

# TV *Life*

July 26 - Aug. 1, 1952

20¢

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RADIO and ENTERTAINMENT Magazine

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MAGAZINE



# TV LIFE

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

Vol. 2  12 No. 20

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## SLATED FOR FALL TV

### "LIFE WITH LUIGI"

General Foods Corp. for Instant Maxwell House Coffee and Gaines Dog Food has bought the CBS Television package, "Life with Luigi" starring J. Carrol Naish, one of Hollywood's foremost character actors, for fall presentation over the network, starting Monday, September 22 (CBS-TV, Mondays, 9:30-10:00 p.m., from Hollywood).

The "Luigi" television series will originate live in the film capital. A top CBS Radio favorite since 1948, "Luigi" is the tenderly human story of an Italian immigrant struggling to fit himself into the American scene.

Supporting players include Alan Reed as "Pasquale," who financed Luigi's trip to America, Jody Gilbert as Pasquale's giggling daughter Rosa, and Mary Shipp as "Miss Spalding," a kindly, understanding friend. Also Sig Ruman as "Schultz," Ken Peters as "Olson," and Joe Forte as "Horwitz."

Cy Howard, originator-producer of CBS Television's "My Friend Irma," created "Life with Luigi" after gathering material in Italy over a period of several months. Mac Benoff is director and writes the script with Lou Derman. Lud Gluskin conducts the music.



### Berle Hooted Off Air

Milton Berle was hooted off the air by a horn on his own television network, NBC-TV, and not just once, but several times, on TODAY, that early morning program of news and features with Dave Garroway. Berle was being interviewed while on the liner "United States" pulling into New York Harbor and the horn, fortunately, was not the traditional vaudeville amateur night horn of derision, but the warning whistle of the record-breaking queen of the seas. The whistle's sound was so loud that each time it blasted, Berle's voice was lost and engineers cut off the circuit to protect the equipment and listeners' ears.

Said Berle, "This is absolutely the greatest thrill in my life, I (SHRILL BLAST ... CONFUSION ... SILENCE) ... I want to give credit to the great commander of this ship, Harry Manning (TERRIBLE NOISE ... CONFUSION) ... Incidentally, this has been the first time I've left a town that I didn't leave by rail (UNBELIEVABLY LOUD HORN ... SILENCE ... BACK TO GARROWAY IN 'TODAY' NEWS-ROOM) ..."

# TV Drama

SYNOPSIS OF THE PLAYS  
ON TELEVISION THIS WEEK

## FRIDAY, JULY 25th

**DOORWAY TO DANGER 9-9:30 Ch 5-6**

"The Bewildered Agent." A government agent is on his way back from the west coast with important papers. He realizes that he is being followed and in order to divert his pursuers, checks his bag with the papers in a bus station locker, but inadvertently drops the key. The thugs catch up with him and beat him for the information.

## SATURDAY, JULY 26th

**CAMPBELL PLAYHOUSE 2:30 Ch 4**

"Meet My Nephew Norwell" stars Harold Peary in a science-fiction comedy involving a visit into the future by an unknown nephew. An amusing story.

**ASSIGNMENT MANHUNT 10:30 Ch 4-6**

"Written in the Stars." A story of a professional thief who uses astrology as a guide to successful safe cracking.

## SUNDAY, JULY 27th

**TV PLAYHOUSE 9:00 Ch 4-5-6**

Robert Pastene and Richard Derr star in the story of identical twins in an inheritance fraud. A supposedly deceased brother who has fallen into an inheritance and how the imposter tries to get it with the aid of another member of the family.

**MONTGOMERY PRESENTS 11:15 Ch 4**

"Advice to the Lovelorn" stars John Newland, Margaret Hayes and Vaughn Taylor. The story is about an unromantic publisher (newspaper) who has no time for love until his beautiful Advice to the Lovelorn editor opens up a campaign of her own.

## MONDAY, JULY 28th

**SUMMER THEATRE 10:00 Ch 4-6-8**

"The Last Thing I Do." A college library is the scene of bitter passion and revenge as the curator, bitter at having been set aside in his youth when a professor's dissertation disproved his own thesis on a third volume of Don Quixote's adventures, entices the professor into the rare book room and locks the door. Sheppard Sturtwick, Whit Bissell and Richard McMurray are featured.

## TUESDAY, JULY 29th

**SUSPENSE 9:30 Ch 8**

"The Crooked Game." The mystery of a woman cartoonist who drops dead just as she cancels her script. A colleague is exonerated in the questioning which follows.

**DANGER 10:00 Ch 8**

"A Date at Midnight" is a chiller with Joshua Shelly and Cloris Leachman.

**ROCKY KING 10:30 Ch 8**

"Your Number's Up." A man's confession to a murder brings about some startling conclusions.  
**SCHLITZ STAR PLAYHOUSE 11:15 Ch 6**  
Pat O'Brien has the starring role of father to four motherless sons, who finds himself in a constant dilemma trying to keep them out of trouble, in the domestic comedy, "A Man's World." Irene Dunne plays a harassed home-maker in the prologue that sets the mood of the play.

## WEDNESDAY, JULY 30th

**KRAFT TV THEATRE 9:00 Ch 4-5-6**

"The Corner Shop." Story of a young, struggling lawyer who meets a mysterious old man in a London antique shop. The old man presents a unique challenge to the young lawyer's character in a spine-tingling drama of a man who finds death the one thing he sought relentlessly in life. Craig Stevens and Ruth Warwick star.

