

TV *Life*

20¢

WESTERN NEW YORK'S OFFICIAL TV -
RADIO and ENTERTAINMENT Magazine

With Complete TV Schedules for
ROCHESTER, BUFFALO and SYRACUSE



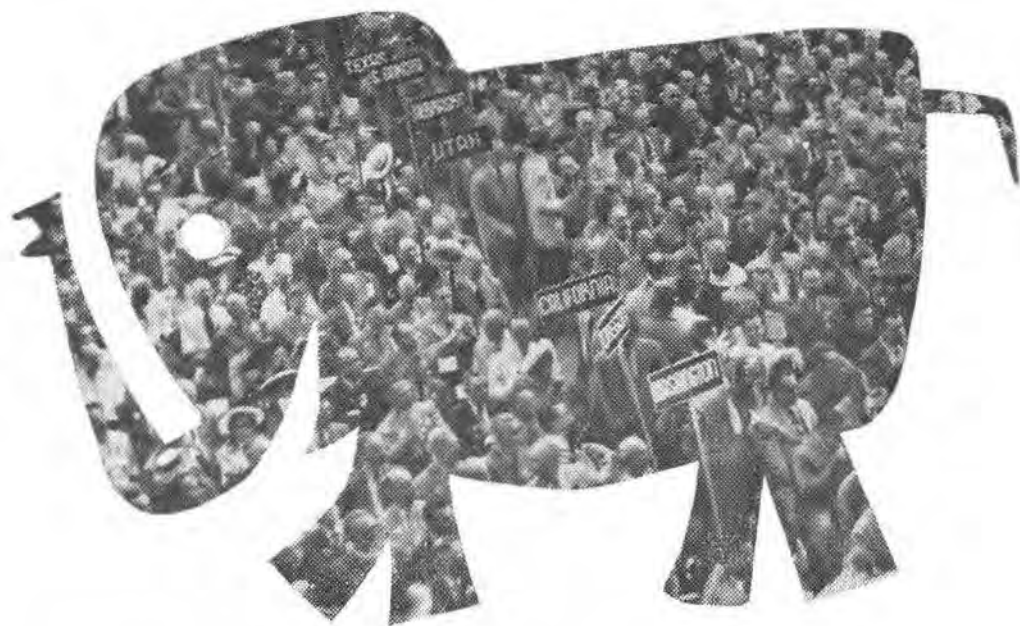
Now Combined With
ROCHESTER WHIRL
MAGAZINE

CONVENTION STORY

Page 4

July 5-11, 1952

TELEVISION'S



Biggest Show

TV LIFE

Western New York's Official TV -
Radio and Entertainment Magazine

Vol. 2



No. 17

Owned and Published by
ROBERT H. PEIFFER ASSOCIATES

16 State St., Rochester 14, N. Y.
Phone BAKER 0513

Editor Bob Peiffer

Photographer Len Campagno

JULY 5 - 11, 1952

TV Life is published weekly at Rochester,
New York. Subscription price \$5.00 per
year, in advance.

IF YOURS IS A TV HOME
YOU NEED "TV LIFE"



Now is the time for a
Glamograph by the
LEN CAMPAGNO STUDIO

133 Clinton Ave. S. • BAKER 4431

Newsmen Use New Walkie-Talkie

New, vastly-improved walkie-talkie sets with two-way transmission, especially designed for the occasion, will be used by newsmen roving the floor of the International Amphitheatre in Chicago for interviews during the Republican and Democratic conventions.

With these walkie-talkie sets TV newsmen will be able to roam the vast convention floor at will, unencumbered by trailing cables and keeping the television audience in constant contact with every activity. Spotting arriving Presidential aspirants, party spokesmen and news-worthy delegates, the newsmen can call for an available camera and put him immediately on the air.

The portables, weighing $5\frac{1}{2}$ pounds each, distinct refinements over those used during the Philadelphia conventions in 1948. They are lighter and handle easier. They consist of three separate units, a transmitter and microphone assembly, a battery component, and a cue receiver which links the bearer privately with the control or newsroom.

The transmitter is 2 by 6 inches, weighs $22\frac{1}{2}$ ounces. It broadcasts from a 6-inch removable antenna in the ultra-high frequency band between 450 and 452 megacycles. It contains audio, regulator and oscillator tubes of the sub-miniature type. Its range in line of sight is about two blocks.

The power unit is $1\frac{1}{2}$ by 6 by 10 inches and weighs 3 lbs. $5\frac{1}{2}$ ounces. It reposes in a flat container that is suspended from the shoulder by a strap. Its power output is $\frac{1}{10}$ of a watt, capable of three hours of continuous use. It can instantly be disconnected from the transmitter and a fresh unit plugged in. At Philadelphia, the transmitter and power components were combined in one unit. Carried in the hand, it was fatiguing to bearers.

The cue receiver is in a box 1 by 2 by 4 inches and weighs $12\frac{1}{2}$ ounces. It is carried in the lapel pocket. A wire which connects it to a button earphone serves as both antenna and cord attachment. The receiver has its own 26-megacycle transmitter located near the control or newsroom. It has three tubes and functions continuously for 100 hours. As in the case of the transmitters, the cue receivers at the Philadelphia conventions were comparatively bulky and weighty.

The new CBS-TV portables are believed to be the first equipment of their type to be employed in the 450-452 megacycle band.

CBS-TV coverage of the conventions is sponsored by Westinghouse Electric Corp.

Press Time Flashes

FRIDAY, JULY 4th

- 8:30—We the People. Eisenhower delivers a special Independence Day address.
- 9:30—Doorway to Danger. A new series starring Roland Winters and dramatizing Govt. Agents in the fight against international crime and intrigue.
- 10:00—The Sports Reel. Replacing "Cavalcade of Sports" for the summer.
- 10:30—Greatest Fights of the Century. Filmed boxing bout, Ceferino Garcia vs. Henry Armstrong (2nd fight) March 1, 1940.
- 11:45—Charlie Wild. "The Case of Jennifer" wherein Charlie visits the ballet.

SATURDAY, JULY 5th

- 12:00—Big Top. The Three Sidneys, high-wire bicycle act; the Ricandys, Swedish trampoline performers; Leo and Josephine Casco, acrobats; Jimmy Tray, Clown Trapeze act; The Four Angels, acrobats and Helen Haag's Chimpanzees.
- 6:00—Mr. Wizard. Explains everyday phenomena with Don Herbert.
- 8:00—All Star Revue. Variety program with guest stars Jimmy Sava, Connie Boswell, Betty and Jane Kean, Piero Brothers, and the Three Rockets and Oliver Wakefield; with Mr. Ballantine as emcee.
- 9:00—Blind Date. Alene Francis is mistress of ceremonies when six young men vie for dates with three young ladies.
- 9:30—Saturday Night Dancing Party. Jerry Lester emcees the show featuring one of our best orchestras.

SUNDAY, JULY 6th

- 4:30—Zoo Parade. Director Perkins will tell as well as show many interesting things about the inhabitant of the Deer.
- 7:00 Royal Showcase.



