

TV *Life*

JULY 12 - 18, 1952

20¢

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RADIO and ENTERTAINMENT Magazine

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TV LIFE

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

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JULY 12 - 18, 1952

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NEW TV TECHNIQUE MAKES BOW

A new experimental technique in television was used for the final telecast of the season of the RCA Victor Show starring Ezio Pinza. The program was shot on location several days in advance, combining television and motion pictures techniques.

Instead of using movie cameras, television cameras were used on location, the famous mission at San Juan Capistrano, where Pinza played the role of Father Jacomo, who helps a young widow regain her faith and strength.

NBC and the engineers of A. T. and T. constructed two microwave relays between Hollywood and the mission. A unit of cameras with mobile control trucks were used by the director Sid Smith and producer Ted Mills. They were able to monitor the shots and call them in the same way they would in a television studio. Editing of the film took place both while the shooting was going on and later. All of the shots taken by the cameras were relayed to Hollywood where they were put on film for video and audio use. The orchestra played "live," however, on the day of the telecast.

The advantages of this system of production are that television has the ability to "go on location" and still can produce with the speed and economy of means of television rather than the expensive motion picture method.

The entire production was planned by 34-year-old producer Ted Mills. The script for this program was written by Arthur Penn.

1/2 HOUR TV = 22 YEARS

It would take a barnstorming Presidential candidate almost 22 years of daily speech-making to reach face-to-face the 60,000,000 estimated audience who'll be able to see him in a half-hour television broadcast from the Republican and Democratic conventions.

This statistical oddity is from Paul Levitan, CBS-TV Director of Special Events, who bases his calculations on the assumption that the candidate would address at each gathering some 7500 persons, the capacity of the International Amphitheatre in Chicago, scene of the conventions.

And the candidate would have to go on doing this every day, 365 days a year, for about 22 years. At that rate, FDR would be just about winding up his campaign tour for his first term.

Press Time Flashes

FRIDAY, JULY 11th

- 8:00—Arthur Murray Party. Lauritz Melchior, Teresa Brewer, and Victor Borge are guests with Kathryn Murray as hostess.
- 8:30—We The People. Interviews from the Chicago Convention.
- 9:00—Doorway To Danger. Roland Winters stars in drama of international crime.
- 10:30—Greatest Fights of The Century. Filmed bout, Jack Dempsey vs Bill Bernan, 1940.
- 11:15—Charlie Wild. Charlie gets off beaten sleuth path to get erget poacher.

SATURDAY, JULY 12th

- 12:00—Big Top. Annell & Brask, Bicyclists from Denmark; Winifred Colleano, Aerialist; The Honey Girls, Acrobats; Jimmy Stutz, Juggler; and Captain Anderson's Animal Circus of Ponies, Dogs and Monkeys.
- 2:00—Cavalcade of Stars. Jackie Gleason is host with Paul Remos and his Toy Boys and the Clark Brothers as guests.
- 8:00—All Star Revue. Jan Murray, Evelyn Knight and others are guests with Mr. Ballentine as magician emcee.
- 9:00—Blind Date. Six young men vie for dates with three beautiful girls.
- 9:30—Saturday Night Dancing Party. Louis Prima and orchestra with Jerry Lester, host.

SUNDAY, JULY 13th

- 1:30—Frontiers of Faith. Dr. Charles Crowe of First Methodist Church, Wilmette, Ill.
- 4:30—Zoo Parade. Dr. Perkins turns big cats into purring kittens with catnip.
- 7:30—Your Lucky Clue. Premiere of a new mystery Quiz starring Basil Rathbone.

- 10:00—Celebrity Time. Conrad Nagel is host with guests Dick Haymes, Janis Paige and Betty Ann Grove.
- 11:00—Boss Lady. Lynn Bari has trouble finding a general manager for her mammoth housing construction company.

MONDAY, JULY 14th

- 8:00—Lux Video Theatre. "Son Wanted", starring Aina Niemela.
- 8:30—Rochester vs Montreal Baseball Game.
- 11:15 Police Story. A forgery racket is solved by Indiana State Police.

TUESDAY, JULY 15th

- 9:30—Circle Theatre. "For Worse." A baby sister realizes that marriage is not a bed of roses.
- 11:15—Stars Playhouse. "A Southern Lady" starring Jane Wyatt who plays part of a recluse who is visited by fortune hunting nephew.

