

TeleVision Guide

WEEK OF JUNE 14th



Gloria Swanson and
Lois Wilson. Story page 4.

Complete Programs For Your Television Set

10c



Bare-shouldered and billowing . . . the elegance of pure silk chiffon flowing from a jeweled bodice. From our fabulous custom collection.



Florence Lustig
OF NEW YORK

54 EAST 57th STREET

Television Guide

107 W. 43rd St., New York 18, N. Y.
LONGACRE 3-4581

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NOTE TO SUBSCRIBERS:

Because television is still in its pioneering stage, with new developments and important changes taking place every day, our readers should understand that last minute changes may occur in programming by local stations.

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WATV
CHANNEL 13

The Family Station serving
Metropolitan New York and
New Jersey, with 50,000 watts
of effective radiated power,
from 4 p. m. until 9 p. m. Wed-
nesdays through Sundays. ●

Goings

On...

TELEVISION, growing like Topsy, is having its most pronounced development in the New York metropolitan area. Whereas just a year ago there were only 17,000 sets in the United States, today there are approximately 300,000—and half of that total are in use in the New York area.

As the center of all sports, entertainment and news, New York is obviously the hub of television's activities. Five TV stations are now supplying residents of this area with the best available programs; the newest station, WPIX, coming to you this very week for the first time.

In August we are promised another station, WJZ-TV, and perhaps before the year is over Mutual Broadcasting will have its station ready and in operation. That will give us a total of seven metropolitan stations, all in competent hands, producing programs which will become richer in entertainment values as time goes on.

Development of this industry has been so breath-taking we can sympathize with the old codger who, when told about a recent telecast that brought a current political candidate into the living rooms of several of his neighbors, refused to believe it. "We had to travel miles to hear a presidential candidate when I was a young feller," he protested. "Even then it was a rarity to actually see a man who was running for President of the United States.

"Any way," he concluded, "I'm glad I'm around to see such goings-on!"

NEXT WEEK when the G.O.P. convention holds the interest of the nation, selecting the man they hope will be our next President, the goings-on will be historic. Radio got on its feet at the 1924 conventions and we oldtimers remember the "twenty-four votes for Underwood" cast by Alabama to the amazement and delight of millions of Americans who tuned in on the big event. Next week, unless something goes wrong, we'll also sit at our front-room ringsides and watch two Joes, Louis and Walcott, swap rights and lefts. In a week two championships will be at stake — the Republican and the fistic heavyweights.

THIS WEEK will bring us a local milestone in the debut of WPIX, owned and operated by the New York



ALMA KITCHELL WON'T APPROVE

Daily News. The News' station will swing into action with between thirty and thirty-five hours each week of entertainment and news, all selected to bring you the best in fun and relaxation. Klieg lights will blaze in the lobby of the newspaper's building on East 42nd Street this Tuesday night when Jimmy Jemal, The Inquiring Photographer, interviews the notables as they arrive. And that in a way will be the keynote to a long life of smart programming by this enterprising station.

One of our favorites from the movies, Gloria Swanson, will be a star of The News' station, we are told. Gloria always was an eyeful and we're glad to be able to show her as she is today on the first cover of *Television Guide*. Billed as "the most glamorous hour on television," the Swanson program will cover fashion, food, beauty and interior decorating. What more could a happy housewife want at 4:05 P.M. on Wednesdays! And if Papa's dinner is a little late in coming that night he should be a little understanding. He has his ball games to watch.

BIGGEST scoop of WPIX is the series of quality pictures to be shown every Tuesday night, starting June 22. Twenty-four of the best movies produced by Sir Alexander Korda will be shown and the first will be our all-time Korda favorite, "Private Life of Henry VIII." We're not too sure Alma Kitchell or Mrs. Dione Lucas would approve of Charles Laughton's table manners in that famous scene where he



"good-natured witch"

throws the chicken bones over his shoulder.

ONE OF Brooklyn's more famous characters, Sadie Hertz, is making a new reputation for herself. A professional quizgoer on radio, Sadie has moved over to the television studios and is now a regular M.C.'s assistant on WABD's School Days. "I'm cute," she explains with gap-toothed grin. And, according to *TIME*, she is. "Short (4 ft. 10 in.) and pear-shaped, Sadie looks rather like a good-natured witch."

Sadie claims she attended more than 5,000 radio broadcasts and collected a good many prizes. Her husband is a towel supply employee and accompanies her to the WABD studios.

For The Ladies

Paris-made motion pictures featuring creations of all major French fashion designers are being shown over WNBT on Fridays at 7:00 P.M.

The films, directed by Robert Capa, outstanding photographer, were made in such leading Paris fashion designers' showrooms as Dior, Shiaparelli, Molyneux and LeLong. The latest designs and how they are created, how American buyers see the creations and the way in which an ordinary customer chooses a gown and is fitted for it will be seen in these films.

World Video is producing the series. John Steinbeck is associated with Capa in production activities. Eloise McElhone acts as narrator.

On WABD "Fashions on Parade" continues to intrigue the ladies with its lavish weekly display of the latest styles. With lovely Conover Cover Girls and the clever descriptions by Adelaide Hawley the program presents a new story line each Friday night. Vincent Lopez, Jerry Wayne, Kenneth Spencer and others have been on recent sessions.

As a result of "Parade's" smart presentations the lady of the house is becoming better informed in regard to shopping techniques. The lady televiewer is a step ahead of the average shopper because of the visual display in evidence, and she knows what she is asking for when she visits a smart shop and designates preferences in jewelry, shoes, gowns and other fashionable merchandise.

If you'd like to visit an actual telecast of "Fashions on Parade" at the Wanamaker studio send us a postcard here at Television Guide.

T. V. GUIDE TO CHANNELS

- ②—WCBS-TV ⑤—WABD
④—WNBT ⑪—WPIX
⑬—WATV

MONDAY—JUNE 14

10:00 A.M. to 5:00 P.M.

Test Pattern ⑬

6:00 P.M. Small Fry Club ⑤

Bob Emery presenting films, slides and guests. "Calling All Kids Comic Magazine" animation.

6:30 P.M. Russ Hodges

Scoreboard ⑤

All about the day's games and other events of interest to sport fans.

7:00 P.M. Doorway To Fame ⑤

Winners of neighborhood movie-house competition get their break. Johnny Olsen emcees.

7:05 P.M. Program Preview ②

Music and Weather Report

7:15 P.M. Face The Music ②

Bobby-soxer favorite Johnny Desmond sharing vocal honors with glamorous Shaye Cogan. Tony Mottola's trio.

7:30 P.M. News Roundup ②

Doug Edwards from the CBS Newsroom.

\$1 brings you 20
issues of
TV GUIDE

Mail the order card
today!

SEE PAGE 25

Camera Headlines ⑤

Spot News still photos gathered by International News Photos cameramen. Running commentary by Roger Foster.

7:40 P.M. Musical Almanac ④

Harvey Harding blends nostalgic tunes with events of yesteryear.

