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NEWSPAPER

# Coca-Cola's SUMMER REFRESHMENT ON WNBT

**KATHI NORRIS**  
1:00 - 2:00 P.M.  
Mon. thru Fri.

**EASY DOES IT**  
- FRANCES LANG  
- JOHNNY JOHNSON  
2:00 - 2:30 P.M.  
Mon. thru Fri.

**JOSEPHINE  
McARTHY'S  
Cooking Show**  
11:00 - 11:30 A.M.  
Mon. thru Fri.

**Ben Grauer's  
FOOTLIGHTS &  
KALEIGHLIGHTS**  
11:45 - 12:00  
Mon. thru Fri.

**ROOTIE KAZOOTIE**  
8:00 - 8:15 P.M.  
Mon. thru Fri.

**DOUBLE-C RANCH**  
8:00 - 9:00 P.M.  
Saturdays

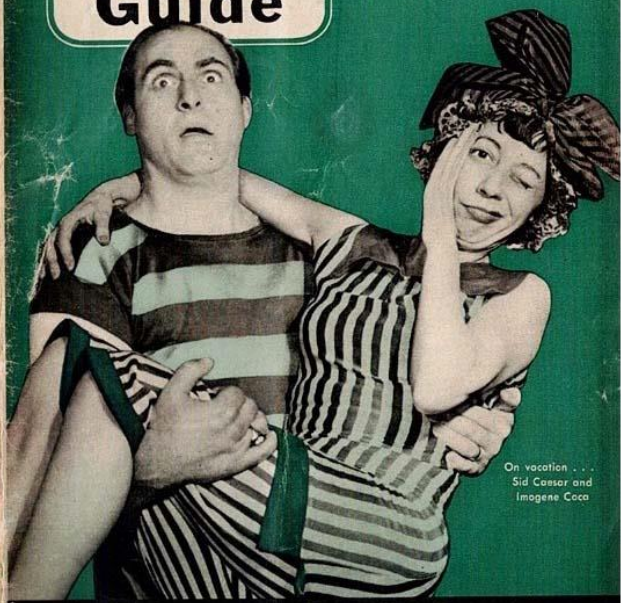
MORE AND MORE... IT'S  
CHANNEL **4** **WNBT**  
NBC TELEVISION

When You Can Expect **COLOR TV** In Your Home

15¢

# TV Guide

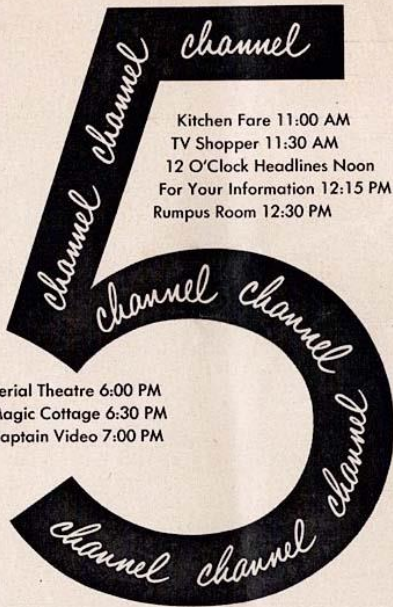
**TV PROGRAMS**  
Week of JULY 7th, 1951  
How Your TV Favorites  
Are Vacationing



On vacation . . .  
Sid Caesar and  
Imogene Coca

**THIS WEEK ON TV** • All-Star Baseball Game • Vivian Blaine of "Guys & Dolls" • Premiere: Freddy Martin Show • Gen. Jimmy Doolittle • Sammy Kaye • Premiere: Meet Corliss Archer • **Get Details Inside**

# TAKE



Kitchen Fare 11:00 AM  
TV Shopper 11:30 AM  
12 O'Clock Headlines Noon  
For Your Information 12:15 PM  
Rumpus Room 12:30 PM

Serial Theatre 6:00 PM  
Magic Cottage 6:30 PM  
Captain Video 7:00 PM

all day—every day for the Best in Daytime Television

# WABD

DuMont Television Network

## CHANNEL CHATTER

**Advance Tips on Shows:** Tex and Jinx will be relieved for a July vacation by Ed Herlihy and Susan Shaw (Monday thru Friday, 6:30 p.m. over 5). The McCrarys will take a flying tour of London, Paris, Rome, Israel and Yugoslavia. . . . The adventure series, *Flying Tigers*, will return to 6 Sunday, July 29, 12:30 p.m. . . .



