

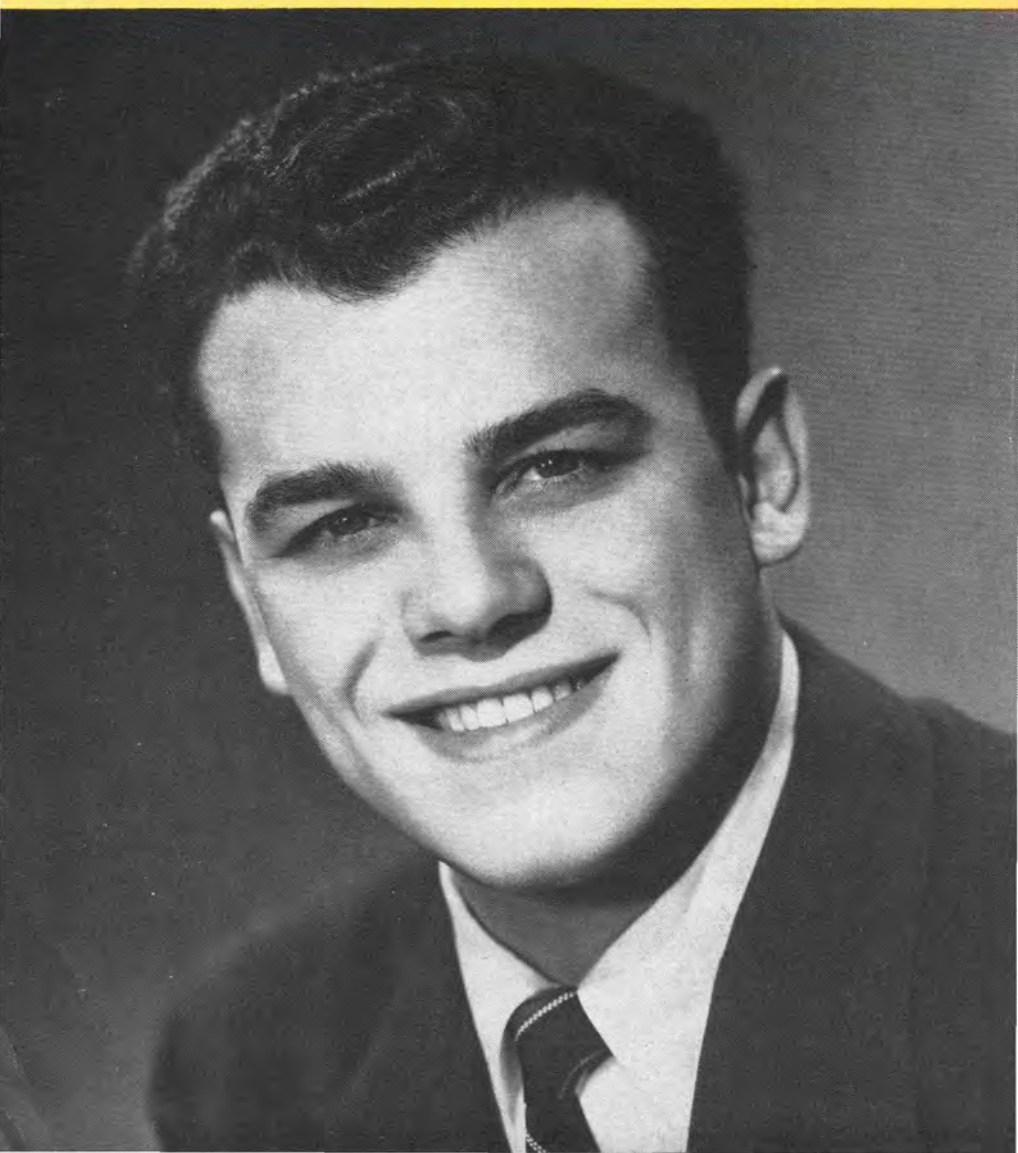
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TV
Life

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

Complete *Day-by-Day* Schedules For
ROCHESTER, BUFFALO and SYRACUSE

AUGUST 16 - 22



TV LIFE

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

Vol. 2  12 No. 23

Owned and Published by
ROBERT H. PEIFFER ASSOCIATES

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AUGUST 16 - 22, 1952

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Rochester, New York.

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



Now is the time for a
Glamorgraph by the
LEN CAMPAGNO STUDIO
133 Clinton Ave. S. • BAKER 4431

Press Time Flashes —

FRIDAY, AUGUST 15th

9:30—ALL STAR FOOTBALL GAME. Ch. 4-6.
Football game between the Los Angeles
Rams, National Football League champions,
and the College All-Stars. From Soldiers
Field in Chicago.

SATURDAY, AUGUST 16th

12:00—BIG TOP. Ch. 4-5-6. The Kanazawas,
internationally famous foot jugglers, head-
line a galaxy of circus acts presented by
ringmaster Jack Sterling. Other top-ranking
acts include Lenny and Margie Ross, bag-
punching champions; Sandy the Seal, and
Elly Ardely, head-balancing trapezist. Joe
Basile's Brass Kings furnish the music.

2:00—Stars Cavalcade. Ch. 6. Comedy revue
with Larry Storch as host with the June
Taylor Dancers and the Pastels.

8:00—ALL STAR SUMMER REVUE. Ch. 4-5-6.
Comedy Stars Grace Hartmen and Bert
Wheeler and singer Ella Fitzgerald are head-
liners with Nellie Fisher and Jerry Ross,
dancers; Jimmie Todd, singer and guitarist,
and Ted and Flo Vallett, baton twirlers.

SUNDAY, AUGUST 17th

7:30—YOUR LUCKY CLUE. Ch. 4-6-8. Darrwn Mc-
Gavin (Casey, Crime Photographer) is a
guest on mystery quiz emceed by Basil
Rathbone with amateur and professional
detectives trying to solve dramatized crimes.

10:00—CELEBRITY TIME. Ch. 4-6-8. Conrad Nagel
host and emcee with guests Teresa Brewer,
comedian Ben Blue and his partner Sid
Slate, all make the rounds of a booking
agent.

MONDAY, AUGUST 18th

7:00—Up To Paar. Ch. 4-5-6. Exciting quiz show
on which contestants test their knowledge
of the daily newspapers. Jack Paar is MC.

8:30—VOICE OF FIRESTONE. Ch. 4-5. Rise
Stevens, brilliant mezzo-soprano of the Met-
ropolitan Opera will be guest with selec-
tions running from the "Gypsy Song" to
Cole Porter's "In The Still Of The Night."

TUESDAY, AUGUST 19th

8:30—KEEP POSTED. Ch. 4. Vice Admiral Le-
land Lovett, U.S.N. and Major Alexander de
Seversky discuss "Is Air Power The Key To
Survival."

WEDNESDAY, AUGUST 20th

10:00—BLUE RIBBON BOUTS. Ch. 4-6-8. Billy
Graham of New York meets Carmen Basilio
of Syracuse at Chicago Stadium.

THURSDAY, AUGUST 21st

8:30—Guess What Happened. Ch. 4-5-6. A new
show presided over by Ben Grauer as mo-
derator with Roger Price, Maureen Stapleton
and Frank Gallop as the permanent panel.

TV PICTURE BRIGHTER FOR ROCHESTER AREA

Rochesterians who have long been disgruntled with the lack of choice of television programs will soon find the situation greatly remedied. Not however, by the addition of another Rochester station. No, the picture locally is still as dark as ever with FCC hearings on local applications anywhere from one to two years away at the present rate of handling.

The brighter picture will come with expanding facilities of both Syracuse stations: WHEN and WSYR-TV and also, Buffalo's WBEN.

WHEN, Syracuse, is building a new tower and expects sometime in November to start broadcasting from their new tower site with double the power output of their present operation. According to their engineers a strong signal will be received in Rochester and the surrounding areas.

WSYR-TV is also in the process of increasing the height of their present tower atop the Hilton Hotel in Syracuse. When completed it too will have an increased power output and will put out a strong signal which promises to reach into Rochester homes.

Buffalo's WBEN is also expanding their facilities and within a few months will also be beaming into the Rochester area.

All of this should make Rochester's TV set owners exceedingly happy for at long last they will have some choice in the programs they view. WHAM-TV, at present Rochester's only TV station has done a fine job of programing for the area. True, there has been some criticism directed toward the station but when the facts are known it can be seen that they have handled well, a delicate situation. It is extremely difficult to plan balanced programs that have general appeal; and then too, minority groups must also be considered. With all of these considerations however, it must still be admitted that as Americans, we have come to demand the freedom of choice.

Business-wise, there is no doubt but what TV sales will increase. There are still many families who are holding off the purchase of a television set until a choice of programing is available. With this choice slated for the very near future they become ripe prospects for dealers. This, coupled with the rise in sales due to the presidential elections this year should make dealers optimistic.

Rochester's only hope in view for a new station of its own in the near future seems

to lie with Channel 15. This is an Ultra High Frequency channel with only one applicant to date—The Meredith Publishing Company. This firm also owns station WHEN in Syracuse and is perhaps better known as the publishers of Better Homes and Garden magazine. Because this Channel is at present uncontested it stands a very good chance of being approved the early part of next year. Once operating though, it will only be picked up by those sets which have special adaptors units for UHF. These must be purchased for older sets although sets purchased recently have the units already built in. Most viewers will feel the added expense warranted, for the privilege of having another choice in programing.

