

## Radio and TV

# Liberace Scales To New Heights With Radio Show

BY PEG SIMPSON

Hitting the biggest of the big time by way of television, piano wizard Liberace is climbing still higher with radio.

A new half-hour musical program is now being distributed by Guild Films to radio stations over the country. Some 94 markets have signed up until a few weeks ago and more were anticipated.

Liberace, the smiling, syrup-voiced piano genius, is now rated among the most popular musicians in the nation. His television show is watched on practically every station in the country via film and his personal appearances are hailed by mob scenes.

As usual, satiric mimics and ridiculing remarks have hit their mark—pushing their subject even higher on the scale of popularity. The caustic sketches revolving about the pianist's toothy grin, the candelabra, and his manner have appeared on dozens of programs—even with Liberace himself joining the fun.

These items have offered as much good publicity as the pianist's great talent itself has. With something like a \$1 million waiting for him next year, Liberace continues despite the ribbing. And radio will do its share now to boost him to even greater heights.

**Comic Billy de Wolfe**, vocalist Patti Page and the Skating Quin-Jans will be the guest stars on the Arthur Murray Party at 8:30 p.m. on WSYR-TV.

Kathryn Murray will be the hostess of the half-hour offering. This show has improved quite a bit since its last stint on television but there is still the amateur stamp on it. The dancers acquired a little showmanship during the interim but the Party is still rather mediocre network material.

**A hunter who shoots defenseless animals** in a game preserve becomes the quarry in the suspense dramatization "The Hunted" at 9:30 p.m. WHEN-TV.

John Kerr is featured as the playboy-woodsman who, to win a bet, shoots semi-tame animals. He is observed by a game warden who gives him 10 minutes head start and three bullets for his rifle, while taking only one for his own—warning that he'll be shot on sight.

**Ida Lupino and Jack Lemmon** co-star in "Marriageable Male" on Top Plays of 1954 at 9:30 p.m. WSYR-TV.

It's a comedy about a woman, artist and her client who poses as a male model. The artist mistakes an executive for a model and he goes along with the mistake.

**Danger presents "An Affair of Delicacy"** at 10 p.m. on WHEN-TV. The teleplay concerns a marriage in which boredom builds up to drastic consequences. Philip Bournoy, Jacques Auberson and Joan Wetmore take the lead roles.

**Firebird Theater** at 9 p.m. on WSYR-TV will stage "Acts of God Notwithstanding." The original story tells how a crew of a utility company struggles during a snowstorm to restore electricity to a hospital where the wife of the crew boss awaits the birth of a baby. In the cast will be Bill Henry, Kim Spalding, Drake Hardy, and others.

**John Lund** as "Yours Truly, Johnny Dollar" manages to turn up a missing \$75,000 and a missing man, both somewhat depleted, in "The Woodward Manila Matter," at 9 p.m. on WFBL.

**The Rev. Robert J. McKay** will speak in "Jesus Feeds the Five Thousand" on "These Things We

## Television

### WSYR-TV-CHANNEL 3

6:55—Musical Clock  
7:00—Today  
9:00—Bride-Groom  
9:15—Hawkins Falls  
9:30—Coffee Cup Theater  
10:00—Ding Dong School  
10:30—One Man's Family  
10:45—Three Steps  
11:00—Home  
12:00—Jim Deline  
12:45—Matinee  
2:00—Ladies Day  
3:00—Mrs. U. S. A.  
3:30—Ask Washington  
4:00—Welcome Travelers  
4:30—On Your Account  
5:00—Movie Quiz  
5:15—Pinky Lee  
5:30—Howdy Doodr  
6:30—Canyon Jack  
6:45—Headlines  
6:55—Sports Page  
7:00—Feature  
7:30—Dinah Shore  
7:45—News Caravan  
8:00—Midwestern Hayride  
8:30—Murray Dance Party  
9:00—Firebird Theater  
9:30—Top Plays of 1954  
10:00—Truth or Consequences  
10:30—Jeffrey Jones  
11:00—Rocky King  
11:30—Tony Martin Show

### WHEN-TV-CHANNEL 8

7:00—Morning Show  
8:55—Prayer  
9:00—Brighter Day  
9:15—Breakfast Club  
10:00—Arthur Godfrey  
11:30—Strike It Rich  
12:00—Valiant Lady  
12:15—Love of Life  
12:30—Search for Tomorrow  
12:45—Guiding Light  
1:00—Kay's Kitchen  
1:30—Carry Moore  
2:30—Houseparty  
3:00—Big Payoff  
3:30—Bob Crosby  
4:00—Gal Next Door  
4:15—Matinee  
5:15—Party Line  
5:30—These Things We Share  
5:45—Captain Video  
6:00—Western  
6:30—Furniture Trends  
6:45—News-Sports  
7:00—Feature  
7:30—D. Edwards  
7:45—Big Playback  
8:00—The Goldbergs  
8:30—Ozzie and Harriet  
9:00—Meet Millie  
10:00—Suspense  
10:30—See It Now  
11:00—News  
11:05—Sports  
11:10—Mystery