Glamor Swanson

**Ruth Lyons' 50 Club,** popular Cincinnati audience-participation show, will be seen daily at noon on 6 beginning October 1. Ruth is a musician, singer, composer, actress, commentator, mother of a six-year-old and wife of a college professor.

**More Advance Tips:** Sammy Kaye's well-known show, *So You Want to Lead a Band*, comes into TV Saturday, July 28, 7:00 p.m. over 2. . . . Next month will see the inauguration of *Say It With Acting* and *Tales of Tomorrow*, both on the 3rd, and Earl Wrightson in a new music-variety show on the 30th. . . . Bob Hope announces he will be more active than ever in TV next season, planning to do six one-hour shows and four short appearances on 4. Adds he'll slow down his famous fast tempo for TV. . . . Gloria Swanson has been signed by 7 to begin in September. Sundays at 3:00 p.m. . . . Roosevelt Enterprises will produce *The Parade of the Detectives*, which will present the world's outstanding fictional sleuths.

**Color Bows:** The consensus of opinion on the first commercial color broadcast was that inanimate objects looked beautiful, but moving objects, because of uneven lighting, changed color continually. This made it tough on flesh tones. . . . Meanwhile, Dr. Allen B. Du Mont has demonstrated the new RCA tri-color television tube representing the compatible system. . . . For more information about color see page 24.

**Short Takes:** News about the real-life progeny of two TV detectives. William D. Gargan, 23 year old son of *Martin Kane*, was inducted into the army on June 25 and went right to Camp Kilmer. Roscoe Karns, who plays *Rocky King* and hadn't seen his son Todd since leaving Hollywood some 18 months ago, was happily reunited with the young man for a few weekends when the latter came into Washington to make local color scenes with the Helen Hayes company for the movie, *My Son John*. . . . We have received queries about what Danny Thomas meant by the expression *far bludget*. Answer: It means confused. . . . Newest of the many milestones which TV seems to pass with unflinching regularity is NBC's "teatlevision"—a new kind



Far bludget?

of show business which gives the theaters a break. NBC will make five feature-length films to show in theaters, consisting of the highlights of the best comedy shows seen over NBC during the preceding season. Looks like a break for non-TV areas and even for TV owners who'd like to see again some of the TV shows they've enjoyed. . . . Sylvania Electric Products, seeking "the outstanding contribution to creative television technique" since the first of the year, will receive last entries for the Sylvania television awards on August 31. The shows must indicate that they are "meeting their social responsibilities both to the community and the nation."

**Next Week in TV Guide:** How to acquire a baby for your home on TV. . . . Jimmy Powers on sports shows and theatre TV. . . . Florian ZaBach for the teen-agers. . . . Bob Dixon's Dictionary for the kids. . . . And Norman Brokenshire for homemakers Mom and Pop. And of course, the best television program listings printed anywhere.

most everyone prefers  
a **VAM** tri-a-matic®  
PORTABLE PHONOGRAPH

automatic record in-  
jection all speeds, all  
sizes • automatic shut-  
off • protects records  
• simple to operate •  
superb tone • hand-  
some leatherette case  
• Demonstration? Ask  
your radio-record dealer!



\*the "phone" in most top-brand radio-phonograph combinations

**SAME DAY SERVICE**  
BKLYN - NI 5-0114  
QUEENS AS 8-2401  
BRONX LU 3-8780  
MAN. LU 3-8780

**GENERAL TV REPAIRS**  
\$3 PLUS PARTS

**SAME DAY T. V. SERVICE**  
\$2 Per Call plus parts | \$10 Warrantees pix tube 1 year

**EVEREADY T. V. SERVICE**  
CY 3-8633 10 A.M. to 10 P.M.

**TV Repairs**  
\$350 per call  
PARTS AT COST  
Emergency service at any hour, day, night and Sunday

MADE DIRECTLY AT HOME... NO CONTRACT NECESSARY  
OVER 5 YEARS TELEVISION EXPERIENCE

**JULES VERNE • LU 7-1243**

**FASTEST Service**  
\$3 Plus Parts CY 3-1775  
SERVICE • CONVERSION  
**MARCY TV SALES CO.**  
13 MARCY PLACE...BRONX

## Your TV Investigator:



(Charles Sinclair is a Senior Editor of *Sponsor magazine*, the broadcasting industry trade journal. His telescripts

Color TV shows are yours for the viewing right now. But how soon you can plan on spending a whole evening before your TV set watching your favorite stars in full color depends on three big factors: sets, costs, and programs.