- 7:30—This Is Show Business. A hand of welcome is extended by Clifton Fadiman to his talented guests: singer, Evelyn Brooks; comedian, Jack E. Leonard and dancer, Betty Bruce, on this the last program of the season.
- 9:00—TV Playhouse. "Leaf Out Of A Book," story of a career woman's rivalry starring Claudia Morgan and Lauren Gilbert.
- 10:00—Celebrity Time. Two musical virtuosos—Benny Goodman on the clarinet and Yehudi Menuhin on violin—join host Conrad Nagel for a program of fun and music.

MONDAY, JULY 7th

- 8:00—Lux Video Theatre. "The Lady From Washington."
- 9:00—My Little Margie. Charles Farrell and Gale Storm star in this new comedy series. Margie pretends she is an 11-year-old, gawky brat, while on a blind date with an Englishman.
- 11:15—Police Story. Richard Bishop stars in "The Miami Case."

TUESDAY, JULY 8th

- 1:15—All-Star Baseball Game. Coast-to-coast presentation by the Gillette Cavalcade of Sports.

WEDNESDAY, JULY 9th

- 11:15—Montgomery Presents. "Till Next We Meet" with Barbara Britton playing the part of an unhappy rich girl who falls in love with a reporter.

THURSDAY, JULY 10th

- 8:00—The Best of Groucho. The best shows of the past season are seen again.
- 9:30—Mr. Peepers. Wally Cox stars in this situation comedy.
- 10:00—Martin Kane. Mystery with Lee Tracy.

CONVENTION COVERAGE IS LISTED ON PAGE 18

SUBSCRIBE TODAY

Enjoy every exciting issue — Get
TV LIFE

16 State Street, Rochester 4, N. Y.

Gentlemen:

Please enter my subscription to ROCHESTER TV LIFE for one year for which I enclose \$5.00 — A saving of \$5.40 on the Single Copy Price.

MY NAME

ADDRESS

ZONE

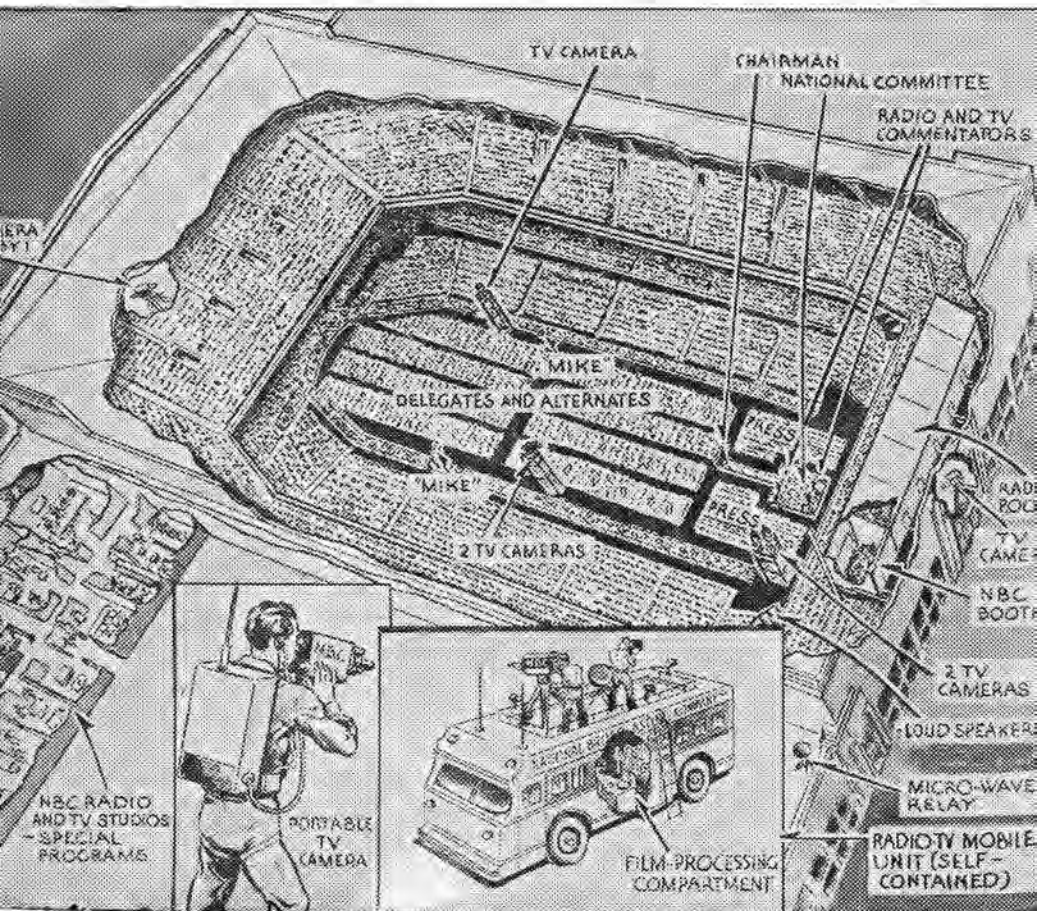
- Accurate Schedules
- News and Picture Highlights
- Radio and TV Personalities
- Area Entertainment Features



TELEVISION'S BIGGEST SHOW

ACT I

An artist's conception of Chicago's International Amphitheatre where, under Philco sponsorship, NBC television and radio will provide the most extensive coverage in history of the Republican and Democratic political conventions. Prominently displayed are NBC's brand-new "walkie-talkie," a portable TV camera intended for use at the conventions, and the "TV newsroom on wheels," a self-powered, self-contained transmitter which can broadcast electronic pictures from four TV cameras as well as films developed inside the mobile unit. NBC-TV cameras and radio microphones will be placed strategically throughout the main hall of the Amphitheatre. NBC's convention news headquarters and studios will be located in the north wing of the Amphitheatre. Three hundred specialists using \$1,500,000 of the latest equipment will work night and day to give the nation complete coverage.



THE NEXT PRESIDENT of the United States will be picked by the largest turnout of voters in American history—largely because television has brought the candidates right into our homes and tremendously increased the interest of the electorate.

This increased interest in the election is reflected by record primary vote totals and record advance poll tax payments in such states as Virginia. With weather permitting, the all-time United States record of 48,836,759 voters, set in the 1948 Presidential election, will be surpassed next November.

A C T I

July 7th marks Act I of TV's Big Production when millions of American voters throughout the country will have front-row seats for the Republican Convention.

Philco Corporation will sponsor NBC's combined convention coverage on both television and radio.

William R. McAndrew, NBC-TV director of Public Affairs, will be in complete charge of the network's staff of 300, including 25 noted commentators, Morgan Beatty, W. W. Chaplin, Bob Considine, Alex Drier, James

Fleming, Ben Grauer, Richard Harkness, Rel Henle, Bill Henry, George Hicks, H. V. Kaltenborn, Bob Letts, Leon Jearson, Elmo Roper, John Cameron Swayze, Clifton Utley, Ed Wallace and others will describe events on the floor of Chicago's International Amphitheatre and the behind-the-scenes political maneuvers. Elizabeth Van Wagoner Tufty, noted Washington columnist, will be a convention-time addition to NBC's news staff.