WEDNESDAY, JULY 16th

- 10:00—Blue Ribbon Bouts. Chuck Davy vs Carmen Basilio, 10-round welterweight, bout from Chicago.
- 11:15—Montgomery Presents. "King of the Castle" starring Robert Coote in a story about the last descendant of a long line of Scotch lords.

THURSDAY, JULY 17th

- 8:30—Democratic News Conference. Latest news from the Chicago Conference.
- 9:30—Mr. Peepers. Wally Cox stars in another comedy series.
- 10:00—Martin Kane. Lee Tracy adds another case to the Martin Kane series.

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THAT BIG BREAK...

by

ARCHIE BLEYER

Musical Director of

"Arthur Godfrey's Talent Scouts"

"Music hath charms" — and it also has its rewards, which is one of the reasons why I get a tremendous thrill out of conducting the orchestral accompaniments for contestants on "Arthur Godfrey's Talent Scouts."

Practically all of the artists who appear on the simulcasts have had good, strong professional experience, and practically all of them have been buffeted about by the uncertainties of show business. One day they're "hot," the next day they're scratching about for engagements.

Then comes a try-out for "Talent Scouts" and a chance to appear on the program. Whether the contestant wins and gets those appearances on Godfrey's morning show, or whether he loses, the opportunity for success has been enhanced a thousandfold. Calls come in from booking agents, night club managers, and theatre owners, and the performer is on his or her way to stardom.

I wish I had the space here to tell about the wonderful "breaks" that have come to artists who have appeared on "Talent Scouts," but it will have to suffice to mention only a few. Bill Lawrence was almost entirely unknown when he appeared before our microphone and cameras to croon himself to fame. Florian Zabach, popular video violinist, is a "Talent Scouts" alumnus. So are Vic Damone, Mary McCarty, comedian Wally Cox, the Chordettes, Rosemary Clooney, songstress June Valli, concert violinist



Vivacious Janette Davis got her big break on Godfrey's show and now adds her vocal charm to "Arthur Godfrey & His Friends," Wednesday nights, and "Arthur Godfrey Time" Monday thru Friday. This same pattern is being repeated with Rochester's own Lu Ann Simms, who has just been signed to appear regularly on the Godfrey shows.

Jeanne Mitchell and Metropolitan Opera baritone Frank Guarrera. But I could go on like this for several newspaper columns.

Local Girl Makes Good

Latest on our list is a demure little girl who has just been assigned to the permanent cast of Arthur Godfrey's Wednesday night show—Lu Ann Simms. On April 21st of this year, the 19-year-old youngster, already popular with Rochester's dancing crowds, stepped on stage, pretty as a picture, and sang her sweet way into the hearts of a nation-wide radio and TV audience. Now, almost overnight, she's a top-ranking luminary. You'll be hearing lots more about her, I can promise.

To stand on stage at "Talent Scouts" and to watch the performers sing or play their ways to success is the most gratifying experience I can possibly enjoy. I'm delighted to feel that I've had my small part by way of providing fitting orchestral backgrounds to their genuine talents, in bringing these artists to the attention of a vast and appreciative group of viewers and listeners.



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"JINGLES" . . .

GRAVEL-VOICED SIDEKICK

The gravel-voiced, jolly deputy seen on the "Wild Bill Hickok" television adventure series is Andy Devine, who plays Wild Bill's sidekick, Jingles. That ample figure has been seen on the movie screen for almost 25 years in "several hundred" films.

The rotund actor's youth was wild and wooly enough to match his TV role. He was born in Flagstaff, Arizona. His grandfather helped found the United States Naval Academy and his father owned a hotel in Flagstaff. One of the thrills of Andy's youth was carrying the first U.S. flag with forty-eight stars, the day Arizona was admitted as the last state in the union.



After 25 years of making motion pictures, Andy Devine has found a brand new audience as "Wild Bill Hickok's sidekick.

Central California was the scene of Andy's college life; he was a star athlete, then, with an impressive physique, looks and personality. His appearance prompted Universal Studios, in the silent movie days, to put him into his first picture, "The Collegians," as a baseball player. When sound hit the screen his voice was hardly appropriate to romantic "leads" but a smart director tried him in comedy—and he's been a big success at it ever since. Andy's most recent roles were in "Bowery to Broadway," "The Traveling Saleswoman," "Belle of Montana," "Never a Dull Moment," "New Mexico," and "The Red Badge of Courage."