7:45 P.M. Film Shorts ②

7:50 P.M. Camel Newsreel

Theatre ④

Fox-Movietone News.

8:00 P.M. Sportsman's Quiz ②

Answers to your questions on hunting, fishing and game conservation drawn from the files of Sports Afield magazine.

Broadway Jamboree ④

Variety show, songs and dances.

Film Shorts ⑤

30 minutes of short subjects.

8:05 P.M. To The Queen's Taste ②

Mrs. Dione Lucas from the Cordon Bleu kitchen preparing menus and delicacies for the gourmet.

8:30 P.M. Film Shorts ②

Americana ④

Schoolmaster Ben Grauer quizzes high school students on American customs. Vogue editor Millicent Fenwick visiting Principal. Prizes awarded to home audience.

Swing Into Sports ⑤

Featuring Wendy Barrie, actress and golfer.

9:00 P.M. Winner Take All ②

New audience participation quiz show.

Newsreel ④

The day's events as captured by NBC cameras.

Sport Names To Remember ⑤

Films of all-time sport favorites.

9:05 P.M. Boxing—Jamaica

Arena ⑤

9:10 P.M. Village Barn ④

Square dancing and rustic humor from N. Y.'s only rural nightspot.

BULOVA WATCH TIME

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of busy people*

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ON YOUR WRIST ..

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BULOVA

*America's Greatest
Watch Value*

TUESDAY—JUNE 15

10:00 A.M. to 5:00 P.M.

Test Pattern ⑬

1:30 P.M. Program Preview ②

Weather Report and Music

1:45 P.M. Sports Album ②

Reminiscing through sports history with Dennis James.

1:50 P.M. Dodgers vs. Cincinnati ②

Lippy's boys might face Blackwell with both teams trying to vacate second division.

5:00 P.M. Howdy Doody ④

Bob Smith pulling the strings in your favorite puppet's election campaign.

6:00 P.M. Small Fry Club ⑤

Another session with Bob Emery's films and slides. Encyclopedia Britannica film.

6:30 P.M. Russ Hodges

Scoreboard ⑤

Highlights and roundup of the day's sport events.

6:45 P.M. Film Shorts ⑤

7:00 P.M. Allan Dale Show ⑤

Janie Ford, vocalist. Interview with guest celebrity.

7:15 P.M. Face The Music ②

Tony Mottola's trio provides the music for Shaye Cogan and Johnny Desmond.

Mary Kay and Johnny ⑤

Another episode in the hectic life of everyone's favorite newlyweds. Johnny baits for trouble when he takes Mary Kay on a fishing trip.

7:30 P.M. News Roundup ②

Doug Edwards from the CBS Newsroom.

Camera Headlines ⑤

WPIX Inaugural Ceremonies ⑪

Jimmy Jemal, Inquiring Photographer, interviewing notables as they arrive for opening of New York's newest station.

7:40 P.M. Musical Almanac ④

Harvey Harding with songs.

7:45 P.M. Feature Film ②

Tele-News ⑤

News of the world on film.

7:50 P.M. Camel Newsreel

Theatre ④

Fox-Movietone News.

8:00 P.M. Texaco Star Theatre ④

Milton Berle clowns thru ten acts of vaudeville featuring Bill Robinson, Harry Richman, Henny Youngman, Gordon's Dogs, Ben Yost's Vikings, Russ Case's orchestra.

Court of Current Issues ⑤

Is The Un-American Activities Committee Doing a Good Job? Members of the Thomas committee will defend their record.

Dedication of WPIX ⑪

Boy's High School chorus begin dedication ceremonies with representatives of the Catholic, Protestant and Jewish faiths.

8:30 P.M. Giants vs. Pittsburgh ⑤

Ralph Kiner and Johnny Mize renew their fence-busting feud.

Inaugural Program ⑪

Documentary film of personnel, facilities and equipment. Mayor O'Dwyer on hand for station ceremonies.

9:00 P.M. We, The People ②

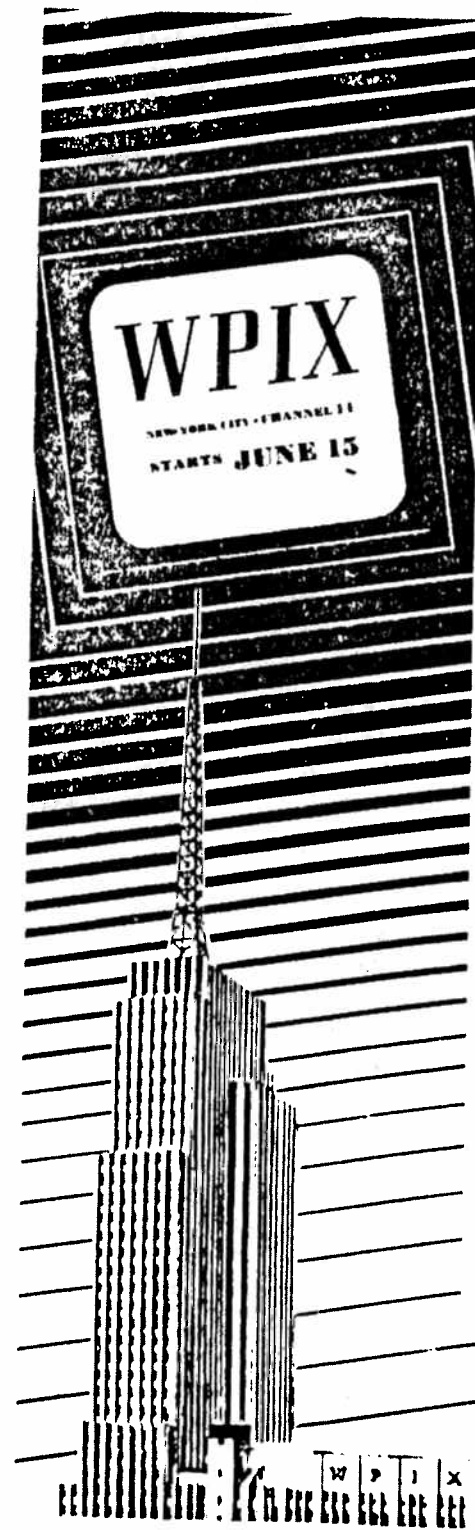
Dwight Weist introduces Mrs. Lorraine Rhodes, widow of Dusty Rhodes, famous movie stunt man who leaped to his death from atop San Francisco's Golden Gate Bridge. Mrs. Rhodes will describe what it's like to be married to a man who faced death everyday.

Program Previews ⑪

Highlights of forthcoming programs. Gloria Swanson, Rube Goldberg and others.

9:30 P.M. Inaugural Ceremonies ⑪

Pickups from Latin Quarter and Versailles Supper Club. Danton Walker interviewing celebrities.



Now that the radio wave can carry pictures as well as sound . . . WPIX brings to Television the experience of The News in presenting information, significance and entertainment through pictures. In this country, The News was the pioneer in picture newspapers, and in using the photograph to tell a story . . . has spent twenty-nine years in learning how to make interesting Pictures, keep interested readers . . . how to find, get and deliver picture stories.