## THURSDAY, JULY 31st

**DRAGNET 9:00 Ch 4-5**

"The Big Death" is the police story of a man who wants to hire a professional killer to dispose of his wife.

## Press Time Flashes —

### FRIDAY, JULY 25th

10:30—Greatest Fights of the Century. Ch 6.  
Film highlights of the Barney Ross vs Henry Armstrong boxing bout of 1938.

### SATURDAY, JULY 26th

8:00—All Star Summer Revue. Ch 4-6.

Dave Garraway, Pearl Bailey and Lee Marx are featured guests.

9:00—Dance Band Party Ch 6, Ch 5 at 9:30.

Ralph Flanagan's orchestra is featured with Jerry Lester as MC. Note: show starts a half hour earlier.

### SUNDAY, JULY 27th

7:00—Super Ghost. Ch 4-6.

A new show based on the well-known word game "Ghost," makes its debut with Dr. Bergen Evans as emcee plus a panel of professional and non-professional people.

### MONDAY, JULY 28th

7:00—Jack Paar. Ch 4-6.

Jack is host on this new quiz show on which contestants prove their knowledge of daily newspapers.

### WEDNESDAY, JULY 29th

7:45—Eddie Arnold Show. Ch 8.

Don Cornell is Eddie's special guest.

### THURSDAY, JULY 31st

7:00—The Mayor of Hollywood. Ch 4.

A program of gags, gimmicks and stoges, starring Walter O'Keefe from Hollywood.

# NBC'S MAKE-UP GENIUS — JO TREHY

The girl with the most unusual assignment in the United States during the recent July 4th week-end was Jo Trehy who was called from the heart of New York to "make-up" General Dwight D. Eisenhower, in Iowa, for his Independence Day appearance on "We, The People." It was the first time the General had ever been made up for television.

Armed with liquid adhesive, spirit gum, bobby pins and the forty-five odd items which have established Miss Trehy as an outstanding make-up woman in television. The lady expert met the General in Ames, Iowa, and there prepared him adroitly for his important talk over NBC-TV. It might seem slightly unusual for a lady to be transported over a thousand miles for such a task, but Jo Trehy, in television for the last four years, expects the unexpected.

She once made up a politician with his brother's toupe—his brother always carried a spare. On another occasion they brought a brown lamb into her make-up room in NBC's New York studio and asked that the lamb be painted white, like Mary's famous pet. When a girl trapeze artist was rigged to twirl high in Studio 3-B in New York, the dauntless make-up woman ascended a high ladder to give the actress the proper coloring for television's tricky cameras.

Jo has made up Lily Pons, Sid Caesar, Imogene Coca, noted dignitaries and actors, and is capable of changing a face and a character in anything from half a minute to half an hour. She was once assigned to change thirty-two white faces to those of Indians in thirty minutes. Jo and a partner slapped faces with a red-tinted sponge in assembly fashion and in jig time there were thirty-two little Indians.

Miss Trehy, who started out as a secretary, became a cosmetician, then entered television field as a make-up expert. As a



JO TREHY, who makes ordinary mortals tele-genic, added to her laurels when viewers unanimously agreed General Eisenhower never looked better than on his "We, The People" visit. Miss Trehy, NBC-TV's assistant makeup supervisor, flew to Ames, Iowa, to bring out the TV best in Ike. She makes up all guests regularly for the 8:30 pm, Friday telecast on NBC-TV. Jo, whose patrons have ranged from Senator Kefauver to Dagmar, here adds an eyebrow line to actor Josh Shelley.

result, she qualified last season for "Who's Who in the East." She says that you must use psychology in dealing with folks. Men are easier to make up; most women have definite theories of their own.

Yet, one of the differences of opinion the petite, pretty and patient Jo Trehy ever had involved actor Rex Harrison. He performed in a skit with Beatrice Lillie and had to be made up like Hamlet. Just before show time, Rex peered in the mirror and remarked that he wasn't happy about the wig. Jo was prepared to argue for the affirmative but Rex had to use it, anyway, as just then his cue call came. He expressed his thanks afterwards to Miss Trehy, following a fine performance.

Jo always rolls with the punches in her job. She once made up an actor and actress as Mr. and Mrs. George Washington, but



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was apprised just before show time that they were supposed to be Mr. and Mrs. Twain. A slight error had been made—the Washington program was scheduled for the following week. The nonchalant Miss Trehy saved the day with a few bold strokes and a different type of wig.

Hence, the call to Ames, Iowa, to make up General Eisenhower, for the "We, The People" program, produced by the editors of Life and sponsored by the Gulf Oil Corporation, scarcely ruffled Jo Trehy. She herself has been on television but once. They called her in suddenly when a guest failed to appear.

"And do you know?" she confessed sadly, "I looked like a ghost. I forgot to put on my make-up."



## Bob Hope Comments

... YES, Bob was there too ... and here are some "HOPEful" comments to prove it ...

I'm glad to be at the Republican National Convention—otherwise known as the National Optimists Club ...

Old Republican, that is what the young Republican got to be waiting for a chance in the White House ...

An election deal—that's where you back me, I'll back you and maybe we'll both get back ...

It's so crowded in Chicago that tonight I have a room with a shower. Of course they're different hotels.