SETS: There's practically nothing around, in the way of color TV sets or converters, for sale right now. You could build one more quickly than you could get delivery. Earliest models won't be on the market before September of this year, by industry estimates, and it'll be at least three years before they're around in mass-production quantity. Several smaller set-makers have stated that they'll turn out sets or converters capable of picking up the incompatible CBS colorcasts, including Arvin, CBS Columbia, Stewart-Warner, Muntz, Tele-Tone and Celomat. Industry leaders, like RCA (which has its own brand of color TV, and is still trying to win official approval for it), Emerson, Philco, General Electric, Motorola, Admiral and others don't like the CBS brand of color TV and have no present plans for manufacturing sets that can tune it in.

COSTS: It's going to cost you money, possibly quite a lot, before you can see the CBS-type color TV shows, even when sets become available. So, a lot depends on the state of your pocketbook. Just to see color

## How Soon Will You Have Color TV?

Never mind the confusion and controversy — what's the date of color in your living room?

By Charles Sinclair

of *Sponsor magazine*, the broadcasting industry trade journal. His telescripts have been seen on leading TV shows.—ED.)

shows in plain black-and-white requires an "adapter" that'll cost you from \$25 to \$50, including installation. To see CBS shows in full color takes a "converter" (which fits over, or into, your present set) or a "slave set" (a separate converter with its own cabinet and tube), with the prices running from \$100 to \$250. A full-fledged color TV set will cost from 50% to 75% more than a black-and-white set of the same screen size, with average prices running from \$400 to \$500 for a good one.

PROGRAMS: Even if you could find a color converter or receiver, and could afford it, there wouldn't be much TV color to watch right now. CBS, the only network telecasting in color, is airing shows from 10:30 to 11 a.m. and from 4:30 to 5 p.m. on weekdays, plus a Saturday schedule. Outside of New York, these shows—usually of the simplest and lowest-cost type—are being offered to stations in Baltimore, Boston, Philadelphia and Washington. The CBS program schedule will be stepped up to 20 hours per week in color by fall, as opposed to a total of 350 hours of black-and-white four-network TV, where the best choice of programs will be found for years to come.

Well, how soon will you have color TV in your home? Probably not before fall if you are one of the first buyers—but many months thereafter for most people—and then only if they think the few color programs they can watch at that time are worth the cash outlay.

## Stage Plays

**ETHEL MERMAN** in  
**CALL ME MADAM**  
with PAUL LUKAS  
Air-Cond. IMPERIAL, 230 W. 45th St.  
Evs. at 8:30. Mats. WED. & SAT. at 2:30

"IRRESISTIBLE!" — *Watts, Post*  
"EXHILARATING!" — *Brown, Sat. Rev.*  
"HITS THE TOP!" — *Hankins, Star-Tele.*  
**STALAG 17** COMEDY  
SMASH!  
Air-Cond. 48th St. Theat. E. of B'way  
Eves. 8:40. Mats. WED. & SAT. 2:40

"A beautiful & lovable musical." — *Atkinson, Times*  
**GERTRUDE LAWRENCE** in  
**THE KING AND I**  
Music by Richard Rodgers  
Book and Lyrics by Oscar Hammerstein 2nd  
AIR-COND. ST. JAMES, W. 44 St. Mats. Wed & Sat.

Tonight and for Breakfast  
**Flamingo**  
FRESH FROZEN CONCENTRATED  
ORANGE JUICE

**Lindy's**  
RESTAURANTS  
1626 BROADWAY, Near 50th Street  
1655 BROADWAY, Corner 51st Street

JACK STUTZ  
WILL MAKE YOU RIGHT AT HOME  
AT THE  
**Game Cock**  
14 EAST 44th STREET  
LUNCHEON • COCKTAILS • DINNER • SUPPER

**MEN! Nerves Jumpy?**  
Come in for a Free trial demonstration any time at your convenience. No obligation.  
**ROOF ATHLETIC CLUB**  
Hotel McAlpin • 34th St. & Broadway



Marguerite Piazza in a two-piece silk shantung suit designed by Avorn. The wing collar is tied with a self-cord bow, the skirt is of the "kangaroo" type.



A longer silk organdy Avorn jacket plaited with tarnish-proof gold thread. It can be worn with street-length or long skirts, or slacks for home entertaining.



A rhinestone-studded evening jacket of black lace over nude taffeta. The kangaroo skirt is of black tissue faille, cut out with a tab to help hold it smooth.



A winged, patch-pocket, short-sleeved Avorn jacket of white embossed cotton. The navy cotton broadcloth skirt has a kangaroo opening for fit and comfort.