WPIX—with the best television equipment available—also benefits by all the experience and facilities of The News.

We do not expect that WPIX will deliver perfect programs at the beginning, for Television is an art which must still be learned. We do promise that WPIX will do everything to make and keep programs interesting, deserving of your time and interest . . . will endeavor to be always a reliable medium of information, education and a valuable public service.

WPIX

THE NEWS Television Station
220 E. 42nd St., N. Y. C., Murray Hill 2-1234



Harvey Marlowe, manager of programs of WPIX station in New York, pencils in a new afternoon show on the already well-filled schedule.

NEW YORK'S NEW STATION

WPIX, brand new station of the New York Daily News, will be in operation this week on Channel 11 despite an 11-day construction delay caused by bad weather.

Starting June 15 the station will begin its operations with one of the most ambitious schedules of any newcomer in the television field. Between 30 and 35 hours of programming has been set for its 7-day schedule.

Emphasizing that WPIX will bring the best-possible news coverage mainly because it is a newspaper-owned station, Harvey Marlowe, program manager, promises a wide variety of inspirational and entertaining features which will cover the fields of religion, politics, sports and women's interests.

"Exploring the UN" will be a half-hour public service program produced in cooperation with the United Nations. "Television Chapel," to be heard Sundays will bring together leaders of all religious groups for discussion of dogma, ritual and other phases of religious education.

WEDNESDAY—JUNE 16

10:00 A.M. to 2:30 P.M.

Test Pattern ⑬

12:45 P.M. Program Preview ②

Weather Report and Music

1:30 P.M. Missus Goes

A'Shopping ②

Shopping tour of a neighborhood super-market with John Reed King.

2:15 P.M. Al Schacht Show ④

Fun and banter with the Clown Prince of baseball.

2:20 P.M. Giants vs. Pittsburgh ④

2nd game of current series.

2:30 P.M. Hunt Races ⑬

From Belmont.

4:00 P.M. News On The Hour ⑪

5 minutes of late news.

Feature Film ⑬

4:05 P.M. The Gloria Swanson Show ①

Features Marquis, chef of L'Aiglon; Designer Harriet Harra, and Hair stylist Victor Vito. "Glamor on a Budget" style show of summer models.

4:50 P.M. Musical Varieties ⑬

Name bands and vocalists on film.

For lighter entertainment "Springboard to Fame" emanating from night clubs is a talent hunt show and on another, Danton Walker, Daily News columnist, will interview celebrities at the Versailles.

Youngsters will have their programs with Peter W. Pixie and with the "Teen Canteen." Authoress Kathleen Norris and comedian Danny Webb will appear on the teen's show.

The famous Korda films, the trotting races at Roosevelt Raceway and a new type cartoon-charade with Rube Goldberg are samples of the fine programming WPIX will have.

5:00 P.M. Film Short ⑬

5:15 P.M. Comics On Parade ⑬

Danny Webb reading the Daily News comics.

Junior Frolics ⑬

Uncle Hal spoofs the old time comedies.

5:55 P.M. "Phantom Empire" ⑬

Horse Opera starring Gene Autry. Episode 10.

6:00 P.M. Small Fry Club ⑤

Films and slides with Bob Emery

6:15 P.M. "Riding Fool" ⑬

Rootin' tootin' western with Bob Steele.

6:30 P.M. Russ Hodges

Scoreboard ⑥

Interviews with sports celebrities and roundup of day's sport events.

6:55 P.M. Camera Highlights ⑬

7:00 P.M. Photographic

Horizons ⑤

Joe Costa interviews society photographer Jerome Zerbe. You are invited to join television's first camera club.

News On The Hour ⑪

Late news from the editorial room of the Daily News.

7:05 P.M. Music ②

Disc Jockey Show ⑪

Platters, chatter and guest stars.

7:15 P.M. Face The Music ②

Johnny Desmond and Shaye Cogan vocalize to Tony Mottola's music.

"New England Calling" ⑬

Travel Film.

7:30 P.M. News ②

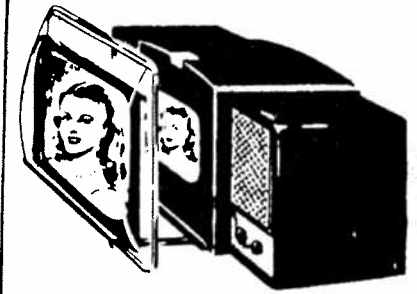
Doug Edwards from the CBS newsroom.

Camera Headlines ⑤

Spot News pictures with Roger Foster narrating.

Newsreel ⑪

Day's events as covered by Daily News motion picture cameramen.



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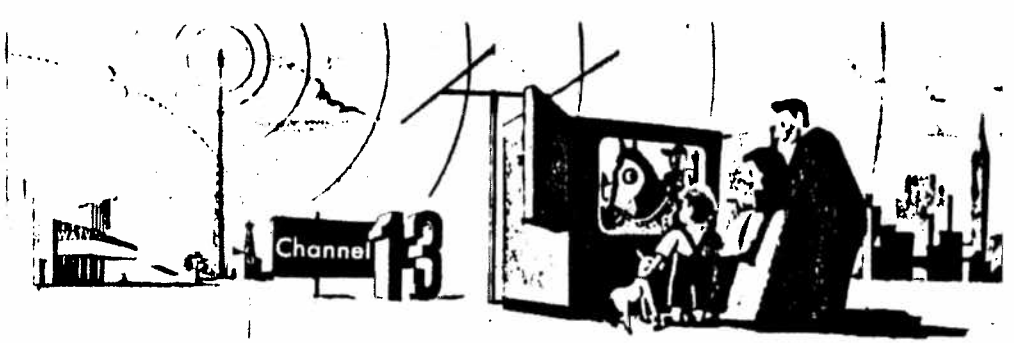
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7:40 P.M. Musical Almanac ④
Harvey Harding and his yester-year melodies.

Sports Report ⑪
Roundup of day's sports events.

7:45 P.M. Film Shorts ②
Film Shorts ⑤
Camera Highlights ⑬

7:50 P.M. Camel Newsreel Theatre ④
News of the world as captured by the Fox Movietone cameras.

"Tom-Boy"—Feature Film ⑬
Marsha Mae Jones and J. Moran.

8:00 P.M. America Song ④
Balladeer Paul Arnold and interpretive dancers Nelle Fisher and Ray Harrison.

School Days ⑤
Roly-Poly Happy Felton acts as schoolmaster with Sadie Hertz as his star pupil.

8:15 P.M. Sports Album ②
With Dennis James.

Dodgers vs. Cincinnati ②
2nd in the series.

NBC Television Presents ④

8:30 P.M. In The Kelvinator Kitchen ④
Alma Kitchell with tempting tidbits.

The Laytons ⑤
Domestic comedy drama featuring Amanda Randolph and Vera Tatum.

8:45 P.M. Richard Harkness ④
Interviews the nation's opinion leaders from the capitol.

9:00 P.M. Kraft Television Theatre ④
Barry Connor's hit comedy, "Applesauce."

