

TV *Life*

20¢

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

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

AUGUST 30 - SEPTEMBER 5, 1952

LOIS HUNT, GUEST SOLOIST ON "Voice of Firestone" ANNIVERSARY PROGRAM — MONDAY, SEPT. 1st



TV LIFE

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

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



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Press Time Flashes —

FRIDAY, AUGUST 29th

10:30—GREATEST FIGHTS OF THE CENTURY. Ch. 4-5-6. Filmed boxing bout between Joe Louis vs. Bob Pastor, Sept. 20, 1939.

SATURDAY, AUGUST 30th

12:00—THE BIG TOP. Ch. 4-5-6. Mia and Matti, contortionists from Finland, and the Brunos, high-wire performers, make a return engagement as guests of ringmaster Jack Sterling. Other acts include Clark's Bears; the "Big Top" clowns; Dapper Dan, the muscle man and Joe Basile's Brass Kings.

8:00—ALL STAR SUMMER REVUE. Ch. 4-5-6 Bert Wheeler, Jean Carroll, Hoctor and Byrd, Robert Barry, Milton Frome, and Richard Himer are guests.

9:00—SATURDAY NIGHT DANCE PARTY. Ch. 6. Johnny Long and his orchestra are guests with Jerry Lester, M.C.

SUNDAY, AUGUST 31st

7:30—YOUR LUCKY CLUE. Ch. 4-6-8. Basil Rathbone welcomes Mr. District Attorney and Casey, Crime Photographer to another mystery session.

10:30—CELEBRITY TIME. Ch. 4-6-8. Viewers go behind the scenes of a TV show with Conrad Nagel, and watch it come to life. Guests Vivian Blaine, singer Bob Haymes and the Honey Dreamers are also on hand.

MONDAY, SEPTEMBER 1st

2:45—ART LINKLETTER'S HOUSE PARTY. Ch. 8. New daily show with personalities in the news, tuneful music and unique new feature called "Pet Economy and Extravagance."

8:30—VOICE OF FIRESTONE. Ch. 4-5. Fourth anniversary program with soprano Lois Hunt (TV LIFE's Cover Girl this week). Miss Hunt will sing an aria from "Carmen" and selections by Rodgers and Romberg as well as an old Scottish air.

TUESDAY, SEPTEMBER 2nd

11:15—TOWER CLOCK TIME. Ch. 6. Local show returning on a once a week schedule with Louise Wilson handling interviews of celebrities, fashion chatter, household hints and giving out with shopping tips.

8:30—KEEP POSTED. Ch. 4-6-8. "Is Steveson A Captive Candidate?" Two outstanding authorities, Senator Earl C. Clements and Senator John Bricker, debate the issue. Lawrence Spivak heads the discussion with Martha Roundtree moderating.

WEDNESDAY, SEPTEMBER 3rd

10:00—BLUE RIBBON BOUTS. Ch. 4-6-8. Del Flannagan, St. Paul, Minn. vs. Johnny "Red" DeFazio, of Bayonne, N. J. in a welter-weight bout from the Cleveland arena.

THURSDAY, SEPTEMBER 4th

9:30—SPECIAL FEATURE. Ch. 5-6. Speech by Dwight D. Eisenhower.

GODFREY STARS APPEAR ON ROCHESTER'S YOUTH WEEK PROGRAM



As a special added feature coming directly from the Arthur Godfrey Radio and Television Shows, Lu Ann Simms and Julius LaRosa arrived in time to take part in the Youth Week Program held at Genesee Valley Park last Friday evening. Accompanying them as they sang for the more than eight thousand people present was Lee Irwin, associate director of the Arthur Godfrey Band.



While hundred of her friends crowded about her, Lu Ann posed with Julius, her parents and Monroe County's Harvest Queen Paulette Montalto. As Julius remarked on the stage, "It was easy to see why Lu Ann enjoyed returning home to Rochester." Because of their rapid rise on the Godfrey Show Lu Ann and Julius have gained the title of the "Cinderella girl and boy." Under Godfrey's guidance, they should go far.



After the show TV LIFE's photographer caught Lu Ann and her party as they sat down for a snack at The Breakers, where she first started her singing career. With Lu is Rochester DJ's and Youth Week Program MC's, Ed Meath and Joe Deane. Mr. and Mrs. Mitch Miller also joined the party, as did Walt Murphy, Godfrey's Public Relation man. Mitch was in Rochester to receive the Harry J. Gaynor Award on Sunday evening. Because of earlier commitments Julius and Lee Irwin returned to N. Y. immediately after the show.

TV Drama

SYNOPSIS OF THE PLAYS
ON TELEVISION THIS WEEK

FRIDAY, AUGUST 29th

PLAYHOUSE OF STARS—9:00—Ch. 8

Veteran screen star Victor McLaglen stars in "Port of Call", a tale of intrigue and romance in the tropics. Irene Dunne plays a window-shopping housewife in a prologue that sets the mood of the romantic comedy. The cast includes Gertrude Michael, Jose Torvay, George Robotham, Horge Trevino, Carlos Muzquiz and Carmen Molina.

THE BIG STORY—9:00—Ch. 6

The story deals with a reporter who rediscovers an old friend and thereby solved a "perfect crime." TV actor Leo Penn will portray the reporter, Emile Gauvreau, who was on the staff of the New Haven (Conn.) Journal-Courier at the time.

FOOTLIGHTS THEATRE—9:30—Ch. 8

Gale Storm and Gene Raymond are co-starred in an original television comedy, "Mechanic on Duty." Raymond stops at a wayside garage run by a female mechanic, Miss Storm, and discovers a new policy in charging customers for repair work. The cast includes Clem Bevans, Russell Hicks and Erville Alderson.

POLICE STORY—10:00—Ch. 8

Inspector Frank Ahern of the San Francisco Police Department tracks down an escaped convict wanted for manslaughter. Jay Barney portrays Inspector Ahern.

SATURDAY, AUGUST 30th

BEULAH—6:00—Ch. 8

Louise Beavers returns from vacation. There are uneasy moments in the Henderson household with Donnie's desire to join a circus. Father Henderson does some fast-talking, inspired by Beulah, to convince his son that life in a circus is not allinsel and glitter.

LOOK FOR THE NEW ROCHESTER SUN

- ★ 8 Pages of Colored Comics
- ★ 18 New Added Features

... Coming Soon

SUNDAY, AUGUST 31st

TROUBLE WITH FATHER—2:30—Ch. 6

"Bugle Sounds." An open warfare of laughter breaks out when Joyce's boyfriend, Drexel, decides to enlist in some branch of the service. A farewell dinner turns out to be a dress parade of humor.