As Western New York's only television magazine, TV LIFE will keep its readers informed of the progress of these expanding operations and as an aid to greater TV enjoyment is beginning with this issue to introduce some of the popular personalities who will soon be seen over these increased facilities.

It is our hope that when they do come into your homes, they will come in as friends . . . friends you have met in TV LIFE.



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TV Drama

SYNOPSIS OF THE PLAYS
ON TELEVISION THIS WEEK

FRIDAY, AUGUST 15th

DOORWAY TO DANGER—9:00—Ch. 5-6

"The Visiting President." Roland Winters stars in a tale about an attempted assassination of a visiting South American President. As he rides up 5th Avenue in New York City on his way to sign an important treaty, the terror strikes.

PLAYHOUSE OF STARS—9:00—Ch. 8

"Double Exposure" stars John Beal as a modern-day Solomon confronted with the age-old problems of marriage and murder. Beal, as "Mel Creighton" deals with problems that cannot be solved by friends, clergymen, the police or psychiatrists. "Valerie Jeans" (Amanda Blake) tells him she suspects friend husband "Clifford" (John Brown) of wanting to kill her, and Clifford comes to him with an identical problem. Mel has to decide which side is the right side.

POLICE STORY—10:00—Ch. 8

Rusty Lane portrays Detective Sergeant Joseph Kinney of Newark, N. J. Police Homicide Department in a thrilling dramatization of a case history.

FOOTLIGHTS THEATRE—9:30—Ch. 8

"The Man Who Had Nothing To Lose." A devoted husband shows himself willing to sacrifice his life for those he loves as he manages to keep an escaped "lifer" from harming his wife. Porter Hall, Neville Brand co-star.

SATURDAY, AUGUST 16th

ASSIGNMENT MANHUNT—10:30—Ch. 4-5

"The Champ." A retired boxing champion finds out the hard way, just who his friends are when he is accused of murdering his wife.

SUNDAY, AUGUST 17th

TROUBLE WITH FATHER—2:30—Ch. 6

"Ugly Duckling." When Stu Erwin does his best, look out for the worst! Anything is sure to happen. Pop Erwin, as principal of a high school, discovers one of his flock is unhappy, unattractive and undated. He engineers transformation of this "Ugly Duckling."

TELEVISION PLAYHOUSE—9:00—Ch. 4-5-6

"The Witness," a vivid drama in which a young doctor and his wife pit their honest convictions against hostile, clannish factions in a small town. Dr. Tim Haggard (Darren McGavin) and his wife Alice (Kim Stanley) arrive in Millport, a girl who came on the same train is murdered. Only Alice noticed the man who met the slain woman at

the station—Paul Penfield (Richard Hyllon), son of the local banker. Alice, wishing only to see justice done, tells the police and Penfield confesses to the crime, calling it an accident. This set off a reaction against Alice and her husband as a threat to the town's respectability. However, the better side of human nature does make itself felt, and the truth will out, but not without leaving scars.

ROBERT MONTGOMERY PRESENTS—11:15—Ch. 4

"Advice to the Lovelorn." A humorous story about a publisher of a successful San Francisco newspaperman who has no time for romance. In seeking to get his "Advice to the Lovelorn" column on a more scientific basis, he engages a professor of psychology to assist and then suddenly finds that he is in love with her.

MONDAY, AUGUST 18th

ROBERT MONTGOMERY PRESENTS—9:30—Ch. 5

"Stand-in Bride," a rollicking comedy of mistaken identity. When Madame Delaney dispatched her pretty assistant, Sally, to deliver a wedding gown to a stranger, Sally could hardly guess the complications that would result from this seemingly innocent mission. The man she meets is aide to the governor, who is about to be secretly married. Someone has informed the press and the governor is angry. Sally saves the day by suggesting that after the private wedding ceremony, she and the aide don the marriage clothes and ride off in a car, thus deceiving the reporters from the governor's trail. A shattering experience is in store for her. The cast includes Margaret Hayes, John Newland and Vaughn Taylor in the leads.

MY LITTLE MARGIE—9:00—Ch. 4

Spurred to action by her father's critical attitude toward her boy friend, Freddie, Margie sets out in search of a youthful paragon of propriety and ambition. Co-stars of the show are Gale Storm as Margie, and Charles Farrell as her father.

SUMMER THEATRE—10:00—Ch. 4-6-8

"One In A Million" is an ingenious mystery drama with Reinhold Schunzel, Stefan Schnabel and Royal Dano in principal roles. The story revolves around a bizarre plot, in which the perpetrators run afoul of the law as their return from a rendezvous takes them through the vehicular tunnel of the Battery. Riding in the 1,000,000 car to pass through the tunnel, evidence of their criminal intent is uncovered when officials prepare to honor them publicly at the tunnel's exit.

TUESDAY, AUGUST 19th

CIRCLE THEATRE—9:30—Ch. 4-5

"A Man and His Conscience." A man, hiding from the police, tries desperately to convince his neighbors that God and faith are responsible for "miracles" which they attribute to him. Cast features William Prince, Mickael Stanley and Audra Lindley.

PLAYHOUSE OF STARS—9:00—Ch. 8

"So Help Me." Screen Star Jean Wallace plays the role of a candid, curvaceous night club entertainer who marries a millionaire and tells him she did it because of his money.

WEDNESDAY, AUGUST 20th

THE HUNTER—9:30—Ch. 8

"Operation Ashes." Barry Nelson, as Bart Adams, proves that it takes a spy to catch a spy. An exciting drama with Neva Patterson playing the role of Ilse Brunner, the spy who is Adams' quarry.

ROBERT MONTGOMERY PRESENTS—11:15—Ch. 6

"Mr. Dobie Takes a Powder," a comedy starring Vaughn Taylor, John Newland and Margaret Hayes. Reliable, meticulous, autocratic Mr. Dobie took his first unauthorized day off from his duties as head of the house furnishings department of the Sykes and Hammer Department Store because his feelings were hurt. After three decades of faithful service, he felt he was entitled to some sort of recognition. Mr. Dobie's attitude didn't at all help the suit of his assistant, Sam, in love with the old fellow's daughter. Mr. Dobie's personal adventures on his day off include a bar-room brawl and an encounter with the police, neither of which he had ever experienced previously.

THURSDAY, AUGUST 21st

AMOS 'N' ANDY—8:00—Ch. 8

"Right Clock, Wrong Time." Kingfish is presented with a "valuable" clock for his 20 years service to the Mystic Knights of the Sea Lodge on the first show in this return program. When the gift clock fails to run, Kingfish, played by Tim Moore, and his cohorts, Andy and Lightnin', return it to the factory—now converted for war production—to have it checked. Spencer Williams plays Andy in the half-hour comedy series and Alvin Childress is Amos. Lightnin' is played by Horace Stewart.

BIG TOWN—9:30—Ch. 8

Courteen Landis, screen and television actress, joins her husband, Pat McVey, in a featured role on "Big Town." Miss Landis plays a homicide suspect who tricks a brilliant criminal lawyer. McVey, as Steve Wilson of the Illustrated Press, helps to unmask her. Miss Landis frequently has had small parts on "Big Town," but this is her first lead role. Jane Nigh is Lorelei, city room colleague of Steve Wilson.

RACKET SQUAD—10:00—Ch. 8

"Know Your Family Tree." A confidence game worked by a spurious "professor of genealogy," who searches family trees for unclaimed fortunes and then arranged out-of-court settlements for an accomplice posing as an heir, is exposed by Captain Braddock. Reed Hadley stars as the Captain.

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. . . Turn to Page 15!

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**Tasty Food and
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1982 Ridge Rd. CU. 7403

SATURDAY

AUGUST 16, 1952

- 10:30 6 SPACE PATROL—Commander Buzz Corry of the 30th Century in 20th Century adventures.
- 10:55 8 MORNING PRAYER.
- 11:00 6 HOPALONG CASSIDY—starring Bill Boyd as Hoppy. Western adventure with plenty of action.
- 4 SPACE PATROL—Commander Buzz Corry, 8 30th Century, in 20th Century adventures.
- 11:30 4 CHILDREN'S THEATRE—entertaining cartoon show.
- 8 PRIZE PARTY—Todd Russell as host while kids compete for cash prizes.
- 11:45 8 FILM FEATURETTE.
- 12:00 4 THE BIG TOP—Jack Sterling presents 6 double trapeze act, perch artists, perch 8 forming dogs, acrobatic-contortionists.
- 1:00 4 WILD BILL HICKOK FRONTIER PLAYHOUSE—Adventures of "Wild Bill" Guy Madison and Andy Devine.
- 6 WESTERN THEATRE.
- 8 HOPALONG CASSIDY—favorite Bill Boyd
- 1:30 4 FILM FEATURE.
- 2:00 4 FILM FEATURE.
- 6 STARS CAVALCADE—Connie Haines, Earl Wrightson and Robert Maxwell with Larry Storch entertain.
- 8 SATURDAY MATINEE.
- 2:30 4 CAMPBELL PLAYHOUSE — See Drama Column page 4.
- 5 SIGN ON, PROGRAM PREVIEW.
- 2:45 5 FILM.
- 3:00 4 HOPALONG CASSIDY—with Bill Boyd as Hoppy in western adventures.
- 5 WESTERN JAMBOREE.
- 6 MATINEE PLAYHOUSE.
- 4:00 4 FILM FEATURETTE.
- 4:30 4 PAUL WHITEMAN'S TV TEEN CLUB — with "Pops" Whiteman and the regular teenagers broadcasting from Town Hall.
- 5 FILM THEATRE OF THE AIR — drama.
- 6 TIME FOR TRAVEL.
- 5:00 4 CISCO KID—adventure series with Duncan Enaldo as the Kid and Leo Corillo as Pancho.
- 6 PAUL WHITEMAN'S TV TEEN CLUB — teenage members and Whiteman broadcasting from Town Hall.
- 5:30 4 BEAT THE CLOCK—audience quiz, stunts.
- 5 ROOTIE KAZOOTIE—puppet show with 6 Todd Russell as host.
- 8 WILD BILL HICKOK—"Wild Bill" comes to life in action-packed adventures.