Martha Rountree and Lawrence Spivak, co-producers of "Meet the Press"; and Theodore Granik, producer of "American Forum of the Air" and "Youth Wants to Know," together with their production staffs, will be in Chicago to create programs in addition to Philco-sponsored NBC coverage of the actual conventions.

Latest-model equipment worth \$1,500,000 will be moved to Chicago, where such outstanding programs as the "Camel News Caravan" will originate along with the 60 hours of special convention broadcasts. RCA's newly developed "walkie-lookie" a portable TV camera, is intended for use at the Republican and Democratic conclaves. The net-

(Continued on Page 15)



William R. McAndrew (at right), in charge of NBC's most complete convention coverage history, outlines the network's radio and TV plans for the Republican and Democratic conventions in Chicago to (left to right) Davidson Taylor, NBC-TV general production executive; William F. Brooks, vice president in charge of public relations; and Henry Cassidy, director of radio news and special events.

CONVENTION FACTS

NBC telecasts will be seen in 47 key market areas throughout the nation, 13 more than the next network. There will be about 17,800,000 TV sets in use by July 7, with an estimated 70,000,000 viewers within range of NBC-TV. When television covered the 1948 political conventions in Philadelphia, 5,000,000 persons along the Eastern seaboard watched the "live" telecasts. The big technical innovation in 1948 was NBC's kinescope recording system to provide films of the live coverage for TV stations not on the coaxial cable.

Besides actual convention broadcasts, NBC will originate the following programs from Chicago during convention periods: "Camel News Caravan", "We, the People", "Youth Wants to Know" on TV; "Meet the Press", "American Forum of the Air" on TV and radio; and "News of the World", "Three Star Extra", "H. V. Kaltenborn and the News" on radio only.

NBC engineers will install \$1,500,000 worth of equipment in various places in Chicago to augment the network's permanent installations in the Merchandise Mart. One hundred miles of wiring, 10 tons of

audio equipment, enough to equip a 50,000 watt radio station—the largest there is in the U.S.—and an equal amount of video apparatus will be installed.

NBC will use 28 electronic cameras during the conventions, plus 12 film cameras. Three of the electronic cameras will be used for pool coverage of events on the convention floor. NBC will also have Polaroid Land still cameras to catch significant events that cannot be televised live or on film.

NBC will have four mobile units operating in Chicago, including the new super mobile unit, the "TV newsroom on wheels." NBC's "TV newsroom on wheels," one of the major innovations of 1952 convention coverage, will be a 35-foot truck equipped to transmit live and 16mm. film pictures. It will carry three electronic cameras, several movie cameras, have a rapid-process dark room (five minutes from camera to on-the-air), a movie projector and its own self-powered electronic generator. The super mobile unit will be able to transmit sound and video signals.

RCA's newly developed "walkie-lookie" TV camera is intended for use at the conventions. The back-pack camera, weighing about 50 pounds, will be another important convention-coverage innovation this year.

NBC engineers headed by George McElrath have installed and will operate the 55 microphone loud-speaker system connecting the speaker's platform and all the state delegations on the Amphitheatre floor to the public address system, all networks, newsreels and other audio sound systems inside the hall and out.

NBC installations will be ready for a full-dress rehearsal on July 3, four days before the Republican convention opens.

NBC will have a complete make-up room at the Amphitheatre to provide cosmetics, blue-tinted shirts and other assistance to

(Continued on Page 15)

Visit

"The Gallery of Homes" To Select Your Home

THE BEST HOME BUYS—
BEFORE YOUR EYES

Our Main Gallery and Color Vision Mezzanine, a theatre in miniature, located at 14 E. Main St. (Ground Floor), nearly two thousand listed properties, shown by photos, slides and movies.

John T. Nothnagle, Inc., Realtors
BAKER 8150

BEAUTIFUL . . .

JACK GARLINER, Prop.

WILLOW POINT PARK

Orchestra and Dancing
Saturday Night

- KIDDIELAND
- DRIVING RANGE
- SHUFFLE BOARD
- MINIATURE GOLF
- BADMINTON
- ARCHERY
- TABLE TENNIS
- VOLLEY BALL

Western New York's Finest
For Your Picnic or Outing

BAY ROAD OFF EMPIRE BLVD.

WHAM-TV

DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

CHANNEL 6

9:55—Thoughts for the Day
 10:00—(MWF) Morning News
 (T&T) Arthur Godfrey
 10:15—Morning News
 10:30—Take It Easy with Mort Nusbaum
 11:00—(MTTF) Bride and Groom
 (Wed) Dollar Derby
 11:15—(Mon) You and Your Child
 (T&T) Film
 (Wed) Dollar Derby
 (Fri) Bride and Groom
 11:30—Strike It Rich
 12:00—Noonday News
 12:15—Love Of Life
 12:30—Search for Tomorrow (CBS)
 12:45—"Ship's Reporter"
 1:00—(Mon) "Homemakers' Designs"

1:00—(Tues) Film
 (Wed) Art Gallery Program
 (Thurs.) How Do You Do It?
 (Fri.) Make It and Market
 1:15—(Mon) "Homemakers' Design"
 (TTF) Film
 (Wed) Bride and Groom (CBS)
 1:30—Garry Moore Show
 2:15—(Mon) Film
 2:30—Guiding Light
 2:45—Open House
 3:00—The Big Pay-Off
 3:30—Johnny Dugan Show
 4:00—Matinee in New York
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody

CHECK THE SCHEDULES DAILY

Compact, Complete List for Entire Week

Sat. July 5th
 10:30 Space Patrol
 11:00 Hopalong Cassidy
 12:00 Big Top
 1:00 Film
 2:00 Stars Cavalcade
 3:00 Bishop Sheen
 3:30 Film
 4:00 Roy Rogers
 4:30 Chicago '52
 5:30 TV Teen Club
 6:00 Film
 6:30 Wild Bill Hickok
 7:00 Mr. Wizard
 7:30 Film
 7:45 NBC Weekly News
 8:00 Danny Thomas
 9:00 Blind Date
 9:30 Dance Band Party
 10:30 Wrestling
 11:30 Film Playhouse

3:30 What's My Name?
 4:00 The Man Who
 5:00 Super Circus
 5:30 Hats in the Ring
 6:00 Gruen Theatre
 6:00 Sky King
 6:30 Once Upon a Fance
 7:00 Meet the Press
 8:00 Big Payoff
 9:00 TV Playhouse
 10:00 Celebrity Time
 10:30 R.D.C. Theatre
 11:00 Boss Lady
 11:30 Sammy Kaye Show

Sun. July 6th
 11:30 Amer. Air Forum
 12:00 In the Park
 12:30 Candy Carnival
 1:00 Film
 1:30 Frontiers of Faith
 2:00 Name's the Same
 2:30 Trouble with Father
 3:00 Talent Scouts

Mon. July 7th
 6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Repub. Convention
 7:30 Those Two
 7:45 News Caravan
 8:00 Lux Video Theatre
 8:30 The Big Picture
 9:00 My Little Margie
 9:30 Repub. Convention
 10:00 Summer Theatre
 11:00 News
 11:15 Police Story