The women delegates—they're so neat—they all have been trying to straighten out The Loop since they've been here.

I heard a Texas delegate say he wants to take Rhode Island home for a souvenir.

I'll have to go now. If the convention takes any longer the delegates might nominate a Democrat.

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**Captain John Braddock**

MANY TIMES I've been asked whether women are more vulnerable than men when it comes to being targets for rackets. Really the little woman is far less susceptible because basically she seems to have that gift for being able instinctively to sense when someone is not on the level with her. However, there are cases of rackets wherein women have become easy prey for the smooth-talking con man. To serve as a warning I'd like to tell you about some of the rackets we've uncovered on "Racket Spuad" in which the weaker sex was the victim.

There's the case of the vain woman, crowding middle age, who almost lost her life and ruined her family because she

## LADIES... BEWARE THE SWINDLER!

By CAPT. JOHN BRADDOCK

couldn't bear looking into the mirror and seeing herself grow old. She consulted a phony beauty institute which claimed to be able to take away her wrinkles and restore her youth. There is only one way a woman can control growing old—that is to accept it gracefully instead of constantly trying to find a cure-all.

Another easy mark for the con man is the doting mother who has been convinced that her young offspring is a budding Sarah Bernhardt or a potential Isadora Duncan. In order to secure her child's future by exploiting the tot's talents, this mother will go to any extreme including withdrawing the family savings to pay a so-called agent for securing jobs for her talented offspring. Unfortunately, there are a great many operators on the loose who have made women an easy prey for their fancy schemes. My advice to all mothers who feel their children have an undiscovered talent is for them to consult reliable people in the field before getting involved.

Then there's the woman who has recently become a widow and has just collected an impressive sum of money from her husband's insurance policy. This type of woman is an easy prey for phony investment companies which claim to be subsidiaries of the insurance companies. By using forged credentials the swindler is able to bait the widow. He gains her confidence after she gives him a small sum of money which he returns to her plus dividends. This sets the stage for the big haul. The widow feels she can secure her future by investing all her money in order to increase her income. Naturally, once the swindler has received the money he does a disappearing act and the widow is left penniless.

Rackets involving illegal adoption agencies are without a doubt the most despicable of all crimes. Couples anxious to adopt children sometimes become involved with illegal agencies or individuals who promise to get them a child in much less time than it takes through normal channels. This type of racket has been worked over and over again on unsuspecting childless women. My advice to those seeking to adopt a child is to contact the local licensed adoption agency. Of course, you may have to wait at least a year before a child is available but in the end the waiting is well worth it be-

Continued on page 15

# 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 (T&T)  
 10:30—Take It Easy with Mort Nusbaur  
 11:00—(MTTF) 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 26th

- 10:30 Space Patrol  
 11:00 Hopalong Cassidy  
 12:00 Big Top  
 1:00 Western Theatre  
 2:00 Stars Cavalcade  
 3:00 Matinee Playhouse  
 4:30 Time for Travel  
 5:00 TV Teen Club  
 5:30 Rootie 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 Dance Band  
 10:30 Wrestling  
 11:30 Film Playhouse

##### Sun. July 27th

- 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  
 3:30 Quiz Kids

##### Mon. July 28th

- 4:00 Date With Judy  
 4:30 Zoo Parade  
 5:00 Super Circus  
 5:30 TV Recital Hall  
 6:00 Gruen Theatre  
 6:30 Foreign Intrigue  
 7:00 Super Ghost  
 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

##### Tues. July 29th

- 6:00 Film  
 6:15 News  
 6:30 Speaking of Sports  
 6:45 For Sports Sake  
 7:00 Mayor of Holly'd  
 7:30 Travel Time  
 7:45 News Caravan  
 8:00 Film  
 8:30 Keep Posted  
 9:00 Racket Squad  
 9:30 Circle Theatre  
 10:00 Orig. Amateur Hour  
 10:45 Bob Considine  
 11:00 News  
 11:15 Stars Playhouse

##### Wed. July 30th

- 6:00 Space Cadet  
 6:15 News  
 6:30 Speaking of Sports  
 6:45 Eddie Arnold  
 7:00 Up To Paar  
 7:30 Those Two  
 7:45 News Caravan  
 8:00 Boston Blackie  
 8:30 Chromoscope  
 8:45 Film  
 9:00 Kraft TV Theatre  
 0:00 Blue Ribbon Bouts  
 10:45 Sports Parade  
 11:00 News  
 11:15 Robert Montgomery

##### Thur. July 31st

- 6:00 Industry on Parade  
 6:15 News  
 6:30 Speaking of Sports  
 6:45 Science Series  
 7:00 Mayor of Holly'd  
 7:30 Liberate  
 7:45 News Caravan  
 8:00 Graucho Marx  
 8:30 Red Wings  
 11:00 News  
 11:15 Broadway

##### Fri. Aug. 1st

- 6:00 Space Cadet  
 6:15 News  
 6:30 Speaking of Sports  
 6:45 Eddie Arnold  
 7:00 Up To Paar  
 7:15 Safety First  
 7:30 Those Two  
 7:45 News Caravan  
 8:00 Arthur Murray Party  
 8:30 We The People  
 9:00 Doorway to 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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# COVER gal

## BESS MEYERSON

A former "Miss America" who cashed in on her title, Bess Meyerson is seen afternoons, Monday through Friday and Sunday evening as co-host with Randy Merriman on "The Big Payoff." Contestants are given a chance to win many awards with Randy asking the questions and Bess making the presentation of such gifts as mink coats and all-expense-trips to anywhere in the world. Billed as the "The Quiz Show with the Fabulous Prizes" there is no doubt that one of its greatest attractions is also the lovely Bess Meyerson.