The Devines, Dorothy and sons Tad, 16, and Dennis, 12, live on a ranch in the San Fernando Valley, near Los Angeles. Andy has been honorary mayor of his little neighboring town for 11 consecutive years. The family are great sports lovers and on every free weekend they're off hunting, at a ball game or skiing in the nearby California mountains where Andy owns a lodge.

Besides being seen on the screen and television and heard on radio, Andy Devine is also a comic book character in a western strip.

This man who was born and raised a westerner and who lives and works as one, is ideal in the role of pal to one of the greatest names in the history of the western United States.



COLLEGIATE FOOTBALL TELECAST

The National Broadcasting Company television network will carry the 1852 N.C.A.A. college football program, the television committee of the National Collegiate Athletic Association announced June 26. The program will include one major game on each of 12 dates during the season and also a comprehensive offering of small college games, to be presented locally.

After three days of discussions with major networks, sponsors and advertising agencies, the N.C.A.A. committee headed by Bob Hall, Yale University's director of athletics, and with Commissioner Asa S. Bushnell of the Eastern College Athletic Conference as its director, made the award to NBC. The award was made on the basis of the network's proposed geographical coverage, its facilities and its projected program for providing the public with information on colleges and their educational and athletic activities. NBC also carried the N.C.A.A. football program last year.

In his letter of acceptance of the NBC offer, Hall stated to Joseph H. McConnell, President of NBC, "The NBC proposal

was the most complete and comprehensive of all the bids we received and we are very happy to know that the N.C.A.A. program will be given such extensive coverage. The public will not only see the finest of football fare, but through the great medium of television will be informed throughout the season of the values which are inherent in the college educational and athletic programs. We are completely convinced that NBC will do the job."

Supplementing the statement by the committee chairman, Bushnell explained that NBC, under the terms of the N.C.A.A. plan, will select the schedule of games to be telecast and will negotiate for the rights to those games directly with the colleges which NBC and the prospective sponsor or sponsors will select.

Expressing NBC's gratification, McConnell said: "The National Broadcasting Company is proud to be able to bring the best in college football to American homes thru television in the coming Fall season. We will provide the public not only with the finest football games but also a comprehensive program of information on college athletics and their place in the field of education."

The 12 dates making up the program will comprise the 11 Saturdays from Sept. 20 to Nov. 29, inclusive, plus Thanksgiving Day. No cities will be blacked out, as they were last year.

Negotiations for NBC were carried on by Davidson Taylor, general production executive of the TV network, and Tom Gallery, director of sports. Acting for the N.C.A.A. television committee was its steering committee, which includes, in addition to Bushnell and Hall, Walter Byers, executive director of the N.C.A.A., and J. Shober Barr of Franklin and Marshall.

Gallery announced that negotiations are already under way to arrange the schedule.

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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—(MTF) Bride and Groom
 (Wed) Film
 11:15—(Mon) You and Your Child
 (TWT) Film
 (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 12th

10:30 Space Patrol
 11:00 Hopalong Cassidy
 12:00 Big Top
 1:00 Western Theatre
 2:00 Stars Cavalcade
 3:00 Film
 3:30 Film
 4:00 Roy Rogers
 4:30 Film
 5:00 TV Teen Club
 5:30 Rottie Kazootie
 6:00 Bishop Sheen
 6:30 Wild Bill Hickok
 7:00 Mr. Wizard
 7:30 Film
 7:45 NBC Weekly News
 8:00 All-Star Revue
 9:00 Blind Date
 9:30 Dance Band Party
 10:30 Wrestling
 11:30 Film Playhouse

3:00 Talent Scouts
 3:30 What's My Name?
 4:00 Film
 4:30 Zoo Parade
 5:00 Super Circus
 5:30 Hats in The Ring
 6:00 Gruen Theatre
 6:00 Gruen Theatre
 6:30 Foreign Intrigue
 7:00 Fearless Fosdick
 7:30 Your Lucky Clue
 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

Mon. July 14th

6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Demo. News Conf.
 7:30 Those Two
 7:45 News Caravan
 8:00 Lux Video Theatre
 8:30 Rach. vs Montreal
 11:00 News
 11:15 Police Story