TELEVISION PLAYHOUSE—9:00—Ch. 4-5-6

"Roman Fever." Two widows meet in a cafe in Rome in 1930, accompanied by their daughters. As they relive a previous time in Rome together, they see their own story being re-enacted as their daughters both fall in love with one young man.

THE DOCTOR—10:00—Ch. 5

"Sweet Thing." Phyllis Avery and Robert Pastene in a suspenseful psychopathic drama of young love that turns into a web of suspicion when the husband finds his wife is not what he thinks she is after learning of her plot to kill him.

MONDAY, SEPTEMBER 1st

VIDEO THEATRE—8:00—Ch. 4-6-8

"The Return of Ulysses." Sir Cedric Hardwicke stars. Mature love story of a famous explorer who returns home after 15 years spent in desert wastes. He is shocked to find his wife and son distant and bitter in their reproach to him for deserting his family, and he faces a life of loneliness amid civilization.

MY LITTLE MARGIE—9:00—Ch. 4-6-8

When Vernon Albright (Charles Farrell) makes a valiant effort to be friendly toward her boy friend, Freddie, Margie (Gale Storm) is haunted by the fear that dad is "cracking up." Freddie is portrayed by Don Hayden.

MONTGOMERY PRESENTS—9:30—Ch. 5

"Unclouded Summer." Signe Hasso and Richard Kiley star. The story is about the trails of a young American painter abroad, who falls in love with a fickle wife of a titled British diplomat and winds up in the arms of the diplomat's daughter by a previous marriage.

SUMMER THEATRE—10:00—Ch. 4-6-8

"The Refresher Course." A wealthy middle-aged couple retrace the path of their honeymoon and in so doing, recapture their love and zest for life.

POLICE STORY—11:15—Ch. 6

(Delayed program—See Drama, Friday, August 29, 10:00 p.m.)

BOSS LADY—9:00—Ch. 4-5

Director of Bureau of Salvage in Washington offers Boss Lady's father a job as Director of Used Hardware. Complications arise when father recommends his daughter, Lynn Barri, for the job.

SUSPENSE—9:30—Ch. 8

"The Old Lady of Bayeus." Inspector of French Police unravels a complicated murder only to discover there were two—not one—murders.

TUESDAY, SEPTEMBER 2nd

CIRCLE THEATRE—9:30—Ch. 4-5-6

"Recapture." Keeping a date made five years ago with an Air Force officer proves impossible for a former WAC. Her best friend, who looks enough like her to be a twin, takes over with hilarious results. Grace Kelly, Darron McGavin, Barbara Baxley.

DANGER—10:00—Ch. 8

"Backfire." A widower and his son vacationing in Florida, get involved with a manicurist.

ROCKY KING, DETECTIVE—10:30—Ch. 8

"The Hermit's Cat." A case of homicide dressed up to look like a highway hit-and-run accident. The victim, a wealthy recluse, lived with his daughter, a feeble-minded gardener and Cleo, his cat. There are clues aplenty and mystery to entertain. Roscoe Karns is the detective.

WEDNESDAY, SEPTEMBER 3rd

CRIME SYNDICATED—9:00—Ch. 8

Senator O'Connor narrates a narcotics drama. The story of a dope pusher whose base of operations was a public dance hall.

THE HUNTER—9:30—Ch. 8

"The Man Who Dropped In." Barry Nelson, as adventurer Bart Adams, tricks a pair of foreign agents into double-crossing one another, in an exciting mystery.

MR. PEEPERS—9:30—Ch. 4-5

Peepers (Wally Cox) is approached by an executive of a chemical company to give up his teaching job and join the company as a researcher on plant food.

ROBERT MONTGOMERY PRESENTS—11:15—Ch. 6

"Stand-in Bride." A rollicking comedy of mistaken identity. Margaret Hayes, John Newland star.

THURSDAY, SEPTEMBER 4th

T-MEN IN ACTION—8:30—Ch. 5-6

"The Case of the Unexpected Witness." Government agents follow trail of a counterfeiter who tries to make all the money he can to give his daughter everything in life.

MR. PEEPERS—9:30—Ch. 4

Peepers (Wally Cox) is approached by an executive of a chemical company to give up his teaching job and join the company as a researcher on plant foods.

PLAYHOUSE OF STARS—11:30—Ch. 4

(Delayed program—See Drama, Friday, August 29, 9:00 p.m.)

CANYON JACK



Shades of the old west are brought to audiences daily over WSYR-TV by "Canyon Jack." This old-timer yarn spinner has a following of kids and adults who write letters that total thousands a week.

And who is this seasoned story teller? Behind the beard and snowy white hair is Fred Shavor, 29 years old, a bachelor and native of Schenectady, N. Y. He has a history in show business and professional entertainment that covers 21 years.

"Jack" has the experienced taste of knowing what makes a program good entertainment. His training at Syracuse University in speech and audio-visual education has helped, too. He knows just how to build a show that will capture and hold the enthusiasm of all viewers. Proof of this is the unanimous approval that his stories seem "so real." Well, they are. Between his years of service in the U. S. Air Force, the AEF radio station in Casablanca and his teaching of radio performance at Syracuse University, "Jack" has been able to absorb all the color that association with the west could give to bring his exciting adventure yarns to life. Since October 1951, when "Canyon Jack" was introduced over WSYR-TV, there has been a steady increase of interested viewers.

With this seasoned background, experience and ability, "Canyon Jack" has a long, long trail of real homey entertainment for all viewers.

... Dan Duryea's new TV series is tagged, "China Smith" ... Danny Thomas' album of songs from "The Jazz Singer" will be released in October ... The Four Lads who back Johnnie Ray on records made their TV bow with Perry Como and are now scheduled for a record series of their own ... The Canadian Broadcasting Corp. announces that the first regular telecasting will start in Montreal, September 1st and in Toronto, September 8.

TELEVISION SERVICE DIRECTORY

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

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John T. Nothnagle, Inc., Realtors
BAker 8150 Rochester, N. Y.

SATURDAY

AUGUST 30, 1952

- 10:00 6 SMILIN' ED McCONNELL—Ed and his gang with a thrilling story for the kids.
- 10:30 6 SPACE PATROL—Commander Buzz Corry of the 30th Century in 20th Century adventures.
- 10:40 8 MORNING PRAYER.
- 10:45 8 PUD'S PRIZE PARTY—with host Todd Russell, Kids compete for cash.
- 11:00 6 HOPALONG CASSIDY—starring Bill Boyd as Happy. Western adventure with plenty of action.
- 4 SPACE PATROL—Commander Buzz Corry, 8 30th Century, in 20th Century adventures.
- 11:30 4 SMILIN' ED McCONNELL—and his gang 8 telling a thrilling story for children.
- 12:00 4 THE BIG TOP—Jack Sterling presents
- 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 YOUNG MAN'S FANCY.
- 8 SATURDAY MATINEE.
- 2:30 4 CAMPBELL PLAYHOUSE—drama.
- 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 Carillo 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 Todd Russell.
- 6 ROY ROGERS—and Dale Evans with songs and western adventure.
- 8 WILD BILL HICKOK—"Wild Bill" comes to life in action-packed adventures.
- 6:00 4 SPORTS SPOTLIGHT.