Pushing off for a row in New York's Central Park lake is pretty songstress Betty Ann Grove, star of "Bert Parks Show," who manages to get a little summer sunshine despite city life.

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## BOB and RAY RETURN...

It was a terribly hot and humid Monday afternoon in Boston. At Fenway Park, the Red Sox were playing the second division St. Louis Browns, whom they had beaten in a double-header the day before.

This combination of weather and unexciting competition is not an attractive picture to even the most rabid baseball fan. It usually means a meager turnout of 4,000 to 5,000.

But on this day (July 14) it was not a usual Monday game. It was "Bob and Ray Day" at Fenway Park, and well over 15,000 fans risked sun-stroke—the temperature had soared above 95—to see their favorite comedians in action. It was the official homecoming for the NBC humorists.

Boston's Mayor John Hines introduced the comedians in pre-game ceremonies at home plate. Leo Egan, sports director for WBZ, NBC's Boston affiliate, was emcee of a 20-minute show put on in the park by NBC comics.

Earlier that day, Bob and Ray spent the entire morning at the Murphy General Hospital in Waltham, Mass. They toured the wards, talking and joking with the convalescents, 90 percent of whom are Korean war veterans. At 11:30 that morning, the boys originated their NBC network radio program from the Recreation Hall of the hospital for the benefit of the GIs.

WBZ played an important role in making "Bob and Ray Day" a tremendous success. The station broadcast many announcements during the previous two weeks calling attention to the event. The Red Sox Club allotted 10,000 tickets to be distributed by the station. Several days before the game, the allotment was gone and requests were still pouring into the station.



Here the pranksters are contemplating what (or who) should receive their satirical treatment next on their 15-minute Monday-through-Friday show and half-hour Saturday night program on NBC Television.



Bob and Ray, two local men, had returned home in a blaze of hot sunshine and glory.

The clever satirists are starred on NBC: Mondays through Fridays as 11:30 a.m., (NBC radio); Fridays at 8:30 p.m., (NBC radio), and Saturdays at 7:30 p.m. (NBC television).

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# Your Video Week In Pictures

## "Away We Go"



Jackie Gleason, who brings his show to CBS Television this fall, in his famous "Away We Go" pose. Gleason is now on a vaudeville tour of six cities and the great popularity of this versatile comedian is borne out by the fact that he is breaking all existing house records in his appearances to date. The tour ends in Boston week of August 1

## MITE-SIZED "BIG TOP"



Ringmaster Jack Sterling of CBS-TV's "Big Top," full-hour Saturday circus show, entertains Christopher Luster, 3-year-old son of Betty Luster, featured dancer on CBS-TV's "Song for Sale," with the brand new 100-piece "Big Top" toy, a complete circus for the younger set.

Sponsor of "Big Top" is Sealtest Dairy Products.

## TV FAMILY DRAMA

Principals in the new CBS-TV family drama, "The Guiding Light," first daytime radio serial to have its counterpart on television, are shown enacting one of the daily video episodes. They are (L. to R.): Herb Nelson, as Joe Roberts; Jone Allison, as Meta Roberts; Susan Douglas, as Joe's daughter, Kathy, and Lyle Sudrow, as Bill Bauer. The program is seen daily Mondays thru Fridays with the cast and story line carried over from the CBS Radio show.



Hostess Kathryn Murray, wife of the famous dance-master, presides over the gay informality of "The Arthur Murray Party," summer replacement for CBS-TV's "Mama." Each week the program showcases young, promising talent and features established guest artists. Emil Coleman conducts the orchestra.



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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



Steve Lawrence, popular recording star is appearing at The Triton starting July 26. Call Culver 6077 for your reservation to a wonderful "night out" 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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## TIMES SQUARE

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# Channel 8

# W H E N

# Syracuse, N. Y.

## DAILY — MONDAY THRU FRIDAY

9:30 Sign On	10:45 Kay's Kitchen	12:15 Love of Life
9:45 These Things We Share	11:00 Al Pearce Show	12:30 Search for Tomorrow
10:00 CBS News	11:15 Bride and Groom	12:45 Who, What, etc.
10:30 Arthur Godfrey	11:30 Strike It Rich	1:00 Your Town
	12:00 The Egg & I	1:30 Garry Moore

## SUNDAY

- 12:00 Sign On
- 12:00 Morning Prayer
- 11:15 Tootsie Hippodrome
- 12:30 Candy Carnival
- 1:00 To Be Announced
- 1:30 Life Is Worth Living
- 2:00 Sunday Matinee
- 3:30 Name's the Same
- 4:00 The Big Picture
- 4:30 Freedom Theatre
- 5:00 Super Circus
- 6:00 TV Teen Club
- 6:30 It's News to Me
- 7:00 Gene Autry
- 7:30 Your Lucky Clue
- 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

- 2:30 The Guiding Light
- 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
- 6:45 News and Sports
- 6:30 Space Cadet