Sun. July 13th

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

Tues. July 15th

6:00 Film
 6:15 News
 6:30 Speaking of Sports
 6:45 Film
 7:00 Demo. News Conf.
 7:30 Travel Time
 7:45 News Caravan
 8:00 Film
 8:30 Keep Posted
 9:00 Rocket Squad
 9:30 Circle Theatre
 10:00 Orig. Amateur Hour
 10:45 Bob Considine
 11:00 News
 11:15 Stars Playhouse

Wed. July 16th

6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Summer Showcase
 7:30 Those Two
 7:45 News Caravan
 8:00 Boston Blockie
 8:30 Chromoscope
 8:45 Barn Dance
 9:00 Kraft TV Theatre
 9:00 Blue Ribbon Bouts
 10:45 Sports Parade
 11:00 News
 11:15 Robert Montgomery

Thur. July 17th

6:00 Industry on Parade
 6:15 News
 6:30 Speaking of Sports
 6:45 Fun in Sports
 7:00 Summer Showcase
 7:30 Liberace
 7:45 News Caravan
 8:00 Groucho Marx
 8:30 Demo. News Conf.
 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 18th

6:00 Space Cadet
 6:15 News
 6:30 Speaking of Sports
 6:45 Perry Como
 7:00 Summer Showcase
 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

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Zoo Parade's Director - R. M. Perkins Receives Snake Bite During TV Show

R. Marlin Perkins, director of the Lincoln Park Zoo in Chicago and host of "Zoo Parade" on NBC-TV (Sundays, 4:30 pm), proved the truth of his remarks on non-poisonous snakes at a luncheon in Memphis, Tenn., the other day. He had been bitten by one a few minutes before delivering his lecture.

Perkins, who was hospitalized for several weeks last year after having been bitten by a timber rattler during telecast of his NBC program, was bitten by a non-poisonous chicken snake during filming (June 17) for a telecast at the Memphis Zoo. The bite of the camera-shy reptile drew blood from Perkins's neck, but the wound was not serious, and Perkins immediately afterward used the same snake in demonstrating snake-handling during his talk.

AUTHENTIC ITALIAN DISHES



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Here is our popular "Green Thumb Gardener", George Abraham with his wife Kate and their two youngsters Leanna and Darryl. George and Kate are to be envied, for despite the hectic pace they have set for themselves in running a thriving greenhouse, writing magazine articles (page 19), and preparing weekly radio shows, they seem to have a lot of fun. You can hear them every Saturday at 12:45 over WHAM. A graduate of Cornell University of Agriculture, George has helped thousands to enjoy raising plants and flowers. If you have a problem, he would like to help you. Just write to him in care of this magazine.

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HOLLYWOOD'S TELEVISION CITY

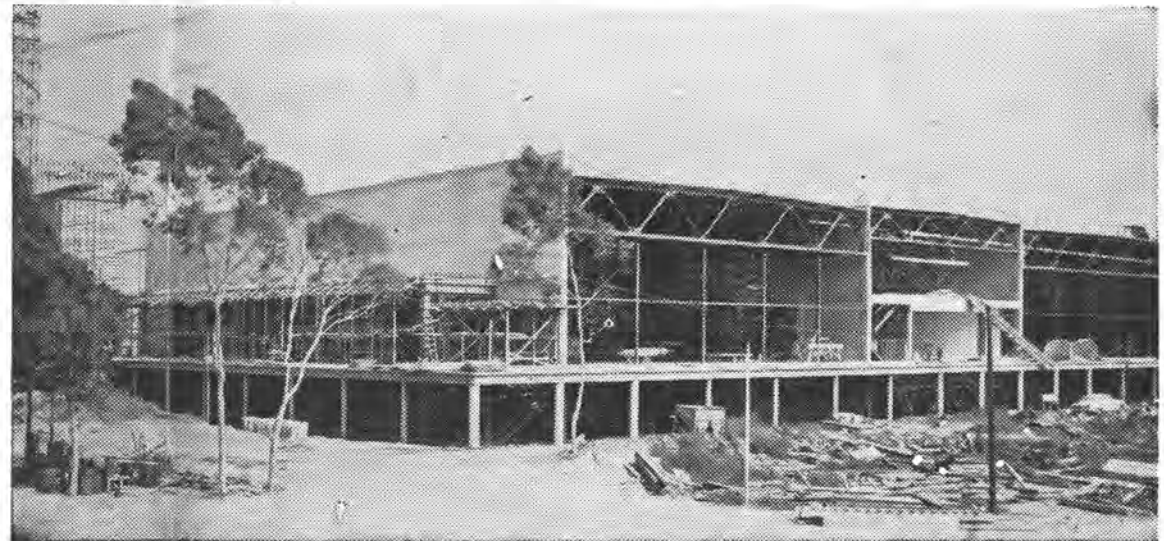
This model of the first unit of CBS Television City, now under construction in Hollywood as the world's first specially designed television plant, is being placed on public exhibit in principal cities of the U.S. Inspecting the model is Betty Luster of CBS-TV's "Songs For Sale." CBS Television City starts broadcast operations October 1, and on completion will occupy 25 acres.