Tues. July 8th
 6:00 Film
 6:15 News
 6:30 Speaking of Sports
 6:45 Film
 7:00 Repub. Convention
 7:30 Liberace
 7:45 News Caravan
 8:00 Midwestern Hayride
 8:30 Keep Posted
 9:00 Film
 9:30 Repub. Convention
 10:00 Orig. Amateur Hour
 10:45 Bob Considine
 11:00 News
 11:15 Stars Playhouse

Wed. July 9th
 6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Film
 7:15 Film
 7:30 Those Two
 7:45 News Caravan
 8:00 Youth Wants to Know
 8:30 Chromoscope
 8:45 Barn Dance
 9:00 Kraft TV Theatre
 10:00 Blue Ribbon Bouts
 10:45 Sports Parade
 11:00 News
 11:15 Robert Montgomery

Thur. July 10th
 6:00 Industry on Parade
 6:15 News
 6:30 Speaking of Sports
 6:45 Film
 7:00 Film
 7:15 Film
 7:30 Liberace
 7:45 News Caravan
 8:00 Grucho Marx
 8:30 Repub. Convention
 9:00 Sportsman's Club
 9:15 Little Theatre
 9:30 Mr. Peepers
 10:00 Martin Kane
 10:30 Film
 11:00 News
 11:15 Broadway

Fri. July 11th
 6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Film
 7:15 Film
 7:30 Those Two
 7:45 News Caravan
 8:00 Arthur Murray Party
 8:30 We The People
 9:00 Door of Danger
 9:30 The Unexpected
 10:00 Summer Sports
 10:30 Great Fights
 10:45 Nature of Things
 11:00 News
 11:15 Charlie Wild

FOR EXCELLENT

CHARLES DE JUNO

HUDSON AT NORTH

- WASH JOBS
- LUBRICATION
- GAS AND OIL
- SERVICE

EMpire 1001

TELEVISION SERVICE DIRECTORY

*For The Finest TV Service Possible,
Call One of These Reliable Concerns*

GLOBE RADIO & TV SERVICE COMPANY

Quick, Efficient Service on Television—
Radio—Phonographs. All work guaranteed.
Established since 1935. 717 Clinton Ave. N.
Rochester, New York. LOcust 8483.

ALBERT'S TELEVISION

Authorized Sales and Service for Radio and
Television. Factory Trained. 1942 Main Street
East. CUlver 3672.

ABMAR TELESERVICE CORPORATION

Television Service Specialists. Prompt, Cour-
teous Service combined with Quality Work-
manship assure you of "The Finest in Tele-
vision Service." 942 Hudson Ave. BAKer 9652.

ROBBINS TELEVISION SERVICE

Member of Radio Technicians Guild. Open
Evenings and Sunday. 439 Joseph Avenue.
HAMillon 0303.

CITY ELECTRONICS SERVICE

Radio and Television Service. Member of
the Radio Technicians Guild. 1304 Dewey Ave.
Glenwood 7143.

ED WHITE

For TV and Radio Service. Open Evenings.
561 S. Clinton, cor. Alexander. MONroe 9375.

MICHAELS RADIO & TELEVISION

Capehart Specialist—365 Park Ave. Roch-
ester, New York. MONroe 1116.

MOHAWK TELEVISION & RADIO SERVICE

Prompt, Reliable Service. 954 Portland Ave.
HAMillon 0742.

NU-TONE RADIO & TELEVISION SERVICE

Complete Sales and Service. Authorized
Admiral Dealer. 240 Lyell Ave. GLen. 8455.

TELL YOUR SERVICEMAN
YOU PICKED HIM FROM
TV LIFE'S DIRECTORY

\$ MILLION \$
\$ DOLLAR \$
\$ COVERAGE \$

Caravan of Equipment and 300 Newsmen Sent to Chicago for Big Show

The NBC Network will cover the national political conventions of 1952 so completely that the listening audience will be a thousand places at once and will know more of the convention activities and workings than those persons attending the events in person!

Coverage Started Year Ago

Such an overall and complete radio coverage of these history making events started last year when the company decided to do on-the-spot programs from the sites of the important country-wide primaries. Top newsmen like H. V. Kaltenborn, John Cameron Swayze, Richard Harkness and over 300 members of the NBC news-staff are standing by in Chicago today to put to use their invaluable experience gained from the long coverage of the primaries and other pre-convention activities.

NBC Goes All Out

To give its feature editors, commentators and newsmen the best possible tools to work with, NBC has moved a caravan of over 300 persons plus \$1,500,000 worth of the most modern equipment to Chicago for the BIG SHOW! In addition to six strategically placed radio studio booths in the Chicago Amphitheatre (site of the convention) there are also two more broadcast studios set up in the Conrad Hilton Hotel, headquarters for both parties.

Complete Coverage

A central newsdesk has been set up through which the vast army of newsmen will funnel their stories to your radios at home. In addition to these convention broadcasts, an NBC newsman has been assigned to cover the personal activities of each major candidate and delegation chairman. There will also be complete coverage of all party meetings and caucuses; interviews with outstanding convention figures; sessions of the major committees; human interest stories; activities at convention and party headquarters and all other behind-the-scenes activities.



Elmo Roper

Noted Commentators At Convention

ELMO ROPER, NBC public opinion analyst, will interpret the significant trends in thinking and voting at the Chicago political conventions. Roper once thought of becoming a philosopher, instead went into public opinion sampling and market research. He joined NBC this year to make weekly reports on what people are thinking, over NBC radio and television.



John Cameron
Swayze

RICHARD HARKNESS makes political maneuvers and diplomatic developments readily understandable to audiences on NBC radio and television. A member of the network's Washington staff, he emphasizes news behind the news plus the personalities of men and women who make the headlines. Harkness has covered national political conventions for the past 12 years.



Richard Harkness

W. W. (Bill) CHAPLIN knows America from the White House to whistle stops. He has reported the war, official Washington, the Bikini atom blasts, a series of important state primaries across the nation this Spring in a homespun voice that will bring comments on the Chicago proceedings.



Morgan Beatty

H. V. KALTENBORN celebrated his 30th year on the air this Spring. He has been broadcasting reports from national political conventions since 1932. He joined NBC in 1940. Recently Kaltenborn returned from a trip around the world. He is the author of many books, a fine tennis player and great raconteur.



W. W. Chaplin

JOHN CAMERON SWAYZE, prize-winning commentator of NBC-TV's "Camel News Caravan," will be on hand in Chicago to originate the "Caravan's" survey of world news from the convention hall during July. Swayze also will do other commentary for televiewers on Republican and Democratic activities.



Ben Grauer

MORGAN BEATTY, America's outstanding disaster reporter and the commentator-in-chief on NBC's "News of the World," will take part in the network's political convention coverage in July. Beatty's intimate contacts with White House and Capitol Hill personalities will provide exclusive information for his broadcasts from Chicago.



H. V. Kaltenborn

BEN GRAUER has broadcast at least once a day on NBC for the past 20 years. He is one of the network's leading special events reporters, sports commentators, program moderators and narrators. Grauer will report the 1952 Chicago conventions in the voice called "the most authoritative in the world."



