

# TELEVIEWING AND LISTENING IN

With Sid Shelton

Frontier Town—1952 . . . The town where Gene Autry does location shooting for his CBS telefilms, PioneerTown, Calif., is the nearest thing to the old frontier towns of the 70s and 80s this side of 1952.

PioneerTown, whose normal population of 75 doubles when the Autry show personnel clusters up the neighborhood, is a tiny cluster of buildings in the sunbaked Mojave desert, just 30 miles north of swanky Palm Springs, but about 60 years behind that ritzy resort. Autry finds the location ideal as background for his TV films because of the surrounding 80 acres which can duplicate the scenery of seven different western states. This plus the fact the town itself looks like a sure enough western town to fool Will Bill Hickock.

To preserve the western atmosphere, no automobiles may defile PioneerTown's main drag, referred to as Main St., a punning reminder of the horse favoritism shown in the town.

Actually, PioneerTown was founded only five years ago, in 1947, a fact which the founding fathers shrug off. For instance, a sign on one of the buildings reads "White's Grocery, Est. 1847." Other merchants have signs expressing their idea of what signs were like in the West of 80 years ago, "Mer-



Gene Autry Hedy Lamarr

cantile Emporium," reads the one on the general store. "Anything from silk pants to surreys, with or without the fringe," (The Rodgers and Hammerstein influence.) "Trigler Bill's Shooting Gallery." "The Red Dog Saloon. No dogs allowed," etc. All that's missing is the government assayer's office and a large target of Trigler Bill's customers.

Oh yes, the biggest sign in PioneerTown reads: "There is no place just like this place anywhere near this place, so this must be the place." Any arguments?

Attr's Basketball Fans . . . WRX plays its first basketball game of the season when the New York Knickerbockers meet the Baltimore Bullets at Madison Square Garden, Saturday night at 9. Hal Palmer, former member of the Knicks, will be at the microphone. This New season schedule includes 45 pro hoop games and 23 collegiate dates during the coming season.

Opera Premiere . . . The N. Y. Philharmonic-Symphony will present the radio premiere of portions of Darius Milhaud's new opera, "Christopher Columbus," Sunday, Nov. 9, at 7:30 P. M. via CBS. Mack Harrell sings the title role and Gertrude Dew will be heard as Queen Isabella.

News Notes . . . Hedy Lamarr has been signed for a series of 39 half-hour telefilms based on historical love stories. Production gets under way mid-November. Interiors will be filmed in London and exteriors in various European settings. . . Doris Day is set to do a

Dinah Shore type TV show for CBS when her current contract at Warner's expires. . . There's a deal in the making that may bring the First Drama Quartet, Charles Laughton, Charles Boyer, Agnes Moorehead and Sir Cedric Hardwicke, to the NBC-TV cameras during the Christmas holidays. . . Jackie Robinson denies the report aired on a TV sportscaster's show the other night that there still is no love lost between Leo Durocher and himself. This may have been true in 1951, says Jackie, but the feelings towards one another in 1952 were "good" and that "we are now as friendly as two hallgangers on opposing teams can be." . . . Plans are under way for a television of Jean Harlow's "Dr. Christian." . . . Jane Russell's husband, pro footballer Bob Waterfield, is being considered for the lead in a western TV series.

Sight and Sound . . . The voice of the late Hattie McDaniel will continue to be heard as "Beulah" for some time to come via CBS-radio. The distinguished actress, who passed away last Sunday in Hollywood from cancer, recorded many episodes before her illness became critical. . . A 21-gun salute for

Kent Cooper's "Spirit of Freedom" That afternoon at 8:30, pianist Artur Schnabel plays an all-Chopin concert on NBC-TV's "Meet The Masters."

TOP FILE 53 W-43  
**AVC CALIFORNIA 80**  
 Seattle 700  
 Miami 328  
 Chicago 194  
 New York 286  
 Los Angeles 286  
 San Francisco 286  
 St. Louis 286  
 Philadelphia 286  
 Cincinnati 286  
 Cleveland 286  
 Detroit 286  
 Kansas City 286  
 Memphis 286  
 Nashville 286  
 New Orleans 286  
 Oklahoma City 286  
 Omaha 286  
 Portland 286  
 Salt Lake City 286  
 San Diego 286  
 St. Paul 286  
 Tucson 286  
 Wichita 286



**Rangers vs. Chicago**  
 Presented by:  
 Old Gold Cigarettes  
 and Piel's Beer  
**93 Great Sports Events**

**Nine P. M.**  
 STATION OF CHAMPIONS  
**WPXI 11**

# NO MONEY DOWN

## Pay Nothing Until

### AN. 5th 1953

GENERAL ELECTRIC

# AM-FM RADIO

Outperforms many Consoles!  
 Double your listening pleasure with this magnificent G-E table radio that combines superb FM and AM performance in one beautiful cabinet. General Electric FM radio practically eliminates fading and station interference. Two built-in antennas — tone control-illuminated "sunburst" dial for easy, accurate tuning.

Model 403

## LOW PRICED at VIM

# 19 Neighborhood Stores

109 ESSEX ST., NR. DELANCEY ST., N. Y. C.

BROOKLYN—275 8th St.	NEWARK—351 Broad Street
—225 Flatbush Ave. or Florida	FARSAK—140 Lexington Ave.
—2022 Fifth Avenue	JERSEY CITY—180 Jersey Avenue
—442 Fulton Street	RAYSONNE—105 Broadway
—1102 Kips Highway	REARSON—105 Broad Street
—1382 Fifth Avenue	FIRTH ABERDEEN—181 South Street
—27 Kirtland Avenue	PLAINFIELD—111 W. Front Street
—485 72nd Avenue	IRVINGTON—1802 Bartleyfield Ave.
—1301 Broadway	UNION CITY—1912 Argentine Ave.
—1808 73rd Avenue	WACKENACK—118 Main Street
—284 Westwood Avenue	FATSONSON—281 Market Street
—1000 130th Avenue	UNION—1014 Elyssinet Ave.
GREENPOND—700 Manhattan Avenue	ROOSEVELT—310 Roosevelt Ave.
LONG ISLAND	BELLEVEILLE—18 Washington Ave.
FOREST HILLS—11-12 82nd Avenue	HOBOKEN—11 Washington St.
ASTORIA—31-32 82nd Avenue	
ROCKVILLE CENTRE—275 Sunrise Highway	
ROSELAND—1000 130th Avenue	
ROSELAND—1000 130th Avenue	

Open Evenings till 10 P. M.

# LISTEN!

Radio's first . . . lady of charm

## the Barbara Welles show

Mon. Thru Fri.  
 1:30-2:00 pm

7:10 . . . on your dial

# WOR