WHEN's Expansion Program

On May 9, 1952, the Federal Communications Commission granted an application by Television Station WHEN to move its transmitter site to a location on Sentinel Heights. Since that date, work has been going on to complete the project which will result in greater height and power and a greatly extended service area.

The project has four stages,

1. As the first stage, a 100-foot tower bearing a single-bay antenna has been erected at the new site. On or about the night of August 30th, we expect to move the transmitter from its present location at 101 Court St. to the Sentinel Heights location. This move will occur after our normal sign-off, and it is expected that WHEN will commence operation at the new site the next morning, signing on at our usual time, without interruption of service. The full 5 KW output of the transmitter will be utilized, thus obtaining from the single-bay antenna approximately 3.5 KW E.R.P. at an elevation of 1,470 feet above sea-level.
2. As the second stage, the six-bay antenna atop the present WHEN tower will be taken down and connected in place of the single-bay antenna at Sentinel Heights. This will be completed by the morning of September 6th, without any loss of air time. When this has been accomplished, WHEN will radiate a power of approximately 21 KW E.R.P., at an elevation of 1,447 feet above sea-level.
3. Stage three will consist of the dismantling of our present 500-foot tower and its re-erection at the Sentinel Heights location. There, a 12-bay antenna which will allow us to obtain an E.R.P. of approximately 50 KW at an elevation of 1,914 feet above sea-level, will be installed. Completion of this stage is expected on or about November 15th.
4. The fourth and final stage will be the installation of a 20 KW amplifier which will allow us to radiate a power of approximately 200 KW. Application has been made to the FCC for this power, and it is expected that the Commission will grant the increase either late in 1952 or early in 1953.

Television Station WHEN will appreciate your cooperation throughout our move, and especially during the first stage, to ensure that reception of our signal remains satisfactory. Antennae will have to be re-orientated towards Sentinel Heights, and any traps or attenuating devices for Channel 8 removed from the receivers. In several locations in the city, especially in the area of our present location, attenuating devices were installed to prevent overload because of too strong a signal.

- 5 WESTERN THEATRE.
 6 BISHOP SHEEN—inspiring talks on how to meet the problems of today.
 8 BEULAH—Louise Beavers and the Henderson family.
 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 Einaldo as the Kid and Leo Carillo as Pancho.
 7:00 5 MR. WIZARD—Don Herbert and Bruce 6 Lingren in a science series program.
 8 STU ERWIN SHOW.
 7:30 4 U. of B. ROUND TABLE—discussion.
 5 GRUEN THEATRE—drama.
 6 FILM.
 8 BEAT THE CLOCK—John Reed King coaxes time-racing contestants.
 7:45 6 FILM.
 8:00 4 ALL STAR REVIEW—entertaining variety.
 8 SUMMER CINEMA—film feature.
 9:00 4 DANCE BAND PARTY—Host Jerry Lester 5 greets well-known orchestra and the 6 guests.
 8 SUMMER CINEMA—film feature.
 10:00 4 TELENEWS WEEKLY NEWSREEL.
 8 SUMMER CINEMA—film feature.
 10:15 4 WEEK IN SPORTS.
 10:30 4 ASSIGNMENT MANHUNT—drama.
 6 WRESTLING FROM CHICAGO.
 11:00 4 LATE NEWS ROUNDUP.
 5 YOUR HIT PARADE—parade of favorite pop songs.
 8 WRESTLING FROM CHICAGO.
 11:15 4 SUMMER FILM PLAYHOUSE.
 11:30 6 FILM PLAYHOUSE.
 5 ELEVENTH HOUR—"Hour of Mystery" starring Ed Lowery and Verna Hillie.

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

USE THE HANDY
 SUBSCRIPTION COUPON
 ON PAGE 15 . . .

SUNDAY

AUGUST 31, 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 TV VARIETIES—entertainment
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 THE BIG PICTURE—Korean war films.
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 FILM FEATURE.
5 AMERICA AT WORK.
6 STU ERWIN SHOW—comedy show of
the small town high school principal.
- 3:00 6 GODFREY TALENT SCOUTS—parade of
talented entries vying for honors.
4 ROY ROGERS—and Dale Evans with
songs and western adventure.
5 MOVIE TIME.
- 3:30 4 WHO'S THERE? Arlene Francis with quiz
show and panelists Bill Cullen, Robert
Coote.
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 KUKLA, FRAN AND OLLIE—the Kukla-
politans with gentle nonsense for the
whole family.
6 DATE WITH JUDY—amusing situations
with Judy and her friends.
8 THE BIG PICTURE—Captain Carl Zimmer-
man describes Korean war films.
- 4:30 4 THE NAME'S THE SAME—Robert Q.
Lewis moderates as famous panel mem-
bers try to guess famous names of
contestants.
5 HALLMARK SUMMER THEATER—drama.
6 ZOO PARADE—R. Marlin Perkins, direc-
tor of Lincoln Park Zoo comments.
8 FREEDOM THEATRE—Drama.
- 5:00 4 SKY KING THEATRE—Kirby Grant as the
flying rancher in adventure show.
5 ZOO PARADE—R. Marlin Perkins of Lin-
coln Park Zoo conducts tour of zoo.
6 SUPER CIRCUS—variety top-notch circus
8 acts, clowns and prizes, featuring Mary
Hartline.
- 5:30 4 THE LONE RANGER—Western thriller
with Tonto assisting the masked man in
his daring adventures.
5 THE BIG PICTURE—Korean War films,
Capt. Carl Zimmerman narrator.
6 FILM.
8 SUPER CIRCUS—Claude Kirchner pre-
sents circus acts, Mary Hartline, Bruce
Chase, Cliff Soubier.
- 6:00 4 VACATION TIME—Film.
5 ARE YOU POSITIVE—with Bill Stern.
6 SKY KING THEATRE—Kirby Grant as the
flying rancher in fast adventure.
8 TV TEEN CLUB—Talented teenagers per-
form from Town Hall with Paul White-
man and cast.