George Hicks

GEORGE HICKS, radio reporter par excellence, covered numerous primary elections this Spring after returning from the funeral of King George VI in London. Hicks, a special events reporter since 1929, will voice the running commentary for radio listeners during convention broadcasts.

Coming Up!

MOST EXCITING POLITICAL CONVENTIONS OF THE CENTURY

SEE!

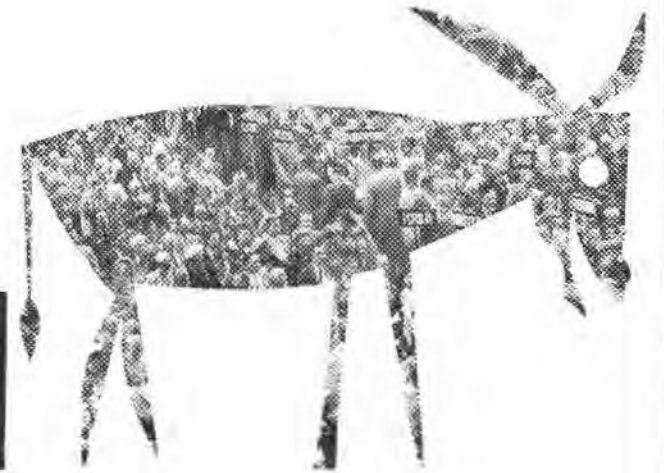
HEAR!

JUDGE!



*Catch every thrilling
moment of these
history-making days on*

WHAM
RADIO and TELEVISION



RADIO—1180 on your dial TV—Channel 6

REPUBLICAN

Republican Convention
Chicago, beginning

Next Monday, July 7

Rochester's Only

COMPLETE

News Coverage!

DEMOCRATIC

Democratic Convention
Chicago, beginning

JULY 21



NITE LIFE

DUMPLING HILL

Restaurant and Cocktail Lounge

Full Course Dinners - Lunches

Friday Specials

Fish Fry - Scallops - Fried Shrimp

Fils Trio — Fri. - Sat.

We Cater to Wedding Receptions

Banquets - Parties

2130 Scottsville Road

GEneese 6143-J

IT'S

THE GARDEN GRILL

for

- The Very Finest of Food
- Real, Friendly Atmosphere
- Orchestra and Dancing

Friday - Saturday - Sunday

Make It a MUST Each Weekend

1133 NORTON STREET

EMpire 1054



SQUEEZER'S

Rochester's Only Authentic

Jazz Spot

Now Presents

THE

RAY BRAND TRIO

420 State Street

EMpire 0967

Among the "Hi-Lites" that twinkle in the Rochester night is the Ray Brand Trio with their authentic jazz at Squeezer's Musical Bar, 420 State Street.



"And the night shall be filled with music"—when the charming Suzanne plays the organ at picturesque Colonial Hotel which nestles in the dugway at 111 Empire Boulevard. Suzanne entertains Friday and Saturday nights. There's a spacious dance floor to glide over.



The gently rolling hills, the lovely Spring-time blossoms and the awakening countryside make a drive out to **Dumpling Hill** sheer pleasure. And when you get there (stop at 2130 Scottsville Road—that's the place), you'll be greeted with a relaxing cocktail and your choice of one of the specials of the house. If you go on a Friday or a Saturday the **Fils Trio** will serenade you—and you'll love it!



Billy Spitz' trumpet sounds the call to the **Fawn Club**, 1982 Ridge Road East, and the **Cugar Blues Five** come in with a few blue notes for you.

REX

STEVENSON'S

LIQUOR

STORE

Offers Your Choice

of

Fine Wines, Liquors and Cordials

1738 East Avenue

MONroe 1740

HIGH LITES



The Ames Brothers, popular recording stars, are appearing all this week at The Triton, at 1443 Main St. East. The food drinks are tops too—all making is a wonderful night out.

• • •

You'll have to look for the **Hide-A-Way**, but it's worth finding! It's at 504 Atlantic Avenue near Culver. The whole place rocks on Fridays and Saturdays when **Lou Fellen and his Rhythmasters** go to town.

• • •

The **Garden Grill** has such a friendly atmosphere it advertises it! So, if you like friendly atmosphere, rollicking rhythms and dancing the polka, stop in at 1133 Norton Street. You'll be welcome.

• • •

Take a setting like the cocktail lounge of the Hotel Seneca, add a refreshing drink, sprinkled liberally with friends, blend — and there you have the perfect ingredients for a delightful evening. Try our recipe for A Night at the Seneca.

THE FAWN CLUB

Now Presents

Tasty Food and
Delicious Drinks Always

BANQUETS and
PRIVATE PARTIES

1982 Ridge Rd. CU. 7403

TIMES SQUARE

Points With Pride To

BILLY VALENTINE

At The Piano

44 Exchange Street

LOcust 9442



THE AMES BROTHERS
Popular Recording Artists
appearing nightly at

THE TRITON

Sunday Dinner Starts at 1 P. M.
Bowling Banquets Invited

Hide-A-Way at

THE HIDE-AWAY

Always A

Star-Studded Show

Lou Fellen and Rhythmasters

FRIDAY - SATURDAY

Book your bowling banquets
and parties now!

504 Atlantic Ave. (near Culver)

Phone: CULver 6329 for Reservations

COLONIAL HOTEL

Serving Lunches
and

Dinners Daily

SUZANNE

AT THE ORGAN

FRI. - SAT.

Dancing to Bert Latimer and His
Orchestra Saturday Evening

MATT REGER - Prop.

1111 EMPIRE BLVD.

CULver 3968

DAILY — MONDAY THRU FRIDAY

9:40 Sign On	11:00 Al Pearce Show	12:30 Repub. Convention
9:55 Morning Prayer	11:15 Bride and Groom	2:30 The Guiding Light
10:00 CBS News	11:30 Strike It Rich	
10:30 Arthur Godfrey	12:00 The Egg & I	
10:45 Kay's Kitchen	12:15 Love of Life	

SUNDAY

12:00 Sign On
12:10 Morning Prayer
11:2:15 Toolies Hippodrome
12:30 Candy Carnival
1:00 Freedom Theatre
1:30 Life is Worth Living
2:00 Sunday Matinee
3:00 Name's the Same
4:00 The Big Picture
4:30 TV Teen Club
5:00 Super Circus
6:00 Pre-Conv. Program
6:30 See It Now
7:00 Gene Autry
7:30 This is Show Business
8:00 Toast of Town
9:00 Information Please
9:30 Break the Bank
10:00 Celebrity Time
10:30 What's My Line
11:00 Sunday News
11:15 Previews - Sign Off

MONDAY

2:45 Convention Round-up
3:00 Mike & Buff
3:30 Summer Session
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports

6:30 Space Cadet
6:45 Inside City Hall
7:00 Captain Video
7:30 Ozark Mt. Boys
7:45 Perry Como Show
8:00 Lux Video Theatre
8:30 Godfrey Talent Show
9:00 My Little Margie
9:30 Repub. Convention
9:30 News and Sports
11:35 Mr. D. A.
12:05 Previews - Sign Off