WBEN-TV	WSYR-TV	WHAM-TV	WHEN
Ch 4	Ch 5	Ch 6	Ch 8

- 6:00 4 SPORTS SPOTLIGHT.
- 6:00 5 WESTERN FEATURE.
- 6 BISHOP SHEEN—inspiring talks on how to meet the problems of today.
- 8 BEULAH—Haltie McDaniels replaces the vacationing Louise Beavers as Beulah. Regular members of the family are also replaced in the story of the Henderson's
- 6:15 4 NEWS—Bob Tennant.
- 6:30 4 WESTERN THEATRE—Feature Movie.
- 6 WILD BILL HICKOK—returns to life in a thrill-packed western adventure series.
- 8 CISCO KID—with Duncan Enaldo as the Kid and Leo Carillo as Pancho.
- 7:00 5 MR. WIZARD.
- 6 MR. WIZARD—Don Herbbert and Bruce Lindgren in a science program series.
- 8 STU ERWIN SHOW.
- 7:30 4 U. of B. ROUND TABLE—discussion.
- 5 BOB AND RAY—Comedy show with Bob Elliott, Ray Goulding, Cloris Leachman, and Bob Denton.
- 6 FILM.
- 8 BEAT THE CLOCK—Host to Washington, D.C. music study group. Bud Collyer MC.
- 7:45 6 NBC WEEKLY NEWS
- 8:00 4 ALL STAR SUMMER REVIEW — Variety show featuring star comedians. Mr. 6 Ballentine emcees.
- 8 SUMMER CINEMA—film feature.
- 9:00 4 DANCE BAND PARTY—Host Jerry Lester greets well-known orchestra and the 6 guests.
- 8 PREMIER PLAYHOUSE — drama.
- 9:30 8 DANCE BAND PARTY—Host Jerry Lester greets known bands and guests.
- 10:00 4 TELENEWS WEEKLY NEWSREEL.
- 8 SUMMER CINEMA—film feature.
- 10:15 4 WEEK IN SPORTS.
- 10:30 4 ASSIGNMENT - MANHUNT — A thrilling 5 dramatic program.
- 6 WRESTLING FROM CHICAGO—Baron Michele Leone vs. Billy Varga in feature
- 11:00 4 LATE NEWS ROUNDUP.
- 5 ARTHUR MURRY DANCE PARTY
- 8 WRESTLING FROM CHICAGO—Grapplers Baron Michele Leone vs. Billy Varga.
- 11:15 4 SUMMER FILM PLAYHOUSE.
- 11:30 6 FILM PLAYHOUSE.
- 5 ELEVENTH HOUR THEATRE — "The Chinese Cat" starring Sidney Toler and Mantön Moreland.

GOURMET'S GUIDE FOR THAT

NITE OUT


At the **Fawn Club**, they brag about the steak—real he-man fare, this! Wrap yourself around one of their sizzlers sometime soon. Location: Ridge Rd. East near Culver Rd.

Try a new adventure in eating at the Italian Village, **Loperfido's**, Court Street near Chestnut. Besides specializing in Italian dishes, the chef can serve up a good old American steak or plate of chops as well.

Moore's Quonset Inn is the popular spot for the young set. Known for its delicious drinks and tasty snacks, Moores features the best of music and vocal entertainment with Paul Whiteman's protege Owen Engel, clarinetist and his trio with Barbara Nelson, vocalist.

The gently rolling hills are especially enticing these warm summer days. Almost before you know it you've reached **Dumpling Hill** and are ready for one of their fine meals and "special" cocktails. Friday and Saturday, entertainment by the **Fils Trio**.

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VAL MATES SCHOOL OF DANCE

49 ELM STREET ROCHESTER 4, N. Y.

SUNDAY

AUGUST 17, 1952

- 12:00 4 NEWS—Virgil Booth.
6 FILM.
- 12:10 8 MORNING PRAYER.
- 12:15 4 TOOTSIE HIPPODROME—teenagers' quiz
8 show with John Reed King, host, Variety featured acts.
- 12:30 4 CANDY CARNIVAL—Gene Crane presents
6 youthful circus acts.
8 Same.
- 1:00 4 RANGE RIDER—starring Jack Mahoney
in exciting western adventures.
6 FILM.
8 TO BE ANNOUNCED.
- 1:30 4 FRONTIERS OF FAITH—religious hour
5 with famous guest speaker.
6 Same.
8 LIFE IS WORTH LIVING—Bishop Sheen.
Discussion on how to meet life's problems
with faith in God.
- 2:00 4 FILM.
5 TELL US A STORY—a program for children,
stories, hymns.

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 6 NAME'S THE SAME—Robert Q. Lewis moderates as panelists Bill Cullen, Abe Burrows, Joan Alexander try to guess famous names of contestants.
- 8 SUNDAY MATINEE.
- 2:30 4 THE BIG PICTURE—Captain Carl Zimmerman describes Korean war films.
5 WESTERN FEATURE.
6 STU ERWIN SHOW—comedy show of the small town high school principal.
- 3:00 4 FILM FEATURE.
6 GODFREY TALENT SCOUTS—and parade of talented entries vieing for honors.
- 3:30 4 CLAUDIA—the story of a marriage. Joan McCracken stars.
5 MOVIE TIME.
6 MASQUERADE PARTY.
8 THE NAME'S THE SAME—Robert Q. Lewis moderates as panelists try to guess famous names of contestants.
- 4:00 4 FILM FEATURETTE.
5 MOVIE TIME.
6 DATE WITH JUDY—amusing situations with Judy and her friends.
8 THE BIG PICTURE—Captain Carl Zimmerman describes Korean war films.
- 4:30 4 THE NAME'S THE SAME—Robert Q. Lewis moderates as famous panel members try to guess famous names of contestants.
6 ZOO PARADE—R. Marlin Perkins, director of Lincoln Park Zoo comments.
8 FREEDOM THEATRE—Drama.
- 5:00 4 SUPER CIRCUS—Variety, top-notch circus
6 acts, clowns and prizes and featuring
8 Mary Hartline.
5 ZOO PARADE—R. Marlin Perkins of Lincoln Park Zoo conducts tour of zoo.
- 5:30 4 THE LONE RANGER—Western thriller with Tonto assisting the masked man in his daring adventures.
5 THE BIG PICTURE.
6 FILM.
- 6:00 4 VACATION TIME—Film.
- 6:00 5 ARE YOU POSITIVE—with Bill Stern.
6 SKY KING THEATRE—drama with Sky and the gang.
8 TV TEEN CLUB—Talented teenagers perform from Town Hall with Paul White-man and cast.
- 6:30 4 LET'S PLAY CHARADES—Gene Brook, mc.
5 CAMPBELL PLAYHOUSE—presents a film
6 FOREIGN INTRIGUE—Espionage series starring Jerome Thor and featuring Sidma Scott.

AUTHENTIC ITALIAN DISHES



Have
You
Tried

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

LOPERFIDO'S

COURT ST. NEAR CHESTNUT

8 IT'S NEWS TO ME—John Daley hosts as panelists Anna Lee, Quentin Reynolds, Mel Allen, Martha Scott, confuse panel guests with their stories.

6:55 4 NEWS—Bob Tennant.

7:00 4 SUPER GHOST.

6 SUPER GHOST.

5 BOSTON BLACKIE

8 GENE AUTRY—western adventure. Gene and his gang of regulars entertain with song and melodrama.

7:30 4 YOUR LUCKY CLUE—starring Basil Rath-

6 bone, emcee; guest panelists in a mystery quiz.

5 MEET THE PRESS—with Martha Roundtree and Lawrence Spivak interviewing well-known personalities.

8 YOUR LUCKY CLUE—Basil Rathbone is host in this mystery quiz with guest panelists.

8:00 4 THE BIG PAYOFF—quiz program with

5 Randy Merriman and Bess Myerson
6 with mink coats, trips to Europe, etc. as prizes!

8 TOAST OF THE TOWN—Ed Sullivan, mc, with Ray Block's orchestra, Toastettes chorus line, and guest.

9:00 4 TELEVISION PLAYHOUSE—dramatic program. See Drama page 4.

