 As part of Ralph Edwards' NBC radio "Truth or Consequences" stunt, Harold Tucker and his leashed traveling companion — a skunk — start a 2,000 mile-hitch-hike trip from New York City to the town of Truth or Consequences, New Mexico, for its Fourth Annual Rodeo and Fiesta April 3-5. If they arrive in time, Tucker will receive many prizes and gifts from Edwards.

2:00	4-8	FREEDOM RINGS
	5	LADIES DAY
	6	FILM
2:15	6	THE CHRISTOPHERS
2:30	4	MEET THE MILLERS
	6	GUIDING LIGHT
	8	LINKLETTER PARTY
2:45	6	LADIES FAIR
3:00	4	BREAK THE BANK
	5-6	THE BIG PAYOFF
	8	THE BIG PAYOFF
3:15	4	STOP, LOOK, LISTEN
3:30	4	BRIDE & GROOM
	5	WELCOME TRAVELER
	6	Same
	8	WHO, WHAT, WHERE
3:45	4	WELCOME TRAVELER
	8	GAL NEXT DOOR
4:00	4-5-6	KATE SMITH
5:00	4	FUN TO LEARN
	5-6	HAWKINS FALLS
	8	COUNTY SCHOOLS
5:15	4	TIME FOR BEANY
	5-6	GABBY HAYES
	8	THE BUNKHOUSE
5:30	4-5-6	HOWDY DOODY
6:00	4	SAGEBRUSH TRAIL
	5	CANYON JACK
	6	SHORT SHORT DRAMA
	8	WESTERN THEATRE
6:15	6	NEWS
6:25	6	ALMANAC
6:30	4	NEWS
	5	ED MURPHY SHOW
	6	SPEAKING OF SPORTS
	8	U.S.A. CANTEEN
6:45	4	SPORTS SPOTLIGHT
	5	CAMERA HEADLINES
	6	REP. H. OSTERTAG
	8	NEWS & SPORTS
7:00	4	MY HERO
	5	TWENTY QUESTIONS
	6	JEWEL BOX
	8	CAPTAIN VIDEO
7:15	6	SCHOOLS PARADE
7:30	4	WASH. SPOTLIGHT
	5	DINAH SHORE
	6	Same

	8	LONE RANGER
7:45	4-5-6	NEWS CARAVAN
8:00	4	YOU BET YOUR LIFE
	5-6	Same
	8	FOREIGN INTRIGUE
8:30	4	T-MEN IN ACTION
	5-6	Same
	8	Ch. OF A LIFETIME
9:00	4	DRAGNET
	5	Same
	6	CHARADES THAT PAY
	8	LUX VIDEO THEATER
9:30	4	FORD THEATRE
	5-6	Same
	8	BIG TOWN
10:00	4	MARTIN KANE
	5-6	Same
	8	MY LITTLE MARGIE
10:30	8	I'VE GOT A SECRET
	5	FAVORITE STORY
	6	LIFE BEGINS AT 80
	8	RACKET SQUAD
11:00	4	LATE NEWS
	5	ROCKY KING, DET.
	6	NEWS & SPORTS
	8	NEWS & SPORTS
11:05	8	MYSTERY THEATRE
11:15	6	B'WAY TO H'WOOD
11:30	4	WINCHELL-MAHONEY
	5	CAMERA HEADLINES
12:00	4	TALENT PATROL
	6	NEWS & ALMANAC



JOAN AND THE JUDGE — Joan Davis, NBC comedienne, who stars in the TV comedy series, "I Married Joan," poses blissfully with Jim Backus, who portrays her long-suffering husband, Judge Bradley Stevens of the Domestic Relations Court.

COVERING THE TV BEAT:

(Continued from page 10)

a star has presented his television show directly from the beach. Also, it is the first time a star has originated a series of simulcasts from there. Highlight of the week will be a spectacular swimming show direct from the pool and surf of the Kennilworth Hotel on the ARTHUR GODFREY AND HIS FRIENDS program, April 15, 8:00-9:00 p.m. Godfrey, and all the "little Godfreys" have been preparing the program for months. Accompanying Godfrey to Miami Beach will be Janette Davis, Lu Ann Simma, Frank Parker, Marion Marlowe, Julius LaRosa, Haleloke, The McGuire Sisters, Tony Marvin, and Archie Bleyer and his orchestra. Godfrey's regular production staff and crew will also make the trip.....Stars of the silent screen will share the limelight with today's rising players when STUDIO ONE presents its nostalgic saga of the early days of Hollywood, "The Magic Lantern" on Monday, April 13th. Older TV-ers will remember the good-old-days when Dorothy Mackaill, Carmel Myers and Nils Asther - who was one of Garbo's first leading men-- make their debut in the play.....Charles Laughton will recite from "Twelfth Night", a comedy written midway in Shakespeare's career, on the telecast of "THIS IS CHARLES LAUGHTON" to be seen Wednesday, April 15, at 7:00 p.m. over station WHAM-TV..... Yours for greater TV enjoyment,
your TV Reporter