AUTHENTIC ITALIAN DISHES



Have
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Tried

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Fra Diavolo
- Calamai
- Spaghetti
with Clams

in Rochester

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DUMONT PRESENTS "The Newbury"

- 6:30 4 LET'S PLAY CHARADES—Gene Brook, mc.
5 ROY ROGERS—and Dale Evans make music and get into western adventure.
6 FOREIGN INTRIGUE—Espionage series
- 8 IT'S NEWS TO ME—John Daly host 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—quiz program with Dr. Bergen Evans, emcee. Permanent panelist-speller members and guests in clever clue game.
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 Rathbone, emcee; guest panelists in a mystery quiz.
5 MEET THE PRESS—with Martha Roundtree and Lawrence Spivak interviewing well-known personalities.
- 8:00 4 THE BIG PAYOFF—quiz program with Randy Merriman and Bess Myerson
5 with mink coats, trips to Europe, etc. as prizes
6 TOAST OF THE TOWN—Ed Sullivan, mc, with Ray Block's orchestra, Toastettes chorus line, and guest.
- 9:00 4 TELEVISION PLAYHOUSE—dramatic show
5 (See drama, pg. 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 substituting emcee for vacationing Bert Parks.
- 10:00 4 CELEBRITY TIME—with host Conrad Nagel
6 and guest celebrities.
8 Same.
5 THE DOCTOR—dramatic series starring Warner Anderson.
- 10:30 4 WHAT'S MY LINE?—John Daly, moderator; 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.
- 12:00 5 NEWS.



The Newbury by DuMont

Just as television continues to develop, so does the master pioneer of radio and television, DuMont. Here is a new set—a combination radio, phonograph and television, of smooth, modern design. Engineered with every new feature to bring the greatest picture viewing enjoyment—as well as prepared for UHF. See this handsome new Newbury television set at your nearest DuMont dealer.

Inflationary Prices By-pass TV: Although prices are spiraling, TV experts of Allen B. DuMont Laboratories, Inc., point out that prices on television receivers over the past five years have decreased tremendously while the product has constantly improved. For example, in 1947, a TV set cost from \$500 to \$2,000 although the styles were limited. Now, there are prices and styles to suit every pocketbook. Five years ago, 10 and 12 inch screens were common. Today, DuMont experts point out, less expensive sets with 17 and 21 inch screens are standard.

Winners All . . .

A very unusual advertisement is pictured on page 17 of this issue. Shown in the photomontage are Kenny Byrne, Linda and Gwen Schultz, Gail Gorecky, Cary Koepfel, Sandy Manley, Tommy McMahon, Joanne Beider, Mary Antrobus, Elaine D'Imperio and Brian Kiefer. These young people are a few of the winners on last season's "You Can Be A Star" television show," which resumes again on Oct. 6th. They are also a few of the winners who have received instruction from the Val Mates School of Dance. The fact that so many winners should come from one school is highly commendable. To Val Mates, his staff of instructors, and to his many winning students "Congratulations."

MONDAY

SEPTEMBER 1, 1952

- 1:00 **4** MATINEE PLAYHOUSE.
6 HOMEMAKER'S DESIGNS.
8 DEMOCRATIC NATIONAL COMMITTEE.
- 1:30 **6** GARRY MOORE SHOW—with Durward Kirby, Denise Lor and Ken Carson. Happy variety.
8 Kirby, Denise Lor and Ken Carson. Happy variety.
- 1:45 **4** JOHNNY'S SHOW.
- 2:00 **4** GARRY MOORE SHOW—with Durward Kirby, Denise Lor and Ken Carson. Happy variety.
5 LADIES DAY—with Kay Russell and Jim McDonald.
- 2:15 **6** VICTOR LINDLAHR.
- 2:30 **4** MEET THE MILLER'S FRIENDS.
6 THE GUIDING LIGHT—starring Joan Alison and Herb Nelson in drama of a woman's second marriage.
- 2:45 **6** OPEN HOUSE—informal fun with Ross Weller and Ann Rogers, returning from vacation.
8 ART LINKLETTER HOUSEPARTY—fun for all with music, personalities and interviews.
- 3:00 **4** THE BIG PAYOFF—Bess Myerson and Merriman, Mink coat prizes.
5 Same.
- 3:15 **8** AL PEARCE SHOW—with Al and his regular gang to entertain.
- 3:30 **4** JOHNNY DUGAN SHOW—audience fun 5 show with Barbara Logan's songs
6 enlivening things.
8 MOVIE MATINEE.
- 4:00 **4** MATINEE IN NEW YORK—Robin Chandler, Bill Cullen, Bill Goodwin in variety quiz show with winner take all.
8 MOVIE MATINEE.
- 5:00 **4** FUN TO LEARN—educational film.
5 HAWKINS FALLS—TV serial of life in a typical small town. Phillip Lord and Hope Summers featured.
8 THE BUNKHOUSE—daily serial.
- 5:15 **4** DICK TRACY—adventure film.
5 GABBY HAYES—spins western yarns.
6 Same.
- 5:30 **4** HOWDY DOODY—with Bob Smith and puppet star Clarabel.
5 Same.
- 6:00 **4** SAGEBRUSH TRAIL—western story.
5 CANYON JACK—daily adventure show.
6 SPACE CADET—with Tom Corbett in interplanetary science-fiction series.
8 WESTERN THEATRE—daily adventures.
- 6:15 **6** NEWS.
- 6:30 **4** NEWS—Ed Dinsmore.
5 ED MURPHY.
6 SPEAKING OF SPORTS.
8 SPACE CADET—starring Tom Corbett in interplanetary science-fiction series.
- 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 PERRY COMO SHOW—the return of the popular singer. | |
| | | | 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. | | | |
| | 8 CAPTAIN VIDEO—children's serial with Al Hodge and Don Hastings. | | | |
| 7:30 | 4 STRANGER THAN FICTION—roundup of curious things in the world. | | | |
| | 8 OZARK MOUNTAIN BOYS — Hillbilly | | | |
| | 5 MEET YOUR MATCH—Jan Murray emcees new audience quiz show. | | | |
| 7:45 | 4 NEWS CARAVAN. | | | |
| | 5 Same. | | | |
| | 6 Same. | | | |
| | 8 PERRY COMO SHOW—the favorite singer and his cast of regulars return with songs. | | | |
| 8:00 | 4 VIDEO THEATRE—drama with movie stars in outstanding movies. | | | |
| | 5 QUIZ KIDS—Joe Kelly, chief quizzer. | | | |
| 8:00 | 8 GODFREY'S TALENT SCOUTS—with aspiring talented performers trying for honors. | | | |
| 8:30 | 4 VOICE OF FIRESTONE—music with guest stars. Orchestra conducted by Howard Barlow. | | | |
| | 6 BIG PICTURE—Captain Carl Zimmerman discusses U. S. Army in Korea. | | | |
| 9:00 | 4 MY LITTLE MARGIE—comedy series co-starring Gale Storm and Charles Farrell as father and daughter. | | | |
| | 5 LIGHTS OUT—drama of mystery and thrilling suspense. Frank Gallup 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. | | | |
| | 8 WHO SAID THAT? Walter Kiernan asks panelists. | | | |
| 11:00 | 4 LATE NEWS—Harry Webb. | | | |
| | 5 CAMERA HEADLINES. | | | |
| | 6 NEWS. | | | |
| | 8 CHRONOSCOPE. | | | |
| 11:10 | 4 FINAL SPORTS—Chuck Healy. | | | |
| 11:15 | 6 FILM. | | | |
| | 8 NEWS AND SPORTS—Dick Grossman. | | | |
| 11:20 | 4 WEATHER FORECAST. | | | |
| | 8 GUESS WHAT. | | | |
| 11:25 | 4 FBI FUGITIVES. | | | |