6 Same.

8 INFORMATION PLEASE—quiz program with Clifton Fadiman host, panelists Franklin P. Adams, John Kieran, with guest panelists.

9:30 8 BREAK THE BANK—audience participation for jackpot prize. Bud Collyer subbing emcee for vacationing Bert Parks.

10:00 4 CELEBRITY TIME—with host Conrad Nagel
6 and guest celebrities.

8 Same.

5 GRUEN THEATRE—drama.

10:30 4 WHAT'S MY LINE?—John Daly, mod-

8 erator; panelists Dorothy Kilgallen, Hal Block, Arlene Francis and Bennett Cerf on quiz team.

5 HOLLYWOOD THEATRE—drama program.

6 RDC THEATRE.

11:00 4 LATE NEWS AND WEATHER.

6 BOSS LADY—G. F. Allen (Lynn Bari) woman boss of a construction company in a situation comedy series.

8 SUNDAY NEWS SPECIAL.

11:10 4 LATE SPORTS REVIEW.

11:15 4 MONTGOMERY PRESENTS—Summer Theatre series.

11:30 5 FILM.

6 Same.

12:30 5 NEWS.

JIM DELINE . . . and His Gang



One of the foremost radio-television entertainers in Central New York is genial Jim Deline who has been familiar to radio audiences in the Syracuse area for nearly 15 years.

In the short time Jim and the Gang have been with WSYR and WSYR-TV, their two daily radio shows and one daily television show have hit the top in locally produced entertainment.

The Jim Deline Gang, as the group is known, opens its day with a WSYR radio show at 9:15 a.m. There's a short breathing space before they head for the TV studio across the street for a half-hour television show at 11:00 a.m.

At 1:00 p.m., they return to the airwaves again for another full hour, thus attesting in their own way, the popularity in which the radio and TV audience of Central New York holds them.

The Deline Gang consists of lovely Dell Bauer, vocalist for the TV show; Dick Workman, male vocalist for both radio and TV; Jim Hogan and Claude Bortell who lead the orchestra which includes Carl Mano, Sox Tiffault, Herb Feltrinelli, Ken Drum, Norm Colman, and Myron Levee.

Jim's personality, the good-natured bantering with the members of the group, his friendliness have attained for him an audience which is as replete with youngsters as it is with adults.

Jim is a native of central New York, having been born and raised in Meridian. He attended Vocational High School and later spent three years at Syracuse University.

Now 36 years old, Jim is married and is the father of three children.

MONDAY

AUGUST 18, 1952

WBEN-TV WSYR-TV WHAM-TV WHEN

- | | Ch 4 | Ch 5 | Ch 6 | Ch 8 |
|-------|---|------|------|--|
| | | | | 8 NEWS AND SPORTS —Dick Grossman. |
| 6:55 | 5 RED PATRON'S SPORTS —comments. | | | |
| 7:00 | 4 UP TO PARR —quiz show with Jack Paar as emcee. | | | |
| | 5 Same. | | | |
| | 6 Same. | | | |
| | 8 CAPTAIN VIDEO —children's serial with Al Hodge and Don Hastings. | | | |
| 7:30 | 4 POLITICAL TALK. | | | |
| | 5 THOSE TWO —Martha Stuart and Pinky Lee with songs and laughs. | | | |
| | 8 OZARK MOUNTAIN BOYS —Hillybilly musical variety. | | | |
| 7:45 | 4 NEWS CARAVAN. | | | |
| | 5 Same. | | | |
| | 6 Same. | | | |
| | 8 EDDIE ARNOLD SHOW. | | | |
| 8:00 | 4 VIDEO THEATRE —drama with movie stars in outstanding movies. | | | |
| | 5 Same. | | | |
| | 8 QUIZ KIDS —Joe Kelly, chief quizzer. | | | |
| 8:30 | 4 VOICE OF FIRESTONE —music with guest stars. Orchestra conducted by Howard Barlow. | | | |
| | 5 Same. | | | |
| | 6 BIG PICTURE —Captain Carl Zimmerman discusses U. S. Army in Korea. | | | |
| | 8 GODFREY'S TALENT SCOUTS —Showcase who are not well-known.entsIM,q Emm for professional performers who are not well-known. Joe E. Brown subs for Art. | | | |
| 9:00 | 4 MY LITTLE MARGIE —comedy series co-starring Gale Storm and Charles Farrell as father and daughter. | | | |
| | 5 Same. | | | |
| | 6 Same. | | | |
| | 8 Same. | | | |
| 9:00 | 5 LIGHTS OUT —dramas of mystery and thrilling suspense. Frank Gallop is the narrator. | | | |
| 9:30 | 4 CRUSADE IN EUROPE —documentary. | | | |
| | 5 MONTGOMERY PRESENTS —producer and host Robert Montgomery's dramatic show. | | | |
| | 6 DANGEROUS ASSIGNMENT —Steve Mitchell (Brian Donlevy) battles against foreign intrigue for U. S. Government. | | | |
| | 8 WHO'S THERE. | | | |
| 10:00 | 4 SUMMER THEATRE —Westinghouse dramatic program. Directed by Albert McCleary, innovator of the "theatre-in-the-round technique" directs a new series of light summer fare. | | | |
| | 5 Same. | | | |
| | 6 Same. | | | |
| | 8 Same. | | | |
| 10:30 | 5 WHO SAID THAT? | | | |
| 11:00 | 4 LATE NEWS —Harry Webb. | | | |
| | 5 CAMERA HEADLINES. | | | |
| | 6 NEWS. | | | |
| | 8 CHROMOSCOPE. | | | |
| 11:10 | 4 FINAL SPORTS —Chuck Healy. | | | |
| 11:15 | 6 POLICE STORY —dramatic series. | | | |
| | 8 NEWS AND SPORTS —Dick Grossman. | | | |
| 11:20 | 4 WEATHER FORECAST. | | | |
| | 8 GUESS WHAT. | | | |
| 11:25 | 4 FBI FUGITIVES. | | | |

TUESDAY

AUGUST 19, 1952

- 1:00 4 MATINEE PLAYHOUSE.
6 FILM.
8 YOUR TOWN.
- 1:30 6 GARRY MOORE SHOW—sparkling variety and humor.
- 1:45 4 JOHNNY'S SHOW.
- 2:00 4 LARRY MOORE SHOW.
5 LADIES DAY.
- 2:30 4 MEET THE MILLER FRIENDS.
6 THE GUIDING LIGHT—drama of a woman's fight to keep her second marriage secure.
- 2:45 6 OPEN HOUSE—chat with Ross Weller and Gladys Vaughn.
8 MIKE & BUFF—Mr. and Mrs. Wallace chat and interview guests.
- 3:00 4 BIG PAYOFF—prizes galore with hosting by Bess Meyerson and Randy Merriman.
- 3:15 4 MUSIC MART—Bobby Nicholson.
- 3:30 4 JOHNNY DUGAN SHOW—audience participation show with songs by Barbara Logan.
6 MOVIE MATINEE.
- 4:00 4 MATINEE IN NEW YORK—Robin Chandler, Bill Cullen and Bill Goodwin in variety quiz show with Winner Take All Segment.
8 MOVIE MATINEE.
- 5:00 4 FUN TO LEARN—educational.
5 HAWKINS FALLS—daily serial of typical small town life. Phillip Lord and Hope Summers featured.
- 5:00 8 THE BUNKHOUSE—western variety.
- 5:15 4 DICK TRACY—adventure film.
5 GABBY HAYES—tales of the old west by Gabby as narrator.
- 5:30 4 HOWDY DOODY—puppets and Bob Smith entertain.
6 Same.
- 6:00 4 SAGEBRUSH TRAIL—western story.
5 CANYON JACK—western serial.
6 FILM—feature.
8 WESTERN THEATRE.
- 6:15 6 NEWS.
- 6:30 4 NEWS—Ed Dinsmore.
5 ED MURPHY with comments.
6 SPEAKING OF SPORTS.
8 INSIDE CITY HALL.
- 6:45 4 SPORTS SPOTLIGHT.
5 CAMERA HEADLINES.
6 SAFETY SERIES.
8 NEWS AND SPORTS with Dick Grossman.
- 6:55 5 RED PATRONS SPORTS.
- 7:00 4 MAYOR OF HOLLYWOOD—celebrities and places in and around Hollywood