*use on television set, mantel
or as nite lite*



lamp



**NEW COMBINATION
ELECTRIC TV LAMP &
FLOWER AQUARIUM**

Just the right light doctors recommend
for viewing television—soft, restful
illumination combined with a beautiful
decorative accessory. **ORDER NOW & SAVE**

Glass Block Size: 8" x 8" x 3 1/2"
All Over Height: 10"

A \$6.95 VALUE — For \$5.45

SENT POSTPAID IF REMITTANCE ACCOMPANIES ORDER.
TV CLUB, Suite 320 16 State St., Rochester 14, N.Y.

2:00	4	DOUBLE OR NOTHING
	6-8	Same
	5	LADIES DAY
2:30	4	MEET THE MILLERS
	8	LINKLETTER PARTY
	6	GUIDING LIGHT
2:45	6	LADIES FAIR
3:00	4-5-6	BIG PAYOFF
	8	THE BIG PAYOFF
3:30	4	BRIDE & GROOM
	5	WELCOME TRAVELER
	6	Same
	8	WHO, WHAT, WHERE
3:45	4	WELCOME TRAVELER
	8	GAL NEXT DOOR
4:00	4-5-6	KATE SMITH
5:00	4	FUN TO LEARN
	5-6	HAWKINS FALLS
	8	FUTURES UNLIMITED
5:15	4	TIME FOR BEANY
	5-6	GABBY HAYES
	8	THE BUNKHOUSE
5:30	4-5-6	HOWDY DOODY
6:00	4	SAGEBRUSH TRAIL
	5	CANYON JACK
	6	PHOTOGRAPHY
	8	WESTERN THEATRE
6:15	6	NEWS
6:30	4	NEWS
	5	ED MURPHY SHOW
	6	SPEAKING OF SPORTS
	8	CLUB CONTINENTAL
6:45	4	SPORTS SPOTLIGHT
	5	CAMERA HEADLINES
	6	PERRY COMO
	8	NEWS & SPORTS
7:00	4	DEATH VALLEY DAYS
	5	HERMAN HICKMAN
	6	Same
	8	CAPTAIN VIDEO
7:15	5	SHIPS REPORTER
	6	YOUR MONEY
7:30	4	STARS OF EXCELLENCE
	5-6	THOSE TWO
	8	YOUR TV SUPPER
7:45	4	NEWS CARAVAN
	5-6	Same
	8	PERRY COMO

8:00	4-6-8	MAMA
	5	DENNIS DAY SHOW
8:30	4	LIFE OF RILEY
	5-6	Same
	8	MY FRIEND IRMA
9:00	4	FILM FEATURE
	5-6	THE BIG STORY
	8	PLAYHOUSE
9:30	5	ABBOTT & COSTELLO
	6	FAVORITE STORY
	8	OUR MISS BROOKS
10:00	4	BOXING BOUT
	5-6	Same
	8	MR. & MRS. NORTH
10:30	8	AMOS 'N' ANDY
10:45	4	GREATEST FIGHTS
	5-6	Same
11:00	4	LATE NEWS
	5	GENESEE PLAYHOUSE
	6	NEWS & SPORTS
	8	NEWS & SPORTS
11:05	8	PREMIER PLAYHOUSE
11:15	6	WHERE WAS I
	8	PREMIER PLAYHOUSE
11:30	4	MY LITTLE MARGIE
11:45	6	MY LITTLE MARGIE
12:00	4	FAVORITE STORY



Newest member of the "Sisterhood of the TV Commercial" is Kentucky lovely, Marcella Huston. Marcella, a mother of three, brings you into her sewing room between dramatic stanzas of "Singer Four Star Playhouse" every other Thursday at 8:30 p.m.

TVC NEWSLETTER

16 STATE STREET, ROCHESTER 14, NEW YORK



**IMPORTANT
DATED PROGRAM**



.... *Get More Fun Out of* **TV**



The TV CLUB NEWSLETTER brings you accurate, compact, up-to-the-minute TV schedules for the Rochester, Buffalo and Syracuse areas plus news and picture highlights of your favorite stars. As a TV CLUB member you will get the TVC NEWSLETTER mailed to your home for less than 4 cents a week . . . JOIN TODAY!

**52
WEEKS
ONLY
\$2.00**



FILL IN THIS

Membership Coupon



and MAIL TODAY!

TV CLUB, Suite 320
16 State St., Rochester 14, N.Y.

I want to receive the weekly TVC NEWSLETTER and PROGRAM GUIDE with TV News, Pictures and Day-By-Day Schedules for the Rochester, Buffalo and Syracuse areas. I am enclosing \$2.00 for my TV CLUB membership for the next 52 weeks.



NAME _____

Street _____

City _____ Zone _____ State _____