TUESDAY

WBEN-TV WSYR-TV WHAM-TV WHEN

SEPTEMBER 2, 1952

Ch 4 Ch 5 Ch 6 Ch 8

- 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 GARRY MOORE SHOW.
5 LADIES DAY.
- 2:30 4 MEET THE MILLER'S FRIENDS.
6 THE GUIDING LIGHT—drama of a woman's fight to keep her second marriage secure.
- 2:45 6 OPEN HOUSE—chatter with Ross Weller and Ann Rogers.
8 ART LINKLETTER HOUSEPARTY—with interviews, entertainment and fun.
- 3:00 4 WOMEN OF TODAY—film.
5 BIG PAYOFF—prizes galore with hosting Randy Merriman.
- 3:15 4 FILM FEATURETTE.
8 AL PEARCE SHOW—with Al and the gang of regulars.
- 3:30 4 JOHNNY DUGAN SHOW — audience participation show with songs by Barbara Logan.
8 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—"Crafts," Dr. Winebrenner.
5 HAWKINS FALLS—daily serial of typical small town life. Phillip Lord and Hope Summers featured.
8 THE BUNK HOUSE—western variety starring Bob Ehle.
- 5:15 4 DICK TRACY—adventure film.
5 GABBY HAYES—tales of the old west with 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 TV VARIETIES.
- 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 with Walter O'Keefe.
8 CAPTAIN VIDEO.
- 7:30 4 SPORTSMAN'S CLUB—outdoor film.
5 DINAH SHORE SHOW—the return of the 6 lovely songstresses.
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 6 rural key and fun for everyone with Bill Thall, emcee and Lee Jones, yodeler.
8 THE PLAINCLOTHESMAN—exciting action-packed drama.
- 8:30 4 KEEP POSTED—Lawrence Spivak heads 6 citizens' panel as Martha Roundtree 8 moderates interviewers.
- 9:00 4 BOSS LADY—Lynn Bari as owner of a 5 construction company and the problems she meets. Fast-moving comedy.
6 RACKET SQUAD—Police drama.
8 CRIME SYNDICATED—narcotics drama.
- 9:30 4 CIRCLE THEATRE—drama.
5 Same.
6 Same.
8 SUSPENSE—dramas of the unusual and surprising.
- 10:00 4 ORIGINAL AMATEUR HOUR—Ted Mack 5 and Dennis James with parade of entertaining talented contestants.
8 DANGER—dramatic program.
- 10:30 8 ROCKY KING, DETECTIVE—Rocky (Roscoe Karns) in mystery.
- 10:45 4 FILM FEATURETTE.
5 BOB CONSIDINE—views and interviews.
11:00 4 LATE NEWS—Harry Webb.
5 BOXING—from Eastern Parkway Arena.
6 NEWS.
8 NEWS & SPORTS with Dick Grossman.
- 11:05 8 MYSTERY THEATRE.
- 11:10 4 FINAL SPORTS—Chuck Healy.
8 CRIME SYNDICATED—Sen. O'Connor narrator.
- 11:15 6 STARS PLAYHOUSE—drama.
- 11:20 4 WEATHER REPORT.
- 11:30 4 GUESS WHAT—panel quiz show.
5 CAMERA HEADLINES.
- 11:45 6 GODFREY'S FRIENDS—Arthur returns to the sparkling variety show with his regular gang.

MORNING PROGRAMS

MON. TUES. WED. THURS. FRI.

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 (MWF) SHOPPER'S GUIDE—where to buy what.
4 (TTh) ARTHUR GODFREY TIME.
5 PROLOGUE TO THE FUTURE.
6 (MWF) MORNING NEWS.
6 (T TH) ARTHUR GODFREY—Robert Q.
8 (MTWT) ARTHUR GODFREY TIME.
8 (F) CBS NEWS.
- 10:15 4 (MW) ARTHUR GODFREY TIME.
6 (TTh) MORNING NEWS.
8 (F) TO BE ANNOUNCED.
- 10:30 4 (F) FILM FEATURETTE.
5 BREAKFAST PARTY.
6 TAKE IT EASY—with host, Mort Nusbaum, back from vacation.
8 (MTWT) ARTHUR GODFREY TIME.
8 (F) MIKE AND BUFF.
- 10:45 4 BRIDE AND GROOM—John Nelson gives newlyweds big send-off with prizes.
- 11:00 4 PLAIN AND FANCY COOKING—by Marian Roberts.
5 THE JIM DELINE GANG—music, variety.
6 (M) FILM.
6 (TTh) FILM.
6 (WF) VICTOR LINDLAHR.
8 KAY'S KITCHEN—cooking hints for tasty inexpensive meals.
- 11:15 6 (M) YOU AND YOUR CHILD.
6 (Tu) TOWER CLOCK TIME—return of Louise Wilson with interviews, fashion and home hints.
6 (W) FILM.
8 TO BE ANNOUNCED.
- 11:30 4 (MWF) STRIKE IT RICH. —the program "with a heart." Warren Hull, emcee.
4 (T) I'VE GOT A SECRET—Garry Moore returns as emcee of show featuring unusual secrets. Regular panelist members
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—Jack Ogilvie.
5 RUTH LYON'S 50 CLUB—friendly chatter and comment. Willie Thall, substituting
6 BRIDE AND GROOM — John Nelson
8 gives newlyweds send-off with prizes.
- 12:15 4 LOVE OF LIFE—story of an advertising agency secretary, starring Peggy Mc-

Your Video Week In Pictures



THE CHIEF—Walter Greaza stars as "Chief of the Bureau" in the NBC-TV series, "Treasury Men in Action," which resumed Thursday, Aug. 28. The adventure episodes are based on cases from U. S. Treasury files.



FOR REAL!—Rosemary Clooney laughs at a joke by Jerry Lewis, while Dean Martin looks pained. The three will be heard when the "Dean Martin and Jerry Lewis Show" returns to NBC radio on Sept. 16 and seen and heard on the opening telecast of the "Colgate Comedy Hour" on Sept. 21. Miss Clooney will appear as guest on both opening shows, if she has recovered from her laughter by then.