## Radio

WSYR 570 | WHEN 620 | WADR 1260 | WFBL 1390 | WOLF 1490

NBC | ABC | Mutual | CBS

### MORNING

7:00 News-21st's	News	G. Williams	News-R.P.D.	Serenade
7:15 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
7:30 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
7:45 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
8:00 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
8:15 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
8:30 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
8:45 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
9:00 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
9:15 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
9:30 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
9:45 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
10:00 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
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11:15 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
11:30 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade
11:45 Timekeeper	Breakfast Bell	Hennessy	Musical Clock	Serenade

### AFTERNOON

1:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
1:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
1:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
1:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
2:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
2:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
2:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
2:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
3:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
3:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
3:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
3:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
4:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
4:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
4:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
4:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
5:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
5:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
5:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
5:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke

### EVENING

6:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
6:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
6:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
6:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
7:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
7:15 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
7:30 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
7:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
8:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
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8:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
9:00 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke
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10:45 News-Billings	News	Dean's Diner	News-Bank	W. Warren	News-Juke

Share at 5:30 p.m. WHEN-TV.

At the same time on Friday, Father McKay will talk about "Jesus Discourse on the Eucharist."

**It being Mystery Night** on WSYR radio, Barrie Craig, Confidential Investigator, will be heard at 8:30 p.m. Dragnet at 9 p.m. and Crime and Peter Chambers at 9:30 p.m. Barrie Craig, played by William Gargan, becomes involved in a case called "Kiss and Kill."

After another Friday-Smith escape on Dragnet, Peter Chambers visits a night club operated by three friends to find that one of the partners has been murdered.

**Joan DeLine of Cazenovia RD.** 2, 16-year-old 4-H Club junior leader, will demonstrate the use of carrots in a portion of the Kay Russell Ladies' Day show titled "Beauty Food Not Bunny Food" at 2 p.m. today, WSYR-TV. Joan has been a member of the 4-H Club for eight years.

### IN BOOT CAMP

John B. Fowler of Clay and Robert C. Vollmer of Cazenovia are undergoing boot training at Bainbridge, Md., following their enlistment in the Navy at the Chimes Building Recruiting Station, it was announced yesterday.

## Your HOROSCOPE

By Carroll Righter

**ARIES** (March 21 to April 19). All sorts of information is available to you in every department of your affairs, especially in new, high-minded associates who can suggest ways to utilize proven principles in your own responsibilities.

**TAURUS** (April 20 to May 20). A. M. is fine for getting your bills paid, allowances, etc., collected, property repaired; p. m. then excellent for adopting better system for attending to all money matters. Be economical.

**GEMINI** (May 21 to June 21). Be as personal as you like in the a. m. P. M. then is extremely good for using your experiences from the past year to secure goals around to solve bewildering perplexities.

**CANCER** (June 22 to July 21). Get off alone as much as possible during a. m. and decide just what you want going forward. P. M. then is fine for getting together with your partners and reaching working arrangements.

**LEO** (July 22 to Aug. 21). Being busy engaged early with multiple of light tasks to secure goals produces such good results you can spend p. m. getting rid of more cumbersome, heavier duties. Be afflicted shut-ins, too.

**VIRGO** (Aug. 22 to Sept. 22). Find out just what the boss, mate, attachment or anyone vital to you expect from you in a. m. Then p. m. finds such duties easily attained by going to others involved with smile, frank demeanor.

**LIBRA** (Sept. 23 to Oct. 22). Perceiving answers to riddles from all avenues available to you during a. m. releases sensible plan so you can bring into open, solve with all concerned in p. m.

**SCORPIO** (Oct. 23 to Nov. 21). Getting yourself quiet for a while a. m. to get accurate hunch then awaiting you gives you right answer who to contact p. m. in order to secure information you need to get out of onerous obligation.

**SAGITTARIUS** (Nov. 22 to Dec. 21). Come to meeting of minds with important associate early, then spend remainder afternoon, evening concentrating upon financial, emotional responsibilities.

**CAPRICORN** (Dec. 22 to Jan. 20). Fitch in early and you can accomplish anything, morning, time work you desire during morning. P. M. is fine for getting together with companions, eliminating any past confusions. Be happy. Have fun.