- 7:00 Captain Video
- 7:30 Ozark Mt. Boys
- 7:45 Eddie Arnold
- 8:00 Lux Video Theatre
- 8:30 Godfrey Talent Show
- 9:00 My Little Margie
- 9:30 Who's There
- 10:00 Summer Theatre
- 11:30 News and Sports
- 11:35 Mystery Theatre
- 12:30 Previews - Sign Off

## TUESDAY

- 2:30 The Guiding Light
- 2:45 Mike and Buff
- 3:30 Mel Torme Show
- 4:00 Movie Matinee
- 5:00 The Bunkhouse
- 6:00 Western Theatre
- 6:30 Inside City Hall
- 6:45 News and Sports
- 7:00 Captain Video
- 7:30 Gadabout Gaddis
- 7:45 Music Hall
- 8:00 To Be Announced
- 8:30 Keep Posted
- 9:00 City Hospital
- 9:30 Suspense
- 10:00 Danger
- 10:30 Rocky King
- 11:00 News, Sports
- 11:05 Sammy Kaye
- 11:35 Charlie Wild
- 12:05 WHEN Previews

## WEDNESDAY

- 2:30 The Guiding Light
- 2:45 Mike and Buff
- 3:00 V-I-D-E-O
- 3:30 Summer Session
- 4:00 Movie Matinee
- 5:00 The Bunkhouse
- 6:00 Western Theatre
- 6:30 Space Cadet
- 6:45 Industry on Parade
- 7:00 Captain Video
- 7:30 Furniture Trends
- 7:45 Eddie Arnold
- 8:00 Godfrey
- 9:00 Strike It Rich
- 9:30 Man Against Crime
- 10:00 Boxing Bout
- 10:45 Sports Spot
- 11:00 News, Sports
- 11:05 Mystery Theatre

## THURSDAY

- 2:30 The Guiding Light
- 2:45 Mike and Buff
- 3:30 Mel Torme
- 4:00 Movie Matinee
- 5:00 The Bunkhouse
- 6:00 Western Theatre
- 6:30 Industry on Parade
- 6:45 News, Sports
- 7:00 Captain Video
- 7:30 Lone Ranger
- 8:00 Burns and Allen

- 8:30 Chance of Lifetime
- 9:00 Around the Town
- 9:30 Big Town
- 10:00 Racket Squad
- 10:30 I've Got Secret
- 11:00 News, Sports
- 11:05 Mystery Theatre

## FRIDAY

- 2:30 The Guiding Light
- 2:45 Mike and Buff
- 3:30 Summer Session
- 4:00 Movie Matinee
- 5:00 The Bunkhouse
- 6:00 Western Theatre
- 6:30 Space Cadet
- 6:45 News and Sports
- 7:00 Captain Video
- 7:30 Your TV Shopper
- 7:45 Eddie Arnold
- 8:00 Murray Party
- 8:30 Pantamine Quiz
- 9:00 Playhouse of Stars
- 9:30 Footlights Theatre
- 10:00 Police Story
- 10:30 B'd'w'y - Hollywood
- 11:00 News and Sports
- 11:05 Premier Playhouse

## 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 Sat. Matinee
- 5:30 Wild Bill Hickock
- 6:00 Beulah
- 6:30 The Circus Kid
- 7:00 Stu Erwin Show
- 7:30 Beat The Clock
- 8:00 Summer Cinema
- 9:00 Summer Cinema
- 10:00 Summer Cinema
- 11:00 Wrestling from Chi.

# Channel 5

# W S Y R - T V

# Syracuse, N. Y.

## DAILY — MONDAY THRU FRIDAY

12:00 Ruth Lyons 50 Club	3:30 Johnny Dugan Show	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	Thur. Three
2:00 Ladies Day	5:15 Gobby Hayes	7:15 (MWF) Goldbergs
3:00 The Big Payoff	5:30 Howdy Doody	7:30 (MWF) Those Two
	6:00 Canyon Jack	(TT) Liberace
	6:30 Ed Murphy	7:45 Camel News
	6:45 Camera Headlines	

## SUNDAY

- 1:20 Sign On and Music
- 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 The Big Picture
- 6:00 Campbell Playhouse
- 7:00 Meet the Press
- 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 Quiz Kids
- 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 To Be Announced
- 10:30 Forum of the Air
- 11:00 Camera Headlines

## THURSDAY

- 8:00 You Bet Your Life
- 8:30 To Be Announced
- 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 Sports Newsreel
- 10:30 Greatest Fights
- 10:45 Genesee Playhouse
- 12:15 Camera Headlines

## SATURDAY

- 1:50 Sign On & Music
- 3:00 Western Jamboree
- 4:30 Chicago '52
- 5:30 Roolie Kazottie
- 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 To Be Announced
- 10:30 Assignment - Manhunt
- 11:00 Eleventh Hour
- Weather
- Baseball Scores
- Local News

## Ladies, Beware The Swindler

Continued from page 6

cause you will find complete happiness in knowing the child you have adopted is legally yours.

These are but a few of the many, many rackets that have been worked on unsuspecting females. What we have tried to do on "Racket Squad" is to show people the various approaches and forces that are at work on the home and the community. By alerting the public and exposing one facet of the rackets each week, we feel that the easy marks will be more and more difficult to find.

I cannot be too emphatic when I say to each and every one of you, be sure you are dealing with properly accredited persons and/or institutions. When in doubt, always call your Better Business Bureau or your local police department.