"Life With Luigi" starring J. Carrol Naish (left) one of Hollywood's foremost character actors, is scheduled for presentation over the CBS Television Network, starting Monday, September 22. Shown in photo with NAISH, who plays Italian immigrant Luigi Basco, is Alan Reed, featured as "Pasquale."

- 8 Coy and Paul Potter with Jean McBride, 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 Jane Allison
as Meta Roberts. Moving serial story of
a woman's second marriage and her
fight to keep the marriage.
5 HOLLYWOOD MATINEE—film drama.
6 SHIP'S REPORTER.
8 WHO, WHAT, WHERE, WHEN.

Stations reserve the right to change listings



LUCILLE BALL and DESI ARNAZ return on September 15 for their second season as co-stars of CBS-TV's hilarious comedy series, "I Love Lucy," which catapulted to top place in entertainment during its first season on the air. Also appearing in the popular entertainment series are Vivian Vance and William Frawley.



ART LINKLETTER, monarch of all he surveys in the fun field, strikes a significant pose before the camera as he prepares for the television premiere of his five-times-weekly "Art Linkletter's House Party" Monday, Sept. 1.

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WEDNESDAY

SEPTEMBER 3, 1952

- 1:00 4 MATINEE PLAYHOUSE—feature film.
6 FILM.
8 YOUR TOWN.
- 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—with Ross Weller and
Ann Rogers.
8 ART LINKLETTER HOUSEPARTY—with fun,
variety and interviews.
- 3:00 4 THE BIG PAYOFF—with Bess Myerson
5 and Randy Merriman who offer temp-
6 ling prizes of mink coats, etc.
- 3:15 8 AL PEARCE SHOW—for friendly enter-
tainment with Al and his gang.
- 3:30 4 JOHNNY DUGAN SHOW—sparkling au-
5 dience participation for prizes and for
6 laughs.
- 4:00 4 MATINEE IN NEW YORK—with quizmas-
5 ters Bill Cullen, Bill Goodwin and
6 Robin Chandler with "Winner Take All
8 MOVIE MATINEE.
- 5:00 4 FUN TO LEARN—"Countries 'Round the
World" film.
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 thrill-
ing 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 PERRY COMO SHOW—with hit tunes by the popular vocalist, Fontane Sisters, Ray Charles Chorus.
- 8 NEWS AND SPORTS—with Dick Grossman.
- 6:55 5 RED PATRONS SPORTS.
- 7:00 4 UP TO PAAR.
5 Same.
6 FILM.
8 CAPTAIN VIDEO.
- 7:15 6 LITTLE THEATRE.
- 7:30 4 JOHN KIERAN'S KALEIDOSCOPE.
5 MEET YOUR MATCH—Jan Murray emcees a new audience participation quiz show.
8 FURNITURE TRENDS.
- 7:45 5 NEWS CARAVAN—with John Cameron
6 Swayze.
4 NEWS CARAVAN.
8 PERRY COMO SHOW—with good songs by Como, Fontane Sisters, Ray Charles Chorus.
- 8:00 4 ARTHUR GODFREY'S FRIENDS—with 8 guest femcee, Celeste Holm.
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 CHRONOSCOPE.
- 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 BOXING BOUTS—Del Flannagan vs. 6 Johnny "Red" DeFazio. Steve Ellis commentating.
5 TV RECITAL HALL—Guest artists.
- 10:30 5 ASK ME ANOTHER—Joe Baland.
- 10:45 4 SPORTS SPOTLIGHT.
6 SPORTS PARADE.
8 SPORTS SPOT.
- 11:00 4 LATE NEWS.
5 ROLLER DERBY—the skaters in action. Ken Nydell announces.
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.
5 CAMERA HEADLINES.

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

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SUBSCRIBE TODAY!

THURSDAY

SEPTEMBER 4, 1952

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 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
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 Ann Rogers.
8 ART LINKLETTER HOUSEPARTY—entertaining
variety with interviews and music.
- 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 MUSIC MART—Bobby Nicholson.
8 AL PEARCE SHOW—Al and his gang of
regulars make fun.
- 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—film.
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 hombies.
- 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 ROSSI REPORTS.
- 6:45 4 SPORTS SPOTLIGHT—Healy.
5 CAMERA HEADLINES.
6 SCIENCE SERIES.
8 NEWS & SPORTS with Dick Grossman.
- 6:55 5 RED PATRON SPORTS.
- 7:00 4 MAYOR OF HOLLYWOOD—celebrities
5 and places in and around Hollywood.
6 Same.
8 CAPTAIN VIDEO.
- 7:30 4 WASHINGTON SPOTLIGHT—film.
5 DINAH SHORE—sweet songs by the
6 lovely Miss Shore.
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 AMOS 'N' ANDY—Comedy.
- 8:30 4 T-MEN IN ACTION—stories of U. S.
5 Treasury men in exciting true dramas.
6 Same.
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.
- 9:30 4 MR. PEEPERS—Wally Cox stars in comedy
5 EISENHOWER SPEECH.
6 Same.
8 BIG TOWN—dramatic program.
- 10:00 4 MARTN 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-
chell (Brian Donlevy) matches wits against
foreign agents for U. S. Government as
special agent.
5 THE UNEXPECTED—mystery adventure.
6 FIVE STAR TV THEATRE—drama.
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
Slater emcee; Betty Cox songstress and
guests.
- 11:30 4 PLAYHOUSE OF STARS—"Port of Call"
starring Victor McLaglen.

WINNERS ALL . . . *



FALL CLASSES START SEPT. 6

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*Some of the Val Mates winners on WHAM-TV's "You Can Be A Star" shows of last season