TUESDAY

2:45 Convention Round-up
3:30 Mel Torme Show
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:30 Film Feature
7:00 Captain Video
7:30 Gadabout Gaddis
7:45 Music Hall
8:00 Film Feature
8:30 Keep Posted
9:00 Crime Syndicated
9:30 Repub. Convention
11:30 News & Sports
11:35 Sammy Kaye
12:05 Charlie Wild
12:35 Previews - Sign Off

WEDNESDAY

4:30 Film Feature
5:00 The Bunkhouse
6:00 Red Ryder
6:20 News and Sports
6:30 Space Cadet
6:45 Industry on Parade
7:00 Captain Video
7:30 Furniture Trends
7:45 Perry Como Show
8:00 Godfrey
9:00 Strike It Rich
9:30 Repub. Convention
11:30 News & Sports
11:35 Mystery Theatre
12:30 Previews - Sign Off
11:05 Mystery Theatre
12:30 Previews - Sign Off

THURSDAY

4:30 Film Feature
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:30 Film Feature
7:00 Captain Video
7:30 Lone Ranger
8:00 Amos 'N Andy
8:30 Chance of Lifetime
9:00 Man Against Crime
9:30 Repub. Convention
11:30 News & Sports

11:35 Mystery Theatre
1:00 Previews - Sign Off

FRIDAY

2:45 Mike and Buff
3:30 Summer Session
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Western Theatre
6:20 News and Sports
6:30 Space Cadet
6:45 Rossi Reports
7:00 Captain Video
7:30 Your TV Shapper
7:45 Perry Como Show
8:00 Mama
8:30 Pantomime Quiz
9:00 Playhouse of Stars
9:30 Film Series
10:00 Police Story
10:30 B'd'y - Hollywood
11:00 News and Sports
11:05 Premier Playhouse
12:30 Previews - Sign Off

SATURDAY

10:55 Morning Prayer
11:00 Space Patrol
11:30 Prize Party
11:45 Film Featurette
12:00 The Big Top
1:00 Hopalong Cassidy
2:00 Mystery Matinee
5:30 Wild Bill Hickock
6:00 Beulah
6:30 The Cisco Kid
7:00 Stu Erwin Show
7:30 Beat the Clock
8:00 Film Feature
9:00 Songs for Sale
10:00 Feature Film
11:00 Wrestling from Chi.
12:30 Previews - Sign Off

DAILY — MONDAY THRU FRIDAY

12:00 Ruth Lyons 50 Club	3:00 The Big Payoff	6:55 Red Patron's Sports
12:30 Camera Headlines	4:00 Kate Smith	7:00 (MWF) Show Case
12:45 Hollywood Matinee	5:00 Hawkins Falls	Tues. Convention
2:00 Ladies Day	5:15 Gabby Hayes	Thur. Three
3:30 Johnny Dugan Show	5:30 Howdy Doody	7:15 (MWF) Goldbergs
	6:00 Canyon Jack	7:30 (MWF) Those Two
	6:30 Ed Murphy	(TT) Liberate
	6:45 Camera Headlines	7:45 Camel News

SUNDAY

1:05 Sign On and Music
1:15 Nature of Things
1:30 Frontiers of Faith
2:00 Hal's In the Ring
2:30 America at Work
3:00 Midwestern Hayride
4:00 MovieTime
5:00 Zoo Parade
5:30 Mr. Wizard
6:00 Roy Rogers Show
6:30 Campbell Playhouse
7:00 Boston Blackie
7:30 Meet the Press
8:00 Big Payoff
9:00 TV Playhouse
10:00 Gruen Theatre

10:30 Hollywood Theatre
12:30 News - Sign Off

MONDAY

8:00 What's My Name
8:30 Voice of Firestone
9:00 Lights Out
9:30 Robert Montgomery
10:30 Who Said That
11:00 Camera Headlines

TUESDAY

8:00 Jeffrey Jones
8:30 Midwestern Hayride
9:00 Boss Lady
9:30 Circle Theatre

10:00 Orig. Amateur Hour
10:45 Bob Considine Show
11:00 Beyond the Sound

WEDNESDAY

8:00 Youth Wants to Know
8:30 Juvenile Jury
9:00 Kraft TV Theatre
10:00 Conv. Conference
10:30 Forum of the Air
11:00 Camera Headlines

THURSDAY

8:00 You Bet Your Life
8:30 Conv. Conference
9:00 Dragnet

9:30 Mr. Peepers
10:00 Martin Kane
10:30 The Unexpected
11:00 Camera Headlines

FRIDAY

8:00 Curtain Call
8:30 We, the People
9:00 Doorway to Danger
9:30 Dangerous Assignment
10:00 Cavalcade of Sports
10:45 Greatest Fights
11:00 Camera Headlines

SATURDAY

1:50 Sign On & Music
2:00 Theatre of the Air
3:00 Western Jamboree
4:30 Chicago '52
5:30 Roalie Kazotte
6:00 Royal Showcase
6:30 Big Picture
7:00 Film Feature
7:30 American Inventory
8:00 All Star Revue
9:00 Blind Date
9:30 Dance Party
10:00 Conv. Conference
10:30 Assignment - Manhunt
11:00 Eleventh Hour
Weather
Baseball Scores
Local News

Television's Biggest Show

(Continued from Page 5)

work will also unveil its "TV newsroom on wheels," a super mobile unit equipped with its own electric power supply, electronic and film cameras and a complete darkroom.

NBC has built its convention headquarters in the North Wing of the International Amphitheatre where the only combined TV-radio news desk will be the center of NBC's convention-time operations. A special "human interest" team equipped with mobile cameras and transmission facilities, and headed by Al Schneider, will roam Chicago to picture the news-behind-the-news.

Prior to each convention, NBC will present 10 hours of special telecasts and eight hours of radio broadcasts devoted to profiling the leading candidates, explaining how a political convention operates, reviewing what happened at the last Presidential conventions in Philadelphia and showing "A Day in the Life of a Delegate."

NBC has constructed three air-conditioned TV studios, five radio studios, control rooms and other facilities in the Amphitheatre.

Convention Facts . . .

(Continued from Page 6)

persons appearing on NBC telecasts. Make-up is no longer a necessity as in 1948, but will remove shadows, bald spots and perspiration shine.

NBC will link all its TV and radio stations directly to the operations desk in the International Amphitheatre by a private teletype system to keep both networks in 24-hour touch with convention developments.

NBC is compiling its own telephone directory of personnel and operating posts at the conventions.

NBC has hired a special film laboratory in Chicago to process thousands of feet of film daily by a variety of methods including the "hot kinescope" system for rapid-devel-

oping.

Political convention telecasts and broadcasts will run from 11:30 to 2:00 or 3:00 p.m., then from 9:30 until adjournment each convention night. Republicans meet first, starting on Monday, July 7. The Democrats begin their convention on Monday, July 21. Both parties are aware of the requirements of television and radio and will try to limit conventions to the usual 4-day period.