News On The Hour ⑪
Flashes from the Daily News editorial room.

Wrestling Bouts ⑬
From Turner's Arena in the nation's Capital.

10:00 P.M. Newsreel ④
The day's events as picked up by the NBC camera crew.

Harness Racing ⑪
Feature race from Roosevelt Raceway.

11:00 P.M. Newsreel ⑪

PLAN TELEVISIONING BALLET

"Ballet Theatre Television Auditions": patterned after the popular radio series Metropolitan Auditions Of The Air, will take to the air sometime during the mid-summer on a 52 week basis. Two winners on each program will get a season's contract with the Ballet Theatre. Other plans call for a series televising six of the group's top productions, including "Swan Lake," "Fancy Free," and "Themes and Variations," to debut on August 2nd.

GET SET FOR CONVENTION

Television broadcasters are putting aside any and all rivalries to pool their resources and \$250,000 or more in cash to cover the G.O.P. convention in Philadelphia next week.

A pooled broadcast will be available throughout the confab to the eighteen stations connected by the Bell System's East Coast television network. A pooled film of convention highlights will be available to those stations and to others not connected with the network for showing a few hours later.

Next week's *Television Guide* will be devoted mainly to the big meeting of our Republican leaders. Complete coverage of the convention program will be included in this second issue and anybody with a set will find this magazine a great convenience in following political history as it is made in Philadelphia.

CONVENTION FILMS SET

Two documentary films, one dealing with the past history of national political conventions and the other about the role Philadelphia plays in the convention picture, will be featured on WNBT this week.

**FOR
FULLEST TV ENJOYMENT
week after week
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SEE PAGE 25**

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NO MINIMUM**

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DINNER IN THE TERRACE ROOM



Dr. George Gallup

GALLUP SIGNED

George Gallup, authority on public opinion, will analyze political trends as fast as they develop at the G.O.P. convention at Philadelphia next week.

Dr. Gallup's commentaries will be an exclusive service of the American Broadcasting Company and will be aired over WATV for the audience in this area.

IF YOU WANT TO GET ON TELEVISION

No promises made by anybody, but you can get an audition for TV if you want to try.

Here's what you do: write a resume of your accomplishments in any kind of entertainment. Send it along to Program Dept., WABD 515 Madison Avenue, New York, N. Y.

If what you write sounds pretty good, and you can back it up with a performance before a panel of the station's personnel, then you may get that big chance.

Auditions are held every Wednesday night after 9 P.M. when the station signs off for the day. James Caddigan, WABD's director of programming, conducts the auditions.



Conover Girl Pat Sheridan plays the role of a window mannequin who comes to life while Burt Hilber, right, plays the designer who can't believe his eyes on Television Fashions on Parade over WABD, Friday at 8:00 P.M.

ED SULLIVAN TO EMCEE AND PRODUCE NEW REVUE SERIES

Ranking night club performers and stars of stage, screen and radio will be participating guests of Ed Sullivan, Daily News columnist, in a full hour Sunday revue series, titled "You're The Top." Tentatively scheduled to begin on CBS-TV June 20, 9:00-10:00 P.M., the show will originate from the recently opened Grand Central studios of the station and will be attended by a large studio audience.

With Sullivan, long famous for his Dawn Patrol Revues and benefit shows, as Master-of-Ceremonies, the revue will be presented in a different setting each week and will present an integrated program rather than the usual vaudeville routine.



Ed Sullivan

In approximately thirty years of writing sports and covering the Broadway beat, Sullivan has made innumerable contacts that insure a succession of unusual revues in "You're The Top."

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YOUR		<i>Television</i>		Guide	
SCORECARD					
CINCINNATI VS BROOKLYN					
TUESDAY	REDS				
JUNE 15	DODGERS				
WEDNESDAY	REDS				
JUNE 16	DODGERS				
THURSDAY	REDS				
JUNE 17	DODGERS				
Dodgers Lineup			Reds Lineup		
1 P. Reese, ss	20 Palica, p	Blackwell, p	Corbitt, 2b		
3 W. Cox, 3b	21 Jorgensen, 3b	Fox, p	Hatton, 3b		
5 T. Brown, if	22 Hermanski, of	Gumbert, p	Kluszewski, 1b		
6 Furillo, of	23 Ramsdell, p	Hughes, p	Stallcup, ss		
7 Reiser, of	24 Bragan, c	Lively, p	Schultz, if		
8 Lund, of	26 Barney, p	Peterson, p	Young, if		
9 Vaughan, of	29 Mauch, if	Raffensberger, p	Zientara, if		
10 Edwards, c	34 Miksis, 2b	VanderMeer, p	Baumholtz, of		
13 Branca, p	36 Ward, 1b	Walters, p	Galan, of		
14 Hodges, c	41 Taylor, p	Wehmeier, p	Litwiler, of		
16 King, p	42 Robinson, 1b	Lamanno, c	Sauer, of		
18 Whitman, of	Roe, p	Williams, c	Wyrostek, of		
19 Hatten, p		Adams, if			



Audience prizes for Rube Goldberg's Charades—Rube Goldberg, the Pulitzer prize-winning cartoonist with a gift for zany inventions, will be master-of-ceremonies in his own "Drawing Game" show over WPIX. Goldberg will draw charades submitted by the home audience. Six well-known guests will then attempt to follow his sketch clues in the charade game programmed weekly on Tuesday evening 8-8:30 P.M. Valuable merchandise prizes will be awarded on the 13-week series beginning June 22.

YOUR *Television* Guide

SCORECARD

CHICAGO VS BROOKLYN

FRIDAY JUNE 18	CUBS														
	DODGERS														
SATURDAY JUNE 19	CUBS														
	DODGERS														
SUNDAY (2) JUNE 20	CUBS														
	DODGERS														

Dodgers Lineup

1 P. Reese, ss	20 Palica, p
3 W. Cox, 3b	21 Jorgensen, 3b
5 T. Brown, if	22 Hermanski, of
6 Furillo, of	23 Ramsdell, p
7 Reiser, of	24 Bragan, c
8 Lund, of	26 Barney, p
9 Vaughan, of	29 Mauch, if
10 Edwards, c	34 Miksis, 2b
13 Branca, p	36 Ward, 1b
14 Hodges, c	41 Taylor, p
16 King, p	42 Robinson, 1b
18 Whitman, of	Roe, p
19 Hatten, p	

Cubs Lineup

Borowy, p	Walker, c
Chambers, p	Cross, if
Chipman, p	Culler, ss
Dobernic, p	Pafko, 3b
Hamner, p	Schenz, 2b
Kush, p	Smalley, if
McCall, p	Waitkus, 1b
Meyer, p	Cavarretta, of
Rush, p	Jeffcoat, of
Schmitz, p	Lowrey, of
McCullough, c	Maddern, of
Scheffing, c	Nicholson, of

AS WE GO TO PRESS—

ED MURROW, famed correspondent, and Don Hollenbeck, who is known for his broadcasts on "CBS Views the Press," will team up this month for a commentary and interview program. Important personalities in the news will come before the CBS cameras as guests of this competent team of newsmen.