Since "Racket Squad" made its debut on CBS-TV June 7, 1951, we have presented over 50 dramas taken from actual case histories, running the gamut, from fleecing the widow to illegal adoption. Of this number, less than half these dramas involved women as the target for scheming con men. During the past year our sponsor, Phillip Morris, has received scores of letters from women telling us that because we have been exposing these rackets they have been better able to protect themselves and their families from similar experiences. So you see, actually women are less vulnerable than men when it comes to being victims of rackets.

\* \* \*

## "Cavalcade's" Larry Storch— A Baseball Big Leaguer ???

When Larry Storch took over the reins of WABD's "Cavalcade of Stars" recently, he may have been thinking of a great chance he once missed—that of playing baseball with the New York Giants.

Ever since Larry was a kid, he wanted to become either a diamond hero or a comedian. For a short period, while in high school, he combined both these talents. Playing semi-pro ball, catcher Storch used to break up the opposing batters with his impersonations and comedy routines. As a result, his team did very weyy until the other side got wise to him, beefed to the empire who told him to shut up or else.

For a time Larry was playing ball around New York during the day for \$5 and \$10, while at night he picked up \$3 and \$5 prizes at amateur contests held in neighborhood movie houses.

Storch had to choose between his ambitions some ten years ago when he got a try-out at the Polo Grounds and an offer by Mel Ott of a catcher's berth on a Giant farm team. Almost simultaneously, he was asked to join a traveling road show doing his impersonations. The salary of \$125 a week provided by the latter was more than Larry could have earned in a month by playing ball, and he decided then to abandon baseball for the stage. If you have seen him pinch-hit for Jackie Gleason this season, you'll agree Larry made the right choice.

\* \* \*

## LIBERACE COLLECTS MINIATURE PIANOS

Liberace, NBC-TV piano virtuoso, has been a collector of miniature pianos since the age of seven. His collection includes replicas of famous pianos used by Paderewski and Leschetizki.

His 188 miniatures, insured for \$100,000, include pianos of all sizes and descriptions, ranging from a platinum and diamond ring to a perfect one-foot, two-octave, playing instrument.

The midget pianos, made of gold, sterling silver, porcelain china, spun glass and plastic, are the works of North American, European, and Asiatic craftsmen. Eight of the miniatures can actually be played by hand and a number of the European creations are equipped with music boxes.

The tiniest, and possibly the most interesting, of the entire collection is a ring which Liberace wears. The ring was designed and presented to Liberace by Louis Lenzer of Paris and Long Beach, Calif., a patron of the arts, in appreciation of Liberace's concerts at the Long Beach Municipal Auditorium. Mounted on the ring is an exact miniature of Liberace's own piano. It is made of platinum and studded with 50 full-cut diamonds.



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## DAILY — MONDAY THRU FRIDAY

9:00 Your Figure	(Th) Your Family	3:30 Johnny Dugan
9:15 News	12:00 (WTF) News	4:00 Matinee in N.Y.
9:30 Learn and Live	12:15 Love of Life	5:00 Fun to Learn
9:45 Film Featurette	12:30 Search-Tam.	5:15 Flash Gordon
10:00 Shoppers Guide	12:45 The Guiding Light	5:30 Howdy Doody
10:30 (MTWT) Godfrey	1:00 Matinee Play.	6:00 Sagebrush Trail
(Fri) TeeVee Theatre	1:45 Johnny's Show	6:30 News
10:45 TeeVee Theatre	2:00 Garry Moore	6:45 Sports Spotlight
11:00 (F) Bride, Groom	2:30 Meet Millers	7:00 MWF Up to Parr
11:15 MTWT Bride, Groom	3:00 (MWF) Big Payoff	TT Mayor of
11:30 Strike It Rich	3:00 (TT) Film	Hollywood

## FRIDAY

7:00 To Be Announced
7:30 Stars of Excellence
7:45 News Caravan
8:00 Arthur Murray
8:30 We the People
9:00 Wrestling Films
10:00 Summer Sports Reel
10:30 Greatest Fights
10:45 Nature of Things
11:00 Late News
11:30 Rocket Squad
12:00 The Unexpected

## SUNDAY

12:00 News
12:15 Film Featurette
12:30 Candy Carnival
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 & Allen
4:30 Name's the Same
5:00 Super Circus
5:30 Lone Ranger
6:00 Vacation Time
6:30 Clarades
6:50 News
7:00 Super Ghost
8:00 The Big Payoff
9:00 TV Playhouse
10:00 Celebrity Time
10:30 American Forum
11:00 Late News
11:10 Sports Review
11:15 Montgomery Presents

## MONDAY

7:30 Stranger Than Fic.
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

## 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

7:30 Kaleidoscope
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 Wash. Spotlight
7:45 News Caravan
8:00 Groucho Marx
8:30 Govt. is Your Bus.
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

## SATURDAY

11:00 Space Patrol
11:30 Children's Theatre
12:00 Big Top
1:00 Wild Bill Hickok
1:30 Film Feature
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

## "THE KIDS KANDIDATE" . . . . HOWDY DOODY FOR PRESIDENT

While their elders wrangle in Chicago, the children of the nation have already selected their candidate for '52—NBC-TV's Howdy Doody. From 5:30 to 6:00 p.m., Monday through Friday, Howdy wages a campaign on the NBC television network that is a delight to the eyes and ears of his vast youthful audience. Captivated by his eloquence and his appealing brand of humor, the children have become vocal and faithful advocates of his candidacy.