AUTHENTIC ITALIAN DISHES



Have
You
Tried

- **Lobster**
Fra Diavolo
- **Calamai**
- **Spaghetti**
with Clams

LOPERFIDO'S

COURT ST. NEAR CHESTNUT

MOVING? To Be Sure, Call

GEORGE M. CLANCY

Agents North American Van Lines

LOCAL AND LONG DISTANCE

Storage . . . Packing . . . Shipping

8 CIRCLE STREET

MOonroe 8018



DAILY — MONDAY THRU FRIDAY

9:00 Your Figure	(WF) Strike it Rich	3:15 (Th) Your Home
9:15 News	(Th) Your Family	3:30 Johnny Dugan
9:30 Learn and Live	12:00 (WTF) News	4:00 Matinee in N.Y.
9:45 Film Featurette	12:15 (WTF) Love of Life	5:00 Fun to Learn
10:00 Repub. Convention	12:30 (WTF) Search-Tam.	5:15 Flash Gordon
(TF) Shoppers Guide	12:45 (WTF) First 100 Yrs.	5:30 Howdy Dooday
10:30 (Th) Arthur Godfrey	1:00 (WTF) Mat. Play.	6:00 Sagebrush Trail
(Fri) TeeVee Theatre	1:15 (Tu) All-Star Ball	6:30 News
10:45 (Th) TeeVee Theatre	1:45 (WTF) Johnny's Show	6:45 Sports Spotlight
11:00 (MTW) Shop. Guide	2:00 (WTF) Garry Moore	7:00 (MT) Conv.
(TF) Bride, Groom	2:30 (MWTF) Meet Millers	(WTF) Kukla
11:15 (MWT) Bride, Groom	3:00 (MWF) Big Payoff	7:15 (WF) Goldbergs
11:30 (MT) Conv. Sessions	(Th) Ship Reporter	(Th) Yg. Ch'ns.

FRIDAY

7:30 Stars of Excellence
7:45 News Caravan
8:00 Arthur Murray
8:30 We the People
9:00 Feature Film
10:00 Summer Sports Reel
10:30 Greatest Fights
10:45 Film Featurette
11:00 Late News
11:30 Racket Squad
12:00 The Unexpected

SATURDAY

11:00 Space Patrol
11:30 Children's Theatre
12:00 Big Top
1:00 Wild Bill Hickok
1:30 To Be Announced
2:00 Film Feature
2:30 Campbell Playhouse
3:00 Hopalong Cassidy
4:00 Film Featurette
4:30 Paul Whiteman
5:00 Cisco Kid
5:30 Beat the Clock
6:00 Sports Spotlight
6:15 News Bulletins
6:30 Western Theatre
7:30 UoFB Round Table
8:00 All-Star Revue
9:00 Blind Date
9:30 Dance Party
10:00 Newsreel
10:15 Week in Sports
10:30 Assignment-Manhunt
11:00 Late News
11:05 Weather Forecast
11:10 Final Sports Review
11:15 Film Theatre

SUNDAY

12:00 News
12:15 Film Featurette
12:30 Film Featurette
1:00 Range Rider
1:30 Frontiers of Faith
2:00 Hats in the Ring
2:30 The Big Picture
3:00 Roy Rogers Show
3:30 Claudia
4:00 The Man Who
5:00 Sky King Theatre
5:30 Lone Ranger
6:00 Vacation Time
6:30 Charades
6:50 News
7:00 Meet the Press
7:30 This is Show Business
8:00 The Big Payoff
9:00 TV Playhouse

10:00 Celebrity Time
10:30 One Man's Family
11:00 Late News
11:10 Sports Review
11:15 Montgomery Presents

MONDAY

7:30 Stranger than Fiction
7:45 News Caravan
8:00 Video Theatre
8:30 Voice of Firestone
9:00 My Little Margie
9:30 Repub. Convention

TUESDAY

7:30 Sportsman's Club
7:45 News Caravan
8:00 Midwestern Hayride
8:30 Keep Posted
9:00 Boss Lady
9:30 Repub. Convention

WEDNESDAY

7:30 Kieran's Kaleid's'pe
7:45 News Caravan
8:00 Youth Wants to Know
8:30 Conv. Highlights
9:00 TV Theatre
10:00 Boxing Bout
10:45 Sports Spoil
11:00 Late News
11:15 To Be Announced
11:30 The Web

THURSDAY

7:30 Feminine Angle
7:45 News Caravan
8:00 Groucho Marx
8:30 Convention Highlights
9:00 Dragnet
9:30 Mr. Peepers
10:00 Martin Kane
10:30 Dangerous Assignment
11:00 Late News
11:15 Industry on Parade
11:30 Playhouse of Stars

DEBUTS



JONE ALLISON as "Meta Roberts" stars with Herb Nelson in the television version of the radio serial "The Guiding Light" which began last Monday. "The Guiding Light" has been a radio serial for many years and now replaces the "First Hundred Years" soap opera which was cancelled by the network.



LA DELPHA BROS.

REPAIRS
SERVICE
Installation

HEATING CONTRACTORS

114 RANDOLPH ST. Bk. 6033

"OVER THE TV FENCE"



With all the hoop-la over the new TV stations, there have been only 70 applications received by the FCC to date . . . Bishop Sheen has decided to forego his Dumont TV show until after elections. Doesn't want to be accused of favoring anybody or any side . . . Bob Hope, who will do a series of 10 video shots next season, has purchased a radio station in Denver, Colo. Hope's one of a syndicate that was formed for this special purpose . . . Among the commentators scheduled to make with the voice and hand-waving from the political conventions next month in Chicago is none other than Walter Winchell, who'll be seen over ABC-TV . . . Bing Crosby, elated with the critical reaction to his TV debut, said to be ready to sign with Coca-Cola for a radio show plus TV appearances next Fall . . . Noted Hollywood director and actor John Cromwell left the cast of Broadway's "Point of No Return" to start directing duties for the new TV series "The Doctor" . . . TV must pay off: That beer company who sponsors the Chicago ball games has reported an increase of over 300%. An unknown beer in Chi, too, before taking over the Sox and Cub games . . . Now someone has come up with the idea of a "Kukla, Fran & Ollie" radio show . . . That zany pair, "Bob and Ray", set as Summer replacement for "One Man's Family." And Al Capp, the cartoonist, is about ready to launch another TV show . . . The talented Donald O'Connor stunned to learn that his pay for next year's TV appearances will net him a 90% pay hike. What did he expect—a slash in salary? . . . Eddie Fisher, ready to take off for Europe with the army, will make a couple of farewell TV shots as sub for Patti Page . . . Songwriter Vaughn Mockin' Bird Hill' Horton is busy writing a theme song for "I Love Lucy." It'll be in the calypso idiom . . . Accent is more and more on filmed TV shows as vidpix companies get set for a busy Summer. The success of "Lucy" is of course, the biggest boost for the camera boys . . . It had to happen Dept.: Jack Mahoney, seen in the film "The Rough, Tough West" is billed as "TV's Popular Range Rider." He visited Rochester a short time ago. Marks the first time the movies have admitted the pull of video . . . Ozzie

and Harriet set to make their debut next Fall in a TV adaption of their popular radio show . . . Likewise Joe E. Brown and Mickey Rooney are being lined up for their own filmed shows . . . "Amos & Andy" to be seen on a skip-a-week basis next year Edgar Bergen, who feels that the wedding of TV and Hollywood is right around the corner, will issue his next full-length film to the first run houses and then split it into three segments for use on TV . . . Everybody can watch the All-Star baseball game next month via NBC-TV. For the first time cameras will carry the game over the coaxial cables. Mel Allen and Jack Brickhouse will be at the mikes . . . CBS-TV readying a new series to be called "The Life Of a Hollywood Columnist." Wonder who they'll pick on? . . . That fine director Al McCleery the man who approaches TV as if it were a theatre in-the-round, will take over the production of the Hallmark Playhouse soon . . . The true tradition of show biz that the show must go on really came to life on a recent Kraft Theatre program. One of the male leads was taken ill the morning of the telecast and in a frantic last minute upheaval the whole cast was changed around, a real TV veteran substituted at the last moment, and the show went off without a hitch . . .