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 6 with Walter O'Keefe.
8 CAPTAIN VIDEO.
- 7:30 4 SPORTSMAN'S CLUB—outdoor film.
5 LIBERACE—piano virtuoso combines classics with jazz.
6 FILM.
8 GADDABOUT GADDIS.
- 7:45 4 NEWS CARAVAN—John Cameron Swayze reports.
6 Same.
8 MUSIC HALL—musical variety starring Patti Page with Carl Hoff and his orchestra and guests.
- 8:00 4 MIDWESTERN HAYRIDE—music in the rural key and fun for everyone.
8 TO BE ANNOUNCED.
- 8:30 4 KEEP POSTED—guest panelists in lively ROCHESTER VS. TORONTO BASEBALL.
8 Same.
5 MIDWESTERN HAYRIDE—with the flavor of the country. Music and fun with Bill Thall.
- 9:00 4 BOSS LADY—Lynn Bari as owner of a construction company and the problems she meets. Fast-moving comedy.
8 CRIME SYNDICATED—mystery drama.
- 9:30 4 CIRCLE THEATRE—drama.
5 Same.
8 SUSPENSE—dramas of the unusual and surprising.
- 10:00 4 ORIGINAL AMATEUR HOUR—with Ted Mack and a parade of talented performers.
8 DANGER.
- 10:30 8 ROCKY KING, DETECTIVE—Rocky (Roscoe Karns) in mystery.
- 10:45 4 FILM FEATUETTE.
5 BOB CONSIDINE—views and interviews.
- 11:00 4 LATE NEWS—Harry Webb.
5 BEYOND THE SOUND.
6 NEWS.
8 NEWS & SPORTS with Dick Grossman.
- 11:05 8 MYSTERY THEATRE.
- 11:10 4 FINAL SPORTS—Chuck Healy.
- 11:15 6 STARS PLAYHOUSE—Irene Dunne presents play of the week.
5 CAMERA HEADLINES.
- 11:20 4 WEATHER REPORT.
- 11:30 4 GUESS WHAT—panel quiz show.

**USE THE HANDY
SUBSCRIPTION COUPON
ON PAGE 15 . . .**

MORNING PROGRAMS

MON. TUES. WED. THURS. FRI.

Your Video Week In Pictures



Roy Rogers, "King of the Cowboys," enjoys a vacation in the open country with his co-star, Dale Evans, "Queen of the West," and "Trigger," the famous palomino. They appear regularly in adventures on the "Roy Rogers Show," which resumes on N3C radio Aug. 28 and NBC-TV Aug. 31.

FATHER KNOWS BEST

Movie star Robert Young returns to his role as head of the Anderson family in the situation comedy program, "Father Knows Best," on NBC radio, Aug. 28. Young portrays harried Jim Anderson, whose wife tries to prove to their children that "Father Knows Best."

LONG HOP

Songstress Maureen Cannon poses on top of her luggage after one of her long plane hops just to sing a 15-second commercial on the "Good-year Television Playhouse" over NBC.

AMERICA'S TV FAVORITES ARE IN TV LIFE EVERY WEEK**GODFREY'S SUBSTITUTES**

These are the stars who will take Arthur Godfrey's place on his CBS Television shows during his August vacation. Robert Q. Lewis (upper left) subs for Arthur on "Arthur Godfrey Time"; Joe E. Brown 13 on "Arthur Godfrey and His Friends," and Celeste (upper right) pinch-hits for him on "Arthur Godfrey's Scouts"; Victor Borge (lower left) subs for him Aug. Holm takes his place Aug. 20 and 27 on the "Friends" show. Jerry Colonna is the Aug. 6 pinch-hitter on "Arthur Godfrey and His Friends."

- Bride, Mary Kenney, Dennis Parnell.
- 12:30 4 SEARCH FOR TOMORROW—A dramatic 6 serial of Barron family starring Mary 8 Stuart and Lynn Loring.
- 5 CAMERA HEADLINES.
- 12:45 4 GUIDING LIGHT—starring Jone Allison as Meta Roberts. Moving serial story of a woman's second marriage and her fight to keep the marriage.
- 5 HOLLYWOOD MATINEE.
- 6 SHIP'S REPORTER.
- 8 WHO, WHAT, WHERE, WHEN.

Stations reserve the right to change listings

WBEN-TV WSYR-TV WHAM-TV WHEN
Ch 4 Ch 5 Ch 6 Ch 8

- 9:00 4 YOUR FIGURE—Rollie Huff tells how to keep trim.
- 9:15 4 NEWS—Jack Ogilvie.
- 9:30 4 FILM FEATURETTE.
- 9:45 4 FILM FEATURETTE.
- 8 THESE THINGS WE SHARE.
- 9:55 6 THOUGHT FOR THE DAY.
- 10:00 4 SHOPPER'S GUIDE—where to buy what.
- 5 PROLOGUE TO THE FUTURE.
- 6 (MWF) MORNING NEWS.
- 6 (T T) ARTHUR GODFREY TIME—variety 8 show with Arthur as genial host.
- 8 (MWF) CBS NEWS.
- 10:15 4 FILM FEATURETTE.
- 6 (T Th) MORNING NEWS.
- 8 (T T) CBS NEWS.
- 10:30 4 (MTWT) ARTHUR GODFREY TIME—variety 4 (F) TV THEATRE—film feature.
- 5 BREAKFAST PARTY.
- 6 TAKE IT EASY—informal chatty show with Ted Jackson, subbing for vacationing Mort Nusbaum.
- 8 (F) MIKE AND BUFF.
- 10:45 4 (MTWT) TV THEATRE—feature film.
- 8 KAY'S KITCHEN—cooking hints for tasty, inexpensive cooking.
- 11:00 4 (F) BRIDE AND GROOM.
- 5 THE JIM DeLINE GANG—Music, variety.
- 6 (MWF) AL PEARCE SHOW—Al and the regular gang entertain.
- (T) GODFREY FILM.
- 8 AL PEARCE SHOW—Al and the regular gang entertain.
- 11:15 4 (MWT) BRIDE AND GROOM—John Nelson gives newlyweds send-off, prizes.
- 6 (T) AL PEARCE SHOW.
- 11:30 4 (MTWF) STRIKE IT RICH—the program "with a heart." Warren Hull, emcee.
- 4 (Th) YOU AND YOUR FAMILY.
- 5 IT'S A PROBLEM.
- 6 STRIKE IT RICH—Warren Hull, emcee, 8 gives participants chance to win money and help. Program "with a heart."
- 12:00 4 NEWS—(MTW) Bob Tennant. (Th F) Jack Ogilvie.
- 5 RUTH LYON'S 50 CLUB—friendly chatter and comment.
- 6 BRIDE AND GROOM—John Nelson 8 gives newlyweds send-off with prizes.
- 12:15 4 LOVE OF LIFE—story of an advertising 6 agency secretary, starring Peggy Mc- 8 Coy and Paul Potter with Jean Mc-

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WEDNESDAY

AUGUST 20, 1952

- 1:00 4 MATINEE PLAYHOUSE—feature film.
6 ART GALLERY PROGRAM.
8 YOUR TOWN.
- 1:15 6 BRIDE AND GROOM—John Nelson fetes newlyweds to prizes. Phil Hanna entertains with song.
- 1:30 6 GARRY MOORE SHOW—variety with the 8 personality of Moore and his regulars.
- 1:45 4 JOHNNY'S SHOW.
- 2:00 4 GARRY MOORE SHOW—fun and variety with quick-quipping Moore.
5 LADIES DAY.
- 2:30 4 MEET THE MILLERS' FRIENDS.
6 THE GUIDING LIGHT—drama serial of 8 woman's second marriage and her problems to keep it intact.
- 2:45 6 OPEN HOUSE—Ross Weller and Gladys Vaughn chat informally.
8 MIKE AND BUKK—Mr. and Mrs. Wallace chat and interview guests.
- 3:00 4 THE BIG PAYOFF—with Bess Myerson 5 and Randy Merriman who offer tempting prizes of mink coats, etc.
8 V-I-D-E-O.
- 3:30 4 JOHNNY DUGAN SHOW—sparkling audience participation for prizes and for 6 laughs.
8 MOVIE MATINEE.
- 4:00 4 MATINEE IN NEW YORK—with quizmasters Bill Cullen, Bill Goodwin and 6 Robin Chandler with "Winner Take All 8 segment.
- 5:00 4 FUN TO LEARN—educational.
5 HAWKINS FALLS—Phillip Lord and Hope 6 Summers in the life of a typical small town.
8 THE BUNKHOUSE.
- 5:15 4 DICK TRACY—Adventure Film.
5 GABBY HAYES—spinning yarns of the 6 wild, wooly western adventures.
- 5:30 4 HOWDY DOODY—with Bob Smith and 5 puppet Clarabell.
6 Same.
- 6:00 4 SAGEBRUSH TRAIL—western story.
5 CANYON JACK—western serial.
6 SPACE CADET—featuring Tom Corbett science-fiction interplanetary adventures.
8 WESTERN THEATRE.
- 6:15 6 NEWS.
- 6:30 4 NEWS—Ed Dinsmore.
5 ED MURPHY.
6 SPEAKING OF SPORTS.
8 SPACE CADET—with Tom Corbett in thrilling futuristic adventures.
- 6:45 4 SPORTS SPOTLIGHT—Chuck Healy.
5 CAMERA HEADLINES.