## Chic Expectancy

Marguerite Piazza shows how to stay smart while awaiting a baby

MARGUERITE Piazza, soprano star of opera and TV (*Your Show of Shows*) and in private life the wife of industrialist J. Graves McDonald, has just had her baby. On this page, in pre-birth pictures, she shows how expectant mothers needn't let

their condition prevent their being both comfortably dressed and chic. These discreet yet handsome outfits were designed for her by Avorn, New York. They are now obtainable in the regular Avorn line at department stores around the country.

### DAYTIME SCHEDULE MON-FRI. (9-11-12-13)

- 9:30 ① **Shriners' Parade** (Tuesday only)  
 10:30 ② **Color—Modern Homemakers**  
 ③ **Continued Story**—Serial Movie  
 ④ **News Bulletins**  
 10:45 ⑤ **Bringing Up Mother**—W. Howell  
 ⑥ **Morning Chapel**—Religion  
 "Meet the Chaplains": Clergy in armed forces.  
 11:00 ⑦ **News and Previews**  
 ⑧ **Josephine McCarthy**—Cooking  
 ⑨ **Kitchen Fare**—Susan Adams  
 ⑩ **Ladies' Daily**—Homemaking  
 11:05 ⑪ **TV Telephone Game**—Becker  
 11:10 ⑫ **Screening the World**—Films  
 11:30 ⑬ **Strike It Rich**—Warren Hull  
 ⑭ **Here's Looking At You**—Willis  
 ⑮ **TV Shopper**—Maggie Johnson  
 ⑯ **Kitchen Kapers**—Tiny Ruffner  
 11:40 ⑰ **Comedy Carnival—Movie**  
 11:45 ⑱ **Footlights, Klieglights**—Grauer  
 12:00 ⑲ **Steve Allen**—Florian Zolbach  
 ⑳ **Date in Manhattan**—Ed Herlihy  
 ㉑ **12 O'Clock Headlines**—F. Scott  
 ㉒ **News Bulletins**  
 ㉓ **Woody and Virginia Klase**  
 ㉔ **Shoppers' Revue**—S. Sawyer  
 12:10 ㉕ **Matinee Newsreel** (Tuesday)  
 12:15 ㉖ **For Your Information**—Keane  
 ㉗ **First Hundred Years**—Serial  
 ㉘ **Take Your Pick**—Red Benson (T.)  
 12:30 ㉙ **Johnny Olsen Rumpus Room**  
 ㉚ **Kate Smith Show**—Variety  
 ㉛ **Diane Lucas**—Cooking (M., W., F.)  
 ㉜ **Jessie's TV Notebook** (T. only)  
 ㉝ **Market Melodies**—S. Smith (Th.)  
 ㉞ **"Badge of Honor"**—Movie (T.)  
 With Buster Crabbe and Gloria Sheo.  
 ㉟ **Matinee Newsreel** (Thurs. only)  
 ㊱ **Coffee Club**—Interviews  
 (See daily schedules for baseball games.)  
 12:45 ㊲ **Today's Newsreel**  
 12:55 ㊳ **Nancy's Kitchen** (M., W., Th.)  
 ㊴ **Italian Cookery**—Boatempa (T.)  
 ㊵ **Fun With Food**—Cooking (Fri.)  
 1:00 ㊶ **Margaret Arlen**—Interviews  
 ㊷ **Kathi Norris**—Shopping  
 ㊸ **Dennis James' Okay Mother**  
 ㊹ **Market Melodies**—(Exc. Thurs.)  
 ㊺ **Telefax News**—Newspaper  
 ㊻ **Stepping Out**—The Lowells (M.)  
 ㊼ **Comedy Corner**—Kids (T., F.)  
 ㊽ **Report to Parents** (Wed. only)  
 ㊾ **Woman's Work**—Home'kg (Th.)  
 "Beach" and Play Clothes" is today's topic.  
 1:15 ㊿ **News; Matinee Movie** (M., W., F.)  
 1:25 ① **News Bulletins**

Jane Engel

all the maternity clothes,  
designed by Avorn

for MARGUERITE PIAZZA

are part of a large,  
wonderful collection  
found in our  
Maternity Shop

Madison at 79th, New York 21  
RH 4-0300

Every Sunday at  
1 o'clock

ROOTIN' TOOTIN'  
WESTERN  
THRILLERS

in

"WESTERN  
THEATRE"

Sponsored by  
BORCK & STEVENS

WNHC-TV  
Channel 6

DAY TIME



# Tuesday

JULY 10

WCBS-TV 2 WNH3 4 WABC 5 WNBC-TV 6 WIZ-TV 7 WOR-TV 9 WPIX 11 WATV 13

TUESDAY

(For shows preceding hours below, see page 13.)