When Howdy ran in 1948 he was elected President of the Kids by more than a million votes. Votes came in by letter, postcard and courier from all over the country.

This year Howdy, more mature and more skilled in the art of politics, expects his vote total to go far beyond the million mark.

Already on display in Chicago, in the vicinity of the International Amphitheatre, are posters and pasteups proclaiming his candidacy. The important thing about the posters is that they urge children to "tell everyone it's your Doody to VOTE." This

is indicative of Howdy's civic spirit, for if adults take the hint it will help swell the voting turnout in November.

In addition to posters and pasteups, Howdy is distributing thousands of big, bright buttons bearing his own candidacy. They bear his picture and, in big letters, "Howdy Doody for President."

Like the buttons, Howdy's platform is designed to win friends among his youthful electorate. Outstanding among its planks are revival of the five-cent banana split and free baseball games.

Nor is Howdy's candidacy being ignored by the press. This week he is on the cover of Cue magazine with the caption, "The Kid's Candidate," and on the cover of TV Times. In the past two weeks he has appeared on the covers of TV Digest and TV Forecast.

Just as soon as Howdy finds a running mate for the vice presidency on his ticket, he promises that his campaign will really get rolling.

# "OVER THE TV FENCE"



Two sponsors have already signed to underwrite Jackie Gleason's CBS-TV show which starts in late September . . . One-time prize fighter, Lou Nova, is making TV appearances as an actor on the west coast . . . The Ozzie Nelsons, back from vacation, have begun work on their video series . . . Jane Russell's husband, Bob Waterfield, quarterback for the Los Angeles Rams, has been signed for a TV package on the west coast . . . NBC-TV is reportedly about to line up a new Manhattan theatre to house "Your Show of Shows" in the fall . . . In the autumn, Jack Carter may do a TV version of his armed forces radio talent show . . . Talk-in about how it feels to hold down the Sunday night spot filled during the winter by Bob Hope, Martin & Lewis, Donald O'Connor, Danny Thomas and others, "The Big Payoff" emcee Randy Merriman says "I feel like a goldfish being placed in an aquarium with a whale" and sometimes "like a flea trying to trap an elephant." . . . Columbia Pictures is reportedly going all-out for network TV film production . . . The Florida Citrus commission is expected to double the already allocated TV budget of \$325,000 and the \$150,000 for radio which will go to push its lemons, oranges and grapefruits this year . . . The first Ken Murray 1952-53 TV shows to emanate from the west coast will be video versions of his "Blackouts" which ran eight years in Hollywood . . . Comic Chill Willis will make 13 half-hour TV films, "Judge Bean," in Mexico . . . Diana Lynn set for one of the National Repertory Theatre TV films to roll August 15 . . . Network TV has just reached Seattle and Portland . . . Voice of America is planning to beam TV shows back of the Iron Curtain . . . Ann Sothern to do a new series of half-hour TV films to be tagged, "Private Secretary" . . . Red Skelton celebrates his birthday Friday . . . Disc jockeys will soon be playing the nine songs Marlene Dietrich just waxed for Columbia. These are the songs, American handstands, that Marlene translated into German for the OSS during the war . . . Leslie Charteris, author

of "The Saint" mysteries, will produce half-hour TV shows based on his stories. He will direct the films from his own scripts . . . Following the hilarious polling of the Puerto Rican delegation at the Convention, a Philadelphia station came on with a particularly apt commercial for Porto Rico soft drinks that began, "Hey Chico, you like Porto Rico?" . . . After his return to Italy following his recording sessions with the NBC symphony orchestra, Toscanini will conduct at the LaScala Opera House then return here to conduct for NBC, November 1st . . . Canada is expected to end the \$2.50 yearly tax on radio sets. When TV comes, however, the tax will be \$15 . . . Mickey Spillane, author of the Mike Hammer books is being auditioned by NBC for a radio series . . . In the fall, the "Tex and Jinx" show will move to the station's 2 pm spot . . . The syndicated comic strip, "The Timid Soul," has been acquired by TV writer Alan Sands and will be packaged as a 10 minute sketch suitable for insertion in a variety format . . . The CIO in Philly disclaims TV as a luxury . . . Mel Aleln has been signed to TV and broadcast the 1952 National Football League games . . . In New York City, it is estimated that nearly 15,000 daytime hours a week are being spent by women in this area watching television, an increase of 61% over 1951's figure . . . Galen Drake's new CBS contract is for seven years and is uncancelable under any circumstances and will learn him \$500,000 . . . In the autumn, Bing Crosby's radio show will be heard Sunday nights at 9:30 pm and have GE as sponsor . . . The straw hats that Ike backers wore at the Republican convention in Chicago were the inspiration of a group of Eisenhower backers in the radio-TV industry who wanted a visual gimmick to identify the General's backers . . . Television has already devoured between 2,500 and 3,000 motion pictures with no new feature films to meet the growing shortage . . . CBS is looking for a female lead for the TV film version of "Meet Millie" because Audrey Totter who plays the radio version has movie commitments that bar her from television.