WJZ (the new station to start functioning in August) has big plans for operatic programs this Fall. "Metropolitan Auditions of the Air" as well as actual telecasts from the stage of the Met will be featured.

"TRY AND DO IT," a show that will test the studio audience's capacity for punishment. Setting will be a picnic grounds (with schmaltz brass band) and a newcomer to television, Jack Bright, assigning "consequences" to everybody in sight. Thomas Lender Jones will lead the band. WNBT, starting July 4th, every Sunday at 8:30 P.M.

DESIGNERS and manufacturers of children's clothes will be participating sponsors of a program "Tots, Tweens 'N

Teens" to begin on WABD August 18th. Agnes Phillips, former fashion editor of Child Life magazine, originated the program idea and will work on its production. Macy's will serve as program host for the first seven weeks with children's clothing from that store catching the spotlight.

RUDY VALLEE may be one of TV's biggest producers before long. At present he is creating a college series to be followed by a fashion and comedy group of films made especially for television.

HARRY EINSTEIN, known as Parkyakarkus, will place his "Meet Me at Parky's" before the camera for TV.

EYE FILLING Florida Keys, vocalist with the Louis Prima band who is equally at home on the high diving board, and Powers model Robin Dunnell Burgess, who recently rescued 5 people from the Miami surf will share the television screen Tuesday evening at 9:00 P.M. on We, The People, channel 2.

SMITH & DALE of the famous Avon Comedy Four will soon make their television bow in a new series. Watch for Smith & Dale Sketchbook.

THE TOP NOTE IN TELEVISION'S MUSICAL SCENE...

Johnny Desmond · Shaye Cogan · Guests
"FACE THE MUSIC"

7:15-7:30 PM, MONDAY THROUGH FRIDAY

Channel Two **WCBS-TV**

THURSDAY—JUNE 17

10:00 A.M. to 4:00 P.M.

Test Pattern ⑬

1:45 P.M. Sports Album ②

With Dennis James.

1:50 P.M. Dodgers vs. Cincinnati ②

Wind-up of series.

2:15 P.M. Al Schacht Show ④

Baseball's buffoon with pre-game laughs.

2:20 P.M. Giants vs. Pittsburgh ④

Final game of 3 day series.

4:00 P.M. News On The Hour ⑪

From the editorial room of the Daily News.

Feature Film ⑬

4:20 P.M. Pixie Playtime ⑪

Frank Paris with Puppet Peter W. Pixie.

4:50 P.M. Musical Varieties ⑬

Top name bands and vocalists on film.

5:00 P.M. Howdy Doody ④

More of the adventures of the electioneering puppet.

Comics On Parade ⑪

Danny Webb reading the Daily News funnies.

5:15 P.M. Junior Frolics ⑬

Old time comedies and Uncle Hal.

5:50 P.M. Phantom Empire ⑬

With Gene Autrey. Episode 11.

6:00 P.M. Small Fry Club ⑤

Bob Emery's kids.

6:15 P.M. "Gunman From

Bodie" ⑬

Western feature with Buck Jones, Raymond Hatton and Tim McCoy.

6:30 P.M. Russ Hodges

Scoreboard ⑤

Late results of day's sport events.

6:45 P.M. Film Shorts ⑤

6:55 P.M. Educational Film ⑬

7:00 P.M. Late News Summary ⑪

10 minutes of headline news from the Daily News editorial room.

7:05 P.M. Program Preview ②

Weather Report and music.

Edgar's Charm School ⑪

Pygmalion of the teen-agers, demonstrating variety of hair styles, beauty hints.

7:15 P.M. Face The Music ②

Features the singing of Shaye Cogan and Johnny Desmond. Tony Mottola's trio.

American Red Cross

Newsreel ⑬

7:25 P.M. Camera Highlights ⑬

7:30 P.M. News Report ②

Doug Edwards from the CBS newsroom.

Camera Headlines ⑤

Newsreel ⑪

Panorama of news events caught by Daily News' camera crew.

7:40 P.M. Musical Almanac ④

Harvey Harding's songs and comments.

Weekend Weather Report ⑪

Whether you take to the road or stay glued to your set this weekend, you won't want to miss this complete weather forecast.

7:45 P.M. Feature Film ②

The Jack Eigen Show ⑤

Your Broadway and Hollywood reporter interviewing his guests at the Copa.

Post Parade ⑬

Studio show featuring Monmouth race track personalities.

7:50 P.M. Camel Newsreel

Theatre ④

Fox-Movietone news.

8:00 P.M. For Your Pleasure ④

Songs by LIFE cover girl Kyle MacDonnell with music by the Norman Paris trio.

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Chenilles

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RESTAURANT**

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ARTHUR MAISEL

originator of

"GLORIFIED HAM 'N' EGGS"

THIS IS WORTH
WAITING FOR!

**THE
VIRGINIAN**

102 WEST 50th ST. at SIXTH AVENUE near RADIO CITY



Dr. Roy K. Marshall

HE KNOWS HIS 'SYZYG'

One reason video fans know all about "syzygy" (certain phases of the moon's position), is the WNBT program called "The Nature of Things" conducted by Dr. Roy K. Marshall, University of Pennsylvania astronomer. Seen via channel 4 at 8:15 P.M. on Thursday evenings, in a six city network, Dr. Marshall has already established himself as television's John Kiernan.

On these programs he describes, with the aid of props ranging from pianos to basketballs, the rotation of the earth, operation of the calendar system, the expanding universe, atomic energy, and other fascinating scientific phenomena.

Dr. Marshall, sensing that science can be deadly dull to the uninitiated, makes his telecasts entertaining as well as informative. He injects the humor of a wrestling match, the suspense of a detective thriller into, for instance, a discussion of Archimedes' principle.

Besides the doctor's activities at the University and his weekly telecast he is also director of the Fels Planetarium and associate director of the Franklin Institute.

Charade Quiz ⑤

Match your skill with the experts as they guess the charades. Bill Slater emcees.

Sky Patrol ⑬

Starring John Trent and Marjorie Reynolds.

8:15 P.M. The Nature Of Things ④

Dr. Marshall describes with the aid of props the phenomena of the universe.

8:30 P.M. The Swift Show ④

With Lanny Ross. Music, variety, songs and a fashion show; guest stars.

Champagne and Orchids ⑤

Songs by Adrienne; guest star is sure to drop in.

9:00 P.M. Presidential Timber ②

You Are An Artist ④

Drawing board instruction with Jon Gnagy.

Wrestling from Jerome Arena ⑤

Latest News ⑪

From the editorial room of the Daily News.

9:10 P.M. Wrestling from Queensboro ⑪

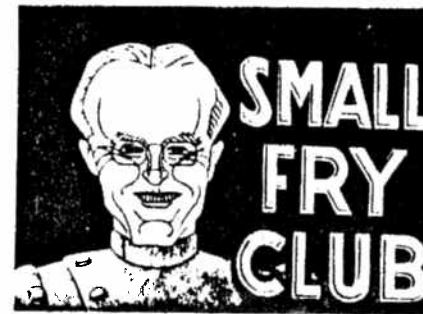
9:15 P.M. NBC Television Newsroom ④

John MacVane, Bob Trout and W. W. Chaplin with convention news from Philadelphia.