- 1:30 **Garry Moore—Variety**  
The elfin comic always has surprises.
- Matinee Theater—Movie**
- Shop, Look & Cook—R. Bean**  
Ruth talks home economics to the gals.
- 2:00 **Easy Does It—Songs, Piano**  
Francoy Lane and Johnny Andrews entertain.
- Early Bird Matinee—Movie**
- 2:15 **All Star Baseball Game**  
The outstanding players of the American and National Leagues, chosen by the fans, battle it out. Jack Brickhouse and Jim Britt comment from Briggs Stadium, Detroit.
- 2:30 **First Hundred Years—Serial**  
Jimmy Lydon and Olive Stacey star.
- Ed and Pegeen Fitzgerald**
- Ted Steele Show—Variety**  
With Blanche Raviss and Sonny Celler.
- 2:45 **Vanity Fair—Robin Chandler**
- 3:00 **Hollywood Movie Time—1 Hr.**
- 3:15 **Bride & Groom—Interviews**  
Featuring m.c. John Nelson and Phil Hanna.
- 3:20 **WATV Picture News**
- 3:30 **Fashion—Arlene Francis**

## Channel 6 in NEW HAVEN

Assures TV Homes in Connecticut the best in TV entertainment

## Channel 6

features the best programs from the 4 TV networks

## WNHC-TV

Connecticut's Window on the World!

- Musical Jackpot—Quiz**  
Bob Brown, Rick Mardell, Jana Commodore.
- 4:00 **Homemaker's Exchange**  
Louise Leslie has tips for the ladies.
- Nancy Craig—Homemaking**
- Western Roundup—Movie**  
Texas Jim Robertson introduces cowboy films.
- 4:30 **Color—The World Is Yours**  
Kids' nature show with Ivan T. Sanderson.
- Cook & Win—Poppy Cannon**
- 4:45 **"Yellow Cargo"—Movie**  
Featuring Conrad Nagel and Eleanor Hunt.
- 5:00 **Sheriff Bob Dixon—Kids**  
Full hour of western lore, films, quizzes.
- Hawkins Falls—TV Novel**  
"Doc" Gibbs is still under suspicion.
- Miss Susan—Drama Serial**  
Susan Peters plays the valiant lady lawyer.
- Buster Crabbe—In Person**  
Virile Buster introduces cowboy movies.
- Junior Frolics—Uncle Fred**
- 5:15 **Cowboy Playhouse—Serial**
- Time for Beany—Kids**
- Magic Screen—Kid Cartoons**
- 5:30 **Howdy Doody—Bob Smith**  
The freckled puppet & his "Peanut Gallery."
- Tales of the Trail—Movie**
- Tele-Kid Test—by Telephone**  
Bruce Eliot and Dan McCullough quiz kids.
- "Fighting Trooper"—Movie**
- Requestfully Yours—Drammer**  
Paul, Rick Mardell and Jana Commodore.
- 5:45 **Fifteen-Minute Newscast**
- 6:00 **The Real McKay—Variety**  
Jim McKay, Peggy Anne Ellis, Mac Perrin.
- Rootie Kazootie Club—Kids**  
Tod Russell is Masterootie of Ceremonies.
- Buck Rogers—Serial Movie**  
Buster Crabbe is the star of this one, too.
- Kitdoodle, the Clown—Kids**
- Merry Mailman—Kids**  
Roy Heatherton has fun in his post box.
- Hollywood Playhouse—Film**
- 6:15 **Seeing is Believing—B. Lytell**  
Picture stories of unusual facts and events.
- 6:25 **News—Peter Roberts**
- 6:30 **"Hollywood Murder Case"**  
Early Show movie: Reed Hadley, Esther Muir.
- Herlihy & Shaw—Interviews**  
Ed & Susan sub for the vacationing McCrarys.
- Magic Cottage—Pat Meikle**  
"Wild Bill" wrestles Rufflers." Wow!
- John Conte's Little Show**
- "Wild Bill Hickok"—Movie**  
With handsome Guy Madison & Andy Devine