WBEN-TV WSYR-TV WHAM-TV WHEN
Ch. 4 Ch 5 Ch 6 Ch 8

- 6:45 6 EDDIE ARNOLD—emcees a variety show with special guests. Light entertainment.
8 NEWS AND SPORTS—Dick Grossman.
- 6:55 5 RED PATRONS SPORTS.
- 7:00 4 UP TO PAAR.
5 Same.
6 Same.
8 CAPTAIN VIDEO.
- 7:15 6 LITTLE THEATRE.
- 7:30 JOHN KIERAN'S KALEIDOSCOPE.
5 THOSE TWO—with pretty Martha Stuart
6 to sing, comic Pinky Lee for laughable situations.
8 FURNITURE TRENDS.
- 7:45 5 NEWS CARAVAN—with John Cameron
6 Swayze.
8 EDDY ARNOLD SHOW—Variety show with the Tenesee Plowboy, Bell Sisters.
- 8:00 4 ARTHUR GODFREY AND HIS FRIENDS—
8 variety with the little "Godfreys."
5 EXCHANGE HOUSE.
6 BOSTON BLACKIE—Blackie (Kent Taylor) in intrigue to outwit criminals and rescue beautiful damsels.
- 8:30 5 JUVENILE JURY—children's jury program with Jack Barry as emcee.
6 Film.
6 CHROMISCOPE.
- 8:45 6 SPORTSMEN'S CLUB.
- 9:00 4 TV THEATRE—dramatic program.
5 Same.
6 Same.
8 STRIKE IT RICH—with emcee Warren Hull who helps contestants win funds and aid needed in problems.
- 9:30 8 THE HUNTER—mystery seeries.
- 10:00 4 BLUE RIBBON BOUTS.
6 Same.
8 Same.
5 TV RECITAL HALL—Guest artists.
- 10:30 5 ASK ME ANOTHER—Joe Boland.
- 10:45 4 SPORTS SPOTLIGHT.
6 SPORTS PARADE.
8 SPORTS SPOT.
- 11:00 4 LATE NEWS.
5 CAMERA HEADLINES.
6 NEWS.
8 NEWS AND SPORTS.
- 11:05 8 MYSTERY THEATRE
- 11:10 4 WEATHER AND SPORTS.
- 11:15 4 TO BE ANNOUNCED.
6 MONTGOMERY PRESENTS—Robert Montgomery, producer host presents drama.
- 11:30 4 THE WEB—mystery drama.

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Write Editor: TV LIFE, 16 State St., Roch. 14, N. Y.

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SUBSCRIBE TODAY!

THURSDAY

AUGUST 21, 1952

- 1:00 4 MATINEE PLAYHOUSE.
6 HOW DO YOU DO IT.
8 YOUR TOWN.
- 1:15 6 FILM.
- 1:30 6 GARRY MOORE SHOW—variety and wit
8 with Moore and the gang.
- 1:45 4 JOHNNY'S SHOW.
- 2:00 4 GARRY MOORE SHOW—with host Moore
and the gang to entertain.
5 LADIES DAY.
- 2:30 4 MEET THE MILLERS' FRIENDS.
6 GUIDING LIGHT—with Meta Robinson
8 as the woman who faces the problems
of a second marriage.
- 2:45 6 OPEN HOUSE—informative chit-chat with
Ross Weller and Gladys Vaughn.
8 MIKE & BUFF—Mr. and Mrs. Wallace
with guests.
- 3:00 4 WOMEN OF TODAY—film.
5 BIG PAYOFF—Bess Myerson and Randy
6 Merriman tempt contestants with prizes
of mink and European trips.
- 3:15 4 FILM FEATURETTE.
- 3:30 4 JOHNNY DUGAN SHOW—with audience
5 fun and prizes and songs.
6 Same.
8 MOVIE MATINEE.
- 4:00 4 MATINEE IN NEW YORK—quiz-comic
5 show with Bill Cullen, Bill Goodwin
6 and Robin Chandler with a Winner
Take All segment.
8 MOVIE MATINEE.
- 5:00 4 FUN TO LEARN—stories from the Bible.
5 HAWKINS FALLS—where Phillip Lord
6 and Hope Summer meet life in a
typical small town.
8 THE BUNKHOUSE.
- 5:15 4 DICK TRACY—adventure film.
5 GABBY HAYES—with Hayes as spinner
6 of wild and wooly stories of the grand
old west in days of "injuns and cow-
boys and tough hombres.
- 5:30 4 HOWDY DOODY—favorite puppet How-
5 dy and Bob Smith with other well-
6 known friends.
- 6:00 4 SAGEBRUSH TRAIL—western story.
5 CANYON JACK—western serial.
6 INDUSTRY ON PARADE—the behind
scenes of America's great industries.
8 WESTERN THEATRE—feature.
- 6:15 6 NEWS.
- 6:30 4 NEWS—Ed Dinsmore.
5 ED MURPHY.
6 SPEAKING OF SPORTS.
8 RUSSI REPORTS.
- 6:45 4 SPORTS SPOTLIGHT—Healy.
- 6:45 5 CAMERA HEADLINES.
6 FILM.
8 NEWS & SPORTS with Dick Grossman.
- 6:55 5 RED PATRON SPORTS.

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 7:00 4 MAYOR OF HOLLYWOOD—celebrities
5 and places in and around Hollywood.
6 Same.
8 CAPTAIN VIDEO.
- 7:15 4 YOUNG CHAMPIONS.
- 7:30 4 WASHINGTON SPOTLIGHT—film.
5 LIBERACE—piano virtuoso who enter-
6 tains with classics and jazz.
8 THE LONE RANGER—western thriller
with Tonto assisting the masked man
in adventure.
- 7:45 4 NEWS CARAVAN—John Cameron Swaz-
5 ze comments.
6 Same.
- 8:00 4 GROUCHO MARX—The funniest of the
5 Groucho Marx "You Bet Your Life"
6 winter series.
8 BURNS & ALLEN—George tries to make
sense out of Gracie's nonsense.
- 8:30 4 GUESS WHAT HAPPENED—Panel quiz
5 program with John Cameron Swayze
as moderator.
6 RACKET SQUAD—Reed Hadley as
racket busting Captain Braddock.
8 CHANCE OF A LIFETIME—Dennis James
emcees as talent vies for cash prizes.
- 9:00 4 GANGBUSTERS—true dramas of the
5 the nation's police force.
6 PICK THE WINNER—Campaign issues.
8 PICK THE WINNER—Campaign issues.
- 9:15 6 LITTLE THEATRE.
- 9:30 4 MR. PEEPERS—Wally Cox stars in comedy
5 series as a mild-mannered science
6 teacher in a small-town junior high
school. Norma Crane, Joseph Foley
and David Tyrell round out cast.
8 BIG TOWN—dramatic program.
- 10:00 4 MARTIN KANE—starring Lee Tracy as the
5 private eye who brings the criminals
6 to task.
8 RACKET SQUAD—expose of rackets.
- 10:30 4 DANGEROUS ASSIGNMENT—Steve Mit-
5 chell (Brian Donlevy) matches wits against
foreign agents for U. S. Government as
special agent.
6 THE UNEXPECTED—mystery adventure.
8 I'VE GOT A SECRET.
- 11:00 4 LATE NEWS.
5 CAMERA HEADLINES.
6 NEWS.
8 NEWS & SPORTS with Dick Grossman.
- 11:05 8 MYSTERY THEATRE.
- 11:10 4 FINAL SPORTS.
- 11:15 4 INDUSTRY ON PARADE—behind scenes
of America's great industries.
6 BROADWAY TO HOLLYWOOD—Bill
Slafer emcee; Betty Cox songstress and
guests.
- 11:30 4 PLAYHOUSE OF STARS—Irene Dunne,
mistress of ceremonies, introduces new
dramatic play.

JULIUS LaROSA . . .

BROOKLYN'S GIFT TO GODFREY

Name the happiest kid in the U. S. today?

Easy, if you've been listening to CBS Radio's "Arthur Godfrey Time."

The lad's name is Julius LaRosa—a popular baritone, until just recently of the U. S. Navy. Now he is one of the famed "little Godfreys," and he finds it hard to believe.

Just six months ago, the talented LaRosa was discharged from the Navy after a four-year hitch. Immediately he became one of the "little Godfreys," a regular on the star's daytime program with millions of listeners across the land hearing him every day.

"I sit on the subway coming to CBS," says LaRosa ecstatically, "and I wonder and marvel. How could this happen to me?"

How? It's one of those tremendous Cinderella stories, except that this Cinderella is a boy. The silver slipper is his voice. The Prince Charming is an ex-gob who had a tough, rough climb up the ladder of success himself.

Just about one year ago Commander Arthur Godfrey went on two weeks active duty with the Naval Air Training Command at Pensacola, Fla. There he discovered a potentially great singing star—Julius LaRosa, an aviation electronicsman 3rd class. The lad was stationed aboard the aircraft carrier U.S.S. Wright.

LaRosa was brought to Godfrey's attention by enthusiastic shipmates who asked the CBS Radio star to give him an audition. Godfrey was entertaining at the enlisted men's club and he arranged to audition LaRosa before the assembled sailors.

Said Godfrey then, "If LaRosa was not in the Navy, I'd give him a job tomorrow. In my opinion he has every chance of becoming one of the great singing stars of the day. When the time comes for his release from the service of his country, he should have a great career."