9:30 P.M. Barney Blake, Police Reporter ④

Another in the series of Barney's adventures with Gene O'Donnell in the title role.

A friend was sympathizing with Mrs. Marshall the other evening over the fact that her husband's many activities keep him away from home a good deal. "At least," philosophized Mrs. Marshall, "I have the satisfaction of turning my television set on Thursday evening to see what he is up to!"



"Hi there, Small Fry—

"This is your old friend, Big Brother Bob Emery, breaking into print in this fine new magazine. Be sure you remember the name TELEVISION GUIDE, because you are going to hear a lot about this magazine from me.

"Now for some news about the Small Fry Club activities between now and September. First, I want to thank each and every one of you and especially the Big Fry who have written me saying how much they liked 'Swiss Family Robinson' and 'Daniel Boone' and you may be sure Big Brother is on the trail of other fine stories for you, such as 'Tom Brown's School Days' and 'Robinson Crusoe.' You might drop me a line and tell me what stories you would like to see.

"Big Brother has received about 10,000 fine drawings from club members and I must say you Small Fry certainly have some wonderful ideas about what you would like to see on the pin.

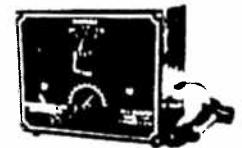
"The Small Fry Club will continue right through the season and Big Brother wants to hear from every one of you about what you have been doing on your vacation. We have some very special plans for vacation programs. Big Brother's vacation will be two weeks in July spent in Hyannis, Massachusetts; the program will continue

(Continued on page 28)



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CLEAR!



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Channels 2-13
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FRIDAY—JUNE 18

10:00 A.M. to 4:00 P.M.

Test Pattern 13

- 1:45 P.M. **Dodgers vs. Chicago** ②
Cubs' first stop on their eastern invasion.
- 2:15 P.M. **Al Schacht Show** ④
The Clown Prince of Baseball.
- 2:20 P.M. **Giants vs. St. Louis** ④
Crucial series opens.
- 4:00 P.M. **News On The Hour** 11
Headlines from the Daily News editorial room.
- Feature Film** 13
- 4:45 P.M. **Musical Varieties** 13
Name bands and star vocalists on film.
- 5:15 P.M. **Junior Frolics** 13
Uncle Hal with his silent day comedies.
- 5:40 P.M. **"Phantom Empire"** 13
Final Episode.
- 6:00 P.M. **Small Fry Club** ⑤
Bob Emery with guests, films and slides.
- 6:15 P.M. **"Down Texas Way"** 13
Starring Buck Jones, Tim McCoy and Raymond Hatton.
- 6:30 P.M. **Russ Hodges Scoreboard** ⑤
Results of day's sport activities.
- 6:45 P.M. **Film Shorts** ⑤
- 6:50 P.M. **Educational Film** 13
- 7:00 P.M. **News On The Hour** 11
From the Daily News editorial room.
- 7:05 P.M. **Program Preview** ②
Music and weather report.
- 7:15 P.M. **Face The Music** ②
Shaye Cogan and Johnny Desmond's Hit Parade songs. Tony Mottola's trio.
- Cavalcade of Paris Fashions** ④
Displaying the exciting creations from the style capital on film.

Camera Highlights 13

- 7:30 P.M. **News Roundup** ②
Doug Edwards from the CBS newsroom.
- "Musical Merry-Go-Round"** ④
Jack Kilty of "Make Mine Manhattan" fame and trio.
- Camera Headlines** ⑤
Spot news caught by the roving cameras of International News Service.
- Newsreel** 11
Panorama of news.
- Musical Varieties** 13
Popular vocalists and name orchestras on film.
- 7:45 P.M. **Feature Film** ②
- Film Shorts** ⑤
- Post Parade** 13
Personalities from Monmouth Race Track.
- 7:50 P.M. **Camel Newsreel Theatre** ④
Fox-Movietone News.
- 8:00 P.M. **U. S. Royal Sports Time** ④
Highlights from the sports world on film.
- Fashions on Parade** ⑤
Musical comedy revue featuring models on parade with modes for milady.
- Feature Film** 13
"Mr. Celebrity", comedy-drama.
- 8:30 P.M. **"Stop Me If You've Heard This One"** ④
Morey Amsterdam, Cal Tinney and Lew Lehr trade funny stories with emcee Roger Bower.
- 8:40 P.M. **Information Bureau** 11
Your questions answered by the Daily News' Information Staff.
- 9:00 P.M. **What's It Worth** ②
Antique dealer Sigmund Rothchild evaluates nostalgic Americana, objects of art, relics and heirlooms ranging from pets to paintings. Guest appraisers. Writ-

ers of most interesting letters invited to appear on program.

Sports Report ④

Highlights from the world of sports. Jim Stevenson reporting.

News On The Hour 11

From the Daily News editorial room.

9:05 P.M. Musical Almanac ④

Harvey Harding's nostalgic memories.

9:15 P.M. Newsreel ④

Panorama of news picked up by the NBC cameras.

10:00 P.M. Harness Racing 11

From the Roosevelt Raceway.

11:00 P.M. Newsreel 11

Late News Clips from the Daily News mobile camera crew.



Workmen installing WJZ-TV transmitting equipment in Hotel Pierre. Station opens in August as key television station of American Broadcasting Company.

Help Fight Cancer

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MAGNIFYING FILTER LENS
PICTURE VISIBLE
FROM ALL ANGLES

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New Invention!

- Magnifies screen to size usually found in television sets costing \$1000.
- Relieves eyestrain... increases depth.
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- Pictures sharper and clearer... from any angle up to 180°.

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SATURDAY—JUNE 19

- 1:30 P.M. Program Preview ②
Music and weather report.
- 1:45 P.M. Sports Album ②
With Dennis James.
- 1:50 P.M. Dodgers vs. Chicago ②
2nd in the Cubs' eastern series.
- 2:15 P.M. Al Schacht Show ④
The Clown Prince of Baseball.
- 2:20 P.M. Giants vs. St. Louis ④
- 4:00 P.M. News On The Hour ⑪
Roundup of late news from Daily News editorial room.
- Musical Varieties ⑬
Top bands and vocalists on film.
- 5:00 P.M. Howdy Doody ④
Bob Smith's puppet parade.
Junior Frolics ⑬
Uncle Hal's old time movies.
- 5:40 P.M. Last Of The Mohicans ⑬
Chapter 1.
- 6:00 P.M. God's Country And The Man ⑬
Hard riding Tom Keene in 6 reels of western action.
- 6:55 P.M. Camera Highlights ⑬
Spotlighting cinema classics.
- 7:00 P.M. News Summary ⑪
Headlines from the Daily News editorial room.
- 7:30 P.M. Newsreel ⑪
Clips of the day's news as seen by the Daily News' roving camera crew.
- 7:45 P.M. Post Parade ⑬
- 8:00 P.M. "Sign Of The Wolf" ⑬
Detective thriller starring Michael Whalen and Grace Bradley.
- 9:00 P.M. News Summary ⑪
Last minute reports from the editorial room.