- 9 Star Sports—Stan Lomax
- Telepix Newsreel—Tillman**
- 6:40 **Weatherman—Joe Bolton**
- 6:45 **Spelling Bee—Walt Neilson**
- News—John Wingate**
- Jimmy Powers—Sports News**
- 6:55 **Weatherman—Tex Antoine**
- 7:00 **Ernie Kovacs—Comedy**
- Captain Video—Kid Serial**  
Adventures with Al Hodge, Don Hastings.
- Club 7—Musicals; Guests**  
Duo-pianists Eddie and Rock & Tony Bavarr.
- "Feud of the West"—Movie**  
Western with rootin', tootin' Hoat Gibson.
- News Televiews—J. Tillman**
- "Fighting Renegade"—Movie**  
Western action with cowboy Tim McCoy.
- 7:15 **Carmel Myers—Interviews**  
Wit Abe Burrows is her guest tonight.
- "Melody Parade"—Movie**  
With Mary Beth Hughes and Eddie Quillan.
- 7:30 **News—Douglas Edwards**
- Song at Twilight—Music**  
Bob Carroll and a new musical show.
- Scoreboard—Jack Lavelle**
- This Week in Sports—Film**
- Beulah—Ethel Waters**  
With Butterfly McQueen and Dooley Wilson.
- 7:35 **Evening News—Walt Roney**
- 7:45 **Stork Club—Celebrities**  
Sherman Billingsley's glamor restaurant.
- News—John C. Swartz**
- Washington Report—Panel**  
Newman Tris Coffin is the moderator.
- 8:00 **Feature Length Movie**
- Meet the Press—Interviews**  
Senator Styles Bridges (Rep.-N.H.) visits.
- Georgetown Forum—Panel**  
Frank Blair and Georgetown Univ. faculty.
- Tales of Danger—Movie**
- "Fatal Hour"—Movie**  
With Boris Karloff and Marjorie Reynolds.
- Mr. & Mrs. Mystery—Drama**  
Dr. Lester Clee, Civil Service Comm. head.
- 8:30 **Juvenile Jury—Panel**  
Jack Barry emceeds. Kids give advice.
- Johns Hopkins Science Rev.**  
"Life Through a Test Tube." Dr. Corwin.
- Carnival—Outdoor Mart**  
A Long Island block party on TV.
- "City Without Men"—Movie**  
Linda Dornell, Edgar Buchanan, Michael Duane.
- 9:00 **To Be Announced**
- Fireside Theater—Drama**

- Cavalcade of Bands—Revue**  
Sammy Kaye, Barbara Benson, Tony Alamo.
- Q. E. D. Quiz—Fred Uttal**  
Nina Foch and Hi Brown are regulars.
- Weather—Frank Forrester**
- In Record Time—Art Ford**
- 9:05 **Boxing—Fort Hamilton**  
Jim Britt and Jack Brickhouse are at the mike.
- 9:30 **Suspense—Mystery Play**  
"Tent on the Beach," by Hailed Welles.
- Circle Theater—Drama**  
Henry Daniell, Bruce Mattson, "Table for 2."
- Life Begins at 80—Jack Barry**  
Oldsters comment on human problems.
- Double Feature—Movies**  
"Criminal Investigator," with Robert Lowery.  
"Foreign Agent," with John Shelton.
- 10:00 **Danger—Mystery Drama**  
"Criminal at Large," by Samuel Elkin.
- Amateur Hour—Ted Mack**
- They Stand Accused—Trial**
- "Ghost and Guest"—Movie**  
James Dunn and Florence Rice are featured.
- Western Feature Movie**
- 10:30 **Battle of Boroughs—Stunts**  
Staten Island vs. Hudson City. Durward Kirby.
- 10:40 **Telepix News—John Tillman**
- 10:50 **Tomorrow's News—Tillman**
- 10:55 **Weatherman—Joe Bolton**
- 11:00 **News of Night—Allan Jackson**
- Broadway Open House**  
Jack E. Leonard, Dagmar, Roy Malone.
- Late News Bulletins**
- Holiday Hotel—Don Ameche**  
Graduation romance has Don in a dither.
- News and Weather Roundup**
- "There Goes Kelly"—Movie**
- "Circumstantial Evidence"**  
With Chick Chandler and Shirley Grey.
- 11:10 **Late Show Movie** (See ad below.)
- 11:30 **Broadway Open House**
- 12:00 **Late News—Bob Wilson**
- Late News and Weather**
- 12:15 **WATV Picture News**
- 12:30 (ap.) **News of the Hour**

Tonight at 11:00 pm  
**THE LATE SHOW**  
"Bush Pilot" Jack LaRue,  
Rochelle Hudson

channel 2