The administration and services building is to the left, the studio wing to the right. Betty is standing on the actors' parking lot. The studio wing houses four mammoth studios and three rehearsal halls. The studios in this initial unit will start with a production capacity of 28 hours per week, almost half the present output of all CBS Television studios in New York, which currently produce 59½ hours per week. The ramp running around the second story of the studio area is for hauling scenery, which will be designed and constructed in shops in the far end of the administrative and services building. The ramp leading from the street is for entrance of the public from Beverly Boulevard.

In the words of CBS-TV President J. L. Van Volkenburg, CBS Television City will be "as elastic as the new television medium itself, providing efficiency and stability as well as the invaluable advantage of complete flexibility tomorrow."

CONSTRUCTION ON SCHEDULE

With work now 70 percent complete, construction of CBS Television City, the world's first exclusively designed TV plant, at Beverly Blvd. and Fairfax Ave., Hollywood, is moving into its final phase. Barring interruptions the plant will be ready for operation on the October deadline established at the outset of the project. The initial unit of CBS Television City, built around a core of four large studios and an administration building, will occupy 15 acres. Ultimately, when additional units are completed, the project will cover 25 acres and include a 13-story administration building.





NITE LIFE

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• • •

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.

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HIGH LITES



Smiling **Jack Smith**, that popular Radio and Screen star will appear at **The Triton** starting July 12 for three days. Hear this young man with the "smiling voice" while enjoying good food at the Triton.

• • •

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.

• • •

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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
112:15 Tootsie Hippodrome
12:30 Candy Carnival
1:00 Freedom Theatre
1:30 Life is Worth Living
2:00 Sunday Matinee
3:30 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
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 Shopper
7:45 Perry Como Show
8:00 Mama
8:30 Panamine Quiz
9:00 Playhouse of Stars
9:30 Film Series
10:00 Police Story
10:30 B'd'w'y - Hollywood
1:00 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

Channel 5

W S Y R - T V

Syracuse, N. Y.

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 Hat'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 Rottie 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 Eleven Hour
Weather
Baseball Scores
Local News

So You Think YOU'VE Got Troubles -- You SHOULD Win A Contest!

Ever wonder what happens to TV contest winners? This is the saga of Mrs. Marie Poot, 39-year-old French waitress who now lives in Los Angeles, and of the generosity of Ralph Edwards, on whose recent NBC television show Mrs. Poot won a free trip to Paris.

The other day, NBC's transportation office in New York received a call from Trans World Airlines, indicating that Mrs. Poot, who spoke little English and whose papers were not in order, was sitting in TWA's New York office muttering something about Ralph Edwards.

NBC transportation called NBC Hollywood, which got in touch with Edwards, who wasn't far away since he's readying the return of "Truth or Consequences" to NBC radio on June 17. Edwards was informed that, after winning the trip to Paris

on his TV show, Mrs. Poot had made her way across the United States in slow stages, stopping in Detroit, where she had friends. It was in Detroit that she was informed that her papers were not in order. However, she went on to New York.

Edwards could not understand about the papers, as he had personally seen to Mrs. Poot's passport, visa, re-entry permit and airline reservations. Edwards called TWA in New York, discovered that her papers were all right, but that she and her husband had not completed their income-tax payments and therefore could not leave the country. The sum? About \$200.

Next step: Edwards called his attorney in New York, instructed him to send Mrs. Poot the \$200 in care of TWA. The Bureau of Internal Revenue accepted the payment, and last Saturday night Mrs. Poot departed for Paris.