Help Fight Cancer

AUGUST 1948
SEPTEMBER 1948

20 WEEKS of Television Guide

FOR ONLY \$1

Look over this issue of TELEVISION GUIDE . . . you'll wonder how you ever got along without it! This convenient handbook next to your set means fullest enjoyment for you and your family.

Week after week—day after day—TELEVISION GUIDE brings you:

- Complete descriptions of every program — following the clock rather than the station.
- Progress reports on TV-new stations, latest news about personalities on and behind your screen.
- 30 days advance calendar of the outstanding programs.
- Line-ups and score cards for sports events.

For a limited time, we are offering you 20 weeks of TELEVISION GUIDE at the Special Introductory rate of only \$1 (newsstand copies sell for 10c, so you save a full dollar by subscribing now). Just fill out and return the handy postage-free order card above—we'll bill you later if you prefer. However, if you mail \$1 with your order—saving us billing and accounting expense—we'll add four extra issues to your subscription, making 24 instead of 20.



Television Guide

IMPORTANT

YOU WILL NOT RECEIVE NEXT WEEK'S ISSUE UNLESS YOU SUBSCRIBE NOW!

TELEVISION GUIDE COSTS YOU LESS THAN A PENNY A DAY



"I'm beginning to wish we weren't the only ones in this neighborhood who have a television set!"

YOUR *Television* Guide

SCORECARD

PITTSBURGH VS NEW YORK

TUESDAY JUNE 15	PIRATES																		
WEDNESDAY JUNE 16	PIRATES																		
THURSDAY JUNE 17	PIRATES																		

Giants Lineup

5 Cooper, c	26 Conway, if
6 Westrum, c	27 Marshall, of
8 Livingston, c	28 Rhawn, if
10 Kerr, ss	30 Poat, p
15 Mize, 1b	31 Koslo, p
16 Lohrke, if	34 Trinkle, p
18 Rigney, 2b	37 Jones, p
19 Thomson, of	44 Hansen, p
20 Gordon, 3b	46 Jansen, p
21 Layton, of	Lee, p
23 Hartung, p	Newsom, p
25 Lockman, of	

Pirates Lineup

Bonham, p	Basgall, if
Chesnes, p	Bockman, if
Gregg, p	Gustina, if
Higbe, p	Murtagh, if
Lombardi, p	Rojek, if
Main, p	Stevens, if
Oxermueller, p	Wilson, if
Queen, p	Hopp, of
Riddle, p	Kiner, of
Sewell, p	Walker, of
Singleton, p	West, of
Fitzgerald, c	Westlake, of
Kluttz, c	

SUNDAY—JUNE 20

- 1:45 P.M. Sports Album ②
With Dennis James.
- 1:50 P.M. Dodgers vs. Chicago ②
Windup of 3-game series.
- 2:15 P.M. Al Schacht Show ④
Fun and banter with the clown prince of the ball parks.
- 2:20 P.M. Giants vs. St. Louis ④
Last game of series.
- 4:00 P.M. News Summary ①
Late headlines from the Daily News editorial room.
- Feature Film ⑬
- 5:00 P.M. Television Chapel ①
Inaugural program of religious series.
- 5:15 P.M. Junior Frolics ⑬
Uncle Hal's old time comedies.
- 5:30 P.M. Feature Film ⑤
And short subjects.

- 5:55 P.M. Last Of The Mohicans ⑬
Episode 2.
- 6:00 P.M. Camera Highlights ⑬
Spotlighting clips from cinema classics.
- 6:15 P.M. "Brotherhood Of Man" ⑬
Documentary film.
- 6:30 P.M. "Hollywood Screen Test" ⑬
Professional entertainers making their bid for motion picture fame. Bert Lytell with guest artists. (Produced by American Broadcasting Company)
- 7:00 P.M. Original Amateur Hour ⑤
One hour of variety produced by the staff of the old "Major Bowes Amateur Hour". Ted Mack emcee. 1938 winner Stan Early, impersonator, makes guest appearance.
- News Summary ①
Late news from the Daily News.

Moonlight On The Range ⑬
Western romance with Fred Scott.

- 7:30 P.M. Newsreel ①
Roundup of week's news.
- 7:50 P.M. Review Of The News ④
Paul Alley commentates on news of the week.
- 8:00 P.M. Author Meets The Critics ④
Watch the fur fly as best selling critic is taken over the coals.
- "Gentlemen From Dixie" ⑬
Feature length film starring Jack La Rue and Marian Marsh.
- 8:30 P.M. NBC Playhouse ④
- 9:00 P.M. News On The Hour ①
Headlines from the editorial room of the Daily News.



HERE is a thrilling panorama of the 1947 Sports Year—40 thrilling stories on all sports from football to fishing, selected by distinguished judges as the best stories from newspapers and magazines. Also the 20 best photos of the year.

Best Sports Stories—

1948

WITH THE YEAR'S BEST SPORTS PICTURES

Edited by Irving T. Marsh and Edward Ehre

At your bookstore, \$3.00



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Help Fight Cancer

(Continued from page 21)

just the same on Tele-Transcription.

"And now an 'exclusive' as the columnists say; plans are being made for a Small Fry Day to be held here in New York, when we find a place big enough and I imagine it will have to be Central Park since no theatre is big enough to hold all 50,000 of us. We had thought of a boat ride but we can't find a boat quite large enough unless we hire the Queen Mary—so get ready to make the Small Fry Day the biggest ever. It will be held in September.

"In the meantime keep watching the show and tell your parents all about TELEVISION GUIDE, which will carry Small Fry Club news from time to time.

"And so until we meet again, this is your old friend, Big Brother."

Bob Emery

**TWICE
the television
entertainment
HALF
the regular price
SEE PAGE 25**

RACING AT MONMOUTH

WATV, the metropolitan area's only 50,000 watt television station, has completed plans to pick up the turf activities at Monmouth Park, N. J., during the summer season which starts on June 21. Present plans call for airing of the feature race every day, except Sunday—through August 7 when the meet ends.