When LaRosa was granted leave, Commander Godfrey invited him to New York, to appear on his show. He scored an immediate hit with the listeners. Shortly after that came break number two. He was transferred to a "dream" assignment, singing with the U. S. Navy Band in Washington. After one year he was released. Then Godfrey made good his promise. LaRosa became a "little Godfrey."

LaRosa, who was born January 2, 1930 in Brooklyn, N. Y., had no formal musical training except the instruction he received with the Navy Band. Like many other talented children, he would sing at family

functions and parties, never dreaming of making it his career. He became an ardent fan of the modern-style singing greats, Crosby, Como and Sinatra, and evolved his own style by listening to their records, which he played over and over again. His first professional experience came on the Godfrey shows.

After graduation from high school, he tried routine jobs with no brilliant success. Finally his dad, a Seabee in World War II, suggested that the Navy was the place for young LaRosa, and he joined up in 1947.

LaRosa lives with his parents in Brooklyn, where his father operates a radio-TV sales and service store. His parents are thrilled but a bit bewildered by the sudden turn of events for Julius.

His favorite songs are "Don't Take Your Love from Me" and "Embraceable You." That's natural, because those are the numbers he sang for Commander Godfrey in Pensacola.

LaRosa hasn't time for hobbies, but he is an ardent Brooklyn Dodger fan. Romantic interest? Nothing serious so far. His biggest ambition is "to live up to the greatest guy I ever met—Commander Arthur Godfrey."

"Little Godfreys" Help Celebrate City's Youth Week

As a special added feature to the extensive week-long activities commemorating "Youth Week" and coming directly from the Arthur Godfrey Radio and Television Shows of New York City, the Cinderella boy and girl who are the latest singing sensation of the nation . . . Rochester's own Miss Lu Ann Simms and Julius LaRosa, the Pride of Brooklyn, will appear on Friday, August 22nd. They will take part in the amateur vaudeville show held at the Genesee Valley Park Bandstand from 7-12 p.m. Accompanying them will be Lee Irwin, associate director of the Arthur Godfrey Band, Mitch Miller of musical fame will also appear to receive the Harry J. Gaynor Memorial Award, given yearly to some Rochesterian who has achieved signal success in his chosen field.

FRIDAY

AUGUST 22, 1952

- 1:00 4 MATINEE PLAYHOUSE—feature film.
6 MAKE IT AND MARKET.
8 YOUR TOWN.
- 1:15 6 FILM.
- 1:30 6 GARRY MOORE SHOW—variety pro-
8 gram with wit Moore and his gang.
- 1:45 4 JOHNNY'S SHOW.
- 2:00 4 GARRY MOORE SHOW—variety with
Garry as emcee.
5 LADIES DAY.
- 2:30 4 MEET THE MILLERS' FRIENDS.
6 THE GUIDING LIGHT—the story of a
8 woman and her second marriage.
- 2:45 6 OPEN HOUSE—Ross Weller and Gladys
Vaughn entertain and inform in informal
program.
8 MIKE & BUFF—Mr. and Mrs. Wallace in-
terview and chat with guests.
- 3:00 4 THE BIG PAYOFF—Bess Myerson and
5 Merriman lempf contestants with fa-
6 bulous prizes of mink coats, etc.
- 3:30 4 JOHNNY DUGAN SHOW—sparkling var-
5 iety of audience participation for
6 prizes and fun.
8 SUMMER SESSION.
- 4:00 4 MATINEE IN NEW YORK—Robin Chand-
5 ler, Bill Goodwin and Bill Cullen in
6 quiz.
8 MOVIE MATINEE—feature.
- 5:00 4 FUN TO LEARN.
5 HAWKINS FALLS—serial of life in a
6 typical small town. Phillip Lord and
Hope Summers star.
8 THE BUNKHOUSE.
- 5:15 4 DICK TRACY—adventure film.
5 GABBY HAYES—the old time story teller
6 spins his yarns.
- 5:30 4 HOWDY DOODY—Bob Smith and popu-
5 lar puppets.
6 Same.
- 6:00 4 SAGEBRUSH TRAIL—western story.
5 CANYON JACK—western serial.
6 SPACE CADET—adventures of interplan-
etary doings.
8 WESTERN THEATRE—film.
- 6:15 6 NEWS.
- 6:30 4 NEWS—Ed Densmore.
5 ED MURPHY.
6 SPEAKING OF SPORTS.
8 SPACE CADET—Tom Corbett and inter-
planetary science—fiction adventures.
- 6:45 4 SPORTS SPOTLIGHT—Chuck Healy.
5 CAMERA HEADLINES.
6 EDDIE ARNOLD—with Russ Case and his
orchestra and entertaining guests.
8 NEWS AND SPORTS—Dick Grossman.

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 6:55 5 RED PATRONS SPORTS.
- 7:00 4 UP TO PAAR—Quiz show with Jack Paar.
5 Same.
6 Same.
8 CAPTAIN VIDEO.
- 7:30 4 STARS OF EXCELLENCE.
5 THOSE TWO—Pinky Lee and Martha
6 Stuart entertain.
8 YOUR TV SHOPPER—where to buy and
what to buy.
- 7:45 4 NEWS CARAVAN—John Cameron
5 Swayze.
6 Same.
8 EDDIE ARNOLD SHOW—gives fun and
entertainment. Guests.
- 8:00 4 ARTHUR MURRAY PARTY—variety pro-
6 gram showcasing young talent and
8 noted entertainers. Ray Bloch's orch.,
Hostess Kathryn Murray greets guests.
5 CURTAIN CALL—Dramatic program.
- 8:30 4 WE, THE PEOPLE—guests relate their un-
5 usual personal experiences.
6 Same.
8 PANTOMINE QUIZ—Mike Stokey emcee
as regular panelists Hans Conreid, Jackie
Coogan, Coleen Gray, Robert Stack, vie
with guest panelists in charades.
- 9:00 4 WRESTLING FILMS OF YESTERDAY.
5 DOORWAY TO DANGER—Roland Winters
6 stars in story of continual fight against
international crime and intrigue.
8 PLAYHOUSE OF STARS—Irene Dunne in-
troduces dramatic play.
- 9:30 5 DANGEROUS ASSIGNMENT—Steve Mit-
chell (Brian Donlevy) outwits plots of
crime against peace.
6 THE UNEXPECTED.
8 FOOTLIGHTS THEATRE — drama.
- 10:00 4 SUMMER SPORTSREEL.
5 CAVALCADE OF SPORTS.
6 SUMMER SPORTSREEL.
8 POLICE STORY — drama.
- 10:30 4 GREATEST FIGHTS OF THE CENTURY—
Henry Armstrong vs. "Baby" Arizmend,
(Jan. 10, 1939.)
8 BROADWAY TO HOLLYWOOD — Bill
Slater.
- 10:45 4 NATURE OF THINGS.
5 GENESEE PLAYHOUSE.
6 NATURE OF THINGS.
- 11:00 4 LATE NEWS—Harry Webb.
5 CAMERA HEADLINES.
6 NEWS.
- 11:05 4 WEATHER.
8 PREMIER PLAYHOUSE.
- 11:10 4 FINAL SPORTS.
- 11:15 6 GUESS WHAT.
- 11:30 4 RACKET SQUAD—Captain Braddock ex-
poses crime.
- 12:00 4 THE UNEXPECTED—drama.
- 12:15 5 CAMERA HEADLINES.

CHANNEL CHATTER

DORIS DAY IS IT!—Lovely Doris Day has been voted a top box-office star in the annual Exhibitor Magazine poll. Doris was also named the actress with the best performance in a musical picture for her terrific job in "I'll See You in My Dreams." . . . **When Lowell Thomas and Nelson Case return to the air this autumn, it will be their seventh year together . . . Sir Alexander Cadogan, former British delegate to the UN, is now chairman of the British Broadcasting Company . . . The first permit for a TV station in Puerto Rico has been issued . . . Settlement of the steel strike is expected to aid the construction of new television stations . . . Barney Ross is going to the west coast to produce TV films . . . Switzerland begins its first TV show next month . . . There's talk that the state of Florida will try to lure the TV industry to its precincts via property tax exemptions and other boons . . . Starting August 4, Joe E. Brown is doing a four week stint on Arthur Godfrey's Talent Scouts . . . At the political conventions twelve years ago, only twenty-six passes were issued to radio. This year 1,086 passes were issued to the broadcasters both AM and TV . . . As a result of the widespread interest in the TV interview with Bertrand Russell, the Atlantic Monthly is publishing an entire transcript of the program . . . Max Liebman, producer of "Your Shows of Shows," is back in Manhattan after a six-week visit to Europe . . . The March of Time has readied its new twenty-six week, thirty-minute series, "American Wit and Humor," for TV. Dramatizations of stories by Mark Twain, Nathaniel Hawthorne, Harriet Beecher Stowe, Eugene Field and Josh Billings are included . . . Sponsor of a major network's all-night music program is an outfit that sells sleeping pills . . . Bob Burns celebrates his birthday Saturday . . . Nebraska's governor named Bill Stern an Admiral in the "Great Navy of Nebraska," the first such honor to go to a video personality . . . Arthur Godfrey returns from his four week vacation, Labor Day . . . Latest report from Radio City is that the NBC radio Tallulah Bankhead show will not return in the autumn . . . Comedy shows are tops with summer viewers according to the latest Nielson ratings . . . The top program is "You Bet Your Life" . . . The Belgian government has decided to start TV next year for the first time . . .**