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DAILY — MONDAY THRU FRIDAY

9:00 Your Figure	12:00 (WTF) News	3:15 (Th) Your Home
9:15 News	12:15 (WTF) Love of Life	3:30 Johnny Dugan
9:30 Learn and Live	12:30 (WTF) Search-Tom.	4:00 Matinee in N. Y.
9:45 Film Featurette	12:45 The Guiding Light	5:00 Fun to Learn
10:00 Shoppers Guide	1:00 (WTF) Mat. Play.	5:15 Flash Gordon
10:30 (Th) Arthur Godfrey (Fri) TeeVee Theatre	1:15 (Tu) All-Star Ball	5:30 Howdy Doody
10:45 (Th) TeeVee Theatre	1:45 (WTF) Johnny's Show	6:00 Sagebrush Trail
11:00 (TF) Bride, Groom	2:00 (WTF) Garry Moore	6:30 News
11:15 (MWT) Bride, Groom	2:30 (MWT) Meet Millers	6:45 Sports Spotlight
11:30 Strike It Rich (Th) Your Family	3:00 (MWF) Big Payoff (Th) Ships Reporter	7:00 Summer Sh'case 7:15 (WF) Goldbergs (Th) Yg. Ch'ms.

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 Nature of Things
11:00 Late News
11:30 Rocket Squads
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 To Be Announced
3:30 Claudia
4:00 Burns and Allen
4:30 Name's the Same
5:00 Sky King Theatre
5:30 Lone Ranger
6:00 Vacation Time
6:30 Charades
6:50 News
7:00 Fearless Fosdick
7:30 Lucky Clue
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 Crusade in Europe
10:00 Summer Theatre
11:00 Late News
11:10 Final Sports
11:25 FBI Fugitives
11:30 Man Against Crime

TUESDAY

7:30 Sportsman's Club
7:45 News Caravan
8:00 Midwestern Hayride
8:30 Keep Posted
9:00 Boss Lady
9:30 Circle Theatre
10:00 Orig. Amateur Hour
10:45 Invitation Playhouse

11:00 Late News

11:30 Charlie Wild

WEDNESDAY

8:00 Arthur Godfrey
9:00 TV Theatre
10:00 Boxing Bout
10:45 Sports Spot
11:00 Late News
11:15 To Be Announced
11:30 The Web

THURSDAY

7:30 Feminine Angle
7:45 News Caravan
8:00 Gaucho Marx
8:30 TV News Conference
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

ROY ROGERS TO HEADLINE 1952 WORLD CHAMPIONSHIP RODEO

Roy Rogers, NBC star of his own radio and television show has been signed to headline the 1952 World Championship Rodeo to be held in Madison Square Garden this fall, according to a joint announcement made by Art Rush, Rogers' manager, and Ned Irich of the Garden.

Rogers was signed by Irish, who flew to Hollywood on the deal, at the highest guarantee and percentage ever set by the arena. Sharing top billing with the "King of the Cowboys" will be Dale Evans, "Queen of the West," who is Mrs. Rogers in real life; and Pat Brady, comic who regularly appears with Rogers on his TV show. The popular movie cowboy will bring with him from Hollywood his trio of animal stars, including Trigger, his golden palomino for whom he recently turned down \$200,000; Bullet, his German shepherd dog, and Dale's beau-

tiful mare, Buttermilk.

At every performance of the 40 shows scheduled during the 26-day period, the Roy Rogers world-famous Liberty Horses will be featured. These comprise a team of eight highly trained golden palominos which Roy puts through their paces.

At the end of every show Roy and Dale will circle the arena, shaking hands with all their young fans.

In his recent appearance as star of the Houston Rodeo, January-February this year, Rogers broke all records in the 20-year history of the show at the Houston Coliseum, grossing \$468,000 for 19 performances.

The Roy Rogers Show on radio and his television show will be recorded and filmed several weeks in advance in Hollywood to permit Roy's Garden appearance.