YOUR

TeleVision Guide

SCORECARD

ST. LOUIS VS NEW YORK

FRIDAY JUNE 18	CARDS																		
	GIANTS																		
SATURDAY JUNE 19	CARDS																		
	GIANTS																		
SUNDAY JUNE 20	CARDS																		
	GIANTS																		

Giants Lineup

5 Cooper, c	26 Conway, if
6 Westrum, c	27 Marshall, of
8 Livingston, c	28 Rhawn, if
10 Kerr, ss	30 Poat, p
15 Mize, 1b	31 Koslo, p
16 Lohrke, if	34 Trinkle, p
18 Rigney, 2b	37 Jones, p
19 Thomson, of	44 Hansen, p
20 Gordon, 3b	46 Hansen, p
21 Layton, of	Lee, p
23 Hartung, p	Newsom, p
25 Lockman, of	

Cards Lineup

Brazle, p	Jones, 1b
Burkhardt, p	Kurowski, 3b
Dickson, p	Lang, if
Hearn, p	LaPointe, if
Munger, p	Marion, ss
Papai, p	Schoendienst, 2b
Pollet, p	Dusak, of
Staley, p	Medwick, of
Wilks, p	Moore, of
Garagiola, c	Musial, of
Rice, c	Northey, of
Wilber, c	Slaughter, of

ASKED MOST OFTEN

TELEVISION being such an extraordinary infant, so big for its age and getting bigger all the time, that questions about its way of life are on the tips of everybody's tongues.

William W. Cone, merchandise manager of Krich-Radisco, Inc., Newark, N. J., lists a few of the questions most frequently asked. He also gives the answers.

Q: Does television use much electricity?

A: The ordinary table set takes from an eighth to a half as much power as an electric iron or an electric heater. The table model uses from about 150 to 360 watts of power. With combination receivers containing a radio or phonograph it is customary that television turn off automatically when the radio or phonograph is being played. Then the set draws from 50 to 150 watts.

Q: How far does the television signal travel?

A: The television signal travels from the transmitter antenna to a few miles beyond the horizon. It does not penetrate obstructions such as hills or buildings. Sometimes satisfactory reception can be obtained behind those obstructions by positioning the antenna to receive a reflected signal, making a special installation lifting the antenna above the obstruction or other devices.

WATV TEST PATTERN

In order to aid servicemen in re-orienting antennas for better reception of WATV, the station is telecasting its test pattern from 10:00 A.M. to 4:00



Television program for Shubert openings — The Shuberts survey the scene of future WPIX television shows of opening nights outside their theaters. The contract with the Shuberts and The New York News television station for broadcasting the pre-performance activities of Shubert openings during the 1948-1949 season has been signed. Standing under the marquee in Shubert Alley, famed show business thoroughfare, are (l. to r.) Milton Shubert, Harvey Marlowe, WPIX manager of programs, Lee Shubert, John Shubert.

P.M. at which time regularly scheduled programs begin. On Mondays and Tuesdays when no programs are scheduled, the WATV test pattern is transmitted from 10:00 A.M. to 5:00 P.M. In addition, WATV's engineering staff is currently making field tests to obtain data which may prove helpful to set-owners and installation men in making necessary set or antenna adjustments.

WATV's 50,000 watt transmitter and antenna are located in West Orange.

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WHAT'S COMING

A handy guide to programs scheduled for future dates you'll want to keep with your TV set.

- June 21—Pirates vs. Dodgers night game.
- June 22—Pirates vs. Dodgers.
- June 22—Giants vs. Cubs night game
- June 23—Louis vs. Walcott bout for heavyweight championship of the world.
- June 23—Pirates vs. Dodgers.
- June 23—Giants vs. Cubs.
- June 24—Pirates vs. Dodgers.
- June 24—Giants vs. Cubs.
- June 25—Dodgers vs. Cardinals night game.
- June 25—Giants vs. Reds.
- June 26—Dodgers vs. Cardinals.
- June 26—Giants vs. Reds.
- June 27—Dodgers vs. Cardinals.
- June 27—Giants vs. Reds in double header.
- June 29—Yankees vs. Red Sox.
- June 30—Yankees vs. Red Sox.
- July 4—"Try And Do It" audience participation show.
- July 5—The Dwyer Handicap from Aqueduct.
- July 17—The Brooklyn Handicap from Aqueduct.
- July 24—The Saranac Handicap, famed Saratoga classic from Jamaica.

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TV GUIDE

Mail the order card
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SEE PAGE 25

Who's stealing what base?



RCA Victor 721TS



You'd see with
RCA VICTOR



Yes, if you can't be there in the stands in person, you'll see games just the same—with **RCA VICTOR EYE WITNESS TELEVISION!**

With a set like the 721TS you'll follow hits and runs in bright, clear action pictures—pictures 52 sq. in. big that remain steady. They're actually locked in tune with sending stations by RCA Victor's amazing Eye Witness Picture Synchronizer.

With a set like the 721TS you get all television channels. Television sound comes to you over RCA Victor's own static-free FM... through the famous "Golden Throat" tone system!

YOU GET ALL THIS WITH
YOUR RCA VICTOR TELEVISION OWNER CONTRACT



Have a look at this top value today!

\$325⁰⁰ Plus \$1.60 Fed. Tax
and Owner Policy
Fee of \$56.00

Your fee entitles you to:

1. Speedy installation by factory-trained experts of the RCA Service Company. 2. Complete antenna, and all materials required for normal home installation. 3. Service in your home, at no cost, if required during a year's period. 4. Replacement, if necessary under normal use, of all parts (including picture tube), without charge during your first full year of ownership.

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Corded Cotton
Suitdress

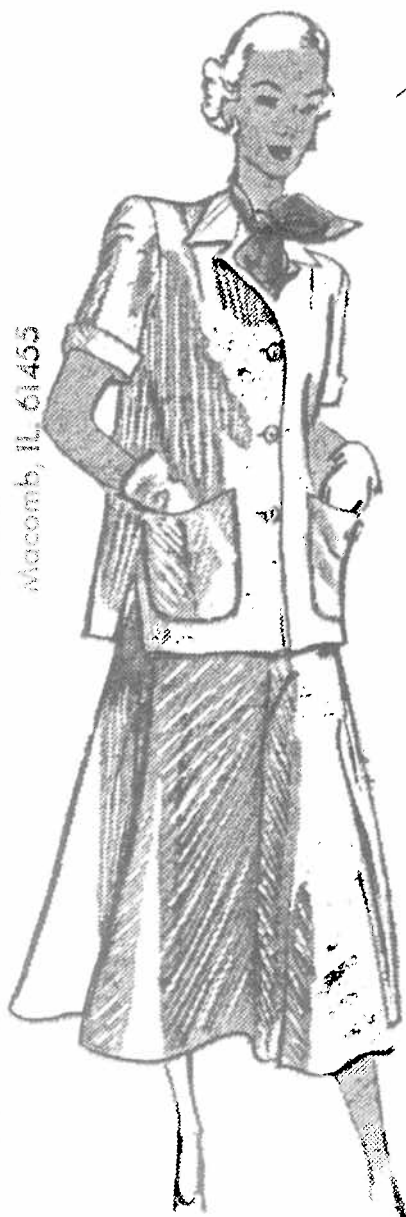
12⁹⁵

McKetrick,
magician of
maternity
fashions, whips
up Dan River
cotton into a
closed wrap
skirt and a
jacket that goes
over other
clothes too
white striped on
blue, brown,
grey or rose.
Sizes 10 to 18.

Maternity Shop
Fourth Floor

Lane Bryant

FIFTH AVE AT 40TH NEW YORK
15 MANOVER PL BROOKLYN



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