"The Web" returns to CBS-TV, Sunday, September 28 . . . Songstress Patti Page is being considered for a half-hour TV airtel . . . **Mel Torme doubling as producer of his CBS-TV show . . . Eloise McElhone expecting her first child in October . . . Your Show of Shows singer Bill Hayes is set for a movie with Broderick Crawford, a musical version of "A Slight Case of Murder" . . . Jerry Colonna, Victor Borge and Celeste Holm to fill in on Arthur Godfrey and his Friends . . . Roy Rogers resumes on TV, Sunday, August 31 . . . A new collection of available-for-TV short films soon to be aired feature, among others, Danny Kaye, the Ritz Brothers, Shirley Temple and Bing Crosby . . . Betty Furness is due for a new TV show, "Pick A Winner," concerned with the Presidential campaign . . . Robert Q. Lewis drives a 12-cylinder convertible . . . The Alan Youngs are expecting their second youngster . . . The Sam Levensons have a new daughter . . . British actor Alec Guinness is being paged for an autumn TV series . . . Wally Cox's "Mr. Peepers" show expected to be an autumn stanza, too . . . To herald the opening of its new Television City in Hollywood, CBS-TV will stage a star-studded, two hour video show. Indications are that Television City will be launched in October . . . When "Double or Nothing" makes its TV debut on CBS next season, Bert Parks will emcee . . . Author Emily Kimbrough has been signed for an afternoon show by CBS . . . On its initial assignment as a floating relay base for Voice of America programs, the U. S. Coast Guard cutter, Courier, is stopping off at Tangier, Gibraltar, Naples and the Island of Rhodes with programs beamed to the Near East and Iron Curtain countries . . . Beginning early in October, the "Adventures of Ozzie and Harriet" will be both a radio and TV feature . . . With each political party limited to a campaign expenditure of \$3,000,000 by the Hatch Act, it is expected that the parties' use of radio and TV will have to be spread rather thin . . . On the west coast, TV commercials are now pitching oil wells to viewers . . . One of the oldsters on "Life Begins at 80" is currently employed as a bouncer . . . "Hopalong Cassidy" will be the first program to be aired on Denver, Colorado's first post-freeze TV station. Shows begin this week . . . NBC's "Railroad Hour" marked its 200th broadcast this week.**

**WELCOME
TO
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TV
LIFE**



WHEN

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Serving Syracuse and Central New York Daily
from Morning to Midnight

THE GREEN THUMB

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

"The Green Thumb" is broadcast every Saturday at 12:45 P.M. over WHAM-TV

HYDRANGEAS: There is a great deal of interest in the so-called florists' hydrangea (*hydrangea macrophylla*), sold as a potted plant at Easter and for Mother's Day. Gardeners who set the plant outdoors find that it produces rather fine foliage, but seldom blooms. In this area, the winters are so severe, flower buds freeze, and that's why the plant seldom blooms outdoors. But there is a way to induce hydrangeas to bloom outdoors, if you give them some simple protection. Here is what you do: In the fall, mound the plant with dirt, quite high, then cover the twigs with leaves. Then you are ready to put the plant to bed for the winter, simply by placing a bushel basket over the entire plant and mound.

If you want to grow your hydrangea indoors, leave it outdoors all summer. In September, bring the plant in and keep in a cool place, with some watering. All the leaves may fall, but don't be alarmed. In January, put the plants in a warm, sunny room and water them frequently, giving them a spoonful of common fertilizer.

Blue Hydrangeas are very popular and sometimes gardeners wonder how plants can be made to have pink or blue flowers. The color is due to soil acidity. If you want to change the color of your blooms, it's easy to do. Blue blooms can be had by adding alum, made at the rate of one teaspoonful to a gallon of water. Or, use aluminum sulfate, three ounces to a gallon. Apply 2 or 3 cups of this around the plant every few days. If you want pink flowers, add limestone to the soil.

EGAL LILIES: This is one of the so-called "stem-rooting" kinds—the type that produces most of their roots from the stem,

growing upward from the bulb. When planting the stem-rooting type, set the bulbs about 6 inches deep. The bottom-rooting kinds should be planted very shallow, 2 or 3 inches, or they won't bloom. An example of this is the madonna. Early fall is the best time to plant regal lilies, and they shouldn't be divided and reset only when the stems are crowded and spindly. Leaves on the Regal lily often remain green even until cold weather, but moving them in the autumn still does not harm them. This lily prefers a soil that's fertile and containing sufficient humus. Water during the dry spells is helpful. If your plants are old and spindly, that's the sign they need dividing. A general rule for all lilies: Do not dig them up unless they are overcrowded, or unless you need to move them.

FREE: The Green Thumb has prepared a new bulletin on Lily Culture. It tells you how to fight lily diseases, when and how to plant them, and it's packed full of good tips on lily culture. Please be sure to enclose a stamped, self-addressed envelope.

SNAIL CONTROL: Snails are difficult to check, but here's a system we've tried with success. Spray the undersides of boards and shingles with DDT or dust with chlordane. Leave these in the rows of your garden during the day where snails can hide under them. These chemicals kill the snails when they crawl over them, or come in contact. Save all your wood ashes also, and spread them in areas where snails are plentiful. Snails do not like to crawl over anything that's dry, such as wood ashes, or lime. These treatments also check the sow bug, or "pill" bug.

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THIS RADIO AND TV WORLD



ED BROWN JOINS WHEN

Ed Brown, former staffer at WSYR, Syracuse, N. Y., has joined the announcing staff of Television Station WHEN in that city, according to an announcement by Production Manager Gordon Alderman.

Previous to coming to Syracuse, Brown was employed as an announcer at WENY, Elmira, N. Y., and at KFDA, Amarillo, Texas.

Brown is a veteran of four years Navy service and a graduate of the University of Oklahoma. He resides with his wife and daughter at 363 Green Street, Syracuse.

a variety of entertaining acts to keep interest at the highest level.

Regular features on the "Your Town" program include, "Women In Industry," "What's Going On In The Theatre, with Marydee Richards," "Women In The News," "Books for Our Children," "Sports," "Volunteer Center," and "Daily Calendar."

The "Your Town" series is produced and directed by WHEN's A. Bert Enion.

20 YEARS AGO

"Dot" Carr of "Your Town"

Charming Dorothy K. Carr is the gracious hostess on "YOUR TOWN," seen on Television Station WHEN every afternoon from 1:00 to 1:30 p.m.

Mrs. Carr, wife of farmer football great Harlan "Gotch" Carr, has long been active in Syracuse civic and social circles. Since the program's inception in February, hundreds of local persons of interest and scores of nationally important figures have appeared on "Your Town."

"Dot," who is a mother and manages her own household, tries to provide a half hour packed with items of interest to the average Central New York homemaker. Each program has its important and serious side, plus

Helen Keller, the blind and deaf author, was a network guest speaker . . . Lanny Ross was signed for a mid-week variety show . . . Ray Perkins was up with a new show for NBC . . . Charles "Buddy" Rogers made his radio debut on NBC.

Bing Crosby was signed by CBS for nightly, except Sunday, spot . . . Listeners liked Frances Langford on Mutual's "Here Goes the Bride." . . . NBC was celebrating its fifth anniversary . . . Floyd Gibbons was off to Manchuria to cover the conflict for news services and radio . . . Nelson Eddy, a Mutual baritone, made his New York opera debut.

Colonel Stoopnagle claimed he invented a cellophane umbrella so he could tell when it stopped raining . . . Rudy Vallee, Floyd Gibbons and "Amos n' Andy" were radio's top personalities . . . NBC aired the maiden flight of the dirigible, Akron . . . Paderewski turned down all radio offers . . . Russ Columbo stepped into the time slot vacated by John Charles Thomas . . . Paul Whiteman was dubbed "Dean of Modern Music" but to critics it was just a weasel-word for "jazz" . . . Radio celebrities were driving to the stations in roadsters delivered new at \$475 . . . Calvin Coolidge was heard coast-to-coast in an interview with Frazier Hunt . . . NBC's "Ukelele Lady" was in a swivet over the Musical Union of America's failure to know what happened to Whispering Jack Smith's show . . . Mrs. Knute Rockne and "Hunk" Anderson, Notre Dame coach, were together on "Theatre of the Air" . . . "Myrt and Marge" were going strong.



Time out for entertainment on "YOUR TOWN," and who could be better to talk about popular music and orchestras than bandleader Frankie Carle.

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JOE DEANE, M. C.

**"OPEN
HOUSE"**

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*Mondays thru
Saturdays*



**"MIDNIGHT
MAYOR"**

11:25 P. M.

*Mondays thru
Fridays*

"The Deane Of Popular Music" is one of Rochester's most popular radio masters of ceremonies. Band leaders, composers, singers and songstresses of national fame frequently make guest appearances on his two popular shows. Joe himself is as popular as the song hits he spins for you.



W H E C

The Station That Listeners Built!