## DURANTE . . . "They Loved Him O'There."

An exuberant Jimmy Durante returned from England recently where he had "moidered 'em" during a four-week engagement at the famous Palladium Theatre in London.

The great Schnozzola announced solemnly to a party of visitors who boarded the liner Queen Mary in New York to greet him: "I've cremated relationships with England."

"They loved him over there," exclaimed Eddie Jackson, Jimmy's partner. "He received the best press anyone ever got over there, with stories and pictures on the front pages and everything."

Eddie made the trip with Durante, as did Candy Candido, Jack Roth and Jules Buffano who are all "part of the act." They appear with the comic in night clubs, vaudeville and on all his NBC television shows.

"You're a smasher" was the favorite compliment paid Jimmy by the English people. Durante and company played two shows a night, six nights a week, plus matinees on Wednesdays and Saturdays. "Our act was the same as what we do at home, except for a few minor changes," Jimmy said. "Fer example, I hired a boulder to wear in the show. You know, we call 'em derbies over here."

Jimmy took his movie camera with him and shot four packs of film. Nothing turned out. "The man at the store in England asked me what I had done," Jimmy said. "I told him I just shot at random. 'Well, that's just what you got,' he said, 'random.'"

A horse by the name of Jimmy Durante was to run at a London racetrack while the NBC-TV comic was over there. When he heard of it, Jimmy sent the jockey a wire: "Keep his nose in front. If it's like mine, he'll win by a mile." Jimmy forgot about the incident and a week later the horse ran and won. Durante clapped his hands to his face and exclaimed "I'm mortified. I didn't even have a dime on the brute."

A highlight of the London visit was when Jimmy received a message from Queen Elizabeth expressing her regrets at being unable to attend his show. Another was when the wife of the Captain of the Guard at St. James' Palace confided to Jimmy: "Please send me back a hamburger from Hamburger Heaven." (That's a New York restaurant.)

On the return trip, Jimmy gave three per-

## Telegenic



Rita Gam, dramatic actress, seen on such CBS-TV programs as "Lux Video Theatre," "Man Against Crime," "Danger" and "Studio One."



formances aboard ship — one for the first class passengers, then for the cabin class and finally, deep in the hold of the ship, he bellowed and pranced for the crew members. "I broke two pianos doing it," he said.

Sitting on the edge of his bed in his New York hotel room, Jimmy sighed happily, "It was lotsa fun, but it was sure great to see the stature a liberty dis morning!"

# 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

**STRAWBERRY NOTES:** We have been asked what to do with runners which have been forming from the parent strawberry plants. Ordinarily, these are allowed to remain and root, so as to form what is commonly called a matted row. The matted row is suggested as the most practical system of training for the home garden, although some folks do prefer to grow their strawberries in hills, allowing no runners to develop.

Sometimes too many runners are allowed to set in the matted row; then they should be thinned to 6 inches apart. Perhaps the best method of distributing the runners from a plant is to train them in all directions so the mother plant is completely surrounded by new growth. A safe recommendation as to the number of runner plants to allow to form is this: if the row is filled by late August with runner plants 6 to 9 inches apart, you can destroy any later runners.

If the strawberry bed is to be saved for another year, the older plants in the center of the rows are plowed out, leaving the younger runners to replace the old plants. In the home garden, it will generally pay, in most cases, to keep the bed two or three years, provided it does not become filled with weeds, in which case it may be more satisfactory to start a new planting. Old beds which are healthy and vigorous can be rejuvenated in the manner described. **FREE:** If you would like a free bulletin on strawberry culture, drop a self-addressed, stamped envelope.

**LIGHTNING FACTS:** Between two and four hundred people are killed each year by lightning. Nine-tenths of them are folks in rural areas. If you are caught in a thunderstorm, and can't possibly get indoors, seek low land. Being seated on an open tractor offers no protection, but if you can get in-

side a truck or car, you're much safer. Whatever you do, don't stand under an oak tree. An oak is the most dangerous tree to stand under. An elm is next. Others most susceptible to be hit by lightning are pines, ashes, poplars and maples in that order. No tree is immune to lightning injury, but for some reason, the beech is safest of all. A thin sheet of glass has a tendency to keep lightning outside, so it's wise to close windows in the home during a heavy lightning storm. Keep away from tall trees, beaches, open fields and wire fences.

**CORN TROUBLES:** The drought has caused corn in some areas to "tassel" out even though the plants are two feet high. This dwarfed growth is also brought about by a deficiency in nitrogen plantfood. With this you often get a drying up or "firing" of leaves which starts at the bottom of the plant, proceeding upward. With plants like corn, you generally find the "firing" starting at the tip of the bottom leaves and proceeding down the center or along the midrib. If your corn has purplish leaves, stems and branches and small slender stalks you can almost be sure this is phosphorus deficiency. Another hungry sign is mottling, spotting or streaking of lower leaves. Lower leaves appear scorched or burned on the margins and tips. These dead areas may fall out, leaving ragged edges.

**NOW IS THE TIME TO—**Cut back all delphiniums which have bloomed so that new growth developing at the base will have a chance to produce late summer and early fall bloom.

Pinch back new as well as old varieties of chrysanthemums to make them compact. It's also a good idea to pinch your dahlias so that they will make symmetrical, well-branched plants. Pinch them after they are a foot or two high.

---

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- BADMINTON
- ARCHERY
- TABLE TENNIS
- VOLLEY BALL

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And The

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