FRIDAY

SEPTEMBER 5, 1952

WBEN-TV WSYR-TV WHAM-TV WHEN

Ch 4 Ch 5 Ch 6 Ch 8

- 1:00 4 MATINEE PLAYHOUSE—feature film.
6 MAKE IT AND MARKET.
8 YOUR TOWN.
- 1:15 6 VICTOR LINKLAHR.
- 1:30 6 GARRY MOORE SHOW—variety program 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 woman and her second marriage.
- 2:45 6 OPEN HOUSE—Ross Weller and Ann Rogers with informal chit-chat.
8 ART LINKLETTER HOUSEPARTY—with the genial fun-making Art as host.
- 3:00 4 THE BIG PAYOFF—Bess Myerson and Merriman tempt contestants with fabulous prizes of mink coats, etc.
- 3:15 8 AL PEARCE SHOW—Al and his gang make fun.
- 3:30 4 JOHNNY DUGAN SHOW—sparkling variety of audience participation for prizes and fun.
8 MOVIE MATINEE.
- 4:00 4 MATINEE IN NEW YORK—Robin Chandler, Bill Goodwin and Bill Cullen in quiz.
8 MOVIE MATINEE—feature.
- 5:00 4 FUN TO LEARN—Fred Hall, of Buffalo Museum of Science.
5 HAWKINS FALLS—serial of life in a 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 spins his yarns.
- 5:30 4 HOWDY DOODY—Bob Smith and popular puppets.
6 Same.
- 6:00 4 SAGEBRUSH TRAIL—western story.
5 CANYON JACK—western serial.
6 SPACE CADET—adventures of interplanetary 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 interplanetary science—fiction adventures.
- 6:45 4 SPORTS SPOTLIGHT—Chuck Healy.
5 CAMERA HEADLINES.
6 PERRY COMO SHOW—songs by Como and his group of star entertainers.
8 NEWS AND SPORTS—Dick Grossman.
- 6:55 5 RED PATRONS SPORTS.
- 7:00 4 UP TO PAAR—Quiz show with Jack Paar.
- 5 Same.
6 FILM.
8 CAPTAIN VIDEO.
- 7:15 6 ASK THE KIDS—return of a favorite show with quizmaster Ralph Collier and his young panel members.
- 7:30 4 STARS OF EXCELLENCE.
5 MEET YOUR MATCH—Jan Murray emcee of new audience participation quiz
8 YOUR TV SHOPPER—where to buy and what to buy.
- 7:45 4 NEWS CARAVAN—John Cameron
5 Swayze.
6 Same.
8 PERRY COMO SHOW—songs by Como and singing friends.
- 8:00 4 MAMA—heartwarming story of a Norwegian family, starring Peggy Wood as "Mama."
5 CURTAIN CALL—Dramatic program.
- 8:30 4 WE, THE PEOPLE—guests relate their unusual personal experiences.
6 Same.
8 PANTOMINE QUIZ—Mike Stokey emcee. as regular panelists Hons Conreid, Jackie Coogan, Coleen Gray, Robert Stack, with guest panelists in charades.
- 9:00 4 WRESTLING FILMS OF YESTERDAY.
5 THE BIG STORY—stories that made newspaper reporters famous.
6 THE BIG STORY—the stories that have made newspaper reporters famous.
8 PLAYHOUSE OF STARS—Irene Dunne introduces dramatic play.
- 9:30 5 DANGEROUS ASSIGNMENT—Steve Mitchell (Brian Donlevy) outwits plots of crime against peace.
6 THE UNEXPECTED.
8 FOOTLIGHTS THEATRE — drama.
- 10:00 4 BOXING BOUT—Gil Turner vs. Bobby Dykes from Madison Square Garden.
5 CAVALCADE OF SPORTS.
8 POLICE STORY — drama.
- 10:30 4 GREATEST FIGHTS OF THE CENTURY.
5 Same.
8 BROADWAY TO HOLLYWOOD — Bill Slater.
- 10:45 4 GREATEST FIGHTS OF THE CENTURY.
6 Same.
- 11:00 4 LATE NEWS—Harry Webb.
5 GENESEE PLAYHOUSE—drama.
6 NEWS.
8 NEWS AND SPORTS—Dick Grossman.
- 11:05 4 WEATHER.
8 PREMIER PLAYHOUSE.
- 11:10 4 FINAL SPORTS.
- 11:15 6 GUESS WHAT.
- 11:30 4 RACKET SQUAD—Captain Braddock exposes crime.
- 12:00 4 THE UNEXPECTED—drama with Herbert Marshall, narrator.
- 12:15 5 CAMERA HEADLINES.



Bing Crosby is taping a backlog of radio programs now so he can trek to Europe in November. Meanwhile his TV plans are still indefinite . . . **The Al Pearce show switches to an afternoon spot in September** . . . The 1952-53 series of Groucho Marx shows started shooting August 20 . . . **Peggy Lee is slated for the movie, "The Jazz Singer."** . . . William Saroyan, the author-playwright, will write, co-produce and co-direct 25 half-hour TV films shortly . . . **A watch manufacturer has already signed for alternate week sponsorship of Walter Winchell's show to resume in the fall** . . . A New York City clergyman, Dr. Norman Vincent Peale, is launching a new series of 15 minute TV shows . . . **Fulton Lewis, Jr. is off on a month's vacation** . . . In Baltimore, a package of green powder accidentally got mixed up in the air conditioning system at Station WAAM and spotted five staffers bright green . . . **Songstress Joan Edwards' eight-year-old daughter, Judy, plays Sylvia Sidney's daughter in a new play making its debut on the straw hat circuit in Massachusetts** . . . The U.S. and Mexico now have an agreement covering the frequency channels of TV stations along the border . . . **From Korea, singer Eddie Fisher goes to Europe** . . . While in New York, Jack Benny declared he still considers radio the best medium for his talents . . . **Fred Astaire, Ginger Rogers, and Ray Bolger being groomed for one shot CBS-TV appearances in the autumn** . . . There's talk that a new TV film network will soon be launched . . . **When architect Frank Lloyd Wright guest starred with Tex and Jinx he surprised everyone by pulling in 2,000 letters of comment** . . . During the commercials on the TV "Death Valley Days," viewers will see Rosemary DeCamp with her four children. She's the nurse on the "Dr. Christian" series . . . **Comedian Orson Bean is slated for his own TV show in the autumn** . . . "Kukla, Fran and Ollie" are beginning their sixth video year . . . Talking about why she does her baseball TV show without notes, Laraine Day reveals "I follow the players' careers closely, so I know just what to ask them." She doesn't care too much for baseball games, she admits and goes on to say her baseball savvy is over-rated. "It may make good copy," she says, "but it just isn't so. The fact is that I don't even care for baseball,