Does your furniture need re-covering?
Do you want good workmanship,
style and fabric? Call

Rudies Upholstering Co.
Glenwood 3749

THIS RADIO AND TV WORLD



NIKI GREENE, beautiful young actress seen on CBS Television in such shows as "Crime Photographer" and "Studio One"

TELEVISION CONVENTION COVERAGE

July 4th

8:30-9:00 p m—WE, THE PEOPLE. General Dwight D. Eisenhower. Special Independence Day program.

July 5th

4:30-5:00 p m—CHICAGO '52. Tour of NBC convention facilities. Staff of commentators will be featured.

10:00-10:30 p m — CONVENTION NEWS CONFERENCE. Lawrence Spivak and Martha Rountree with leading Republican candidates and newspaper reporters.

July 6th

4:00-5:00 p m—THE MAN WHO. History of the Republican party in documentary form; films of previous campaigns.

5:30-6:00 p m—HATS IN THE RING. Senator Russell, Mr. William Schneider.

7:00-8:00 p m—MEET THE PRESS. All Republican candidates.

July 7th

10:00-11:00 a m — REPUBLICAN CONVENTION. Features prior to opening of session.

11:30 a m—CONVENTION SESSION.

7:00-7:30 p m—CONVENTION HIGHLIGHTS.

9:30 p m—CONVENTION SESSION.

July 8th

10:00 a m—CONVENTION Pre-views

11:30 a m—CONVENTION SESSIONS. (Will continue if convention warrants it—if not, ALL-STAR BASEBALL GAME starts at 1:15 p m.

7:00-7:30 p m—CONVENTION HIGHLIGHTS.

9:30 p m—CONVENTION SESSIONS.

July 9th

10:00-11:00 a m—CONVENTION Pre-views

8:00-8:30 p m—YOUTH WANTS TO KNOW. Teen-agers interview prominent Republicans.

July 10th

8:30-9:00 p m—CONVENTION HIGHLIGHTS.

THE GREEN THUMB

By DOC and KATY ABRAHAM, Naples, N. Y.

"The Green Thumb" is broadcast every Saturday at 12:00 noon over WHAM-TV

Peony Notes: Because this department has received so many queries asking for information on peonies and iris, we are presenting the following facts so you can have better blooms next year. First, if your peony bush did not bloom this year, and it was transplanted a year or two ago, chances are you made the mistake of covering the eyes too deep with soil. If the eye of a peony is planted over two inches deep, you seldom get the plants to bloom. If planted too shallowly the roots are apt to heave out of the ground during the winter months. Fall planting is always better than spring planting of peonies because it gives the peony plants a chance to become established.

Peonies aren't plants that need to be divided frequently. About every 8 or 10 years is enough; we've seen bushes 25 years old and good and healthy. Dividing the bushes is quite a shock to the plants, so don't be disappointed if they don't bloom for you the first or second summer after transplanting. We've found that it sometimes takes the divisions 2, 3, or 4 years to build up enough food to enable the plants to bloom. Sometimes they bloom the first year after transplanting, but we feel it's best to remove the first buds to build up the vigor of the plant.

This year many complaints were received asking why peony buds dried up without developing into blooms. This condition was due to botrytis blight, a disease usually more virulent in damp, rainy weather. If your buds blasted, give the peony bed a thorough house cleaning and burn all dead foliage this fall. Cut the stalks to the ground and spray the clumps and earth around them with bordeaux mixture. Next spring spray every 2 weeks from time the leaves start until the flowers start to unfold.

Ants are annoying but cause no direct

injury to peonies. They feed on the secretions from the flower and aphids. **Control:** dust with 10% chlordane.

Iris: If your iris failed to bloom this year, plants are over-crowded. Iris is best thinned out every 3 to 5 years. Thinning consists of digging up crowded rhizomes here and there, leaving some untouched. Those you do not disturb will bloom profusely next year. Those you dig up can be planted elsewhere.

The iris borer is the worst pest of iris. Dig the rhizomes and cut out the borer; dust the rootstocks with DDT or chlordane and replant them. The best time to plant iris is right after the flowering period. Cut the foliage back and burn all refuse. And remember, iris cannot be relied upon to flower abundantly until the second or third season after planting.

Irises develop a leaf spot disease. **Control:** dust with ferimate when leaves are small.

Parsley: Every gardener should raise parsley, because it has so many uses. You can use it as a garnish to make dishes more appetizing, or you can use left-over scraps as a deodorizer in your refrigerator. The bright green color means it is strong on chlorophyll—an effective deodorizing agent. Leave the parsley in the refrigerator and it will act in the same way as the commercial deodorants.

Fighting Ants: Ants have been reported on nearly all plants. They do very little harm, but do have nuisance value. They are usually found wherever aphids are present, since ants milk aphids for the honeydew they secrete. Check aphids by spraying with a solution of nicotine sulfate, 1 teaspoonful to 2 quarts. **Control** ants by dusting ant hills, runways, plants with 5% chlordane dust.

Shearing Christmas Trees: If you raise Christmas trees, now's a good time to shear them so they'll be nice and compact. Hedge shears with six to eight-inch blades work fine. Start on trees 4 or 5 years old. Keep the terminal (top) growth to about one foot per year. Remove the side (lateral) branches which are tending to make the tree too sprawly or irregular.

SAME DAY SERVICE AT NO EXTRA CHARGE
IF CALLED BEFORE NOON . . .



CULver 8080

1010 CULVER ROAD

GUARANTEED Service On All Makes and Models
RADIO - Two Specialized Departments - TELEVISION



Mondays thru Saturdays



It's The

BOND NEWS

With

ROGER GOODRICH

at 6:00 P. M.

For years, Roger Goodrich and the Bond News have been practically synonymous terms, and an ever-increasing audience of intelligent people have made it a habit to tune in this clean-cut, unbiased, newscast every evening before they sit down to their evening meal.

This election year, with national events vying in importance with the many breathtaking world-wide news developments that seem to be taking place practically every hour on the hour, Roger Goodrich and the Bond News have assumed even greater importance and popularity. Join the thousands who tune in every night!



W H E C

The Station That Listeners Built!