"OVER THE TV FENCE"



If anyone has any doubts about the place of TV in the lives of Americans, let him mull over the telecasts of the political conventions. "Greatest TV Show on Earth," sez Variety, show biz bible . . . Now it is Milton Berle himself who'll pull a switch next season when he changes his format to situation comedy. And speaking of Uncle Miltie, did you know that he recently made an appearance on a French TV station in Paris? He wise-cracked in English, with an interpreter trying to translate . . . Filming has already started on the new "The Doctor" series, which makes its debut over NBC-TV in August. Title role will be played by Warner Anderson, former film actor . . . Deal all set for the TV version of "Ozzie & Harriet" next Fall. Ditto for Der Bingle and the soft-drink company. Bing will do both a weekly radio and TV show . . . So high was the asking price for the TV rights to "Life With Father" that NBC-TV cooled off considerably. However, Main Stem rumors say it may still wind up on CBS-TV after all . . . ANTA, noted stage organization, will be back in full force on TV come Fall. They formerly produced "Showtime, USA" but have been off the cables for a year. New set-up will find top theatre and TV directors handling half-hour dramatic shows featuring top name actors in plays from the pens of the leading playwrights . . . Those pledges for money raised by Crosby and Hope on their recent telethon are coming in pretty slow. Seems a lot of jokesters called in names of celebrities with phony donations, a distressing practice that hits all worthy charity drives . . . Title of the new hour and a half program to be announced in the Fall by the Ford Foundation is "Omnibus," and naturally will contain a little of everything. Shows will be both live and filmed and are to be emceed by Alistair Cooke, noted Britist correspondent. Upcoming, for example, are to be three original plays by Maxwell Anderson; a series by Maestro Leopold Stowkowski and other distinguished artists. The program should be TV at its most intellectual best . . . Cute Susan Douglas, who plays the role of Kathy on TV's new daytime serial, "Guiding Light," is a former Czechoslovakian gal who escaped the Nazis and came here as a youngster. Taught herself English by spending

her waking hours in the movies . . . TV cameras didn't phase John Kieran and Franklin Adams on "Information Please." Those guys could come up with the right answer submerged in the ocean . . . New sports quiz, titled "Ask Me Another" debuts soon over NBC-TV. If they run into trouble they can always get Kieran to give 'em the answers . . . Ed and Pegeen Fitzgerald off for a quick trip to Europe . . . Two Chicago programs, "Stud's Place" and "Kukla" were among the winners in the annual awards by the Illinois Institute of Technology. Couldn't happen to a nicer pair . . . Mary Hartline, that cute blonde dish on "Super Circus" now has a doll named after her . . . Greg Ratoff, George Jessel, Sir Gladwin Jebb and Howard Lindsay and Russell Crouse will take over the guest spot on the "Information Please" panel in due course . . . The Red Skelton family taking it easy in Honolulu . . . "Beulah," slated to disappear from the cables, has been rescued from oblivion by the sponsor who has decided to continue . . . The State of Florida is going all out in its campaign to attract TV producers to the land of oranges and baseball training camps. The Governor has even hinted that there may be important tax concessions made . . . New York TV viewers who like crossword puzzles can have their fun and see it too when a new series titled, "TV Crossword Puzzle" makes its debut over a local station. The N.Y. Times Puzzle editor will emcee . . . TV femcee Arlene Francis off to Hollywood shortly to appear in a film . . . Wally Cox' new series, "Mr. Peepers," started on NBC-TV this month. If he gets the proper setting (and script) he can be a very funny man, indeed . . . Ever wonder how many TV sets are currently in use in San Francisco? Well, the answer is 395,000 . . . Patti Page's new twice weekly CBS-TV show strikes us as one that will give the little girl a terrific boost up the ladder . . . Robert Rockwell set to play opposite lovely Eve Arden in the new TV version of "Our Miss Brooks." Jeff Chandler acts the role on radio . . . Good news for friends of Rochester's 19-year-old Lu Ann Simms, a recent winner on "Talent Scouts." She has just been made a regular cast member of the TV show.

THIS RADIO AND TV WORLD



Already known to thousands of area listeners, Roz Allyn is the bright new personality that brings "To The Ladies" over WHEC daily, Monday through Friday. Her warmth and sincerity have made her a welcome member to the family's morning listening.

* * *

3 Out Of 4 For BERLE

TEXACO STAR THEATER will return to the air September 16th, and will appear three out of every four weeks, it was announced by D. W. Stewart, advertising manager of The Texas Company. The hour-long show will use the full NBC television network and enough additional stations to cover 63 cities in the United States having TV facilities.