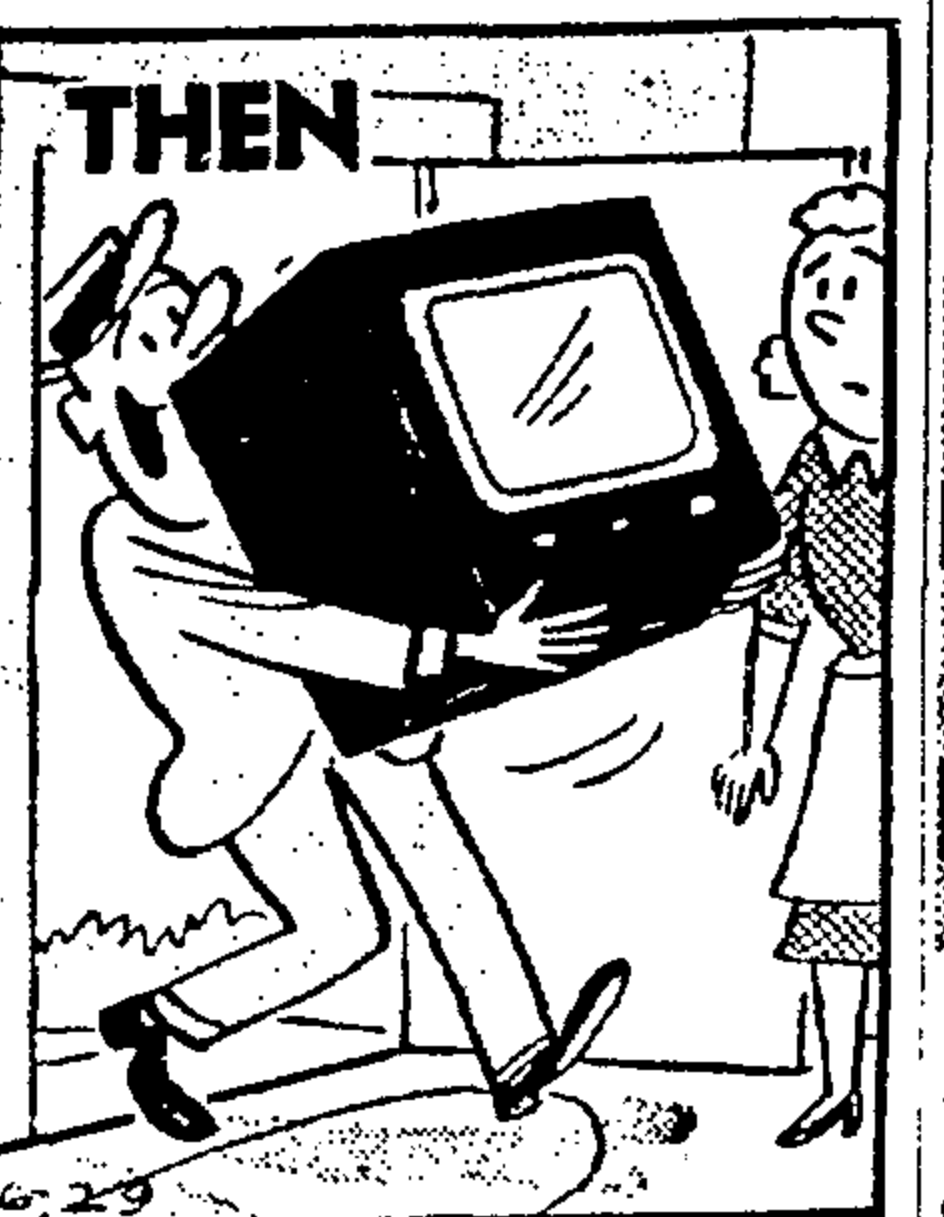
**AQUARIUS** (Jan. 21 to Feb. 19). Using morning to get your charm magnetism to new peak impresses you also then attend to investments. P. M. forget play, get down to serious work. Keep plug-plug away with character, purpose.

**PISCES** (Feb. 20 to March 20). Putting that multitude of home family, property duties behind you early frees p. m. to enjoy yourself as you most desire—sports, entertainment, romance, investments.

### IF YOUR CHILD IS BORN TODAY

Today's child is one of those very fortunate youngsters who starts life off with a fine mind and the ability to learn rapidly; and easily. However, it is your duty as a parent to see that this knowledge is deeply, rather than superficially, so make sure you question every so often. Their 25 time passes your offspring will have a wealth of information to call upon when it is needed in later life, when artistic ability and a basic understanding of merchandising can bring great success in vocations connected with these subjects.

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Boy, did I outtalk that salesman. Imagine paying only \$54 for a TV set.

Now

THIS IS A STICKUP!

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## THE HEART OF JULIET JONES