per se. If I were in a strange town, for example, and there was a baseball game going on opposite my hotel, I wouldn't even cross the street to see it, unless I happened to have friends among the players." . . . **On August 29, CBS will air the Little League world series from Williamsport, Pa. All players are between the ages of 8 and 12** . . . To stimulate voters' interest in the Presidential campaign issues, CBS-TV has launched "Pick the Winner" with guest politicians. Walter Cronkite is moderator . . . **Red Skelton's new telefilm pact penalizes him if he misses a scene** . . . There's talk that NBC will buy the Broadway theatre housing a play which has a set with a real swimming pool. NBC wants to use the pool for TV . . . **George Fenneman, the Groucho Marx announcer, has just signed to handle the same assignment for Martin & Lewis on radio** . . . Margaret and Barbara Whiting getting together an act for TV . . . **With Fred Allen out of TV for the time being, Jack Paar and Herb Shriner are in the running for his show** . . . Harry Von Zell recovered after a three weeks virus siege . . . **Mickey Rooney is filming an NBC-TV show** . . . Jackie Coogan is now assistant producer on "Pantomime Quiz" . . . **Alan Young will put his program on film** . . . "One Man's Family" returns to TV, Sept. 6 . . . **Bing Crosby is doing a turn on the MBS "Family Theatre" this week** . . . There is talk that Loretta Young is being pitched to ad agencies via a radio series, "The Farmer's Daughter" . . . **Rhonda Fleming who wants to do TV films is conferring with an agent now** . . . Arlene Francis will take time out from panel shows to do a straight dramatic part in "Suspense" next week . . . **In New York City, brewers are spending \$200,000 for TV spots to include news and the weather** . . . CBS radio correspondent Eric Sevareid has written a new book, "In One Ear" . . . **The comic book based on the radio-TV "My Friend Irma" is now helping sell defense bonds** . . . In unprecedented numbers, U.S. Senators are flocking to TV with pockets loaded, to campaign for re-election . . . **Opposite Milton Berle next season, CBS-TV will schedule Alan Young and, for the second half hour, Red Buttons** . . . Despite mushrooming TV, the first new Los Angeles radio station to be licensed since 1928 will make its bow on September 1

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WHEN CHANNEL **8**

ABC — DUMONT — CBS

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

AFRICAN VIOLETS: As violets grow older, they become rather ungainly looking, but that's no sign you should toss the plants out. You can improve the appearance of an old plant by removing the lower row of leaves. It's also a good idea to give the roots a pruning to encourage fine "feeder" roots to develop. Then repot the plant deeper than it grew originally. Incidentally, dust makes violets look older than they really are. Air hose your plants or give them a periodic bath, syringing them with warm water in the bath tub.

As a final word, be careful not to water your newly transplanted violets too much as they are susceptible to crown rot disease. If you have a young plant with several crowns, or if you have an old plant with lots of branches or suckers, tear them apart and replant the pieces.

* * *

PEPPERS: A question we receive weekly is: "Why is it my pepper plants grow nice and bushy, are loaded with blossoms and yet produce few or no fruits? The answer to this question is not too clear. Hot temperatures at the time the flowers are setting fruits often cause the blooms to shed, hence no peppers can form. In this area, variety seems to have a lot to do with fruit formation. Last year we had pepper plants only 6 inches high, but loaded with peppers. If you can buy seed or plants of the old-fashioned Baby Bell, do so next spring because you can always count on this variety to bear in all kinds of weather. Weather at pollination time is probably the answer to fruit formation. Some gardeners plant peppers close together for pollination purposes,

but we doubt if this has much to do with fruit setting. In our greenhouse, we have had potted peppers set heavily without the benefit of insects or "rooster" plants for pollination. Peppers do have a blossom-end disease, however, due to dry weather, and this sometimes causes blooms and fruits to drop.

* * *

PICKING PEACHES: It seems elementary to say anything about picking peaches, but judging from the green peaches we've seen on the market we're convinced many peaches could be left on the tree longer. If peaches are picked at the proper time, they'll be larger, of higher quality and they'll have a higher sugar content. The time to pick Elberta and other yellow varieties is when the fruit has changed to a light greenish-yellow, with up to 25 per cent blush. Here's an example of how you get more volume if fruit is allowed to ripen. Suppose you picked 100 bushels of not-quite-ripe peaches today. If you leave them on the tree, in two days they will yield 108 bushels, and five days from now they'll make 116 bushels. If you'd leave them until this time next week, you can pick 124 bushels. Don't pick peaches when they are green because the peach adds to itself in the final ripening process.

* * *

LAWN NOTES: During dry spells, lawn grasses go dormant, or dry up to the point of never being able to recover. Then after good soaking rains, the grasses appear green again. Droughts make it tough on grasses but they seem to thrive even after a long "burn." Weeds such as plantain (that pest which sends up stalks with seed heads) seem to do their best during hot, dry weather. Keep your lawn mowed to prevent seed heads from forming, or next year's crop of plantain will even be worse. It's a good idea to catch the clippings or rake them up so weed seeds can be destroyed.

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KAY'S KITCHEN . . . Kay Shows the Way

The old adage that 'a woman's work is never done' has never been more true than in the case of Mrs. Kenneth Larson, more familiarly known to her thousands of Central New York viewers as "Kay" of "Kay's Kitchen."

Kay Larson has been active in television since the Fall of 1950 when she attended the Television Workshop of the Protestant Radio Commission. Kay, who was handling public relations work for the Syracuse Council of Churches attended the workshop to get a better understanding of the new medium of television. She was so impressed with the new industry that she determined to explore its possibilities further and before long had her own series of programs on Television Station WHEN.

Besides preparing her daily "Kay's Kitchen" programs, Kay produces a morning religious program on WHEN, "These Things We Share." And, there's almost a full-time job in itself. It is Kay's job to contact area clergymen of all faiths and schedule 15-minute appearances for individual church leaders, five days a week.

Kay resides in Dewitt, N. Y., an Eastern suburb of Syracuse, with husband Kenneth and children Linda and Eric. Ken is a civil engineer, employed by the General Electric Company at Electronics Park. Not long ago, the whole Larson family appeared on TV. The occasion was Dorothy K. Carr's Decoration Day picnic held on the "Your Town" program. Inasmuch as Kay had volunteered to prepare the refreshments in her kitchen studio it was decided that the whole family should be on hand to enjoy the holiday treat.

Kay is currently busy visiting Syracuse stores of her new sponsor, P & C Food Stores. She feels that she can better serve her sponsors by actually knowing the people who are a part of the organization.

In addition to producing the daily religious programs, preparing her own shows and doing her daily shopping, Kay has several other major activities to keep her busy. She now publishes a monthly collection of favorite recipes and household helps that have been featured on her programs. At home, she has her own garden and makes much of her own and the children's clothing. Full of homemaking ideas, Kay designs and makes



her own drapes and other household furnishings.

Mrs. Larson is a member of the Salvation Army Women's Auxiliary Camp Committee, Superintendent of the Junior Department of the First English Lutheran Church and serves on the Interpretation Committee for the General Department of Church Women of the National Council of Churches of Christ in America.

Dr. Allen B. Du Mont World's Number One TV Viewer: Dr. Allen B. Du Mont has probably viewed more hours of television than any at-home viewer in the world. There has been a television receiver installed in the video pioneer's home since 1928, when the early mechanical type was in use, and continuing through the evolution of the present modern, electronic type of receivers. Dr. Du Mont estimates he has viewed TV at home an average of three hours each evening since he first installed a TV set more than 24 years ago.

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