For the past 4½ years, Milton Berle has been starred on the top-ranking Texaco Star Theater television show on a weekly schedule. At the time of the announcement of next season's schedule, Berle stated that the change to three weeks on and one week off had been made largely at his request. Berle, credited with being one of the hardest working, most intense performers in show business, has felt for some time that he must ease-up.

COAXIAL CAMPAIGN

The Presidential elections this year may witness a new political phenomenon called the "Coaxial Campaign," according to TV experts of Allen B. DuMont Laboratories, Inc. DuMont engineers explain the term as follows: The trains used by candidates to stomp the country will follow routes paralleling the TV coaxial cables and microwaves relay lanes so that local telecasts and national pickups can be arranged as quickly as political strategy demands.

* * *



DOUGLAS EDWARDS, CBS-TV news commentator and star of "Douglas Edwards With the News," tries out one of the new walkie-talkie sets which he and other CBS-TV newsmen will use to cover the conventions. Especially designed for the event, the weight of all three components totals only 5½ pounds.

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

African Violet Soils: Although violets will grow in a wide range of soils, we are convinced that most of the "hidden" troubles with these plants lies in the potting mixture. In native East Africa the Saintpaulia lives in leaf mold and decomposed rock, in areas receiving nearly 100 inches of rainfall annually. Violets do best in a slightly acid soil. When soils are too alkaline, plants are stunted, develop a yellowish color, with poor root growth. Soils too acid often are stunted and will cause buds to drop before opening. Here's how you can test your own soil: Obtain some litmus papers from your druggist. Water a potful of soil with distilled (or rain water that's uncontaminated) until some runs out the hole in bottom of pot. Dip a piece of litmus paper in the water. If soil is acid, paper turns yellowish; if paper turns blue, the soil is not acid.

If your plant is ailing from an alkaline soil, try watering with a vinegar solution. If soil is too acid, add a pinch of ground limestone. Quite often water-softeners allow sodium to remain in the water, making it harmful to plant growth. In such instances, use rainwater, or water saved when the refrigerator is defrosted.

Pruning Shrubs: The time to prune shrubs is after they blossom, if you want lots of flowers next year. New twig growth this summer brings blossoms next spring. With most shrubs, flowers appear on one-year wood, so to stimulate new growth, remove the oldest and heaviest wood. Forsythia and other early blooming sorts, should have been pruned earlier, but the job can still be done. But keep in mind that fall-bloomers such as hydrangea, Rose of Sharon, etc. should not be trimmed until after their flowers have passed.

Strawberries: We've been asked what

Peggy Wood Meets King

Peggy Wood, star of CBS-TV's "Mama," will fly to Norway this August, accompanied by her husband, for an audience with King Haakon of Norway. Miss Wood will personally thank King Haakon for the Royal St. Olav medal recently bestowed upon her for portrayal of the Norwegian-American "Mama," seen on CBS-TV Fridays at 8:00.

The "Mama" show will take a summer vacation after the July 4 broadcast. The summer replacement beginning July 11 is "The Arthur Murray Party," a musical variety program. "Mama" will return Friday, September 5.

causes fruits of strawberries to "cat-face"—that is, develop unsightly sunken areas on the tip end. This is usually the result of frost during blossom time, which destroys the developing seeds. **Control:** None, except to keep the mulch on later in spring.

Ornamental Gourds: If you are raising gourds this year, try shaping them. Gourds may be made to grow in odd shapes by tying bands of soft tape around them. The shape of the snake gourd may be changed by frequent but gentle bending of the young fruits with the hands. The stem ends of calabash gourds may be tied so as to give the desired curve or shape for pipes. As a novelty, gourds are sometimes grown inside of glass bottles to mold their shape, then before maturity the bottles are carefully broken off, leaving the gourd to mature in its unusually odd shape. The USDA has an excellent bulletin on Ornamental Gourds. Write to Washington, asking for Bulletin No. 1849, price 5 cents.

Green Thumb Tip of Week: Be on the lookout for Peach Tree borer. If this pest is in your tree trunk, give it the "hot foot" by heating a wire, redhot, then poke it into the borer tunnel at base of tree. Readers! If you have your own Green Thumb tricks, why not pass them along so fellow gardeners can benefit from them? We'll publish them in this department.

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BAY ROAD OFF EMPIRE BLVD.



Afternoons and Evenings

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